

Originally Processed With FOIA(s):

S

FOIA Number:

S

FOIA MARKER

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

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

OA/ID Number: 13524
Folder ID Number: 13524-012

Folder Title:
Video Scripts 3/2 6/90 [OA 4727] [2]

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

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"/>	UNTERMEYER	<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:

See comment - Airline Pilot Association Video Script.

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

[Faint blue stamps and handwritten notes at the bottom of the page, including dates like 'MAR 23 1990']

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 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.

#

#

#

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 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.

#

#

#

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.

#

#

#

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 ^{at} ~~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

Sully
45178



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

#

#

#

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.

#

#

#

Slapped

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 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.

#

#

#

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 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.

#

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.

#

#

#

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. *flight deck?*

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~~⁶⁷ nations working together for the common good and safety of aviation, your federation embodies the principles of this new spirit of international cooperation. *DJ*

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.

#

#

#

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.

#

2246 ✓

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:

TO: CHRISS WINSTON

March 23, 1990

NSC concurs with the proposed video message for the National Association of Elementary School Principals, General Federation of Women's Clubs, "Salute to America", Air Line Pilots Association, and the Partnership for a Drug-Free America.

Brent Scowcroft
Brent Scowcroft

cc: James W. Cicconi

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 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.

#

#

#

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 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.

#

#

#

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.

#

#

#

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.

#

#

#

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.

#

#

#

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:

*See comments incorporated.
Many thanks,
Holly 3-23-90*

00:00 MAR 23 1990

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 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.

#

#

#

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 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.

#

#

#

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.

#

#

#

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 ^{for} 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 ^{catapulted} ~~relied~~ 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

DOT
wanted
to confirm
this #,
but
cannot
until
Monday.
(Holly)

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

#

#

#

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 ^{beginning to win} ~~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.

*a bit too confident -
we are not yet winning.*

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 efforts} 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

*please note
Campaign
alone
did not
affect the
data
research.
ie police
& other
groups of
indiv.
contrib-
uted
also.*

?

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.

#

#

#

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"/>		UNTERMEYER		<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: *OK - Bruce Zame for Sig Rogich*

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.

#

#

#

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:

Please see comments

3/23/90

90 MAR 23 4:25

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



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.

Although We have gone a long way toward giving each student an opportunity to reach his or her fullest potential, ~~and yet~~ 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~~ ^{to be} 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



and challenge them to make that investment.

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~~ ^{tell your students} 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 ^{of your} student^s with the best possible education. Have a great convention, and God bless you all.

#

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 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 ^a ~~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 ^o 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.

#

#

#

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.

#

#

#

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.

#

#

#

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.

#

#

#

THE WHITE HOUSE
WASHINGTON

March 23, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

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

SUBJECT: Video Script for Secretary Skinner's Traffic
Safety Unit

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

We appreciate having had the opportunity to review this matter.

cc: James W. Cicconi

90 MAR 23 P 5: 23

THE WHITE HOUSE
WASHINGTON

Date: 3/23/90

TO: *Chris Winston*

FROM: CLARK KENT ERVIN
Office of National Service
x6266

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

*Attached are our comments on "Five
Video Scripts."*



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:

3/22/90

02 : 11v 23 MAR 23 90

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

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

monitor
or
assess

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.

#

#

#

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 dedicated ^{ring} 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~~ ^(so) it is a ⁽²⁾ privilege to join you ^{again} today. ^{had the honor of} ^(a special)

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.

#

an impact

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.

But, the Fourth of July is also a time to pause and ~~reflect~~ *remember* 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." *also*

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. *What about Nicaragua? Panama?* *prosperity*

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

around the world

to tutor an illiterate man or woman, help to feed the hungry or house the homeless

•
can make a ²
~~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.

#

#

#

*in the life of someone in need
in 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~~ 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. for

Sf 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.

Local 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. have new

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 can

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

#

#

#

all

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's 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.

#

#

#

Be a "point of light" by
changing ~~over~~ using your power
and influence to combat
drugs.

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:

OK

Bruce Zan for Sig

90 MAR 26 4 49:29

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 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.

#

#

#

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 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.

#

#

#

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.

#

#

#

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.

#

#

#

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.

#

#

#

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
3/23/90

90 MAR 26 4:09:33

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