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FOIA Number:

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

OA/ID Number: 13527
Folder ID Number: 13527-004

Folder Title:
Six Video Scripts 4/17/90 [OA 4727]

Stack:	Row:	Section:	Shelf:	Position:
G	26	16	2	5

WHITE HOUSE STAFFING MEMORANDUM

90 MAR 11 P1: 36

DATE: 4/11/90

ACTION/CONCURRENCE/COMMENT DUE BY: 4/12/90 4:00 PM

SUBJECT: SIX VIDEO SCRIPTS

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

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Thursday, April 12, with a copy to my office. Thank you.

RESPONSE:

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

Tron
April 12, 1990
Draft four
Title: USIA

1990 APR 11 PM 12:49

PROPOSED VIDEO MESSAGE
USIA "EARTH DAY" VIDEO MESSAGE

It's wonderful to join the ~~United States Information Service~~^{you}
as we celebrate Earth Day, 1990.

~~At this moment~~^{Today} in history, the barriers between people and
nations are ~~diminishing~~^{disappearing} as never before. At long last, the
prospect of the "Free World" encompassing the whole world is at ~~at~~^{more than}
~~hand.~~^{a dream.} But as the boundaries that divide us begin to blur, common
problems like the environment come into sharper focus.

Twenty years ago, ~~America~~^{on April 22, 1970} celebrated the first Earth Day, a
spontaneous celebration of our love of nature. It was also a cry
of alarm at the deteriorating condition of our environment. But
most of all, it was a powerful example of democracy at work -- a
day dedicated to changing the way a whole country does business.

It was in the wake of this first Earth Day that ~~the~~^{the original Clean Air Act was passed}
Environmental Protection Agency was created, ~~soon to become~~^{-- the agency we have proposed} a
cabinet level ["]Department of the Environment,["] This first Earth
Day also brought the creation of the Council on Environmental
Quality, the original Clean Air~~x~~ and Clean Water Acts, and other
landmark legislation to protect the wilderness and regulate toxic
~~chemicals~~^{chemicals} substances. As my Administration celebrates its second Earth
Day, we've accomplished a great deal in the past year: we've
proposed the first ~~amendments~~^{revisions of} to the Clean Air Act in over a

Insert
A

decade to greatly reduce acid rain, urban smog and ^{toxic} air pollution in a cost effective ^{innovative ways} manner; we've proposed over two billion dollars in new spending to protect the environment and over one billion dollars to ^{study} research global change; we've begun a new reforestation program that will plant ^{a billion} millions of trees ^{a year} and developed an initiative that will expand ^{and enhance} federal parkland, wildlife refuges, forests and other public lands.

And while there's a lot government can do for the environment, we all have a contribution to make. That's the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all ^{at home, in our communities, in our workplaces everywhere.} ~~actively~~ ^{to improve the environment} working on everything from neighborhood beautification, to recycling, to wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

#

be one of the "Thousand Points of light" I like to talk about so much.

Tron
April 10, 1990
Draft two
Title: VOLUNTEER

PROPOSED :30 PUBLIC SERVICE ANNOUNCEMENT
NATIONAL VOLUNTEER WEEK PSA

Americans have always been willing to extend a helping hand to those in need. ~~And that~~ ^{It's a} long tradition of ^{people} working together. ~~is much of what it means to be American.~~

April 22nd through 28th is National Volunteer Week. ~~So,~~ ^{Get time to} ~~lend a hand.~~ ^{To} Volunteer. ^{As I've said before,} Remember, from now on in America any definition of a successful life must include serving others.

So volunteer -- become one of the ~~Thousand~~ ["] Points of Light ["] I like to talk about so much. Join the volunteers in your community working to build a better America.

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So find a way to make a difference in the life of someone in need.

Tron
April 10, 1990
Draft two
Title: CINCO

PROPOSED VIDEO MESSAGE
OBSERVANCE OF CINCO DE MAYO

Felicitates ((FE-LEE-^{d d}CEE-TA-^sTES ^{φ φ})), and happy Cinco de Mayo! It's a great pleasure to join the people of Mexico and all Mexican-Americans in celebrating this historic day.

Today, we honor the remarkable 1862 Mexican victory at Puebla, Mexico. As history has recorded, a small, determined Mexican army defeated an invading French force in a fierce battle. And while we salute the individual bravery of these Mexicans, we also remember their larger struggle -- ^{for} ~~that~~ of independence and freedom. The spirit of that struggle lives today in so many other countries in the world -- Poland, Panama, Czechoslovakia, Nicaragua, Hungary -- which have also won ^{their} hard fought liberty and democracy.

But the 5th of May is also a time to celebrate the ^{deep} ties that bind Mexico and the United States. While our two countries share a common border, we also have deep historical, cultural, and family bonds. The friendship between the United States and Mexico is based on shared values and will only grow stronger in the years to come.

Thank you, have a wonderful day, and happy Cinco de Mayo.

#

April 10, 1990
Draft two
Title: PRIDE

PROPOSED VIDEO MESSAGE
PRIDE WORLD DRUG CONFERENCE

I'm delighted to join the PRIDE World Drug Conference and to be a part of this inspiring group of people dedicated to fighting illegal drug use. It's especially heartening that so many young people and corporate executives are participating in this conference. It's proof that together we can win the "drug war."

Since 1977, PRIDE has been ~~extremely successful by~~ educating and motivating parents to join in the fight, ~~and~~ it's working. Hundreds of American communities have been mobilized. ~~More than 3 million American students have participated in the PRIDE~~ Questionnaire. Millions of parents have been informed, ~~motivated~~ and energized. ~~The results speak for themselves.~~ *Today, America is turning the beginning to turn the corner on casual drug use by younger Americans is declining.*

But PRIDE's work isn't limited to the United States. PRIDE has expanded its programs to Australia, Belize, Canada, the Cayman Islands, Costa Rica, Greece, Egypt, and Honduras. And the new First Lady of Panama, Mrs. Endara, has asked that the PRIDE ~~office~~ *office organization* closed under the previous regime be reopened immediately. What could better illustrate the worldwide accomplishments of this voluntary organization and how vital it is to our youth?

Barbara joins me in sending our warmest wishes for a successful conference. Thank you, keep up the good work and God bless you all.

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Tron
April 10, 1990
Draft two
Title: ASCO

PROPOSED VIDEO MESSAGE
AMERICAN SOCIETY OF CLINICAL ONCOLOGY

It's a pleasure to welcome the 8,000 members of the American Society of Clinical Oncology to the Nation's Capitol^a. While the cherry blossoms have long since faded, Washington is still a beautiful city to meet for a convention.

This year, almost a million Americans will develop cancer. And with ~~an~~ annual death^s ~~rate~~ of nearly half a million, this disease takes a heavy toll.

Each of you -- doctors and researchers -- play an important role in identifying the underlying causes of cancer, developing innovative treatments, and establishing better techniques for cancer prevention and early detection. This broad effort in cancer research and patient care is certain to improve the health of all Americans.

This Nation can be proud of our world leadership in biomedical research in general and cancer research specifically. A-S-C-O has clearly played an important role in this vital effort and we all look forward to your continued leadership on this front.

But there's more to your work than ^a designing a treatment program or analyzing a ^{CAT} ~~cat~~ scan. It takes a special kind of person to work in your field. It's your compassion and

determination that often give patients and their families the strength to fight on. For the courage and hope you give, not only do you have the heartfelt thanks of your patients, but of this President as well.

Barbara joins me, and the entire Bush family in saluting your efforts and wishing you God speed as you race toward a cure solution for this disease.

Thank you, have a great meeting and may God bless you all.

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Tron
April 10, 1990
Draft two
Title: AARP

PROPOSED VIDEO MESSAGE
AMERICAN ASSOCIATION OF RETIRED PERSONS MESSAGE

Good morning. It's wonderful to join the American Association of Retired Persons[?] Biennial Convention in Orlando.

A-A-R-P is a remarkable association. I'm not referring to the size of your membership but^{to} your commitment to public service and your efforts to improve the quality of life for all older Americans. As an older American myself, let me lead the applause for your tremendous efforts.

