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FOIA Number:

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FOIA MARKER

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

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

OA/ID Number: 13572
Folder ID Number: 13572-006

Folder Title:
Travel Public Service Announcement 6/15/91 [OA 6034]

Stack:	Row:	Section:	Shelf:	Position:
G	26	17	2	1

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: WED. 6/12/91 4:00 p.m.

SUBJECT: PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
GRAY <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., WEDNESDAY, JUNE 12, with a copy to this office. Thank you.

RESPONSE:

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

PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY
JUNE 15, 1991
LOS ANGELES, CALIFORNIA

91 JUN 11 PM 4:14

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.

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 interesting places . . . You might even discover gold . . . but most of all, you'll find friendly people.

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.

#

Executive Office of the President

91 JUN 12 P 3: 21



6/12

x6218

TO: CHRISTINA MARTIN

FROM: BRUCE ZANCA

RE: TRAVEL & TOURISM VIDEO

-- USE ALTERNATE ENDING --

* NOTE * REQUESTING -

60 - 30 - 15 SECOND SPOTS

91 JUN 14 PM 4:14

PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY
JUNE 15, 1991
LOS ANGELES, CALIFORNIA

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.

From New York City to the ~~California~~ ^{HAWAIIAN ISLANDS} 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
interesting places . . . You might even discover gold . . . but
most of all, you'll find friendly people.

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.

DELETE

#

INSERT - ALTERNATE ENDING --
NEXT PAGE

MAR 10 '92 EWING

PAGE.002

GRAY KIRK & EVANS

TV COPY

client: **Chiles**
product: **USFTA/USA**
copy no: **"President"**
description: **160**
job no: **6/10/91**
date

VIDEO

OPEN ON PRESIDENT BUSH AND THE FIRST LADY WALKING IN GARDEN OF A HOTEL.

OUT TO SCENIC FOOTAGE: STATUE OF LIBERTY

**HAWAII
CALDER MOBILE IN EAST WING
COLONIAL WILLIAMSBURG
CLOWN OR STREET JUGGLER**

**BASEBALL
FLORIDA BEACH
MUSICIANS
GREAT LAKES
GRAND CANYON
MOUNT RUSHMORE**

**AIR AND SPACE MUSEUM
GOLDEN GATE BRIDGE AT SUNSET
PEOPLE WITH MAINE LOBSTER
PEOPLE AT RODEO
PEOPLE ON THE ATLANTIC BEACH
PEOPLE ON THE PACIFIC COAST
DISSOLVE BACK TO THE PRESIDENT AND MRS. BUSH IN GARDEN.**

SUPER: AMERICA. IT'S YOURS TO DISCOVER.



AUDIO

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

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

Our sense of history...
Our sense of humor...

America is a land of contrasts...
From rolling green fields...

To sandy white beaches...
To red hot Dixieland jazz...

You'll find Great Lakes...
And a Grand Canyon...

You'll meet some interesting people...

In some very interesting places...
You might even discover gold...

But wherever you go, from Maine to Texas; from The Atlantic Ocean to the Pacific Coast, 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 there's never been a better time than now. This year, come see America. It's yours to discover.

ALT. ENDING: Today, there are more reasons than ever to visit America. Our beaches, our national parks, our great cities. And there's never been a better time than now. So what are you waiting for? America. It's yours to discover.

ALT. ENDING 2: Today, there are more reasons than ever to visit America. And there's never been a better time than now. So what are you waiting for? An invitation from the president? America. It's yours to discover.

eliminate

eliminate

use

GRAY KIRK & EVANS

TV COPY

CUSTOM Choice
Product USITTA/USA
copy no. "President"
description ISO List
file no. 6/7/91
date

VIDEO

OPEN ON PRESIDENT BUSH
AND THE FIRST LADY WALKING
IN A HOTEL GARDEN.

CUT TO BUSH'S FOOTAGE
DISSOLVE BACK TO THE PRESIDENT
AND MRS. BUSH.

BUSHER: AMERICA, YOURS TO
DISCOVER.

ALTERNATE

SEE, BUSH/00: Most people think of
America as the land of freedom.
But to those who have visited
here, it's also VO; a place of beauty,
wander and excitement.
Today, there are more reasons
than ever to visit America. Our
beaches, our national parks, our
great cities. And there's never been
a better time than now.
00: This year, come see America.
It's yours to discover.

elispawle

ALB. BUSHING: Today, there are
more reasons than ever to visit
America. Our beaches, our national
parks, our great cities. And there's
never been a better time than now.
So what are you waiting for?
America. It's yours to discover.

elispawle

ALB. BUSHING: Today, there are
more reasons than ever to visit
America. And there's never been a
better time than now. So what are
you waiting for? An invitation from
the president? America. It's yours to
discover.

use

MAR 18 '98 2914E

PAGE. 004

GRAY KIRK & EVANS

TV COPY

client: Studio
product: USTTA/USA
copy no: "President"
description: 18/80 Lit
job no: 6/7/91
date:

VIDEO

**OPEN ON PRESIDENT BUSH
AND THE FIRST LADY WALKING
IN HOTEL GARDEN.**

**SUPER: AMERICA, YOURS TO
DISCOVER.**

AUDIO

MR. BUSH/OC:
Today, there are more reasons
than ever to visit America. Our
beaches, our national parks, our
great cities. And there's never been
a better time than now. This year,
come see America.
It's yours to discover.

eliminate

ALT. SCRIPT: Today, there are
more reasons than ever to visit
America. Our beaches, our national
parks, our great cities. And there's
never been a better time than now.
So what are you waiting for?
America. It's yours to discover.

eliminate

ALT. SCRIPT 2: Today, there are
more reasons than ever to visit
America. And there's never been a
better time than now. So what are
you waiting for? An invitation from
the president? America. It's yours to
discover.

use

WHITE HOUSE STAFFING MEMORANDUM

91 JUN 13 AIO: 18

DATE: 6/13/91 ACTION/CONCURRENCE/COMMENT DUE BY: ---

SUBJECT: TRAVEL P.S.A.

