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# FOIA MARKER

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

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**OA/ID Number:** 13578  
**Folder ID Number:** 13578-006

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**Folder Title:**  
Presidential Video Tapings 9/4/91 [OA 6036] [1]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>17</b>	<b>2</b>	<b>7</b>

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: August 30, 1991

ACTION/CONCURRENCE/COMMENT DUE BY: -----

SUBJECT: 5 PRESIDENTIAL TAPINGS FOR 09/04

	ACTION FYI			ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input checked="" 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>SNOW</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input 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

THE WHITE HOUSE  
WASHINGTON

91 AUG 30 PM 5:23

August 30, 1991

MEMORANDUM TO THE PRESIDENT

FROM: TONY SNOW *TS*  
SUBJECT: PROPOSED VIDEO MESSAGE

On Wednesday, September 4, you will tape the following five video messages:

1. United Way Campaign
2. Small Business Administration's "Building America's Future"
3. National Association of Life Underwriters
4. U.S. Pavilion at Seville Expo 92 (Requested by USIA)
5. Maine Suicide Prevention PSA

Grant  
A:UnitedWy / Draft three  
August 30, 1991

**PRESIDENTIAL VIDEO: UNITED WAY CAMPAIGN**

Good evening. Tonight, I indulge in a pleasure enjoyed by every President since Calvin Coolidge. I will kick off the United Way fund-raising campaign across America.

What a difference United Way has made in the life of this nation. For more than a century, it has given Americans the chance to make a difference -- to build a brighter tomorrow. United Way has united the best hearts and minds in America -- from business, government, labor, education, religion, and from other voluntary organizations. Together, they offer health care and community services to men, women and children who need them most.

United Way works... because local volunteers know best how to solve local problems.

United Way provides services for the elderly... day care for our children... counseling for families... tutoring for those who can't read... and substance-abuse programs for those facing the battle of their lives. People depend on these services every day.

United Way works in every community in our country -- in small towns and large, in cities and suburbs from Portland, Oregon to Portland, Maine. And thanks to the thousands of committed local volunteers, United Way makes a difference.

Since 1983, the federal government has asked United Way of America to manage distribution of funds earmarked for emergency

food and shelter. To date, United Way, working with state and local governments, has distributed nearly 900 million dollars and helped provide the hungry and homeless with 725 million meals and 200 million nights of shelter.

United Way also looks ahead. Like many of us, it has begun investing in our future -- by focusing more attention and services on America's children.

The American Dream begins in the classroom. Yet many children, especially disadvantaged kids in our inner cities and rural areas, need help in getting properly prepared for school.

As I've said, "No child can learn on an empty stomach. No child can learn if he or she is sick. No child can learn if [he or she is] missing the basic skills required to begin school." Through its network of agencies, United Way strives to help all children and their families -- with day care, meals programs, dropout prevention, recreation, counseling, and tutoring services.

Take a look at the United Way's "Success By Six" initiative -- just one example of programs that can build better opportunities for our children. In cities like Minneapolis and Nashville, communities are knocking down the roadblocks to effective education -- barriers such as psychological problems, poor health, and malnutrition. The United Way tackles educational problems by attending to the needs of children and their parents.

The volunteer board of United Way has approved a 20-year strategy aimed at preventing some of the problems that affect young Americans today. This commitment is vital if we are to achieve our national education goals -- especially one of the most important goals: Readiness for School. That goal states, "By the year 2000, all children in America will start school ready to learn."

Our children will grow up to become tomorrow's parents, workers, and community leaders. Each of us must ensure that our kids grow up to become healthy, educated, productive adults. Our children need us today. And our nation will need them tomorrow.

We must provide hope... for a bright future... for a chance to compete... for a life of meaning. We owe America's children an opportunity to succeed, knowing that if they work hard, they will do just that. By giving through United Way, you make that opportunity possible. And no gift you give could be more important.

So please, for all Americans... for our children... for our nation... give generously of your time and money. Volunteer. Become a stakeholder in America's future. Make a difference through United Way. It brings out the best in all of us.

Thank you and God bless you.

# # #

PROPOSED :30 SECOND VIDEO MESSAGE: SMALL BUSINESS ADMINISTRATION  
"BUILDING AMERICA'S FUTURE"  
WEDNESDAY, SEPT. 4, 1991

Small businesses helped build our Nation.

(Montage of factory while President narrates voice-over.)

Today, more than 20 million small businesses employ about half of America's workforce . . . businesses like the ones in your communities.

The Small Business Administration and its international trade program provided the pertinent advice. The S.B.A. can help you, too.

(Phone number flashed on screen with S.B.A. seal. Seal Rotates and opens, showing President Bush on camera.)

Small Business: Building America's Future

# # #

(Hinchliffe/Blymire)  
August 30, 1991 3:30 p.m.  
NALU Draft Two

**PRESIDENTIAL VIDEO: NATIONAL ASSOCIATION OF LIFE UNDERWRITERS**

I'm pleased to greet this 1991 convention of the National Association of Life Underwriters. You perform an important service and work great deeds for American families. You try to ensure the financial well-being of individuals, families, and business, but you also make life better where you work and live.

For nearly three decades, your Public Service Program has enabled your affiliates and their 140,000 members to solve public problems privately. In your recent Centennial observance, you exceeded a pledge for members to perform a million hours of public service. You should congratulate yourself for that achievement. I hope more industries will adopt your commitment to true community service.

You sell life and health insurance, and other financial services. You help families save, spend, invest and protect their hard-earned dollars. As a result, Americans become more secure in personal money management. They understand better the relationship between private and public sectors -- and the importance of looking beyond the government to find the answers to all our wants and expectations.

I'm proud of your contributions -- and proud that my nephew Jaimie Bush belongs to the Boston Association of Life Underwriters. Congratulations for what you have done -- and good luck on the new directions you'll explore after this convention.

# # #

(Hinchliffe/Blymire)  
August 30, 1991 9 a.m.  
EXPO Draft Two

**PRESIDENTIAL VIDEO: U.S. PAVILION AT SEVILLE EXPO 92**

In 1992, 500 years after Christopher Columbus set sail, Spain will host a World's Fair to commemorate his adventure. At this event celebrating the exploration of the "new world" -- we will present a United States Pavilion celebrating our present-day exploration of a "new world order."

