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Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13570
Folder ID Number: 13570-004

Folder Title:
Video Tape 6/4/91 [OA 6034]

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Position:

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91 JUN 3 P2:50

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/3/91 ACTION/CONCURRENCE/COMMENT DUE BY: ---

VIDEO SCRIPTS FOR TAPING SESSION ON JUNE 4, 1991

SUBJECT: _____

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☐	☒
SUNUNU	☐	☐	PETERSMEYER	☐	☒
SCOWCROFT	☐	☒	PORTER	☐	☒
DARMAN	☐	☒	ROGICH	☐	☒
BRADY	☐	☒	SMITH	☐	☒
BROMLEY	☐	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
DEMAREST	☐	☒	SNOW	☐	☒
FITZWATER	☐	☒	BOSKIN	☐	☒
GRAY	☐	☒	MARTINEZ	☐	☒
HOLIDAY	☐	☒		☐	☐

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

THE WHITE HOUSE

WASHINGTON

June 3, 1991

to P
6-3
91 JUN -3 AM 10:44

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: TONY SNOW *TS*
FROM: CHRISTINA MARTIN *CM*
SUBJECT: VIDEO SCRIPTS

I. SUMMARY

Attached for your review are five video scripts. The taping session will be held on Tuesday, June 4 at 11:15 a.m. in the OEOB studio.

The scripts are for:

1. The Annual Conference of the New Hampshire Association of Police Chiefs
2. The Fifth Annual National Alliance of Business/Education Forum
3. A public service announcement for the Department of Transportation's "70 by '92" safety belt campaign
4. The 14th Congress of the International Diabetes Foundation
5. The 26th Annual Convention of the National Association of Collegiate Directors of Athletics

Sir, we are in the process of polishing your draft of the anniversary video message to Tip O'Neill.

Martin\Cawley
June 3, 1991
Draft Two
POLICE

PROPOSED VIDEO MESSAGE: NEW HAMPSHIRE ASSOCIATION OF CHIEFS OF
POLICE 1991 ANNUAL CONFERENCE

I'm pleased to have this opportunity to say a few words about the great things you in the New Hampshire Association of Chiefs of Police have done. This year, the New Hampshire Chiefs have been very active. You co-sponsored a week-long Cadet Training Academy for 14-18 year olds interested in law enforcement. You elevated the standards of professional law enforcement service to New Hampshire citizens. And through the New Hampshire Attorney General's office, and with the federal grants available for drug enforcement, you helped sustain a New Hampshire Drug Task Force. The task force, along with the D.A.R.E. program now in many of your communities, has led the state's fight against drug use.

Many of these successes have taken place under the superb leadership of Chief Arthur Bastion of Newport, New Hampshire, your outgoing president. Ursula ((Chief Bastian's wife)), you must truly be proud of this guy. My best wishes also go to the incoming President, Chief John Stimson of Newington.

Finally, let me congratulate the Association on its 50th Anniversary. Let me wish you many more years of successful service to your communities and your State of New Hampshire. Thank you and God bless.

#

Martin\Cawley
June 3, 1991
Draft Two
SCHOOLS

PROPOSED VIDEO MESSAGE FOR THE NATIONAL ALLIANCE OF BUSINESS
FIFTH ANNUAL BUSINESS/EDUCATION FORUM

One should never underestimate the dynamics of change -- the need to restructure and improve. Just as businesses across America restructure to meet the needs of their customers, so must our education system reform itself to meet the needs of today's and tomorrow's students.

Our administration has challenged the nation to reform and improve our educational system. The America 2000 strategy encourages everyone to help re-invent American education. This strategy will help transform our country from a "Nation at Risk" to a nation of life-long learners. Allow me to review quickly the four key components of this strategy:

First, for today's students, we need better and more accountable schools. This can be accomplished through an accountability package that encourages parents, teachers, schools and communities to measure and compare results -- and to insist on change when the results aren't good enough.

Second, we will use the creativity of our nation's educators, its business and community leaders to invent a new generation of Americans schools -- the best schools in the world. Our goal is to bring at least 535 such schools into operation by 1996.

Third, those of us who have left school and entered the workforce need to understand that education doesn't end when you

get a diploma. It just begins. If we want to compete successfully in an international economy, we must become a nation of lifelong learners.

I have asked the Secretaries of Labor and Education to initiate a public-private partnership to establish voluntary job-related skill standards for our nation's industries. America 2000 will promote skill clinics in each community. I will push for greater accountability in the Adult Education Act to ensure greater literacy for all Americans.

For all those adults who think their school days are over; they may just have begun. We've got to become a nation of students who recognize that learning is a lifelong process.

Finally, we will work to strengthen American values in communities throughout the nation -- strong families, parental responsibility, and neighbors committed to help each other -- in short, the type of environment where learning can happen.

My thanks to the National Alliance of Business for its commitment to quality education and America's future. I encourage all of you to be points of light in the crusade that counts most -- the crusade to prepare our children and ourselves for the exciting future that looms ahead.

God bless you and the United States of America.

((Video tape to cut in as separate piece))

Business leaders have told me over and over that the rest of the world is not just sitting idly by, waiting for America to

catch up. Our international competitors and trading partners have invested heavily in their current and future workforces. They're making serious efforts to educate and prepare the people responsible for their economic futures.

((Video tape to cut in as separate piece))

Everyone has a critical part to play. The business community must help provide the research and development teams that will help educators design our New American Schools. It must work with labor organizations, schools and parents to develop world education standards -- standards that reflect the real requirements for excellence in the competitive marketplace. These same groups ought to help create world class occupational skill standards.

It ought to factor the results of American Achievement Test into hiring decisions, and it ought to use the skill standards as tools for managing and developing workplace talent.

Most importantly, the business community must supply people resources and leadership in the crusade to reform local schools, communities and state policies.

((Video tape to cut in as separate piece))

We must work together to build an environment where all students can reach their full potential -- where teachers, administrators, and especially students have the tools necessary to learn, and more importantly, have the motivation to apply

their skills to the new and challenging situations that we will
face as we enter the 21st Century.

#

Martin\Cawley
June 3, 1991
Draft Two
SEATBLT

PROPOSED VIDEO MESSAGE: P.S.A. FOR "70 BY '92" SAFETY BELT
CAMPAIGN

You are America's greatest resource . . . the force behind
the pursuit of freedom . . . the source and heart of the American
dream.

The changes you make will affect not only you . . . but
generations to come.

So join the campaign to buckle up . . . That one simple
action can protect the greatest resource in America . . . you.

((Pause -- Close-up of safety belt and sound of buckle
being fastened.))

Please . . . use your safety belt.

#

*** NOTE: Must be read at a slow pace, pictures will be
inserted for each phrase, with the exception of the final line
which will be taped footage of the President.

Martin\Cawley
June 3, 1991
Draft Two
Diab

PROPOSED VIDEO MESSAGE FOR THE 14TH INTERNATIONAL DIABETES
FEDERATION CONGRESS

It's a pleasure to welcome all of you -- more than 6,000 delegates and participants -- to the 14th International Diabetes Federation Congress. Your work this coming week can make a big difference to the more than 13 million Americans who have diabetes, and to the millions and millions of people worldwide who suffer the terrible consequences of this disease.

I would like to take a moment to offer my congratulations to Professor Joseph Hoet [HOOT] for his leadership of the I.D.F. and to congratulate the Federation for calling worldwide attention to diabetes. Everyone must recognize the devastating toll of this serious disease -- both personal and economic.

I commend each of you for joining this week-long Congress of learning and exchanging knowledge. And let's all take note of Thursday, June 27, which I.D.F. and the World Health Organization have designated World Diabetes Day. Special events and activities will mark that occasion in Washington as well as around the world.

Finally, I salute the Congress' organizing committee and its chairman, Dr. Harold Rifkin, for their efforts in shaping this important event -- the largest-ever meeting on diabetes. This program will give Americans a better understanding of diabetes and bring us that much closer to a cure.

My best wishes and godspeed in your mission.

Proposed Presidential Video: National Association of Collegiate
Directors of Athletics

Greetings to all of you athletic directors as you gather for your 26th annual convention. I have great admiration for the work you do -- building programs that advance the causes of fitness and scholarship -- inspiring and training young college students to reach deep inside themselves and be the very best they can be.

And I'm speaking from personal experience. When I look back at my days at Yale, I realize what a lasting influence intercollegiate athletics had on me. I found a newspaper clipping from one of my first games -- it reads: "After an impressive debut, George Bush, the Eli's classy 1st baseman, is hitting .167." I liked the first part of that description, but .167 ?? Thanks to our coach, Ethan Allen, who worked with me patiently, and at the end of my last season, my average was .280. Not Great, but thanks to him, better.

I loved competing in sports at college, but college athletics are different today. In some ways you face enormous challenges and pressure to win -- and at the same time to preserve the academic integrity of your institutions. We recently introduced our "America 2000" education strategy, calling for the return of education to its proper place at the center of our kids' lives. You can help. You can ensure that our kids don't lose sight of life's real priorities.

Priorities like education -- to prepare them for the competitive challenges of the 21st Century. And -- as you well know -- priorities like the overwhelming importance of resisting any and all drugs. Our goal must be to produce scholar-athletes -- proud and fit in mind and body -- and totally drug-free.

In the 45 years since my 1st game at Yale, I've often found myself looking back at the lessons I learned at the hands of our coaches. Anything worth achieving requires hard work: There are no short cuts to excellence. Physical fitness makes for mental sharpness: When you feel good, your mind works better. Be this country's future. on Behalf of Generations of college athletes -
- Thank you.

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**Suggested Talking Points
President George Bush**

Candidate Attraction Video

When we think of service to country, we often envision those in the armed forces or those who as firemen and policemen put their lives on the line for our protection. But, patriotism comes in many forms — and one of the most challenging is serving your fellow citizens through public office.

Public office is where leaders grow, where ideals take direction on their way to improving lives. It's also the place where Republican leadership gets the chance to test its mettle, to shape the policies and create the partnerships that will move this nation forward, state by state, community by community, neighborhood by neighborhood.

During my time as President I have continued to work to advance policies that are true to our party's spirit of opportunity, family and self-determination.

But, that work has been hard — made even harder by a Congress polarized against our vision of America, an obstructionist Congress whose mission it is to thwart our own. I know you feel the same about Democrats in your own state, some of whom have had power so long they consider it their birthright. They see their jobs as keeping things the same — in a world that's ever moving ahead.

The American people deserve better leadership; and we can give it to them. But, the only way we can is to elect Republicans to office at every level, especially in the tough seats. We must challenge every incumbent and do our level best to fill open seats with Republicans.

The key factor in achieving this is quality candidates; we can make no progress without them. So, I am asking you today to make a heartfelt effort to attract and run the best candidates you can find. Put your energies into getting them elected. Then, work with them to improve your state, your town, and your community.

91 JUN -3 PM 12:09

Snow\Cawley
June 3, 1991
Draft One
RNC

PROPOSED VIDEO MESSAGE FOR THE REPUBLICAN NATIONAL COMMITTEE

We've shown a lot of Americans over the last two years that the Republican Party best supports the American ideals of strength / growth / service / and family. Now, we've got to elect Republican candidates to office at every level of government -- especially in the tough seats. Let's challenge every incumbent. Let's ^{work} try to put Republicans in every open seat.

Today, I'm asking you to help recruit the best candidates for our party in 1992, and to support their bids for office. You can bring American ideals home by bringing Republican leadership to every community -- by leading this nation forward to a better, brighter future.