A ^{couple of} few years ago, when I spoke to the Nation about a "thousand points of light" I was describing what countless A-A-R-P volunteers are doing every day in communities across America. From legal advice to medical programs to child care, you and your programs have made a difference. And with your new ^{campaign} program -- "Older Americans Make the Difference" -- you'll further increase A-A-R-P's outstanding record on community service. But that's how it should be. Older Americans have so much to offer. Wisdom. Experience. Compassion. And for selflessly sharing these qualities with others you have the heartfelt thanks and appreciation of everyone -- including this grateful President.

In closing, let me salute the great work of your President, Mrs. Louise Crooks of Indiana. And let me congratulate

Tennessee's own Bob Maxwell as he assumes the important responsibility of leading A-A-R-P.

Barbara joins me in wishing you a successful convention. Thank you, keep up the important work, and may God bless you all.

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RESPONSE:

OK
w/changes
JW
90 MAR 13 4:07

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

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April 12, 1990
Draft four
Title: USIA

1990 APR 11 PM 12:49

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Twenty years ago, America celebrated the first Earth Day, a spontaneous celebration of our love of nature. It was also a cry of alarm at the deteriorating condition of our environment. But most of all, it was a powerful example of democracy at work -- a day dedicated to changing the way a whole country does business.

It was in the wake of this first Earth Day that the Environmental Protection Agency was created, soon to become a cabinet level Department of the Environment. This first Earth Day also brought the creation of the Council on Environmental Quality, the original Clean Air, and Clean Water Acts, and other landmark legislation to protect the wilderness and regulate toxic substances. As my Administration celebrates its second Earth Day, we've accomplished a great deal in the past year: we've proposed the first amendments to the Clean Air Act in over a

decade to greatly reduce acid rain, urban smog and air pollution in a cost effective manner; we've proposed over two billion dollars in new spending to protect the environment and over one billion dollars to research global change; we've begun a new reforestation program that will plant millions of trees and developed an initiative that will expand federal parkland, wildlife refuges, forests and other public lands.

And while there's a lot government can do for the environment, we all have a contribution to make. That's the true spirit of Earth Day. Across our fifty states ^{and in 121 countries,} individuals, local businesses, and community groups are all actively working on everything from neighborhood beautification, to recycling, to wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

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OK w/ Giviel

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Twenty years ago, ^{on April 22, 1970,} America celebrated ~~the first~~ Earth Day, a spontaneous celebration of our love of nature. It was also a cry of alarm at the deteriorating condition of our environment. But most of all, it was a powerful example of democracy at work -- a day dedicated to changing the way a whole country does business.

It was in the wake of this first Earth Day that the Environmental Protection Agency was created, soon to become a cabinet level Department of the Environment. ~~This first Earth~~

In the same year, ~~Day also brought the creation of the Council on Environmental~~ *Act was passed, and by the end of the decade*

we had passed legislation to protect both quality and quantity of ~~quality~~ *landmark legislation to protect the wilderness, and regulate toxic*
~~substances.~~ *substances.*

~~As my Administration celebrates its second Earth Day, we've accomplished a great deal in the past year: we've proposed the first amendments to the Clean Air Act in over a~~

Over the past 20 years we've built a record.

and regulate the use of pesticides and toxic substances. We established a peace accord

endangered species, and the

All people of the country can be proud of a record that has set an example for the rest of the world.

90 MAR 12 AIO : 15

check this?

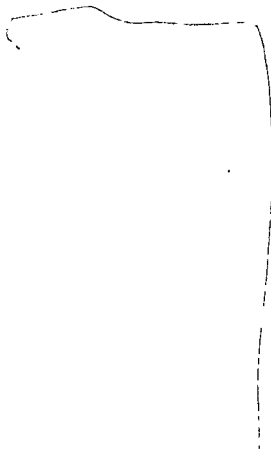
decade to greatly reduce acid rain, urban smog, and ^{toxic} air pollution, ~~in a cost effective manner~~; we've proposed over two billion dollars in new spending to protect the environment and over one billion dollars to research global change; we've begun a new reforestation program that will plant millions of trees and developed an initiative that will expand federal parkland, wildlife refuges, forests and other public lands.

And while there's a lot government can do for the environment, we all have a contribution to make. That's the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all ^{pitching in to help} ~~actively~~ working on ^{to help} ~~everything from neighborhood beautification, to recycling, to~~ ^{work} wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

and

Thank you, have a great day, and God bless you all.

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~~Within a few months of Earth Day, the Environmental Protection Agency was created, and the original Clean Air Act was passed. And by the end of the decade the spirit of Earth Day had inspired national legislation to protect drinking water, endangered species, and the oceans, to control hazardous and solid wastes, and to regulate the use of pesticides and toxic chemicals. We established a track record the people of this country can be proud of, a record that has set an example for the rest of the world.~~

Twenty years after Earth Day, we are still working to protect and improve the environment. ~~EPA soon will become the cabinet-level Department of the Environment.~~ We've proposed amendments to the Clean Air Act that would greatly reduce acid rain, urban smog, and toxic air pollution. We've proposed....

And while there's a lot government can do for the environment, each of you can make a difference, too. Individual involvement is the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all working to preserve our environmental heritage. And across the world, the community of nations is cooperating to protect global ecosystems.

So get involved. Celebrate this Earth Day by planting a tree, cleaning up your neighborhood, recycling waste, and using water and energy more efficiently. Make a personal commitment to protect, conserve and replenish this home to all of us--the planet Earth.

Thank you, and God bless you all.



6218

Tron
April 12, 1990
Draft four
Title: USIA

1990 APR 11 PM 12:49
PROPOSED VIDEO MESSAGE
USIA "EARTH DAY" VIDEO MESSAGE

*more personal video -
also more generic
for possible
domestic
use*

you →

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Thank you, have a great day, and God bless you all.

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optional →

such as recycling, conserving water, and conserving energy.

is working together to
more about things you can do daily to make a difference.

remember the prime target is living abroad, but it's nice to keep it broad for other uses.

EXECUTIVE OFFICE OF THE PRESIDENT
COUNCIL ON ENVIRONMENTAL QUALITY
722 JACKSON PLACE, NW.
WASHINGTON, DC 20503

DATE: April 12, 1990

TO: Chriss Winston

TELEPHONE NUMBER: _____

FAX NUMBER: 6218

SUBJECT OF MATERIAL: CEQ's comments on proposed video message (Earth Day)

NUMBER OF PAGES: 5

MESSAGE: Stephanie has comments on first 3 paragraphs

FROM: Tom Super

TELEPHONE NUMBER: 395-5750

FAX NUMBER: FTS: 395-3744

WHITE HOUSE STAFFING MEMORANDUM



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CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>BENNETT</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PETERSMEYER</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>DELAND</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Thursday, April 12, with a copy to my office. Thank you.

RESPONSE:

TO: CHRISS WINSTON

April 12, 1990

NSC concurs with the Presidential video messages for USIA "Earth Day", National Volunteer Week, Cinco de Mayo, Pride World Drug Conference, American Society of Clinical Oncology, and the American Association of Retired Persons with the changes annotated.

Brent Scowcroft
Brent Scowcroft

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

cc: James W. Cicconi

Tron
April 12, 1990
Draft four
Title: USIA

1990 APR 11 PM 12:49

PROPOSED VIDEO MESSAGE
USIA "EARTH DAY" VIDEO MESSAGE

It's wonderful to join the United States Information Service as we celebrate Earth Day, 1990.

At this moment in history, the barriers between people and nations are diminishing as never before. At long last, the prospect of the "Free World" encompassing the whole world is ~~at~~ ^{becoming} *more than a dream.* hand. But as the boundaries that divide us begin to blur, common problems like the environment come into sharper focus.

Twenty years ago, America celebrated the first Earth Day, a spontaneous celebration of our love of nature. It was also a cry of alarm at the deteriorating condition of our environment. But most of all, it was a powerful example of democracy at work -- a day dedicated to changing the way a whole country does business.

It was in the wake of this first Earth Day that the Environmental Protection Agency was created, soon to become a cabinet level Department of the Environment. This first Earth Day also brought the creation of the Council on Environmental Quality, the original Clean Air, and Clean Water Acts, and other landmark legislation to protect the wilderness and regulate toxic substances. As my Administration celebrates its second Earth Day, we've accomplished a great deal in the past year: we've proposed the first amendments to the Clean Air Act in over a

decade to greatly reduce acid rain, urban smog and air pollution in a cost effective manner; we've proposed over two billion dollars in new spending to protect the environment and over one billion dollars to research global change; we've begun a new reforestation program that will plant millions of trees and developed an initiative that will expand federal parkland, wildlife refuges, forests and other public lands.