Ten million visitors will see our pavilion, which celebrates America's greatest achievement -- a democratic society where we have the freedom to live without threats, without restraint, without fear. In the year that marks the beginning of Europe's economic integration, our pavilion will showcase American commercial and economic achievements. It will stress a truth that lives at the heart of America's life and history: You cannot build democracy without building opportunity; and you cannot create equal opportunity without a vigorous, competitive free-market economy.

In keeping with this lesson, American corporations, associations, cities, and states have joined the federal government to finance, build, plan, and operate the U.S. Pavilion. Our Pavilion will represent the finest nation on earth proudly and well. It will give the world yet another glimpse of our powerful creativity, invention and freedom. On behalf of this country -- thank you very much.

# # # #

(Smith/Grossman)  
August 30, 1991  
Draft Three  
SUICIDE

**PRESIDENTIAL REMARKS: SUICIDE PSA**

Emotional problems of all kinds can destroy families, friends, communities. And few things -- in Kennebunk, or across America -- haunt us more than a young person's taking his or her own life. //

Only accidents claim more lives among our 15 to 24-year olds than does this final, irreversible act. The National Council of Health reports that five thousand young people take their own lives every year -- five thousand. //

Pay close attention to what your children and friends say; how they feel; what they do. Don't be afraid to talk to them. Encourage them to seek professional help if you see disturbing signs. Here in Kennebunk, don't wait to contact the SPARC (spark) prevention program. Remember: It is not enough to live and let live. It is up to us to live and help live. Call the crisis hotline.


[ABOVE TEXT SHOULD RUN 43 SECONDS. THEN, VIDEO INSERT PHONE NUMBERS TAKE 4 SECONDS. FINALLY, TEXT BELOW RUNS 11 SECONDS]

If you keep a secret about someone's self-destructive thoughts, you don't help a soul. But if you ask a trusted professional or friend for help, you show what friendship is about. Let's all do our part. Thank you.

THE WHITE HOUSE  
WASHINGTON



September 3, 1991

**TO:** Christina Martin  
**FROM:** Barrie Tron   
**RE:** Video Message for Jack Taylor

At the request of Bucky Bush, the President agreed to tape the following message for Jack Taylor:

"From one Navy pilot to another, congratulations, Jack, and best wishes."

Can you please add it to the teleprompter for tomorrow.

Thank you.

*files*

**Bush**  
**O'Donnell**

14 August 1991

MEMORANDUM

TO: Sig Rogich

FROM: William H. T. Bush

I talked to GB this morning and he agreed to do the short tape for Jack Taylor. The tape will be merged into a longer tape from family, friends and celebrities. It will be shown at a larger dinner party celebrating Jack's birthday and his career. Attending will be family and associates. The dinner is in October.

The script should be from one navy pilot to another. Congratulations Jack and best wishes.

If you have any questions please call.

Regards,



WHTB

**BUSH-O'DONNELL & COMPANY, INC.**

120 SOUTH CENTRAL / SUITE 1030 / ST. LOUIS, MO 63105 / 314-727-4555

THE WHITE HOUSE

WASHINGTON

August 22, 1991

MEMORANDUM FOR CHRISTINA MARTIN

FROM: BARRIE TRON, DIRECTOR  
OFFICE OF PUBLIC EVENTS AND INITIATIVES

SUBJECT: VIDEO MESSAGES FOR WEDNESDAY, SEPTEMBER 4, 1991

Attached are draft scripts and background information for the messages scheduled to be filmed on September 4:

1. Public Service Announcement for S.P.A.R.C. Kennebunk Teen Suicide
2. Public Service Announcement for the Small Business Administration's "Building America's Future" Campaign
3. Public Service Announcement for the United Way's National Campaign Kick-off
4. Video Message for the 44th National Convention of the Ex-Prisoners of War

NOTE: The group is having problems with funding the video and may request a written message instead. We will let you know ASAP.

5. Video Message for the National Association of Life Underwriters 1991 Convention

NOTE: We will add this message to the 9/4 session if the POWs drop out -- otherwise it will be filmed on 9/12.

Please call if you have any questions.

Thank you.



## IRWIN GAFFIN : 30 PSA-TV

1. PRESIDENT BUSH on camera--3/4 shot, sitting on edge of desk in front of American flag)

"America's strength was built by small business."

2. MONTAGE OF HANDBAG ASSEMBLY AT IRWIN GAFFIN'S PLANT.

SHOTS OF MACHINERY, WORKERS TOOLING LEATHER

President narrates voice-over:

"Today, over 20 million small businesses employ about half of the nation's workforce ... businesses like ...

3. IRWIN AND MARJORY GAFFIN

President's voice-over continues:

" ... The Gaffins."

SHOTS OF IRWIN AND MARJORY CHECKING CONSTRUCTION OF LEATHER PRODUCTS.

Marjory Gaffin voice-over:

"When we started our business 3 1/2 years ago, we needed some good advice."

4. PACKAGING PROCESS

SHOTS OF IRWIN BOXING PRODUCTS. SHOT OF 'SHIP TO MOSCOW' LABEL AS BOX IS CLOSED.

President Bush narrates voice-over:

"The Small Business Administration and its international trade program provided that advice for the Gaffins. The SBA can help you, too."

5. SHOT OF MOSCOW LABEL, AS BOX IS BEING CLOSED, SHOWING 'MADE IN THE USA' LABEL.

Female narrator voice-over:

"For a list of SBA publications, call 1-800-8-ASK-SBA."

6. CLOSING SPECIAL EFFECTS

PHONE NUMBER SUPERED ON SCREEN, WITH SBA SEAL. SEAL ROTATES AND OPENS, SHOWING PRESIDENT BUSH ON CAMERA.

President Bush (on camera):

"Small Business: Building America's Future."

