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Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13571
Folder ID Number: 13571-003

Folder Title:
Ad Federation Teleconference 6/7/91 [OA 6034]

Stack:	Row:	Section:	Shelf:	Position:
G	26	17	1	7

(Smith/Cawley)
June 6, 1991
Draft Two
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION
THE WHITE HOUSE
TUESDAY, JUNE 11, 1991

___, ladies and gentlemen. It is a pleasure to join you today on a medium you understand so well -- and to address the 23rd annual National Advertising Conference of the American Advertising Federation. /

((I was thinking this morning that there's one advantage to me addressing an audience from the advertising industry. If my remarks cause a headache or upset stomache, you'll know how to get fast, fast, fast relief.)) //

We tend to forget in this age of instant communication that your profession has informed Americans for more than two centuries. You probably know that Thomas Jefferson once complained: "Advertisements contain the only truths to be relied on in a newspaper." //

Today, you transport facts and proclamations, pleas and arguments to every corner of America. The federation's more than 52,000 members -- advertisers / advertising agencies / media companies / advertising professionals / and college students majoring in advertising -- you all study and refine the arts of informing and persuading the public. //

Together, you've done more than take aim at the bottom line -- you've shown that the definition of a successful life must include serving others. // You have enhanced our Points of Light

Foundation -- donating over \$1 billion a year in multi-media public service announcements. /

Your chapters and members have served communities nationwide. Atlanta's Advertising Club established a Minority Relations program. Houston's Advertising Federation reached out to those afflicted by the terrifying disease, AIDS. / In Arkansas, advertisers poured their time and talent into a campaign that combats child abuse. In Honolulu, you promoted the life-saving cause of organ donation. / You have taken on projects as vast and various as our great land; serving people in more than 220 communities and 200 college campuses.//

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Two years ago this month, our administration recognized the AAF with the Private Sector Initiative Commendation. Last year, another Presidential award testified to your belief that, as Emerson said, "the greatest gift is a portion of thyself." Today, let me close by praising a man who has given much of himself -- and much to our nation.

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trailblazer -- and he's built the AAF into the megaphone of the ad industry. Under his leadership, membership tripled; AAF established new means and standards of self-regulation; the federation began to place its imprint on government -- and upon your communities. Perhaps most important of all, the federation under Howard's leadership acted upon the axiom that prosperity without purpose means nothing.

For that, I thank him -- and you. You have made a big difference in this nation's life. But let's go further still. Let's join hands and build a better future -- a more informed and focused future -- for ourselves, our families, our communities, our country.

Now, Howard, since I've traveled so far to be with you, I'd be glad to take a few questions.

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Draft Three
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#

**AD FEDERATION
TELECONFERENCE**

**HOWARD BELL, LADIES AND GENTLEMEN. IT IS A
PLEASURE TO JOIN YOU TODAY ON A MEDIUM YOU UNDERSTAND
SO WELL -- AND TO ADDRESS THE 23RD ANNUAL NATIONAL
ADVERTISING CONFERENCE OF THE AMERICAN ADVERTISING
FEDERATION. /**

**((I WAS THINKING THIS MORNING THAT THERE'S ONE
ADVANTAGE TO ADDRESSING AN AUDIENCE FROM THE
ADVERTISING INDUSTRY. IF MY REMARKS CAUSE A HEADACHE
OR UPSET STOMACH, YOU'LL KNOW HOW TO GET FAST, FAST,
FAST RELIEF.)) //**

**WE TEND TO FORGET IN THIS AGE OF INSTANT
COMMUNICATION THAT YOUR PROFESSION HAS INFORMED
AMERICANS FOR MORE THAN TWO CENTURIES. YOU PROBABLY
KNOW THAT THOMAS JEFFERSON ONCE NOTED THAT
"ADVERTISEMENTS CONTAIN THE ONLY TRUTHS TO BE RELIED ON
IN A NEWSPAPER." //**

TODAY, YOU TRANSPORT FACTS AND PROCLAMATIONS, PLEASE
AND ARGUMENTS TO EVERY CORNER OF AMERICA. THE
FEDERATION'S MORE THAN 52,000 MEMBERS -- ADVERTISERS /
ADVERTISING AGENCIES / MEDIA COMPANIES / ADVERTISING
PROFESSIONALS / AND COLLEGE STUDENTS MAJORING IN
ADVERTISING -- YOU ALL STUDY AND REFINE THE ARTS OF
INFORMING AND PERSUADING THE PUBLIC. //

TOGETHER, YOU'VE DONE MORE THAN TAKE AIM AT THE
BOTTOM LINE -- YOU'VE SHOWN THAT ANY DEFINITION OF A
SUCCESSFUL LIFE MUST INCLUDE SERVING OTHERS. //

I BELIEVE SO VERY STRONGLY IN THE HISTORIC CONCEPT
OF ONE AMERICAN HELPING ANOTHER. WE CALL IT 1,000
POINTS OF LIGHT.

YOU HAVE ENHANCED THE POINTS OF LIGHT FOUNDATION
-- DONATING MILLIONS AND MILLIONS OF DOLLARS A YEAR IN
MULTI-MEDIA PUBLIC SERVICE ANNOUNCEMENTS. /

YOUR CHAPTERS AND MEMBERS HAVE SERVED COMMUNITIES
NATIONWIDE. ATLANTA'S ADVERTISING CLUB ESTABLISHED A
MINORITY RELATIONS PROGRAM. HOUSTON'S ADVERTISING
FEDERATION REACHED OUT TO THOSE AFFLICTED BY THE
TERRIFYING DISEASE, AIDS. / IN ARKANSAS, ADVERTISERS
POURED THEIR TIME AND TALENT INTO A CAMPAIGN THAT
COMBATS CHILD ABUSE. IN HONOLULU, YOU PROMOTED THE
LIFE-SAVING CAUSE OF ORGAN DONATION. / YOU HAVE TAKEN
ON PROJECTS AS VAST AND VARIOUS AS OUR GREAT LAND;
HELPING PEOPLE IN MORE THAN 220 COMMUNITIES AND 200
COLLEGE CAMPUSES.//

NO ONE SHOULD UNDERESTIMATE THE POWER OF YOUR DEEDS
OR THE IMPORTANCE OF YOUR PROFESSION. ((YOU KNOW,
THERE IS A STORY OF HOW AN AD SALESMAN WAS TRYING TO
CONVINCE A STORE OWNER TO DO SOME ADVERTISING, AND THE
OWNER SAID: "I'VE BEEN IN THIS LOCATION FOR 50 YEARS
AND I'VE NEVER NEEDED TO ADVERTISE." // THE SALESMAN
SAID: "THE TOWN CHURCH HAS BEEN IN THE SAME LOCATION
FOR A HUNDRED YEARS, BUT THEY STILL RING THEIR
BELLS."))

TWO YEARS AGO THIS MONTH, OUR ADMINISTRATION RECOGNIZED THE A.A.F. WITH THE PRIVATE SECTOR INITIATIVE COMMENDATION. LAST YEAR, ANOTHER PRESIDENTIAL AWARD TESTIFIED TO YOUR BELIEF THAT, AS EMERSON SAID, "THE ONLY GIFT IS A PORTION OF THYSELF." TODAY, LET ME CLOSE BY PRAISING A MAN WHO HAS GIVEN MUCH OF HIMSELF -- AND MUCH TO OUR NATION.

HOWARD BELL MAKES HIS FINAL APPEARANCE AS A.A.F. PRESIDENT AT THIS CONVENTION. HE HAS SERVED AS AN ADVERTISING EVANGELIST AND TRAILBLAZER -- AND HE'S BUILT THE A.A.F. INTO THE MEGAPHONE OF THE AD INDUSTRY. UNDER HIS LEADERSHIP, MEMBERSHIP TRIPLED; A.A.F. ESTABLISHED NEW MEANS AND STANDARDS OF SELF-REGULATION. PERHAPS MOST IMPORTANT OF ALL, THE FEDERATION UNDER HOWARD'S LEADERSHIP ACTED UPON THE AXIOM THAT PROSPERITY WITHOUT PURPOSE MEANS NOTHING.