#

THE WHITE HOUSE
WASHINGTON



June 10, 1991

TO: Christina Martin
FROM: Sheri Keniston *Sheri*
Secretary to Sig Rogich
RE: Tourism Video

Enclosed is the backup on the tourism video. Sig is really pushing for it to be filmed on location in California. At this time, he has not worked out the details with Scheduling.

So be prepared -- we'll let you know if we get a time.

Thank you.

2
P.S. If it doesn't work out this weekend, it will need to be filmed soon.

client Choice
product USTTA/USA
copy no. "President"
description :60
job no. 5/24/91
date

VIDEO

OPEN ON PRESIDENT BUSH AND
THE FIRST LADY WALKING ON
THE BEACH.

CUT TO SCENIC FOOTAGE:
STATUE OF LIBERTY
CALIFORNIA COAST
CALDER MOBILE IN EAST WING
LIBERTY BELL
MICKEY MOUSE
BEACH
SAXOPHONIST
ROCKIES
GRAND CANYON
REDWOODS
MOUNT RUSHMORE

RODEO
GOLDEN GATE BRIDGE
PEOPLE

DISSOLVE BACK TO THE PRESIDENT
AND MRS. BUSH ON THE BEACH.

SUPER: AMERICA, YOURS TO
DISCOVER.

AUDIO

MR. BUSH/OC: Most people think of
America as the land of opportunity.
But to those who have visited here,
it's also a land of beauty, wonder
and excitement.

VO: From New York City to the
California coast, you'll see our
culture...

Our sense of history...

Our sense of humor...

From sunny white beaches...

To red hot jazz...

From the mountains...

To the canyons...

To the majestic redwood trees...

You'll meet some interesting
people...

In some very interesting places...

You might even discover gold...

But most of all, you'll find friendly
people.

OC: Today, there are more reasons
than ever to visit America. Our
beaches, our national parks, our
great cities. And it's also an
excellent bargain. This year,
come see America.

It's yours to discover.

GRAY KIRK & EVANS

TV COPY

client
product Choice
copy no. USTTA/USA
description "President"
job no. :15/:20 Lift
date 5/24/91

VIDEO

OPEN ON PRESIDENT BUSH
AND THE FIRST LADY WALKING
ON THE BEACH.

SUPER: AMERICA, YOURS TO
DISCOVER.

AUDIO

MR. BUSH/VO:

Today, there are more reasons
than ever to visit America. Our
beaches, our national parks, our
great cities. And it's also an
excellent bargain. This year,
come see America.
It's yours to discover.

client Cholo
product USTTA/USA
copy no. "President"
description :30 Lift
job no. date 5/24/91

VIDEO

OPEN ON PRESIDENT BUSH
AND THE FIRST LADY WALKING
ON THE BEACH.

CUT TO SCENIC FOOTAGE.
DISSOLVE BACK TO THE PRESIDENT
AND MRS. BUSH ON THE BEACH.

SUPER: AMERICA, YOURS TO
DISCOVER.

AUDIO

MR. BUSH/OC: Most people think of
America as the land of opportunity.
But to those who have visited
here, it's also **VO:** a land of beauty,
wonder and excitement.
Today, there are more reasons
than ever to visit America. Our
beaches, our national parks, our
great cities.
OC: And it's also an excellent
bargain. This year, come see
America.
It's yours to discover.



UNITED STATES DEPARTMENT OF COMMERCE
Office of the Secretary
Washington, D.C. 20230

April 9, 1991

MEMORANDUM FOR

HONORABLE EDE HOLIDAY
Assistant to the President
and Secretary of the Cabinet

FROM:

Thomas J. Collamore
Assistant Secretary
and Chief of Staff

SUBJECT:

Proposal for USTTA to consult with Sig Rogich
on developing a Presidential Travel Video to
Promote International Travel to the United
States.

Last year international inbound travel contributed some \$53 billion and is a leading export earner for the United States. Unfortunately, the Gulf Crisis and the fear of terrorism, along with our economic slowdown, have dealt a crippling blow to the \$370 billion US travel industry. Surveys conducted recently with businesses promoting travel to the US indicate an average decline in sales of 27%.

In an effort to restore confidence in the travel and tourism industry, USTTA has worked very closely in recent weeks with the newly-formed GO*USA industry coalition. The activities of the coalition already include a \$6 million campaign and trade missions scheduled for this month to Japan, France and the United Kingdom.

A key component of the campaign forthcoming is a travel video which will be produced by USTTA with industry support. Featuring scenes from destinations throughout the US, the video will be used for both consumer and trade promotion in key markets for international travellers to our country.

A message from President and Mrs. Bush in the video would capitalize on the substantial post-war popularity of the President and would serve as a welcoming message from the First Family to families around the world to come and experience the hospitality and friendliness of the American people.

To explore this concept, I propose that senior Commerce and USTTA officials meet with Sig Rogich. Mr. Rogich's expertise in media and his previous involvement in tourism as an official with the State of Nevada make him uniquely qualified to evaluate this proposal and to design the most effective participation by the President. I would appreciate your consideration of this strategy for the production of a Presidential Travel Video.



UNITED STATES DEPARTMENT OF COMMERCE
United States Travel and Tourism Administration
Washington, D.C. 20230

May 24, 1991

MEMORANDUM FOR: Sig Rogich
Assistant to the President
for Public Events and Initiatives

Robert C. Hazard, Chairman & CEO
Choice Hotels International

FROM: Judd Swift JRS
Special Assistant to the Under Secretary

SUBJECT: Summary: Meeting re: USTTA Travel Video
Tuesday, May 21, 1991

Meeting Participants

Sig Rogich, Assistant to the President for Public Events and Initiatives
Bruce Zanca, Deputy Director for Public Events and Initiatives
Linda Mysliwy, Asst. Secretary for Travel and Tourism
Judd Swift, Sp. Assistant to the Under Secretary
Robert C. Hazard, Chairman & CEO, Choice Hotels International
Barry Smith, Sr. Vice President, Marketing, Choice Hotels International

Summary

Sig Rogich reviewed general guidelines and lines of communication governing production of the USTTA travel video and Presidential message. All communication with the White House regarding the Presidential message will be handled by USTTA through Judd Swift, working directly with Sig Rogich. Judd Swift and Linda Mysliwy will work with Bob Hazard and Barry Smith to coordinate submission of script proposals for the Presidential message.

All use of the video, including Presidential message(s) will be at the discretion of USTTA according to guidelines provided by the White House.

It was decided that a request would be made to produce a Presidential message adaptable for one 30-second spot and an additional 60 second spot, the latter possibly featuring both President and Mrs. Bush. Sig Rogich would submit the request and would confirm exact taping schedule to Judd Swift. The request would be made for a possible taping during the month of June. This would allow for the subsequent completion of the travel video and initiate planning and funding for USTTA/travel industry cooperative campaign in the United Kingdom.

*America.
Yours to
Discover.*

Selection of the firm to produce the video will be made by the White House with the concurrence of USTTA and the International Committee of the Go*USA Travel Industry Coalition. Directing/production of the Presidential message will be supervised by Sig Rogich and the production company. Initial ideas were exchanged regarding scripting of the message: Presidential message would be one of welcome to international visitors to experience richness and diversity of U.S. and the hospitality of American people. Message would compliment scenes of America in travel video. A possible approach would be to have initial voice-over with President, with the President on location in concluding scenes.

Linda Mysliwy will request copies of existing state/major convention and visitors bureau videos for use in developing USTTA video. Faxes will be sent to state travel directors and bureau chiefs requesting that they express mail videos to USTTA by Friday, May 31.

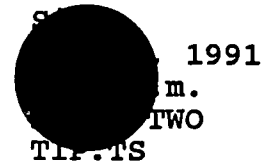
Barry Smith will forward script recommendations to Judd Swift by Friday, May 31.

THE PRESIDENT HAS SEEN

one or 2
tiny change

Great

91 JUN -3 AM 11:45



PRESIDENTIAL VIDEO: TIP O'NEILL 50TH ANNIVERSARY
ROOM 459
TUESDAY, JUNE 4, 1991

Millie, Tip: When I found out from your children that you'd be celebrating your 50th anniversary with all your family and friends, I just had to be a part of it. After all, it's still hard to say "no" to an O'Neill.

A lot of people don't realize how much Tip and I have in common, even though we served on opposite sides of the aisle. We're both from Massachusetts. \\ We both love to fish and golf. (Tip, I'm still waiting for you to join me in a round of speed golf.) And, of course, we both married women who are much too good for us. It's an understatement to say that Barbara and I have great respect for Tip and that we love Millie. We even named our dog after her. \\

You know, early in life, the Speaker made a tragic mistake. If he had become a Republican early on, he really could have amounted to a lot. His innate compassion could have shown up more. His kind and gentle nature would have been received much more warmly in the board rooms of the Fortune 500 and around the ~~Newport~~ ^{Manchester or} Back Bay cocktail circuit.

As you know, he didn't do that. He went on to rally the Democratic Party. And look at the guy: He only became one of the greatest Speakers in the history of our country.

Most people still associate Tip and ~~me~~ ^{me} with the times we sat

behind President Reagan during the State of the Union Address. What most people don't realize is how much grief those appearances caused me. Every time, Tip would crack jokes or try to start a conversation, ~~and I'd try to cut him off.~~ Yet after every speech, ~~I'd get bawled out~~ *I'm the one who'd get bawled out.* I'd get a call from my mother, saying, "Stop talking to Tip and listen to the President." \ Thanks a lot, Tip. \

I'd like to close with Tip's favorite story: the one about Mrs. O'Brien -- the high school teacher who taught him the most important political lesson of his life. The night before his first election to Congress, Mrs. O'Brien told Tip, "I'm going to vote for you, even though you didn't ask." Tip was shocked. "I've lived across the street from you for 18 years. I didn't think I had to." \ "Tom," she said, "Let me tell you something about politics. People like to be asked."

I'm sure everyone's heard that story before. But maybe you didn't know that just before going to the polls together, Tip would always ask Millie for her vote. And Millie always gave him the same answer: "Tom, I'll give you every consideration." \

Tip may have been the guy in Congress, but Millie is the real speaker of the house. \

To you, Tip and to Millie, we Bushes send our respects, our warmest best wishes, and our love. Congratulations on this very special day. May God bless you both.

#

Script OK if time OK / a 62 seconds read

Snow\Cawley
June 3, 1991
Draft Two
RNC

91 JUN -3 PM 7:09

PROPOSED VIDEO MESSAGE FOR THE REPUBLICAN NATIONAL COMMITTEE

We've shown a lot of Americans over the last two years that the Republican Party best supports the American ideals of strength / growth / service / and family. Now, we've got to elect Republican candidates to office at every level of government -- especially in the tough seats. Let's challenge every incumbent. Let's work to put Republicans in every open seat.

Public office is where leaders grow, where ideals take direction on their way to improving lives. It's also the place where Republican leadership gets the chance to test its mettle, to shape the policies and create the partnerships that will move this nation forward, state by state, community by community, neighborhood by neighborhood.

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#

#

THE PRESIDENT HAS SEEN

6/4/91

THE WHITE HOUSE

WASHINGTON

91 JUN -3 AM 10:43

June 3, 1991

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: TONY SNOW *TS*

FROM: CHRISTINA MARTIN *CM*

SUBJECT: VIDEO SCRIPTS

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I'm pleased to have this opportunity to say a few words about the great things you in the New Hampshire Association of Chiefs of Police have done. This year, the New Hampshire Chiefs have been very active. You co-sponsored a week-long Cadet Training Academy for 14-18 year olds interested in law enforcement. You elevated the standards of professional law enforcement service to New Hampshire citizens. And through the New Hampshire Attorney General's office, and with the federal grants available for drug enforcement, you helped sustain a New Hampshire Drug Task Force. The task force, along with the D.A.R.E. program now in many of your communities, has led the state's fight against drug use.

