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Folder Title:
Video Scripts 3/26/90 [OA 4727] [1]

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Suggested Copy for Mrs. Bush's Videotape

Good morning. It has to be a good morning in Palm Desert. I wish I could be with you as planned, but sometimes, as many of you know, the career demands of your spouse take precedence over your own wishes.

Nevertheless, I wanted to send this message to your annual meeting because the American Association of Advertising Agencies has made tremendous contributions to so many causes close to my heart.

Back in 1981 your board took on, as its special project, the terrible problem of functional illiteracy in America. Over the next three years, it organized all the independent and local groups studying and treating the problem, then initiated an Advertising Council campaign to raise national awareness and to inform functionally illiterate individuals about where to seek help.

Speaking of the Advertising Council, the Four-A's was a founder back in 1942 and is still its largest single financial supporter. More important, members like you give generously of

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your time and talent to create messages on behalf of the Red Cross, U.S. Savings Bonds, the United Negro College Fund, the American Cancer Society, the Heart Association, AIDS Awareness -- some 36 essential social and Governmental programs. More than a billion dollars worth of public service messages were donated last year alone.

And, of course, there is the ~~Media Advertising~~ Partnership for a Drug-Free America, born at a meeting of the Four-A's board in February, 1985. You'll be hearing more about this from ^{JIM BURKE and} my husband on Saturday. Let me just say that I, like all Americans, owe you our gratitude for the remarkable results to date of that unprecedented advertising effort.

My best wishes to John O'Toole and to your chairman, Glen Fortinberry, and to each of you, for a very successful meeting.

God bless you.

**VIDEO MESSAGE
PARTNERSHIP FOR A DRUG-FREE AMERICA**

AMERICA IS IN TROUBLE. WHILE STATISTICS ARE ALARMING, IT'S THE MORNING PAPERS AND THE NIGHTLY NEWS THAT DOCUMENT THE DANGER FACING THIS COUNTRY. DRUGS ARE TEARING US APART. IN OUR CITIES AND OUR SCHOOLS, IN THE WORKPLACE AND THE PLAYGROUND, DRUGS HAVE A STRANGLE HOLD THAT THREATENS THE VERY SECURITY OF THIS COUNTRY.

FOR SOME TIME I'VE SAID THAT THE BATTLE AGAINST THE SCOURGE OF ILLEGAL DRUGS CAN ONLY BE WON WHEN ALL AMERICA GETS INVOLVED -- COMBINING THE EFFORTS OF GOVERNMENT AT ALL LEVELS WITH THAT OF THE PRIVATE SECTOR. THIS WAR IS EVERYONE'S RESPONSIBILITY -- BUSINESS, LABOR, COMMUNITY GROUPS, PARENTS, TEACHERS, STUDENTS, AND PRESIDENTS. AND IT'S ONLY BY WORKING TOGETHER THAT WE CAN SOLVE THIS PROBLEM.

AND WORKING TOGETHER, WE ARE BEGINNING TO WIN THIS WAR. THE ADMINISTRATION'S COMMITMENT TO TOUGHEN ENFORCEMENT AND IMPROVE TREATMENT AND EDUCATION IS HAVING A POSITIVE EFFECT. AND ALL ACROSS THE COUNTRY THE PRIVATE SECTOR HAS JOINED THE FIGHT. WITH CORPORATE WORKPLACE PROJECTS, SCHOOL PROGRAMS, AND COMMUNITY ACTIVITIES THAT INCLUDE EXCITING EDUCATIONAL PROGRAMS, THE PRIVATE SECTOR IS MAKING A DIFFERENCE.

THERE'S NO BETTER EXAMPLE OF PRIVATE SECTOR INVOLVEMENT AND SUCCESS THAN THAT OF THE PARTNERSHIP FOR A DRUG-FREE AMERICA. UNDER THE STRONG LEADERSHIP OF JIM BURKE, AND WITH THE HELP OF CORPORATE FUNDING AND A SMALL STAFF OF DEDICATED PROFESSIONALS, THE PARTNERSHIP HAS ENLISTED UNPRECEDENTED LEVELS OF VOLUNTEER SUPPORT. ADVERTISING AGENCIES ARE DONATING THEIR TIME AND UNIQUE TALENTS. PRINT AND BROADCAST PRODUCTION FACILITIES ARE HELPING TO CREATE THOSE IMPORTANT COMMERCIALS ALL AMERICA RECOGNIZES. MARKET RESEARCH FIRMS ARE DONATING SURVEYS AND ANALYSIS, AND THE MEDIA IS GIVING TIME AND SPACE TO AN ENORMOUS ADVERTISING EFFORT DESIGNED TO CREATE GREATER AWARENESS OF THE ILLEGAL DRUG PROBLEM AND TO CHANGE ATTITUDES TOWARD THE USE OF THESE DRUGS.

AND IT'S WORKING. THE SUCCESS OF THIS CAMPAIGN AND OTHER DEDICATED EFFORTS HAS BEEN MEASURED THROUGH RESEARCH -- AND THE REAL PROOF OF ITS SUCCESS IS THAT OVERALL DRUG USE IS DECLINING. THAT'S GOOD NEWS.

BUT, WE MUST MAINTAIN THIS IMPORTANT MEDIA CAMPAIGN. JIM BURKE TELLS ME THAT THE PARTNERSHIP'S GOAL THIS YEAR IS \$1 MILLION A DAY IN DONATED ADVERTISING. \$365 MILLION THIS YEAR ALONE! THAT'S AN AMBITIOUS GOAL BUT ONE THAT MUST BE ACHIEVED. ((AND WITH ALL YOUR HELP, WE WILL SUCCEED.)) WE WILL SUCCEED BECAUSE EVEN MORE ADVERTISING AGENCIES WILL VOLUNTEER TO CONTRIBUTE TO THE CREATIVE EFFORT. MORE PUBLISHERS AND BROADCASTERS WILL MAKE DONATIONS OF TIME AND SPACE. MORE CORPORATIONS WILL CONTRIBUTE RESOURCES TO HELP THE PARTNERSHIP STAFF FUNCTION. AND, A NEW PUBLIC RELATIONS EFFORT, WITH MORE PR FIRMS WILL BRING THE PARTNERSHIP MESSAGE HOME TO ALL AMERICANS.

I BEGAN BY SAYING THAT AMERICA IS IN TROUBLE. WELL, THE PATH OUT OF DANGER IS CLEAR. THE PARTNERSHIP PROVIDES A PROVEN METHOD FOR HELPING THIS COUNTRY. IT DOES WHAT LEGISLATION ALONE CAN'T -- IT CHANGES ATTITUDES. AND THAT'S WHY IT NEEDS OUR CONTINUED AND INCREASED SUPPORT. WHILE YOU CAN COUNT ON MY ADMINISTRATION TO DO ITS PART TO HELP THE PARTNERSHIP, I'M COUNTING ON THE COLLECTIVE TALENT OF AMERICA'S BUSINESSES AND COMMUNICATIONS PROFESSIONALS TO DO YOURS. BE A "POINT OF LIGHT" BY USING YOUR POWER AND INFLUENCE TO COMBAT DRUGS. THE VERY FUTURE OF OUR COUNTRY -- OUR CHILDREN -- IS AT STAKE.

BARBARA JOINS ME IN WISHING EACH OF YOU THE BEST OF LUCK WITH YOUR PARTNERSHIP EFFORTS. THANK YOU, AND GOD BLESS YOU ALL.