FOR THAT, I THANK HIM -- AND YOU. YOU HAVE MADE A BIG DIFFERENCE IN THIS NATION'S LIFE. BUT LET'S GO FURTHER STILL. LET'S BUILD A BETTER AND MORE FOCUSED FUTURE FOR OURSELVES, OUR FAMILIES, OUR COMMUNITIES, OUR COUNTRY.

NOW, HOWARD, SINCE I'VE TRAVELED SO FAR TO BE WITH YOU, I'D BE GLAD TO TAKE A FEW QUESTIONS.

#

HOWARD BELL:

THANK YOU, MR. PRESIDENT. THE ECONOMIC DOWNTURN HAS AFFECTED ALL AREAS OF BUSINESS AND PARTICULARLY THE COMMUNICATIONS AND MEDIA INDUSTRIES. DO YOU SEE ANY POSITIVE SIGNS IN THE ECONOMY THAT SIGNAL THE BEGINNING OF AN UPTURN?

PRESIDENT:

HOWARD, IF I MAY BORROW A TERM FROM WALL STREET, I AM BULLISH ON THE ECONOMY. WHILE SOME SECTORS ARE STILL SLUGGISH, ON THE WHOLE, A TURNAROUND IN THE ECONOMY APPEARS TO BE IN THE MAKING. ACCORDING TO THE JUST-RELEASED MAY UNEMPLOYMENT REPORT, OVER HALF OF ALL INDUSTRIES ADDED TO THEIR PAYROLLS. INDUSTRIAL PRODUCTION HAS ALSO BEEN RISING. SUCH UPWARD TRENDS WILL CONTINUE, ACCORDING TO THE INDEX OF LEADING INDICATORS. THE INDEX HAS RISEN FOR THREE CONSECUTIVE MONTHS, A STRONG SIGNAL THAT THE ECONOMIC FUTURE LOOKS BRIGHT. I DON'T WANT TO SOUND EXPLOSIVE BECAUSE SOME PEOPLE ARE STILL HURTING BADLY AND THIS CONCERNS ME, BUT THINGS ARE BEGINNING TO MOVE FORWARD.

AS FAR AS YOUR INDUSTRY IS CONCERNED, I'M OPTIMISTIC THAT IT TOO WILL PICK UP AS THE REST OF THE ECONOMY GATHERS STEAM. INCREASED FACTORY ORDERS WILL HAVE AN IMPACT ON THE ADVERTISING INDUSTRY, AS BUSINESSES BEGIN TO MOVE THEIR PRODUCTS.

HOWARD BELL:

MR. PRESIDENT, I WOULD LIKE TO INTRODUCE DAVID BELL, A.A.F.'S CHAIRMAN, WHO WILL ASK THE NEXT QUESTION.

DAVID BELL:

MR. PRESIDENT, THE AMERICAN ADVERTISING FEDERATION IS CURRENTLY WORKING WITH THE PRIVATE SECTOR DIVISION OF THE UNITED STATES INFORMATION AGENCY TO DEVELOP ADVERTISING AND MARKETING DATA WITH RESPECT TO THE FREE MARKET ECONOMIC SYSTEM THAT WILL BE MADE AVAILABLE TO EMBASSIES AROUND THE WORLD. THIS DATA AND EXPERTISE WILL PROVIDE ACCESS TO PROVEN METHODOLOGIES TO EASTERN EUROPEAN COUNTRIES, AMONG OTHERS, AS THEY MOVE TOWARD A MARKET ECONOMY. DO YOU SEE ADDITIONAL WAYS THAT THE ADVERTISING INDUSTRY CAN HELP FOSTER THESE IMPORTANT DEVELOPMENTS IN SUCH COUNTRIES?

PRESIDENT:

LET ME SAY THAT I WAS JUST OVER AT U.S.I.A. LAST WEEK AT THE SWEARING-IN OF HENRY CATTO, OUR NEW DIRECTOR. I KNOW THAT AMBASSADOR CATTO IS VERY EXCITED ABOUT A.A.F.'S VOLUNTEER WORK WITH THE PRIVATE SECTOR MARKET RESOURCE COMMITTEE. THE IMPORTANT SKILLS OUR EASTERN EUROPEAN FRIENDS ACQUIRE THROUGH YOUR GENEROSITY WILL HELP PROVIDE THE BUILDING BLOCKS TO ESTABLISH A PRODUCTIVE ECONOMY.

DAVID, I THINK THE ADVERTISING COMMUNITY CAN SHOW THESE NATIONS HOW TO TRANSMIT INFORMATION SWIFTLY AND CREATIVELY. WITH THE MANY PUBLIC SERVICE ANNOUNCEMENTS YOUR INDUSTRY PRODUCES, YOU HELP TEACH PEOPLE ABOUT IMPORTANT ISSUES. IN FACT, AS I RECALL, YOU HELPED CREATE AND PRODUCE THE PRODUCTION OF THE DEPARTMENT OF ENERGY'S "DO YOUR PART, DRIVE SMART" ENERGY EFFICIENCY CAMPAIGN. THAT CAMPAIGN SHOWED US ALL HOW A FEW SIMPLE STEPS WOULD HELP MAKE US MORE ENERGY EFFICIENT.

ALSO LOOK AT THE WONDROUS SUCCESS OF JIM BURKE AND THE PARTNERSHIP FOR A DRUG-FREE AMERICA. WHAT A FANTASTIC JOB JIM AND THE OTHERS ARE DOING. THE ADVERTISING THEY'VE PRODUCED HAS HELPED STEM THE TIDE OF ILLEGAL USE OF DRUGS BY POWERFULLY ILLUSTRATING THE OFTEN FATAL CONSEQUENCES OF DRUG USE.

EVERY COUNTRY HAS PROBLEMS THAT CAN BE ADDRESSED WITH EFFECTIVE PUBLIC AFFAIRS ADVERTISING. AND AS COUNTRIES BEGIN TO REALIZE THAT THEY NEED HELP TO COMMUNICATE INFORMATION, THEY'LL DO IT WITH ADVERTISING.

SO, A GOOD QUESTION AND A GOOD WAY TO END THIS TELECONFERENCE. THANK YOU FOR HAVING ME IN NASHVILLE AND GOD BLESS YOU ALL.

#

William R. Marshall
cc: JT 243976
Document No. 243976

WHITE HOUSE ING MEMORANDUM
91 JUN 6 09:00

DATE: 06/06/91

ACTION/CONCURRENCE/COMMENT DUE BY: NOON 06/07/91

SUBJECT: PRESIDENTIAL TELECONFERENCE: AD FEDERATION

(06/06 draft three)

	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 forward any comments directly to Tony Snow no later than Noon on Friday, 06/07, with a copy to this office. Thanks.

RESPONSE:

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

91 JUN -6 PM 8:30

(Smith/Cawley)
June 6, 1991
Draft Three
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION
THE WHITE HOUSE
TUESDAY, JUNE 11, 1991

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((I was thinking this morning that there's one advantage to addressing an audience from the advertising industry. If my remarks cause a headache or upset stomach, you'll know how to get fast, fast, fast relief.)) //

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Your chapters and members have served communities nationwide. Atlanta's Advertising Club established a Minority Relations program. Houston's Advertising Federation reached out to those afflicted by the terrifying disease, AIDS. / In Arkansas, advertisers poured their time and talent into a campaign that combats child abuse. In Honolulu, you promoted the life-saving cause of organ donation. / You have taken on projects as vast and various as our great land; helping people in more than 220 communities and 200 college campuses.//

No one should underestimate the power of your deeds or the importance of your profession. ((You know, there is a story of how an ad salesman was trying to convince a store owner to do some advertising, and the owner said: "I've been in this location for 50 years and I've never needed to advertise." // The salesman said: "The town church has been in the same location for a hundred years, but they still ring their bells."))

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For that, I thank him -- and you. You have made a big difference in this nation's life. But let's go further still. Let's build a better and more focused future for ourselves, our families, our communities, our country.

Now, Howard, since I've traveled so far to be with you, I'd be glad to take a few questions.

#

President:

And Howard, since I've come all this way, I'd be glad to take a few questions.

Howard Bell:

Thank you, Mr. President. The economic downturn has affected all areas of business and particularly the communications and media industries. Do you see any positive signs in the economy that signal the beginning of an upturn?