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June 3, 1991
Draft Two
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FIFTH ANNUAL BUSINESS/EDUCATION FORUM

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My thanks to the National Alliance of Business for its commitment to quality education and America's future. I encourage all of you to be points of light in the crusade that counts most -- the crusade to prepare our children and ourselves for the exciting future that looms ahead.

God bless you and the United States of America.

((Video tape to cut in as separate piece))

Business leaders have told me over and over that the rest of the world is not just sitting idly by, waiting for America to

catch up. Our international competitors and trading partners have invested heavily in their current and future workforces. They're making serious efforts to educate and prepare the people responsible for their economic futures.

((Video tape to cut in as separate piece))

Everyone has a critical part to play. The business community must help provide the research and development teams that will help educators design our New American Schools. It must work with labor organizations, schools and parents to develop world education standards -- standards that reflect the ☒ real requirements for excellence in the competitive marketplace. These same groups ought to help create world class occupational skill standards.

It ought to factor the results of American Achievement Test ☒ into hiring decisions, and it ought to use the skill standards as tools for managing and developing workplace talent.

☒ Most importantly, the business community must supply people resources and leadership in the crusade to reform local schools, communities and state policies.

((Video tape to cut in as separate piece))

We must work together to build an environment where all students can reach their full potential -- where teachers, administrators, and especially students have the tools necessary to learn, and more importantly, have the motivation to apply

their skills to the new and challenging situations that we will face as we enter the 21st Century.

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Martin\Cawley
June 3, 1991
Draft Two
SEATBLT

PROPOSED VIDEO MESSAGE: P.S.A. FOR "70 BY '92" SAFETY BELT
CAMPAIGN

You are America's greatest resource . . . the force behind
the pursuit of freedom . . . the source and heart of the American
dream.

✓ The changes you make will affect not only you . . . but
generations to come.

✓ So join the campaign to buckle up . . . That one simple
action can protect the greatest resource in America . . . you.

((Pause -- Close-up of safety belt and sound of buckle
being fastened.))

Please . . . use your safety belt.

#

*** NOTE: Must be read at a slow pace, pictures will be
inserted for each phrase, with the exception of the final line
which will be taped footage of the President.

Martin\Cawley
June 3, 1991
Draft Two
Diab

PROPOSED VIDEO MESSAGE FOR THE 14TH INTERNATIONAL DIABETES
FEDERATION CONGRESS

It's a pleasure to welcome all of you -- more than 6,000 delegates and participants -- to the 14th International Diabetes Federation Congress. Your work this coming week can make a big difference to the more than 13 million Americans who have diabetes, and to the millions and millions of people worldwide who suffer the terrible consequences of this disease.

✓ I would like to take a moment to offer my congratulations to Professor Joseph Hoet [HOOT] for his leadership of the I.D.F. and to congratulate the Federation for calling worldwide attention to diabetes. Everyone must recognize the devastating toll of this serious disease -- both personal and economic.

✓ I commend each of you for joining this week-long Congress of learning and exchanging knowledge. And let's all take note of Thursday, June 27, which I.D.F. and the World Health Organization have designated World Diabetes Day. Special events and activities will mark that occasion in Washington as well as around the world.

Finally, I salute the Congress' organizing committee and its chairman, Dr. Harold Rifkin, for their efforts in shaping this important event -- the largest-ever meeting on diabetes. This program will give Americans a better understanding of diabetes and bring us that much closer to a cure.

My best wishes and godspeed in your mission.

Proposed Presidential Video: National Association of Collegiate
Directors of Athletics

Greetings to all of you athletic directors as you gather for your 26th annual convention. I have great admiration for the work you do -- building programs that advance the causes of fitness and scholarship -- inspiring and training young college students to reach deep inside themselves and be the very best they can be.

And I'm speaking from personal experience. When I look back at my days at Yale, I realize what a lasting influence intercollegiate athletics had on me. I found a newspaper clipping from one of my first games -- it reads: "After an impressive debut, George Bush, the Eli's classy 1st baseman, is hitting .167." I liked the first part of that description, but .167 ?? Thanks to our coach, Ethan Allen, who worked with me patiently, and at the end of my last season, my average was .280. Not Great, but thanks to him, better.

I loved competing in sports at college, but college athletics are different today. In some ways you face enormous challenges and pressure to win -- and at the same time to preserve the academic integrity of your institutions. We recently introduced our "America 2000" education strategy, calling for the return of education to its proper place at the center of our kids' lives. You can help. You can ensure that our kids don't lose sight of life's real priorities.

Priorities like education -- to prepare them for the competitive challenges of the 21st Century. And -- as you well know -- priorities like the overwhelming importance of resisting any and all drugs. Our goal must be to produce scholar-athletes -- proud and fit in mind and body -- and totally drug-free.

In the 45 years since my 1st game at Yale, I've often found myself looking back at the lessons I learned at the hands of our coaches. Anything worth achieving requires hard work: There are no short cuts to excellence. Physical fitness makes for mental sharpness: When you feel good, your mind works better. Be this country's future. on Behalf of Generations of college athletes -
- Thank you.

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THE WHITE HOUSE

WASHINGTON

June 3, 1991

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: TONY SNOW *TS*
FROM: CHRISTINA MARTIN *CM*
SUBJECT: VIDEO SCRIPTS

I. SUMMARY

Attached for your review are five video scripts. The taping session will be held on Tuesday, June 4 at 11:15 a.m. in the OEOB studio.

The scripts are for:

1. The Annual Conference of the New Hampshire Association of Police Chiefs
2. The Fifth Annual National Alliance of Business/Education Forum
3. A public service announcement for the Department of Transportation's "70 by '92" safety belt campaign
4. The 14th Congress of the International Diabetes Foundation
5. The 26th Annual Convention of the National Association of Collegiate Directors of Athletics

Sir, we are in the process of polishing your draft of the anniversary video message to Tip O'Neill.

Martin\Cawley
June 3, 1991
Draft Two
POLICE

PROPOSED VIDEO MESSAGE: NEW HAMPSHIRE ASSOCIATION OF CHIEFS OF
POLICE 1991 ANNUAL CONFERENCE

I'm pleased to have this opportunity to say a few words about the great things you in the New Hampshire Association of Chiefs of Police have done. This year, the New Hampshire Chiefs have been very active. You co-sponsored a week-long Cadet Training Academy for 14-18 year olds interested in law enforcement. You elevated the standards of professional law enforcement service to New Hampshire citizens. And through the New Hampshire Attorney General's office, and with the federal grants available for drug enforcement, you helped sustain a New Hampshire Drug Task Force. The task force, along with the D.A.R.E. program now in many of your communities, has led the state's fight against drug use.

Many of these successes have taken place under the superb leadership of Chief Arthur Bastion of Newport, New Hampshire, your outgoing president. Ursula ((Chief Bastian's wife)), you must truly be proud of this guy. My best wishes also go to the incoming President, Chief John Stimson of Newington.

Finally, let me congratulate the Association on its 50th Anniversary. Let me wish you many more years of successful service to your communities and your State of New Hampshire. Thank you and God bless.

#

Martin\Cawley
June 3, 1991
Draft Two
SCHOOLS

PROPOSED VIDEO MESSAGE FOR THE NATIONAL ALLIANCE OF BUSINESS
FIFTH ANNUAL BUSINESS/EDUCATION FORUM

One should never underestimate the dynamics of change -- the need to restructure and improve. Just as businesses across America restructure to meet the needs of their customers, so must our education system reform itself to meet the needs of today's and tomorrow's students.

Our administration has challenged the nation to reform and improve our educational system. The America 2000 strategy encourages everyone to help re-invent American education. This strategy will help transform our country from a "Nation at Risk" to a nation of life-long learners. Allow me to review quickly the four key components of this strategy:

First, for today's students, we need better and more accountable schools. This can be accomplished through an accountability package that encourages parents, teachers, schools and communities to measure and compare results -- and to insist on change when the results aren't good enough.

Second, we will use the creativity of our nation's educators, its business and community leaders to invent a new generation of Americans schools -- the best schools in the world. Our goal is to bring at least 535 such schools into operation by 1996.

Third, those of us who have left school and entered the workforce need to understand that education doesn't end when you

get a diploma. It just begins. If we want to compete successfully in an international economy, we must become a nation of lifelong learners.

I have asked the Secretaries of Labor and Education to initiate a public-private partnership to establish voluntary job-related skill standards for our nation's industries. America 2000 will promote skill clinics in each community. I will push for greater accountability in the Adult Education Act to ensure greater literacy for all Americans.

For all those adults who think their school days are over; they may just have begun. We've got to become a nation of students who recognize that learning is a lifelong process.

Finally, we will work to strengthen American values in communities throughout the nation -- strong families, parental responsibility, and neighbors committed to help each other -- in short, the type of environment where learning can happen.

My thanks to the National Alliance of Business for its commitment to quality education and America's future. I encourage all of you to be points of light in the crusade that counts most -- the crusade to prepare our children and ourselves for the exciting future that looms ahead.

God bless you and the United States of America.

((Video tape to cut in as separate piece))

Business leaders have told me over and over that the rest of the world is not just sitting idly by, waiting for America to

catch up. Our international competitors and trading partners have invested heavily in their current and future workforces. They're making serious efforts to educate and prepare the people responsible for their economic futures.

((Video tape to cut in as separate piece))

Everyone has a critical part to play. The business community must help provide the research and development teams that will help educators design our New American Schools. It must work with labor organizations, schools and parents to develop world education standards -- standards that reflect the real requirements for excellence in the competitive marketplace. These same groups ought to help create world class occupational skill standards.

It ought to factor the results of American Achievement Test into hiring decisions, and it ought to use the skill standards as tools for managing and developing workplace talent.

Most importantly, the business community must supply people resources and leadership in the crusade to reform local schools, communities and state policies.

((Video tape to cut in as separate piece))

We must work together to build an environment where all students can reach their full potential -- where teachers, administrators, and especially students have the tools necessary to learn, and more importantly, have the motivation to apply

their skills to the new and challenging situations that we will face as we enter the 21st Century.

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Martin\Cawley
June 3, 1991
Draft Two
SEATBLT

PROPOSED VIDEO MESSAGE: P.S.A. FOR "70 BY '92" SAFETY BELT
CAMPAIGN

You are America's greatest resource . . . the force behind
the pursuit of freedom . . . the source and heart of the American
dream.

The changes you make will affect not only you . . . but
generations to come.

So join the campaign to buckle up . . . That one simple
action can protect the greatest resource in America . . . you.

((Pause -- Close-up of safety belt and sound of buckle
being fastened.))

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inserted for each phrase, with the exception of the final line
which will be taped footage of the President.

Martin\Cawley
June 3, 1991
Draft Two
Diab

PROPOSED VIDEO MESSAGE FOR THE 14TH INTERNATIONAL DIABETES
FEDERATION CONGRESS

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Finally, I salute the Congress' organizing committee and its chairman, Dr. Harold Rifkin, for their efforts in shaping this important event -- the largest-ever meeting on diabetes. This program will give Americans a better understanding of diabetes and bring us that much closer to a cure.

My best wishes and godspeed in your mission.

Proposed Presidential Video: National Association of Collegiate
Directors of Athletics

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- Thank you.

