

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: 13525
Folder ID Number: 13525-009

Folder Title:
National Association of Broadcasters (NAB) 4/2/90 [OA 4727] [1]

Stack:	Row:	Section:	Shelf:	Position:
G	26	16	2	3

THE WHITE HOUSE

Office of the Press Secretary
(Atlanta, Georgia)

For Immediate Release

April 2, 1990

REMARKS BY THE PRESIDENT
TO THE NATIONAL ASSOCIATION OF BROADCASTERS

Georgia World Congress Center
Atlanta, Georgia

10:09 A.M. EDT

THE PRESIDENT: Thank you for that welcome. To Misters Mays and Fritts, thank you both. And to all of the rest of the leaders of the NAB that are here today. And also I understand there are a lot of members of the United States Congress here. In my line of work, you always pay your respects to the members of Congress -- (laughter) -- in the forlorn hope that they will do it exactly my way someday. (Laughter.) But nevertheless, I'm glad they're here.

It is my privilege this morning to be back before America's family of broadcasters, the National Association of Broadcasters. And I can't help but marvel at these huge screens as I walked in here. You know, if I were as large as my image -- (laughter) -- on these screens, imagine how easy it would be for me to get my way with the Congress. (Laughter.) And this convention is also displayed, I'm told, on monitors throughout the arena; and from here, beamed around the world. I will try to finish each sentence without a preposition. (Laughter.)

But there was a time when most Americans knew their presidents distantly, from woodcut prints in the weekly newspaper. The circle of democracy in ancient Athens and Rome was even more limited, just to those within hearing range of the debates inside the Parthenon or the Forum. But today, through free, over-the-air broadcasts, you have brought millions of living rooms within hearing range; you've made every home a part of the American forum.

In fact, on this very day, you are providing -- for the 6,000 foreign broadcasters in attendance, through your international seminars and through USIA's Worldnet -- a seminar for the world. Television, which began as the American forum, has become the world forum.

And so when a lone, brave man stood up to a column of tanks in Tiananmen Square, the world stood with him. When the people of Prague sang the first Christmas carols in over 40 years, the world sang with them. And when the first German took the first hammer to that wall of shame in Berlin, the world shared in an historic act of courage.

We all know that governments can censor; governments can silence. But the voice of freedom will not be stilled as long as there is an America to tell the truth. (Applause.) These sounds and images of the Revolution of '89 belong to the world. But it was here in America that a free people first explored how to put the airwaves into the service of democracy.

We accept regulation. But we firmly reject government programming. (Applause.) We reject government ownership of stations. And most of all, we reject censorship. (Applause.) You see, the freedom that this association enjoys, probably takes for granted, is a model for the world.

In my State of the Union address, I spoke of the

MORE

cornerstones of a free society: democracy, private investment, competitiveness, stewardship. We will see what competitiveness means just this afternoon -- I'm going out to visit a General Electric plant in Cincinnati, where free workers transformed foreign investment into foreign business. Tomorrow, I'm going to Indianapolis, help promote stewardship, where the city works with citizens to cultivate an urban forest. But these are not what you'd call isolated whistlestops. America's ideas are powerful; and through the power of communication, we share them with the world.

After all, we live in a time when commodity prices and travel reservations and fast-breaking news flash from Hong Kong to Tokyo, Tokyo to Bonn, Bonn to Boston, all in the blink of an eye.

Roam among the hundreds of exhibits in this convention center and you will find 22 football fields chocked full of the latest gadgets in telecommunications: personal computers and modems, Fax machines, lasers, optical fibers, satellites -- all strands in a growing web of world communications, a growing network linking all of us, "a global village."

The information industry is not an adornment to modern life. It is the essence of who and what we are. It is truly an information age.

Last May, I discussed the future of Europe with the citizens of Mainz, a German city nestled in the green hills along the Rhine River. And it was while I was there that I appreciated anew the Biblical expression, "In the beginning was the Word." For it was in that German town that the inventor of the printing press, Johann Gutenberg, first put the scholarship of the ages into the hands of millions of knowledge-hungry readers.

His one invention made possible all the pamphlets and journals of the Enlightenment and of the American Revolution. From the call to arms of Thomas Paine to the cool logic of The Federalist Papers. You might argue that out of that one invention sprang the very idea called America.

Today, along with the word, we have the image -- images projected on color television and evoked by the sounds of radio. But while Western democracy broadened, as our knowledge broadened, the circle of democracy and knowledge narrowed under communist regimes that took power on many continents.

For these nations, truth was something to be twisted and stretched by the brutal hands of authority, manipulated beyond recognition. The Czech author, Kundera, calls this time the "kingdom of forgetting." When whole nations almost forgot their heroic histories and finest traditions. From Havana to Prague to Phnom Penh, the peoples of these lands never fully gave in to the amnesia because even in the worst hours of repression, they could always count on a friendly voice to remind them of the truth: Radio Marti, Radio Liberty, Radio Free Europe -- and, God bless it, the Voice of America.

To fully appreciate what these broadcasts mean, you need only ask someone who listened to them. Sichan Siv, a young man now works on our White House staff, he's a Cambodian. An American who lived through the horrors of the killing fields. And he's told me that when the Khmer Rouge took control of a village, the very first items they confiscated were the radios, for if they respected and feared anything, it was the power of free information. But even under the threat of death, men and women like Sichan Siv were so hungry for news from the outside world that they would turn on a hidden transistor radio at the lowest possible volume and then put it up flush to one ear. We take free news broadcasts for granted in America. But some people risked death to hear the truth. And some people still do. And we're not going to let them down.

In the realm of ideas and ideals, there are no borders. No government should fear free speech, whether it's from

entertainment programs or accurate, unbiased news about world events. And that is why Congress strongly supported TV Marti and why I strongly support TV Marti. We will scrupulously adhere to the letter of the law; but let me say again, the voice of freedom will not be stilled as long as there is an America to tell the truth. (Applause.)

And, look, I do understand the practical concerns that some of you have about this. But I also understand that you represent the very principle TV Marti exists to serve -- that free flow of ideas. Before we are businessmen and women -- before we are doctors, lawyers or mechanics -- we are Americans. Americans have always stood for free speech, and we always will.

So I have come here to ask something of you. I ask you to stand by your traditions -- the best traditions of America. I ask you, once again, to stand for TV Marti and to stand for freedom.

If we broadcast freedom, our message will be heard. After the bloodshed at Tiananmen Square -- and the expulsion of the VOA from China -- I was heartened to see that Beijing relented a little bit and permitted a VOA correspondent to return. In the Soviet Union, publications that once vilified the Voice of America now praise it. Warm words of support even come from Izvestia. A commentator in Moscow News thanks VOA and says that it uses -- and here is the quote -- "our own broadening sources of information better than we do and without delay return to us what they have gathered."

And now Radio Free Europe has bureaus in Warsaw, in Budapest, and VOA even has one in Moscow -- an unthinkable development just a few years ago. The very fact that it is no longer considered remarkable for USIA's Worldnet to link live programs from Washington to Kiev, or from Chicago and New York to Gdansk and Warsaw is, in itself, remarkable.

How did this happen? It happened in part because of the power of truth. Czechoslovakia's playwright, President Vaclav Havel, paid a very personal tribute to this power in his recent visit to Washington. First he came to the White House and told me personally what this broadcasting of the truth had meant to those who were fighting for freedom. And then he visited the Voice of America and met the employees of its Czech division. It was a very poignant encounter -- for though Havel didn't recognize any of them by face -- he knew them all by name the instant he heard them speak.

And it's moments like that that convince me of one sure thing: I am determined that America will continue to bear witness to the truth. America must never lose its voice. (Applause.) Just as President Havel and others who were once under communist domination have thanked us, I am convinced that the people of Cuba will thank us when they, too, win the liberty they yearn for.

Still, we can envision a time when the purpose of Radio Free Europe and Radio Liberty could be utterly fulfilled. But for now, these networks, along with USIA's Worldnet and VOA, must continue in Eastern Europe until change is complete. We're still seeing the struggle for freedom and this must continue until all that struggle is won by the forces of freedom. Free stations and newspapers are still struggling to take root. Their access to their Western colleagues is still erratic. We need to be there now more than ever before -- to describe and explain our own two centuries of experience in building a democracy.

We can also assist the Eastern Europeans in sharing among themselves their own experience in democracy. After all, Eastern Europeans need more than Robert's Rules of Order. They need to know how the process of reform is working with their neighbors. So if one nation adopts a novel path to reform, pollution control, or currency law, the others need to be able to benefit from that experiment.

And we must also look ahead to the challenges of a new

century. To prepare for our future role, I have directed that an interagency review be conducted of U.S. government international broadcasting. And, of course, we will be looking for advice from many outside the government.

After all, when it comes to setting an example of a free press, the best example must come from you. The Peace Corps is teaching English in Eastern Europe as the lingua franca of business and journalism. But it is not tasked to offer a model of journalistic excellence. Only the American press corps can pick up where the Peace Corps leaves off and provide a model of accuracy, fairness and objectivity.

As broadcasters, you can -- and you are -- transferring American know-how to the East. You're working with VOA to train and orient foreign broadcasters visiting the United States. In February, the director of Polish radio and television visited your headquarters, in part to seek the counsel and assistance of American broadcasters. And you've sent your representatives to meet with their counterparts inside the Soviet Union.

And on top of this, you are helping Americans to invest in joint ventures to establish new radio and television networks in the East. So most of all, I am here to recognize your energetic, international leadership. And I might make a peripheral plea -- do not neglect this hemisphere and this hemisphere's quest for democracy.

The times have changed. We need no longer act in the fine tradition of the Underground Railroad. But before the Revolution of '89, America regularly received the speeches of Lech Walesa, Vaclav Havel and other brave men and women of conscience on smuggled tapes. And through the power of broadcasting, America became the courier of freedom -- returning the eloquent words of these leaders back to their people -- returning hope and the promise of liberty to half a dozen lands.

That was our vision then. That is our vision today. And by working together, our American vision is fast becoming a reality for the world.

I can tell you, many friends in this audience, that there has never in my view been a more exciting or challenging time to be President of the United States. The change is mind-boggling -- the changes around the world. The bid of freedom is irreversible. It's bound to happen to places denied freedom today. But the importance of your work, the importance of your commitment to open, fair journalism is unparalleled in any time in our history.

So I came here to say thank you -- thank you all for what you are doing, thank you for the support you've been able to give this administration. And may God bless you. And most of all, may God bless the United States of America. Thank you all very, very much. (Applause.)

END

10:28 A.M. EDT

CHRIS -
 A few points on Pink's notes,
 1) DZ called and asked
 me to plug later GE trip +
 tree planting. Can easily be
 plugged into philosophy out lined
 on this first page + a half.
 2) Tunes out that Harry
 Kari will be on stage to sing
 "Take me out to the Ball Park"
 and throw a symbolic "opening"
 pitch w/ Pros. Let's use this
 for humor and drop grateful
 Dead.
 Mark

Document No. 126496

HOUSE STAFFING MEMORANDUM

ACTION/CONCURRENCE/COMMENT DUE BY: _____

KS: NATIONAL ASSOCIATION OF BROADCASTERS
 (03/29 - Draft 8)

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

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

90 MAR 2 4 9:13

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

To CW

Date 3/23 Time 240p

WHILE YOU WERE OUT

M Gene Roberts

of PA - Commerce

Phone 377 1551

Area Code

Number

Extension

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	<input checked="" type="checkbox"/>
CALLED TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	<input type="checkbox"/>
WANTS TO SEE YOU	<input type="checkbox"/>	URGENT	<input type="checkbox"/>

RETURNED YOUR CALL

Message NAB speech in

Atlanta

oper assistance

w/ technical parts

will look @ Staffing

draft. KN
Operator



AMPAD
EFFICIENCY®

23-021

CARBONLESS

THE WHITE HOUSE
WASHINGTON

1990 MAR 30 PM 1:57

March 29, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

Through: CHRISS WINSTON (cc)
From: MARK W. DAVIS (cc)
Re: National Association of Broadcasters

I. INFORMATION

You will give the keynote address to approximately 10,000 broadcasters at 10 a.m., Monday, April 2, at the World Congress Center in Atlanta. While you speak, your image will be projected on large screens around the hall -- and on HDTV monitors. In addition, your remarks will be carried around the world on USIA's television network -- WORLDNET. Your remarks are about 16 minutes in length and are on teleprompter.

II. DISCUSSION

This speech is about freedom -- how the Information Age is emancipating totalitarian societies. And it offers a glimpse of the new missions that await USIA, VOA, Radio Free Europe and Radio Liberty.