President:

Howard, if I can borrow a term from Wall Street, I'm very bullish on the economy. While some sectors of the economy are still sluggish, on a whole, I think we're already starting to see some improvement. A few days ago, the Leading Economic Indicators increased for the third month in a row. It's always a good sign when they increase any month, but three consecutive advances is a strong signal that things are turning around. Other economic data ^{are} also encouraging. Industrial production increased ^{in April} last month for the first time in seven months [✓] and ^{payroll employment increased in May} factory order also rose ^{for the first time in eleven months.} in April. These are all good signs that the recession is drawing to a close.

As far your industry is concerned, I'm optimistic that it too will pick up as the rest of the economy gathers steam. Factory orders on the rise will have an impact on the advertising industry as businesses begin to move their products.

Howard Bell:

Mr. President, I would like to introduce David Bell, AAF's Chairman, who will ask the next question.

David Bell:

Mr. President, the American Advertising Federation is currently working with the Private Sector Division of the United States Information Agency to develop advertising and marketing data with respect to the free market economic system that will be made available to embassies around the world. This data and expertise will provide access to proven methodologies to eastern European countries, among others, as they move towards a market economy. Do you see additional ways that the advertising industry can help foster these important developments in such countries?

President:

Let me say that I was just over at USIA last week at the swearing-in of Henry Catto, our new director. And I know that Ambassador Catto is very excited about AAF's volunteer work with the private sector Market Resource Committee. The important skills our eastern European friends acquire through your generosity will help provide the building blocks to establish a productive economy.

David, I think there is an important role the advertising community will play in these countries. Simply put, advertising creatively communicates information. And with the many public service announcements your industry produces, you help teach and inform people on issues of mutual interest and national concern. In fact, as I recall, you were involved in the production of the Department of Energy's "Do Your Part, Drive Smart" energy efficiency campaign. That campaign showed us all how a few simple steps would help make us more energy efficient. Also look

WHITE HOUSE STAFFING MEMORANDUM

DATE: 06/07/91

ACTION/CONCURRENCE/COMMENT DUE BY: ---

SUBJECT: PRESIDENTIAL TELECONFERENCE: AD FEDERATION
(06/07 draft four)

	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 7, 1991

91 JUN -7 PM 6:32

MEMORANDUM

INFORMATION FOR THE PRESIDENT

THROUGH: TONY SNOW *TS*
FROM: CURT SMITH *CS*
SUBJECT: REMARKS FOR TELECONFERENCE WITH THE AMERICAN
ADVERTISING FEDERATION

I. SUMMARY

On Tuesday, June 11, at 10:00 a.m. you will make remarks via teleconference to the American Advertising Federation convention in Nashville, TN. You are scheduled to speak from the OEOB video studio. The remarks are five minutes in length and will be on TelePrompter. You will be introduced by Mr. Howard Bell, President of the A.A.F.

II. DISCUSSION

The attached remarks applaud the advertising industry for its community service work ethic -- noting several local programs as well as contributions to the Points of Light Foundation public service ad campaign.

Finally, you pay tribute to outgoing President Howard Bell, who has guided the group with distinction for over 20 years.

At the conclusion of your remarks, you will take two questions: the first will be posed by Mr. Howard Bell and the second by Mr. David Bell (no relation).

(Smith/Cawley)
June 7, 1991
Draft Four
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION
THE WHITE HOUSE
TUESDAY, JUNE 11, 1991
10:00 A.M.

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President:

Howard, if I may borrow a term from Wall Street, I'm very bullish on the economy. While some sectors are still sluggish, on the whole, a turnaround in the economy appears to be in the making. According to the just-released May unemployment report, over half of all industries added to their payrolls. Industrial production has also been rising. Such upward trends will continue, according to the index of leading indicators. The index has risen for three consecutive months, a strong signal that the economic future looks bright.

As far as your industry is concerned, I'm optimistic that it too will pick up as the rest of the economy gathers steam. Increased factory orders will have an impact on the advertising industry, as businesses begin to move their products.

Howard Bell:

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David, I think the advertising community can show these nations how to transmit information swiftly and creatively. With the many public service announcements your industry produces, you help teach people about important issues. In

fact, as I recall, you helped create and produce the production of the Department of Energy's "Do Your Part, Drive Smart" energy efficiency campaign. That campaign showed us all how a few simple steps would help make us more energy efficient.

Also look at the wondrous success of Jim Burke and the Partnership for a Drug-Free America. The advertising they've produced has helped stem the tide of illegal use of drugs by powerfully illustrating the often fatal consequences of drug use.

Every country has problems that can be addressed with effective public affairs advertising. And as countries begin to realize that they need help to communicate information, they'll do it with advertising.

So, a good question and a good way to end this teleconference. Thank you for having me in Nashville and God bless you all.

#

THE PRESIDENT HAS SEEN

4/10/91

THE WHITE HOUSE
WASHINGTON

June 7, 1991

91 JUN -7 PM 6:32

MEMORANDUM

INFORMATION FOR THE PRESIDENT

THROUGH: TONY SNOW TS
FROM: CURT SMITH ✓
SUBJECT: REMARKS FOR TELECONFERENCE WITH THE AMERICAN
ADVERTISING FEDERATION

OK
with
some
small
additions
CB
6-10

I. SUMMARY

On Tuesday, June 11, at 10:00 a.m. you will make remarks via teleconference to the American Advertising Federation convention in Nashville, TN. You are scheduled to speak from the OEOB video studio. The remarks are five minutes in length and will be on TelePrompter. You will be introduced by Mr. Howard Bell, President of the A.A.F.

II. DISCUSSION

The attached remarks applaud the advertising industry for its community service work ethic -- noting several local programs as well as contributions to the Points of Light Foundation public service ad campaign.

Finally, you pay tribute to outgoing President Howard Bell, who has guided the group with distinction for over 20 years.

At the conclusion of your remarks, you will take two questions: the first will be posed by Mr. Howard Bell and the second by Mr. David Bell (no relation).

(Smith/Cawley)
June 7, 1991
Draft Four
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION
THE WHITE HOUSE
TUESDAY, JUNE 11, 1991
10:00 A.M.

Howard Bell, ladies and gentlemen. It is a pleasure to join you today on a medium you understand so well -- and to address the 23rd annual National Advertising Conference of the American Advertising Federation. /

((I was thinking this morning that there's one advantage to addressing an audience from the advertising industry. If my remarks cause a headache or upset stomach, you'll know how to get fast, fast, fast relief.)) //

We tend to forget in this age of instant communication that your profession has informed Americans for more than two centuries. You probably know that Thomas Jefferson once noted that "Advertisements contain the only truths to be relied on in a newspaper." //

Today, you transport facts and proclamations, pleas and arguments to every corner of America. The federation's more than 52,000 members -- advertisers / advertising agencies / media companies / advertising professionals / and college students majoring in advertising -- you all study and refine the arts of informing and persuading the public. //

Together, you've done more than take aim at the bottom line -- you've shown that any definition of a successful life must include serving others. *I believe so very strongly in the historic concept of one Anne We call in 1000 ft High*
 You have enhanced the Points of Light Foundation -- donating millions and millions of dollars a year in multi-media public service announcements. /

Your chapters and members have served communities nationwide. Atlanta's Advertising Club established a Minority Relations program. Houston's Advertising Federation reached out to those afflicted by the terrifying disease, AIDS. / In Arkansas, advertisers poured their time and talent into a campaign that combats child abuse. In Honolulu, you promoted the life-saving cause of organ donation. / You have taken on projects as vast and various as our great land; helping people in more than 220 communities and 200 college campuses. //

No one should underestimate the power of your deeds or the importance of your profession. ((You know, there is a story of how an ad salesman was trying to convince a store owner to do some advertising, and the owner said: "I've been in this location for 50 years and I've never needed to advertise." // The salesman said: "The town church has been in the same location for a hundred years, but they still ring their bells."))

Two years ago this month, our Administration recognized the AAF with the Private Sector Initiative Commendation. Last year, another Presidential award testified to your belief that, as Emerson said, "the only gift is a portion of thyself." Today,

let me close by praising a man who has given much of himself -- and much to our nation.

