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# FOIA MARKER

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

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

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**OA/ID Number:** 13525  
**Folder ID Number:** 13525-002

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**Folder Title:**

Video Scripts: "Cartoon All-Stars to the Rescue" Anti-Drug Program 3/29/90 [OA 4727]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>16</b>	<b>2</b>	<b>3</b>

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# WHITE HOUSE STAFFING MEMORANDUM

90 MAR 5 4:24

DATE: 4/5/90 ACTION/CONCURRENCE/COMMENT DUE BY: ---

SUBJECT: SCRIPTS FOR APRIL 9 VIDEO SESSION

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>FIRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PORTER ROSE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>BENNETT</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS: The attached has been forwarded to the President.

RESPONSE:

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

THE WHITE HOUSE

WASHINGTON

April 3, 1990

1990 APR -3 PM 6:51

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH:           CHRISS WINSTON *W*  
                  KRISTIN CLARK TAYLOR *KCT*

FROM:               MARIA EITEL SHEEHAN *MS*

SUBJECT:           SCRIPTS FOR FILMING SESSION ON MONDAY, APRIL 9,  
                  1990

I.    SUMMARY

Attached for your consideration and review are the draft scripts for your filming session of Monday, April 9th. You and Mrs. Bush are scheduled to perform four brief public service announcements for the "Cartoon All-Stars to the Rescue" anti-drug program and you will record one ten-second message for the CBS "Stop the Madness" anti-drug campaign.

II.   DISCUSSION

At 3:15 p.m. on Monday, April 9, you are scheduled to perform the attached film messages with Mrs. Bush in the Red Room. Your messages for the "Cartoon All-Stars to the Rescue" program will be shown prior to the half-hour public service entertainment cartoon. You and Mrs. Bush will encourage parents and kids to watch the program and stay away from drugs and alcohol.

Your brief message for the CBS "Stop the Madness" campaign will encourage people of all ages not to get involved with drugs.

Because both messages will be seen by a national audience, we will be applying light make-up in the Family Dining Room immediately prior to the filming.

Sheehan  
4/2/90  
Draft Five  
Title: CARTOON I

PROPOSED PSA FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
24 seconds

**MRS. BUSH:** "Cartoon All-Stars to the Rescue" is the powerful story of a teenager dealing with drug and alcohol abuse.

**PRESIDENT BUSH:** Some of your favorite cartoon characters are going to help you understand how drugs and alcohol can ruin your life. So, watch the program. Talk about it with your family.

**MRS. BUSH:** And make the right decision --stay away from drugs and alcohol.

# # #

Sheehan  
4/2/90  
Draft Five  
Title: CARTOON II

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
19 seconds

MRS. BUSH: We want to tell you about a very special  
cartoon for both parents and kids.

PRESIDENT BUSH: In it, some famous cartoon characters will  
get together to show kids how drugs and  
alcohol can be dangerous and deadly.

MRS. BUSH: We hope the whole family will watch "Cartoon  
All-Stars to the Rescue" together Saturday  
morning.

# # #

Sheehan  
4/2/90  
Draft Four  
Title: CARTOON III

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
14 seconds

MRS. BUSH: Just imagine some of the most famous cartoon  
characters together in the same show!

PRESIDENT BUSH: It's called "Cartoon All-Stars to the Rescue"  
-- and it just might help save someone you  
know from using drugs or alcohol.

MRS. BUSH: Let's all watch together Saturday morning.

# # #

Sheehan  
4/2/90  
Draft Five  
Title: CARTOON IV

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
9 seconds

**PRESIDENT BUSH:** Some of the most famous cartoon characters  
are going to show you how drug and alcohol  
abuse hurts everyone.

**MRS. BUSH:** Let's all watch "Cartoon All-Stars to the  
Rescue" Saturday morning.

# # #

Tron  
April 2, 1990  
Draft two  
Title: CBS

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

So, you're a casual drug user and think you're not hurting anyone. Well, you're **wrong**. When you **do drugs**, you're helping to tear this country apart. **Come on. Stop the Madness.**

# # #

Sheehan  
4/2/90  
Draft Five  
Title: CARTOON I

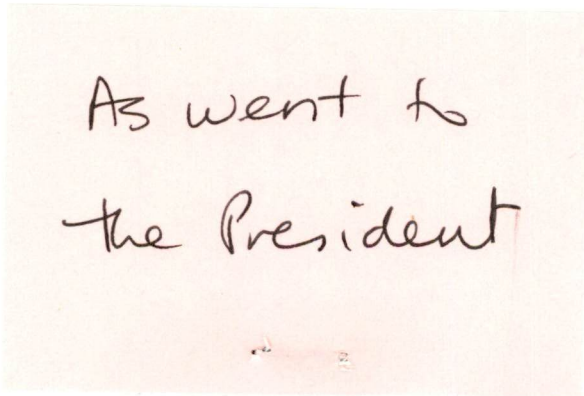
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MRS. BUSH: "Cartoon All-Stars to the Rescue" is the powerful story of a teenager dealing with drug and alcohol abuse.