And while there's a lot government can do for the environment, we all have a contribution to make. That's the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all actively working on everything from neighborhood beautification, to recycling, to wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

#

Tron
April 10, 1990
Draft two
Title: VOLUNTEER

PROPOSED :30 PUBLIC SERVICE ANNOUNCEMENT
NATIONAL VOLUNTEER WEEK PSA

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American.

April 22nd through 28th is National Volunteer Week. So, lend a hand. Volunteer. Remember, from now on in America any definition of a successful life must include serving others.

So volunteer -- become one of the Thousand Points of Light I like to talk about so much. Join the volunteers in your community working to build a better America.

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Tron
April 10, 1990
Draft two
Title: CINCO

PROPOSED VIDEO MESSAGE
OBSERVANCE OF CINCO DE MAYO

Felicitates ((FE-LEE-CEE-TA-TES)), and happy Cinco de Mayo! It's a great pleasure to join the people of Mexico and all Mexican-Americans in celebrating this historic day.

Today, we honor the remarkable 1862 Mexican victory at Puebla, Mexico. As history has recorded, a small determined Mexican army defeated an invading French force in a fierce battle. And while we salute the individual bravery of these Mexicans we also remember their larger struggle -- that of independence and freedom. The spirit of that struggle lives today in so many other countries in the world -- Poland, Panama, Czechoslovakia, Nicaragua, Hungary -- which have also won hard fought liberty and democracy.

But the 5th of May is also a time to celebrate the ties that bind Mexico and the United States. While our two countries share a common border we also have deep historical, cultural, and family bonds. The friendship between the United States and Mexico is based on shared values and will only grow stronger in the years to come.

Thank you, have a wonderful day, and happy Cinco de Mayo.

#

April 10, 1990
Draft two
Title: PRIDE

PROPOSED VIDEO MESSAGE
PRIDE WORLD DRUG CONFERENCE

I'm delighted to join the PRIDE World Drug Conference and to be a part of this inspiring group of people dedicated to fighting illegal drug use. It's especially heartening that so many young people and corporate executives are participating in this conference. It's proof that together we can win the "drug war."

Since 1977, PRIDE has been extremely successful by educating and motivating parents to join in the fight and it's working. Hundreds of American communities have been mobilized. More than 3 million American students have participated in the PRIDE Questionnaire. Millions of parents have been informed, motivated and energized. The results speak for themselves. Casual drug use by younger Americans is declining.

But PRIDE's work isn't limited to the United States. PRIDE has expanded its programs to Australia, Belize, Canada, the Cayman Islands, Costa Rica, Greece, Egypt, and Honduras. And the new First Lady of Panama, Mrs. Endara, has asked that the PRIDE closed under the previous regime be reopened immediately. What could better illustrate the worldwide accomplishments of this voluntary organization and how vital it is to our youth?

Barbara joins me in sending our warmest wishes for a successful conference. Thank you, keep up the good work and God bless you all.

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Tron
April 10, 1990
Draft two
Title: ASCO

PROPOSED VIDEO MESSAGE
AMERICAN SOCIETY OF CLINICAL ONCOLOGY

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This year, almost a million Americans will develop cancer. And with an annual death rate of nearly half a million, this disease takes a heavy toll.

Each of you -- doctors and researchers -- play an important role in identifying the underlying causes of cancer, developing innovative treatments, and establishing better techniques for cancer prevention and early detection. This broad effort in cancer research and patient care is certain to improve the health of all Americans.

This Nation can be proud of our world leadership in biomedical research in general and cancer research specifically. A-S-C-O has clearly played an important role in this vital effort and we all look forward to your continued leadership on this front.

But there's more to your work than ^a designing a treatment program or analyzing a ^{CAT} ~~cat~~ scan. It takes a special kind of person to work in your field. It's your compassion and

Capitalise

determination that often give patients and their families the strength to fight on. For the courage and hope you give, not only do you have the heartfelt thanks of your patients, but of this Presidnet as well.

Barbara joins me, and the entire Bush family in saluting your efforts and wishing you God speed as you race toward a solution for this disease.

Thank you, have a great convention and may God bless you all.

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April 10, 1990
Draft two
Title: AARP

PROPOSED VIDEO MESSAGE
AMERICAN ASSOCIATION OF RETIRED PERSONS MESSAGE

Good morning. It's wonderful to join the American Association of Retired Persons Biennial Convention in Orlando.

A-A-R-P is a remarkable association. I'm not referring to the size of your membership but your commitment to public service and your efforts to improve the quality of life for all older Americans. As an older American myself, let me lead the applause for your tremendous efforts.

A few years ago, when I spoke to the Nation about a "thousand points of light" I was describing what countless A-A-R-P volunteers are doing every day in communities across America. From legal advice to medical programs to child care, you and your programs have made a difference. And with your new program -- Older Americans Make the Difference -- you'll further increase A-A-R-P's outstanding record on community service. But that's how it should be. Older Americans have so much to offer. Wisdom. Experience. Compassion. And for selflessly sharing these qualities with others you have the heartfelt thanks and appreciation of everyone -- including this grateful President.

In closing, let me salute the great work of your President, Mrs. Louise Crooks of Indiana. And let me congratulate

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Barbara joins me in wishing you a successful convention. Thank you, keep up the important work, and may God bless you all.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 4/12/90 4:00 PM

SUBJECT: SIX VIDEO SCRIPTS

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

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RESPONSE:

See comments

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

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April 12, 1990
Draft four
Title: USIA

1990 APR 11 PM 12:49

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*This may
make it
tough to
veto the
bill.
G ready
4/8/44*

decade to greatly reduce acid rain, urban smog and ^{toxic} air pollution in a cost effective manner; we've proposed over two billion dollars in new spending to protect the environment and over one billion dollars to research global change; we've begun a new reforestation program that will plant ^{a billion} ~~millions~~ of trees ^{and enhance} and developed an initiative that will expand ^{a year} federal parkland, wildlife refuges, forests and other public lands.

Grady
4/24/44

And while there's a lot government can do for the environment, we all have a contribution to make. That's the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all actively working on everything from neighborhood beautification, to recycling, to wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

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April 10, 1990
Draft two
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April 10, 1990
Draft two
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Since 1977, PRIDE has been extremely successful by educating and motivating parents to join in the fight and it's working. Hundreds of American communities have been mobilized. More than 3 million American students have participated in the PRIDE Questionnaire. Millions of parents have been informed, motivated and energized. The results speak for themselves. Casual drug use by younger Americans is declining.

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Scull
Y815

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#

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Draft two
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This year, almost a million Americans will develop cancer. And with ~~an~~ annual death~~rate~~ of nearly half a million, this disease takes a heavy toll.

[Handwritten signature]
Scully
5/28

Each of you -- doctors and researchers -- play an important role in identifying the underlying causes of cancer, developing innovative treatments, and establishing better techniques for cancer prevention and early detection. This broad effort in cancer research and patient care is certain to improve the health of all Americans.

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But there's more to your work than^a designing a treatment program or analyzing a cat scan. It takes a special kind of person to work in your field. It's your compassion and

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April 10, 1990
Draft two
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ACTION/CONCURRENCE/COMMENT DUE BY: 4/12/90 4:00 PM

SUBJECT: SIX VIDEO SCRIPTS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
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DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>BENNETT</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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REMARKS:

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RESPONSE:

Please see comments.

4/12/90

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

Tron
April 12, 1990
Draft four
Title: USIA

1990 APR 11 PM 12:49

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April 10, 1990
Draft two
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¿ Felicitades? ↓



Tron
April 10, 1990
Draft two
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But the 5th of May is also a time to celebrate the ^{deep} ties that bind Mexico and the United States. ~~While~~ ^{not only} our two countries share a ^{2,000 mile} ~~common~~ border, we also have deep historical, cultural, and family bonds. The friendship ^{and mutual respect} between the United States and Mexico ~~is based on shared values and will only grow stronger in the years to come.~~ ^{has never been stronger.}

Thank you, have a wonderful day, and happy Cinco de Mayo.

enjoy

April 10, 1990
Draft two
Title: PRIDE

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It was in the wake of this first Earth Day that the Environmental Protection Agency was created, soon to become a cabinet level Department of the Environment. This first Earth Day also brought the creation of the Council on Environmental Quality, the original Clean Air, and Clean Water Acts, and other landmark legislation to protect the wilderness and regulate toxic substances. As my Administration celebrates its second Earth Day, we've accomplished a great deal in the past year: we've proposed the first amendments to the Clean Air Act in over a

decade to greatly reduce acid rain, urban smog and air pollution in a cost effective manner; we've proposed over two billion dollars in new spending to protect the environment and over one billion dollars to research global change; we've begun a new reforestation program that will plant millions of trees and developed an initiative that will expand federal parkland, wildlife refuges, forests and other public lands.