THE WHITE HOUSE  
CORRESPONDENCE TRACKING WORKSHEET

INCOMING

RECEIVED

DATE RECEIVED: JUNE 12, 1991

JUN 13 REC'D

NAME OF CORRESPONDENT: THE HONORABLE PATRICIA SAIKI

SCHEDULING  
OFFICE

SUBJECT: REQUESTS THE PRESIDENT'S PARTICIPATION IN THE  
2ND PHASE OF SBA'S NATIONAL PUBLIC SERVICE  
CAMPAIGN, "SMALL BUSINESS: BUILDING AMERICA'S  
FUTURE" BY TAPING A PSA

ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACTION		DISPOSITION	
		ACT CODE	DATE YY/MM/DD	TYPE RESP	C D
KATHY SUPER		ORG	91/06/12		/ /
	REFERRAL NOTE:		/ /		/ /
	REFERRAL NOTE:		/ /		/ /
	REFERRAL NOTE:		/ /		/ /
	REFERRAL NOTE:		/ /		/ /
	REFERRAL NOTE:		/ /		/ /

COMMENTS: THE FILMING OF THE PSA (PUBLIC SERVICE  
ANNOUNCEMENT) WOULD BE AT THE PRESIDENT'S  
CONVENIENCE

ADDITIONAL CORRESPONDENTS: MEDIA:L INDIVIDUAL CODES: 1140

MI MAIL USER CODES: (A) (B) (C)

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*****
*ACTION CODES:          *DISPOSITION          *OUTGOING          *
*                       *                       *CORRESPONDENCE:  *
*A-APPROPRIATE ACTION  *A-ANSWERED          *TYPE RESP=INITIALS *
*C-COMMENT/RECOM       *B-NON-SPEC-REFERRAL *           OF SIGNER *
*D-DRAFT RESPONSE      *C-COMPLETED        *           CODE = A   *
*F-FURNISH FACT SHEET  *S-SUSPENDED        *COMPLETED = DATE OF *
*I-INFO COPY/NO ACT NEC*                       *           OUTGOING *
*R-DIRECT REPLY W/COPY *                       *                       *
*S-FOR-SIGNATURE       *                       *                       *
*X-INTERIM REPLY       *                       *                       *
*****

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REFER QUESTIONS AND ROUTING UPDATES TO CENTRAL REFERENCE  
(ROOM 75, OEOB) EXT-2590  
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING  
LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS  
MANAGEMENT.

245445



*Scheduling*  
*open-KSAP*

U.S. SMALL BUSINESS ADMINISTRATION  
WASHINGTON, D.C. 20416

*205-6605*

OFFICE OF THE ADMINISTRATOR

JUN 6 1991

The President  
The White House  
Washington, D.C. 20500

Dear Mr. President:

Three months ago, the U.S. Small Business Administration launched a national public service campaign, "Small Business: Building America's Future." We sent a public service announcement featuring a successful small business to 600 television and 1700 radio stations across the country. The response has been tremendous.

An overwhelming majority of the stations have indicated they are airing the spot, and they are requesting a new one for the months ahead. Also, the campaign generated about 15,000 telephone calls to SBA's toll-free Small Business Answer Desk.

Because of your strong commitment to the small business community, I would like to request your personal participation in our second phase of this national public service campaign.

We are ready to produce a second public service announcement, which will feature a small leather goods manufacturing firm in upstate New York that recently won a \$10 million contract to export its products to the Soviet Union.

Your participation in this public service announcement would emphasize your steadfast support of American small business and greatly enhance the visibility and effectiveness of our public service campaign.

I have included our proposed script for the public service announcement, which would involve a brief filming session with you at a time and place of your convenience.

I know there are numerous demands on your time, and I very much appreciate your consideration of this request.

Respectfully,  
*Pat*  
Patricia Saiki  
Administrator

## VIDEOS AND WRITERS

UNITED WAY CAMPAIGN

GRANT

SUICIDE PSA

SMITH/GROSSMAN

SMALL BUSINESS ADMINISTRATION  
"BUILDING AMERICA'S FUTURE"

NATIONAL ASSOCIATION OF LIFE UNDERWRITERS

HINCHLIFFE/BLYMIRE

U.S. PAVILION AT SEVILLE EXPO 92

HINCHLIFFE/BLYMIRE

JACK TAYLOR VIDEO MESSAGE

POW VIDEO

SMITH/GROSSMAN

UNITED WAY CAMPAIGN

MASTER

GOOD EVENING. TONIGHT, I INDULGE IN A PLEASURE ENJOYED BY EVERY PRESIDENT SINCE CALVIN COOLIDGE. I WILL KICK OFF THE UNITED WAY FUND-RAISING CAMPAIGN ACROSS AMERICA.

WHAT A DIFFERENCE UNITED WAY HAS MADE IN THE LIFE OF THIS NATION. FOR MORE THAN A CENTURY, IT HAS GIVEN AMERICANS THE CHANCE TO MAKE A DIFFERENCE -- TO BUILD A BRIGHTER TOMORROW. UNITED WAY HAS UNITED THE BEST HEARTS AND MINDS IN AMERICA -- FROM BUSINESS, GOVERNMENT, LABOR, EDUCATION, RELIGION, AND FROM OTHER VOLUNTARY ORGANIZATIONS. TOGETHER, THEY OFFER HEALTH CARE AND COMMUNITY SERVICES TO MEN, WOMEN AND CHILDREN WHO NEED THEM MOST.

UNITED WAY WORKS... BECAUSE LOCAL VOLUNTEERS KNOW BEST HOW TO SOLVE LOCAL PROBLEMS.

UNITED WAY <sup>AGENCIES</sup> ~~PROVIDES~~ SERVICES FOR THE ELDERLY... DAY CARE FOR OUR CHILDREN... COUNSELING FOR FAMILIES... TUTORING FOR THOSE WHO CAN'T READ... AND SUBSTANCE-ABUSE PROGRAMS FOR THOSE FACING THE BATTLE OF THEIR LIVES. PEOPLE DEPEND ON THESE SERVICES EVERY DAY.