PRESIDENT BUSH: Some of your favorite cartoon characters are going to help you understand how drugs and alcohol can ruin your life. So, watch the program. Talk about it with your family.

MRS. BUSH: And make the right decision --stay away from drugs and alcohol.

# # #



As went to  
the President

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4/2/90  
Draft Five  
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abuse hurts everyone.

MRS. BUSH: Let's all watch "Cartoon All-Stars to the  
Rescue" Saturday morning.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/28/90 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 p.m. Thursday 03/29

SUBJECT: PROPOSED SPOTS: "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM

	ACTION FYI			ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BENNETT</u> <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<u>GRAY</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PORTER-ROSE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**REMARKS:**

Please provide any comments/recommendations directly to Chriss Winston by 4:00 p.m. on Thursday, 03/29, with a copy to my office. Thanks.

**RESPONSE:**

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

Sheehan  
3/21/90  
Draft Four  
Title: CARTOON I

PROPOSED PSA FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
24 seconds

MRS. BUSH:

"Cartoon All-Stars to the Rescue" is the powerful story of a teenager dealing with drug and alcohol abuse.

PRESIDENT BUSH:

Some of your favorite cartoon characters are going to help you understand how drugs and alcohol can ruin your life.

MRS. BUSH:

We know that you have to draw the line against drugs and alcohol for yourself and that any child can make a mistake.

PRESIDENT BUSH:

So, watch the program. Talk about it with your family. And make the right decision -- stay away from drugs and alcohol.

# # #

Sheehan  
3/21/90  
Draft Four  
Title: CARTOON II

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
19 seconds

MRS. BUSH:

We want to tell you about a very special cartoon that both parents and kids should watch.

PRESIDENT BUSH:

Some of the most famous cartoon characters will get together to show kids how drugs and alcohol can be dangerous and deadly.

MRS. BUSH:

We hope the whole family will watch "Cartoon All-Stars to the Rescue" together Saturday morning.

# # #

Sheehan  
3/21/90  
Draft Four  
Title: CARTOON III

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
14 seconds

MRS. BUSH: Just imagine some of the most famous cartoon  
characters together in the same show!

PRESIDENT BUSH: It's called "Cartoon All-Stars to the Rescue"  
-- and it just might help save someone you  
know from using drugs or alcohol.

MRS. BUSH: Let's all watch together Saturday morning.

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Sheehan  
3/21/90  
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Title: CARTOON IV

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9 seconds

PRESIDENT BUSH: Some of the most famous cartoon characters  
are going to show you how drug and alcohol  
abuse can hurt everyone.

MRS. BUSH: Let's all watch "Cartoon All-Stars to the  
Rescue" Saturday morning.

# # #

CRISS - The networks suggested these final changes. I said they would be considered, The changes are an attempt to shorten the texts.

Mania

Sheehan  
3/21/90  
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"Cartoon All-Stars to the Rescue" is the powerful story of a teenager dealing with drug and alcohol abuse.

PRESIDENT BUSH:

Some of your favorite cartoon characters are going to help you understand how drugs and alcohol can ruin your life.

~~MRS. BUSH:~~

~~We know that you have to draw the line against drugs and alcohol for yourself and that any child can make a mistake.~~

~~PRESIDENT BUSH:~~

So, watch the program. Talk about it with your family. And make the right decision -- stay away from drugs and alcohol.

MRS. BUSH:

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19 seconds

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PRESIDENT BUSH:

In it,  
Some ~~of the most~~ famous cartoon characters  
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MRS. BUSH:

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same

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# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/28/90

ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 p.m. Thursday 03/29

SUBJECT: PROPOSED SPOTS: "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<del>MCCLURE</del>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BENNETT</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PORTER-ROSE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 4:00 p.m. on Thursday, 03/29, with a copy to my office. Thanks.

RESPONSE:

*N/C 3/29/90*

11:21 AM MAR 29 1990

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

Sheehan  
3/21/90  
Draft Four  
Title: CARTOON I

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"Cartoon All-Stars to the Rescue" is the powerful story of a teenager dealing with drug and alcohol abuse.

PRESIDENT BUSH:

Some of your favorite cartoon characters are going to help you understand how drugs and alcohol can ruin your life.

MRS. BUSH:

We know that you have to draw the line against drugs and alcohol for yourself and that any child can make a mistake.

PRESIDENT BUSH:

So, watch the program. Talk about it with your family. And make the right decision -- stay away from drugs and alcohol.