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**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.**

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**VIDEO MESSAGE
NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS**

**IT'S A PLEASURE TO WELCOME THE NATIONAL
ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS TO ONE OF
MY FAVORITE CITIES IN TEXAS -- SAN ANTONIO.**

**SOMEONE ONCE DESCRIBED A SCHOOL AS "FOUR WALLS
CONTAINING THE FUTURE." WHILE THAT'S A SIMPLE
DESCRIPTION, IT'S AN ACCURATE ONE AND SUMS UP THE
CHALLENGE OF EDUCATION. YOU'RE THE LEADERS OF OUR
SCHOOLS WHERE OUR CHILDREN SPEND THEIR FORMATIVE YEARS.
YOU SET THE TONES, THE EXPECTATIONS, AND SPARK THE
IMAGINATION OF YOUR STUDENTS AND TEACHERS. YOU BUILD
THAT ALL IMPORTANT FOUNDATION FOR FUTURE LEARNING THAT
WILL AFFECT THE LIVES OF OUR CHILDREN AND COMMUNITIES
FOR YEARS TO COME.**

**YOUR MISSION MAY NOT BE EASY, BUT IT IS ESSENTIAL TO
MAKING AMERICA'S EDUCATION SYSTEM THE BEST IN THE
WORLD.**

ALTHOUGH, WE HAVE GONE A LONG WAY TOWARD GIVING EACH STUDENT AN OPPORTUNITY TO REACH HIS OR HER FULLEST POTENTIAL, BUT WE CAN AND MUST DO MORE. WORKING WITH THE NATION'S GOVERNORS, WE HAVE BEGUN THE PROCESS BY SETTING SIX NEW EDUCATION GOALS -- GOALS WE WILL MEET BY THE END OF THE CENTURY. EVERY CHILD IN AMERICA WILL START SCHOOL READY TO LEARN. WE WILL INCREASE THE PERCENTAGE OF STUDENTS GRADUATING FROM HIGH SCHOOL TO AT LEAST 90 PERCENT. WE WILL MONITOR THE PROGRESS OF AMERICAN STUDENTS IN GRADES FOUR, EIGHT, AND TWELVE. BY THE YEAR 2000, OUR STUDENTS WILL BE THE FIRST IN THE WORLD IN SCIENCE AND MATHEMATICS. EVERY ADULT WILL BE LITERATE, AND, EVERY SCHOOL WILL BE FREE OF DRUGS AND VIOLENCE WHILE OFFERING A DISCIPLINED ENVIRONMENT CONDUCIVE TO LEARNING. IN ORDER TO MEET THESE GOALS, YOUR EFFORTS WILL BE CRITICAL.

SO CHALLENGE YOUR STUDENTS. TELL THEM THAT STUDYING IS AN INVESTMENT IN THEIR FUTURE. CHALLENGE YOUR TEACHERS TO TAKE THAT EXTRA STEP FOR THEIR STUDENTS. ENCOURAGE PARENTS TO PARTICIPATE IN THEIR CHILDREN'S EDUCATION, TO VOLUNTEER AND BE "POINTS OF LIGHT" BE BECOMING INVOLVED IN YOUR SCHOOLS. AND ASK YOUR COMMUNITIES TO GIVE YOU THE SUPPORT AND COOPERATION YOU MUST HAVE TO ACHIEVE REAL EXCELLENCE IN EDUCATION.

THANK YOU FOR INCLUDING ME IN THIS YEAR'S CONVENTION. BARBARA JOINS ME IN COMMENDING ALL OF YOU FOR YOUR TIRELESS WORK TO PROVIDE EACH OF YOUR STUDENTS WITH THE BEST POSSIBLE EDUCATION. HAVE A GREAT CONVENTION, AND GOD BLESS YOU ALL.

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**VIDEO MESSAGE
INTERNATIONAL FEDERATION OF AIR LINE PILOTS ASSOCIATION**

**GOOD MORNING. I'M PLEASED TO JOIN THE
INTERNATIONAL FEDERATION OF AIR LINE PILOTS
ASSOCIATIONS FOR YOUR 45TH ANNUAL CONFERENCE. YOU'VE
CHOSEN A BEAUTIFUL TIME OF YEAR TO VISIT THE NATION'S
CAPITAL AND DISCUSS THE MANY ISSUES SO IMPORTANT TO
INTERNATIONAL AVIATION.**

**AS MANY OF YOU KNOW, I ONCE WAS AN AVIATOR MYSELF,
AND FEEL A SPECIAL KINDRED SPIRIT WITH EACH OF YOU.
ALTHOUGH IT'S BEEN MANY YEARS SINCE I STRAPPED MYSELF
INTO A CRAMPED COCKPIT, BROUGHT AN ENGINE TO LIFE, AND
ROLLED DOWN A RUNWAY TO THE FREEDOM OF THE SKIES, I'VE
NEVER FORGOTTEN THE PURE EXHILARATION OR THE TOTAL
CONCENTRATION FLYING DEMANDS.**

THOSE OF YOU IN THE AIRLINE INDUSTRY HAVE A NEW AND SPECIAL ROLE IN TODAY'S WORLD OF CHANGE. IN THE PAST FEW MONTHS, WE'VE SEEN A BLOSSOMING OF FREEDOM ACROSS THE GLOBE AS MANY OF THE WALLS AND BARRIERS THAT SEPARATE NATIONS CRUMBLE. AND AS THESE NATIONS AND PEOPLE REACH OUT TO UNDERSTAND EACH OTHER, YOU, THE AIRLINE PILOTS OF THE WORLD CAN HELP BRING TOGETHER THE FAMILY OF MAN. AND WITH REPRESENTATIVES OF 67 NATIONS WORKING TOGETHER FOR THE COMMON GOOD AND SAFETY OF AVIATION, YOUR FEDERATION EMBODIES THIS NEW SPIRIT OF INTERNATIONAL COOPERATION.

I HOPE YOUR MEETING IS A FRUITFUL ONE, AND THAT YOU'LL HAVE AN OPPORTUNITY TO ENJOY THE SPRINGTIME BEAUTY OF THIS LOVELY CITY. BARBARA JOINS ME IN SALUTING YOUR PROFESSIONALISM AND COMMITMENT TO SAFETY. THANK YOU FOR INCLUDING ME IN YOUR CONFERENCE AND GOD BLESS YOU ALL.

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**AUDIO MESSAGE
"SALUTE TO AMERICA" MESSAGE**

INDEPENDENCE DAY! A TIME OF FAMILY PICNICS, TOWN PARADES, AND GLORIOUS FIREWORKS. A DAY TO REFLECT ON WHAT IT MEANS TO BE AN AMERICAN -- AND A PART OF THE GREATEST COUNTRY IN THE WORLD.

BUT, THE FOURTH OF JULY IS ALSO A TIME TO PAUSE AND REMEMBER THE MEN WHO FOUNDED OUR GREAT REPUBLIC -- PATRIOTS LIKE GEORGE WASHINGTON, THOMAS JEFFERSON AND BEN FRANKLIN -- MEN WITH THE STRENGTH, COURAGE, AND INSIGHT TO FORGE A NATION PREDICATED UPON THE SIMPLE, BUT NOBLE IDEAL, "THAT ALL MEN ARE CREATED EQUAL."

AND AS WE CELEBRATE THIS IDEAL ON OUR NATION'S 214TH BIRTHDAY, LET'S ALSO ACKNOWLEDGE THE GREAT CHANGES THAT HAVE TAKEN PLACE AROUND THE WORLD. THIS JULY 4TH, NEW DEMOCRACIES AROUND THE WORLD HAVE JOINED OUR CELEBRATIONS OF FREEDOM, AND THE PROSPECT FOR A CONTINUED AND PROSPEROUS PEACE HAS RARELY BEEN BRIGHTER.

BUT, THIS DAY, AS WE SALUTE AMERICA, I HAVE A PERSONAL REQUEST TO MAKE OF EACH OF YOU. BE WHAT I CALL A "POINT OF LIGHT." WHETHER IT'S WORKING TO TUTOR AN ILLITERATE MAN OR WOMAN, HELPING TO FEED THE HUNGARY

OR HOUSE THE HOMELESS, YOUR HELP CAN MAKE A DIFFERENCE
IN THE LIFE OF SOMEONE IN NEED IN YOUR COMMUNITY.

BARBARA JOINS ME IN WISHING EACH AND EVERY ONE OF
YOU A SAFE AND HAPPY FOURTH OF JULY. THANK YOU, GOD
BLESS YOU ALL, AND GOD BLESS THE UNITED STATES OF
AMERICA.

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**VIDEO MESSAGE
GENERAL FEDERATION OF WOMEN'S CLUBS**

GOOD AFTERNOON. IT'S WONDERFUL TO JOIN IN THE CENTENNIAL CELEBRATION OF THE GENERAL FEDERATION OF WOMEN'S CLUBS. A FEW YEARS AGO, I HAD THE HONOR OF DEDICATING YOUR WOMEN'S HISTORY AND RESOURCE CENTER AND I'M SURE THERE ARE MANY FAMILIAR FACES IN TODAY'S AUDIENCE, SO IT IS A SPECIAL PRIVILEGE TO JOIN YOU AGAIN TODAY.

YOU'VE CERTAINLY ACCOMPLISHED A GREAT DEAL IN YOUR FIRST 100 YEARS. IN THAT TIME, G-F-W-C HAS MOBILIZED INDIVIDUAL WOMEN'S CLUBS INTO AN AMERICAN INSTITUTION DEDICATED TO VOLUNTEER SERVICE AND TO IMPROVING THE LIVES OF THOSE LESS FORTUNATE.