And while there's a lot government can do for the environment, we all have a contribution to make. That's the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all actively working on everything from neighborhood beautification, to recycling, to wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

#

Tron
April 10, 1990
Draft two
Title: VOLUNTEER

PROPOSED :30 PUBLIC SERVICE ANNOUNCEMENT
NATIONAL VOLUNTEER WEEK PSA

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American.

April 22nd through 28th is National Volunteer Week. So, lend a hand. Volunteer. Remember, from now on in America any definition of a successful life must include serving others.

So volunteer -- become one of the Thousand Points of Light I like to talk about so much. Join the volunteers in your community working to build a better America.

#

Tron
April 10, 1990
Draft two
Title: CINCO

PROPOSED VIDEO MESSAGE
OBSERVANCE OF CINCO DE MAYO

Felicitates ((FE-LEE-CEE-TA-TES)), and happy Cinco de Mayo! It's a great pleasure to join the people of Mexico and all Mexican-Americans in celebrating this historic day.

Today, we honor the remarkable 1862 Mexican victory at Puebla, Mexico. As history has recorded, a small determined Mexican army defeated an invading French force in a fierce battle. And while we salute the individual bravery of these Mexicans we also remember their larger struggle -- that of independence and freedom. The spirit of that struggle lives today in so many other countries in the world -- Poland, Panama, Czechoslovakia, Nicaragua, Hungary -- which have also won hard fought liberty and democracy.

But the 5th of May is also a time to celebrate the ties that bind Mexico and the United States. While our two countries share a common border we also have deep historical, cultural, and family bonds. The friendship between the United States and Mexico is based on shared values and will only grow stronger in the years to come.

Thank you, have a wonderful day, and happy Cinco de Mayo.

#

April 10, 1990
Draft two
Title: PRIDE

PROPOSED VIDEO MESSAGE
PRIDE WORLD DRUG CONFERENCE

I'm delighted to join the PRIDE World Drug Conference and to be a part of this inspiring group of people dedicated to fighting illegal drug use. It's especially heartening that so many young people and corporate executives are participating in this conference. It's proof that together we can win the "drug war."

Since 1977, PRIDE has been extremely successful by educating and motivating parents to join in the fight and it's working. Hundreds of American communities have been mobilized. More than 3 million American students have participated in the PRIDE Questionnaire. Millions of parents have been informed, motivated and energized. The results speak for themselves. Casual drug use by younger Americans is declining.

But PRIDE's work isn't limited to the United States. PRIDE has expanded its programs to Australia, Belize, Canada, the Cayman Islands, Costa Rica, Greece, Egypt, and Honduras. And the new First Lady of Panama, Mrs. Endara, has asked that the PRIDE ^{organization} ~~closed~~ under the previous regime be reopened immediately. What could better illustrate the worldwide accomplishments of this voluntary organization and how vital it is to our youth?

Barbara joins me in sending our warmest wishes for a successful conference. Thank you, keep up the good work and God bless you all.

#

Tron
April 10, 1990
Draft two
Title: ASCO

PROPOSED VIDEO MESSAGE
AMERICAN SOCIETY OF CLINICAL ONCOLOGY

It's a pleasure to welcome the 8,000 members of the American Society of Clinical Oncology to the Nation's Capitol. While the cherry blossoms have long since faded, Washington is still a beautiful city to meet for a convention. X

This year, almost a million Americans will develop cancer. And with an annual death~~rate~~^a of nearly half a million, this disease takes a heavy toll.

to [unclear]
Scully
5/18

Each of you -- doctors and researchers -- play an important role in identifying the underlying causes of cancer, developing innovative treatments, and establishing better techniques for cancer prevention and early detection. This broad effort in cancer research and patient care is certain to improve the health of all Americans.

This Nation can be proud of our world leadership in biomedical research in general and cancer research specifically. A-S-C-O has clearly played an important role in this vital effort and we all look forward to your continued leadership on this front.

But there's more to your work than^a designing a treatment program or analyzing a cat scan. It takes a special kind of person to work in your field. It's your compassion and

determination that often give patients and their families the strength to fight on. For the courage and hope you give, not only do you have the heartfelt thanks of your patients, but of this President as well.

Barbara joins me, and the entire Bush family in saluting your efforts and wishing you God speed as you race toward a solution for this disease.

Thank you, have a great convention and may God bless you all.

#

Tron
April 10, 1990
Draft two
Title: AARP

PROPOSED VIDEO MESSAGE
AMERICAN ASSOCIATION OF RETIRED PERSONS MESSAGE

Good morning. It's wonderful to join the American Association of Retired Persons Biennial Convention in Orlando.

A-A-R-P is a remarkable association. I'm not referring to the size of your membership but your commitment to public service and your efforts to improve the quality of life for all older Americans. As an older American myself, let me lead the applause for your tremendous efforts.

A few years ago, when I spoke to the Nation about a "thousand points of light" I was describing what countless A-A-R-P volunteers are doing every day in communities across America. From legal advice to medical programs to child care, you and your programs have made a difference. And with your new program -- Older Americans Make the Difference -- you'll further increase A-A-R-P's outstanding record on community service. But that's how it should be. Older Americans have so much to offer. Wisdom. Experience. Compassion. And for selflessly sharing these qualities with others you have the heartfelt thanks and appreciation of everyone -- including this grateful President.

In closing, let me salute the great work of your President, Mrs. Louise Crooks of Indiana. And let me congratulate

Tennessee's own Bob Maxwell as he assumes the important responsibility of leading A-A-R-P.

Barbara joins me in wishing you a successful convention. Thank you, keep up the important work, and may God bless you all.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 4/12/90 4:00 PM

SUBJECT: SIX VIDEO SCRIPTS

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

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Thursday, April 12, with a copy to my office. Thank you.

RESPONSE:

See comments

90 MAR 12 P4:37

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

0503
122

Document No. 13169855

WHITE HOUSE STAFFING MEMORANDUM



DATE: 4/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 4/12/90 4:00 PM

SUBJECT: SIX VIDEO SCRIPTS

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

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Thursday, April 12, with a copy to my office. Thank you.

RESPONSE:

Please see attached comments.
4-12-90

Holly Williams

90 MAR 12 P4.15

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

①
Open
April 12, 1990
Draft Four
Title: NEPA

ISSUED APR 11 07 12:40
PROPOSED VIDEO MESSAGE
NEPA "EARTH DAY" VIDEO MESSAGE

I welcome the chance

~~It's wonderful~~ to join the United States Information Service as we celebrate Earth Day, 1990. ✓

At this moment in history, the barriers between people and nations are ~~diminishing~~ ^{falling} as never before. At long last, ^{we have at hand} the prospect of the "Free World" ~~encompassing~~ ^{spanning} the ~~whole world is at hand~~ ^{entire globe.} But as the boundaries that divide us begin to blur ^{more so than ever before,} a common ~~environment~~ ^{health and productivity of the environment} are coming into sharper focus. ✓

Twenty years ago, America ^{observed} ~~celebrated~~ the first Earth Day, a ~~spontaneous~~ celebration of our love of nature. It was also a cry of alarm at the deteriorating condition of our environment. But most of all, it was a powerful example of democracy at work -- a day dedicated to changing the way a whole country does business.

It was in the wake of this first Earth Day that the Environmental Protection Agency was created, ^{and I hope it soon will} ~~soon to~~ become a cabinet level Department of the Environment. This first Earth Day also brought the creation of the Council on Environmental Quality, the original Clean Air ^{and} Clean Water Acts, and other landmark legislation to protect the wilderness and regulate toxic ^{chemicals} ~~substances~~. As my Administration celebrates its second Earth Day, we've accomplished a great deal in the past year: we've proposed the first amendments to the Clean Air Act in over a ✓

Please note:

these are EPA comments.