Howard Bell makes his final appearance as AAF president at this convention. He has served as an advertising evangelist and trailblazer -- and he's built the AAF into the megaphone of the ad industry. Under his leadership, membership tripled; AAF established new means and standards of self-regulation. Perhaps most important of all, the federation under Howard's leadership acted upon the axiom that prosperity without purpose means nothing.

For that, I thank him -- and you. You have made a big difference in this nation's life. But let's go further still. Let's build a better and more focused future for ourselves, our families, our communities, our country.

Now, Howard, since I've traveled so far to be with you, I'd be glad to take a few questions.

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President:

And Howard, since I've come all this way, I'd be glad to take a few questions.

Howard Bell:

Thank you, Mr. President. The economic downturn has affected all areas of business and particularly the communications and media industries. Do you see any positive signs in the economy that signal the beginning of an upturn?

President:

Howard, if I may borrow a term from Wall Street, I ~~am~~ *am* ~~very~~ bullish on the economy. While some sectors are still sluggish, on the whole, a turnaround in the economy appears to be in the making. According to the just-released May unemployment report, over half of all industries added to their payrolls. Industrial production has also been rising. Such upward trends will continue, according to the index of leading indicators. The index has risen for three consecutive months, a strong signal that the economic future looks bright. *I don't want to sound euphoric because some people are still hurting badly and this concerns me, but things are beginning to move forward.*

As far as your industry is concerned, I'm optimistic that it too will pick up as the rest of the economy gathers steam. Increased factory orders will have an impact on the advertising industry, as businesses begin to move their products.

Howard Bell:

Mr. President, I would like to introduce David Bell, AAF's Chairman, who will ask the next question.

David Bell:

Mr. President, the American Advertising Federation is currently working with the Private Sector Division of the United States Information Agency to develop advertising and marketing data with respect to the free market economic system that will be made available to embassies around the world. This data and expertise will provide access to proven methodologies to eastern European countries, among others, as they move toward a market economy. Do you see additional ways that the advertising industry can help foster these important developments in such countries?

President:

Let me say that I was just over at USIA last week at the swearing-in of Henry Catto, our new director. I know that Ambassador Catto is very excited about AAF's volunteer work with the private sector Market Resource Committee. The important skills our eastern European friends acquire through your generosity will help provide the building blocks to establish a productive economy.

David, I think the advertising community can show these nations how to transmit information swiftly and creatively. With the many public service announcements your industry produces, you help teach people about important issues. In

fact, as I recall, you helped create and produce the production of the Department of Energy's "Do Your Part, Drive Smart" energy efficiency campaign. That campaign showed us all how a few simple steps would help make us more energy efficient.

Also look at the wondrous success of Jim Burke and the Partnership for a Drug-Free America, *what a fantastic job they did the other are doing.* The advertising they've produced has helped stem the tide of illegal use of drugs by powerfully illustrating the often fatal consequences of drug use.

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91 JUN 9 P8:22

THE WHITE HOUSE
WASHINGTON

June 7, 1991

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Teleconference: Ad Federation

We have reviewed the attached remarks from a policy standpoint and have noted several suggested changes on page four of the draft.

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: 06/06/91ACTION/CONCURRENCE/COMMENT DUE BY: NOON 06/07/91SUBJECT: PRESIDENTIAL TELECONFERENCE: AD FEDERATION(06/06 draft three)

	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 forward any comments directly to Tony Snow no later than Noon on Friday, 06/07, with a copy to this office. Thanks.

RESPONSE:

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

91 JUN -6 PM 8:30

(Smith/Cawley)
June 6, 1991
Draft Three
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION
THE WHITE HOUSE
TUESDAY, JUNE 11, 1991

___, ladies and gentlemen. It is a pleasure to join you today on a medium you understand so well -- and to address the 23rd annual National Advertising Conference of the American Advertising Federation. /

((I was thinking this morning that there's one advantage to addressing an audience from the advertising industry. If my remarks cause a headache or upset stomach, you'll know how to get fast, fast, fast relief.)) //

We tend to forget in this age of instant communication that your profession has informed Americans for more than two centuries. You probably know that Thomas Jefferson once noted that "Advertisements contain the only truths to be relied on in a newspaper." //

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Together, you've done more than take aim at the bottom line -- you've shown that the definition of a successful life must include serving others. //

You have enhanced our Points of Light Foundation -- donating over \$1 billion a year in multi-media public service announcements. /

Your chapters and members have served communities nationwide. Atlanta's Advertising Club established a Minority Relations program. Houston's Advertising Federation reached out to those afflicted by the terrifying disease, AIDS. / In Arkansas, advertisers poured their time and talent into a campaign that combats child abuse. In Honolulu, you promoted the life-saving cause of organ donation. / You have taken on projects as vast and various as our great land; helping people in more than 220 communities and 200 college campuses.//

No one should underestimate the power of your deeds or the importance of your profession. ((You know, there is a story of how an ad salesman was trying to convince a store owner to do some advertising, and the owner said: "I've been in this location for 50 years and I've never needed to advertise." // The salesman said: "The town church has been in the same location for a hundred years, but they still ring their bells."))

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And Howard, since I've come all this way, I'd be glad to take a few questions.

Howard Bell:

Thank you, Mr. President. The economic downturn has affected all areas of business and particularly the communications and media industries. Do you see any positive signs in the economy that signal the beginning of an upturn?

President:

Howard, if I can borrow a term from Wall Street, I'm very bullish on the economy. While some sectors of the economy are still sluggish, ^{the OVERALL PERFORMANCE OF THE} ~~on a whole, I think we're~~ ^{ECONOMY IS SHOWING} ~~already starting to see some~~ ^{REAL} improvement. A few days ago, ^{Index of} the Leading Economic Indicators increased for the third month in a row. It's always a good sign when ^{it} ~~they~~ increases any month, but three consecutive advances is a ~~strong~~ signal that ^{the economy is} ~~things are~~ turning around. Other economic data is also encouraging. Industrial production increased last month for the first time in seven months and factory order ^S also rose in April. These are all good signs that the recession is drawing to a close, ^{that} ~~and we are~~ returning to a period of strong economic growth.

As far your industry is concerned, I'm optimistic that it too will pick up as the rest of the economy gathers steam. Factory orders on the rise will have an impact on the advertising industry as businesses begin to move their products.

Howard Bell:

Mr. President, I would like to introduce David Bell, AAF's Chairman, who will ask the next question.

David Bell:

Mr. President, the American Advertising Federation is currently working with the Private Sector Division of the United States Information Agency to develop advertising and marketing data with respect to the free market economic system that will be made available to embassies around the world. This data and expertise will provide access to proven methodologies to eastern European countries, among others, as they move towards a market economy. Do you see additional ways that the advertising industry can help foster these important developments in such countries?

President:

Let me say that I was just over at USIA last week at the swearing-in of Henry Catto, our new director. And I know that Ambassador Catto is very excited about AAF's volunteer work with the private sector Market Resource Committee. The important skills our eastern European friends acquire through your generosity will help provide the building blocks to establish a productive economy.

David, I think there is an important role the advertising community will play in these countries. Simply put, advertising creatively communicates information. And with the many public service announcements your industry produces, you help teach and inform people on issues of mutual interest and national concern. In fact, as I recall, you were involved in the production of the Department of Energy's "Do Your Part, Drive Smart" energy efficiency campaign. That campaign showed us all how a few simple steps would help make us more energy efficient. Also look

at the wondrous success of Jim Burke and the Partnership for a Drug-Free America. The advertising they've produced has helped stem the tide of illegal use of drugs by powerfully illustrating the often fatal consequences of drug use.

Every country has problems which can be addressed and solved with effective public affairs advertising. And as countries begin to realize that they need help to communicate information, they'll do it with advertising.

So a good question and a good way to end this teleconference. Thank you for having me in Nashville and God bless you all.