UNITED WAY WORKS IN EVERY COMMUNITY IN OUR COUNTRY  
-- IN SMALL TOWNS AND LARGE, IN CITIES AND SUBURBS FROM  
~~WASHINGTON DC~~ ~~WASHINGTON ST.~~  
~~PORTLAND, OREGON TO PORTLAND, MAINE.~~ AND THANKS TO THE  
THOUSANDS OF COMMITTED LOCAL VOLUNTEERS, UNITED WAY  
MAKES A DIFFERENCE.

SINCE 1983, THE FEDERAL GOVERNMENT HAS ASKED UNITED  
WAY OF AMERICA TO MANAGE DISTRIBUTION OF FUNDS  
EARMARKED FOR EMERGENCY FOOD AND SHELTER. TO DATE,  
UNITED WAY, WORKING WITH STATE AND LOCAL GOVERNMENTS,  
HAS DISTRIBUTED NEARLY 900 MILLION DOLLARS AND HELPED  
PROVIDE THE HUNGRY AND HOMELESS WITH 725 MILLION MEALS  
AND 200 MILLION NIGHTS OF SHELTER.

UNITED WAY ALSO LOOKS AHEAD. LIKE MANY OF US, IT  
HAS BEGUN INVESTING IN OUR FUTURE -- BY FOCUSING MORE  
ATTENTION AND SERVICES ON AMERICA'S CHILDREN.

THE AMERICAN DREAM BEGINS IN THE CLASSROOM. YET  
MANY CHILDREN, ESPECIALLY DISADVANTAGED KIDS IN OUR  
INNER CITIES AND RURAL AREAS, NEED HELP IN GETTING  
PROPERLY PREPARED FOR SCHOOL.

AS I'VE SAID, "NO CHILD CAN LEARN ON AN EMPTY STOMACH. NO CHILD CAN LEARN IF HE OR SHE IS SICK. NO CHILD CAN LEARN IF [HE OR SHE IS] MISSING THE BASIC SKILLS REQUIRED TO BEGIN SCHOOL." THROUGH ITS NETWORK OF AGENCIES, UNITED WAY STRIVES TO HELP ALL CHILDREN AND THEIR FAMILIES -- WITH DAY CARE, MEALS PROGRAMS, DROPOUT PREVENTION, RECREATION, COUNSELING, AND TUTORING SERVICES *AND MANY MORE.* *SRET*

TAKE A LOOK AT THE UNITED WAY'S "SUCCESS BY SIX" INITIATIVE -- JUST ONE EXAMPLE OF PROGRAMS THAT CAN BUILD BETTER OPPORTUNITIES FOR OUR CHILDREN. IN CITIES LIKE MINNEAPOLIS AND NASHVILLE, COMMUNITIES ARE KNOCKING DOWN THE ROADBLOCKS TO EFFECTIVE EDUCATION -- BARRIERS SUCH AS PSYCHOLOGICAL PROBLEMS, POOR HEALTH, AND MALNUTRITION. THE UNITED WAY TACKLES EDUCATIONAL PROBLEMS BY ATTENDING TO THE NEEDS OF CHILDREN AND THEIR PARENTS.

THE VOLUNTEER BOARD OF UNITED WAY <sup>OF AMERICA</sup> HAS APPROVED A  
20-YEAR STRATEGY <sup>TO WORK IN COALITION WITH OTHER</sup> AIMED ~~AT~~ <sup>TO PREVENT</sup> PREVENTING SOME OF THE <sup>ORGAN.</sup> PROBLEMS THAT AFFECT YOUNG AMERICANS TODAY. THIS  
COMMITMENT IS VITAL IF WE ARE TO ACHIEVE OUR NATIONAL  
EDUCATION GOALS -- ESPECIALLY ONE OF THE MOST IMPORTANT  
GOALS: READINESS FOR SCHOOL. THAT GOAL STATES, "BY THE  
YEAR 2000, ALL CHILDREN IN AMERICA WILL START SCHOOL  
READY TO LEARN."

OUR CHILDREN WILL GROW UP TO BECOME TOMORROW'S  
PARENTS, WORKERS, AND COMMUNITY LEADERS. EACH OF US  
MUST ENSURE THAT OUR KIDS GROW UP TO BECOME HEALTHY,  
EDUCATED, PRODUCTIVE ADULTS. OUR CHILDREN NEED US  
TODAY. AND OUR NATION WILL NEED THEM TOMORROW.

WE MUST PROVIDE HOPE... FOR A BRIGHT FUTURE... FOR  
A CHANCE TO COMPETE... FOR A LIFE OF MEANING. WE OWE  
AMERICA'S CHILDREN AN OPPORTUNITY TO SUCCEED, KNOWING  
THAT IF THEY WORK HARD, THEY WILL DO JUST THAT. BY  
GIVING THROUGH UNITED WAY, YOU MAKE THAT OPPORTUNITY  
POSSIBLE. AND NO GIFT YOU GIVE COULD BE MORE  
IMPORTANT.

SO PLEASE, FOR ALL AMERICANS... FOR OUR CHILDREN...  
FOR OUR NATION... GIVE GENEROUSLY OF YOUR TIME AND  
MONEY. VOLUNTEER. BECOME A STAKEHOLDER IN AMERICA'S  
FUTURE. MAKE A DIFFERENCE THROUGH UNITED WAY. IT  
BRINGS OUT THE BEST IN ALL OF US.

THANK YOU AND GOD BLESS YOU.

# # #

## SUICIDE PSA

EMOTIONAL PROBLEMS OF ALL KINDS CAN DESTROY  
FAMILIES, FRIENDS, COMMUNITIES. AND FEW THINGS HAUNT  
US MORE THAN A YOUNG PERSON'S TAKING HIS OR HER OWN  
LIFE. //

ONLY ACCIDENTS CLAIM MORE LIVES AMONG OUR 15 TO 24-  
YEAR OLDS THAN DOES THIS FINAL, IRREVERSIBLE ACT. THE  
NATIONAL COUNCIL OF HEALTH REPORTS THAT FIVE THOUSAND  
YOUNG PEOPLE TAKE THEIR OWN LIVES EVERY YEAR -- FIVE  
THOUSAND. //

SO PAY CLOSE ATTENTION TO WHAT YOUR CHILDREN AND  
FRIENDS SAY; HOW THEY FEEL; WHAT THEY DO. DON'T BE  
AFRAID TO TALK TO THEM. ENCOURAGE THEM TO SEEK  
PROFESSIONAL HELP IF YOU SEE DISTURBING SIGNS. HERE IN  
KENNEBUNK, CALL S.P.A.R.C., THE SPARK PREVENTION  
PROGRAM. REMEMBER: IT'S NOT ENOUGH TO LIVE AND LET  
LIVE. IT IS UP TO US TO LIVE AND HELP OTHERS LIVE. SO  
CALL THE CRISIS HOTLINE.

