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FOIA MARKER

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

OA/ID Number: 13532
Folder ID Number: 13532-005

Folder Title:

Video Scripts: PBS UNCF, UNCF Film--Opening & Closing Segments, & Congressman Jerry Lewis
5/22/90 [OA 5374]

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

WHITE HOUSE STAFFING MEMORANDUM

90 MAY 21 11:34

DATE: 5/18/90 ACTION/CONCURRENCE/COMMENT DUE BY: -----

SCRIPTS FOR THE FILMING SESSION ON TUESDAY, MAY 22, 1990:

1. PBS United Negro College Fund

SUBJECT: 2. UNCF Film -- Opening Segment

3. UNCF Film -- Closing Segment

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

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

90 MAY 21 12:52

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

THE WHITE HOUSE

WASHINGTON

1990 MAY 18 AM 9:01

May 17, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST *DD*
 CHRISS WINSTON *W*

FROM: BARRIE TRON *BT*

SUBJECT: SCRIPTS FOR THE FILMING SESSION ON
 TUESDAY, MAY 22, 1990

I. SUMMARY

Attached for your consideration and review are draft scripts for your filming session on May 22th. You are scheduled to film two segments and one public service announcement in this session.

II. DISCUSSION

At 3:00 p.m. on Tuesday, May 22, 1990 you are scheduled to record the attached film scripts in room 180 in OEOB. The two messages will be incorporated into a film profiling the United Negro College Fund and the public service announcement will encourage people to support this organization.

Please note that we will be applying some light make up immediately prior to this session.

Tron
Draft two
April 26, 1990
TITLE: UNCF.II

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
UNITED NEGRO COLLEGE FUND

CHILD 1: I want to be a lawyer!

CHILD 2: A scientist!

CHILD 3: A nurse!

CHILD 4: A rocket man!

PRESIDENT: The American dream is alive. Nurtured, in part, by the United Negro College Fund. The Fund reaches out to deserving students with a quality education -- an education that turns wonderful young dreams into realities.

CHILD 5: I'm going to run for President!

PRESIDENT: You'll be tough to beat.

ANNCR: Please support the United Negro College Fund.

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Tron
Draft two
May 11, 1990
TITLE: UNCF.OPEN

PROPOSED VIDEO MESSAGE
UNCF FILM -- OPENING SEGMENT

As many of you know, I've often talked about the role of the private sector in strengthening America -- of getting involved and making a difference in someone's life. And as we approach the end of the twentieth century, we enter changing and challenging times in which a stronger, more diverse, and better trained work force will be needed. A significant part of this new work force will be composed of minority employees. So we must place a greater emphasis on the training and education of minorities. That's where the United Negro College Fund comes in. The U-N-C-F has been dedicated to providing educational opportunities to minority students for over 100 years.

And now, Tom Brokaw will take you on an in-depth journey through the history and achievements of the United Negro College Fund.

#

Tron
Draft three
May 11, 1990
TITLE: UNCF.CLOSE

PROPOSED VIDEO MESSAGE
UNCF FILM -- CLOSING SEGMENT

I've been involved with the United Negro College Fund for over forty years. And I hope you'll forgive me for being a little enthusiastic about the great job U-N-C-F does. It's hard not to be.

U-N-C-F is one of those uniquely American institutions that exists to make sure that any American with the spirit, and the will to succeed has a fair shot.

But, that's only one part of it. The other part is that America needs U-N-C-F graduates. As I said earlier, in the next century, minorities will be an increasingly important component of the work force -- and critical to maintain a strong economy. We must help them succeed by giving them the best education and training available.

As Honorary Chairman of the United Negro College Fund's "Campaign 2000," I encourage each of you to make Black higher education a priority. Your commitment to this campaign will strengthen some of our most undervalued educational assets: the historically Black colleges and universities of the United Negro College Fund. You can help make the difference. Because now, more than ever, a mind is a terrible thing to waste.

#

**VIDEO SCRIPT
CONGRESSMAN JERRY LEWIS**

**HELLO JERRY, AND TO ALL OF MY FRIENDS IN SAN
BERNARDINO COUNTY.**

**I WANTED TO TAKE A FEW MINUTES TONIGHT TO TALK
ABOUT THE FINE WORK AND OUTSTANDING LEADERSHIP OF
CONGRESSMAN JERRY LEWIS. IT'S APPROPRIATE THAT YOU
HONOR JERRY THIS EVENING FOR HIS 25 YEARS OF
DISTINGUISHED SERVICE TO THE PEOPLE OF SAN BERNARDINO
COUNTY AND THE STATE OF CALIFORNIA.**

**FROM HIS EARLY DAYS AS A MEMBER OF THE LOCAL
SCHOOL BOARD, TO THE CALIFORNIA STATE ASSEMBLY, TO THE
CONGRESS, JERRY HAS REPRESENTED THE FAMILY VALUES OF
WORKING MEN AND WOMEN. AND IN JUST 12 SHORT YEARS ON
THE HILL, JERRY HAS RISEN TO BECOME THE 3RD RANKING
REPUBLICAN -- AND ONE OF THE MOST EFFECTIVE AND
RESPECTED MEMBERS OF CONGRESS.**

**I SEE HIM OFTEN AT THE WHITE HOUSE WHEN I MEET
WITH OTHER LEADERS; AND I SEE HIM IN ACTION ON THE HILL
-- LEADING THE FIGHT AGAINST CRIME AND DRUGS, WORKING
HARD TO PROTECT SOCIAL SECURITY, AND SUPPORTING QUALITY
EDUCATION FOR OUR CHILDREN AND GRANDCHILDREN.**

AND, PERMIT ME A PERSONAL OBSERVATION -- I SEE HIM, STANDING IN THE WELL OF THE HOUSE OF REPRESENTATIVES. DEFENDING ME AGAINST ATTACKS FROM THE LIBERAL DEMOCRATS. AS A FRIEND I AM VERY GRATEFUL FOR THAT.

JERRY LEWIS MAKES A DIFFERENCE FOR ALL OF US -- IN CALIFORNIA AND IN WASHINGTON. WE NEED JERRY LEWIS IN CONGRESS TO HELP BUILD A BETTER AMERICA.

BARBARA JOINS ME IN SENDING OUR BEST WISHES. BEST OF LUCK AND GOD BLESS YOU ALL.

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Photocopy-GB Handwriting

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WASHINGTON

1990 MAY 18 AM 9:01

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when I meet with our leaders;
personal observation - I see him, standing in the
well of the House
of Representatives
defending me against
attacks from the
liberal Democrats. As
a friend I am
very grateful for that.

I see him in action
on the Hill

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