As you know, NAB is very sensitive about Television Marti. This draft meets this concern head on -- offering reassurance that you will stand by them, yet challenging them to also stand by you and the oppressed people of Cuba. Because events on this matter are developing day to day, you may need to rework this passage with General Scowcroft and Dave Demarest up to the very morning of the speech.

1990 MAR 30 PM 6:39

Davis/Martin
Title: NAB
March 29, 1990
Draft: Eight

**PRESIDENTIAL ADDRESS: NAB, GEORGIA WORLD CONGRESS CENTER
10 a.m. Monday, April 2, 1990**

((It's good to see President Eddie Fritts, Walt Warthel, Hank Roeder, Rory Benson, and I see that about thirty Members of Congress are with us today.))

((Holy Cow, Harry Caray.\\ That was some pitch.\\ But when it comes to singing, don't quit your day job.

((You know, I started out in baseball in college, and now George Junior is turning it into a family tradition with the Texas Rangers. The Carays are doing the same -- with "Skip" Caray right here in Atlanta announcing for the Braves. And now I understand that Skip's son is getting into the act. But you know something, Harry -- Skip has got a nice, laid-back style.

((In fact, if he was a radio station, he'd be easy listening.\\ And you'd be heavy metal.))\\ \\

It's a privilege to be back before the National Association of Broadcasters. I can't help but marvel at the huge screens around us -- ((you know, if I were as large as my image on these screens, imagine how easy it would be for me to get my way with Congress)).\\ And this convention is also displayed on monitors throughout this arena; and from here, beamed around the world.

But there was a time when most Americans knew their presidents distantly, from woodcut prints in their weekly

newspaper. The circle of democracy in ancient Athens and Rome was even more limited, just to those within hearing range of the debates inside the Parthenon or the Forum. But today, through free, over-the-air broadcasts, you have brought millions of living rooms within hearing range; you have made every home a part of the American forum.

In fact, on this very day, you are providing -- for the 6,000 foreign broadcasters in attendance, through your international seminars and through USIA's WORLDNET -- a seminar for the world. Television, which began as the American forum, has become the world forum.

And so when a lone brave man stood up to a column of tanks in Tiananmen Square, the world stood with him.\\ When the people of Prague sang the first Christmas carols in over forty years, the world sang with them.\\ And when the first German took the first hammer to that wall of shame in Berlin, the world shared in an historic act of courage.\\

We all know that governments can censor.\\ Governments can silence.\\ But the voice of freedom will not be stilled as long as there is an America to tell the truth.\\

These sounds and images of the Revolution of '89 belong to the world. But it was here in America that a free people first explored how to put the airwaves into the service of democracy.

We accept regulation. But we firmly reject government programming.\\ We reject government-ownership of stations.\\

And most of all, we reject censorship.\\\ The freedom your association enjoys is a model for the world.

In my State of the Union address, I spoke of the cornerstones of a free society. Democracy. Private investment. Competitiveness. Stewardship. We will see what competitiveness means just this afternoon, when we visit a General-Electric plant in Cincinnati, where free workers transformed foreign investment into foreign business. Tomorrow, we will go to Indianapolis to promote stewardship, where the city works with citizens to cultivate an urban forest. But these are not isolated whistlestops. America's ideas are powerful; and through the power of communication, we can share them with the world.\\\

After all, we live in a time when commodity prices, travel reservations and fast-breaking news flash from Hong Kong to Tokyo, Tokyo to Bonn, Bonn to Boston, all in the blink of an eye. Roam among the hundreds of exhibits in this convention center and you will find 22 football fields chocked full of the latest gadgets in telecommunications: personal computers and modems, fax machines, lasers, optical fibers, satellites -- all strands in a growing web of world communications, a growing network linking all of us, "a global village."

The information industry is not an adornment to modern life. It is the essence of who and what we are. It is truly an information age.

Last May, I discussed the future of Europe with the citizens of Mainz, a German city nestled in the green hills along the

Rhine. And it was while I was there that I appreciated anew the Biblical expression: "In the beginning was the Word." For it was in that German town that the inventor of the printing press, Johann ((Yo-HAN)) Gutenberg ((GOOT-ten-berg)), first put the scholarship of the ages into the hands of millions of knowledge-hungry readers.

His one invention made possible all the pamphlets and journals of the Enlightenment and the American Revolution -- from the call to arms of Thomas Paine to the cool logic of The Federalist Papers. You might argue that out of that one invention sprang the very idea called America.

Today, along with the word, we have the image -- images formed by the pixels of color television, and evoked by the sounds of radio. But while Western democracy broadened as our knowledge broadened, the circle of democracy and knowledge narrowed under communist regimes that took power on many continents.

For these nations, truth was something to be twisted and stretched by the brutal hands of authority, manipulated beyond recognition. The Czech author, Milan Kundera, calls this time the "kingdom of forgetting" -- when whole nations almost forgot their heroic histories and finest traditions. From Havana to Prague to Phnom Penh, the peoples of these lands never fully gave in to amnesia, because even in the worst hours of repression, they could always count on a friendly voice to remind them of the

truth -- Radio Marti ((Mahr-TEE)), Radio Liberty, Radio Free Europe -- and, God bless it, the Voice of America.\\\

To fully appreciate what these broadcasts mean, you need only ask someone who listened to them. Sichan Siv, now with my White House staff, is a Cambodian-American who lived through the horror of the killing fields. And he has told me that when the Khmer Rouge took control of a village, the very first items they confiscated were the radios; for if they respected and feared anything, it was the power of free information. But even under the threat of death, men and women like Sichan were so hungry for news from the outside world that they would turn on a hidden transistor radio at the lowest possible volume, and put it flush to one ear.\\ We take free news broadcasts for granted in America. But some people risked death to hear the truth. Some people still do. And we're not going to let them down.\\\

In the realm of ideas and ideals, there are no borders. \\ No government should fear free speech, whether it's from entertainment programs or accurate, unbiased news about world events. That is why we must support TV Marti ((Mahr-TEE)) -- and we will, scrupulously, to the letter of the law. But let me say it again: The voice of freedom will not be stilled as long as there is an America to tell the truth.\\\

I believe in TV Marti. And I do understand your concerns for your businesses. But I also understand that you represent the very principle TV Marti exists to serve -- the free flow of ideas. Before we are businessmen and women -- before we are

doctors, lawyers or mechanics -- we are Americans. Americans have always stood for free speech and we always will.

So I have come here to ask something of you. I ask you to stand by your traditions -- the best traditions of America. I ask you to, once again, stand for freedom.\\

If we broadcast freedom, our message will be heard. Look to the Soviet Union, where Soviet publications that once vilified the Voice of America now praise it. Warm words of support even come from Izvestia. A commentator in Moscow News thanks VOA, and says that it uses ((and I quote)): "our own broadening sources of information better than we do and without delay return to us what they have gathered."

Now Radio Free Europe has bureaus in Warsaw and Budapest, and VOA even has one in Moscow -- an unthinkable development just a few years ago. The very fact that it is no longer considered remarkable for USIA's WORLDNET to link live programs from Washington to Kiev, or from Chicago and New York to Gdansk and Warsaw is, in itself, remarkable.

How did this happen? It happened in part because of the power of truth. Czechoslovakia's playwright-president, Vaclav Havel, paid a very personal tribute to this power on his recent visit to Washington, when he visited the Voice of America, and met the employees of its Czech division. It was a very poignant encounter -- for though Havel didn't recognize any of them by face, he knew them all by name the instant he heard them speak.\\

And it is moments like that, that convince me of one sure thing: I am determined that America will continue to bear witness to the truth. America must never lose its voice.\\\

Still, we can envision a time when the purpose of Radio Free Europe and Radio Liberty could be utterly fulfilled. But for now, these networks, along with USIA's WORLDNET and VOA, must continue in Eastern Europe until change is complete. Free stations and newspapers are still struggling to take root. Their access to their Western colleagues is still erratic. We need to be there now more than ever before -- to describe and explain our own two centuries of experience in building a democracy.

We can also assist the Eastern Europeans in sharing among themselves their own experiments in democracy. After all, Eastern Europeans need more than Robert's Rules of Order. They need to know how the process of reform is working with their neighbors. So if one nation adopts a novel path to reform, a pollution control, or currency law, the others need to be able to benefit from that experiment.

And, we must also look ahead to the challenges of a new century. To prepare for our future role, I have directed that an interagency review be conducted of U.S. government international broadcasting. And, of course, we will be looking for advice from many outside the government.

After all, when it comes to setting an example of a free press, the best example must come from you. The Peace Corps is teaching English in Eastern Europe as the lingua franca of

business and journalism. But it is not tasked to offer a model of journalistic excellence. Only the American press corps can pick up where the Peace Corps leaves off -- and provide a model of accuracy, fairness and objectivity.

As broadcasters, you can -- and you are -- transferring American know-how to the East. You are working with VOA to train and orient foreign broadcasters visiting the United States. In February, the director of Polish radio and television visited your headquarters, in part to seek the counsel and assistance of American broadcasters. And you have sent your representatives to meet with their counterparts in the Soviet Union.

And on top of this, you are helping Americans to invest in joint ventures to establish new radio and television networks in the East. So most of all, I am here today to recognize your energetic international leadership.

The times have changed. We need no longer act in the fine tradition of the underground railroad. But before the Revolution of '89, America regularly received the speeches of Lech Walsea, Vaclav Havel and other brave men and women of conscience on smuggled tapes. And through the power of broadcasting, America became the courier of freedom -- returning the eloquent words of these leaders back to their people -- returning hope and the promise of liberty to a half-dozen lands.

That was our vision then. That is our vision today. And by working together, our American vision is fast becoming a reality for the world. Thank you, may God bless you and may God bless the United States of America.

NATIONAL ASSOCIATION OF BROADCASTERS
GEORGIA WORLD CONGRESS CENTER
MONDAY, APRIL 2, 1990
10:00 A.M.

IT'S GOOD TO SEE PRESIDENT EDDIE FRITTS, WALT WARTHEL, HANK ROEDER, RORY BENSON, AND I SEE THAT ABOUT THIRTY MEMBERS OF CONGRESS ARE WITH US TODAY.

AS YOU KNOW, TODAY WAS SUPPOSED TO BE BASEBALL'S OPENING DAY. // WELL, I CAN'T THINK OF A BETTER PINCH HITTER THAN BASEBALL'S AMBASSADOR OF GOOD WILL -- THE ONE AND ONLY HARRY CARAY.

I UNDERSTAND THAT HARRY SERENADED YOU A FEW MOMENTS AGO WITH HIS ROUSING VERSION OF "TAKE ME OUT TO THE BALLGAME." TO WHICH I CAN ONLY SAY, "HOLY COW!"

HARRY AND I KNOW WHAT IT'S LIKE TO HAVE A SON WHO LOVES BASEBALL. HERE IN ATLANTA, OF COURSE, "SKIP" CARAY ANNOUNCES FOR THE BRAVES. //

FOR THE CARAY'S, BASEBALL IS TRULY A FAMILY AFFAIR. AND IT'S MY PRIVILEGE THIS MORNING TO BE BACK BEFORE AMERICA'S FAMILY OF BROADCASTERS -- THE NATIONAL ASSOCIATION OF BROADCASTERS. I CAN'T HELP BUT MARVEL AT THE HUGE SCREENS AROUND US -- ((YOU KNOW, IF I WERE AS LARGE AS MY IMAGE ON THESE SCREENS, IMAGINE HOW EASY IT WOULD BE FOR ME TO GET MY WAY WITH CONGRESS)).// AND THIS CONVENTION IS ALSO DISPLAYED ON MONITORS THROUGHOUT THIS ARENA; AND FROM HERE, BEAMED AROUND THE WORLD.

BUT THERE WAS A TIME WHEN MOST AMERICANS KNEW THEIR PRESIDENTS DISTANTLY, FROM WOODCUT PRINTS IN THEIR WEEKLY NEWSPAPER. THE CIRCLE OF DEMOCRACY IN ANCIENT ATHENS AND ROME WAS EVEN MORE LIMITED, JUST TO THOSE WITHIN HEARING RANGE OF THE DEABTES INSIDE THE PARTHENON OR THE FORUM. BUT TODAY, THROUGH FREE, OVER-THE-AIR BROADCASTS, YOU HAVE BROUGHT MILLIONS OF LIVING ROOMS WITHIN HEARING RANGE; YOU HAVE MADE EVERY HOME A PART OF THE AMERICAN FORUM.

