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# FOIA MARKER

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

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

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**OA/ID Number:** 13537  
**Folder ID Number:** 13537-011

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**Folder Title:**  
Six Video Scripts 7/31/90 [OA 5376]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>16</b>	<b>4</b>	<b>1</b>

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**WHITE HOUSE STAFFING MEMORANDUM**

90 JUL 31 P9:35

DATE: 7/30/90 ACTION/CONCURRENCE/COMMENT DUE BY: 7/31/90 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 type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<del>ROGICH</del>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	PORTER POSE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Tuesday, July 31, with a copy to my office. Thank you.

RESPONSE:

*JK SR*

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

1990 JUL 30 PM 3.44

Tron  
July 30, 1990  
Draft two  
Title: NBC

PROPOSED PUBLIC SERVICE ANNOUNCEMENT FOR  
NBC'S "THE MORE YOU KNOW CAMPAIGN"

Our schools can only teach kids who want to learn. So, please. Encourage your child's curiosity. Be patient, offer praise. You'll give your child the best school supplies of all -- motivation and self-esteem.

The more you know about preparing your child for school the more your child will learn there -- from day one to graduation day.

# # #

Tron  
April 20, 1990  
Draft two  
Title: BROYLES

PROPOSED VIDEO MESSAGE  
FRANK BROYLES TRIBUTE DINNER

Good evening to everyone in Little Rock saluting the great Arkansas coach and athletic director, Frank Broyles. Frank, congratulations!

I've seen your coaching magic first-hand and can remember two decades ago when your Razorbacks played the game of the century -- the Great Shoot Out -- in Fayetteville against the Longhorns. None of us at the stadium will ever forget that game, or that remarkable and exciting finish as the two teams fought it out for the national championship. And while the Longhorns prevailed that day, your Razorbacks have had their own share of victories -- in fact a record number of victories. As a coach, your overall record of 144 wins against 58 defeats overshadows every coaching achievement at Arkansas. But, that's only half the story. In sixteen years as athletic director, Arkansas has won 60 Southwest Conference titles and 11 national titles.

And while a lot has changed over the years in the Southwest conference, Frank Broyles has truly remained "Arkansas' Man for All Seasons." Frank, your enthusiasm, leadership, and love of school have made a big difference -- not only on campus but across the whole state. You've provided outstanding leadership in the N-C-A-A and in college athletics; prepared some of our nation's finest young athletes to represent the United States in the Olympics; and taught your student-athletes the importance of

a sound education. Your sportsmanship and those of your teams have been a model for all of us to follow.

Frank, Barbara joins me in wishing you continued success and the best of luck in the Ole Miss game tomorrow. I'll sleep well knowing that you're not playing Texas. Thank you for including me in this wonderful tribute and God bless you all.

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July 19, 1990  
Draft two  
Luthringer  
Title: HOSPICE

PROPOSED VIDEO MESSAGE FOR THE NATIONAL HOSPICE ORGANIZATION

It is a special pleasure for me to extend my congratulations and my appreciation to you at the First National Conference on Hospice Volunteerism. The hospice movement has grown rapidly in the past fifteen years, and now stands as a significant component of quality medical care in our nation. Volunteerism in hospices has been and will continue to be vital to successful and high quality hospice care.

Your work as a volunteer or as a volunteer director may often seem to go unnoticed or unrecognized. Of course, you can always see the effects of these important acts of caring, and that must be the greatest reward of all. But, it's nice to know that your efforts are appreciated by others outside the hospice.

There are many "points of light" in this great land of ours and you are among them. I can say, without a doubt, the work you and your colleagues do is among the most compassionate and caring of all. You help people at the most difficult time in their lives -- offering a hand to hold, practical assistance, and comfort to family members facing the loss of a loved one. Your work affirms my belief that compassion is an important part of the fabric of human existence. Einstein once said, "Only a life lived for others is worthwhile." If he is correct, and he was pretty good in most of his calculations, then you and your life's work indeed is truly of the most worthwhile.

I thank you for inviting me to join you at this historic conference and send you my deep appreciation and best wishes for continued success in your helping efforts. May God bless you.

Tron  
April 20, 1990  
Draft two  
Title: UNITED

PROPOSED 5-MINUTE VIDEO MESSAGE FOR THE UNITED WAY OF AMERICA'S  
ANNUAL KICK-OFF

Good evening, my fellow Americans. Tonight I want to talk with you about the special feelings of pride we all share.

Today, the American dream has become the world's dream. Freedom and democracy are changing people's lives from Panama to Poland. This nation's ability to make our system of equality work, our preservation of freedom, and our compassion for all people has come into full focus.

And, we can't help but feel the swell of pride as we watch countries cast off decades of tyranny and repression and feel that first breeze of liberty.

As the new, emerging democracies study America, they will ask, "How does a free society solve its human problems?" The answer is another great source of American pride -- organized community and individual volunteer efforts.

You've often heard me speak of "points of light." Those points represent each individual's ability to bring hope and compassion into the lives of others. That's what United Way is all about. It's a brilliant collection of those points of light saying to those in need, "Don't give up. We're here to help you."

For more than 100 years, local United Ways have offered help and hope to people throughout our great land. And they have served to unite our society's diverse cultures and interests.

United Way brings business, labor, education, religion, government, and so many others together to build healthy communities and to find lasting solutions to problems facing those communities.

And it works. Take Bridgeport, Connecticut, which faced a growing drug epidemic. United Way got the whole community involved and in just three short years, cocaine use dropped by 50 percent and marijuana use was cut by a third. These are the kind of results United Way is known for. And so tonight I'm especially pleased to officially kick off the 1990 community campaign managed by United Way.

Last year, local United Ways raised nearly three billion dollars thanks to your generosity. In turn, your gifts supported non-profit agencies like the Salvation Army, The Red Cross, American Cancer Society and more than 40,000 other organizations that offer help to the people who need it most.

The tremendous work carried out by these agencies provides personalized care -- care that in many cases prevents difficult problems from becoming insurmountable ones.

Through United Way, we can continue searching for cures to AIDS and heart disease. We can help compensate for the problems caused by the breakdowns of families. We can make sure all Americans are able to read and write. And we can give all children an equal chance at a successful life.

Just how important is United Way to America?

Ask the family devastated by drugs now receiving counseling to help them recover. Ask the homeless man who can get off the streets and rest in a warm bed on a cold night. Ask the teenage mother who can continue her education thanks to affordable day care. They all know the importance of United Way.

As I've often said before, our possessions are "not the measure of our lives." Investing in the lives of others is key. Our nation can't survive without it. Each of you can make an important difference in your community and I'm asking you tonight to make a commitment to do so.

Look around your community and find a cause that excites and motivates you to action. Visit your local United Way and the agencies it supports. See why your contribution is so important. Be a United Way volunteer.

Volunteerism -- helping each other in times of need -- is a unifying link in our nation's history. It has helped shape and define our country. I'm encouraging each of you to continue that tradition for your children, for your neighbors, for your community and for your country. Remember, the United Way. It brings out the best in all of us.

Thank you for joining me this evening and God bless you all.

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Tron  
April 20, 1990  
Draft one  
Title: ABC.ALT

PROPOSED PUBLIC SERVICE ANNOUNCEMENT  
ABC PROJECT PLUS

Like all fathers, I enjoyed teaching my kids to play ball and ride a bike. But reading to your children is just as important.

It doesn't take much time and will bring you and your kids closer together. It's also hard to think of anything else you can do that will help your children more // in school // or in life.

So take the time to make a difference. Read to your children.

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