2

decade to ~~greatly~~ ^{innovative,} reduce acid rain, urban smog and air pollution in a cost effective ^{ways} manner; we've proposed over two billion dollars in new spending to protect the environment ^{across our Administration} and over one billion dollars to research global change; we've begun a new reforestation program that will plant ^{billions} millions of trees and developed an initiative that will expand federal parkland, wildlife refuges, forests and other public lands. We are aggressively enforcing ^{our environmental laws. (note at bottom *)}

and while there's a lot government can do for the environment, we all have a contribution to make ^{at home, in our communities, in our work-places - everywhere}. That's the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all actively working ^{to improve the environment} on everything from neighborhood beautification, to recycling, to wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree, ^{joining a local recycling program} or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

#

* EPA wanted to mention a line here about Pollution Prevention & dealing with pollution before it became a problem. DPC said maybe not such a good idea. Bob Brady is working on EPA's pollution prevention plan & really should make any calls on "pollution prevention" references. Thanks - HW

Then
April 10, 1990
Draft 150
Title: VOLUNTEER

(2)

PROPOSED :20 PUBLIC SERVICE ANNOUNCEMENT
NATIONAL VOLUNTEER WEEK PSA

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American.

April 22nd through 28th is National Volunteer Week. So, lend a hand. Volunteer. Remember, from now on in America any definition of a successful life must include serving others.

So volunteer -- become one of the Thousand Points of Light I like to talk about so much. Join the volunteers in your community working to build a better America.

###

Tren
April 10, 1990
Draft two
Title: CINCO

3

PROPOSED VIDEO MESSAGE
OBSERVANCE OF CINCO DE MAYO

Felicitates ((FE-LEE-CEE-TA-YES)) , and happy Cinco de Mayo! It's a great pleasure to join the people of Mexico and all Mexican-Americans in celebrating this historic day.

Today, we honor the remarkable 1862 Mexican victory at Puebla, Mexico. As history has recorded, a small determined Mexican army defeated an invading French force in a fierce battle. And while we salute the individual bravery of these Mexicans we also remember their larger struggle -- that of independence and freedom. The spirit of that struggle lives today in so many other countries in the world -- Poland, Panama, Czechoslovakia, Nicaragua, Hungary -- which have also won hard fought liberty and democracy.

But the 5th of May is also a time to celebrate the ties that bind Mexico and the United States. While our two countries share a common border we also have deep historical, cultural, and family bonds. The friendship between the United States and Mexico is based on shared values and will only grow stronger in the years to come.

Thank you, have a wonderful day, and happy Cinco de Mayo.

#

April 10, 1990
Draft two
Title: PRIDE

4

PROPOSED VIDEO MESSAGE
PRIDE WORLD DRUG CONFERENCE

I'm delighted to join the PRIDE World Drug Conference and to be a part of this inspiring group of people dedicated to fighting illegal drug use. It's especially heartening that so many young people and corporate executives are participating in this conference. It's proof that together we can win the "drug war."

Since 1977, PRIDE has been extremely successful by educating and motivating parents to join in the fight and it's working. Hundreds of American communities have been mobilized. More than 3 million American students have participated in the PRIDE Questionnaire. Millions of parents have been informed, motivated and energized. The results speak for themselves. Casual drug use by younger Americans is declining.

But PRIDE's work isn't limited to the United States. PRIDE has expanded its programs to Australia, Belize, Canada, the Cayman Islands, Costa Rica, Greece, Egypt, and Honduras. And the new First Lady of Panama, Mrs. Endara, has asked that the PRIDE office or program? closed under the previous regime be reopened immediately. What could better illustrate the worldwide accomplishments of this voluntary organization and how vital it is to our youth?

Barbara joins me in sending our warmest wishes for a successful conference. Thank you, keep up the good work and God bless you all.

#

TROJ
April 10, 1990
Trust by
ASCO

3

PROPOSED VIDEO MESSAGE
AMERICAN SOCIETY OF CLINICAL ONCOLOGY

It's a pleasure to welcome the 8,000 members of the American Society of Clinical Oncology to the Nation's Capitol. While the cherry blossoms have long since faded, Washington is still a beautiful city to meet for a convention.

This year, ^{over} ~~almost~~ a million Americans will develop cancer. And with an ^{estimated number} ~~annual death rate~~ of ^{over} ~~nearly~~ half a million ^{people who will die}, this disease takes a heavy toll.

✓
(HHS Comment)
(When you say "annual death rate" it refers to a number divided by the population + then that # would be incorrect.)

Each of you -- doctors and researchers -- play an important role in identifying the underlying causes of cancer, developing innovative treatments, and establishing better techniques for cancer prevention and early detection. This broad effort in cancer research and patient care is certain to improve the health of all Americans.

This Nation can be proud of our world leadership in biomedical research in general and cancer research specifically. A-S-C-O has clearly played an important role in this vital effort and we all look forward to your continued leadership on this front.

But there's more to your work than designing a treatment program or analyzing a cat scan. It takes a special kind of person to work in your field. It's your compassion and

determination that often give patients and their families the strength to fight on. For the courage and hope you give, not only do you have the heartfelt thanks of your patients, but of this Presidnet as well.

Barbara joins me, and the entire Bush family in saluting your efforts and wishing you God speed as you race toward a solution for this disease.

Thank you, have a great convention and may God bless you all.

#

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From
April 10, 1990
Date: 4/10/90
Time: 10:00

6

PROPOSED VIDEO MESSAGE
AMERICAN ASSOCIATION OF RETIRED PERSONS MESSAGE

Good morning. It's wonderful to join the American Association of Retired Persons Biennial Convention in Orlando.

A-A-R-P is a remarkable association. I'm not referring to the size of your membership but your commitment to public service and your efforts to improve the quality of life for all older Americans. As an older American myself, let me lead the applause for your tremendous efforts.

A few years ago, when I spoke to the Nation about a "thousand points of light" I was describing what countless A-A-R-P volunteers are doing every day in communities across America. From legal advice to medical programs to child care, you and your programs have made a difference. And with your new program -- Older Americans Make the Difference -- you'll further increase A-A-R-P's outstanding record on community service. But that's how it should be. Older Americans have so much to offer. Wisdom. Experience. Compassion. And for selflessly sharing these qualities with others you have the heartfelt thanks and appreciation of everyone -- including this grateful President.

In closing, let me salute the great work of your President, Mrs. Louise Crooks of Indiana. And let me congratulate

2
Tennessee's own Bob Maxwell as he assumes the important
responsibility of leading A-A-R-P.

Barbara joins me in wishing you a successful convention.
Thank you, keep up the important work, and may God bless you all.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 4/12/90 4:00 PM

SUBJECT: SIX VIDEO SCRIPTS

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

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Thursday, April 12, with a copy to my office. Thank you.

RESPONSE: *4/12 a.m. from ORACP:*

- ① Note edits on PRIDE script.
- ② No comments elsewhere

*Thanks
Dan Cane & Jean Balistreri
#174, #2992*

90 MAR 12 PM 4:04

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

Tron
April 12, 1990
Draft four
Title: USIA

1990 APR 11 PM 12:49

PROPOSED VIDEO MESSAGE
USIA "EARTH DAY" VIDEO MESSAGE

It's wonderful to join the United States Information Service as we celebrate Earth Day, 1990.

At this moment in history, the barriers between people and nations are diminishing as never before. At long last, the prospect of the "Free World" encompassing the whole world is at hand. But as the boundaries that divide us begin to blur, common problems like the environment come into sharper focus.

Twenty years ago, America celebrated the first Earth Day, a spontaneous celebration of our love of nature. It was also a cry of alarm at the deteriorating condition of our environment. But most of all, it was a powerful example of democracy at work -- a day dedicated to changing the way a whole country does business.

It was in the wake of this first Earth Day that the Environmental Protection Agency was created, soon to become a cabinet level Department of the Environment. This first Earth Day also brought the creation of the Council on Environmental Quality, the original Clean Air, and Clean Water Acts, and other landmark legislation to protect the wilderness and regulate toxic substances. As my Administration celebrates its second Earth Day, we've accomplished a great deal in the past year: we've proposed the first amendments to the Clean Air Act in over a

decade to greatly reduce acid rain, urban smog and air pollution in a cost effective manner; we've proposed over two billion dollars in new spending to protect the environment and over one billion dollars to research global change; we've begun a new reforestation program that will plant millions of trees and developed an initiative that will expand federal parkland, wildlife refuges, forests and other public lands.