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THE WHITE HOUSE

WASHINGTON

June 7, 1991

MEMORANDUM

INFORMATION FOR THE PRESIDENT

THROUGH: TONY SNOW TS
FROM: CURT SMITH ✓
SUBJECT: REMARKS FOR TELECONFERENCE WITH THE AMERICAN
ADVERTISING FEDERATION

I. SUMMARY

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(Smith/Cawley)
June 7, 1991
Draft Four
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION
THE WHITE HOUSE
TUESDAY, JUNE 11, 1991
10:00 A.M.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 06/06/91ACTION/CONCURRENCE/COMMENT DUE BY: NOON 06/07/91SUBJECT: PRESIDENTIAL TELECONFERENCE: AD FEDERATION(06/06 draft three)

	ACTION	FYI		ACTION	FYI
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SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
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BROMLEY	☐	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐	MARTINEZ	☒	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward any comments directly to Tony Snow no later than Noon on Friday, 06/07, with a copy to this office. Thanks.

RESPONSE:

no comment

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

91 JUN -6 PM 8:30

(Smith/Cawley)
June 6, 1991
Draft Three
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION
THE WHITE HOUSE
TUESDAY, JUNE 11, 1991

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SUBJECT: PRESIDENTIAL TELECONFERENCE: AD FEDERATION
(06/06 draft three)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE <i>N/C</i>	☒	☐
SUNUNU	☐	☐	PETERSMEYER	☒	☐
SCOWCROFT <i>Roslow b7D</i>	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH <i>N/C</i>	☒	☐
BRADY	☐	☒	SMITH	☒	☐
BROMLEY	☐	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
DEMAREST	☒	☐	~~SNOW~~	☒	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY <i>Gray 2607</i>	☒	☐	MARTINEZ	☒	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward any comments directly to Tony Snow no later than Noon on Friday, 06/07, with a copy to this office. Thanks.

RESPONSE:

MASTER

(Smith) - need a P or two on domestic policy - the remarks get recorded by all media. Need to continue countdown to 100 days - mention Crime + transportation.

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

91 JUN -6 PM 8:30

(Smith/Cawley)
June 6, 1991
Draft Three
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION
THE WHITE HOUSE
TUESDAY, JUNE 11, 1991
10:00 A.M.

Howard Bell

—, ladies and gentlemen. It is a pleasure to join you today on a medium you understand so well -- and to address the 23rd annual National Advertising Conference of the American Advertising Federation. /

((I was thinking this morning that there's one advantage to addressing an audience from the advertising industry. If my remarks cause a headache or upset stomach, you'll know how to get fast, fast, fast relief.)) //

We tend to forget in this age of instant communication that your profession has informed Americans for more than two centuries. You probably know that Thomas Jefferson once noted that "Advertisements contain the only truths to be relied on in a newspaper." //

Today, you transport facts and proclamations, pleas and arguments to every corner of America. The federation's more than 52,000 members -- advertisers / advertising agencies / media companies / advertising professionals / and college students majoring in advertising -- you all study and refine the arts of informing and persuading the public. //

Together, you've done more than take aim at the bottom line -- you've shown that ^{any} the definition of a successful life must include serving others. //

No: They'll find it funny
delete
(Peterm.)
Why would advertisers find this funny?

✓
(Peterm.)

No: to Combrance. Point made in body of 2 speeds

→ dedicated to making service to others central to the life and work of every American (Peterson)

You have enhanced ^{the} ~~our~~ Points of Light Foundation ^{? millions + millions} -- donating (over \$1 billion) a year in multi-media public service announcements. /

Your chapters and members have served communities nationwide. Atlanta's Advertising Club established a Minority Relations program. Houston's Advertising Federation reached out to those afflicted by the terrifying disease, AIDS. / In Arkansas, advertisers poured their time and talent into a campaign that combats child abuse. In Honolulu, you promoted the life-saving cause of organ donation. / You have taken on projects as vast and various as our great land; helping people in more than 220 communities and 200 college campuses. //

No one should underestimate the power of your deeds or the importance of your profession. ((You know, there is a story of how an ad salesman was trying to convince a store owner to do some advertising, and the owner said: "I've been in this location for 50 years and I've never needed to advertise." // The salesman said: "The town church has been in the same location for a hundred years, but they still ring their bells."))

No: keep joke delete joke (Peterson)

Two years ago this month, our A administration recognized the AAF with the Private Sector Initiative Commendation. Last year, another Presidential award testified to your belief that, as Emerson said, "the ^{only} ~~greatest~~ gift is a portion of thyself." ✓ Today, let me close by praising a man who has given much of himself -- and much to our nation. ✓

Howard Bell makes his final appearance as AAF president at this convention. He has served as an advertising evangelist and trailblazer -- and he's built the AAF into the megaphone of the ad industry. Under his leadership, membership tripled; AAF established new means and standards of self-regulation; the ~~federation began to place its imprint on government~~ -- and upon your communities. Perhaps most important of all, the federation under Howard's leadership acted upon the axiom that prosperity without purpose means nothing.

For that, I thank him -- and you. You have made a big difference in this nation's life. But let's go further still. Let's build a better and more focused future for ourselves, our families, our communities, our country.

Now, Howard, since I've traveled so far to be with you, I'd be glad to take a few questions.

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President:

And Howard, since I've come all this way, I'd be glad to take a few questions.

Howard Bell:

Thank you, Mr. President. The economic downturn has affected all areas of business and particularly the communications and media industries. Do you see any positive signs in the economy that signal the beginning of an upturn?

President:

Howard, if I can borrow a term from Wall Street, I'm very bullish on the economy. While some sectors of the economy are still sluggish, ^{the overall performance of the} ~~on a whole, I think we're~~ ^{economy is showing some real (Porter)} ~~already starting to see some improvement.~~ A few days ago, the Leading Economic Indicators increased for the third month in a row. It's always a good sign when ^{it} ~~they~~ ^{(good) CEA} increase any month, but three consecutive advances is a ~~strong~~ ^{the economy is} signal that ~~things are~~ ^{are} turning around. Other economic data ^{is also} encouraging. Industrial production increased ^{in April} ~~last month~~ ^(Treas.) for the first time in seven months, ^{* (OMB)} and factory orders ^{most encouraging of all was a slight increase} also rose ^{in payroll employment in May. That} in April. ^{may even indicate that the economy} These are all good signs that the recession is ^{is starting to move upward.} drawing to a close. ^(Treas.)

As far ^{as} your industry is concerned, I'm optimistic that it too will pick up as the rest of the economy gathers steam. Factory orders on the rise will have an impact on the advertising industry ^{as businesses begin to move their} products.

✓ take OMB language
delete
Insert
A
(OMB)

and that we are returning to a period of strong economic growth.
(Porter)

* payroll, factory orders, and jobs increased in May for the first time in eleven months
(CEA)

Howard Bell:

Mr. President, I would like to introduce David Bell, AAF's Chairman, who will ask the next question.

David Bell:

Mr. President, the American Advertising Federation is currently working with the Private Sector Division of the United States Information Agency to develop advertising and marketing data with respect to the free market economic system that will be made available to embassies around the world. This data and expertise will provide access to proven methodologies to eastern European countries, among others, as they move towards a market economy. Do you see additional ways that the advertising industry can help foster these important developments in such countries? X

President:

Let me say that I was just over at USIA last week at the swearing-in of Henry Catto, our new director. And I know that Ambassador Catto is very excited about AAF's volunteer work with the private sector Market Resource Committee. The important skills our eastern European friends acquire through your generosity will help provide the building blocks to establish a productive economy.

David, I think there is an important role the advertising community will play in these countries. Simply put, advertising creatively communicates information. And with the many public service announcements your industry produces, you help teach and inform people on issues of mutual interest and ^{inter} national concern. In fact, as I recall, ^{helped create + produced (Energy)} you were involved in the production of the Department of Energy's "Do Your Part, Drive Smart" energy efficiency campaign. That campaign showed us all how a few simple steps would help make us more energy efficient. Also look X

at the wondrous success of Jim Burke and the Partnership for a Drug-Free America. The advertising they've produced has helped stem the tide of illegal use of drugs by powerfully illustrating the often fatal consequences of drug use.

Every country has problems which can be addressed and solved with effective public affairs advertising. And as countries begin to realize that they need help to communicate information, they'll do it with advertising.

So a good question and a good way to end this teleconference. Thank you for having me in Nashville and God bless you all.