IN FACT, ON THIS VERY DAY, YOU ARE PROVIDING --
FOR THE 6,000 FOREIGN BROADCASTERS IN ATTENDANCE,
THROUGH YOUR INTERNATIONAL SEMINARS AND THROUGH USIA'S
WORLDNET -- A SEMINAR FOR THE WORLD. TELEVISION, WHICH
BEGAN AS THE AMERICAN FORUM, HAS BECOME THE WORLD
FORUM.

AND SO WHEN A LONE BRAVE MAN STOOD UP TO A COLUMN
OF TANKS IN TIANANMEN SQUARE, THE WORLD STOOD WITH
HIM.\\ WHEN THE PEOPLE OF PRAGUE SANG THE FIRST
CHRISTMAS CAROLS IN OVER FORTY YEARS, THE WORLD SANG
WITH THEM.\\ AND WHEN THE FIRST GERMAN TOOK THE FIRST
HAMMER TO THAT WALL OF SHAME IN BERLIN, THE WORLD
SHARED IN AN HISTORIC ACT OF COURAGE.\\

WE ALL KNOW THAT GOVERNMENTS CAN CENSOR.\\
GOVERNMENTS CAN SILENCE.\\ BUT THE VOICE OF FREEDOM
WILL NOT BE STILLED AS LONG AS THERE IS AN AMERICA TO
TELL THE TRUTH.\\

THESE SOUNDS AND IMAGES OF THE REVOLUTION OF '89
BELONG TO THE WORLD. BUT IT WAS HERE IN AMERICA THAT A
FREE PEOPLE FIRST EXPLORED HOW TO PUT THE AIRWAVES INTO
THE SERVICE OF DEMOCRACY.

WE ACCEPT REGULATION. BUT WE FIRMLY REJECT
GOVERNMENT PROGRAMMING.\\ WE REJECT GOVERNMENT-
OWNERSHIP OF STATIONS.\\ AND MOST OF ALL, WE REJECT
CENSORSHIP.\\\ THE FREEDOM YOUR ASSOCIATION ENJOYS IS
A MODEL FOR THE WORLD.

IN MY STATE OF THE UNION ADDRESS, I SPOKE OF THE
CORNERSTONES OF A FREE SOCIETY. DEMOCRACY. PRIVATE
INVESTMENT. COMPETITIVENESS. STEWARDSHIP. WE WILL
SEE WHAT COMPETITIVENESS MEANS JUST THIS AFTERNOON,
WHEN WE VISIT A GENERAL-ELECTRIC PLANT IN CINCINNATI,
WHERE FREE WORKERS TRANSFORMED FOREIGN INVESTMENT INTO
FOREIGN BUSINESS. TOMORROW, WE WILL GO TO INDIANAPOLIS
TO PROMOTE STEWARDSHIP, WHERE THE CITY WORKS WITH
CITIZENS TO CULTIVATE AN URBAN FOREST. BUT THESE ARE
NOT ISOLATED WHISTLESTOPS. AMERICA'S IDEAS ARE
POWERFUL; AND THROUGH THE POWER OF COMMUNICATION, WE
CAN SHARE THEM WITH THE WORLD.\\\

AFTER ALL, WE LIVE IN A TIME WHEN COMMODITY PRICES, TRAVEL RESERVATIONS AND FAST-BREAKING NEWS FLASH FROM HONG KONG TO TOKYO, TOKYO TO BONN, BONN TO BOSTON, ALL IN THE BLINK OF AN EYE. ROAM AMONG THE HUNDREDS OF EXHIBITS IN THIS CONVENTION CENTER AND YOU WILL FIND 22 FOOTBALL FIELDS CHOCKED FULL OF THE LATEST GADGETS IN TELECOMMUNICATIONS: PERSONAL COMPUTERS AND MODEMS, FAX MACHINES, LASERS, OPTICAL FIBERS, SATELLITES -- ALL STRANDS IN A GROWING WEB OF WORLD COMMUNICATIONS, A GROWING NETWORK LINKING ALL OF US, "A GLOBAL VILLAGE."

THE INFORMATION INDUSTRY IS NOT AN ADORNMENT TO MODERN LIFE. IT IS THE ESSENCE OF WHO AND WHAT WE ARE. IT IS TRULY AN INFORMATION AGE.

LAST MAY, I DISCUSSED THE FUTURE OF EUROPE WITH THE CITIZENS OF MAINZ, A GERMAN CITY NESTLED IN THE GREEN HILLS ALONG THE RHINE. AND IT WAS WHILE I WAS THERE THAT I APPRECIATED ANEW THE BIBLICAL EXPRESSION: "IN THE BEGINNING WAS THE WORD." FOR IT WAS IN THAT GERMAN TOWN THAT THE INVENTOR OF THE PRINTING PRESS, JOHANN ((YO-HAN)) GUTENBERG ((GOOT-TEN-BERG)), FIRST PUT THE SCHOLARSHIP OF THE AGES INTO THE HANDS OF MILLIONS OF KNOWLEDGE-HUNGRY READERS.

HIS ONE INVENTION MADE POSSIBLE ALL THE PAMPHLETS AND JOURNALS OF THE ENLIGHTENMENT AND THE AMERICAN REVOLUTION -- FROM THE CALL TO ARMS OF THOMAS PAINE TO THE COOL LOGIC OF THE FEDERALIST PAPERS. YOU MIGHT ARGUE THAT OUT OF THAT ONE INVENTION SPRANG THE VERY IDEA CALLED AMERICA.

TODAY, ALONG WITH THE WORD, WE HAVE THE IMAGE -- IMAGES PROJECTED ON COLOR TELEVISION, AND EVOKED BY THE SOUNDS OF RADIO. BUT WHILE WESTERN DEMOCRACY BROADENED AS OUR KNOWLEDGE BROADENED, THE CIRCLE OF DEMOCRACY AND KNOWLEDGE NARROWED UNDER COMMUNIST REGIMES THAT TOOK POWER ON MANY CONTINENTS.

FOR THESE NATIONS, TRUTH WAS SOMETHING TO BE
TWISTED AND STRETCHED BY THE BRUTAL HANDS OF AUTHORITY,
MANIPULATED BEYOND RECOGNITION. THE CZECH AUTHOR,
MILAN KUNDERA, CALLS THIS TIME THE "KINGDOM OF
FORGETTING" -- WHEN WHOLE NATIONS ALMOST FORGOT THEIR
HEROIC HISTORIES AND FINEST TRADITIONS. FROM HAVANA TO
PRAGUE TO PHNOM PENH, THE PEOPLES OF THESE LANDS NEVER
FULLY GAVE IN TO AMNESIA, BECAUSE EVEN IN THE WORST
HOURS OF REPRESSION, THEY COULD ALWAYS COUNT ON A
FRIENDLY VOICE TO REMIND THEM OF THE TRUTH -- RADIO
MARTI ((MAHR-TEE)), RADIO LIBERTY, RADIO FREE EUROPE --
AND, GOD BLESS IT, THE VOICE OF AMERICA.\\

TO FULLY APPRECIATE WHAT THESE BROADCASTS MEAN, YOU NEED ONLY ASK SOMEONE WHO LISTENED TO THEM. SICHAN SIV, NOW WITH MY WHITE HOUSE STAFF, IS A CAMBODIAN-AMERICAN WHO LIVED THROUGH THE HORROR OF THE KILLING FIELDS. AND HE HAS TOLD ME THAT WHEN THE KHMER ROUGE TOOK CONTROL OF A VILLAGE, THE VERY FIRST ITEMS THEY CONFISCATED WERE THE RADIOS; FOR IF THEY RESPECTED AND FEARED ANYTHING, IT WAS THE POWER OF FREE INFORMATION. BUT EVEN UNDER THE THREAT OF DEATH, MEN AND WOMEN LIKE SICHAN WERE SO HUNGRY FOR NEWS FROM THE OUTSIDE WORLD THAT THEY WOULD TURN ON A HIDDEN TRANSISTOR RADIO AT THE LOWEST POSSIBLE VOLUME, AND PUT IT FLUSH TO ONE EAR.\\ WE TAKE FREE NEWS BROADCASTS FOR GRANTED IN AMERICA. BUT SOME PEOPLE RISKED DEATH TO HEAR THE TRUTH. SOME PEOPLE STILL DO. AND WE'RE NOT GOING TO LET THEM DOWN.\\\

IN THE REALM OF IDEAS AND IDEALS, THERE ARE NO BORDERS. \\\ NO GOVERNMENT SHOULD FEAR FREE SPEECH, WHETHER IT'S FROM ENTERTAINMENT PROGRAMS OR ACCURATE, UNBIASED NEWS ABOUT WORLD EVENTS. THAT IS WHY CONGRESS STRONGLY SUPPORTED TV MARTI ((MAHR-TEE)) AND WHY I STRONGLY SUPPORT TV MARTI. WE WILL SCRUPULOUSLY ADHERE TO THE LETTER OF THE LAW; BUT LET ME SAY IT AGAIN -- THE VOICE OF FREEDOM WILL NOT BE STILLED AS LONG AS THERE IS AN AMERICA TO TELL THE TRUTH.\\\

I DO UNDERSTAND THE CONCERNS SOME OF YOU HAVE ABOUT THIS. BUT I ALSO UNDERSTAND THAT YOU REPRESENT THE VERY PRINCIPLE TV MARTI EXISTS TO SERVE -- THE FREE FLOW OF IDEAS. BEFORE WE ARE BUSINESSMEN AND WOMEN -- BEFORE WE ARE DOCTORS, LAWYERS OR MECHANICS -- WE ARE AMERICANS. AMERICANS HAVE ALWAYS STOOD FOR FREE SPEECH AND WE ALWAYS WILL.

SO I HAVE COME HERE TO ASK SOMETHING OF YOU. I ASK YOU TO STAND BY YOUR TRADITIONS -- THE BEST TRADITIONS OF AMERICA. I ASK YOU, ONCE AGAIN, TO STAND FOR TV MARTI, TO STAND FOR FREEDOM.\\\

IF WE BROADCAST FREEDOM, OUR MESSAGE WILL BE HEARD. AFTER THE BLOODSHED AT TIANANMEN SQUARE -- AND THE EXPULSION OF VOA FROM CHINA -- I WAS HEARTENED TO SEE THAT BEIJING RELENTED, AND PERMITTED A VOA CORRESPONDENT TO RETURN. IN THE SOVIET UNION, PUBLICATIONS THAT ONCE VILIFIED THE VOICE OF AMERICA NOW PRAISE IT. WARM WORDS OF SUPPORT EVEN COME FROM IZVESTIA. A COMMENTATOR IN MOSCOW NEWS THANKS VOA, AND SAYS THAT IT USES ((AND I QUOTE)): "OUR OWN BROADENING SOURCES OF INFORMATION BETTER THAN WE DO AND WITHOUT DELAY RETURN TO US WHAT THEY HAVE GATHERED."

AND NOW RADIO FREE EUROPE HAS BUREAUS IN WARSAW AND BUDAPEST, AND VOA EVEN HAS ONE IN MOSCOW -- AN UNTHINKABLE DEVELOPMENT JUST A FEW YEARS AGO. THE VERY FACT THAT IT IS NO LONGER CONSIDERED REMARKABLE FOR USIA'S WORLDNET TO LINK LIVE PROGRAMS FROM WASHINGTON TO KIEV, OR FROM CHICAGO AND NEW YORK TO GDANSK AND WARSAW IS, IN ITSELF, REMARKABLE.

HOW DID THIS HAPPEN? IT HAPPENED IN PART BECAUSE OF THE POWER OF TRUTH. CZECHOSLOVAKIA'S PLAYWRIGHT-PRESIDENT, VACLAV HAVEL, PAID A VERY PERSONAL TRIBUTE TO THIS POWER ON HIS RECENT VISIT TO WASHINGTON, WHEN HE VISITED THE VOICE OF AMERICA, AND MET THE EMPLOYEES OF ITS CZECH DIVISION. IT WAS A VERY POIGNANT ENCOUNTER -- FOR THOUGH HAVEL DIDN'T RECOGNIZE ANY OF THEM BY FACE, HE KNEW THEM ALL BY NAME THE INSTANT HE HEARD THEM SPEAK.\

AND IT IS MOMENTS LIKE THAT, THAT CONVINCED ME OF ONE SURE THING: I AM DETERMINED THAT AMERICA WILL CONTINUE TO BEAR WITNESS TO THE TRUTH. AMERICA MUST NEVER LOSE ITS VOICE.\

JUST AS PRESIDENT HAVEL AND OTHERS ONCE UNDER COMMUNIST DOMINATION HAVE THANKED US; I AM CONVINCED THAT THE PEOPLE OF CUBA WILL THANK US WHEN THEY TOO WIN THE LIBERTY THEY YEARN FOR.\

STILL, WE CAN ENVISION A TIME WHEN THE PURPOSE OF RADIO FREE EUROPE AND RADIO LIBERTY COULD BE UTTERLY FULFILLED. BUT FOR NOW, THESE NETWORKS, ALONG WITH USIA'S WORLDNET AND VOA, MUST CONTINUE IN EASTERN EUROPE UNTIL CHANGE IS COMPLETE. FREE STATIONS AND NEWSPAPERS ARE STILL STRUGGLING TO TAKE ROOT. THEIR ACCESS TO THEIR WESTERN COLLEAGUES IS STILL ERRATIC. WE NEED TO BE THERE NOW MORE THAN EVER BEFORE -- TO DESCRIBE AND EXPLAIN OUR OWN TWO CENTURIES OF EXPERIENCE IN BUILDING A DEMOCRACY.