	ACTION FYI			ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>SNOW</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

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 13, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: TONY SNOW *TS*

SUBJECT: TRAVEL P.S.A.

While in California you are scheduled to tape the attached public service announcement. This taping should take place Saturday morning at the Four Seasons Hotel.

PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY
JUNE 15, 1991
LOS ANGELES, CALIFORNIA

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.

From New York City to the Hawaiian Islands, 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 interesting places . . . You might even discover gold . . . but most of all, you'll find friendly people.

Today, there are more reasons than ever to visit America. And there's never been a better time than now. So what are you waiting for? An invitation from the President?

America, it's your to discover.

#

THE WHITE HOUSE

WASHINGTON

91 JUN 13 10:20

June 13, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: TONY SNOW *TS*

SUBJECT: TRAVEL P.S.A.

While in California you are scheduled to tape the attached public service announcement. This taping should take place Saturday morning at the Four Seasons Hotel.

PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY
JUNE 15, 1991
LOS ANGELES, CALIFORNIA

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from sunny white beaches . . . to red hot jazz . . . from the
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trees . . .

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interesting places . . . You might even discover gold . . . but
most of all, you'll find friendly people.

Today, there are more reasons than ever to visit America.
And there's never been a better time than now. So what are you
waiting for? An invitation from the President?

America, it's your to discover.

#

Called in NC 6/12/91
Document No. 245187SS

91 JUN 12 2:29
WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: WED. 6/12/91 4:00 p.m.

SUBJECT: PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., WEDNESDAY, JUNE 12, with a copy to this office. Thank you.

RESPONSE:

NC AA

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

PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY
JUNE 15, 1991
LOS ANGELES, CALIFORNIA

91 JUN 11 PM 4:14

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.

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You'll meet some interesting people . . . in some interesting places . . . You might even discover gold . . . but most of all, you'll find friendly people.

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.

#

THE WHITE HOUSE

WASHINGTON

91 JUN 12 P3:18

June 12, 1991

MEMORANDUM FOR TONY SNOW
DEPUTY ASSISTANT TO THE PRESIDENT FOR
COMMUNICATIONS

FROM: JAY S. BYBEE *jsb*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Proposed P.S.A. -- U.S. Travel and Tourism
Authority

Counsel's office has reviewed the above-referenced matter. We
have no legal objections.

Thank you for the opportunity to comment on this matter.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: WED. 6/12/91 4:00 p.m.

SUBJECT: PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., WEDNESDAY, JUNE 12, with a copy to this office. Thank you.

RESPONSE:

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

PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY
JUNE 15, 1991
LOS ANGELES, CALIFORNIA

91 JUN 11 PM 4: 14

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.

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 interesting places . . . You might even discover gold . . . but most of all, you'll find friendly people.

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.

#

WHITE HOUSE STAFFING MEMORANDUM
91 JUN 12 10:08

DATE: 6/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: WED. 6/12/91 4:00 p.m.

SUBJECT: PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., WEDNESDAY, JUNE 12, with a copy to this office. Thank you.

RESPONSE:

*Did not have a chance
to review prior to deadline.
P.P.*

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

PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY
JUNE 15, 1991
LOS ANGELES, CALIFORNIA

91 JUN 14 PM 4:14

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It's yours to discover.

#

WHITE HOUSE STAFFING MEMORANDUM

91 JUN 12 P4:36

DATE: 6/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: WED. 6/12/91 4:00 p.m.

SUBJECT: PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., WEDNESDAY, JUNE 12, with a copy to this office. Thank you.

RESPONSE:

NO COMMENTS

Holly Williamson
June 12, 1991

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

WHITE HOUSE STAFFING MEMORANDUM

91 JUN 12 5:38 PM

DATE: 6/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: WED. 6/12/91 4:00 p.m.

SUBJECT: PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., WEDNESDAY, JUNE 12, with a copy to this office. Thank you.

RESPONSE: *No comment*

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

PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY
JUNE 15, 1991
LOS ANGELES, CALIFORNIA

91 JUN 11 PM 4:14

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.

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 interesting places . . . You might even discover gold . . . but most of all, you'll find friendly people.

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.

#

THE WHITE HOUSE

WASHINGTON

June 12, 1991

91 JUN 12 12:55

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RBP*
SUBJECT: Proposed P.S.A. for U.S. Travel and Tourism
Authority

We have reviewed the attached P.S.A. and have noted one suggested change on 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: 6/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: WED. 6/12/91 4:00 p.m.

SUBJECT: PROPOSED P.S.A. FOR U.S. TRAVEL AND TOURISM AUTHORITY

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., WEDNESDAY, JUNE 12, with a copy to this office. Thank you.

RESPONSE:

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

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JUNE 15, 1991
LOS ANGELES, CALIFORNIA

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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.

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