And while there's a lot government can do for the environment, we all have a contribution to make. That's the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all actively working on everything from neighborhood beautification, to recycling, to wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

#

Tron
April 10, 1990
Draft two
Title: VOLUNTEER

PROPOSED :30 PUBLIC SERVICE ANNOUNCEMENT
NATIONAL VOLUNTEER WEEK PSA

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American.

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So volunteer -- become one of the Thousand Points of Light I like to talk about so much. Join the volunteers in your community working to build a better America.

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Tron
April 10, 1990
Draft two
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But the 5th of May is also a time to celebrate the ties that bind Mexico and the United States. While our two countries share a common border we also have deep historical, cultural, and family bonds. The friendship between the United States and Mexico is based on shared values and will only grow stronger in the years to come.

Thank you, have a wonderful day, and happy Cinco de Mayo.

#

April 10, 1990
Draft two
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PROPOSED VIDEO MESSAGE
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Since 1977, PRIDE has been ~~successfully~~ educating and motivating parents to join in the fight. ^A And it's working. Hundreds of American communities have been mobilized. More than 3 million American students have participated in the PRIDE Questionnaire. Millions of parents have been informed, ~~motivated~~ and energized. ^{All this effort is helping America turn the corner on} ~~the results speak for themselves.~~ ^{casual drug} ^{drugs:} use by younger Americans is declining.

But PRIDE's work isn't limited to the United States. PRIDE office has expanded its programs to Australia, Belize, Canada, the Cayman Islands, Costa Rica, Greece, Egypt, and Honduras. And the new First Lady of Panama, Mrs. Endara, has asked that the PRIDE closed under the previous regime be reopened immediately. What could better illustrate the worldwide accomplishments of this voluntary organization and how vital it is to our youth?

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Tron
April 10, 1990
Draft two
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Each of you -- doctors and researchers -- play an important role in identifying the underlying causes of cancer, developing innovative treatments, and establishing better techniques for cancer prevention and early detection. This broad effort in cancer research and patient care is certain to improve the health of all Americans.

This Nation can be proud of our world leadership in biomedical research in general and cancer research specifically. A-S-C-O has clearly played an important role in this vital effort and we all look forward to your continued leadership on this front.

But there's more to your work than designing a treatment program or analyzing a cat scan. It takes a special kind of person to work in your field. It's your compassion and

determination that often give patients and their families the strength to fight on. For the courage and hope you give, not only do you have the heartfelt thanks of your patients, but of this Presidnet as well.

Barbara joins me, and the entire Bush family in saluting your efforts and wishing you God speed as you race toward a solution for this disease.

Thank you, have a great convention and may God bless you all.

#

Tron
April 10, 1990
Draft two
Title: AARP

PROPOSED VIDEO MESSAGE
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A-A-R-P is a remarkable association. I'm not referring to the size of your membership but your commitment to public service and your efforts to improve the quality of life for all older Americans. As an older American myself, let me lead the applause for your tremendous efforts.

A few years ago, when I spoke to the Nation about a "thousand points of light" I was describing what countless A-A-R-P volunteers are doing every day in communities across America. From legal advice to medical programs to child care, you and your programs have made a difference. And with your new program -- Older Americans Make the Difference -- you'll further increase A-A-R-P's outstanding record on community service. But that's how it should be. Older Americans have so much to offer. Wisdom. Experience. Compassion. And for selflessly sharing these qualities with others you have the heartfelt thanks and appreciation of everyone -- including this grateful President.

In closing, let me salute the great work of your President, Mrs. Louise Crooks of Indiana. And let me congratulate

Tennessee's own Bob Maxwell as he assumes the important responsibility of leading A-A-R-P.

Barbara joins me in wishing you a successful convention.
Thank you, keep up the important work, and may God bless you all.

#

THE WHITE HOUSE
WASHINGTON

April 12, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: NELSON LUND 
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Six Video Scripts: (1) USIA "Earth Day", (2) National Volunteer Week PSA, (3) Observance of Cinco de Mayo, (4) Pride World Drug Conference, (5) American Society of Clinical Oncology, and (6) American Association of Retired Persons

At the request of James W. Cicconi, Counsel's office has reviewed the captioned proposed video scripts. We have no legal objections to the contents of these scripts.

We appreciate having had the opportunity to review these scripts.

cc: James W. Cicconi

90 MAR 12 P 3: 07

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/11/90

ACTION/CONCURRENCE/COMMENT DUE BY: 4/12/90 4:00 PM

SUBJECT: SIX VIDEO SCRIPTS

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

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Thursday, April 12, with a copy to my office. Thank you.

RESPONSE:

✓ Can't we tie Pt. of Light to Earth Day Video
 ✓ please note other thoughts

S.R.

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

Tron
April 12, 1990
Draft four
Title: USIA

1990 APR 11 PM 12:49

PROPOSED VIDEO MESSAGE
USIA "EARTH DAY" VIDEO MESSAGE

It's wonderful to join the United States Information Service as we celebrate Earth Day, 1990.

At this moment in history, the barriers between people and nations are diminishing as never before. At long last, the prospect of the "Free World" encompassing the whole world is at hand. But as the boundaries that divide us begin to blur, common problems like the environment come into sharper focus.

Twenty years ago, America celebrated the first Earth Day, a spontaneous celebration of our love of nature. It was also a cry of alarm at the deteriorating condition of our environment. But most of all, it was a powerful example of democracy at work -- a day dedicated to changing the way a whole country does business.

It was in the wake of this first Earth Day that the Environmental Protection Agency was created, soon to become a cabinet level Department of the Environment. This first Earth Day also brought the creation of the Council on Environmental Quality, the original Clean Air, and Clean Water Acts, and other landmark legislation to protect the wilderness and regulate toxic substances. As my Administration celebrates its second Earth Day, we've accomplished a great deal in the past year: we've proposed the first amendments to the Clean Air Act in over a

decade to greatly reduce acid rain, urban smog and air pollution in a cost effective manner; we've proposed over two billion dollars in new spending to protect the environment and over one billion dollars to research global change; we've begun a new reforestation program that will plant millions of trees and developed an initiative that will expand federal parkland, wildlife refuges, forests and other public lands.

And while there's a lot government can do for the environment, we all have a contribution to make. That's the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all actively working on everything from neighborhood beautification, to recycling, to wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

#

Integrate
Point of
Light of.

Tron
April 10, 1990
Draft two
Title: VOLUNTEER

PROPOSED :30 PUBLIC SERVICE ANNOUNCEMENT
NATIONAL VOLUNTEER WEEK PSA

Americans have always been willing to extend a helping hand
to those in need. And ^{it's a} ~~that~~ long tradition ^(people) of working together ~~is~~
~~much of what it means to be American.~~

~~to~~ April 22nd through 28th is National Volunteer Week. ^{A time} ~~So,~~
lend a hand. ^{fy} Volunteer. ^{As I've said before,} Remember, "from now on in America any
definition of a successful life must include serving others."

So volunteer -- become one of the Thousand Points of Light I
like to talk about so much. Join the volunteers in your
community working to build a better America.

Tron
April 10, 1990
Draft two
Title: CINCO

PROPOSED VIDEO MESSAGE
OBSERVANCE OF CINCO DE MAYO

Felicitates ((FE-LEE-CEE-TA-TES)), and happy Cinco de Mayo! It's a great pleasure to join the people of Mexico and all Mexican-Americans in celebrating this historic day.

Today, we honor the remarkable 1862 Mexican victory at Puebla, Mexico. As history has recorded, a small determined Mexican army defeated an invading French force in a fierce battle. And while we salute the individual bravery of these Mexicans we also remember their larger struggle -- that of independence and freedom. The spirit of that struggle lives today in so many other countries in the world -- Poland, Panama, Czechoslovakia, Nicaragua, Hungary -- which have also won hard fought liberty and democracy.

But the 5th of May is also a time to celebrate the ties that bind Mexico and the United States. While our two countries share a common border we also have deep historical, cultural, and family bonds. The friendship between the United States and Mexico is based on shared values and will only grow stronger in the years to come.