DON'T KEEP SOMEONE'S SELF-DESTRUCTIVE THOUGHTS A  
SECRET. WHEN YOU ASK A PROFESSIONAL OR FRIEND FOR  
HELP, YOU SHOW WHAT REAL FRIENDSHIP IS ABOUT. THANK  
YOU.

# # #

**SMALL BUSINESS ADMINISTRATION  
"BUILDING AMERICA'S FUTURE"**

**SMALL BUSINESSES HELPED BUILD OUR NATION.**

**TODAY, MORE THAN 20 MILLION SMALL BUSINESSES EMPLOY  
ABOUT HALF OF AMERICA'S WORKFORCE . . . BUSINESSES LIKE  
THE ONES IN YOUR COMMUNITIES.**

**THE SMALL BUSINESS ADMINISTRATION AND ITS  
INTERNATIONAL TRADE PROGRAM PROVIDED THE PERTINENT  
ADVICE. THE S.B.A. CAN HELP YOU, TOO.**

**SMALL BUSINESS: BUILDING AMERICA'S FUTURE**

**# # #**

**NATIONAL ASSOCIATION OF LIFE UNDERWRITERS**

**I'M PLEASED TO GREET THIS 1991 CONVENTION OF THE NATIONAL ASSOCIATION OF LIFE UNDERWRITERS. YOU PERFORM AN IMPORTANT SERVICE AND WORK GREAT DEEDS FOR AMERICAN FAMILIES. YOU TRY TO ENSURE THE FINANCIAL WELL-BEING OF INDIVIDUALS, FAMILIES, AND BUSINESS, BUT YOU ALSO MAKE LIFE BETTER WHERE YOU WORK AND LIVE.**

**FOR NEARLY THREE DECADES, YOUR PUBLIC SERVICE PROGRAM HAS ENABLED YOUR AFFILIATES AND THEIR 140,000 MEMBERS TO SOLVE PUBLIC PROBLEMS PRIVATELY. IN YOUR RECENT CENTENNIAL OBSERVANCE, YOU EXCEEDED A PLEDGE FOR MEMBERS TO PERFORM A MILLION HOURS OF PUBLIC SERVICE. YOU SHOULD CONGRATULATE YOURSELF FOR THAT ACHIEVEMENT. I HOPE MORE INDUSTRIES WILL ADOPT YOUR COMMITMENT TO TRUE COMMUNITY SERVICE.**

**YOU SELL LIFE AND HEALTH INSURANCE, AND OTHER FINANCIAL SERVICES. YOU HELP FAMILIES SAVE, SPEND, INVEST AND PROTECT THEIR HARD-EARNED DOLLARS. AS A RESULT, AMERICANS BECOME MORE SECURE IN PERSONAL MONEY MANAGEMENT. THEY UNDERSTAND BETTER THE RELATIONSHIP BETWEEN PRIVATE AND PUBLIC SECTORS -- AND THE IMPORTANCE OF LOOKING BEYOND THE GOVERNMENT TO FIND THE ANSWERS TO ALL OUR WANTS AND EXPECTATIONS.**

I'M PROUD OF YOUR CONTRIBUTIONS -- AND PROUD THAT  
MY NEPHEW JAMIE BUSH BELONGS TO THE BOSTON ASSOCIATION  
OF LIFE UNDERWRITERS. CONGRATULATIONS FOR WHAT YOU  
HAVE DONE -- AND GOOD LUCK ON THE NEW DIRECTIONS YOU'LL  
EXPLORE AFTER THIS CONVENTION.

# # #

## **U.S. PAVILION AT SEVILLE EXPO 92**

**IN 1992, 500 YEARS AFTER CHRISTOPHER COLUMBUS SET SAIL, SPAIN WILL HOST A WORLD'S FAIR TO COMMEMORATE HIS VOYAGE. AT THIS EVENT CELEBRATING THE EXPLORATION OF THE "NEW WORLD" -- WE WILL PRESENT A UNITED STATES PAVILION CELEBRATING OUR PRESENT-DAY EXPLORATION OF A "NEW WORLD ORDER."**

**TEN MILLION VISITORS WILL SEE OUR PAVILION, WHICH CELEBRATES AMERICA'S GREATEST ACHIEVEMENT -- A DEMOCRATIC SOCIETY WHERE WE HAVE THE FREEDOM TO LIVE WITHOUT THREATS, WITHOUT RESTRAINT, WITHOUT FEAR. IN THE YEAR THAT MARKS THE BEGINNING OF EUROPE'S ECONOMIC INTEGRATION, OUR PAVILION WILL SHOWCASE AMERICAN COMMERCIAL AND ECONOMIC ACHIEVEMENTS. IT WILL STRESS A TRUTH THAT LIVES AT THE HEART OF AMERICA'S LIFE AND HISTORY: YOU CANNOT BUILD DEMOCRACY WITHOUT BUILDING OPPORTUNITY; AND YOU CANNOT CREATE EQUAL OPPORTUNITY WITHOUT A VIGOROUS, COMPETITIVE FREE-MARKET ECONOMY.**

IN KEEPING WITH THIS LESSON, AMERICAN CORPORATIONS,  
ASSOCIATIONS, CITIES, AND STATES HAVE JOINED THE  
FEDERAL GOVERNMENT TO FINANCE, BUILD, PLAN, AND OPERATE  
THE U.S. PAVILION. OUR PAVILION WILL REPRESENT THE  
FINEST NATION ON EARTH PROUDLY AND WELL. IT WILL GIVE  
THE WORLD YET ANOTHER GLIMPSE OF OUR POWERFUL  
CREATIVITY, INVENTION AND FREEDOM. ON BEHALF OF THIS  
COUNTRY -- THANK YOU VERY MUCH.