YOUR RECORD OF ACCOMPLISHMENT SPEAKS DIRECTLY TO THE SUCCESS OF YOUR EFFORTS. WOMEN'S CLUBS ACTIVELY SUPPORTED LEGISLATION FOR THE EIGHT-HOUR WORKDAY, THE FIRST CHILD LABOR LAWS, AND YOU WERE ONE OF THE FIRST TO ENDORSE EQUAL RIGHTS AND RESPONSIBILITIES FOR WOMEN. YOUR EDUCATIONAL PROGRAMS FOR WOMEN AND YOUTH INVOLVED WITH ALCOHOL AND DRUG USE AND YOUR ONGOING AIDS EDUCATION PROGRAM HAVE TRULY MADE AN IMPORTANT DIFFERENCE TO SO MANY PEOPLE.

BUT, I WOULD BE REMISS IF I DIDN'T THANK EACH OF YOU FOR YOUR EFFORTS TO IMPROVE LITERACY IN AMERICA. BARBARA HAS OFTEN SPOKEN OF YOUR COMMITMENT TO THIS CAUSE, AS WELL AS YOUR OUTSTANDING LEADERSHIP ON THIS ISSUE. AND I KNOW SHE IS VERY HONORED TO SERVE AS THE HONORARY CHAIRMAN OF THE G-F-W-C LITERACY PROGRAM -- A POST SHE HAS PROUDLY HELD SINCE 1984. YOUR GENEROUS EFFORTS IN THIS AREA DIRECTLY TOUCH 75% OF THE PUBLIC LIBRARIES ACROSS OUR COUNTRY. THAT'S QUITE AN IMPACT, AND CRITICALLY IMPORTANT TO OUR GOAL TO MAKE EVERY AMERICAN LITERATE.

AS WE MARK THIS SPECIAL OCCASION, IT'S IMPORTANT TO REMEMBER THOSE PIONEERING WOMEN WHO GATHERED IN NEW YORK 100 YEARS AGO. I'M SURE THAT JANE CUNNINGHAM CROLY ((CROW LEE)) WOULD HAVE BEEN DEEPLY IMPRESSED WITH THE CENTENNIAL OF VOLUNTEER SERVICE SHE STARTED.

BARBARA JOINS ME IN WISHING YOU THE BEST AS YOU CELEBRATE PAST ACCOMPLISHMENTS AND LAY THE GROUNDWORK FOR AN EXCITING AND AMBITIOUS FUTURE. THANK YOU, HAPPY 100TH AND GOD BLESS YOU ALL.

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**VIDEO MESSAGE
SECRETARY SKINNER'S TRAFFIC SAFETY SUMMIT**

**GOOD MORNING. IT'S A PLEASURE TO JOIN SAM SKINNER
IN WELCOMING SUCH A DISTINGUISHED GROUP TO THIS TRAFFIC
SAFETY SUMMIT. ALL OF YOU WERE INVITED TO ATTEND THIS
MEETING BECAUSE YOU'RE THE LEADERS IN YOUR FIELD.
YOU'RE THE ONES WHOSE EFFORTS HAVE TRULY MADE A
DIFFERENCE -- YET WE MUST DO MORE.**

**YOU KNOW ONLY TOO WELL THAT TRANSPORTATION
ACCIDENTS AFFECT TENS OF THOUSANDS OF AMERICAN FAMILIES
EACH YEAR. THE FRUSTRATING PART IS THAT SO MANY
CRASHES ARE PREVENTABLE. AND WHEN THEY DO OCCUR MANY
ARE SURVIVABLE. PART OF OUR MISSION IS TO GET THIS
MESSAGE OUT. IN RECENT YEARS, WE'VE MADE GREAT
PROGRESS IN INCREASING THE PUBLIC'S SAFETY CONSCIENCE.
SAFETY BELT LAWS HAVE BEEN ENACTED IN 34 STATES AND THE
DISTRICT OF COLUMBIA, AND EVERY STATE HAS CHILD
PASSENGER PROTECTION LAWS. AND WHILE WE'VE RAISED
USAGE OF SEAT BELTS TO NEARLY 50%, AWARENESS IS EVEN
HIGHER.**

YOUR AGENCIES ARE GETTING TOUGHER ON SPEEDING. YOU SHOULD. WE NEED GREATER RESPECT FOR SPEED LIMITS AND AN INCREASED AWARENESS OF THE REAL DANGERS POSED BY SPEEDERS ON HIGHWAYS AND OUR CITY STREETS. SIMPLY PUT -- SPEEDERS KILL.

WHEN IT COMES TO DRUGS AND ALCOHOL -- THE STATISTICS TELL THE STORY. NEARLY HALF OF ALL SERIOUS TRAFFIC CRASHES INVOLVE ALCOHOL AND OTHER DRUGS. BUT, HERE TOO, WE'VE MADE PROGRESS. WHAT WAS ONCE TOLERATED IS NO LONGER SOCIALLY ACCEPTED. FRIENDS TAKE KEYS FROM THOSE WHO HAVE HAD TOO MUCH TO DRINK AND EVENINGS ARE PLANNED AHEAD WITH NON-DRINKING DESIGNATED DRIVERS. AND TO PROTECT THE MOST VULNERABLE SEGMENT OF OUR SOCIETY -- OUR YOUNG PEOPLE -- WE'VE RAISED THE DRINKING AGE.

BUT, MORE WORK NEEDS TO BE DONE. THAT'S WHY YOU'RE HERE. YOU UNDERSTAND THAT THE FEDERAL GOVERNMENT CAN'T DO IT ALONE, AND THAT A SUMMIT ONLY LAYS THE FOUNDATION FOR FUTURE HARD WORK. AND FOR YOUR EFFORTS, TODAY AND TOMORROW, NOT ONLY DO YOU HAVE THE HEARTFELT THANKS OF YOUR COUNTRY, BUT OF THIS PRESIDENT AS WELL.

THANK YOU. BEST OF LUCK, HAVE A GREAT SUMMIT AND
GOD BLESS YOU ALL.

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**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 REPUBLICANS 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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WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/24/90 ACTION/CONCURRENCE/COMMENT DUE BY: ----

SCRIPTS FOR VIDEO TAPING SESSION ON MONDAY, MARCH 26, 1990

SUBJECT: 1. National Association of Elementary School Principals
2. General Federation of Women's Clubs
3. "Salute to America" Message

	ACTION	FYI		ACTION	FYI
			ACTION FYI		
5. Partnership for a Drug-Free America					
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 checked="" type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input type="checkbox"/>	<input checked="" type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER ROSE	<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"/>	PETERSMEYER	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

90 MAR 26 4 09:04

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

THE WHITE HOUSE

WASHINGTON

March 23, 1990

1990 MAR 23 PM 7:30

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST *aw f 100*
 CHRISS WINSTON *aw*

FROM: BARRIE TRON *BT*

SUBJECT: SCRIPTS FOR THE VIDEOTAPING SESSION ON
 MONDAY, MARCH 26, 1990

I. SUMMARY

Attached for your consideration and review are draft scripts for your taping session on Monday, March 26th. You are scheduled to tape six messages.

II. DISCUSSION

On Monday, March 26th, 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; convention messages for the National Association of Elementary School Principals, the General Federation of Women's Clubs, and the International Air Line Pilots Association; a message for Secretary Skinner's Traffic Safety Summit; and an Independence Day message for the "Salute to America" radio program to be broadcast on July 4, 1990.

March 23, 1990
Draft three
Title: SCHOOL

PROPOSED VIDEO MESSAGE
NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

It's a pleasure to welcome the National Association of Elementary School Principals to one of my favorite cities in Texas -- San Antonio.

Someone once described a school as "four walls containing the future." While that's a simple description, it's an accurate one and sums up the challenge of education. You're the leaders of our schools where our children spend their formative years. You set the tones, the expectations, and spark the imagination of your students and teachers. You build that all important foundation for future learning that will affect the lives of our children and communities for years to come. Your mission may not be easy, but it is essential to making America's education system the best in the world.

Although, we have gone a long way toward giving each student an opportunity to reach his or her fullest potential, but we can and must do more. Working with the nation's governors, we have begun the process by setting six new education goals -- goals we will meet by the end of the century. Every child in America will start school ready to learn. We will increase the percentage of students graduating from high school to at least 90 percent. We will monitor the progress of American students in grades four, eight, and twelve. By the year 2000, our students will be the

first in the world in science and mathematics. Every adult will be literate, and, every school will be free of drugs and violence while offering a disciplined environment conducive to learning.