Thank you, have a wonderful day, and happy Cinco de Mayo.

would be appropriate
it app to mention?
Columbo
Hispanic
& grand kids,
etc

April 10, 1990
Draft two
Title: PRIDE

PROPOSED VIDEO MESSAGE
PRIDE WORLD DRUG CONFERENCE

I'm delighted to join the PRIDE World Drug Conference and to be a part of this inspiring group of people dedicated to fighting illegal drug use. It's especially heartening that so many young people and corporate executives are participating in this conference. It's proof that together we can win the "drug war."

Since 1977, PRIDE has been extremely successful by educating and motivating parents to join in the fight and it's working. Hundreds of American communities have been mobilized. More than 3 million American students have participated in the PRIDE Questionnaire. Millions of parents have been informed, motivated and energized. The results speak for themselves. Casual drug use by younger Americans is declining.

But PRIDE's work isn't limited to the United States. PRIDE has expanded its programs to Australia, Belize, Canada, the Cayman Islands, Costa Rica, Greece, Egypt, and Honduras. And the new First Lady of Panama, Mrs. Endara, has asked that the PRIDE closed under the previous regime be reopened immediately. What could better illustrate the worldwide accomplishments of this voluntary organization and how vital it is to our youth?

Barbara joins me in sending our warmest wishes for a successful conference. Thank you, keep up the good work and God bless you all.

#

Tron
April 10, 1990
Draft two
Title: ASCO

PROPOSED VIDEO MESSAGE
AMERICAN SOCIETY OF CLINICAL ONCOLOGY

It's a pleasure to welcome the 8,000 members of the American Society of Clinical Oncology to the Nation's Capitol. While the cherry blossoms have long since faded, Washington is still a beautiful city to meet for a convention.

This year, almost a million Americans will develop cancer. And with an annual death rate of nearly half a million, this disease takes a heavy toll.

Each of you -- doctors and researchers -- play an important role in identifying the underlying causes of cancer, developing innovative treatments, and establishing better techniques for cancer prevention and early detection. This broad effort in cancer research and patient care is certain to improve the health of all Americans.

This Nation can be proud of our world leadership in biomedical research in general and cancer research specifically. A-S-C-O has clearly played an important role in this vital effort and we all look forward to your continued leadership on this front.

But there's more to your work than designing a treatment program or analyzing a cat scan. It takes a special kind of person to work in your field. It's your compassion and

determination that often give patients and their families the strength to fight on. For the courage and hope you give, not only do you have the heartfelt thanks of your patients, but of this Presidnet as well.

Barbara joins me, and the entire Bush family in saluting your efforts and wishing you God speed as you race toward a solution for this disease.

Thank you, have a great convention and may God bless you all.

#

#

#

Tron
April 10, 1990
Draft two
Title: AARP

PROPOSED VIDEO MESSAGE
AMERICAN ASSOCIATION OF RETIRED PERSONS MESSAGE

Good morning. It's wonderful to join the American Association of Retired Persons Biennial Convention in Orlando.

A-A-R-P is a remarkable association. I'm not referring to the size of your membership but your commitment to public service and your efforts to improve the quality of life for all older Americans. As an older American myself, let me lead the applause for your tremendous efforts.

A few years ago, when I spoke to the Nation about a "thousand points of light" I was describing what countless A-A-R-P volunteers are doing every day in communities across America. From legal advice to medical programs to child care, you and your programs have made a difference. And with your new program -- Older Americans Make the Difference -- you'll further increase A-A-R-P's outstanding record on community service. But that's how it should be. Older Americans have so much to offer. Wisdom. Experience. Compassion. And for selflessly sharing these qualities with others you have the heartfelt thanks and appreciation of everyone -- including this grateful President.

In closing, let me salute the great work of your President, Mrs. Louise Crooks of Indiana. And let me congratulate

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DATE: 4/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 4/12/90 4:00 PM

SUBJECT: SIX VIDEO SCRIPTS

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

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Thursday, April 12, with a copy to my office. Thank you.

RESPONSE:

NO COMMENTS

33 : 114 21 RAN 00
30 MAR 12 4:11:33

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

~~CEA~~

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Tron
April 12, 1990
Draft four
Title: USIA



PROPOSED VIDEO MESSAGE
USIA "EARTH DAY" VIDEO MESSAGE

It's wonderful to join ~~the~~^{you} ~~United States Information Service~~
as we celebrate Earth Day, 1990.

At this moment in history, the barriers between people and nations are diminishing as never before. At long last, the prospect of the "Free World" encompassing the whole world is at hand. But as the boundaries that divide us begin to blur, common problems like the environment come into sharper focus.

Twenty years ago, ~~on April 22, 1970,~~ America celebrated ~~the first~~ Earth Day, a spontaneous celebration of our love of nature. It was also a cry of alarm at the deteriorating condition of our environment. But most of all, it was a powerful example of democracy at work -- a day dedicated to changing the way a whole country does business.

It was in the wake of this first Earth Day that the Environmental Protection Agency was created, soon to become a cabinet level Department of the Environment. This first Earth Day also brought the creation of the Council on Environmental Quality, the original Clean Air, and Clean Water Acts, and other landmark legislation to protect the wilderness and regulate toxic substances. ~~As my Administration celebrates its second Earth Day,~~^{has} ~~we've~~ accomplished a great deal in the past year: we've proposed the first amendments to the Clean Air Act in over a



decade to greatly reduce acid rain, urban smog and air pollution in a cost effective manner; we've proposed over two billion dollars in new spending to protect the environment and over one billion dollars to research global change; we've begun a new reforestation program that will plant ^{billions} millions of trees and developed an initiative that will expand federal parkland, wildlife refuges, forests and other public lands.

And while there's a lot government can do for the environment, we all have a contribution to make. That's the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all actively working on everything from neighborhood beautification, to recycling, to wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

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Tron
April 10, 1990
Draft two
Title: VOLUNTEER

PROPOSED :30 PUBLIC SERVICE ANNOUNCEMENT
NATIONAL VOLUNTEER WEEK PSA

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American.

April 22nd through 28th is National Volunteer Week. So, lend a hand. Volunteer. Remember, from now on in America any definition of a successful life must include serving others.

So volunteer -- become one of the Thousand Points of Light I like to talk about so much. Join the volunteers in your community working to build a better America.

#

Tron
April 10, 1990
Draft two
Title: CINCO

felicidades

PROPOSED VIDEO MESSAGE
OBSERVANCE OF CINCO DE MAYO

SEE DA-DES

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#

April 10, 1990
Draft two
Title: PRIDE

PROPOSED VIDEO MESSAGE
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Thank you, have a great ~~convention~~ ^{meeting} and may God bless you all.

#

X

Tron
April 10, 1990
Draft two
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⁽¹¹⁾ Older Americans Make the Difference ⁽¹¹⁾ -- you'll further increase A-A-R-P's outstanding record on community service. But that's how it should be. Older Americans have so much to offer. Wisdom. Experience. Compassion. And for selflessly sharing these qualities with others you have the heartfelt thanks and appreciation of everyone -- including this grateful President.

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#



CLARK KENT ERVIN
OFFICE OF NATIONAL SERVICE

THE WHITE HOUSE
WASHINGTON, DC 20500

202/456-6266
ROOM 100

WHITE HOUSE STAFFING MEMORANDUM

90 MAR 11 P4:17

DATE: 4/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 4/12/90 4:00 PM

SUBJECT: SIX VIDEO SCRIPTS

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

REMARKS:

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RESPONSE:

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

Tron
April 12, 1990
Draft four
Title: USIA

1990 APR 11 PM 12:49

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Thank you, have a great day, and God bless you all.

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Tron
April 10, 1990
Draft two
Title: VOLUNTEER

PROPOSED :30 PUBLIC SERVICE ANNOUNCEMENT
NATIONAL VOLUNTEER WEEK PSA

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April 22nd through 28th is National Volunteer Week. So, ~~lend a hand. Volunteer. Remember,~~ ^F from now on in America any definition of a successful life must include serving others.

~~So volunteer~~ -- ^B become one of the ~~Thousand~~ ^{other} Points of Light I like to talk about so much. Join the ~~volunteers~~ in your community working to build a better America. ^{for us all}

(in)

###

find a way to make a difference ⁱⁿ the life of someone in need.