# # # #

**JACK TAYLOR VIDEO MESSAGE**

**FROM ONE NAVY PILOT TO ANOTHER: CONGRATULATIONS,  
JACK, AND BEST WISHES.**

**# # #**

*Christina*

UNITED WAY CAMPAIGN

GOOD EVENING. TONIGHT, I INDULGE IN A PLEASURE ENJOYED BY EVERY PRESIDENT SINCE CALVIN COOLIDGE. I WILL KICK OFF THE UNITED WAY FUND-RAISING CAMPAIGN ACROSS AMERICA.

WHAT A DIFFERENCE UNITED WAY HAS MADE IN THE LIFE OF THIS NATION. FOR MORE THAN A CENTURY, IT HAS GIVEN AMERICANS THE CHANCE TO MAKE A DIFFERENCE -- TO BUILD A BRIGHTER TOMORROW. UNITED WAY HAS UNITED THE BEST HEARTS AND MINDS IN AMERICA -- FROM BUSINESS, GOVERNMENT, LABOR, EDUCATION, RELIGION, AND FROM OTHER VOLUNTARY ORGANIZATIONS. TOGETHER, THEY OFFER HEALTH CARE AND COMMUNITY SERVICES TO MEN, WOMEN AND CHILDREN WHO NEED THEM MOST.

UNITED WAY WORKS... BECAUSE LOCAL VOLUNTEERS KNOW BEST HOW TO SOLVE LOCAL PROBLEMS.

UNITED WAY AGENCIES PROVIDE SERVICES FOR THE ELDERLY... DAY CARE FOR OUR CHILDREN... COUNSELING FOR FAMILIES... TUTORING FOR THOSE WHO CAN'T READ... AND SUBSTANCE-ABUSE PROGRAMS FOR THOSE FACING THE BATTLE OF THEIR LIVES. PEOPLE DEPEND ON THESE SERVICES EVERY DAY.

UNITED WAY WORKS IN EVERY COMMUNITY IN OUR COUNTRY -- IN SMALL TOWNS AND LARGE, IN CITIES AND SUBURBS FROM WASHINGTON D.C TO WASHINGTON STATE. AND THANKS TO THE THOUSANDS OF COMMITTED LOCAL VOLUNTEERS, UNITED WAY MAKES A DIFFERENCE.

SINCE 1983, THE FEDERAL GOVERNMENT HAS ASKED UNITED WAY OF AMERICA TO MANAGE DISTRIBUTION OF FUNDS EARMARKED FOR EMERGENCY FOOD AND SHELTER. TO DATE, UNITED WAY, WORKING WITH STATE AND LOCAL GOVERNMENTS, HAS DISTRIBUTED NEARLY 900 MILLION DOLLARS AND HELPED PROVIDE THE HUNGRY AND HOMELESS WITH 725 MILLION MEALS AND 200 MILLION NIGHTS OF SHELTER.

UNITED WAY ALSO LOOKS AHEAD. LIKE MANY OF US, IT HAS BEGUN INVESTING IN OUR FUTURE -- BY FOCUSING MORE ATTENTION AND SERVICES ON AMERICA'S CHILDREN.

THE AMERICAN DREAM BEGINS IN THE CLASSROOM. YET MANY CHILDREN, ESPECIALLY DISADVANTAGED KIDS IN OUR INNER CITIES AND RURAL AREAS, NEED HELP IN GETTING PROPERLY PREPARED FOR SCHOOL.

AS I'VE SAID, "NO CHILD CAN LEARN ON AN EMPTY STOMACH. NO CHILD CAN LEARN IF HE OR SHE IS SICK. NO CHILD CAN LEARN IF [HE OR SHE IS] MISSING THE BASIC SKILLS REQUIRED TO BEGIN SCHOOL." THROUGH ITS NETWORK OF AGENCIES, UNITED WAY STRIVES TO HELP ALL CHILDREN AND THEIR FAMILIES -- WITH DAY CARE, MEALS PROGRAMS, DROPOUT PREVENTION, RECREATION, COUNSELING, AND TUTORING SERVICES.

TAKE A LOOK AT THE UNITED WAY'S "SUCCESS BY SIX" INITIATIVE -- JUST ONE EXAMPLE OF PROGRAMS THAT CAN BUILD BETTER OPPORTUNITIES FOR OUR CHILDREN. IN CITIES LIKE MINNEAPOLIS AND NASHVILLE, COMMUNITIES ARE KNOCKING DOWN THE ROADBLOCKS TO EFFECTIVE EDUCATION -- BARRIERS SUCH AS PSYCHOLOGICAL PROBLEMS, POOR HEALTH, AND MALNUTRITION. THE UNITED WAY TACKLES EDUCATIONAL PROBLEMS BY ATTENDING TO THE NEEDS OF CHILDREN AND THEIR PARENTS.

THE VOLUNTEER BOARD OF UNITED WAY OF AMERICA HAS APPROVED A 20-YEAR STRATEGY TO WORK IN COALITION WITH OTHER ORGANIZATIONS TO PREVENT SOME OF THE PROBLEMS THAT AFFECT YOUNG AMERICANS TODAY. THIS COMMITMENT IS VITAL IF WE ARE TO ACHIEVE OUR NATIONAL EDUCATION GOALS -- ESPECIALLY ONE OF THE MOST IMPORTANT GOALS: READINESS FOR SCHOOL. THAT GOAL STATES, "BY THE YEAR 2000, ALL CHILDREN IN AMERICA WILL START SCHOOL READY TO LEARN."

OUR CHILDREN WILL GROW UP TO BECOME TOMORROW'S PARENTS, WORKERS, AND COMMUNITY LEADERS. EACH OF US MUST ENSURE THAT OUR KIDS GROW UP TO BECOME HEALTHY, EDUCATED, PRODUCTIVE ADULTS. OUR CHILDREN NEED US TODAY. AND OUR NATION WILL NEED THEM TOMORROW.