In order to meet these goals, your efforts will be critical. So challenge your students. Tell them that studying is an investment in their future. Challenge your teachers to take that extra step for their students. Encourage parents to participate in their children's education, to volunteer and be "points of light" be becoming involved in your schools. And ask your communities to give you the support and cooperation you must have to achieve real excellence in education.

Thank you for including me in this year's convention. Barbara joins me in commending all of you for your tireless work to provide each of your students with the best possible education. Have a great convention, and God bless you all.

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Tron
Draft three
March 23, 1990
Title: GFWC

PROPOSED VIDEO MESSAGE
GENERAL FEDERATION OF WOMEN'S CLUBS

Good afternoon. It's wonderful to join in the centennial celebration of the General Federation of Women's Clubs. A few years ago, I had the honor of dedicating your Women's History and Resource Center and I'm sure there are many familiar faces in today's audience, so it is a special privilege to join you again today.

You've certainly accomplished a great deal in your first 100 years. In that time, G-F-W-C has mobilized individual women's clubs into an American institution dedicated to volunteer service and to improving the lives of those less fortunate.

Your record of accomplishment speaks directly to the success of your efforts. Women's clubs actively supported legislation for the eight-hour workday, the first child labor laws, and you were one of the first to endorse equal rights and responsibilities for women. Your educational programs for women and youth involved with alcohol and drug use and your ongoing AIDS education program have truly made an important difference to so many people.

But, I would be remiss if I didn't thank each of you for your efforts to improve literacy in America. Barbara has often spoken of your commitment to this cause, as well as your outstanding leadership on this issue. And I know she is very honored to serve as the Honorary Chairman of the G-F-W-C Literacy

Program -- a post she has proudly held since 1984. Your generous efforts in this area directly touch 75% of the public libraries across our country. That's quite an impact, and critically important to our goal to make every American literate.

As we mark this special occasion, it's important to remember those pioneering women who gathered in New York 100 years ago. I'm sure that Jane Cunningham Croly ((CROW LEE)) would have been deeply impressed with the centennial of volunteer service she started.

Barbara joins me in wishing you the best as you celebrate past accomplishments and lay the groundwork for an exciting and ambitious future. Thank you, Happy 100th and God bless you all.

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Tron
March 23, 1990
Draft three
Title: JULY

PROPOSED AUDIO MESSAGE
"SALUTE TO AMERICA" MESSAGE

Independence Day! A time of family picnics, town parades, and glorious fireworks. A day to reflect on what it means to be an American -- and a part of the greatest country in the world.

But, the Fourth of July is also a time to pause and remember the men who founded our great Republic -- patriots like George Washington, Thomas Jefferson and Ben Franklin -- men with the strength, courage, and insight to forge a nation predicated upon the simple, but noble ideal, "that all men are created equal."

And as we celebrate this ideal on our Nation's 214th birthday, let's also acknowledge the great changes that have taken place around the world. This July 4th, new democracies around the world have joined our celebrations of freedom, and the prospect for a continued and prosperous peace has rarely been brighter.

But, this day, as we salute America, I have a personal request to make of each of you. Be what I call a "point of light." Whether it's working to tutor an illiterate man or woman, helping to feed the hungry or house the homeless, your help can make a difference in the life of someone in need in your community.

Barbara joins me in wishing each and every one of you a safe and happy Fourth of July. Thank you, God bless you all, and God bless the United States of America.

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Tron
Draft three
March 23, 1990
Title: PILOTS

PROPOSED VIDEO MESSAGE
INTERNATIONAL FEDERATION OF AIR LINE PILOTS ASSOCIATION

Good morning. I'm pleased to join the International Federation of Air Line Pilots Associations for your 45th Annual Conference. You've chosen a beautiful time of year to visit the Nation's Capital and discuss the many issues so important to international aviation.

As many of you know, I once was an aviator myself, and feel a special kindred spirit with each of you. Although it's been many years since I strapped myself into a cramped cockpit, brought an engine to life, and rolled down a runway to the freedom of the skies, I've never forgotten the pure exhilaration or the total concentration flying demands.

Those of you in the airline industry have a new and special role in today's world of change. In the past few months, we've seen a blossoming of freedom across the globe as many of the walls and barriers that separate nations crumble. And as these nations and people reach out to understand each other, you, the airline pilots of the world can help bring together the family of man. And with representatives of 69 nations working together for the common good and safety of aviation, your federation embodies this new spirit of international cooperation.

I hope your meeting is a fruitful one, and that you'll have an opportunity to enjoy the springtime beauty of this lovely city. Barbara joins me in saluting your professionalism and

commitment to safety. Thank you for including me in your
Conference and God bless you all.

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Tron
Draft four
March 23, 1990
Title: DRUG

PROPOSED VIDEO MESSAGE
PARTNERSHIP FOR A DRUG-FREE AMERICA

America is in trouble. While statistics are alarming, it's the morning papers and the nightly news that document the danger facing this country. Drugs are tearing us apart. In our cities and our schools, in the workplace and the playground, drugs have a strangle hold that threatens the very security of this country.

For some time I've said that the battle against the scourge of illegal drugs can only be won when all America gets involved -- combining the efforts of government at all levels with that of the private sector. This war is everyone's responsibility -- business, labor, community groups, parents, teachers, students, and presidents. And it's only by working together that we can solve this problem.

And working together, we are beginning to win this war. The Administration's commitment to toughen enforcement and improve treatment and education is having a positive effect. And all across the country the private sector has joined the fight. With corporate workplace projects, school programs, and community activities that include exciting educational programs, the private sector is making a difference.

There's no better example of private sector involvement and success than that of the Partnership for a Drug-Free America. Under the strong leadership of Jim Burke, and with the help of corporate funding and a small staff of dedicated professionals,

the Partnership has enlisted unprecedented levels of volunteer support. Advertising agencies are donating their time and unique talents. Print and broadcast production facilities are helping to create those important commercials all America recognizes. Market research firms are donating surveys and analysis, and the media is giving time and space to an enormous advertising effort designed to create greater awareness of the illegal drug problem and to change attitudes toward the use of these drugs.

And it's working. The success of this campaign and other dedicated efforts has been measured through research -- and the real proof of its success is that overall drug use is declining. That's good news.

But, we must maintain this important media campaign. Jim Burke tells me that the Partnership's goal this year is \$1 million a day in donated advertising. \$365 million this year alone! That's an ambitious goal but one that must be achieved. ((And with all your help, we will succeed.)) We will succeed because even more advertising agencies will volunteer to contribute to the creative effort. More publishers and broadcasters will make donations of time and space. More corporations will contribute resources to help the Partnership staff function. And, a new public relations effort, with more PR firms will bring the Partnership message home to all Americans.

I began by saying that America is in trouble. Well, the path out of danger is clear. The Partnership provides a proven method for helping this country. It does what legislation alone

can't -- it changes attitudes. And that's why it needs our continued and -increased support. While you can count on my Administration to do its part to help the Partnership, I'm counting on the collective talent of America's businesses and communications professionals to do yours. Be a "point of light" by using your power and influence to combat drugs. The very future of our country -- our children -- is at stake.

Barbara joins me in wishing each of you the best of luck with your Partnership efforts. Thank you, and God bless you all.

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March 23, 1990
Draft two
Title: SAFETY

PROPOSED VIDEO MESSAGE
SECRETARY SKINNER'S TRAFFIC SAFETY SUMMIT

Good morning. It's a pleasure to join Sam Skinner in welcoming such a distinguished group to this traffic safety summit. All of you were invited to attend this meeting because you're the leaders in your field. You're the ones whose efforts have truly made a difference -- yet we must do more.

You know only too well that transportation accidents affect tens of thousands of American families each year. The frustrating part is that so many crashes are preventable. And when they do occur many are survivable. Part of our mission is to get this message out. In recent years, we've made great progress in increasing the public's safety conscience. Safety belt laws have been enacted in 34 states and the District of Columbia, and every state has child passenger protection laws. And while we've raised usage of seat belts to nearly 50%, awareness is even higher.

Your agencies are getting tougher on speeding. You should. We need greater respect for speed limits and an increased awareness of the real dangers posed by speeders on highways and our city streets. Simply put -- speeders kill.

When it comes to drugs and alcohol -- the statistics tell the story. Nearly half of all serious traffic crashes involve alcohol and other drugs. But, here too, we've made progress.

What was once tolerated is no longer socially accepted. Friends take keys from those who have had too much to drink and evenings are planned ahead with non-drinking designated drivers. And to protect the most vulnerable segment of our society -- our young people -- we've raised the drinking age.

