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Subseries: Chron Files, 1989-1993

OA/ID Number: 13539
Folder ID Number: 13539-002

Folder Title:
Presidential Article for Ebony 9/4/90 [OA 5376]

Stack:	Row:	Section:	Shelf:	Position:
G	26	16	4	3

THE WHITE HOUSE
WASHINGTON
August 31, 1990

THE PRESIDENT'S OFFICE

1990 AUG 31 PM 5:10

MEMORANDUM FOR THE PRESIDENT

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

FROM: KRISTIN CLARK TAYLOR *KT* / COLLEEN HOEY *CH*
 OFFICE OF MEDIA RELATIONS

SUBJECT: EBONY MAGAZINE'S 45TH ANNIVERSARY EDITION

OK with changes
0-9-4

I. SUMMARY

EBONY Magazine would like to publish an article from you, on your hopes and dreams for black Americans, for their 45th anniversary edition. The magazine's circulation is 1.9 million.

II. DISCUSSION

Attached, please find a draft of the article for the November issue of Ebony. (*on the newsstands in mid-October*).

In order to meet their deadline, we would like to have your approval or revisions by Wednesday, September 5.

(Hoey)
August 29, 1990
3:00 P. M.

national
45th Anniversary of Ebony Magazine

When I returned from World War II forty-five years ago, the year Ebony was born, it was virtually unheard of for a black American to own a publication, ~~any publication.~~ Black veterans returned to a nation in which ^{in some places} segregation was mandated and "separate but equal" was still a fact of life for many. Nevertheless, one young black man dreamt of a better America, of an America where he would overcome such barriers. With a \$500 loan, using his mother's furniture as collateral, John Johnson bought and began what has now become the largest black ^{-owned} publishing company in the world. It is a testament to his resourcefulness and determination that he overcame those barriers.

In 1945, many black Americans were systematically denied basic civil rights; the right to vote, to attend the school of their choice, to sit in the front of the bus and to live in the neighborhood of their own choosing. In the almost half century since, black men and women like A. Philip Randolph, Rosa Parks, and Dr. Martin Luther King, Jr., struggled and even died to ensure that these rights, guaranteed all Americans by the Constitution, would be upheld.

Through their determination and faith, doors opened and progress was made. The Supreme Court struck down school segregation in Brown vs. Board of Education. The University of Mississippi opened its doors to blacks. Public transportation was integrated. In 1964, the Civil Rights Act became law, and

was soon followed by voting rights and open housing legislation. The singular courage of a few had become a revolution of thousands -- the Civil Rights Movement.

Through the efforts and sacrifice of many, the promise of this movement is finally being fulfilled. Today, many black men and women hold prominent positions in government, business, education and the arts. Black Americans are Cabinet members, governors, authors, and astronauts. From Dr. Louis Sullivan, Secretary of the Department of Health and Human Services; to General Colin Powell, Chairman of the Joint Chiefs of Staff, to Virginia's Governor Douglas Wilder -- all are adding their own chapter to the proud story of black courage and achievement in this country. Marva Collins continues her teaching in Chicago, Toni Morrison is a Pulitzer Prize-winning author, and Dr. Mae Jemison is an astronaut in training in Houston. These Americans have overcome barriers -- barriers of poverty and discrimination and their determination to succeed is truly inspirational.

Not long ago, I spoke to the Joint Center for Political and Economic Studies about the legacy of freedom in this nation, and on my hopes for the future. I told them that the day will come -- and it is not far off -- when the legacy of Lincoln will finally be fulfilled at 1600 Pennsylvania Avenue -- when a black man or woman will sit in the Oval Office. When that day comes, the most remarkable thing about it will be how naturally it occurs. He or she will be another President, another traveler in the continuum of freedom, representing all the people of America, representing all that is best about America.

As I look toward that future, I am optimistic. I see a country far less conscious of race and intolerant of the racial barriers that have too often divided us. Yet, even as we rejoice in the successes, in the progress achieved, we still see bigotry and racism. That is something we will not tolerate in any form. I hope and pray for the day when, in the words of Dr. Martin Luther King, Jr., all people are judged "not by the color of their skin but by the content of their character."