WE CAN ALSO ASSIST THE EASTERN EUROPEANS IN SHARING AMONG THEMSELVES THEIR OWN EXPERIMENTS IN DEMOCRACY. AFTER ALL, EASTERN EUROPEANS NEED MORE THAN ROBERT'S RULES OF ORDER. THEY NEED TO KNOW HOW THE PROCESS OF REFORM IS WORKING WITH THEIR NEIGHBORS. SO IF ONE NATION ADOPTS A NOVEL PATH TO REFORM, A POLLUTION CONTROL, OR CURRENCY LAW, THE OTHERS NEED TO BE ABLE TO BENEFIT FROM THAT EXPERIMENT.

AND, WE MUST ALSO LOOK AHEAD TO THE CHALLENGES OF A NEW CENTURY. TO PREPARE FOR OUR FUTURE ROLE, I HAVE DIRECTED THAT AN INTERAGENCY REVIEW BE CONDUCTED OF U.S. GOVERNMENT INTERNATIONAL BROADCASTING. AND, OF COURSE, WE WILL BE LOOKING FOR ADVICE FROM MANY OUTSIDE THE GOVERNMENT.

AFTER ALL, WHEN IT COMES TO SETTING AN EXAMPLE OF A FREE PRESS, THE BEST EXAMPLE MUST COME FROM YOU. THE PEACE CORPS IS TEACHING ENGLISH IN EASTERN EUROPE AS THE LINGUA FRANCA OF BUSINESS AND JOURNALISM. BUT IT IS NOT TASKED TO OFFER A MODEL OF JOURNALISTIC EXCELLENCE. ONLY THE AMERICAN PRESS CORPS CAN PICK UP WHERE THE PEACE CORPS LEAVES OFF -- AND PROVIDE A MODEL OF ACCURACY, FAIRNESS AND OBJECTIVITY.

AS BROADCASTERS, YOU CAN -- AND YOU ARE --
TRANSFERRING AMERICAN KNOW-HOW TO THE EAST. YOU ARE
WORKING WITH VOA TO TRAIN AND ORIENT FOREIGN
BROADCASTERS VISITING THE UNITED STATES. IN FEBRUARY,
THE DIRECTOR OF POLISH RADIO AND TELEVISION VISITED
YOUR HEADQUARTERS, IN PART TO SEEK THE COUNSEL AND
ASSISTANCE OF AMERICAN BROADCASTERS. AND YOU HAVE SENT
YOUR REPRESENTATIVES TO MEET WITH THEIR COUNTERPARTS IN
THE SOVIET UNION.

AND ON TOP OF THIS, YOU ARE HELPING AMERICANS TO
INVEST IN JOINT VENTURES TO ESTABLISH NEW RADIO AND
TELEVISION NETWORKS IN THE EAST. SO MOST OF ALL, I AM
HERE TODAY TO RECOGNIZE YOUR ENERGETIC INTERNATIONAL
LEADERSHIP.

THE TIMES HAVE CHANGED. WE NEED NO LONGER ACT IN THE FINE TRADITION OF THE UNDERGROUND RAILROAD. BUT BEFORE THE REVOLUTION OF '89, AMERICA REGULARLY RECEIVED THE SPEECHES OF LECH WALSEA, VACLAV HAVEL AND OTHER BRAVE MEN AND WOMEN OF CONSCIENCE ON SMUGGLED TAPES. AND THROUGH THE POWER OF BROADCASTING, AMERICA BECAME THE COURIER OF FREEDOM -- RETURNING THE ELOQUENT WORDS OF THESE LEADERS BACK TO THEIR PEOPLE -- RETURNING HOPE AND THE PROMISE OF LIBERTY TO A HALF-DOZEN LANDS.

THAT WAS OUR VISION THEN. THAT IS OUR VISION TODAY. AND BY WORKING TOGETHER, OUR AMERICAN VISION IS FAST BECOMING A REALITY FOR THE WORLD. THANK YOU, MAY GOD BLESS YOU AND MAY GOD BLESS THE UNITED STATES OF AMERICA.

#

THE WHITE HOUSE
WASHINGTON

DATE:

FROM THE PRESIDENT

To:

work in :

Just as Havel thanked us and others have thanked us I am convinced that the people of Cuba will thank us when they too have the liberty to improve it, but this is the thought

Also I don't mind a mention of VOA in China.

I was heartened when after the blood Tianmen affair and the expulsion of VOA from China, China relented and permitted VOA back in..... needs plenty of work and fact check but I'd like it in.

Double checked
by Doug Paul
IN NSC
x 5746

CONFIDENTIAL

Revised

THE WHITE HOUSE
WASHINGTON

100 HR 302
THE PRESIDENT HAS SEEN 3/31/90
1-57

March 29, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

Through: CHRISS WINSTON (CS)

From: MARK W. DAVIS (MD)

Re: National Association of Broadcasters

I. INFORMATION

You will give the keynote address to approximately 10,000 broadcasters at 10 a.m., Monday, April 2, at the World Congress Center in Atlanta. While you speak, your image will be projected on large screens around the hall -- and on HDTV monitors. In addition, your remarks will be carried around the world on USIA's television network -- WORLDNET. Your remarks are about 16 minutes in length and are on teleprompter.

II. DISCUSSION

This speech is about freedom -- how the Information Age is emancipating totalitarian societies. And it offers a glimpse of the new missions that await USIA, VOA, Radio Free Europe and Radio Liberty.

As you know, NAB is very sensitive about Television Marti. This draft meets this concern head on -- offering reassurance that you will stand by them, yet challenging them to also stand by you and the oppressed people of Cuba. Because events on this matter are developing day to day, you may need to rework this passage with General Scowcroft and Dave Demarest up to the very morning of the speech.

1990 MAR 30 PM 6:39

Davis/Martin
Title: NAB
March 29, 1990
Draft: Eight

**PRESIDENTIAL ADDRESS: NAB, GEORGIA WORLD CONGRESS CENTER
10 a.m. Monday, April 2, 1990**

((It's good to see President Eddie Fritts, Walt Warthel, Hank Roeder, Rory Benson, and I see that about thirty Members of Congress are with us today.))

((Holy Cow, Harry Caray.\\ That was some pitch.\\ But when it comes to singing, don't quit your day job.

*what
mean...??*

((You know, I started out in baseball in college, and now George Junior is turning it into a family tradition with the Texas Rangers. The Carays are doing the same -- with "Skip" Caray right here in Atlanta announcing for the Braves. And now I understand that Skip's son is getting into the act. But you know something, Harry -- Skip has got a nice, laid-back style.

((In fact, if he was a radio station, he'd be easy listening.\\ And you'd be heavy metal.))\\

It's a privilege to be back before the National Association of Broadcasters. I can't help but marvel at the huge screens around us -- ((you know, if I were as large as my image on these screens, imagine how easy it would be for me to get my way with Congress)).\\ And this convention is also displayed on monitors throughout this arena; and from here, beamed around the world.

But there was a time when most Americans knew their presidents distantly, from woodcut prints in their weekly

newspaper. The circle of democracy in ancient Athens and Rome was even more limited, just to those within hearing range of the debates inside the Parthenon or the Forum. But today, through free, over-the-air broadcasts, you have brought millions of living rooms within hearing range; you have made every home a part of the American forum.

In fact, on this very day, you are providing -- for the 6,000 foreign broadcasters in attendance, through your international seminars and through USIA's WORLDNET -- a seminar for the world. Television, which began as the American forum, has become the world forum.

And so when a lone brave man stood up to a column of tanks in Tiananmen Square, the world stood with him.\\ When the people of Prague sang the first Christmas carols in over forty years, the world sang with them.\\ And when the first German took the first hammer to that wall of shame in Berlin, the world shared in an historic act of courage.\\

We all know that governments can censor.\\ Governments can silence.\\ But the voice of freedom will not be stilled as long as there is an America to tell the truth.\\

These sounds and images of the Revolution of '89 belong to the world. But it was here in America that a free people first explored how to put the airwaves into the service of democracy.

We accept regulation. But we firmly reject government programming.\\ We reject government-ownership of stations.\\

And most of all, we reject censorship.\\\ The freedom your association enjoys is a model for the world.

In my State of the Union address, I spoke of the cornerstones of a free society. Democracy. Private investment. Competitiveness. Stewardship. We will see what competitiveness means just this afternoon, when we visit a General-Electric plant in Cincinnati, where free workers transformed foreign investment into foreign business. Tomorrow, we will go to Indianapolis to promote stewardship, where the city works with citizens to cultivate an urban forest. But these are not isolated whistlestops. America's ideas are powerful; and through the power of communication, we can share them with the world.\\\

After all, we live in a time when commodity prices, travel reservations and fast-breaking news flash from Hong Kong to Tokyo, Tokyo to Bonn, Bonn to Boston, all in the blink of an eye. Roam among the hundreds of exhibits in this convention center and you will find 22 football fields chocked full of the latest gadgets in telecommunications: personal computers and modems, fax machines, lasers, optical fibers, satellites -- all strands in a growing web of world communications, a growing network linking all of us, "a global village."

The information industry is not an adornment to modern life. It is the essence of who and what we are. It is truly an information age.

Last May, I discussed the future of Europe with the citizens of Mainz, a German city nestled in the green hills along the

Rhine. And it was while I was there that I appreciated anew the Biblical expression: "In the beginning was the Word." For it was in that German town that the inventor of the printing press, Johann ((Yo-HAN)) Gutenberg ((GOOT-ten-berg)), first put the scholarship of the ages into the hands of millions of knowledge-hungry readers.

His one invention made possible all the pamphlets and journals of the Enlightenment and the American Revolution -- from the call to arms of Thomas Paine to the cool logic of The Federalist Papers. You might argue that out of that one invention sprang the very idea called America.

Today, along with the word, we have the image -- images formed by the pixels of color television, and evoked by the sounds of radio. But while Western democracy broadened as our knowledge broadened, the circle of democracy and knowledge narrowed under communist regimes that took power on many continents.

For these nations, truth was something to be twisted and stretched by the brutal hands of authority, manipulated beyond recognition. The Czech author, Milan Kundera, calls this time the "kingdom of forgetting" -- when whole nations almost forgot their heroic histories and finest traditions. From Havana to Prague to Phnom Penh, the peoples of these lands never fully gave in to amnesia, because even in the worst hours of repression, they could always count on a friendly voice to remind them of the

Pixel??

truth -- Radio Marti ((Mahr-TEE)), Radio Liberty, Radio Free Europe -- and, God bless it, the Voice of America.\\\

To fully appreciate what these broadcasts mean, you need only ask someone who listened to them. Sichan Siv, now with my White House staff, is a Cambodian-American who lived through the horror of the killing fields. And he has told me that when the Khmer Rouge took control of a village, the very first items they confiscated were the radios; for if they respected and feared anything, it was the power of free information. But even under the threat of death, men and women like Sichan were so hungry for news from the outside world that they would turn on a hidden transistor radio at the lowest possible volume, and put it flush to one ear.\\ We take free news broadcasts for granted in America. But some people risked death to hear the truth. Some people still do. And we're not going to let them down.\\\

In the realm of ideas and ideals, there are no borders. \\ No government should fear free speech, whether it's from entertainment programs or accurate, unbiased news about world events. That is why ^{Congress strongly supported} we must support TV Marti ^{and why I strongly support} (Mahr-TEE) ^{and TV Marti} ~~and TV Marti~~. We will, ^{scrupulously} ~~scrupulously~~ adhere to the letter of the law; But let me say it again: The voice of freedom will not be stilled as long as there is an America to tell the truth.\\\

~~I believe in TV Marti.~~ ^{the} And I do understand ~~your~~ concerns ^{you} ~~for your businesses.~~ ^{and you have about this} But I also understand that you represent the very principle TV Marti exists to serve -- the free flow of ideas. Before we are businessmen and women -- before we are

doctors, lawyers or mechanics -- we are Americans. Americans have always stood for free speech and we always will.