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WHITE HOUSE STAFFING MEMORANDUM

91 JUN 7 A6:01



DATE: 06/06/91

ACTION/CONCURRENCE/COMMENT DUE BY: NOON 06/07/91

SUBJECT: PRESIDENTIAL TELECONFERENCE: AD FEDERATION

(06/06 draft three)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	PETERSMEYER	☒	☐
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DARMAN	☒	☐	ROGICH	☒	☐
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CARD	☐	☒	ROGERS	☐	☒
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FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐	MARTINEZ	☒	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward any comments directly to Tony Snow no later than Noon on Friday, 06/07, with a copy to this office. Thanks.

RESPONSE:

MEMORANDUM FOR TONY SNOW

June 7, 1991

The NSC staff has reviewed the presidential teleconference and concurs as amended. Please note the comment regarding unemployment figures.

Brent Scowcroft

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

cc: Phillip D. Brady

91 JUN -6 PM 8:30

(Smith/Cawley)
June 6, 1991
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As far your industry is concerned, I'm optimistic that it too will pick up as the rest of the economy gathers steam. Factory orders on the rise will have an impact on the advertising industry as businesses begin to move their products.

* Check with CEA regarding May unemployment figures.

Howard Bell:

Mr. President, I would like to introduce David Bell, AAF's Chairman, who will ask the next question.

David Bell:

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Let me say that I was just over at USIA last week at the swearing-in of Henry Catto, our new director. And I know that Ambassador Catto is very excited about AAF's volunteer work with the private sector Market Resource Committee. The important skills our eastern European friends acquire through your generosity will help provide the building blocks to establish a productive economy.

David, I think there is an important role the advertising community will play in these countries. Simply put, advertising creatively communicates information. And with the many public service announcements your industry produces, you help teach and inform people on issues of mutual interest and national concern. In fact, as I recall, you were involved in the production of the Department of Energy's "Do Your Part, Drive Smart" energy efficiency campaign. That campaign showed us all how a few simple steps would help make us more energy efficient. Also look

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(06/06 draft three)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	PETERSMEYER	☒	☐
SCOWCROFT	☒	☒	PORTER	☒	☐
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FITZWATER	☐	☐	BOOKIN	☒	☐
GRAY	☐	☐	MARTINEZ	☒	☐
HOLIDAY	☐	☐		☐	☐

REMARKS:

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RESPONSE:

See comments. Thanks.

Phil Williamson

6-7-91

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

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*late DOE
work
and's ad
agency was
not only involved
in DOE's
campaign,
but they were the
agency that created
the whole campaign -
volunteering their
services to the
AAC Council.*

Document No.

243976

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RESPONSE:

NEED A PARAGRAPH OR TWO
ON DOMESTIC POLICY -
THESE REMARKS GET RECORDED BY
ALL MEDIA. NEED TO CONTINUE COUNTDOWN
TO 100 DAYS - MENTION CRIME &
TRANSPORTATION

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



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

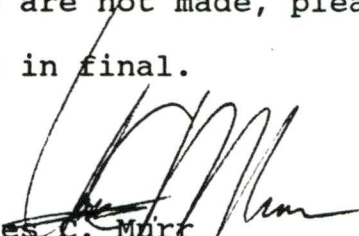
91 JUN 7 12:49

JUN 7 1991

NOTICE:

Enclosed are comments from staff members of the Office of Management and Budget (OMB). Such comments do not necessarily represent the official position of the Director of OMB or of the Office of Management and Budget. If you wish to have the Director's personal comments, please let me know -- and contact me if you have any questions.

If our proposed substantive changes are not made, please let us know before the material is prepared in final.


James C. Muir
Associate Director for
Legislative Reference
and Administration

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See comments

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91 JUN -6 PM 8:30

(Smith/Cawley)
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See new paragraph on next page

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President

Howard, if I can borrow a term from Wall Street, I'm very bullish on the economy. While some sectors are still sluggish, on the whole, a turnaround in the economy appears to be in the making. According to the just-released May employment report, the number of jobs in the Nation increased, and over half of all industries added to their payrolls. Industrial production has also been rising. Such upward trend ^{will} ~~is going to~~ continue, according to the index of leading indicators. The index has risen for three consecutive months in a row, a strong signal that the economic future looks bright.

A

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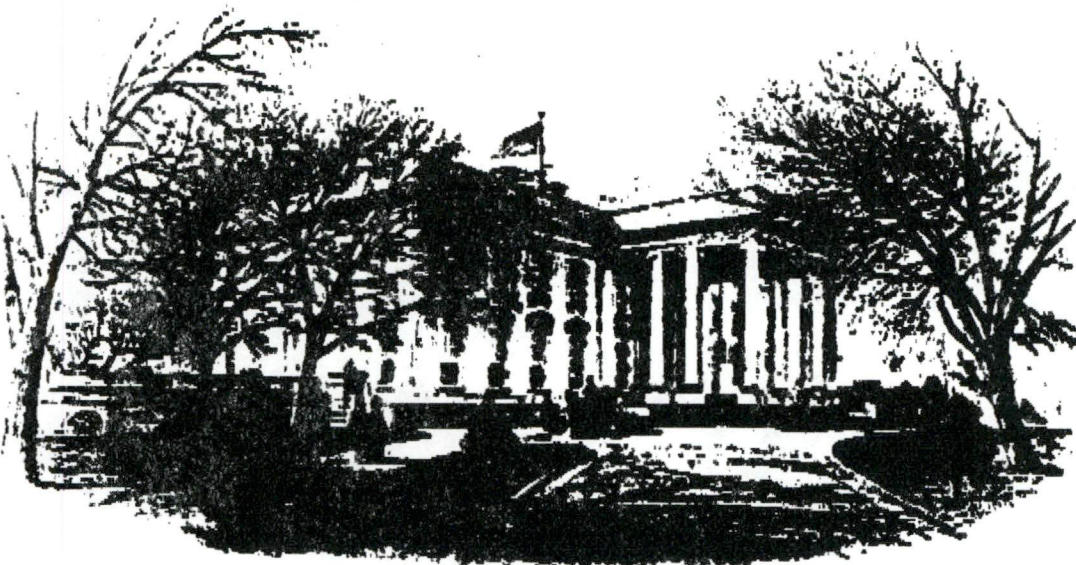
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Executive Office of the President

91 JUN 6 PM 10:42

FACSIMILE TRANSMITTAL SHEETNUMBER OF PAGES INCLUDING COVER 2DATE 6/7/91TO Terry SnowFAX NUMBER 6218

OFFICE NUMBER _____

COMMENTS _____

FROM ROGER B. PORTERFAX NUMBER 202-456-2878OFFICE NUMBER ECONOMIC & DOMESTIC POLICY

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WHITE HOUSE STAFFING MEMORANDUM

91 JUN 6 10:53

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CARD	☐	☒	ROGERS	☐	☒
DEMAREST	☒	☐	SNOW	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐	MARTINEZ	☒	☐
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please forward any comments directly to Tony Snow no later than Noon on Friday, 06/07, with a copy to this office. Thanks.

RESPONSE:

In OGCPC - per Bill Smith, Deputy Chief of Staff
 "OK as is" — *Juan Balistreri*
 upl 2992

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

91 JUN -6 PM 8:30

(Smith/Cawley)
June 6, 1991
Draft Three
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION
THE WHITE HOUSE
TUESDAY, JUNE 11, 1991

___, ladies and gentlemen. It is a pleasure to join you today on a medium you understand so well -- and to address the 23rd annual National Advertising Conference of the American Advertising Federation. /

((I was thinking this morning that there's one advantage to addressing an audience from the advertising industry. If my remarks cause a headache or upset stomach, you'll know how to get fast, fast, fast relief.)) //

We tend to forget in this age of instant communication that your profession has informed Americans for more than two centuries. You probably know that Thomas Jefferson once noted that "Advertisements contain the only truths to be relied on in a newspaper." //

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Together, you've done more than take aim at the bottom line -- you've shown that the definition of a successful life must include serving others. //

You have enhanced our Points of Light Foundation -- donating over \$1 billion a year in multi-media public service announcements. /

Your chapters and members have served communities nationwide. Atlanta's Advertising Club established a Minority Relations program. Houston's Advertising Federation reached out to those afflicted by the terrifying disease, AIDS. / In Arkansas, advertisers poured their time and talent into a campaign that combats child abuse. In Honolulu, you promoted the life-saving cause of organ donation. / You have taken on projects as vast and various as our great land; helping people in more than 220 communities and 200 college campuses.//

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President:

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As far your industry is concerned, I'm optimistic that it too will pick up as the rest of the economy gathers steam. Factory orders on the rise will have an impact on the advertising industry as businesses begin to move their products.