Strongly enforcing our civil rights laws will continue to be critical in our efforts to ensure equality in this country. To me, civil rights are not just a matter of social policy but are fundamental to our belief in the inherent equality of all men and women. No American is truly free from the poison of intolerance and hatred when the rights of one individual are threatened.

But past decades have also shown that it is not enough just to fight bigotry. We must create opportunity. The lives of the disadvantaged are affected by economic as well as social and legal barriers. Equal opportunity means that each American must have the chance to move beyond all barriers to self-reliance and success. We must strive to create a society and a government which seeks, in the words of Dr. King, "to afford all an unfettered start, and a fair chance, in the race of life."

To secure this fair chance, we must first ensure that our young people get a first rate education. That means giving them and their parents more choice in their education. Education engenders dignity and self-respect, for education is more than schooling. It is nothing less than the communication of values.

It is the strong foundation upon which our children can build their own futures. Quality education is the best way we can prepare our young people for the opportunities of tomorrow and the challenges of the next century.

But, our young people must also be confident that they will live in a nation that rewards perseverance, innovation and achievement. It is, after all, this entrepreneurial spirit which built our country and which spurred John Johnson to build a publishing empire with only \$500.

By ensuring quality education and creating opportunity, we can see a nation in which many more Americans -- black and white alike -- will own their own businesses. Having been a small business owner myself, I know it takes hard work to make a business a success, but it also brings real satisfaction.

We must continue to encourage the entrepreneurial spirit that is the backbone of our country, bringing direct economic and social benefits not only to the black community but the entire nation.

Yet, opportunity in jobs and education alone are not enough, for there is another form of discrimination caused by fear. When people, going about the normal business of their lives -- waiting for a bus, walking to a corner grocery store -- must fear for their lives, then fear has stolen a most precious possession -- freedom. And we know that freedom is the very foundation of a healthy society. Ensuring a drug-free America is the single most important step we can take to surmount this problem. Americans

must be safe in their schools, their place of business, and in their own homes. For the American family -- which is all of us -- black and white, we must eliminate the violence and destruction of drugs.

For more than four decades, Ebony has covered years of turmoil and triumph; years of courage and conviction; of anger and reconciliation. Today, with the dawn of a new millennium approaching, my hope for black Americans, for all Americans, is that we may live in a free society where all barriers to opportunity are abolished -- an America where barriers of poverty and illiteracy, of drugs and crime, of racial intolerance, no longer exist.

There can be no greater legacy each one of us can leave behind and together, that is the America we can build.

170638

Document No. _____

WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/4/90 ACTION/CONCURRENCE/COMMENT DUE BY: _____

SUBJECT: PRESIDENTIAL ARTICLE FOR EBONY MAGAZINE'S 45TH ANNIVERSARY EDITION

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input 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 type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

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

THE WHITE HOUSE

WASHINGTON

August 31, 1990

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

FROM: KRISTIN CLARK TAYLOR *KT* / COLLEEN HOEY *CH*
 OFFICE OF MEDIA RELATIONS

SUBJECT: EBONY MAGAZINE'S 45TH ANNIVERSARY EDITION

I. SUMMARY

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II. DISCUSSION

Attached, please find a draft of the article for the November issue of Ebony.

In order to meet their deadline, we would like to have your approval or revisions by Wednesday, September 5.

(Hoey)
August 29, 1990
3:00 P. M.

45th Anniversary of Ebony Magazine

When I returned from World War II forty-five years ago, the year Ebony was born, it was virtually unheard of for a black American to own a publication, any publication. Black veterans returned to a nation in which segregation was mandated and "separate but equal" was still a fact of life for many. Nevertheless, one young black man dreamt of a better America, of an America where he would overcome such barriers. With a \$500 loan, using his mother's furniture as collateral, John Johnson bought and began what has now become the largest black publishing company in the world. It is a testament to his resourcefulness and determination that he overcame those barriers.