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WHITE HOUSE STAFFING MEMORANDUM

91 MAY 30 10:00

DATE: 5/30/91

ACTION/CONCURRENCE/COMMENT DUE BY: COB, FRIDAY, MAY 31

PRESIDENTIAL VIDEO TAPING: 1. 14th International Diabetes Federation Cong.
2. New Hampshire Assoc. of Chiefs of Police 1991
Annual Conference

SUBJECT:

3. National Alliance of Business
4. PSA for "70 by 92" Safety Belt Campaign

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	PETERSMEYER	☒	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BRADY	☐	☒	SMITH N/C	☒	☐
BROMLEY	☐	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
DEMAREST	☒	☐	SNOW	☒	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐	MARTINEZ N/C	☒	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please provide comments/edits on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office NO LATER THAN COB, FRIDAY, MAY 31. Thank you.

RESPONSE:

MASTER

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

Martin\Cawley
March 27, 1991
Draft One
SEATBLT

PROPOSED VIDEO MESSAGE: P.S.A. FOR "70 BY '92" SAFETY-BELT
CAMPAIGN

You are America's greatest resource . . . the force behind
the pursuit of freedom . . . and the American dream.

The changes you make will affect not only you . . . but
generations to come.

~~(You can make this country greater . . . by making yourself
better first.)~~ *Rogich*

And you are ~~joining~~ the campaign to buckle up . . . ~~because~~
that one simple action can protect the greatest resource in
America . . . you.

((Pause -- Close-up of ~~seatbelt~~ *safety* and sound of buckle
being fastened.))

Please . . . use your ~~seatbelt~~ *safety*.

#

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inserted for each phrase, with the exception of the final line
which will be taped footage of the President.

91 MAY 29 PM 8:19

Martin\Cawley
May 29, 1991
Draft One
Diab

PROPOSED VIDEO MESSAGE FOR THE 14TH INTERNATIONAL DIABETES
FEDERATION CONGRESS

It's a pleasure to welcome all of you -- more than 6,000 delegates and participants -- to the 14th International Diabetes Federation Congress. Your work this coming week can make a big difference to the more than ¹³~~14~~ million Americans who have HHS diabetes, and to the more than 120 million people worldwide who suffer the terrible consequences of this disease. → HHS cannot verify

I would like to take a moment to offer my congratulations to Professor Joseph Hoet [HOOT] for his leadership of the I.D.F. and to congratulate the Federation for calling worldwide attention to diabetes. Everyone must recognize the devastating toll of this serious disease -- both personal and economic.

I commend each of you for joining this week-long Congress of learning and exchanging knowledge. And let's all take note of Thursday, June 27, which I.D.F. and the World Health Organization have designated World Diabetes Day. Special events and activities will mark that occasion in Washington as well as around the world.

Finally, I salute the Congress' organizing committee and its chairman, Dr. Harold Rifkin, for their efforts in shaping this important event -- the largest-ever meeting on diabetes. This program will give Americans a better understanding of diabetes and bring us that much closer to a cure.

My best wishes and godspeed in your mission.

Martin\Cawley
May 29, 1991
Draft One
POLICE

PROPOSED VIDEO MESSAGE: NEW HAMPSHIRE ASSOCIATION OF CHIEFS OF
POLICE 1991 ANNUAL CONFERENCE

I'm pleased to have this opportunity to say a few words about the great things you in the New Hampshire Association of Chiefs of Police have done. This year ~~alone~~, ^(DOJ) the New Hampshire Chiefs have been very active ~~in legislative affairs~~. ^(DOJ) You co-sponsored a week-long Cadet Training Academy for 14-18 year olds interested in law enforcement. You elevated the standards of professional law enforcement service to New Hampshire citizens. And through the New Hampshire Attorney General's office, and with the federal grants available for drug enforcement, you helped sustain a New Hampshire Drug Task Force. The task force along with the D.A.R.E. program now in many of your communities, has led the state's fight against drug use.

Many of these successes have taken place under the superb leadership of Chief Arthur Bastian ^(Bastian) of Newport, New Hampshire, your outgoing president. Ursula (Chief Bastian's wife), you must truly be proud of this guy. My best wishes also go to the incoming President, Chief John Stimson of Newington.

Finally, let me congratulate the Association on its 50th Anniversary. Let me wish you many more years of successful service to your communities and your State of New Hampshire. Thank you and God bless.

#

(DOJ)

Martin\Cawley
May 29, 1991
Draft One
SCHOOLS

PROPOSED VIDEO MESSAGE FOR THE NATIONAL ALLIANCE OF BUSINESS
FIFTH ANNUAL BUSINESS/EDUCATION FORUM

One should never underestimate the dynamics of change -- the need to restructure and improve. Just as businesses across America restructure to meet the needs of their customers, so must our education system reform itself to meet the needs of today's and tomorrow's students.

Our administration has challenged the nation to reform and improve our educational system. The America 2000 strategy encourages everyone to help re-invent American education. This strategy will help transform our country from a "Nation at Risk" to a nation of life-long learners. Allow me to review quickly the four key components of this strategy:

First, for today's students, we need better and more accountable schools. This can be accomplished through an accountability package that encourages parents, teachers, schools and communities to measure and compare schools -- and to insist on change when the results aren't good enough.

Second, we will use the creativity of our nation's educators, ^{ITS} and business and community leaders to invent a new generation of Americans schools -- the best schools in the world. Our goal is to bring at least 535 such schools into operation by 1996.

Third, I have asked the Secretaries of Labor and Education to initiate a public-private partnership to establish job-related

voluntary

- McClure

Union
responsibility
(DOL)

skill standards for our nation's industries. America 2000 will promote skill clinics in each community. I will work with Congress and the nation's governors to enact sound literacy and adult education legislation.

For all those adults who think their school days are over; they may just have begun. We've got to become a nation of students who recognize that learning is a lifelong process.

Finally, we will work to ^{strengthen (SOL)} ~~revive~~-American values in communities throughout the nation -- strong families, parental responsibility, and neighbors committing to help each other. ^{in short} ~~It~~ ^{the type of} ~~is only in an environment such as this that~~ learning can happen. ^{where (Porter)}

My gratitude goes to the National Alliance of Business for its commitment to quality education and America's future. And I ^{delete} wish you every success in your endeavors to help our nation ^{replace} regain its prominence in today's competitive world. God bless ^{with} you and the United States of America.

((Video tape to cut in as separate piece))

NO
Take
Porter's
revision

In such an environment the most positive learning takes place.

Business leaders have told me over and over that the rest of the world is not just sitting idly by, waiting for America to catch up. Our international competitors and trading partners are undertaking serious efforts at education improvement.

((Video tape to cut in as separate piece))

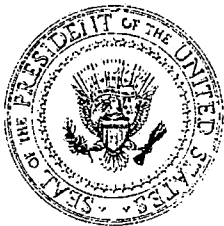
Everyone has a critical part to play. The business community must provide the research and development teams that ^{help (Porter)}

will help educators design our New American Schools. It will develop and use its own skill standards and use the American Achievement Tests in hiring decisions. Most importantly, the business community must provide people, ~~and~~ ^{and leadership} resources to help (OMB) bring about needed change in local schools, communities and state policies.

((Video tape to cut in as separate piece))

We must work together to build an environment where all students can reach their full potential -- where teachers, administrators, and especially students have the tools necessary to learn, and more importantly, have the motivation to apply their skills to the new and challenging situations that we will face as we enter the 21st Century.

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of the Fortune 500

Tip Oneill

Let me say a word about the pSEAKER. eARLY ON IN LIFE HE MADE HE MADE A TRAGIC MISTAKE. iF HE HAD BECOME A rEPULICAN EARLY ON HE COULD REALLY HAVE AMOUNTED TO A LOT. his INNATE COMPASSION COULD HAVE SHOWN UP MORE. his KIND AND gENTLE nATURE WOULD HAVE BEEN RECEIVED MUCH BETTER IN THE board rooms AND AROUND THE nEWPORT, bACK bAY cOCKTAINL CIRCUIT.

~~HE~~ HE DIDN'T DO THAT. he WENT ON TO RALLY THE dOMOCRATIC pARTY AND LOOK AT THE GUY.

he ONLY BECAME ONE OF THE GREATEST sPEAKERS IN THE HISTORY OF OUR COUNTRY.

iT'S AN UNDERSTATEMENT TO SDAY THAT bARBARA AND i HAVE GREAT rESPECT FOR tIP AND THAT WE LOVE MILLIE. WE EVEN NAMED OUR dog AFTER HER.

to YOU, tIP AND TO mILLIE WE bUSHED SEND OUR RESPECTS, OUR WARMEST BEST WISHES AND OUR LOVE. CONGBRATULATIONS ON THSI VERY SPECIAL DAY. and mAY gOD BLESS YOU bOPTH.

FROM THE PRESIDENT

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/30/91

ACTION/CONCURRENCE/COMMENT DUE BY: COB, FRIDAY, MAY 31

PRESIDENTIAL VIDEO TAPING: 1. 14th International Diabetes Federation Cong
2. New Hampshire Assoc. of Chiefs of Police 199
Annual ConferenceSUBJECT: 3. National Alliance of Business
4. PSA for "70 by 92" Safety Belt Campaign

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	PETERSMEYER	☒	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BRADY	☐	☒	SMITH	☒	☐
BROMLEY	☐	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐	MARTINEZ	☒	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

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RESPONSE:

See comments. Thanks.

 Paul Korfonta
 05/31/91

 PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

1

Martin\Cawley
March 27, 1991
Draft One
SEATBLT

PROPOSED VIDEO MESSAGE: P.S.A. FOR "70 BY '92" SAFETY-BELT
CAMPAIGN

You are America's greatest resource . . . the force behind
the pursuit of freedom . . . and the American dream.

The changes you make will affect not only you . . . but
generations to come.

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better first.

And you are joining the campaign to buckle up . . . because
that one simple action can protect the greatest resource in
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being fastened.))

Please . . . use your seatbelt.

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#2

91 MAY 29 PM 8:19

Martin\Cawley
May 29, 1991
Draft One
Diab

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FEDERATION CONGRESS

✓ (HAS)
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3

Martin\Cawley
May 29, 1991
Draft One
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Finally, let me congratulate the Association on its 50th Anniversary. Let me wish you many more years of successful service to your communities and your ^(DOJ) State of New Hampshire. Thank you and God bless.

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#4

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May 29, 1991
Draft One
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(labor)
Why not include
'union
responsibility'
as well?

skill standards for our nation's industries. America 2000 will promote skill clinics in each community. I will work with Congress and the nation's governors to enact sound literacy and adult education legislation.

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(Labor)
General Comment:
Believe we have "American values" in this country. Maybe "strengthen instead of revive."

(Labor)

delete

Add

In such an environment the most positive learning takes place

(Labor)

will the business community provide this "alone?"

will help educators design our New American Schools. It will develop and use its own skill standards and use the American Achievement Tests in hiring decisions. Most importantly, the business community must provide people and resources to help bring about needed change in local schools, communities and state policies.

((Video tape to cut in as separate piece))

We must work together to build an environment where all students can reach their full potential -- where teachers, administrators, and especially students have the tools necessary to learn, and more importantly, have the motivation to apply their skills to the new and challenging situations that we will face as we enter the 21st Century.

#

Christina,

The following comments were made by Labor's Employment and Training Section. Because they suggest substantial reworking of certain paragraphs, I decided to send you a copy of their FAX. The comments concern the National Alliance of Business video.

Thanks. Paul Korfonta.

x6630

We suggest that the last paragraph on the first page and the first paragraph on the second page be revised to read as follows:

"Third, for those of us who are already out of school and in the work force, we must keep learning if we are to live and work successfully in today's world. We've got to become a nation of students who recognize that learning is a lifelong process.