But, more work needs to be done. That's why you're here. You understand that the Federal government can't do it alone, and that a summit only lays the foundation for future hard work. And for your efforts, today and tomorrow, not only do you have the heartfelt thanks of your country, but of this President as well.

Thank you. Best of luck, have a great summit and God bless you all.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/23/90 3:00 PM

SUBJECT: VIDEO SCRIPT FOR SECRETARY SKINNER'S TRAFFIC SAFETY SUMMIT

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input 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 forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 3:00 PM, Friday, March 23, with a copy to my office. Thank you.

RESPONSE:

minor comments
JW

90 MAR 26 All: 36

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

March 20, 1990
Draft one
Title: SAFETY

1990 MAR 22 PM 6:34

PROPOSED VIDEO MESSAGE
SECRETARY SKINNER'S TRAFFIC SAFETY SUMMIT

Good morning. It's a pleasure to join Sam Skinner in welcoming such a distinguished group to this traffic safety summit. All of you were invited to attend this meeting because you're the leaders in your field. You're the ones whose efforts can truly make a difference.

Transportation accidents affect tens of thousands of American families each year. The frustrating part is that so many crashes are preventable. And when they do occur many are survivable. Part of our mission is to get this message out. In recent years, we've made great progress in increasing the public's safety conscience. Safety belt laws have been enacted in 33 states and the District of Columbia, and every state has child passenger protection laws. ~~And while we've raised usage of seat belts to nearly 50%, awareness is even higher.~~

Our law enforcement agencies are getting tougher on speeding. They should. We need greater respect for speed limits and an increased awareness of the real dangers posed by speeders on highways and our city streets. Simply put -- speeders kill.

When it comes to drugs and alcohol -- the statistics tell the story. Nearly half of all serious traffic crashes involve alcohol ~~and other drugs,~~ ^{or} ~~or both.~~ But, here too, we've made progress.

What was once tolerated is no longer socially accepted. Friends take keys from those who have had too much to drink and evenings are planned ahead with non-drinking designated drivers. And to protect the most vulnerable segment of our society -- our young people -- ^{or "most states"?} we've raised the drinking age.

~~But, M~~ore work needs to be done. That's why you're here. You understand ~~that the Federal government can't do it alone, and~~ that a summit only lays the foundation for future hard work. And for your efforts, today and tomorrow, not only do you have the heartfelt thanks of your country, but of this President as well.

Thank you. Best of luck, have a great summit and God bless you all.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/23/90 3:00 PM

SUBJECT: FIVE 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 <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER ROSE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY <i>2896</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BENNETT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 3:00 PM, Friday, March 23, with a copy to my office. Thank you.

RESPONSE:

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

1990 MAR 22 PM 2:49

March 20, 1990
Draft two
Title: SCHOOL

PROPOSED VIDEO MESSAGE
NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

It's a pleasure to welcome the National Association of Elementary School Principals to one of my favorite cities in Texas -- San Antonio.

Someone once described a school as "four walls containing the future." While that's a simple description, it's an accurate one and sums up ^{the challenge of education.} your ~~job~~. You're the leaders of our schools where our children spend their formative years. You set the ^{tone} standards, the expectations, and spark the imagination of your students and teachers. ~~As elementary school principals,~~ you build that all important foundation for future learning that will affect the lives of ^{our} children and communities for years to come. Your ^{mission} jobs may not be easy, but ^{it is} they are essential to making America's education system the best in the world.

^{Although,} We have gone a long way toward giving each student an opportunity to reach his or her fullest potential, ^{but} we can do ^{and must} more. ^{the process} And working with the nation's governors, we have ~~begun to~~ ^{do more} by setting six new education goals -- goals we will meet by the end of the century. Every child in America will start school ready to learn. We will increase the percentage of students graduating from high school to at least 90 percent. We will ^{monitor} check the progress of American students in grades four, eight, and twelve. By the year 2000, our students will be the first in the world in science and mathematics. Every adult will

be literate, and, every school will be free of drugs and violence while offering a disciplined environment conducive to learning.

In order to meet these goals, your efforts will be critical. So challenge your students ^{Tell} and ~~convince~~ them that studying is an investment in their future. Challenge your teachers to take that extra step for their students. ~~Encourage~~ ~~parents to volunteer and be "points of light" by becoming~~ ^{get} ~~involved in your~~ ^{their childrens} schools. And demand that your communities give ~~you the support and respect you deserve.~~

*insert
A*

Thank you for including me in this year's convention. Barbara joins me in commending all of you for your tireless work to provide each ^{of your} ~~students~~ with the best possible education. Have a great convention, and God bless you all.

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Tron
Draft two
March 22, 1990
Title: GFWC

PROPOSED VIDEO MESSAGE
GENERAL FEDERATION OF WOMEN'S CLUBS

Good afternoon. It's wonderful to join in the centennial celebration of the General Federation of Women's Clubs. A few ~~years ago, I~~ ^{had the honor of} ~~dedicated~~ ^{ing} your Women's History and Resource Center and I'm sure there are many familiar faces in today's audience, ~~That was a great honor just as it is a~~ ^{so} ~~privilege to join you~~ ^{special} ~~again~~ today.

You've certainly accomplished a great deal in your first 100 years. In that time, G-F-W-C has mobilized individual women's clubs into an American institution dedicated to volunteer service and to improving the lives of those less fortunate.

Your record of accomplishment speaks directly to the success of your efforts. Women's clubs actively supported legislation for the eight-hour workday, the first child labor laws, and you were one of the first to endorse equal rights and responsibilities for women, ~~as well as developing an aggressive anti-pornography campaign which resulted in new legislation in 38 states.~~ And your educational programs for women and youth ^{involved with} alcohol and drug use and your ongoing AIDS education program have truly made an important difference to so many people.

But, I would be remiss if I didn't thank each of you for your efforts to ~~stamp out illiteracy~~ ^{improve literacy} in America. Barbara ~~X~~ has often spoken of your commitment to this cause, as well as your

outstanding leadership on this issue. And I know she is very honored to serve as the Honorary Chairman of the G-~~G~~-W-C Literacy Program -- a post she has proudly held since 1984. Your generous efforts in this area directly touch 75 % of the public libraries across our country. That's quite an ^{impact} ~~reach~~, and critically important to our goal to make every American literate. ✓

And as we mark this special occasion, it's important to remember those pioneering women who gathered in New York 100 years ago. I'm sure that Jane Cunningham Croly ((CROW LEE)) would have been deeply impressed with the centennial of volunteer service she started.

Barbara joins me in wishing you the best as you celebrate past accomplishments and lay the groundwork for an exciting and ambitious future. Thank you, Happy 100th and God bless you all.

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Tron
March 20, 1990
Draft two
Title: JULY

PROPOSED AUDIO MESSAGE
"SALUTE TO AMERICA" MESSAGE

Independence Day! A time of family picnics, town parades, and glorious fireworks. A day to ~~think~~ ^{reflect} on what it means to be an American -- and a part of the greatest country in the world. ^{remember}

But, the Fourth of July is also a time to pause and ~~reflect~~ ^{remember} on the men ^{who} ~~that~~ founded our great Republic -- patriots like George Washington, Thomas Jefferson and Ben Franklin -- men with the strength, courage, and insight to forge a nation predicated upon the simple, but noble ideal, "that all men are created equal."

And as we celebrate this ideal on our Nation's 214th birthday, let's also acknowledge the great changes that have taken place around the world. This July 4th, new ~~European~~ ^{around the world} democracies ¹ have joined our celebrations of freedom, and the ~~hope~~ ^{prospect} of a continued and prosperous peace has rarely been brighter. ⁵⁰

But, this day, as we salute America, I have a personal request to make of each of you. ~~Join me in pledging a small amount of your time to volunteer in your communities - 2 to be~~ what I call a "point of light." Whether it's working on a ~~neighborhood project, or serving as a volunteer at a National~~ ^{to tutor an illiterate man or woman, helping to feed the hungry or house the homeless,}

Park, your help ^{can} ~~will~~ make a difference and ~~make this country~~
stronger.

Barbara joins me in wishing each and every one of you a safe
and happy Fourth of July. Thank you, God bless you all, and God
bless the United States of America.

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In the life of someone in need
is your community.

Tron
Draft two
March 22, 1990
Title: PILOTS

PROPOSED VIDEO MESSAGE
INTERNATIONAL FEDERATION OF AIR LINE PILOTS ASSOCIATION

Good morning. I'm pleased to join the International Federation of Air Line Pilots Associations ~~to~~^{for} your 45th Annual Conference. You've chosen a beautiful time of year to visit the Nation's Capitol ~~and~~^{to} discuss the many issues so important to international aviation.