In 1945, many black Americans were systematically denied basic civil rights; the right to vote, to attend the school of their choice, to sit in the front of the bus and to live in the neighborhood of their own choosing. In the almost half century since, black men and women like A. Philip Randolph, Rosa Parks, and Dr. Martin Luther King, Jr., struggled and even died to ensure that these rights, guaranteed all Americans by the Constitution, would be upheld.

Through their determination and faith, doors opened and progress was made. The Supreme Court struck down school segregation in Brown vs. Board of Education. The University of Mississippi opened its doors to blacks. Public transportation was integrated. In 1964, the Civil Rights Act became law, and

was soon followed by voting rights and open housing legislation. The singular courage of a few had become a revolution of thousands -- the Civil Rights Movement.

Through the efforts and sacrifice of many, the promise of this movement is finally being fulfilled. Today, many black men and women hold prominent positions in government, business, education and the arts. Black Americans are Cabinet members, governors, authors, and astronauts. From Dr. Louis Sullivan, Secretary of the Department of Health and Human Services; to General Colin Powell, Chairman of the Joint Chiefs of Staff, to Virginia's Governor Douglas Wilder -- all are adding their own chapter to the proud story of black courage and achievement in this country. Marva Collins continues her teaching in Chicago, Toni Morrison is a Pulitzer Prize-winning author, and Dr. Mae Jemison is an astronaut in training in Houston. These Americans have overcome barriers -- barriers of poverty and discrimination and their determination to succeed is truly inspirational.

Not long ago, I spoke to the Joint Center for Political and Economic Studies about the legacy of freedom in this nation, and on my hopes for the future. I told them that the day will come -- and it is not far off -- when the legacy of Lincoln will finally be fulfilled at 1600 Pennsylvania Avenue -- when a black man or woman will sit in the Oval Office. When that day comes, the most remarkable thing about it will be how naturally it occurs. He or she will be another President, another traveler in the continuum of freedom, representing all the people of America, representing all that is best about America.

As I look toward that future, I am optimistic. I see a country far less conscious of race and intolerant of the racial barriers that have too often divided us. Yet, even as we rejoice in the successes, in the progress achieved, we still see bigotry and racism. That is something we will not tolerate in any form. I hope and pray for the day when, in the words of Dr. Martin Luther King, Jr., all people are judged "not by the color of their skin but by the content of their character."

Strongly enforcing our civil rights laws will continue to be critical in our efforts to ensure equality in this country. To me, civil rights are not just a matter of social policy but are fundamental to our belief in the inherent equality of all men and women. No American is truly free from the poison of intolerance and hatred when the rights of one individual are threatened.

But past decades have also shown that it is not enough just to fight bigotry. We must create opportunity. The lives of the disadvantaged are affected by economic as well as social and legal barriers. Equal opportunity means that each American must have the chance to move beyond all barriers to self-reliance and success. We must strive to create a society and a government which seeks, in the words of Dr. King, "to afford all an unfettered start, and a fair chance, in the race of life."

To secure this fair chance, we must first ensure that our young people get a first rate education. That means giving them and their parents more choice in their education. Education engenders dignity and self-respect, for education is more than schooling. It is nothing less than the communication of values.

It is the strong foundation upon which our children can build their own futures. Quality education is the best way we can prepare our young people for the opportunities of tomorrow and the challenges of the next century.

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By ensuring quality education and creating opportunity, we can see a nation in which many more Americans -- black and white alike -- will own their own businesses. Having been a small business owner myself, I know it takes hard work to make a business a success, but it also brings real satisfaction.

We must continue to encourage the entrepreneurial spirit that is the backbone of our country, bringing direct economic and social benefits not only to the black community but the entire nation.

Yet, opportunity in jobs and education alone are not enough, for there is another form of discrimination caused by fear. When people, going about the normal business of their lives -- waiting for a bus, walking to a corner grocery store -- must fear for their lives, then fear has stolen a most precious possession -- freedom. And we know that freedom is the very foundation of a healthy society. Ensuring a drug-free America is the single most important step we can take to surmount this problem. Americans

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