WE MUST PROVIDE HOPE... FOR A BRIGHT FUTURE... FOR A CHANCE TO COMPETE... FOR A LIFE OF MEANING. WE OWE AMERICA'S CHILDREN AN OPPORTUNITY TO SUCCEED, KNOWING THAT IF THEY WORK HARD, THEY WILL DO JUST THAT. BY GIVING THROUGH UNITED WAY, YOU MAKE THAT OPPORTUNITY POSSIBLE. AND NO GIFT YOU GIVE COULD BE MORE IMPORTANT.

SO PLEASE, FOR ALL AMERICANS... FOR OUR CHILDREN...  
FOR OUR NATION... GIVE GENEROUSLY OF YOUR TIME AND  
MONEY. VOLUNTEER. BECOME A STAKEHOLDER IN AMERICA'S  
FUTURE. MAKE A DIFFERENCE THROUGH UNITED WAY. IT  
BRINGS OUT THE BEST IN ALL OF US.

THANK YOU AND GOD BLESS YOU.

# # #

## SUICIDE PSA

EMOTIONAL PROBLEMS OF ALL KINDS CAN DESTROY FAMILIES, FRIENDS, COMMUNITIES. AND FEW THINGS HAUNT US MORE THAN A YOUNG PERSON'S TAKING HIS OR HER OWN LIFE. //

ONLY ACCIDENTS CLAIM MORE LIVES AMONG OUR 15 TO 24-YEAR OLDS THAN DOES THIS FINAL, IRREVERSIBLE ACT. THE NATIONAL COUNCIL OF HEALTH REPORTS THAT FIVE THOUSAND YOUNG PEOPLE TAKE THEIR OWN LIVES EVERY YEAR -- FIVE THOUSAND. //

SO PAY CLOSE ATTENTION TO WHAT YOUR CHILDREN AND FRIENDS SAY; HOW THEY FEEL; WHAT THEY DO. DON'T BE AFRAID TO TALK TO THEM. ENCOURAGE THEM TO SEEK PROFESSIONAL HELP IF YOU SEE DISTURBING SIGNS. HERE IN KENNEBUNK, CALL S.P.A.R.C., THE SPARK PREVENTION PROGRAM. REMEMBER: IT'S NOT ENOUGH TO LIVE AND LET LIVE. IT IS UP TO US TO LIVE AND HELP OTHERS LIVE. SO CALL THE CRISIS HOTLINE.

DON'T KEEP SOMEONE'S SELF-DESTRUCTIVE THOUGHTS A  
SECRET. WHEN YOU ASK A PROFESSIONAL OR FRIEND FOR  
HELP, YOU SHOW WHAT REAL FRIENDSHIP IS ABOUT. THANK  
YOU.

# # #

**SMALL BUSINESS ADMINISTRATION  
"BUILDING AMERICA'S FUTURE"**

**SMALL BUSINESSES HELPED BUILD OUR NATION.**

**TODAY, MORE THAN 20 MILLION SMALL BUSINESSES EMPLOY  
ABOUT HALF OF AMERICA'S WORKFORCE . . . BUSINESSES LIKE  
THE ONES IN YOUR COMMUNITIES.**

**THE SMALL BUSINESS ADMINISTRATION AND ITS  
INTERNATIONAL TRADE PROGRAM PROVIDED THE PERTINENT  
ADVICE. THE S.B.A. CAN HELP YOU, TOO.**

**SMALL BUSINESS: BUILDING AMERICA'S FUTURE**

**# # #**

**NATIONAL ASSOCIATION OF LIFE UNDERWRITERS**

**I'M PLEASED TO GREET THIS 1991 CONVENTION OF THE NATIONAL ASSOCIATION OF LIFE UNDERWRITERS. YOU PERFORM AN IMPORTANT SERVICE AND WORK GREAT DEEDS FOR AMERICAN FAMILIES. YOU TRY TO ENSURE THE FINANCIAL WELL-BEING OF INDIVIDUALS, FAMILIES, AND BUSINESS, BUT YOU ALSO MAKE LIFE BETTER WHERE YOU WORK AND LIVE.**

**FOR NEARLY THREE DECADES, YOUR PUBLIC SERVICE PROGRAM HAS ENABLED YOUR AFFILIATES AND THEIR 140,000 MEMBERS TO SOLVE PUBLIC PROBLEMS PRIVATELY. IN YOUR RECENT CENTENNIAL OBSERVANCE, YOU EXCEEDED A PLEDGE FOR MEMBERS TO PERFORM A MILLION HOURS OF PUBLIC SERVICE. YOU SHOULD CONGRATULATE YOURSELF FOR THAT ACHIEVEMENT. I HOPE MORE INDUSTRIES WILL ADOPT YOUR COMMITMENT TO TRUE COMMUNITY SERVICE.**

**YOU SELL LIFE AND HEALTH INSURANCE, AND OTHER FINANCIAL SERVICES. YOU HELP FAMILIES SAVE, SPEND, INVEST AND PROTECT THEIR HARD-EARNED DOLLARS. AS A RESULT, AMERICANS BECOME MORE SECURE IN PERSONAL MONEY MANAGEMENT. THEY UNDERSTAND BETTER THE RELATIONSHIP BETWEEN PRIVATE AND PUBLIC SECTORS -- AND THE IMPORTANCE OF LOOKING BEYOND THE GOVERNMENT TO FIND THE ANSWERS TO ALL OUR WANTS AND EXPECTATIONS.**

I'M PROUD OF YOUR CONTRIBUTIONS -- AND PROUD THAT  
MY NEPHEW JAMIE BUSH BELONGS TO THE BOSTON ASSOCIATION  
OF LIFE UNDERWRITERS. CONGRATULATIONS FOR WHAT YOU  
HAVE DONE -- AND GOOD LUCK ON THE NEW DIRECTIONS YOU'LL  
EXPLORE AFTER THIS CONVENTION.