Through the workplace, your mine, your school, place of worship, club, group or organization, pick a major social problem and take direct action to help solve it.

Tron
April 10, 1990
Draft two
Title: CINCO

PROPOSED VIDEO MESSAGE
OBSERVANCE OF CINCO DE MAYO

not sure this is exactly the right word.

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for

fight for

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April 10, 1990
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#

initiative

Tron
April 10, 1990
Draft two
Title: ASCO

PROPOSED VIDEO MESSAGE
AMERICAN SOCIETY OF CLINICAL ONCOLOGY

It's a pleasure to welcome the 8,000 members of the American Society of Clinical Oncology to the Nation's Capitol. While the cherry blossoms have long since faded, Washington is still a beautiful city ^{to convene} ~~to meet for a convention.~~

in which
This year, almost a million Americans will develop cancer. And with an annual death rate of nearly half a million, this disease takes a heavy toll.

Each of you -- doctors and researchers -- play an important role in identifying the underlying causes of cancer, developing innovative treatments, and establishing better techniques for cancer prevention and early detection. This broad effort in cancer research and patient care is certain to improve the health of all Americans.

This Nation can be proud of our world leadership in biomedical research in general and cancer research specifically. A-S-C-O has clearly played an important role in this vital effort and we all look forward to your continued leadership on this front.

But there's more to your work than designing a treatment program or analyzing a cat scan. It takes a special kind of person to work in your field. It's your compassion and

determination that often give patients and their families the strength to fight on. For the courage and hope you give, not only do you have the heartfelt thanks of your patients, but of this President as well.

Barbara joins me, and the entire Bush family in saluting your efforts and wishing you God speed as you race toward a solution for this disease.

Thank you, have a great convention and may God bless you all.

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Tron
April 10, 1990
Draft two
Title: AARP

PROPOSED VIDEO MESSAGE
AMERICAN ASSOCIATION OF RETIRED PERSONS MESSAGE

Good morning. It's wonderful to join the American Association of Retired Persons ² Biennial Convention in Orlando. ✓

A-A-R-P is a remarkable association. I'm not referring to the size of your membership, ^{tu} but your commitment to public service and your efforts to improve the quality of life for all older Americans. As an older American myself, let me lead the applause for your tremendous efforts.

A few years ago, when I spoke to the Nation about a "thousand points of light" I was describing what countless A-A-R-P volunteers are doing every day in communities across America. From legal advice to medical programs to child care, you and your programs have made a difference. And with your new program -- Older Americans Make the Difference -- you'll further increase A-A-R-P's outstanding record on community service. But that's how it should be. Older Americans have so much to offer. Wisdom. Experience. Compassion. And for selflessly sharing these qualities with others you have the heartfelt thanks and appreciation of everyone -- including this grateful President. ↻

In closing, let me salute the great work of your President, Mrs. Louise Crooks of Indiana. And let me congratulate

matchless

Tennessee's own Bob Maxwell as he assumes the important responsibility of leading A-A-R-P.

Barbara joins me in wishing you a successful convention.
Thank you, keep up the important work, and may God bless you all.

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THE WHITE HOUSE

WASHINGTON

April 12, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Six Video Scripts

The draft video scripts look good. Please note our comments on the "Earth Day" and "Pride World Drug Conference" video drafts.

cc: James W. Cicconi

90 MAR 12 PM 12:16

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/11/90 ACTION/CONCURRENCE/COMMENT DUE BY: 4/12/90 4:00 PM

SUBJECT: SIX VIDEO SCRIPTS

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

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Thursday, April 12, with a copy to my office. Thank you.

RESPONSE:

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

Tron
April 12, 1990
Draft four
Title: USIA

1990 APR 11 PM 12:49

PROPOSED VIDEO MESSAGE
USIA "EARTH DAY" VIDEO MESSAGE

It's wonderful to join the United States Information Service as we celebrate Earth Day, 1990.

At this moment in history, the barriers between people and nations are diminishing as never before. At long last, the prospect of the "Free World" encompassing the whole world is at hand. But as the boundaries that divide us begin to blur, common problems like the environment come into sharper focus.

Twenty years ago, America celebrated the first Earth Day, a spontaneous celebration of our love of nature. It was also a cry of alarm at the deteriorating condition of our environment. But most of all, it was a powerful example of democracy at work -- a day dedicated to changing the way a whole country does business.

It was in the wake of this first Earth Day that the Environmental Protection Agency was created, soon to become a cabinet level Department of the Environment. This first Earth Day also brought the creation of the Council on Environmental Quality, the original Clean Air, and Clean Water Acts, and other landmark legislation to protect the wilderness and regulate toxic substances. As my Administration celebrates its second Earth Day, we've accomplished a great deal in the past year: we've proposed the first amendments to the Clean Air Act in over a

decade to greatly reduce acid rain, urban smog and air pollution in a cost effective manner; we've proposed over two billion dollars in new spending to protect the environment and over one billion dollars to ^{study} ~~research~~ global change; we've begun a new reforestation program that will plant millions of trees and developed an initiative that will expand federal parkland, wildlife refuges, forests and other public lands.

SWITCH
EMPHASIS

← And while there's a lot government can do for the environment, we all have a contribution to make. That's the true spirit of Earth Day. Across our fifty states, individuals, local businesses, and community groups are all actively working on everything from neighborhood beautification, to recycling, to wildlife conservation. So get involved. Celebrate this Earth Day by planting a tree or cleaning up your neighborhood. Make a personal commitment to protect, conserve, and replenish this home to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

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Tron
April 10, 1990
Draft two
Title: VOLUNTEER

PROPOSED :30 PUBLIC SERVICE ANNOUNCEMENT
NATIONAL VOLUNTEER WEEK PSA

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American.

April 22nd through 28th is National Volunteer Week. So, lend a hand. Volunteer. Remember, from now on in America any definition of a successful life must include serving others.

So volunteer -- become one of the Thousand Points of Light I like to talk about so much. Join the volunteers in your community working to build a better America.

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Tron
April 10, 1990
Draft two
Title: CINCO

PROPOSED VIDEO MESSAGE
OBSERVANCE OF CINCO DE MAYO

Felicitates ((FE-LEE-CEE-TA-TES)), and happy Cinco de Mayo! It's a great pleasure to join the people of Mexico and all Mexican-Americans in celebrating this historic day.

Today, we honor the remarkable 1862 Mexican victory at Puebla, Mexico. As history has recorded, a small determined Mexican army defeated an invading French force in a fierce battle. And while we salute the individual bravery of these Mexicans we also remember their larger struggle -- that of independence and freedom. The spirit of that struggle lives today in so many other countries in the world -- Poland, Panama, Czechoslovakia, Nicaragua, Hungary -- which have also won hard fought liberty and democracy.

But the 5th of May is also a time to celebrate the ties that bind Mexico and the United States. While our two countries share a common border we also have deep historical, cultural, and family bonds. The friendship between the United States and Mexico is based on shared values and will only grow stronger in the years to come.

Thank you, have a wonderful day, and happy Cinco de Mayo.

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Rae

April 10, 1990
Draft two
Title: PRIDE

PROPOSED VIDEO MESSAGE
PRIDE WORLD DRUG CONFERENCE

I'm delighted to join the PRIDE World Drug Conference and to be a part of this inspiring group of people dedicated to fighting illegal drug use. It's especially heartening that so many young people and corporate executives are participating in this conference. It's proof that together we can win the "drug war."

Since 1977, PRIDE has been extremely successful ^{through} by educating and motivating parents to join in the fight and it's working.

Hundreds of American communities have been mobilized. ~~More than~~ ✓

~~3 million American students have participated in the PRIDE Questionnaire.~~ } Millions of parents have been informed, motivated

and energized. The results speak for themselves. ² ~~Casual~~ drug use by younger Americans is declining. ✓

But PRIDE's work isn't limited to the United States. PRIDE has expanded its programs to Australia, Belize, Canada, the Cayman Islands, Costa Rica, Greece, Egypt, and Honduras. And the new First Lady of Panama, Mrs. Endara, has asked that the PRIDE closed under the previous regime be reopened immediately. What could better illustrate the worldwide accomplishments of this voluntary organization and how vital it is to our youth?

Barbara joins me in sending our warmest wishes for a successful conference. Thank you, keep up the good work and God bless you all.

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Nice

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