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Sheehan  
3/21/90  
Draft Four  
Title: CARTOON II

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PRESIDENT BUSH:

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3/21/90  
Draft Four  
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3/21/90  
Draft Four  
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Rescue" Saturday morning.

# # #

THE WHITE HOUSE  
WASHINGTON



March 29, 1990

MEMORANDUM FOR CHRISS WINSTON  
DEPUTY ASSISTANT TO THE PRESIDENT  
FOR COMMUNICATIONS

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

SUBJECT: Proposed PSAs for the President and Mrs. Bush for  
the "Cartoon All-Star to the Rescue" Anti-Drug  
Program

---

Counsel's office has reviewed the captioned PSAs. We have no legal objections.

We appreciate having had the opportunity to review this matter.

cc: James W. Cicconi

00 MAR 29 P 3: 44

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/28/90 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 p.m. Thursday 03/29

SUBJECT: PROPOSED SPOTS: "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BENNETT</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PORTER-ROSE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**REMARKS:**

Please provide any comments/recommendations directly to Chriss Winston by 4:00 p.m. on Thursday, 03/29, with a copy to my office. Thanks.

**RESPONSE:**

*no comments*

90 MAR 29 4:50

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

Sheehan  
3/21/90  
Draft Four  
Title: CARTOON I

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PRESIDENT BUSH:

Some of your favorite cartoon characters are going to help you understand how drugs and alcohol can ruin your life.

MRS. BUSH:

We know that you have to draw the line against drugs and alcohol for yourself and that any child can make a mistake.

PRESIDENT BUSH:

So, watch the program. Talk about it with your family. And make the right decision -- stay away from drugs and alcohol.

# # #

Sheehan  
3/21/90  
Draft Four  
Title: CARTOON II

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
19 seconds

MRS. BUSH:

We want to tell you about a very special cartoon that both parents and kids should watch.

PRESIDENT BUSH:

Some of the most famous cartoon characters will get together to show kids how drugs and alcohol can be dangerous and deadly.

MRS. BUSH:

We hope the whole family will watch "Cartoon All-Stars to the Rescue" together Saturday morning.

# # #

Sheehan  
3/21/90  
Draft Four  
Title: CARTOON III

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
14 seconds

MRS. BUSH: Just imagine some of the most famous cartoon  
characters together in the same show!

PRESIDENT BUSH: It's called "Cartoon All-Stars to the Rescue"  
-- and it just might help save someone you  
know from using drugs or alcohol.

MRS. BUSH: Let's all watch together Saturday morning.

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Sheehan  
3/21/90  
Draft Four  
Title: CARTOON IV

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
9 seconds

PRESIDENT BUSH: Some of the most famous cartoon characters  
are going to show you how drug and alcohol  
abuse can hurt everyone.

MRS. BUSH: Let's all watch "Cartoon All-Stars to the  
Rescue" Saturday morning.

# # #

THE WHITE HOUSE  
WASHINGTON

March 16, 1990

Chriss,

These drafts have been approved by the cartoon producers and networks. Nelson Lund in Legal has approved of doing the spots contingent on a letter being sent to all stations to tell them they can air the program for free. The National Academy of Television Arts and Sciences has agreed to do this in conjunction with Ronald McDonald Children Charities.

These are ready to be staffed with your changes.

  
Maria

Sheehan  
3/9/90  
Draft Three  
Title: CARTOON I

PROPOSED PSA FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
24 seconds

MRS. BUSH:

"Cartoon All-Stars to the Rescue" is the powerful story of a teenager dealing with drug and alcohol abuse. Some of your favorite cartoon characters are going to help you understand how drugs and alcohol can ruin your life.

PRESIDENT BUSH:

We know <sup>and</sup> that any child can make a mistake, that you have to draw the line against drugs and alcohol for yourself. So, watch the program. Talk about it with your family. And make the right decision -- stay away from drugs and alcohol.

# # #

Sheehan  
3/9/90  
Draft Three  
Title: CARTOON II

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
20 seconds

MRS. BUSH: We want to tell you about a very special half  
hour cartoon that both parents and kids  
should watch.

PRESIDENT BUSH: Some of the most famous cartoon characters *will*  
get together <sup>to</sup> ~~and~~ show a <sup>*Kids*</sup> ~~teenager~~ how drugs  
and alcohol can be dangerous and deadly.

MRS. BUSH: We hope the whole family will watch "Cartoon  
All-Stars to the Rescue" together Saturday  
morning.

# # #

Sheehan  
3/9/90  
Draft Three  
Title: CARTOON III

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
15 seconds

MRS. BUSH: Just imagine some of the most famous cartoon  
characters together in the same show!

PRESIDENT BUSH: It's called "Cartoon All-Stars to the Rescue"  
-- and it just might help save someone you  
know from drug abuse.