Secretary Martin, in close coordination with Secretary Alexander, will provide the leadership necessary to transform America into a nation of students. She will enlist business, labor and education in developing a public-private partnership to establish job-related skill standards for our nation's industries. America 2000 will promote skill clinics in each community. I will push for greater accountability in the Adult Education Act to advance the goal of improving literacy for all Americans."

We suggest that the third paragraph on page 2 be revised to read as follows:

"My thanks go to the National Alliance of Business for its commitment to quality education and America's future. I ask all of you to be points of light in the crusade that counts most -- the crusade to prepare our children and ourselves for the exciting future that looms ahead."

We suggest that the fourth paragraph on page 2 be revised to read as follows:

"Business leaders have told me over and over that the rest of the world is not just sitting idly by, waiting for America to catch up. Our international competitors and trading partners are making significant investments in their current and future workforce."

We suggest that the paragraph on the bottom of page 2 and the top of page 3 be revised to read as follows:

"Everyone has a critical part to play. The business community must provide the reasearch and development teams that will help educators design our New American Schools. Business must participate with labor, schools, and parents in developing world education standards vthat reflect the knowledge and skills needed for succes in the new workplace. It should use American Achievement Tests in hiring decisions. Business must also work with unions and education providers to set world class occupational skills standards and use them in managing human resources. Most importantly, the business community must provide people and resources to help bring about needed change in local schools, communities and state policies.

THE WHITE HOUSE

WASHINGTON

June 3, 1991

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
 TONY SNOW

FROM: CHRISTINA MARTIN

SUBJECT: VIDEO SCRIPTS

I. SUMMARY

Attached for your review are six video scripts. The taping session will be held on Tuesday, June 4 at 11:15 a.m. in the OEOB studio.

The scripts are for:

1. The Annual Conference of the New Hampshire Association of Police Chiefs
2. The Fifth Annual National Alliance of Business/Education Forum
3. A public service announcement for the Department of Transportation's "70 by '92" safety belt campaign
4. The 14th Congress of the International Diabetes Foundation
5. An anniversary message to Tip O'Neill and his wife
6. The 26th Annual Convention of the National Association of Collegiate Directors of Athletics

THE WHITE HOUSE
WASHINGTON

Date:

5/31/91

91 MAY 31 P3

TO:

Nancy

FROM:

CLARK KENT ERVIN
Office of National Service
Room 100, OEOB
x6266

CICE

- ☐ Action
- ☐ Your Comment
- ☐ Let's Talk
- ☒ FYI

Attached are our comments on
the POTUS videotape scripts.

Clark Kent Ervin
Room 100

Due at C.O.B. Today! ✓

Martin\Cawley
May 29, 1991
Draft One
Diab

15

PROPOSED VIDEO MESSAGE FOR THE 14TH INTERNATIONAL DIABETES
FEDERATION CONGRESS

It's a pleasure to welcome all of you -- more than 6,000 delegates and participants -- to the 14th International Diabetes Federation Congress. Your work this coming week can make a big difference to the more than 14 million Americans who have diabetes, and to the more than 120 million people worldwide who suffer the terrible consequences of this disease.

I would like to take a moment to offer my congratulations to Professor Joseph Hoet [HOOT] for his leadership of the I.D.F. and to congratulate the Federation for calling worldwide attention to diabetes. Everyone must recognize the devastating toll of this serious disease -- both personal and economic.

I commend each of you for joining this week-long Congress of learning and exchanging knowledge. And let's all take note of Thursday, June 27, which I.D.F. and the World Health Organization have designated World Diabetes Day. Special events and activities will mark that occasion in Washington as well as around the world.

Finally, I salute the Congress' organizing committee and its chairman, Dr. Harold Rifkin, for their efforts in shaping this important event -- the largest-ever meeting on diabetes. This program will give Americans a better understanding of diabetes and bring us that much closer to a cure.

My best wishes and Godspeed in your mission.

Martin\Cawley
May 29, 1991
Draft One
POLICE

PROPOSED VIDEO MESSAGE: NEW HAMPSHIRE ASSOCIATION OF CHIEFS OF
POLICE 1991 ANNUAL CONFERENCE

I'm pleased to have this opportunity to say a few words about the great things you in the New Hampshire Association of Chiefs of Police have done. This year alone, the New Hampshire Chiefs have been very active in legislative affairs. You co-sponsored a week-long Cadet Training Academy for 14-18 year olds interested in law enforcement. You elevated the standards of professional law enforcement service to New Hampshire citizens. And through the New Hampshire Attorney General's office, and with the federal grants available for drug enforcement, you helped sustain a New Hampshire Drug Task Force. The task force along with the D.A.R.E. program now in many of your communities, has led the state's fight against drug use. (2) ✓

Many of these successes have taken place under the superb leadership of Chief Arthur Bastian of Newport, New Hampshire, your outgoing president. Ursula (Chief Bastian's wife), you must truly be proud of this guy. My best wishes also go to the incoming President, Chief John Stimson of Newington.

Finally, let me congratulate the Association on its 50th Anniversary. Let me wish you many more years of successful service to your communities and your state of New Hampshire. Thank you and God bless.

#

Martin\Cawley
May 29, 1991
Draft One
SCHOOLS

PROPOSED VIDEO MESSAGE FOR THE NATIONAL ALLIANCE OF BUSINESS
FIFTH ANNUAL BUSINESS/EDUCATION FORUM

One should never underestimate the dynamics of change -- the need to restructure and improve. Just as businesses across America restructure to meet the needs of their customers, so must our education system reform itself to meet the needs of today's and tomorrow's students.

Our administration has challenged the nation to reform and improve our educational system. The America 2000 strategy encourages everyone to help re-invent American education. This strategy will help transform our country from a "Nation at Risk" to a nation of life-long learners. Allow me to review quickly ^{the} the four key components of this strategy: 5/29

First, for today's students, we need better and more accountable schools. This can be accomplished through an accountability package that encourages parents, teachers, schools and communities to measure and compare schools -- and to insist on change when the results aren't good enough.

Second, we will use the creativity of our nation's educators, and business and community leaders to invent a new generation of Americans schools -- the best schools in the world. Our goal is to bring at least 535 such schools into operation by 1996.

Third, I have asked the Secretaries of Labor and Education to initiate a public-private partnership to establish job-related

skill standards for our nation's industries. America 2000 will promote skill clinics in each community. I will work with Congress and the nation's governors to enact sound literacy and adult education legislation.

For all those adults who think their school days are over; they may just have begun. We've got to become a nation of students who recognize that learning is a lifelong process.

Finally, we will work to revive American values in communities throughout the nation -- strong families, parental responsibility, and neighbors committing to help each other. It is only in an environment such as this that learning can happen.

My gratitude goes to the National Alliance of Business for its commitment to quality education and America's future. And I wish you every success in your endeavors to help our nation regain its prominence in today's competitive world. God bless you and the United States of America.

Premiere
((Video tape to cut in as separate piece))

Business leaders have told me over and over that the rest of the world is not just sitting idly by, waiting for America to catch up. Our international competitors and trading partners are undertaking serious efforts at education improvement.

((Video tape to cut in as separate piece))

Everyone has a critical part to play. The business community must provide the research and development teams that

will help educators design our New American Schools. It will develop and use its own skill standards and use the American Achievement Tests in hiring decisions. Most importantly, the business community must provide people and resources to help bring about needed change in local schools, communities and state policies.

((Video tape to cut in as separate piece))

We must work together to build an environment where all students can reach their full potential -- where teachers, administrators, and especially students have the tools necessary to learn, and more importantly, have the motivation to apply their skills to the new and challenging situations that we will face as we enter the 21st Century.

#

Martin\Cawley
March 27, 1991
Draft One
SEATBLT

PROPOSED VIDEO MESSAGE: P.S.A. FOR "70 BY '92" SAFETY BELT
CAMPAIGN

You are America's greatest resource . . . the force behind
the pursuit of freedom . . . and the American dream.

The changes you make will affect not only you . . . but
generations to come.

You can make this country greater . . . by making yourself
better first.

And you are joining the campaign to buckle up . . . because
that one simple action can protect the greatest resource in
America . . . you.

((Pause -- Close-up of seatbelt and sound of buckle
being fastened.))

Please . . . use your seatbelt.

#

*** NOTE: Must be read at a slow pace, pictures will be
inserted for each phrase, with the exception of the final line
which will be taped footage of the President.

Document No. 241818

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/30/91ACTION/CONCURRENCE/COMMENT DUE BY: COB, FRIDAY, MAY 31

PRESIDENTIAL VIDEO TAPING: 1. 14th International Diabetes Federation Congr
 2. New Hampshire Assoc. of Chiefs of Police 199.
 Annual Conference
 3. National Alliance of Business
 4. PSA for "70 by 92" Safety Belt Campaign

SUBJECT: _____

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	PETERSMEYER	☒	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BRADY	☐	☒	SMITH	☒	☐
BROMLEY	☐	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐	MARTINEZ	☒	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please provide comments/edits on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office NO LATER THAN COB, FRIDAY, MAY 31. Thank you.

RESPONSE: _____

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

Martin\Cawley
March 27, 1991
Draft One
SEATBLT

PROPOSED VIDEO MESSAGE: P.S.A. FOR "70 BY '92" SAFETY-BELT
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The changes you make will affect not only you . . . but
generations to come.

~~You can make this country greater . . . by making yourself
better first.~~ **REDUNDANT - CAN DELETE**

~~And you are~~ joining the campaign to buckle up . . . because
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PUSHED TIME WISE

91 MAY 29 PM 8:19

Martin\Cawley
May 29, 1991
Draft One
Diab

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FEDERATION CONGRESS

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I would like to take a moment to offer my congratulations to Professor Joseph Hoet [HOOT] for his leadership of the I.D.F. and to congratulate the Federation for calling worldwide attention to diabetes. Everyone must recognize the devastating toll of this serious disease -- both personal and economic.

I commend each of you for joining this week-long Congress of learning and exchanging knowledge. And let's all take note of Thursday, June 27, which I.D.F. and the World Health Organization have designated World Diabetes Day. Special events and activities will mark that occasion in Washington as well as around the world.

Finally, I salute the Congress' organizing committee and its chairman, Dr. Harold Rifkin, for their efforts in shaping this important event -- the largest-ever meeting on diabetes. This program will give Americans a better understanding of diabetes and bring us that much closer to a cure.

My best wishes and godspeed in your mission.

OK

Martin/Cawley
May 29, 1991
Draft One
POLICE

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Many of these successes have taken place under the superb leadership of Chief Arthur Bastian of Newport, New Hampshire, ^(Pronunciation) your outgoing president. Ursula (Chief Bastian's wife), you must truly be proud of this guy. My best wishes also go to the incoming President, Chief John Stimson of Newington.

Finally, let me congratulate the Association on its 50th Anniversary. Let me wish you many more years of successful service to your communities and your state of New Hampshire. Thank you and God bless.

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OK

Martin\Cawley
May 29, 1991
Draft One
SCHOOLS

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Our administration has challenged the nation to reform and improve our educational system. The America 2000 strategy encourages everyone to help re-invent American education. This strategy will help transform our country from a "Nation at Risk" to a nation of life-long learners. Allow me to review quickly the four key components of this strategy:

First, for today's students, we need better and more accountable schools. This can be accomplished through an accountability package that encourages parents, teachers, schools and communities to measure and compare schools -- and to insist on change when the results aren't good enough.

Second, we will use the creativity of our nation's educators, and business and community leaders to invent a new generation of American schools -- the best schools in the world. Our goal is to bring at least 535 such schools into operation by 1996.