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✓
BOOTLE
NICK ROSTOW
x 6538

(Smith/Cawley)
June 6, 1991
Draft Three
AD.TS

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THE WHITE HOUSE
WASHINGTON

91 JUN 6

Date:

PII: 09

6/7/91

TO:

Tony Snow

FROM:

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

CLE

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

Attached are are comments
on the POTUS teleconference
in Nashville.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 06/06/91

ACTION/CONCURRENCE/COMMENT DUE BY: NOON 06/07/91

SUBJECT: PRESIDENTIAL TELECONFERENCE: AD FEDERATION

(06/06 draft three)

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DARMAN	☒	☐	ROGICH	☒	☐
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Ext. 2702

91 JUN -6 PM 8:30

(Smith/Cawley)
June 6, 1991
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AD.TS

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any

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was a
anticipatory
trade association
speech, this
might be
funny. But
why would
advertisers
find this
funny?

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THE WHITE HOUSE

WASHINGTON

91 JUN 7 12:18

June 6, 1991

MEMORANDUM FOR TONY SNOW
DEPUTY ASSISTANT TO THE PRESIDENT FOR
COMMUNICATIONS AND DIRECTOR OF SPEECHWRITING

FROM: GENE SCHAEER *GCS/krm*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Teleconference: AD Federation

Counsel's Office has no legal objection to the Presidential
Teleconference referenced above.

Thank you for the opportunity to review this matter.

Attachment

cc: Phillip D. Brady
Assistant to the President
and Staff Secretary

JUN 7 1991

WHITE HOUSE STAFFING MEMORANDUM

DATE: 06/06/91

ACTION/CONCURRENCE/COMMENT DUE BY: NOON 06/07/91

SUBJECT: PRESIDENTIAL TELECONFERENCE: AD FEDERATION

(06/06 draft three)

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Ext. 2702

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(Smith/Cawley)
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91 JUN 7 11:20

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(06/06 draft three)

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6-7-91

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No one should underestimate the power of your deeds or the importance of your profession. ((You know, there is a story of how an ad salesman was trying to convince a store owner to do some advertising, and the owner said: "I've been in this location for 50 years and I've never needed to advertise." // The salesman said: "The town church has been in the same location for a hundred years, but they still ring their bells."))

Two years ago this month, our administration recognized the AAF with the Private Sector Initiative Commendation. Last year, another Presidential award testified to your belief that, as Emerson said, "the greatest gift is a portion of thyself." Today, let me close by praising a man who has given much of himself -- and much to our nation.

Howard Bell makes his final appearance as AAF president at this convention. He has served as an advertising evangelist and trailblazer -- and he's built the AAF into the megaphone of the ad industry. Under his leadership, membership tripled; AAF established new means and standards of self-regulation; the federation began to place its imprint on government -- and upon your communities. Perhaps most important of all, the federation under Howard's leadership acted upon the axiom that prosperity without purpose means nothing.

For that, I thank him -- and you. You have made a big difference in this nation's life. But let's go further still. Let's build a better and more focused future for ourselves, our families, our communities, our country.

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President:

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Howard Bell:

Thank you, Mr. President. The economic downturn has affected all areas of business and particularly the communications and media industries. Do you see any positive signs in the economy that signal the beginning of an upturn?

President:

Howard, if I can borrow a term from Wall Street, I'm very bullish on the economy. While some sectors of the economy are still sluggish, on a whole, I think we're already starting to see some improvement. A few days ago, the Leading Economic Indicators increased for the third month in a row. It's always a good sign when they increase any month, but three consecutive advances is a strong signal that things are turning around. Other economic data ^{are} ~~is~~ also encouraging. Industrial production increased ^{in April} ~~last month~~ for

the first time in seven months and factory order also rose in April. ^{Most encouraging of all was a slight increase in payroll} ~~These are all good signs that the recession is drawing to a close.~~ ^{That may even indicate that the economy is starting to move upward.}

As far your industry is concerned, I'm optimistic that it too will pick up as the rest of the economy gathers steam. Factory orders on the rise will have an impact on the advertising industry as businesses begin to move their products.

Howard Bell:

Mr. President, I would like to introduce David Bell, AAF's Chairman, who will ask the next question.

David Bell:

Mr. President, the American Advertising Federation is currently working with the Private Sector Division of the United States Information Agency to develop advertising and marketing data with respect to the free market economic system that will be made available to embassies around the world. This data and expertise will provide access to proven methodologies to eastern European countries, among others, as they move towards a market economy. Do you see additional ways that the advertising industry can help foster these important developments in such countries?

President:

Let me say that I was just over at USIA last week at the swearing-in of Henry Catto, our new director. And I know that Ambassador Catto is very excited about AAF's volunteer work with the private sector Market Resource Committee. The important skills our eastern European friends acquire through your generosity will help provide the building blocks to establish a productive economy.

David, I think there is an important role the advertising community will play in these countries. Simply put, advertising creatively communicates information. And with the many public service announcements your industry produces, you help teach and inform people on issues of mutual interest and national concern. In fact, as I recall, you were involved in the production of the Department of Energy's "Do Your Part, Drive Smart" energy efficiency campaign. That campaign showed us all how a few simple steps would help make us more energy efficient. Also look

at the wondrous success of Jim Burke and the Partnership for a Drug-Free America. The advertising they've produced has helped stem the tide of illegal use of drugs by powerfully illustrating the often fatal consequences of drug use.

Every country has problems which can be addressed and solved with effective public affairs advertising. And as countries begin to realize that they need help to communicate information, they'll do it with advertising.

So a good question and a good way to end this teleconference. Thank you for having me in Nashville and God bless you all.

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91 JUN 11 4:51

WHITE HOUSE STAFFING MEMORANDUM

DATE: 06/06/91

ACTION/CONCURRENCE/COMMENT DUE BY: NOON 06/07/91

SUBJECT: PRESIDENTIAL TELECONFERENCE: AD FEDERATION

(06/06 draft three)

	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 forward any comments directly to Tony Snow no later than Noon on Friday, 06/07, with a copy to this office. Thanks.

RESPONSE:

NEEDS A PARAGRAPH OR TWO
ON DOMESTIC POLICY—
THESE REMARKS GET RECORDED BY
ALL MEDIA. NEEDS TO CONTINUE COUNTDOWN
TOWARD 100 DAYS - MENTION CRIME &
TRANSPORTATION—

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

91 JUN -6 PM 8:30

(Smith/Cawley)
June 6, 1991
Draft Three
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION
THE WHITE HOUSE
TUESDAY, JUNE 11, 1991

___, ladies and gentlemen. It is a pleasure to join you today on a medium you understand so well -- and to address the 23rd annual National Advertising Conference of the American Advertising Federation. /

((I was thinking this morning that there's one advantage to addressing an audience from the advertising industry. If my remarks cause a headache or upset stomach, you'll know how to get fast, fast, fast relief.)) //

We tend to forget in this age of instant communication that your profession has informed Americans for more than two centuries. You probably know that Thomas Jefferson once noted that "Advertisements contain the only truths to be relied on in a newspaper." //

Today, you transport facts and proclamations, pleas and arguments to every corner of America. The federation's more than 52,000 members -- advertisers / advertising agencies / media companies / advertising professionals / and college students majoring in advertising -- you all study and refine the arts of informing and persuading the public. //

Together, you've done more than take aim at the bottom line -- you've shown that the definition of a successful life must include serving others. //

You have enhanced our Points of Light Foundation -- donating over \$1 billion a year in multi-media public service announcements. /

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For that, I thank him -- and you. You have made a big difference in this nation's life. But let's go further still. Let's build a better and more focused future for ourselves, our families, our communities, our country.

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Howard Bell:

Thank you, Mr. President. The economic downturn has affected all areas of business and particularly the communications and media industries. Do you see any positive signs in the economy that signal the beginning of an upturn?

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As far your industry is concerned, I'm optimistic that it too will pick up as the rest of the economy gathers steam. Factory orders on the rise will have an impact on the advertising industry as businesses begin to move their products.