MRS. BUSH: Let's all watch together Saturday morning.

# # #

Sheehan  
3/9/90  
Draft Three  
Title: CARTOON IV

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
10 seconds

PRESIDENT BUSH: Some of the most famous cartoon characters  
are going to show you how drug abuse hurts  
everyone.

MRS. BUSH: Let's all watch "Cartoon All-Stars to the  
Rescue" Saturday morning.

# # #

Sheehan  
3/9/90  
Draft Three  
Title: CARTOON I

PROPOSED PSA FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
24 seconds

MRS. BUSH:

"Cartoon All-Stars to the Rescue" is the powerful story of a teenager dealing with drug and alcohol abuse. Some of your favorite cartoon characters are going to help you understand how drugs and alcohol can ruin your life.

PRESIDENT BUSH:

*pls*  
We know that any child can make a mistake, that you have to draw the line against drugs and alcohol for yourself. *pres* So, watch the program. Talk about it with your family. And make the right decision -- stay away from drugs and alcohol.

# # #

Sheehan  
3/9/90  
Draft Three  
Title: CARTOON II

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
20 seconds

19

MRS. BUSH:

We want to tell you about a very special ~~half~~  
~~hour~~ cartoon that both parents and kids  
should watch.

PRESIDENT BUSH:

Some of the most famous cartoon characters  
get together and show a teenager how drugs  
and alcohol can be dangerous and deadly.

MRS. BUSH:

We hope the whole family will watch "Cartoon  
All-Stars to the Rescue" together Saturday  
morning.

# # #

Sheehan  
3/9/90  
Draft Three  
Title: CARTOON III

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
15 seconds

14

MRS. BUSH: Just imagine some of the most famous cartoon characters together in the same show!

PRESIDENT BUSH: It's called "Cartoon All-Stars to the Rescue" -- and it just might help save someone you know from drug abuse. *relief of Alaska*

MRS. BUSH: Let's all watch together Saturday morning.

# # #

Sheehan  
3/9/90  
Draft Three  
Title: CARTOON IV

PROPOSED SPOT FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
10 seconds  
9

PRESIDENT BUSH:

Some of the most famous cartoon characters  
are going to show you how drug <sup>and alcohol can</sup> abuse hurts  
everyone.

MRS. BUSH:

Let's all watch "Cartoon All-Stars to the  
Rescue" Saturday morning.

# # #

*Chriiss  
Winston*

Document No. 107596

# WHITE HOUSE STAFFING MEMORANDUM

90 MAR 2 11:02

DATE: 03/28/90 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 p.m. Thursday 03/29

SUBJECT: PROPOSED SPOTS: "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BENNETT</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PORTER-ROSE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

Please provide any comments/recommendations directly to Chriiss Winston by 4:00 p.m. on Thursday, 03/29, with a copy to my office. Thanks.

RESPONSE:

*Chriiss,*  
*We've looked these over*  
*and think they're fine*  
*spe.*

90 MAR 2 09:12

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

Sheehan  
3/21/90  
Draft Four  
Title: CARTOON I

PROPOSED PSA FOR THE PRESIDENT AND MRS. BUSH  
FOR THE "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM  
24 seconds

MRS. BUSH:

"Cartoon All-Stars to the Rescue" is the powerful story of a teenager dealing with drug and alcohol abuse.

PRESIDENT BUSH:

Some of your favorite cartoon characters are going to help you understand how drugs and alcohol can ruin your life.

MRS. BUSH:

We know that you have to draw the line against drugs and alcohol for yourself and that any child can make a mistake.

PRESIDENT BUSH:

So, watch the program. Talk about it with your family. And make the right decision -- stay away from drugs and alcohol.

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Sheehan  
3/21/90  
Draft Four  
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3/21/90  
Draft Four  
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MRS. BUSH: Just imagine some of the most famous cartoon  
characters together in the same show!

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-- and it just might help save someone you  
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Sheehan  
3/21/90  
Draft Four  
Title: CARTOON IV

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MRS. BUSH: Let's all watch "Cartoon All-Stars to the  
Rescue" Saturday morning.

# # #

THE WHITE HOUSE

WASHINGTON

March 30, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: Proposed Spots--Cartoon  
All-Star to the Rescue" Anti-Drug Program

We have reviewed the attached draft and have no suggested changes from a policy standpoint. We approve of the draft remarks in their current form.

cc: James W. Cicconi

90 MAR 2 10:50

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/28/90

ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 p.m. Thursday 03/29

SUBJECT: PROPOSED SPOTS: "CARTOON ALL-STAR TO THE RESCUE" ANTI-DRUG PROGRAM

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
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HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 4:00 p.m. on Thursday, 03/29, with a copy to my office. Thanks.

RESPONSE:

*OK*

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

Sheehan  
3/21/90  
Draft Four  
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