As many of you know, I once was an aviator myself, and feel a special kindred spirit with each of you. Although it's been many years since I strapped myself into a cramped cockpit, brought a ~~tired~~ engine to life, and rolled down a runway to the freedom of the skies, I've never forgotten the pure exhilaration or the total concentration flying demands.

Those of you in the airline industry have a new and special role in ~~this modern world~~^{today's world of change}. In the past few months, we've seen a blossoming of freedom across the globe as many of the walls and barriers that separate nations crumble. And as these nations and people reach out to understand each other, you, the airline pilots of the world ^{can} help bring together the family of man. And with representatives of 69 nations working together for the common good and safety of aviation, your federation embodies ~~the principles of~~ this new spirit of international cooperation.

I hope your meeting is a fruitful one, and that you'll have an opportunity to enjoy the springtime beauty of this lovely city. Barbara joins me in saluting your professionalism and

commitment to safety. Thank you~~Y~~ for including me in your
Conference and God bless you all.

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Tron
Draft three
March 22, 1990
Title: DRUG

PROPOSED VIDEO MESSAGE
PARTNERSHIP FOR A DRUG-FREE AMERICA

America is in trouble. While statistics are alarming, it's the morning papers and the nightly news that document the danger facing this country. Drugs are tearing us apart. In our cities and our schools, in the workplace and the playground, drugs have a ^{strangle} hold that threatens the very security of this country.

For some time I've said that the battle against the scourge of illegal drugs can only be won when all America gets involved -- combining the efforts of government at all levels with that of the private sector. This war is everyone's responsibility -- business, labor, community groups, parents, teachers, students, and presidents. And it's only by working together that we can solve this problem.

And working together, we ^{beginning to} are winning this war. The Administration's commitment to toughen enforcement and improve treatment and education is having a positive effect. And all across the country the private sector has joined the fight. With corporate workplace projects, school programs, and community activities that include exciting educational programs, the private sector is making a ^{difference.} ~~strong impact in defeating the drug epidemic.~~

There's no better example of private sector involvement and success than that of the Partnership for a Drug-Free America. Under the strong leadership of Jim Burke, and with the help of

corporate funding and a small staff of dedicated professionals, the Partnership has enlisted unprecedented levels of volunteer support. Advertising agencies are donating their time and unique talents. Print and broadcast production facilities are helping to create those important commercials all America recognizes. Market research firms are donating surveys and analysis, and the media is giving time and space to an enormous advertising effort designed to create greater awareness of the illegal drug problem and to change attitudes toward the use of these drugs.

And it's working. The success of this campaign, *and other dedicated efforts,* has been measured through research -- and the real proof of its success is that ^{overall} drug use is declining. That's good news.

But, we must maintain this important media campaign. Jim Burke tells me that the Partnership's goal this year is \$1 million a day in donated advertising. \$365 million this year alone! That's an ambitious goal but one that must and ~~will~~ be achieved. ((And with all your help, we will succeed.)) We will succeed because even more advertising agencies will volunteer to contribute to the creative effort. More publishers and broadcasters will make donations of time and space. More corporations will contribute resources to help the Partnership staff function. And, a new public relations effort, with more PR firms will bring the Partnership message home to all Americans.

I began ~~this segment~~ by saying that America is in trouble. Well, the path out of danger is clear. The Partnership provides a proven method for helping this country. It does what

legislation alone can't -- it changes attitudes. And that's why it needs our continued and increased support. While you can count on my Administration to do its part to help the Partnership, I'm counting on the collective talent of America's businesses and communications professionals to do yours. The very future of our country -- our children -- is at stake.

Barbara joins me in wishing each of you the best of luck with your Partnership efforts. Thank you, and God bless you all.

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Be a "point of light" by using your power and influence to combat drugs

THE WHITE HOUSE
WASHINGTON

TO; CHRISS WINSTON
FROM; JULIE COOKE
RE; FIVE VIDEO SCRIPTS

Chriss, Susan Porter Rose is out of the office this week, so I am responding to Jim Cicconi's memo in her absence.

We have a couple of comments on two of the scripts:

National Association of Elementary School Principals

The opportunity exists for the President in all his messages about education to encourage partnerships between educators and communities, business etc. The point is that education is everyone's business. It seems as if the phrase "demand that your communities give you the support" is the wrong flavor. Rather people like school principals should be encouraged to reach out.

Also, it seems as if the President needs to do more than encourage parents to volunteer, but rather to get involved in their children's education.

Insert A ↓
A suggested change might be...."Encourage parents to participate in their children's education, to volunteer and be "points of light" by becoming involved in your schools. And invite your communities to give you the support and cooperation you must have to achieve real excellence in education."

General Federation of Women's Clubs

Whenever the President talks about literacy it is so much better to speak about "literacy needs" and "a more literate America" rather than "illiteracy" and the images of "fighting, battling, the trenches, stamping it out " etc.

Perhaps a better way of phrasing it would be to say "But, I would be remiss if I didn't thank each of you for your efforts to improve literacy in America."

I think the facts on the GFWC's involvement with libraries needs to be checked. We don't think the literacy program affects 75% of the libraries, but rather that GFWC was involved in setting up many libraries. They can probably clarify this point.

Also, the draft says "G-G-W-C." It should read "G-F-W-C."

WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/23/90 3:00 PM

SUBJECT: VIDEO SCRIPT FOR SECRETARY SKINNER'S TRAFFIC SAFETY SUMMIT

	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 checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY <i>N/C</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 forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 3:00 PM, Friday, March 23, with a copy to my office. Thank you.

RESPONSE:

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

March 20, 1990
Draft one
Title: SAFETY

1990 MAR 22 PM 6:34

PROPOSED VIDEO MESSAGE
SECRETARY SKINNER'S TRAFFIC SAFETY SUMMIT

Good morning. It's a pleasure to join Sam Skinner in welcoming such a distinguished group to this traffic safety summit. All of you were invited to attend this meeting because you're the leaders in your field. You're the ones whose efforts ^{have} can truly ^{made} make a difference, -- ~~yet we~~ yet we must do more.

You know on ly too well that
Transportation accidents affect tens of thousands of American families each year. The frustrating part is that so many crashes are preventable. And when they do occur many are survivable. Part of our mission is to get this message out. In recent years, we've made great progress in increasing the public's safety conscience. Safety belt laws have been enacted in ⁴ 33 states and the District of Columbia, and every state has child passenger protection laws. And while we've raised usage of seat belts to nearly 50%, awareness is even higher.

^{Your} Our ~~law enforcement~~ agencies are getting tougher on speeding. ^{You} They should. We need greater respect for speed limits and an increased awareness of the real dangers posed by speeders on highways and our city streets. Simply put -- speeders kill.

When it comes to drugs and alcohol -- the statistics tell the story. Nearly half of all serious traffic crashes involve alcohol and other drugs. But, here too, we've made progress.

What was once tolerated is no longer socially accepted. Friends take keys from those who have had too much to drink and evenings are planned ahead with non-drinking designated drivers. And to protect the most vulnerable segment of our society -- our young people -- we've raised the drinking age.

But, more work needs to be done. That's why you're here. You understand that the Federal government can't do it alone, and that a summit only lays the foundation for future hard work. And for your efforts, today and tomorrow, not only do you have the heartfelt thanks of your country, but of this President as well.

Thank you. Best of luck, have a great summit and God bless you all.

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March 20, 1990
Draft one
Title: SAFETY

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/23/90 3:00 PM

SUBJECT: VIDEO SCRIPT FOR SECRETARY SKINNER'S TRAFFIC SAFETY SUMMIT

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input 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 forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 3:00 PM, Friday, March 23, with a copy to my office. Thank you.

RESPONSE:

*See comments incorporated.
Thanks - 3-23-90*

00:44 30 MAR 23 P4:00

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

March 20, 1990
Draft one
Title: SAFETY

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^{you know only too well that (DOT)}

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SUBJECT: FIVE 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PORTER ROSE</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BENNETT</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>PETERSMEYER</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 3:00 PM, Friday, March 23, with a copy to my office. Thank you.

RESPONSE:

3/23/90 10 am from OMBOP:

No comment on attached script for video message for Partnership for a Drug-Free America; see one suggested word addition on page 2 (two) of this document.