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OK

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((Video tape to cut in as separate piece))

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#

Martin\Cawley
March 27, 1991
Draft One
SEATBLT

PROPOSED VIDEO MESSAGE: P.S.A. FOR "70 BY '92" SAFETY BELT
CAMPAIGN

You are America's greatest resource . . . the force behind
the pursuit of freedom . . . and the American dream.

The changes you make will affect not only you . . . but
generations to come.

You can make this country greater . . . by making yourself
better first.

And you are joining the campaign to buckle up . . . because
that one simple action can protect the greatest resource in
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being fastened.))

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THE WHITE HOUSE
WASHINGTON

91 MAY 30 P2:35

May 30, 1991

MEMORANDUM FOR TONY SNOW

Deputy Assistant To The President For
Communications and Director of Speechwriting

FROM: JANET REHNQUIST *JR*
Associate Counsel to the President

SUBJECT: Presidential Video Taping -- 14th International
Diabetes Federation Congress; New Hampshire
Association of Chiefs of Police 1991 Annual
Conference; National Alliance of Business, Fifth
Annual Business/Education Forum; and PSA for "70
by 92" Safety Belt Campaign

At your request, Counsel's Office has reviewed the above-
referenced matter. We have no legal objections.

Thank you for your assistance in this matter.

cc: Phillip D. Brady

Simon
May 31, 1991
6:00 p.m.
DRAFT TWO
TIP.TS

PRESIDENTIAL VIDEO: TIP O'NEILL 50TH ANNIVERSARY
ROOM 459
TUESDAY, JUNE 4, 1991

Millie, Tip: When I found out from your children that you'd be celebrating your 50th anniversary with all your family and friends, I just had to be a part of it. After all, it's still hard to say "no" to an O'Neill.

A lot of people don't realize how much Tip and I have in common, even though we served on opposite sides of the aisle. We're both from Massachusetts. \\ We both love to fish and golf. (Tip, I'm still waiting for you to join me in a round of speed golf.) And, of course, we both married women who are much too good for us. It's an understatement to say that Barbara and I have great respect for Tip and that we love Millie. We even named our dog after her. \\

You know, early in life, the Speaker made a tragic mistake. If he had become a Republican early on, he really could have amounted to a lot. His innate compassion could have shown up more. His kind and gentle nature would have been received much more warmly in the board rooms fo the Fortune 500 and around the Newport, Back Bay cocktail circuit.

As you know, he didn't do that. He went on to rally the Democratic Party. And look at the guy: He only became one of the greatest Speakers in the history of our country.

Most people still associate Tip and I with the times we sat

behind President Reagan during the State of the Union Address. What most people don't realize is how much grief those appearances caused me. Every time, Tip would crack jokes or try to start a conversation, and I'd try to cut him off. Yet after every speech, I'd get a call from my mother, saying, "Stop talking to Tip and listen to the President." \ Thanks a lot, Tip. \\\

I'd like to close with Tip's favorite story: the one about Mrs. O'Brien -- the high school teacher who taught him the most important political lesson of his life. The night before his first election to Congress, Mrs. O'Brien told Tip, "I'm going to vote for you, even though you didn't ask." Tip was shocked. "I've lived across the street from you for 18 years. I didn't think I had to." \\\ "Tom," she said, "Let me tell you something about politics. People like to be asked."

I'm sure everyone's heard that story before. But maybe you didn't know that just before going to the polls together, Tip would always ask Millie for her vote. And Millie always gave him the same answer: "Tom, I'll give you every consideration." \\\

Tip may have been the guy in Congress, but Millie is the real speaker of the house. \\\

To you, Tip and to Millie, we Bushes send our respects, our warmest best wishes, and our love. Congratulations on this very special day. May God bless you both.

#

NATIONAL RIGHT TO LIFE CONVENTION

**IT IS AN HONOR TO SEND GREETINGS TO ALL OF YOU
GATHERED FOR THE NATIONAL RIGHT TO LIFE ANNUAL
CONVENTION IN ATLANTA.**

**EVENTS SUCH AS THIS REFLECT THE GROWING
RECOGNITION AMONG AMERICANS THAT ALL LIFE IS PRECIOUS
AND DESERVES PROTECTION. THIS BELIEF IS SHARED BY
CITIZENS IN ALL PARTS OF OUR COUNTRY, EVERY
NATIONALITY, EVERY RELIGIOUS AND PHILOSOPHICAL
TRADITION.**

**YOU KNOW, AS A NATION WE JUST ACCOMPLISHED
SOMETHING EXTRAORDINARY. BOUND BY YELLOW RIBBONS OF
HOPE AND BROTHERHOOD, WE PROVED THAT WHEN UNITED, THERE
IS NOTHING WE CANNOT DO. I HOPE AMERICANS WILL TURN
THAT KIND OF ENERGY TOWARD ESTABLISHING LEGAL
PROTECTION FOR UNBORN CHILDREN; FOR THE DISABLED; FOR
THE MEDICALLY DEPENDENT. I BELIEVE THAT ALL HUMAN LIFE
DESERVES TO BE CHERISHED AND PROTECTED.**

AS I HAVE STATED MANY TIMES BEFORE, ABORTION AFFECTS TWO PERSONS: MOTHER AND CHILD. MY POSITION CONTINUES TO BE THAT THE LIVES OF BOTH MUST BE CONSIDERED. I BELIEVE WE HAVE TO WORK TO PROVIDE EMOTIONAL SUPPORT, FINANCIAL AND LEGAL ASSISTANCE TO WOMEN IN NEED THROUGHOUT THEIR PREGNANCY. AND I SUPPORT STRONG FAMILY PLANNING PROGRAMS -- INCLUDING THE ADOLESCENT FAMILY ACT, WHICH ENCOURAGES ABSTINENCE AND SELF-ESTEEM IN YOUNG PEOPLE.

EVERY ONE OF YOU UNDERSTANDS THAT LIFE IS A PRECIOUS GIFT. YOU KNOW, AMONG OUR 12 WONDERFUL GRANDCHILDREN ARE TWO VERY SPECIAL ONES. THEY WERE ADOPTED INTO OUR YOUNGEST SON'S LOVING FAMILY. WHENEVER I LOOK INTO MARSHALL'S OR WALKER'S EYES, I THANK GOD THEIR PARENTS CHOSE LIFE.

FOR 18 YEARS YOU HAVE FOUGHT FOR THE INNOCENT AND THERE HAS BEEN PROGRESS. I ADMIRE YOUR DEDICATION, YOUR VISION, AND DETERMINATION. BEST WISHES FOR A SUCCESSFUL AND ENJOYABLE CONVENTION. THANK YOU FOR YOUR HARD WORK AND GOD BLESS YOU.

#

GENERIC INDEPENDENCE DAY MESSAGE

THIS IS AN EXTRAORDINARY INDEPENDENCE DAY.

**FOR -- WITH RECENT EVENTS STILL SO SHARPLY ETCHED
IN OUR MINDS -- WE HAVE RARELY BEEN MORE KEENLY AWARE
OF THE UTTER SUPREMACY, AND THE FRAILTY, OF
INDEPENDENCE.**

**OUR VIEW OF FREEDOM HAS CHANGED SINCE WE LAST
CELEBRATED INDEPENDENCE DAY. FOR AMERICA -- THE
FINEST, MOST LOVING NATION ON EARTH -- HAS BEEN AT WAR.
HER SONS AND DAUGHTERS STOOD WATCH ON THE HARSH DESERT
AND SEAS OF THE GULF -- BEARING WITNESS BY THEIR
PRESENCE TO THE VISION THAT COMPELLED US. THEY ADDED
FURTHER LUSTER TO THAT VISION BY HELPING THE VICTIMS OF
SADDAM HUSSEIN'S AGGRESSION. THROUGHOUT THE LONG
ORDEAL, AMERICA'S PEOPLE STOOD WATCH AT HOME -- OUR
YELLOW-RIBBON SPIRIT TELLING THAT WE BELIEVED IN
LIBERTY -- BELIEVED IN OURSELVES.**

**IT WAS A SCENE OUR COUNTRY HAS KNOWN BEFORE.
BECAUSE FOR 215 YEARS, AMERICA HAS BEEN PLEDGED TO
DEFEND FOR ALL PEOPLE OUR FOREFATHERS' CREED -- THAT
EACH PERSON HAS THE RIGHT TO LIFE. TO LIBERTY. AND TO
THE PURSUIT OF HAPPINESS.**

THIS FOURTH OF JULY IS A DAY OF CELEBRATION. A
RED, WHITE, AND BLUE DAY OF BARBECUES AND FIREWORKS --
OF FAMILY REUNIONS AND LOVING TRIBUTES TO THE MEN AND
WOMEN OF THE GULF, OF VIETNAM, OF ALL OUR NATIONAL
EFFORTS TO PROMOTE FREEDOM AND INDEPENDENCE.

BUT JULY 4, 1991 MUST ALSO BE SOMETHING MORE. FOR
ALL AMERICANS, IT MUST BE A DAY OF REFLECTION AND
REDEDICATION. TOGETHER, WE ASK GOD TO BLESS US. WE
ASK GOD TO GUIDE US. AND WE PRAY THAT IN THE EXAMPLE
OF THOSE WHO STOOD STRONG SO THAT OTHERS MAY LIVE IN
FREEDOM AND PEACE -- THAT THIS NATION WILL RENEW THE
SPIRIT OF BROTHERHOOD AND COMMITMENT THAT FORMS OUR
NATIONAL SOUL.

#

30: SECOND STEVE PIERCE ENDORSEMENT

SIL CONTE AND I SERVED IN CONGRESS TOGETHER. AND WE WERE PERSONAL FRIENDS. HE WAS A FIGHTER FOR WESTERN MASSACHUSETTS AND HE DELIVERED.

IN THE JUNE 4TH SPECIAL ELECTION TO FILL SIL'S SEAT, ^{I'M} ~~I AM~~ SUPPORTING STEVE PIERCE. STEVE IS A FIGHTER FOR WESTERN MASSACHUSETTS. ^{HE} ~~STEVE~~ FOUGHT AGAINST ALL THOSE TAXES BEING PUSHED IN THE LEGISLATURE. ~~STEVE PIERCE IS THE BEST PERSON RUNNING TO HELP THE ECONOMY.~~

WHEN HE'S IN CONGRESS, STEVE PIERCE WILL WORK HARD TO BRING MORE JOBS TO WESTERN MASSACHUSETTS.

#

60: SECOND STEVE PIERCE ENDORSEMENT

MANY YEARS AGO, SIL CONTE AND I WERE IN CONGRESS TOGETHER. HE WAS A FRIEND AND SOMEONE WHO FOUGHT FOR WESTERN MASSACHUSETTS -- AND HE DELIVERED.

IN THE SPECIAL JUNE 4TH ELECTION TO FILL SIL'S SEAT, ^{I'm} ~~I AM~~ SUPPORTING STEVE PIERCE. STEVE ~~PIERCE~~ WAS A FIGHTER FOR WESTERN MASSACHUSETTS ~~IN THE LEGISLATURE.~~ ^{HE} ~~STEVE~~ FOUGHT AGAINST ALL THOSE TAXES BEING PUSHED IN THE LEGISLATURE. ^{AND NOW HE} ~~STEVE PIERCE~~ IS RUNNING TO HELP THE ECONOMY THE RIGHT WAY ^{by} ~~by~~ CREATING MORE JOBS -- NOT MORE TAXES.