So I have come here to ask something of you. I ask you to stand by your traditions -- the best traditions of America. I ask you to, ^{stand for TV Merit} ~~once again,~~ stand for freedom. \\

If we broadcast freedom, ^{to} our message will be heard. Look to the Soviet Union, where Soviet publications that once vilified the Voice of America now praise it. Warm words of support even come from Izvestia. A commentator in Moscow News thanks VOA, and says that it uses ((and I quote)): "our own broadening sources of information better than we do and without delay return to us what they have gathered."

Now Radio Free Europe has bureaus in Warsaw and Budapest, and VOA even has one in Moscow -- an unthinkable development just a few years ago. The very fact that it is no longer considered remarkable for USIA's WORLDNET to link live programs from Washington to Kiev, or from Chicago and New York to Gdansk and Warsaw is, in itself, remarkable.

How did this happen? It happened in part because of the power of truth. Czechoslovakia's playwright-president, Vaclav Havel, paid a very personal tribute to this power on his recent visit to Washington, when he visited the Voice of America, and met the employees of its Czech division. It was a very poignant encounter -- for though Havel didn't recognize any of them by face, he knew them all by name the instant he heard them speak. \\

And it is moments like that, that convince me of one sure thing: I am determined that America will continue to bear witness to the truth. America must never lose its voice.\\\

Still, we can envision a time when the purpose of Radio Free Europe and Radio Liberty could be utterly fulfilled. But for now, these networks, along with USIA's WORLDNET and VOA, must continue in Eastern Europe until change is complete. Free stations and newspapers are still struggling to take root. Their access to their Western colleagues is still erratic. We need to be there now more than ever before -- to describe and explain our own two centuries of experience in building a democracy.

We can also assist the Eastern Europeans in sharing among themselves their own experiments in democracy. After all, Eastern Europeans need more than Robert's Rules of Order. They need to know how the process of reform is working with their neighbors. So if one nation adopts a novel path to reform, a pollution control, or currency law, the others need to be able to benefit from that experiment.

And, we must also look ahead to the challenges of a new century. To prepare for our future role, I have directed that an interagency review be conducted of U.S. government international broadcasting. And, of course, we will be looking for advice from many outside the government.

After all, when it comes to setting an example of a free press, the best example must come from you. The Peace Corps is teaching English in Eastern Europe as the lingua franca of

business and journalism. But it is not tasked to offer a model of journalistic excellence. Only the American press corps can pick up where the Peace Corps leaves off -- and provide a model of accuracy, fairness and objectivity.

As broadcasters, you can -- and you are -- transferring American know-how to the East. You are working with VOA to train and orient foreign broadcasters visiting the United States. In February, the director of Polish radio and television visited your headquarters, in part to seek the counsel and assistance of American broadcasters. And you have sent your representatives to meet with their counterparts in the Soviet Union.

And on top of this, you are helping Americans to invest in joint ventures to establish new radio and television networks in the East. So most of all, I am here today to recognize your energetic international leadership.

The times have changed. We need no longer act in the fine tradition of the underground railroad. But before the Revolution of '89, America regularly received the speeches of Lech Walsea, Vaclav Havel and other brave men and women of conscience on smuggled tapes. And through the power of broadcasting, America became the courier of freedom -- returning the eloquent words of these leaders back to their people -- returning hope and the promise of liberty to a half-dozen lands.

That was our vision then. That is our vision today. And by working together, our American vision is fast becoming a reality for the world. Thank you, may God bless you and may God bless the United States of America.

Davis/Martin
Title: NAB
March 29, 1990
Draft: Nine

**PRESIDENTIAL ADDRESS: NAB, GEORGIA WORLD CONGRESS CENTER
10 a.m. Monday, April 2, 1990**

((It's good to see President Eddie Fritts, Walt Warthel, Hank Roeder, Rory Benson, and I see that about thirty Members of Congress are with us today.))

((Holy Cow, Harry Caray.\\ That was some pitch.\\ But when it comes to singing, don't quit your day job.

((You know, I started out in baseball in college, and now George Junior is turning it into a family tradition with the Texas Rangers. The Carays are doing the same -- with "Skip" Caray right here in Atlanta announcing for the Braves. And now I understand that Skip's son is getting into the act. But you know something, Harry -- Skip has got a nice, laid-back style.

((In fact, if he was a radio station, he'd be easy listening.\\ And you'd be heavy metal.))\\\

It's a privilege to be back before the National Association of Broadcasters. I can't help but marvel at the huge screens around us -- ((you know, if I were as large as my image on these screens, imagine how easy it would be for me to get my way with Congress)).\\ And this convention is also displayed on monitors throughout this arena; and from here, beamed around the world.

But there was a time when most Americans knew their presidents distantly, from woodcut prints in their weekly newspaper. The circle of democracy in ancient Athens and Rome

was even more limited, just to those within hearing range of the debates inside the Parthenon or the Forum. But today, through free, over-the-air broadcasts, you have brought millions of living rooms within hearing range; you have made every home a part of the American forum.

In fact, on this very day, you are providing -- for the 6,000 foreign broadcasters in attendance, through your international seminars and through USIA's WORLDNET -- a seminar for the world. Television, which began as the American forum, has become the world forum.

And so when a lone brave man stood up to a column of tanks in Tiananmen Square, the world stood with him.\\ When the people of Prague sang the first Christmas carols in over forty years, the world sang with them.\\ And when the first German took the first hammer to that wall of shame in Berlin, the world shared in an historic act of courage.\\

We all know that governments can censor.\\ Governments can silence.\\ **But the voice of freedom will not be stilled as long as there is an America to tell the truth.**

These sounds and images of the Revolution of '89 belong to the world. But it was here in America that a free people first explored how to put the airwaves into the service of democracy.

We accept regulation. But we firmly reject government programming.\\ We reject government-ownership of stations.\\ **And most of all, we reject censorship.** The freedom your association enjoys is a model for the world.

In my State of the Union address, I spoke of the cornerstones of a free society. Democracy. Private investment. Competitiveness. Stewardship. We will see what competitiveness means just this afternoon, when we visit a General-Electric plant in Cincinnati, where free workers transformed foreign investment into foreign business. Tomorrow, we will go to Indianapolis to promote stewardship, where the city works with citizens to cultivate an urban forest. But these are not isolated whistlestops. **America's ideas are powerful; and through the power of communication, we can share them with the world.**

After all, we live in a time when commodity prices, travel reservations and fast-breaking news flash from Hong Kong to Tokyo, Tokyo to Bonn, Bonn to Boston, all in the blink of an eye. Roam among the hundreds of exhibits in this convention center and you will find 22 football fields chocked full of the latest gadgets in telecommunications: personal computers and modems, fax machines, lasers, optical fibers, satellites -- all strands in a growing web of world communications, a growing network linking all of us, "a global village."

The information industry is not an adornment to modern life. It is the essence of who and what we are. It is truly an information age.

Last May, I discussed the future of Europe with the citizens of Mainz, a German city nestled in the green hills along the Rhine. And it was while I was there that I appreciated anew the Biblical expression: "In the beginning was the Word." For it was

in that German town that the inventor of the printing press, Johann ((Yo-HAN)) Gutenberg ((GOOT-ten-berg)), first put the scholarship of the ages into the hands of millions of knowledge-hungry readers.

His one invention made possible all the pamphlets and journals of the Enlightenment and the American Revolution -- from the call to arms of Thomas Paine to the cool logic of The Federalist Papers. You might argue that out of that one invention sprang the very idea called America.

Today, along with the word, we have the image -- images projected on color television, and evoked by the sounds of radio. But while Western democracy broadened as our knowledge broadened, the circle of democracy and knowledge narrowed under communist regimes that took power on many continents.

For these nations, truth was something to be twisted and stretched by the brutal hands of authority, manipulated beyond recognition. The Czech author, Milan Kundera, calls this time the "kingdom of forgetting" -- when whole nations almost forgot their heroic histories and finest traditions. From Havana to Prague to Phnom Penh, the peoples of these lands never fully gave in to amnesia, because even in the worst hours of repression, they could always count on a friendly voice to remind them of the truth -- Radio Marti ((Mahr-TEE)), Radio Liberty, Radio Free Europe -- **and, God bless it, the Voice of America.**\\\

To fully appreciate what these broadcasts mean, you need only ask someone who listened to them. Sichan Siv, now with my

White House staff, is a Cambodian-American who lived through the horror of the killing fields. And he has told me that when the Khmer Rouge took control of a village, the very first items they confiscated were the radios; for if they respected and feared anything, it was the power of free information. But even under the threat of death, men and women like Sichan were so hungry for news from the outside world that they would turn on a hidden transistor radio at the lowest possible volume, and put it flush to one ear. \\ We take free news broadcasts for granted in America. But some people risked death to hear the truth. Some people still do. **And we're not going to let them down.** \\ \\

In the realm of ideas and ideals, **there are no borders.** \\ \\ No government should fear free speech, whether it's from entertainment programs or accurate, unbiased news about world events. **That is why Congress strongly supported TV Marti ((Mahr-TEE)) and why I strongly support TV Marti. We will scrupulously adhere to the letter of the law; but let me say it again -- the voice of freedom will not be stilled as long as there is an America to tell the truth.** \\ \\

I do understand the concerns some of you have about this. But I also understand that you represent the very principle TV Marti exists to serve -- the free flow of ideas. Before we are businessmen and women -- before we are doctors, lawyers or mechanics -- **we are Americans.** Americans have always stood for free speech and we always will.

So I have come here to **ask** something of **you**. I **ask you** to stand by **your** traditions -- the best traditions of America. I **ask you** to, once again, to stand for TV Marti, to stand for freedom.\\\

If we broadcast freedom, our message will be heard. After the bloodshed at Tiananmen Square -- and the expulsion of VOA from China -- I was heartened to see that Beijing relented, and permitted a VOA correspondent to return. In the Soviet Union, publications that once vilified the Voice of America now praise it. Warm words of support even come from Izvestia. A commentator in Moscow News thanks VOA, and says that it uses ((and I quote)): "our own broadening sources of information better than we do and without delay return to us what they have gathered."

And now Radio Free Europe has bureaus in Warsaw and Budapest, and VOA even has one in Moscow -- an unthinkable development just a few years ago. The very fact that it is no longer considered remarkable for USIA's WORLDNET to link live programs from Washington to Kiev, or from Chicago and New York to Gdansk and Warsaw is, in itself, remarkable.

How did this happen? It happened in part because of the power of truth. Czechoslovakia's playwright-president, Vaclav Havel, paid a very personal tribute to this power on his recent visit to Washington, when he visited the Voice of America, and met the employees of its Czech division. It was a very poignant

encounter -- for though Havel didn't recognize any of them by face, he knew them all by name the instant he heard them speak.\\

And it is moments like that, that convince me of one sure thing: **I am determined that America will continue to bear witness to the truth. America must never lose its voice.** Just as President Havel and others once under communist domination have thanked us; I am convinced that the people of Cuba will thank us **when they too win the liberty they yearn for.**

Still, we can envision a time when the purpose of Radio Free Europe and Radio Liberty could be utterly fulfilled. But for now, these networks, along with USIA's WORLDNET and VOA, must continue in Eastern Europe until change is complete. Free stations and newspapers are still struggling to take root. Their access to their Western colleagues is still erratic. We need to be there now more than ever before -- to describe and explain our own two centuries of experience in building a democracy.

We can also assist the Eastern Europeans in sharing among themselves their own experiments in democracy. After all, Eastern Europeans need more than Robert's Rules of Order. They need to know how the process of reform is working with their neighbors. So if one nation adopts a novel path to reform, a pollution control, or currency law, the others need to be able to benefit from that experiment.

And, we must also look ahead to the challenges of a new century. To prepare for our future role, I have directed that an interagency review be conducted of U.S. government international

broadcasting. And, of course, we will be looking for advice from many outside the government.

After all, when it comes to setting an example of a free press, the best example must come from you. The Peace Corps is teaching English in Eastern Europe as the lingua franca of business and journalism. But it is not tasked to offer a model of journalistic excellence. Only the American press corps can pick up where the Peace Corps leaves off -- and provide a model of accuracy, fairness and objectivity.

As broadcasters, you can -- and you are -- transferring American know-how to the East. You are working with VOA to train and orient foreign broadcasters visiting the United States. In February, the director of Polish radio and television visited your headquarters, in part to seek the counsel and assistance of American broadcasters. And you have sent your representatives to meet with their counterparts in the Soviet Union.