Thanks - per Daniel Cass, + Jean Polistrini

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

OEOB-176 X2992

sup page two

Tron
Draft three
March 22, 1990
Title: DRUG

PROPOSED VIDEO MESSAGE
PARTNERSHIP FOR A DRUG-FREE AMERICA

America is in trouble. While statistics are alarming, it's the morning papers and the nightly news that document the danger facing this country. Drugs are tearing us apart. In our cities and our schools, in the workplace and the playground, drugs have a hold that threatens the very security of this country.

For some time I've said that the battle against the scourge of illegal drugs can only be won when all America gets involved -- combining the efforts of government at all levels with that of the private sector. This war is everyone's responsibility -- business, labor, community groups, parents, teachers, students, and presidents. And it's only by working together that we can solve this problem.

And working together, we are winning this war. The Administration's commitment to toughen enforcement and improve treatment and education is having a positive effect. And all across the country the private sector has joined the fight. With corporate workplace projects, school programs, and community activities that include exciting educational programs, the private sector is making a strong impact in defeating the drug epidemic.

There's no better example of private sector involvement and success than that of the Partnership for a Drug-Free America. Under the strong leadership of Jim Burke, and with the help of

corporate funding and a small staff of dedicated professionals, the Partnership has enlisted unprecedented levels of volunteer support. Advertising agencies are donating their time and unique talents. Print and broadcast production facilities are helping to create those important commercials all America recognizes. Market research firms are donating surveys and analysis, and the media is giving time and space to an enormous advertising effort designed to create greater awareness of the illegal drug problem and to change attitudes toward the use of these drugs.

And it's working. The success of this campaign has been measured through research -- and the real proof of its success is that ^{overall} drug use is declining. That's good news. ✓

But, we must maintain this important media campaign. Jim Burke tells me that the Partnership's goal this year is \$1 million a day in donated advertising. \$365 million this year alone! That's an ambitious goal but one that must and will be achieved. ((And with all your help, we will succeed.)) We will succeed because even more advertising agencies will volunteer to contribute to the creative effort. More publishers and broadcasters will make donations of time and space. More corporations will contribute resources to help the Partnership staff function. And, a new public relations effort, with more PR firms will bring the Partnership message home to all Americans.

I began this segment by saying that America is in trouble. Well, the path out of danger is clear. The Partnership provides a proven method for helping this country. It does what

legislation alone can't -- it changes attitudes. And that's why it needs our continued and increased support. While you can count on my Administration to do its part to help the Partnership, I'm counting on the collective talent of America's businesses and communications professionals to do yours. The very future of our country -- our children -- is at stake.

Barbara joins me in wishing each of you the best of luck with your Partnership efforts. Thank you, and God bless you all.

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✓ BK

March 20, 1990
Draft two
Title: SCHOOL

1990 MAR 22 PM 2:49

PROPOSED VIDEO MESSAGE
NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

It's a pleasure to welcome the National Association of Elementary School Principals to one of my favorite cities in Texas -- San Antonio.

Someone once described a school as "four walls containing the future." While that's a simple description, it's an accurate one and sums up your job. You're the leaders of our schools where our children spend their formative years. You set the standards, the expectations, and spark the imagination of your students and teachers. As elementary school principals, you build that all important foundation for future learning that will affect the lives of children and communities for years to come. Your jobs may not be easy, but they are essential to making America's education system the best in the world.

We have gone a long way toward giving each student an opportunity to reach his or her fullest potential, we can do more. And working with the nation's governors, we have begun to do more by setting six new education goals -- goals we will meet by the end of the century. Every child in America will start school ready to learn. We will increase the percentage of students graduating from high school to at least 90 percent. We will check the progress of American students in grades four, eight, and twelve. By the year 2000, our students will be the first in the world in science and mathematics. Every adult will

be literate, and, every school will be free of drugs and violence while offering a disciplined environment conducive to learning.

In order to meet these goals, your efforts will be critical. So challenge your students and convince them that studying is an investment in their future. Challenge your teachers to take that extra step for their students. Encourage parents to volunteer and be "points of light" by becoming involved in your schools. And demand that your communities give you the support and respect you deserve.

Thank you for including me in this year's convention. Barbara joins me in commending all of you for your tireless work to provide each student with the best possible education. Have a great convention, and God bless you all.

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Tron
Draft two
March 22, 1990
Title: GFWC

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PROPOSED VIDEO MESSAGE
GENERAL FEDERATION OF WOMEN'S CLUBS

Good afternoon. It's wonderful to join in the centennial celebration of the General Federation of Women's Clubs. A few years ago, I dedicated your Women's History and Resource Center and I'm sure there are many familiar faces in today's audience. That was a great honor just as it is a privilege to join you today.

You've certainly accomplished a great deal in your first 100 years. In that time, G-F-W-C has mobilized individual women's clubs into an American institution dedicated to volunteer service and to improving the lives of those less fortunate.

Your record of accomplishment speaks directly to the success of your efforts. Women's clubs actively supported legislation for the eight-hour workday, the first child labor laws, and you were one of the first to endorse equal rights and responsibilities for women as well as developing an aggressive anti-pornography campaign which resulted in new legislation in 38 states. And your educational programs for women and youth involved with alcohol and drug use and your ongoing AIDS education program have truly made an important difference to so many people.

But, I would be remiss if I didn't thank each of you for your efforts to stamp out illiteracy in America. Barbara, has often spoken of your commitment to this cause as well as your

outstanding leadership on this issue. And I know she is very honored to serve as the Honorary Chairman of the G-G-W-C Literacy Program -- a post she has proudly held since 1984. Your generous efforts in this area directly touch 75 % of the public libraries across our country. That's quite a reach, and critically important to our goal to make every American literate.

And as we mark this special occasion, it's important to remember those pioneering women who gathered in New York 100 years ago. I'm sure that Jane Cunningham Croly ((CROW LEE)) would have been deeply impressed with the centennial of volunteer service she started.

Barbara joins me in wishing you the best as you celebrate past accomplishments and lay the groundwork for an exciting and ambitious future. Thank you, Happy 100th and God bless you all.

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JK

Tron
March 20, 1990
Draft two
Title: JULY

PROPOSED AUDIO MESSAGE
"SALUTE TO AMERICA" MESSAGE

Independence Day! A time of family picnics, town parades, and glorious fireworks. A day to think on what it means to be an American -- and a part of the greatest country in the world.

But, the Fourth of July is also a time to pause and reflect on the men that founded our great Republic -- patriots like George Washington, Thomas Jefferson and Ben Franklin -- men with the strength, courage, and insight to forge a nation predicated upon the simple, but noble ideal, "that all men are created equal."

And as we celebrate this ideal on our Nation's 214th birthday, let's also acknowledge the great changes that have taken place around the world. This July 4th, new European democracies have joined our celebrations of freedom, and the hope of a continued and prosperous peace has rarely been brighter.

But, this day, as we salute America, I have a personal request to make of each of you. Join me in pledging a small amount of your time to volunteer in your communities -- to be what I call a point of light. Whether it's working on a neighborhood project, or serving as a volunteer at a National

Park, your help will make a difference and make this country stronger.

Barbara joins me in wishing each and every one of you a safe and happy Fourth of July. Thank you, God bless you all, and God bless the United States of America.

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Tron
Draft two
March 22, 1990
Title: PILOTS

PROPOSED VIDEO MESSAGE
INTERNATIONAL FEDERATION OF AIR LINE PILOTS ASSOCIATION

Good morning. I'm pleased to join the International Federation of Air Line Pilots Associations to your 45th Annual Conference. You've chosen a beautiful time of year to visit the Nation's Capitol and discuss the many issues so important to international aviation.

As many of you know, I once was an aviator myself, and feel a special kindred spirit with each of you. Although it's been many years since I strapped myself into a cramped cockpit, brought a tired engine to life, and rolled down a runway to the freedom of the skies, I've never forgotten the pure exhilaration or the total concentration flying demands.

Those of you in the airline industry have a new and special role in this modern world. In the past few months, we've seen a blossoming of freedom across the globe as many of the walls and barriers that separate nations crumble. And as these nations and people reach out to understand each other, you, the airline pilots of the world help bring together the family of man. And with representatives of 69 nations working together for the common good and safety of aviation, your federation embodies the principles of this new spirit of international cooperation.

I hope your meeting is a fruitful one, and that you'll have an opportunity to enjoy the springtime beauty of this lovely city. Barbara joins me in saluting your professionalism and

commitment to safety. Thank you, for including me in your
Conference and God bless you all.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/23/90 3:00 PM

SUBJECT: FIVE 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PORTER ROSE</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BENNETT</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>PETERSMEYER</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 3:00 PM, Friday, March 23, with a copy to my office. Thank you.