SIL CONTE AND I WOULD SOMETIMES DISAGREE, AND STEVE PIERCE AND I MIGHT AS WELL. HOWEVER, STEVE PIERCE IS THE BEST CANDIDATE FOR THE FIRST DISTRICT SEAT. WHEN HE IS IN CONGRESS -- ON ~~THE~~ THING HE WILL DO IS ROLL UP HIS SLEEVES AND WORK FOR WESTERN MASSACHUSETTS.

#

INDEPENDENCE DAY MESSAGE FOR THE TROOPS

AS THE UNITED STATES CELEBRATES THE 215TH ANNIVERSARY OF DECLARING ITSELF AN INDEPENDENT NATION -- I'M REMINDED OF ANOTHER STRUGGLE FOR FREEDOM. ONE THAT TOOK PLACE ONLY A FEW MONTHS AGO. ONE IN WHICH YOU -- THE BRAVE MEN AND WOMEN OF OUR ARMED FORCES -- LIBERATED THE NATION OF KUWAIT.

WHEN AMERICANS RECALL THE RESOUNDING VICTORY OF OPERATION DESERT STORM, WE ARE FILLED WITH PRIDE AND ADMIRATION FOR YOU. FOR YOUR DEDICATION, YOUR ENTHUSIASM, AND YOUR PROFESSIONALISM. YOU ARE THE ULTIMATE PROTECTORS OF ALL WE HOLD DEAR -- EVEN OUR LIVES AND OUR SACRED HONOR. WE KNOW THAT OUR LAND HAS NEVER BEEN IN BETTER HANDS.

TODAY, AS YOU STAND WATCH IN SHIPS, AIRCRAFT, AND OUTPOSTS FAR FROM HOME, AMERICANS WANT TO SEND YOU A MESSAGE FROM OUR HEARTS. WE REMEMBER AND CARE ABOUT ALL OF YOU. WE HONOR YOU FOR THE SACRIFICES YOU'RE MAKING FOR US. YOU ARE OUR HEROES.

AS YOUR COMMANDER-IN-CHIEF, I SALUTE YOU. I THANK
YOU. AND I WISH ALL OF YOU AND YOUR FAMILIES A SAFE
AND JOYOUS INDEPENDENCE DAY. YOU ARE THE ONES WHO
TRULY KNOW ITS MEANING.

#

PSA FOR U.S. OPEN GOLF CHAMPIONSHIP

GOLF'S A GREAT GAME -- FRUSTRATING, TERRIFYING WHEN IT COMES TO PUTTING. BUT I DON'T SEEM TO GET THE SAME RESPECT ON THE COURSE AS PRESIDENT EISENHOWER DID. HISTORIANS REPORT THAT IKE PLAYED MORE THAN 800 ROUNDS OF GOLF DURING HIS PRESIDENCY. THERE'S A MAN WHO HAD HIS PRIORITIES SORTED OUT. AFTER HE RETIRED, SOMEONE ASKED HIM IF LEAVING THE WHITE HOUSE HAD AFFECTED HIS GOLF GAME. IKE SAID: "YES, A LOT MORE PEOPLE BEAT ME NOW." I KNOW THE FEELING.

WE GOLFERS KNOW HOW GREAT IT IS TO BE OUT IN THE OPEN AIR. AND THAT'S ONE OF THE REASONS WHY I'VE TRIED TO BRING INCREASED DEDICATION AND COMMITMENT TO PRESERVING THE GREAT OUTDOORS -- SO FUTURE GENERATIONS WILL ENJOY ITS CLEAN, HEALTHY BEAUTY.

SO, [[EVEN THOUGH THE CLOSEST I'LL EVER COME TO THE WALKER CUP IS THE FACT THAT IT WAS NAMED AFTER MY GRANDFATHER]] I KNOW I'LL ENJOY GOLF FOR A LONG TIME TO COME. I KNOW ALL OF YOU WILL, TOO.

#

WHITE HOUSE HISTORICAL ASSOCIATION

WHEN I AM SITTING IN THE OVAL OFFICE, I AM FILLED WITH PRIDE, REVERENCE AND RESPECT. PRIDE IN WHO WE ARE AS PEOPLE, REVERENCE FOR WHAT WE STAND FOR AS A NATION, RESPECT FOR THOSE WHO HAVE SERVED HERE BEFORE.

HERE AT 1600 PENNSYLVANIA AVENUE, MANY CHANGES HAVE TAKEN PLACE IN THE LAST TWO CENTURIES, SOME LARGE, SOME SMALL, SOME EXPECTED, SOME UNIMAGINABLE.

BUT THROUGH THE MANY REMODELINGS AND ALTERATIONS, THE BASIC INTEGRITY OF THE WHITE HOUSE HAS REMAINED UNTOUCHED. IN A MESSAGE TO CONGRESS CONCERNING HIS 1902 RENOVATION, THEODORE ROOSEVELT WROTE OF HIS DESIRE TO KEEP ALIVE "OUR SENSE OF CONTINUITY WITH THE NATION'S PAST."

IT'S IN THAT SPIRIT THAT BARBARA AND I WANT THIS TO BE AN "OPEN HOUSE" FOR ALL AMERICANS, FOR THIS HOUSE REALLY BELONGS TO ALL OF US.

THE BEAUTY OF THE WHITE HOUSE LIES IN ITS SIMPLE
ELEGANCE. ITS IMPORTANCE COMES NOT FROM ITS OCCUPANTS,
BUT FROM ITS OWNERS: THE AMERICAN PEOPLE. AS A SYMBOL
OF DEMOCRACY AND FREEDOM IN OUR COUNTRY, THE WHITE
HOUSE TRULY IS AMERICA'S HOUSE.

#

**NATIONAL ASSOCIATION OF COLLEGIATE
DIRECTORS OF ATHLETICS**

**GREETINGS TO ALL OF YOU ATHLETIC DIRECTORS AS YOU
GATHER FOR YOUR 26TH ANNUAL CONVENTION. I HAVE GREAT
ADMIRATION FOR THE WORK YOU DO -- BUILDING PROGRAMS
THAT ADVANCE THE CAUSES OF FITNESS AND SCHOLARSHIP --
INSPIRING AND TRAINING YOUNG COLLEGE STUDENTS TO REACH
DEEP INSIDE THEMSELVES AND BE THE VERY BEST THEY CAN
BE.**

**AND I'M SPEAKING FROM PERSONAL EXPERIENCE. WHEN I
LOOK BACK AT MY DAYS AT YALE, I REALIZE WHAT A LASTING
INFLUENCE INTERCOLLEGIATE ATHLETICS HAD ON ME. I FOUND
A NEWSPAPER CLIPPING FROM ONE OF MY FIRST GAMES -- IT
READS: "AFTER AN IMPRESSIVE DEBUT, GEORGE BUSH, THE
ELI'S CLASSY 1ST BASEMAN, IS HITTING .167." I LIKED
THE FIRST PART OF THAT DESCRIPTION, BUT .167 ?? THANKS
TO OUR COACH, ETHAN ALLEN, WHO WORKED WITH ME
PATIENTLY, AND AT THE END OF MY LAST SEASON, MY AVERAGE
WAS .280. NOT GREAT, BUT THANKS TO HIM, BETTER.**

I LOVED COMPETING IN SPORTS AT COLLEGE, BUT COLLEGE ATHLETICS ARE DIFFERENT TODAY. IN SOME WAYS YOU FACE ENORMOUS CHALLENGES AND PRESSURE TO WIN -- AND AT THE SAME TIME TO PRESERVE THE ACADEMIC INTEGRITY OF YOUR INSTITUTIONS. WE RECENTLY INTRODUCED OUR "AMERICA 2000" EDUCATION STRATEGY, CALLING FOR THE RETURN OF EDUCATION TO ITS PROPER PLACE AT THE CENTER OF OUR KIDS' LIVES. YOU CAN HELP. YOU CAN ENSURE THAT OUR KIDS DON'T LOSE SIGHT OF LIFE'S REAL PRIORITIES.

PRIORITIES LIKE EDUCATION -- TO PREPARE THEM FOR THE COMPETITIVE CHALLENGES OF THE 21ST CENTURY. AND -- AS YOU WELL KNOW -- PRIORITIES LIKE THE OVERWHELMING IMPORTANCE OF RESISTING ANY AND ALL DRUGS. OUR GOAL MUST BE TO PRODUCE SCHOLAR-ATHLETES -- PROUD AND FIT IN MIND AND BODY -- AND TOTALLY DRUG-FREE.

IN THE 45 YEARS SINCE MY 1ST GAME AT YALE, I'VE
OFTEN FOUND MYSELF LOOKING BACK AT THE LESSONS I
LEARNED AT THE HANDS OF OUR COACHES. ANYTHING WORTH
ACHIEVING REQUIRES HARD WORK: THERE ARE NO SHORT CUTS
TO EXCELLENCE. PHYSICAL FITNESS MAKES FOR MENTAL
SHARPNESS: WHEN YOU FEEL GOOD, YOUR MIND WORKS BETTER.
YOU TEACH THESE LESSONS EVERY DAY TO THE KIDS WHO WILL
BE THIS COUNTRY'S FUTURE. ON BEHALF OF GENERATIONS OF
COLLEGE ATHLETES -- THANK YOU.

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THE WHITE HOUSE

WASHINGTON

May 30, 1991

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RBP*
SUBJECT: Presidential Video Taping

We have reviewed the attached video messages from a policy standpoint and have noted several suggestions on the message for the National Alliance of Business.

Please let us know if you have any questions or if we may help in any other way.

cc: Phillip D. Brady

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/30/91

ACTION/CONCURRENCE/COMMENT DUE BY: COB, FRIDAY, MAY 31

PRESIDENTIAL VIDEO TAPING: 1. 14th International Diabetes Federation Cong
2. New Hampshire Assoc. of Chiefs of Police 199
Annual ConferenceSUBJECT: 3. National Alliance of Business
4. PSA for "70 by 92" Safety Belt Campaign

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	PETERSMEYER	☒	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BRADY	☐	☒	SMITH	☒	☐
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FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐	MARTINEZ	☒	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please provide comments/edits on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office NO LATER THAN COB, FRIDAY, MAY 31. Thank you.

RESPONSE:

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

Martin\Cawley
March 27, 1991
Draft One
SEATBLT

PROPOSED VIDEO MESSAGE: P.S.A. FOR "70 BY '92" SAFETY-BELT
CAMPAIGN

You are America's greatest resource . . . the force behind
the pursuit of freedom . . . and the American dream.

The changes you make will affect not only you . . . but
generations to come.

You can make this country greater . . . by making yourself
better first.

And you are joining the campaign to buckle up . . . because
that one simple action can protect the greatest resource in
America . . . you.

((Pause -- Close-up of seatbelt and sound of buckle
being fastened.))

Please . . . use your seatbelt.

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inserted for each phrase, with the exception of the final line
which will be taped footage of the President.

91 MAY 29 PM 8:19

Martin\Cawley
May 29, 1991
Draft One
Diab

PROPOSED VIDEO MESSAGE FOR THE 14TH INTERNATIONAL DIABETES
FEDERATION CONGRESS

It's a pleasure to welcome all of you -- more than 6,000 delegates and participants -- to the 14th International Diabetes Federation Congress. Your work this coming week can make a big difference to the more than 14 million Americans who have diabetes, and to the more than 120 million people worldwide who suffer the terrible consequences of this disease.

I would like to take a moment to offer my congratulations to Professor Joseph Hoet [HOOT] for his leadership of the I.D.F. and to congratulate the Federation for calling worldwide attention to diabetes. Everyone must recognize the devastating toll of this serious disease -- both personal and economic.