And on top of this, you are helping Americans to invest in joint ventures to establish new radio and television networks in the East. So most of all, I am here today to recognize your energetic international leadership.

The times have changed. We need no longer act in the fine tradition of the underground railroad. But before the Revolution of '89, America regularly received the speeches of Lech Walsea, Vaclav Havel and other brave men and women of conscience on smuggled tapes. And through the power of broadcasting, America became the courier of freedom -- returning the eloquent words of

these leaders back to their people -- returning hope and the promise of liberty to a half-dozen lands.

That was our vision then. That is our vision today. And by working together, our American vision is fast becoming a reality for the world. Thank you, may God bless you and may God bless the United States of America.

#

#

#

COPY TO POTUS
700 P 3-30

Davis/Martin
Title: NAB
March 29, 1990
Draft: Eight

**PRESIDENTIAL ADDRESS: NAB, GEORGIA WORLD CONGRESS CENTER
10 a.m. Monday, April 2, 1990**

((It's good to see President Eddie Fritts, Walt Warthel, Hank Roeder, Rory Benson, and I see that about thirty Members of Congress are with us today.))

((Holy Cow, Harry Caray.\\ That was some pitch.\\ But when it comes to singing, don't quit your day job.

((You know, I started out in baseball in college, and now George Junior is turning it into a family tradition with the Texas Rangers. The Carays are doing the same -- with "Skip" Caray right here in Atlanta announcing for the Braves. And now I understand that Skip's son is getting into the act. But you know something, Harry -- Skip has got a nice, laid-back style.

((In fact, if he was a radio station, he'd be easy listening.\\ And you'd be heavy metal.))\\ \\

It's a privilege to be back before the National Association of Broadcasters. I can't help but marvel at the huge screens around us -- ((you know, if I were as large as my image on these screens, imagine how easy it would be for me to get my way with Congress)).\\ And this convention is also displayed on monitors throughout this arena; and from here, beamed around the world.

But there was a time when most Americans knew their presidents distantly, from woodcut prints in their weekly

newspaper. The circle of democracy in ancient Athens and Rome was even more limited, just to those within hearing range of the debates inside the Parthenon or the Forum. But today, through free, over-the-air broadcasts, you have brought millions of living rooms within hearing range; you have made every home a part of the American forum.

In fact, on this very day, you are providing -- for the 6,000 foreign broadcasters in attendance, through your international seminars and through USIA's WORLDNET -- a seminar for the world. Television, which began as the American forum, has become the world forum.

And so when a lone brave man stood up to a column of tanks in Tiananmen Square, the world stood with him.\\ When the people of Prague sang the first Christmas carols in over forty years, the world sang with them.\\ And when the first German took the first hammer to that wall of shame in Berlin, the world shared in an historic act of courage.\\

We all know that governments can censor.\\ Governments can silence.\\ But the voice of freedom will not be stilled as long as there is an America to tell the truth.\\

These sounds and images of the Revolution of '89 belong to the world. But it was here in America that a free people first explored how to put the airwaves into the service of democracy.

We accept regulation. But we firmly reject government programming.\\ We reject government-ownership of stations.\\

And most of all, we reject censorship.\\\ The freedom your association enjoys is a model for the world.

In my State of the Union address, I spoke of the cornerstones of a free society. Democracy. Private investment. Competitiveness. Stewardship. We will see what competitiveness means just this afternoon, when we visit a General-Electric plant in Cincinnati, where free workers transformed foreign investment into foreign business. Tomorrow, we will go to Indianapolis to promote stewardship, where the city works with citizens to cultivate an urban forest. But these are not isolated whistlestops. America's ideas are powerful; and through the power of communication, we can share them with the world.\\\

After all, we live in a time when commodity prices, travel reservations and fast-breaking news flash from Hong Kong to Tokyo, Tokyo to Bonn, Bonn to Boston, all in the blink of an eye. Roam among the hundreds of exhibits in this convention center and you will find 22 football fields chocked full of the latest gadgets in telecommunications: personal computers and modems, fax machines, lasers, optical fibers, satellites -- all strands in a growing web of world communications, a growing network linking all of us, "a global village."

The information industry is not an adornment to modern life. It is the essence of who and what we are. It is truly an information age.

Last May, I discussed the future of Europe with the citizens of Mainz, a German city nestled in the green hills along the

Rhine. And it was while I was there that I appreciated anew the Biblical expression: "In the beginning was the Word." For it was in that German town that the inventor of the printing press, Johann ((Yo-HAN)) Gutenberg ((GOOT-ten-berg)), first put the scholarship of the ages into the hands of millions of knowledge-hungry readers.

His one invention made possible all the pamphlets and journals of the Enlightenment and the American Revolution -- from the call to arms of Thomas Paine to the cool logic of The Federalist Papers. You might argue that out of that one invention sprang the very idea called America.

Today, along with the word, we have the image -- images formed by the pixels of color television, and evoked by the sounds of radio. But while Western democracy broadened as our knowledge broadened, the circle of democracy and knowledge narrowed under communist regimes that took power on many continents.

For these nations, truth was something to be twisted and stretched by the brutal hands of authority, manipulated beyond recognition. The Czech author, Milan Kundera, calls this time the "kingdom of forgetting" -- when whole nations almost forgot their heroic histories and finest traditions. From Havana to Prague to Phnom Penh, the peoples of these lands never fully gave in to amnesia, because even in the worst hours of repression, they could always count on a friendly voice to remind them of the

truth -- Radio Marti ((Mahr-TEE)), Radio Liberty, Radio Free Europe -- and, God bless it, the Voice of America.\\\

To fully appreciate what these broadcasts mean, you need only ask someone who listened to them. Sichan Siv, now with my White House staff, is a Cambodian-American who lived through the horror of the killing fields. And he has told me that when the Khmer Rouge took control of a village, the very first items they confiscated were the radios; for if they respected and feared anything, it was the power of free information. But even under the threat of death, men and women like Sichan were so hungry for news from the outside world that they would turn on a hidden transistor radio at the lowest possible volume, and put it flush to one ear.\\ We take free news broadcasts for granted in America. But some people risked death to hear the truth. Some people still do. And we're not going to let them down.\\\

In the realm of ideas and ideals, there are no borders. \\ No government should fear free speech, whether it's from entertainment programs or accurate, unbiased news about world events. That is why we must support TV Marti ((Mahr-TEE)) -- and we will, scrupulously, to the letter of the law. But let me say it again: The voice of freedom will not be stilled as long as there is an America to tell the truth.\\\

I believe in TV Marti. And I do understand your concerns for your businesses. But I also understand that you represent the very principle TV Marti exists to serve -- the free flow of ideas. Before we are businessmen and women -- before we are

doctors, lawyers or mechanics -- we are Americans. Americans have always stood for free speech and we always will.

So I have come here to ask something of you. I ask you to stand by your traditions -- the best traditions of America. I ask you to, once again, stand for freedom.\\

If we broadcast freedom, our message will be heard. Look to the Soviet Union, where Soviet publications that once vilified the Voice of America now praise it. Warm words of support even come from Izvestia. A commentator in Moscow News thanks VOA, and says that it uses ((and I quote)): "our own broadening sources of information better than we do and without delay return to us what they have gathered."

Now Radio Free Europe has bureaus in Warsaw and Budapest, and VOA even has one in Moscow -- an unthinkable development just a few years ago. The very fact that it is no longer considered remarkable for USIA's WORLDNET to link live programs from Washington to Kiev, or from Chicago and New York to Gdansk and Warsaw is, in itself, remarkable.

How did this happen? It happened in part because of the power of truth. Czechoslovakia's playwright-president, Vaclav Havel, paid a very personal tribute to this power on his recent visit to Washington, when he visited the Voice of America, and met the employees of its Czech division. It was a very poignant encounter -- for though Havel didn't recognize any of them by face, he knew them all by name the instant he heard them speak.\\

And it is moments like that, that convince me of one sure thing: I am determined that America will continue to bear witness to the truth. America must never lose its voice.\\\

Still, we can envision a time when the purpose of Radio Free Europe and Radio Liberty could be utterly fulfilled. But for now, these networks, along with USIA's WORLDNET and VOA, must continue in Eastern Europe until change is complete. Free stations and newspapers are still struggling to take root. Their access to their Western colleagues is still erratic. We need to be there now more than ever before -- to describe and explain our own two centuries of experience in building a democracy.

We can also assist the Eastern Europeans in sharing among themselves their own experiments in democracy. After all, Eastern Europeans need more than Robert's Rules of Order. They need to know how the process of reform is working with their neighbors. So if one nation adopts a novel path to reform, a pollution control, or currency law, the others need to be able to benefit from that experiment.

And, we must also look ahead to the challenges of a new century. To prepare for our future role, I have directed that an interagency review be conducted of U.S. government international broadcasting. And, of course, we will be looking for advice from many outside the government.

After all, when it comes to setting an example of a free press, the best example must come from you. The Peace Corps is teaching English in Eastern Europe as the lingua franca of

business and journalism. But it is not tasked to offer a model of journalistic excellence. Only the American press corps can pick up where the Peace Corps leaves off -- and provide a model of accuracy, fairness and objectivity.

As broadcasters, you can -- and you are -- transferring American know-how to the East. You are working with VOA to train and orient foreign broadcasters visiting the United States. In February, the director of Polish radio and television visited your headquarters, in part to seek the counsel and assistance of American broadcasters. And you have sent your representatives to meet with their counterparts in the Soviet Union.

And on top of this, you are helping Americans to invest in joint ventures to establish new radio and television networks in the East. So most of all, I am here today to recognize your energetic international leadership.

The times have changed. We need no longer act in the fine tradition of the underground railroad. But before the Revolution of '89, America regularly received the speeches of Lech Walsea, Vaclav Havel and other brave men and women of conscience on smuggled tapes. And through the power of broadcasting, America became the courier of freedom -- returning the eloquent words of these leaders back to their people -- returning hope and the promise of liberty to a half-dozen lands.

That was our vision then. That is our vision today. And by working together, our American vision is fast becoming a reality for the world. Thank you, may God bless you and may God bless the United States of America.

THE WHITE HOUSE

WASHINGTON

March 29, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

Through: CHRISS WINSTON (CJ)
From: MARK W. DAVIS (MWD)
Re: National Association of Broadcasters

I. INFORMATION

You will give the keynote address to approximately 10,000 broadcasters at 10 a.m., Monday, April 2, at the World Congress Center in Atlanta. While you speak, your image will be projected on large screens around the hall -- and on HDTV monitors. In addition, your remarks will be carried around the world on USIA's television network -- WORLDNET. Your remarks are about 16 minutes in length and are on teleprompter.

II. DISCUSSION

This speech is about freedom -- how the Information Age is emancipating totalitarian societies. And it offers a glimpse of the new missions that await USIA, VOA, Radio Free Europe and Radio Liberty.

As you know, NAB is very sensitive about Television Marti. This draft meets this concern head on -- offering reassurance that you will stand by them, yet challenging them to also stand by you and the oppressed people of Cuba. Because events on this matter are developing day to day, you may need to rework this passage with General Scowcroft and Dave Demarest up to the very morning of the speech.

Davis/Martin
Title: NAB
March 29, 1990
Draft: Seven

PRESIDENTIAL ADDRESS: NAB, GEORGIA WORLD CONGRESS CENTER
10 a.m. Monday, April 2, 1990

((It's good to see President Eddie Fritts, Walt Warthel, Hank Roeder, Rory Benson, and I see that about thirty Members of Congress are with us today.))

((Holy Cow, Harry Caray.\\ That was some pitch.\\ But when it comes to singing, don't quit your day job.

((You know, I started out in baseball in college, and now George Junior is turning it into a family tradition with the Texas Rangers. The Carays are doing the same -- with "Skip" Caray right here in Atlanta announcing for the Braves. And now I understand that Skip's son is getting into the act. But you know something, Harry -- Skip has got a nice, laid-back style.

((In fact, if he was a radio station, he'd be easy listening.\\ And you'd be heavy metal.))\\ \\

It's a privilege to be back before the National Association of Broadcasters. I can't help but marvel at the huge screens around us -- ((you know, if I were as large as my image on these screens, imagine how easy it would be for me to get my way with Congress)).\\ And this convention is also displayed on monitors throughout this arena; and from here, beamed around the world.

But there was a time when most Americans knew their presidents distantly, from woodcut prints in their weekly

newspaper. The circle of democracy in ancient Athens and Rome was even more limited, just to those within hearing range of the debates inside the Parthenon or the Forum. But today, through free, over-the-air broadcasts, you have brought millions of living rooms within hearing range; you have made every home a part of the American forum.