RESPONSE:

*All comments
JW*

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

1990 MAR 22 PM 2:49

March 20, 1990
Draft two
Title: SCHOOL

PROPOSED VIDEO MESSAGE
NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

It's a pleasure to welcome the National Association of Elementary School Principals to one of my favorite cities in Texas -- San Antonio.

Someone once described a school as "four walls containing the future." While that's a simple description, it's an accurate one and sums ^{up the challenge of education.} ~~up your job.~~ You're the leaders of our schools where our children spend their formative years. You set the ^{tone} ~~standards~~, the expectations, and spark the imagination of your students and teachers. ~~As elementary school principals,~~ ^{you} build that all important foundation for future learning that will affect the lives of ^{our} children and communities for years to come. Your ^{mission} ~~jobs~~ may not be easy, but ^{it is} ~~they are~~ essential to making America's education system the best in the world.

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Draft two
March 22, 1990
Title: GFWC

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Draft two
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Good morning. I'm pleased to join the International Federation of Air Line Pilots Associations to your 45th Annual Conference. You've chosen a beautiful time of year to visit the Nation's Capitol and discuss the many issues so important to international aviation.

As many of you know, I once was an aviator myself, and feel a special kindred spirit with each of you. Although it's been many years since I strapped myself into a cramped cockpit, brought a tired engine to life, and rolled down a runway to the freedom of the skies, I've never forgotten the pure exhilaration or the total concentration flying demands.

Those of you in the airline industry have a new and special role in this modern world. In the past few months, we've seen a blossoming of freedom across the globe as many of the walls and barriers that separate nations crumble. And as these nations and people reach out to understand each other, you, the airline pilots of the world help bring together the family of man. And with representatives of 69 nations working together for the common good and safety of aviation, your federation embodies the principles of this new spirit of international cooperation.

I hope your meeting is a fruitful one, and that you'll have an opportunity to enjoy the springtime beauty of this lovely city. Barbara joins me in saluting your professionalism and

commitment to safety. Thank you, for including me in your
Conference and God bless you all.

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*Can this
one be
shortened*

Tron
Draft three
March 22, 1990
Title: DRUG

PROPOSED VIDEO MESSAGE
PARTNERSHIP FOR A DRUG-FREE AMERICA

America is in trouble. While statistics are alarming, it's the morning papers and the nightly news that document the danger facing this country. Drugs are tearing us apart. In our cities and our schools, in the workplace and the playground, drugs have a hold that threatens the very security of this country.

For some time I've said that the battle against the scourge of illegal drugs can only be won when all America gets involved -- combining the efforts of government at all levels with that of the private sector. This war is everyone's responsibility -- business, labor, community groups, parents, teachers, students, and presidents. And it's only by working together that we can solve this problem.

And working together, we are winning this war. The Administration's commitment to toughen enforcement and improve treatment and education is having a positive effect. And all across the country the private sector has joined the fight. With corporate workplace projects, school programs, and community activities that include exciting educational programs, the private sector is making a strong impact in defeating the drug epidemic.

There's no better example of private sector involvement and success than that of the Partnership for a Drug-Free America. Under the strong leadership of Jim Burke, and with the help of

corporate funding and a small staff of dedicated professionals, the Partnership has enlisted unprecedented levels of volunteer support. Advertising agencies are donating their time and unique talents. Print and broadcast production facilities are helping to create those important commercials all America recognizes. Market research firms are donating surveys and analysis, and the media is giving time and space to an enormous advertising effort designed to create greater awareness of the illegal drug problem and to change attitudes toward the use of these drugs.

And it's working. The success of this campaign has been measured through research -- and the real proof of its success is that drug use is declining. That's good news.

But, we must maintain this important media campaign. Jim Burke tells me that the Partnership's goal this year is \$1 million a day in donated advertising. \$365 million this year alone! That's an ambitious goal but one that must and will be achieved. ((And with all your help, we will succeed.)) We will succeed because even more advertising agencies will volunteer to contribute to the creative effort. More publishers and broadcasters will make donations of time and space. More corporations will contribute resources to help the Partnership staff function. And, a new public relations effort, with more PR firms will bring the Partnership message home to all Americans.

I began this segment by saying that America is in trouble. Well, the path out of danger is clear. The Partnership provides a proven method for helping this country. It does what

legislation alone can't -- it changes attitudes. And that's why it needs our continued and increased support. While you can count on my Administration to do its part to help the Partnership, I'm counting on the collective talent of America's businesses and communications professionals to do yours. The very future of our country -- our children -- is at stake.

Barbara joins me in wishing each of you the best of luck with your Partnership efforts. Thank you, and God bless you all.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/22/90. ACTION/CONCURRENCE/COMMENT DUE BY: 3/23/90 3:00 PM

SUBJECT: VIDEO SCRIPT FOR SECRETARY SKINNER'S TRAFFIC SAFETY SUMMIT

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input 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 forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 3:00 PM, Friday, March 23, with a copy to my office. Thank you.

RESPONSE: *No comment*

90 MAR 23 P2:15

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

March 20, 1990
Draft one
Title: SAFETY

1990 MAR 22 PM 6:34
PROPOSED VIDEO MESSAGE
SECRETARY SKINNER'S TRAFFIC SAFETY SUMMIT

Good morning. It's a pleasure to join Sam Skinner in welcoming such a distinguished group to this traffic safety summit. All of you were invited to attend this meeting because you're the leaders in your field. You're the ones whose efforts can truly make a difference.

Transportation accidents affect tens of thousands of American families each year. The frustrating part is that so many crashes are preventable. And when they do occur many are survivable. Part of our mission is to get this message out. In recent years, we've made great progress in increasing the public's safety conscience. Safety belt laws have been enacted in 33 states and the District of Columbia, and every state has child passenger protection laws. And while we've raised usage of seat belts to nearly 50%, awareness is even higher.

Our law enforcement agencies are getting tougher on speeding. They should. We need greater respect for speed limits and an increased awareness of the real dangers posed by speeders on highways and our city streets. Simply put -- speeders kill.

When it comes to drugs and alcohol -- the statistics tell the story. Nearly half of all serious traffic crashes involve alcohol and other drugs. But, here too, we've made progress.

What was once tolerated is no longer socially accepted. Friends take keys from those who have had too much to drink and evenings are planned ahead with non-drinking designated drivers. And to protect the most vulnerable segment of our society -- our young people -- we've raised the drinking age.

But, more work needs to be done. That's why you're here. You understand that the Federal government can't do it alone, and that a summit only lays the foundation for future hard work. And for your efforts, today and tomorrow, not only do you have the heartfelt thanks of your country, but of this President as well.

Thank you. Best of luck, have a great summit and God bless you all.

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THE WHITE HOUSE
WASHINGTON

March 23, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: JIM PINKERTON

SUBJECT: Five Draft Video Scripts

General Federation of Women's Clubs

pg. 1, para. 1, line 2 "A few years ago, I dedicated your Women's History and Resource Center...."

It is always good to see in these scripts that there has been some effort to check whether the President has had any previous involvement with the particular group.

"Salute To America" Message

pg. 1, para. 3, line 3 "This July 4th, new European democracies have joined our celebrations...."

In order to recognize the budding democracies in Latin America and Asia, we suggest omitting the word "European."

International Federation of Air Line Pilots Association

pg. 1, para. 1, line 1 "I'm pleased to join the International Federation...to your 45th Annual Conference."

We suggest substituting "at your 45th Annual Conference" for "to your 45th Annual conference."

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12:11v 23 MAR 90

WHITE HOUSE STAFFING MEMORANDUM



DATE: 3/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/23/90 3:00 PM

SUBJECT: VIDEO SCRIPT FOR SECRETARY SKINNER'S TRAFFIC SAFETY SUMMIT

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	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"/>	_____	<input 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 forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 3:00 PM, Friday, March 23, with a copy to my office. Thank you.

RESPONSE:

No comments.

90 MAR 23 ALL 20

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

THE WHITE HOUSE
WASHINGTON

March 23, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: NELSON LUND
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Five Video Scripts: (1) National Association of
Elementary School Principals, (2) General
Federation of Women's Clubs, (3) "Salute to
America," (4) International Federation of Air Line
Pilots Association, and (5) Partnership for a
Drug-Free America

At the request of James W. Cicconi, Counsel's office has reviewed the captioned video scripts. We recommend deleting the reference to volunteering in National Parks ("Salute to America" script). Otherwise, 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

30 MAR 23 05:23