I commend each of you for joining this week-long Congress of learning and exchanging knowledge. And let's all take note of Thursday, June 27, which I.D.F. and the World Health Organization have designated World Diabetes Day. Special events and activities will mark that occasion in Washington as well as around the world.

Finally, I salute the Congress' organizing committee and its chairman, Dr. Harold Rifkin, for their efforts in shaping this important event -- the largest-ever meeting on diabetes. This program will give Americans a better understanding of diabetes and bring us that much closer to a cure.

My best wishes and godspeed in your mission.

Martin\Cawley
May 29, 1991
Draft One
POLICE

PROPOSED VIDEO MESSAGE: NEW HAMPSHIRE ASSOCIATION OF CHIEFS OF
POLICE 1991 ANNUAL CONFERENCE

I'm pleased to have this opportunity to say a few words about the great things you in the New Hampshire Association of Chiefs of Police have done. This year alone, the New Hampshire Chiefs have been very active in legislative affairs. You co-sponsored a week-long Cadet Training Academy for 14-18 year olds interested in law enforcement. You elevated the standards of professional law enforcement service to New Hampshire citizens. And through the New Hampshire Attorney General's office, and with the federal grants available for drug enforcement, you helped sustain a New Hampshire Drug Task Force. The task force along with the D.A.R.E. program now in many of your communities, has led the state's fight against drug use.

Many of these successes have taken place under the superb leadership of Chief Arthur Bastian of Newport, New Hampshire, your outgoing president. Ursula (Chief Bastian's wife), you must truly be proud of this guy. My best wishes also go to the incoming President, Chief John Stimson of Newington.

Finally, let me congratulate the Association on its 50th Anniversary. Let me wish you many more years of successful service to your communities and your state of New Hampshire. Thank you and God bless.

#

Martin\Cawley
May 29, 1991
Draft One
SCHOOLS

PROPOSED VIDEO MESSAGE FOR THE NATIONAL ALLIANCE OF BUSINESS
FIFTH ANNUAL BUSINESS/EDUCATION FORUM

One should never underestimate the dynamics of change -- the need to restructure and improve. Just as businesses across America restructure to meet the needs of their customers, so must our education system reform itself to meet the needs of today's and tomorrow's students.

Our administration has challenged the nation to reform and improve our educational system. The America 2000 strategy encourages everyone to help re-invent American education. This strategy will help transform our country from a "Nation at Risk" to a nation of life-long learners. Allow me to review quickly the four key components of this strategy:

First, for today's students, we need better and more accountable schools. This can be accomplished through an accountability package that encourages parents, teachers, schools and communities to measure and compare schools -- and to insist on change when the results aren't good enough.

Second, we will use the creativity of our nation's educators, ^{its} ~~and~~ business and community leaders to invent a new generation of Americans schools -- the best schools in the world. Our goal is to bring at least 535 such schools into operation by 1996. ✓

Third, I have asked the Secretaries of Labor and Education to initiate a public-private partnership to establish job-related

skill standards for our nation's industries. America 2000 will promote skill clinics in each community. I will work with Congress and the nation's governors to enact sound literacy and adult education legislation.

For all those adults who think their school days are over; they may just have begun. We've got to become a nation of students who recognize that learning is a lifelong process.

Finally, we will work to revive American values in communities throughout the nation -- strong families, parental responsibility, and neighbors committing to help each other, ^{in short} ~~it~~ ^{the type of} ~~is only in an environment such as this that~~ ^{where} learning can happen. ✓

My gratitude goes to the National Alliance of Business for its commitment to quality education and America's future. And I wish you every success in your endeavors to help our nation regain its prominence in today's competitive world. God bless you and the United States of America.

((Video tape to cut in as separate piece))

Business leaders have told me over and over that the rest of the world is not just sitting idly by, waiting for America to catch up. Our international competitors and trading partners are undertaking serious efforts at education improvement.

((Video tape to cut in as separate piece))

Everyone has a critical part to play. The business community must ^{help} provide the research and development teams that ✓

will help educators design our New American Schools. It will develop and use its own skill standards and use the American Achievement Tests in hiring decisions. Most importantly, the business community must provide people and resources to help bring about needed change in local schools, communities and state policies.

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We must work together to build an environment where all students can reach their full potential -- where teachers, administrators, and especially students have the tools necessary to learn, and more importantly, have the motivation to apply their skills to the new and challenging situations that we will face as we enter the 21st Century.

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DATE: 5/30/91

ACTION/CONCURRENCE/COMMENT DUE BY: COB, FRIDAY, MAY 31

PRESIDENTIAL VIDEO TAPING: 1. 14th International Diabetes Federation Congress
 2. New Hampshire Assoc. of Chiefs of Police 1991
 3. National Alliance of Business
 4. PSA for "70 by 92" Safety Belt Campaign

SUBJECT:

	ACTION FYI			ACTION FYI	
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RESPONSE:

oh
 [Signature]

91 MAY 31 11:40

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

Martin\Cawley
March 27, 1991
Draft One
SEATBLT

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2. New Hampshire Assoc. of Chiefs of Police 1991
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4. PSA for "70 by 92" Safety Belt Campaign

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RESPONSE:

May 31, 1991

MEMORANDUM FOR TONY SNOW

The NSC staff concurs on the above-referenced presidential video taping.

Brent Scowcroft

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

cc: Phillip D. Brady

Martin\Cawley
March 27, 1991
Draft One
SEATBLT

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My best wishes and godspeed in your mission.

Martin\Cawley
May 29, 1991
Draft One
POLICE

PROPOSED VIDEO MESSAGE: NEW HAMPSHIRE ASSOCIATION OF CHIEFS OF
POLICE 1991 ANNUAL CONFERENCE.

I'm pleased to have this opportunity to say a few words about the great things you in the New Hampshire Association of Chiefs of Police have done. This year alone, the New Hampshire Chiefs have been very active in legislative affairs. You co-sponsored a week-long Cadet Training Academy for 14-18 year olds interested in law enforcement. You elevated the standards of professional law enforcement service to New Hampshire citizens. And through the New Hampshire Attorney General's office, and with the federal grants available for drug enforcement, you helped sustain a New Hampshire Drug Task Force. The task force along with the D.A.R.E. program now in many of your communities, has led the state's fight against drug use.

Many of these successes have taken place under the superb leadership of Chief Arthur Bastian of Newport, New Hampshire, your outgoing president. Ursula (Chief Bastian's wife), you must truly be proud of this guy. My best wishes also go to the incoming President, Chief John Stimson of Newington.

Finally, let me congratulate the Association on its 50th Anniversary. Let me wish you many more years of successful service to your communities and your state of New Hampshire. Thank you and God bless.

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Martin\Cawley
May 29, 1991
Draft One
SCHOOLS

PROPOSED VIDEO MESSAGE FOR THE NATIONAL ALLIANCE OF BUSINESS
FIFTH ANNUAL BUSINESS/EDUCATION FORUM

One should never underestimate the dynamics of change -- the need to restructure and improve. Just as businesses across America restructure to meet the needs of their customers, so must our education system reform itself to meet the needs of today's and tomorrow's students.

Our administration has challenged the nation to reform and improve our educational system. The America 2000 strategy encourages everyone to help re-invent American education. This strategy will help transform our country from a "Nation at Risk" to a nation of life-long learners. Allow me to review quickly the four key components of this strategy:

First, for today's students, we need better and more accountable schools. This can be accomplished through an accountability package that encourages parents, teachers, schools and communities to measure and compare schools -- and to insist on change when the results aren't good enough.

Second, we will use the creativity of our nation's educators, and business and community leaders to invent a new generation of Americans schools -- the best schools in the world. Our goal is to bring at least 535 such schools into operation by 1996.

Third, I have asked the Secretaries of Labor and Education to initiate a public-private partnership to establish job-related

skill standards for our nation's industries. America 2000 will promote skill clinics in each community. I will work with Congress and the nation's governors to enact sound literacy and adult education legislation.

For all those adults who think their school days are over; they may just have begun. We've got to become a nation of students who recognize that learning is a lifelong process.

Finally, we will work to revive American values in communities throughout the nation -- strong families, parental responsibility, and neighbors committing to help each other. It is only in an environment such as this that learning can happen.

My gratitude goes to the National Alliance of Business for its commitment to quality education and America's future. And I wish you every success in your endeavors to help our nation regain its prominence in today's competitive world. God bless you and the United States of America.

((Video tape to cut in as separate piece))

Business leaders have told me over and over that the rest of the world is not just sitting idly by, waiting for America to catch up. Our international competitors and trading partners are undertaking serious efforts at education improvement.

((Video tape to cut in as separate piece))

Everyone has a critical part to play. The business community must provide the research and development teams that

will help educators design our New American Schools. It will develop and use its own skill standards and use the American Achievement Tests in hiring decisions. Most importantly, the business community must provide people and resources to help bring about needed change in local schools, communities and state policies.

((Video tape to cut in as separate piece))

We must work together to build an environment where all students can reach their full potential -- where teachers, administrators, and especially students have the tools necessary to learn, and more importantly, have the motivation to apply their skills to the new and challenging situations that we will face as we enter the 21st Century.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/30/91

ACTION/CONCURRENCE/COMMENT DUE BY: COB, FRIDAY, MAY 31

PRESIDENTIAL VIDEO TAPING: 1. 14th International Diabetes Federation Congress
 2. New Hampshire Assoc. of Chiefs of Police 1991
 3. National Alliance of Business
 4. PSA for "70 by 92" Safety Belt Campaign

SUBJECT:

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	PETERSMEYER	☒	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BRADY	☐	☒	SMITH	☒	☐
BROMLEY	☐	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐	MARTINEZ	☒	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please provide comments/edits on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office NO LATER THAN COB, FRIDAY, MAY 31. Thank you.

RESPONSE:

See comments

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

Martin\Cawley
March 27, 1991
Draft One
SEATBLT

PROPOSED VIDEO MESSAGE: P.S.A. FOR "70 BY '92" SAFETY-BELT
CAMPAIGN

You are America's greatest resource . . . the force behind
the pursuit of freedom . . . and the American dream.

The changes you make will affect not only you . . . but
generations to come.

You can make this country greater . . . by making yourself
better first.

And you are joining the campaign to buckle up . . . because
that one simple action can protect the greatest resource in
America . . . you.

((Pause -- Close-up of seatbelt and sound of buckle
being fastened.))

Please . . . use your seatbelt.

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*** NOTE: Must be read at a slow pace, pictures will be
inserted for each phrase, with the exception of the final line
which will be taped footage of the President.

91 MAY 29 PM 8:19

Martin\Cawley
May 29, 1991
Draft One
Diab

PROPOSED VIDEO MESSAGE FOR THE 14TH INTERNATIONAL DIABETES
FEDERATION CONGRESS

It's a pleasure to welcome all of you -- more than 6,000 delegates and participants -- to the 14th International Diabetes Federation Congress. Your work this coming week can make a big difference to the more than 14 million Americans who have diabetes, and to the more than 120 million people worldwide who suffer the terrible consequences of this disease.

I would like to take a moment to offer my congratulations to Professor Joseph Hoet [HOOT] for his leadership of the I.D.F. and to congratulate the Federation for calling worldwide attention to diabetes. Everyone must recognize the devastating toll of this serious disease -- both personal and economic.

I commend each of you for joining this week-long Congress of learning and exchanging knowledge. And let's all take note of Thursday, June 27, which I.D.F. and the World Health Organization have designated World Diabetes Day. Special events and activities will mark that occasion in Washington as well as around the world.

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May 29, 1991
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Scully
(517)

((Video tape to cut in as separate piece))

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