In fact, on this very day, you are providing -- for the 6,000 foreign broadcasters in attendance, through your international seminars and through USIA's WORLDNET -- a seminar for the world. Television, which began as the American forum, has become the world forum.

And so when a lone brave man stood up to a column of tanks in Tiananmen Square, the world stood with him.\\ When the people of Prague sang the first Christmas carols in over forty years, the world sang with them.\\ And when the first German took the first hammer to that wall of shame in Berlin, the world shared in an historic act of courage.\\

We all know that governments can censor.\\ Governments can silence.\\ But the voice of freedom will not be stilled as long as there is an America to tell the truth.\\

These sounds and images of the Revolution of '89 belong to the world. But it was here in America that a free people first explored how to put the airwaves into the service of democracy.

We accept regulation. But we firmly reject government programming.\\ We reject government-ownership of stations.\\

And most of all, we reject censorship.\\\ The freedom your association enjoys is a model for the world.

In my State of the Union address, I spoke of the cornerstones of a free society. Democracy. Private investment. Competitiveness. Stewardship. We will see what competitiveness means just this afternoon, when we visit a General-Electric plant in Cincinnati, where free workers transformed foreign investment into foreign business. Tomorrow, we will go to Indianapolis to promote stewardship, where the city works with citizens to cultivate an urban forest. But these are not isolated whistlestops. America's ideas are powerful; and through the power of communication, we can share them with the world.\\\

After all, we live in a time when commodity prices, travel reservations and fast-breaking news flash from Hong Kong to Tokyo, Tokyo to Bonn, Bonn to Boston, all in the blink of an eye. Roam among the hundreds of exhibits in this convention center and you will find 22 football fields chocked full of the latest gadgets in telecommunications: personal computers and modems, fax machines, lasers, optical fibers, satellites -- all strands in a growing web of world communications, a growing network linking all of us, "a global village."

The information industry is not an adornment to modern life. It is the essence of who and what we are. It is truly an information age.

Last May, I discussed the future of Europe with the citizens of Mainz, a German city nestled in the green hills along the

Rhine. And it was while I was there that I appreciated anew the Biblical expression: "In the beginning was the Word." For it was in that German town that the inventor of the printing press, Johann ((Yo-HAN)) Gutenberg ((GOOT-ten-berg)), first put the scholarship of the ages into the hands of millions of knowledge-hungry readers.

His one invention made possible all the pamphlets and journals of the Enlightenment and the American Revolution -- from the call to arms of Thomas Paine to the cool logic of The Federalist Papers. You might argue that out of that one invention sprang the very idea called America.

Today, along with the word, we have the image -- images formed by the pixels of color television, and evoked by the sounds of radio. But while Western democracy broadened as our knowledge broadened, the circle of democracy and knowledge narrowed under communist regimes that took power on many continents.

For these nations, truth was something to be twisted and stretched by the brutal hands of authority, manipulated beyond recognition. The Czech author, Milan Kundera, calls this time the "kingdom of forgetting" -- when whole nations almost forgot their heroic histories and finest traditions. From Havana to Prague to Phnom Penh, the peoples of these lands never fully gave in to amnesia, because even in the worst hours of repression, they could always count on a friendly voice to remind them of the

truth -- Radio Marti ((Mahr-TEE)), Radio Liberty, Radio Free Europe -- and, God bless it, the Voice of America.\\\

To fully appreciate what these broadcasts mean, you need only ask someone who listened to them. Sichan Siv, now with my White House staff, is a Cambodian-American who lived through the horror of the killing fields. And he has told me that when the Khmer Rouge took control of a village, the very first items they confiscated were the radios; for if they respected and feared anything, it was the power of free information. But even under the threat of death, men and women like Sichan were so hungry for news from the outside world that they would turn on a hidden transistor radio at the lowest possible volume, and put it flush to one ear.\\ We take free news broadcasts for granted in America. But some people risked death to hear the truth. Some people still do. And we're not going to let them down.\\\

In the realm of ideas and ideals, there are no borders. \\ No government should fear the free flow of ideas -- from entertainment programs to accurate, unbiased news about world events. That is why we must support TV Marti ((Mahr-TEE)). Let me say it again: The voice of freedom will not be stilled as long as there is an America to tell the truth.\\\

I believe in TV Marti, but I understand that many of you are deeply concerned about how it will affect your business. Let me tell you this: We will adhere to the letter of international law. Most important, I want you -- the members of the NAB -- to know

that in all that we do together, your President will stand by you.\\

But I have also come here to ask something of you. I ask you to stand by me. I ask you to stand by the best tradition of America. I ask you to, once again, stand for freedom.\\ \\ \\

If we broadcast freedom, our message will be heard. Look to the Soviet Union, where Soviet publications that once vilified the Voice of America now praise it. Warm words of support even come from Izvestia. A commentator in Moscow News thanks VOA, and says that it uses ((and I quote)): "our own broadening sources of information better than we do and without delay return to us what they have gathered."

Now Radio Free Europe has bureaus in Warsaw and Budapest, and VOA even has one in Moscow -- an unthinkable development just a few years ago. The very fact that it is no longer considered remarkable for USIA's WORLDNET to link live programs from Washington to Kiev, or from Chicago and New York to Gdansk and Warsaw is, in itself, remarkable.

How did this happen? It happened in part because of the power of truth. Czechoslovakia's playwright-president, Vaclav Havel, paid a very personal tribute to this power on his recent visit to Washington, when he visited the Voice of America, and met the employees of its Czech division. It was a very poignant encounter -- for though Havel didn't recognize any of them by face, he knew them all by name the instant he heard them speak.\\

And it is moments like that, that convince me of one sure thing: I am determined that America will continue to bear witness to the truth. America must never lose its voice.\\\

Still, we can envision a time when the purpose of Radio Free Europe and Radio Liberty could be utterly fulfilled. But for now, these networks, along with USIA's WORLDNET and VOA, must continue in Eastern Europe until change is complete. Free stations and newspapers are still struggling to take root. Their access to their Western colleagues is still erratic. We need to be there now more than ever before -- to describe and explain our own two centuries of experience in building a democracy.

We can also assist the Eastern Europeans in sharing among themselves their own experiments in democracy. After all, Eastern Europeans need more than Robert's Rules of Order. They need to know how the process of reform is working with their neighbors. So if one nation adopts a novel path to reform, a pollution control, or currency law, the others need to be able to benefit from that experiment.

And, we must also look ahead to the challenges of a new century. To prepare for our future role, I have directed that an interagency review be conducted of U.S. government international broadcasting. And, of course, we will be looking for advice from many outside the government.

After all, when it comes to setting an example of a free press, the best example must come from you. The Peace Corps is teaching English in Eastern Europe as the lingua franca of

business and journalism. But it is not tasked to offer a model of journalistic excellence. Only the American press corps can pick up where the Peace Corps leaves off -- and provide a model of accuracy, fairness and objectivity.

As broadcasters, you can -- and you are -- transferring American know-how to the East. You are working with VOA to train and orient foreign broadcasters visiting the United States. In February, the director of Polish radio and television visited your headquarters, in part to seek the counsel and assistance of American broadcasters. And you have sent your representatives to meet with their counterparts in the Soviet Union.

And on top of this, you are helping Americans to invest in joint ventures to establish new radio and television networks in the East. So most of all, I am here today to recognize your energetic international leadership.

The times have changed. We need no longer act in the fine tradition of the underground railroad. But before the Revolution of '89, America regularly received the speeches of Lech Walsea, Vaclav Havel and other brave men and women of conscience on smuggled tapes. And through the power of broadcasting, America became the courier of freedom -- returning the eloquent words of these leaders back to their people -- returning hope and the promise of liberty to a half-dozen lands.

That was our vision then. That is our vision today. And by working together, our American vision is fast becoming a reality for the world. Thank you, may God bless you and may God bless the United States of America.

Davis/Martin
Title: NAB
March 29, 1990
Draft: Four

**PRESIDENTIAL ADDRESS: NAB, GEORGIA WORLD CONGRESS CENTER
10 a.m. Monday, April 2, 1990**

((It's good to see President Eddie Fritts, Walt Warthel, Hank Roeder, Rory Benson, and I see that about thirty Members of Congress are with us today.))

((Holy Cow, Harry Caray.\\ That was some pitch.\\ But when it comes to singing, don't quit your day job.

((You know, I started out in baseball in college, and now George Junior is turning it into a family tradition with the Texas Rangers. The Carays are doing the same -- with "Skip" Caray right here in Atlanta announcing for the Braves. And now I understand that Skip's son is getting into the act. But you know something, Harry -- Skip has got a nice, laid-back style.

((In fact, if he was a radio station, he'd be easy listening.\\ And you'd be heavy metal.))\\

It's a privilege to be back before the National Association of Broadcasters. I can't help but marvel at the huge screens around us -- ((you know, if I were as large as my image on these screens, imagine how easy it would be for me to get my way with Congress)).\\ And this convention is also displayed on monitors around this arena; and from here, beamed around the world.

But there was a time when most Americans knew their presidents distantly, from woodcut prints in their weekly newspaper. The circle of democracy in ancient Athens and Rome

was even more limited, just to those within hearing range of the debates inside the Parthenon or the Forum. But today, through free, over-the-air broadcasts, you have brought millions of living rooms within hearing range; you have made every home a part of the American forum.

In fact, on this very day, you are providing -- for the 6,000 foreign broadcasters in attendance, through your international seminars and through USIA's WORLDNET -- a seminar for the world. Television, which began as the American forum, has become the world forum.

And so when a lone brave man stood up to a column of tanks in Tiananmen Square, the world stood with him.\\ When the people of Prague sang the first Christmas carols in over forty years, the world sang with them.\\ And when the first German took the first hammer to that wall of shame in Berlin, the world shared in an historic act of courage.\\

These images of democracy belong to the world. But it was here in America that a free people first explored how to put the airwaves into the service of democracy.

We did this by accepting regulation, but firmly rejecting government programming or censorship, and government-ownership of stations. Now the freedom your association enjoys is the model the world is following today -- not just in the East, but also among heavily-regulated nations in the West.

Individuals are learning that information empowers. Policymakers are learning that if they raise barriers to trade,

or raise spending and taxes too high, then people will seek opportunity elsewhere. More and more, average citizens are making the most of their freedom, taking responsibility for the quality of their lives.

Later today, I will visit a General-Electric plant in Cincinnati, where the workers did what no government industrial policy could do -- transform foreign investment into foreign business. Then, we will go to Indianapolis, where the city works with citizens to spruce up the urban forest, 30,000 trees this year alone. Compare this spirit of volunteerism to Eastern Europe, the scene of one environmental disaster after another. There is a lesson here for us: public responsibility is the sum total of a million private commitments born of freedom.\\

These commitments result from the ever-increasing free flow of information around the globe. We live in a time when commodity prices, travel reservations and fast-breaking news flash from Hong Kong to Tokyo, Tokyo to Bonn, Bonn to Boston, all in the blink of an eye. Roam among the hundreds of exhibits in this convention center and you will find 22 football fields chocked full of the latest gadgets in telecommunications: personal computers and modems, fax machines, lasers, optical fibers, satellites -- all strands in a growing web of world communications, a growing network linking all of us, "a global village."

The information industry is not an adornment to modern life. It is the essence of who and what we are. It is truly an information age.

Last May, I discussed the future of Europe with the citizens of Mainz, a German city nestled in the green hills along the Rhine. And it was while I was there that I appreciated anew the Biblical expression: "In the beginning was the Word." For it was in that German town that the inventor of the printing press, Johann ((Yo-HAN)) Gutenberg ((GOOT-ten-berg)), first put the scholarship of the ages into the hands of millions of knowledge-hungry readers.

His one invention made possible all the pamphlets and journals of the Enlightenment and the American Revolution -- from the call to arms of Thomas Paine to the cool logic of The Federalist Papers. You might argue that out of that one invention sprang the very idea called America.

Today, along with the word, we have the image -- images formed by the pixels of color television, and evoked by the sounds of radio. But while Western democracy broadened as our knowledge broadened, the circle of democracy and knowledge narrowed under communist regimes that took power on many continents.

For these nations, truth was something to be twisted and stretched by the brutal hands of authority, manipulated beyond recognition. The Czech author, Milan Kundera, calls this time the "kingdom of forgetting" -- when whole nations almost forgot

their heroic histories and finest traditions. From Havana to Prague to Phnom Penh, the peoples of these lands never fully gave in to amnesia, because even in the worst hours of repression, they could always count on a friendly voice to remind them of the truth -- the Voice of America, Radio Free Europe, Radio Liberty and Radio Marti.