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Let me say that I was just over at USIA last week at the swearing-in of Henry Catto, our new director. And I know that Ambassador Catto is very excited about AAF's volunteer work with the private sector Market Resource Committee. The important skills our eastern European friends acquire through your generosity will help provide the building blocks to establish a productive economy.

David, I think there is an important role the advertising community will play in these countries. Simply put, advertising creatively communicates information. And with the many public service announcements your industry produces, you help teach and inform people on issues of mutual interest and national concern. In fact, as I recall, you were involved in the production of the Department of Energy's "Do Your Part, Drive Smart" energy efficiency campaign. That campaign showed us all how a few simple steps would help make us more energy efficient. Also look

at the wondrous success of Jim Burke and the Partnership for a Drug-Free America. The advertising they've produced has helped stem the tide of illegal use of drugs by powerfully illustrating the often fatal consequences of drug use.

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

June 11, 1991

REMARKS BY THE PRESIDENT IN TELECONFERENCE
TO NATIONAL ADVERTISING CONFERENCE OF
THE AMERICAN ADVERTISING FEDERATION

Old Executive Office Building

10:05 A.M. EDT

THE PRESIDENT: Thank you. My heavens, what a welcome. I can see you all -- the backs of your heads here. Oops, I can see you turning around. (Laughter.)

Thank you all very much. What a marvelous technology. Howard Bell, ladies and gentlemen, it is a pleasure to join you today on a medium you understand so well and to address this, the 23rd Annual National Advertising Conference of the Federation -- of the American Advertising Federation.

Normally in these speeches, you say "I wish I were with you." I will say I wish I were there in Opryland. This week -- I'm a country fan -- and this week we had Barbara Mandrell up at Camp David. We've had Mo Bandy up there, Jimmy Dean, the Gatlins, Lee Greenwood, and just last week we were privileged to have Alabama singing for our congressional barbeque. So I'm a fan of country music. And I just wish I were there to not only hear your proceedings, but to catch a little of that act later on.

But I was thinking this morning that there's one advantage to addressing an audience from the advertising industry. If my remarks cause a headache or upset stomach, you'll know how to get fast, fast relief -- click it.

But, look, this is reasonably short -- reasonably short because in a few minutes I'm going over to Seaford, Delaware, to a GED graduation. These night school guys -- old and young -- and it's exciting what's happening in education.

But back to the subject at hand. We tend to forget in this age of instant communication that your profession has informed Americans for more than two centuries -- two centuries. You probably know that Thomas Jefferson once noted that advertisements contain the only truths to be relied on in a newspaper. You agreed with Thomas, hey? I'm not sure I don't agree with Thomas. As a matter of fact, I think I do.

Today, you transport facts and proclamations, pleas and arguments to every corner of America. And the Federation's more than 52,000 members -- advertisers, advertising agencies, media companies, advertising professionals and college students majoring in advertising -- you all study and refine the arts of informing and persuading the public. Together you've done more than take aim at the bottom line. You've shown that any definition of a successful life must include serving others.

And I believe so very strongly in the historic concept of one American helping another. We call it, as I'm sure you know, a Thousand Points of Light. You have enhanced the Points of Light Foundation, donating millions and millions of dollars a year in multimedia public service announcements. Your chapters and members have served communities nationwide.

Atlanta's Advertising Club established a minority relations program. Houston's Advertising Federation reached out to

MORE

those afflicted by the terrifying disease, AIDS. And in Arkansas, advertisers poured their time and talent into a campaign that combats child abuse. And way out in Honolulu, you promoted the lifesaving cause of organ donation. You've taken on projects as vast and various as our great land, helping people in more than 220 communities and 200 college campuses. No one should underestimate the power of your deeds or the importance of your profession.

You know, there's an old story of how an ad salesman was trying to convince a store owner to do some advertising. And the owner said, "Look, I've been in this location for 50 years and I've never needed to advertise." And the salesman said, "The town church has been in the same location for 100 years, but they still ring their bells."

Two years ago this month, our administration recognized the AAF with the Private Sector Initiative Commendation. Last year, another presidential award testified to your belief that, as Emerson said, "The only gift is a portion of thyself."

Today, let me close by praising a man who has given much of himself and much to our nation. Howard Bell makes his final appearance as AAF President at this convention. And he has served as an advertising evangelist and trailblazer. And he's built the AAF into the megaphone of the ad industry. Under his leadership, membership tripled, AAF established new means and standards of self-regulation. And perhaps most important of all, the Federation under Howard's leadership acted upon the axiom that prosperity without purpose means nothing.

And for that I thank him and commend him. And I thank you. You've made a big difference in this nation's life. But let's go further still. Let's build a better and more focused future for ourselves, our families, our communities and our great country.

And now, Howard, since I've traveled so far to be with you, I'm glad to take a few questions, but that's the end of the formal part -- end of the speech.

Thank you. (Applause.)

MR. BELL: Thank you. Thank you very much, Mr. President. And we appreciate your willingness to answer a couple of questions. And the first question, sir, is, as you know, the economic downturn has affected all areas of business and particularly the communications and the media industries. Do you see, Mr. President, any positive signs in the economy that signal the beginning of an upturn?

THE PRESIDENT: Well, Howard if I can borrow a term from Wall Street, I am bullish on the economy. Not overly optimistic, not Pollyannic about it. But while some sectors are still sluggish, on the whole, a turnaround in the economy appears to be in the making. I don't want to be in the prediction business. What a President says on this can adversely affect markets and all of that. But according to the just-released May unemployment report, over half of all industries added to their payrolls. Industrial production has also been rising. And such upward trends will continue according to the Index of Leading Indicators.

The Index has risen for three consecutive months, a strong signal that the economic future looks bright. Now, I don't want to sound, as I say, euphoric because, frankly, some people are still hurting in this country and they're hurting badly. And this worries me, this concerns me. But things are beginning to move forward. And as far as your industry is concerned, I'm optimistic that it, too, will pick up as the rest of the economy gathers steam. Increased factory orders will have an impact on the advertising industry as businesses begin to move their products.

So I think there's reason to be optimistic. This recession has lasted perhaps longer than we would have thought. It

MORE

hasn't been as deep as many have predicted. Let's see where we go. I think things are looking much more promising as I speak to you here.

Q Well, thank you. Mr. President, I'd like now to introduce David Bell, the President of Bozell and AAF's National Chairman, who will ask the next question.

Q Mr. President, the American Advertising Federation is currently working with the private sector division of the United States Information Agency to develop advertising and marketing data with respect to the free market economic system that will be made available to embassies around the world. Now, these data and expertise will provide access to proven methodologies to the Eastern European countries, among others, as they move toward a market economy. Do you see additional ways that the advertising industry can help foster these important developments in such countries?

THE PRESIDENT: Well, what is it about the Bell name that is just dominating that convention? But anyway, I know no nepotism is involved, I've been told that. Look, it's a good question. Let me say that I was just over at USIA last week at the swearing-in of Henry Catto, our new Director, former Ambassador. I know that Henry is very excited about AAF's volunteer work with the Private Sector Market Resource Committee.

The important skills that our Eastern European friends acquire through your generosity will help provide the building blocks to establish a productive economy. David, I think the advertising community can show these nations how to transform -- transmit, I should say, information swiftly and creatively. With the many public service announcements your industry produces, you help teach people about these important issues. In fact, as I recall, you helped create and produce the production of the Department of Energy's "Do Your Part, Drive Smart" energy efficiency campaign. Now that campaign showed us all how a few simple steps would help us become more energy efficient.

And also, let me speak about a personal friend here. Look at the wondrous success of Jim Burke and the Partnership for a Drug-Free America. What a fantastic job Jim and the others -- many of them with you today there -- are doing. The advertising they've produced has helped stem the tide of illegal use of drugs by powerfully illustrating the often-fatal consequences of drug use. The ads are superb.

And every country has problems that can be addressed with effective public affairs advertising. And as countries begin to realize that they need help to communicate information, they'll do it with advertising.

So a good question and a good way to end this teleconference. Thank you. Thank you all for what you're doing. Thank you for having me in Nashville and God bless you all. Thank you so much. (Applause.)

END

10:19 A.M. EDT