To fully appreciate what these broadcasts mean, you need only ask someone who listened to them. Sichan Siv, now with my White House staff, is a Cambodian-American who lived through the horror of the killing fields. And he has told me that when the Khmer Rouge took control of a village, the very first items they confiscated were the radios; for if they respected and feared anything, it was the power of free information. But even under the threat of death, men and women like Sichan were so hungry for news from the outside world that they would turn on a hidden transistor radio at the lowest possible volume, and put it flush to one ear.\\ So remember this: The free news broadcasts that we so easily take for granted in America, some people must risk death to hear.

They know that no nation can claim sovereignty over the airwaves. They know ideas, ideals and the airwaves **respect no borders**. And the world knows that international law allows America and every other nation to broadcast the truth to the oppressed; and that moral law obliges us to do so.

I understand that many of you are deeply concerned about Television Marti, and how this may affect your business. I share

your concern. And I am here today to tell you ((one-line insert to come from NSC)).

But I have also come here to ask something of **you**. I ask **you** to stand with me. I ask **you** to stand for the best tradition of America. I ask **you** to, once again, stand for freedom.\\ \\ \\

If we broadcast freedom, our message will be heard. Look to the Soviet Union, where Soviet publications that once vilified the Voice of America now praise it. Words of praise and support even come from Izvestia. A commentator in Moscow News thanks VOA, and says that it uses ((and I quote)): "our own broadening sources of information better than we do and without delay return to us what they have gathered."

Now Radio Free Europe has bureaus in Warsaw and Budapest, and VOA even has one in Moscow -- an unthinkable development just a few years ago. The very fact that it is no longer considered remarkable to link live programs from Washington to Kiev, or from Chicago and New York to Gdansk and Warsaw is, in itself, remarkable.

How did this happen? It happened in part because of the power of truth. Czechoslovakia's playwright-president, Vaclav Havel, paid a very personal tribute to this power on his recent visit to Washington, when he visited the Voice of America, and met the employees of its Czech division. It was a very poignant encounter -- for though Havel didn't recognize any of them by face, he knew them all by name the instant he heard them speak.\\

And it is moments like that, that convince me of one sure thing: I am determined that America will continue to bear witness to the truth. America must never lose its voice.\\\

Still, we can envision a time when the purpose of Radio Free Europe and Radio Liberty could be utterly fulfilled. But for now, these networks, along with VOA and USIA, must continue in Eastern Europe until change is complete. Free stations and newspapers are still struggling to take root. Their access to their Western colleagues is still erratic. We need to be there now more than ever before -- to describe and explain our own two centuries of experience in building a democracy.

We can also assist the Eastern Europeans in sharing among themselves their own experiments in democracy. After all, Eastern Europeans need more than Robert's Rules of Order. They need to know how the process of reform is working with their neighbors. So if one nation adopts a novel path to reform, a pollution control, or currency law, the others need to be able to benefit from that experiment.

And, we must also look ahead to the challenges of a new century. To prepare for our future role, I have directed that an interagency review be conducted of U.S. government international broadcasting. And, of course, we will be looking for advice from many outside the government.

After all, when it comes to setting an example of a free press, the best example must come from you. The Peace Corps is teaching English in Eastern Europe as the lingua franca of

business and journalism. But it is not tasked to offer a model of journalistic excellence. Only the American press corps can pick up where the Peace Corps leaves off -- and provide a model of accuracy, fairness and objectivity.

As broadcasters, you can -- and you are -- transferring American know-how to the East. You are working with VOA to train and orient foreign broadcasters visiting the United States. Just in February, the director of Polish radio and television visited your headquarters, in part to seek the counsel and assistance of American broadcasters. And you have sent your representatives to meet with their counterparts in the Soviet Union.

And on top of this, you are helping Americans to invest in joint ventures to establish new radio and television networks in the East. So most of all, I am here today to recognize your energetic international leadership.

We are making the most of an opportunity anticipated forty-five years ago by Franklin Delano Roosevelt, a few months before he made his last trip to his beloved second home so near here, at Warm Springs. In one of his last messages to Congress, President Roosevelt said that of all the changes taking place in the world, it is communication that will do the most to advance the cause of peace.

That was our vision then. That is our vision today. And by working together, the vision of America is fast becoming a reality for the world.

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

To fully appreciate what these broadcasts mean, you need only ask someone who listened to them. Sichan Siv, now with my White House staff, is a Cambodian-American who lived through the horror of the killing fields. And he has told me that when the Khmer Rouge took control of a village, the very first items they confiscated were the radios, for if they respected and feared anything, it was the power of free information. But even under this threat of death, men and women like Sichan were so hungry for news from the outside world that they turn on a hidden transistor radio at the lowest possible volume, and put it flush to one ear.

Others buried their radios, and as soon as it was safe to do so, dug them up, took out the dead batteries, laid them in the sun and poured water over them. And in this way, they could get another 15 or 20 minutes of life out of their old batteries, precious minutes for which many risked their lives.\\ So remember that: the free news broadcasts that we so easily take for granted in America, some people must risk death to hear.

They know that no nation can claim sovereignty over the airwaves. They know that ideas, ideals and the airwaves **respect no borders**. And the world knows that international law allows America and every other nation to broadcast the truth to the oppressed; and that moral law obliges us to do so.

I understand that many of you are deeply concerned about Television Marti, and how this may affect your business. I share

Direct

→ Bill French or Bill Prince

your concern. And I am here today to tell you, ~~that if anyone~~
~~tries to bully the members of this association, your President~~
**will stand by you. **

But I have also come here to ask something of **you**. I ask
you to stand with me. I ask **you** to stand for the best tradition
of America. I ask **you** to, once again, stand for freedom. \\\

↑ really likes this paragraph

6 A

Still, we can envision a time when the purpose of Radio Free Europe and Radio Liberty as surrogate radios could be utterly fulfilled. But for now, as change continues throughout Eastern Europe and the Soviet Union, RFE and RL and VOA must continue. As change courses through Eastern Europe, free media struggles to take root and access to western media is still incomplete. US broadcasting can continue to play a special role in providing news from around the world. And especially we can describe and explain our own experiences in building democracy over 200 years, experiences which can help guide emerging democracies with their own difficult but exciting task.

b
shorten

We also can assist the Eastern Europeans in sharing among themselves their own experiments in democracy. After all, Eastern Europeans need more than Robert's Rules of Order. They need to know how the process of reform is working with their neighbors. So if one nation adopts a novel path to reform, a pollution control, or currency law, the others need to be able to benefit from that experiment.

same

Looking forward in the 1990's, I have directed that an interagency review be conducted of our international broadcasting, to recommend to me the most effective roles for these precious tools of communication. We will ensure that voices from outside the government are heard as these important deliberations take place.

U.S. govt

?

March 27, 1990

MEMORANDUM

To: CHRISS WINSTON
From: MARK DAVIS MD
Re: Further comments on NAB

(1) Nancy Dyke of the NSC called me to ask if "I got these ideas for the future from somewhere in the bureaucracy, or just made them up." I assured her that I just made them up.

(2) Pink & Co. objected to the Grateful Dead joke because they perceive it as a slight to the Dead. And get this -- we don't want to insult the Dead because they are trailblazers of reforestation. It is comments like these that truly make my day.

On a more serious note, Tina tells me that the Dead are actually going to appear in an adjacent complex. This takes some of the sting out of the joke. Do we want to delete it?

(3) Also, in the humor category, Advance has just informed us that ("Holy Cow") Harry Carey will be on hand to get the crowd to sing: "Take Me Out to the Ballgame" -- and then the President will throw a symbolic opening pitch for the season. We need to acknowledge this with something like:

((Holy cow, Harry, that was some pitch.\\ But when it comes to singing, don't quit your day job.

((You know what I like about this guy? He's so unbiased when it comes to the Cubs.\\ It's just that his idea of a Field of Dreams is Wriggly.\\

((You know, I started out in baseball in college, and now George Junior is turning it into a family tradition with the Texas Rangers. And the Careys are doing the same -- with "Skip" Carey right here in Atlanta announcing for the Braves -- and now I understand that Skip's son is getting into the act. But you know something, Harry -- Skip has got an nice, laid-back style. If he was a radio station, he'd be easy listening, and you'd be heavy metal.))\\

(4) Finally, Dave called and said that we need a few paragraphs to foreshadow the rest of the trip -- to give it some thematic unity. He wanted to focus on the power of free peoples and free markets. This dovetails with some of Pink's language. How about this:

((The much touted Information Age is really part and parcel of the Age of the Individual. Policymakers are learning that if they raise barriers to trade, or raise spending and taxes too high, then people will seek opportunity elsewhere. More and more, average citizens are making the most of freedom, taking responsibility for the quality of their lives.

((Later today, I will visit a General-Electric plant in Cincinnati, which began with foreign investment, and now has attracted \$15 billion in foreign business. No government industrial policy could so easily transform foreign investment into foreign business. Only free and fair trade could allow investment to find opportunity so easily. And now this factory is humming and its workers are busy filling orders for jet-engine parts from Europe to Japan.

((Later, we will go to Indianapolis, where the city is working with citizens groups to spruce up the urban forest, 30,000 trees this year alone. No one has to compel the free people of Indianapolis to make their city just a little greener, and a little cleaner. Compare this spirit of volunteerism to the societies of Eastern Europe, the scene of one environmental disaster after another. There is a lesson here for us: public responsibility is the sum total of a million private commitments born of freedom.))

To fully appreciate what these broadcasts mean, you need only ask someone who listened to them. Sichan Siv, now with my White House staff, is a Cambodian-American who lived through the horror of the killing fields. And he has told me that when the Khmer Rouge took control of a village, the very first items they confiscated were the radios, for if they respected and feared anything, it was the power of free information. But even under this threat of death, men and women like Sichan were so hungry for news from the outside world that they turn on a hidden transistor radio at the lowest possible volume, and put it flush to one ear.

Others buried their radios, and as soon as it was safe to do so, dug them up, took out the dead batteries, laid them in the sun and poured water over them. And in this way, they could get another 15 or 20 minutes of life out of their old batteries, precious minutes for which many risked their lives.\\ So remember that: the free news broadcasts that we so easily take for granted in America, some people must risk death to hear.

They know that no nation can claim sovereignty over the airwaves. They know that ideas, ideals and the airwaves **respect no borders**. And the world knows that international law allows America and every other nation to broadcast the truth to the oppressed; and that moral law obliges us to do so.

I understand that many of you are deeply concerned about Television Marti, and how this may affect your business. I share

→ Bill French or Bill Prince

Sheet [your concern. And I am here today to tell you, ~~that if anyone~~ ~~tries to bully the members of this association,~~ your President will stand by you. ||||]

But I have also come here to ask something of you. I ask you to stand with me. I ask you to stand for the best tradition of America. I ask you to, once again, stand for freedom. |||

↑ really likes this paragraph

March 27, 1990

MEMORANDUM FOR MARK DAVIS

FROM: CHRISTINA MARTIN

SUBJECT: FACTUAL ERRORS IN NAB

(page 1, paragraph 2, line 1-2) The Grateful Dead will be playing at the Omni Coliseum April 1-3, not at the Georgia World Congress Center.

(2,3,2) Not half a century, only 41 years. Try quarter of a century.

(2,7,5) If taken literally, there are not acres of exhibits. 22 football fields equal 6,600 feet, while an acre is 43,560 feet.

(3,2,6) Johann ((Yo-HAN)) not Johannes ((Yo-HAN-nes)).

(4,1,4) "Kingdoms of Forgetting" should not be capitalized; it is not a title.

(4,2,2) Haing Ngor not Huang.

(5,3,1-2) The New York Bureau Chief, Igor Makurin, spoke to the Cleveland Chapter of PRSA in Cleveland, OH. ?

(6, 1st line) "And throughout the world . . ." not possible if they are jamming the broadcast of TV Marti in Cuba.

(6,1,3) Ivestiya not Isvestia. ?

(8,2,4) Warm Springs not Warms Springs.

INSERT TO PRESIDENT'S NAB SPEECH (2 April 90)

From: Department of Commerce
Office of Public Affairs

Thank you for all the help you've given to promote the 1990 Census. Thousands of NAB stations throughout the country have been broadcasting PSAs which encourage Americans to return their Census forms -- saving taxpayers \$10 million for every one percent returned. In fact, NAB radio and television spots aired prior to the 1980 Census boosted the mail response by three percent. I encourage you not to let up now -- we're in the home stretch -- and PSAs aired through April 15 will surely make a difference.

This is from Holly. They do not feel strongly about this. They feel that this is not appropriate for the speech.

50 MAR 27 P 6:16