# # #

## **U.S. PAVILION AT SEVILLE EXPO 92**

**IN 1992, 500 YEARS AFTER CHRISTOPHER COLUMBUS SET SAIL, SPAIN WILL HOST A WORLD'S FAIR TO COMMEMORATE HIS VOYAGE. AT THIS EVENT CELEBRATING THE EXPLORATION OF THE "NEW WORLD" -- WE WILL PRESENT A UNITED STATES PAVILION CELEBRATING OUR PRESENT-DAY EXPLORATION OF A "NEW WORLD ORDER."**

**TEN MILLION VISITORS WILL SEE OUR PAVILION, WHICH CELEBRATES AMERICA'S GREATEST ACHIEVEMENT -- A DEMOCRATIC SOCIETY WHERE WE HAVE THE FREEDOM TO LIVE WITHOUT THREATS, WITHOUT RESTRAINT, WITHOUT FEAR. IN THE YEAR THAT MARKS THE BEGINNING OF EUROPE'S ECONOMIC INTEGRATION, OUR PAVILION WILL SHOWCASE AMERICAN COMMERCIAL AND ECONOMIC ACHIEVEMENTS. IT WILL STRESS A TRUTH THAT LIVES AT THE HEART OF AMERICA'S LIFE AND HISTORY: YOU CANNOT BUILD DEMOCRACY WITHOUT BUILDING OPPORTUNITY; AND YOU CANNOT CREATE EQUAL OPPORTUNITY WITHOUT A VIGOROUS, COMPETITIVE FREE-MARKET ECONOMY.**

IN KEEPING WITH THIS LESSON, AMERICAN CORPORATIONS,  
ASSOCIATIONS, CITIES, AND STATES HAVE JOINED THE  
FEDERAL GOVERNMENT TO FINANCE, BUILD, PLAN, AND OPERATE  
THE U.S. PAVILION. OUR PAVILION WILL REPRESENT THE  
FINEST NATION ON EARTH PROUDLY AND WELL. IT WILL GIVE  
THE WORLD YET ANOTHER GLIMPSE OF OUR POWERFUL  
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**JACK TAYLOR VIDEO MESSAGE**

**FROM ONE NAVY PILOT TO ANOTHER: CONGRATULATIONS,  
JACK, AND BEST WISHES.**

**# # #**

# EXECUTIVE OFFICE OF THE PRESIDENT



## FACSIMILE TRANSMITTAL SHEET

NUMBER OF PAGES INCLUDING COVER 3

DATE 9/2/91

TO CHRISTINA MARTIN

FAX NUMBER \_\_\_\_\_

OFFICE NUMBER \_\_\_\_\_

COMMENTS FYI - BRIEFING PAPER WITH  
\$ ORDER FOR TOMORROW

FROM THE OFFICE OF BARRIE TRON

FAX NUMBER \_\_\_\_\_

OFFICE NUMBER \_\_\_\_\_

**THE WHITE HOUSE**

WASHINGTON

September 3, 1991

**VIDEO TAPING SESSION**

DATE: Wednesday, September 4, 1991  
LOCATION: The Studio  
          OEOP 459  
TIME: 2:15 pm - 3:00 pm  
      (45 minutes) *S.R.*  
THROUGH: Sig Rogich  
FROM: Barrie Tron *BT*

**I. PURPOSE**

You will tape three public service announcements and one video message for various organizations.

**II. BACKGROUND**

The messages will be filmed in the following order:

**PUBLIC SERVICE ANNOUNCEMENT FOR THE UNITED WAY'S NATIONAL CAMPAIGN KICK-OFF:** On September 7th, the United Way of America will begin its annual national fundraising campaign. As part of the campaign kick-off, you will deliver a message about the importance of giving which will be shown on all three networks. Every President since Calvin Coolidge has participated in the United Way's kick-off. This message is five minutes in length.

**PUBLIC SERVICE ANNOUNCEMENT FOR THE SOUTHERN MAINE MEDICAL CENTER:** This PSA about suicide prevention will be aired on local television and cable stations throughout Maine. In 1985, you taped a similar spot for the Medical Center which was instrumental in establishing a telephone hotline in Biddeford, Maine.

**PUBLIC SERVICE ANNOUNCEMENT FOR THE SMALL BUSINESS ADMINISTRATION'S "BUILDING AMERICA'S FUTURE" CAMPAIGN:** The Small Business Administration is planning the second-phase of the "Small Business: Building America's Future" campaign. The first PSA is being played on 600 television stations and 1700 radio stations across the country. Your PSA is expected to have similar success.

Page Two  
Briefing Memo  
September 3, 1991

VIDEO MESSAGE FOR THE NATIONAL ASSOCIATION OF LIFE UNDERWRITERS (NALU) 1991 CONVENTION: Over 3,000 members will meet at the NALU Annual Convention at the Opryland Hotel in Nashville, Tennessee. For nearly 25 years NALU members have participated in a Public Service Program and motivated nearly 1,000 state and local affiliates, and 140,000 members to become involved in community service. Your nephew, Jamie, is a member of this organization.

VIDEO MESSAGE FOR THE 1992 UNIVERSAL EXPO IN SEVILLE, SPAIN: Your video message about the U.S. Pavilion at the 1992 Universal Exposition in Seville, Spain will brief American private-sector contacts on the Expo and our plans for the U.S. Pavilion. USIA will air this message over WORLDNET, its satellite television network.

VIDEO MESSAGE FOR JACK C. TAYLOR: Bucky Bush has requested that you provide a one-line congratulatory message for a long-time friend, Jack Taylor. Your remarks will be added to tributes from other friends and family members and played at a dinner honoring Mr. Taylor's illustrious career in October.

### III. PARTICIPANTS

The President  
Sig Rogich  
Barrie Tron  
Christina Martin  
Lois Cassano, Makeup Artist  
United Way Film Crew (5)  
WHCA Teleprompter Operators (2)

### IV. PRESS PLAN

White House Photographer Only

### V. SEQUENCE OF EVENTS

- Receive makeup in the anteroom adjacent to the Room 450 holding room
- Proceed to the Studio and tape public service announcements and video messages
- Depart studio

### VI. REMARKS

Provided by the Office of Communications

**SUICIDE PSA**

**EMOTIONAL PROBLEMS OF ALL KINDS CAN DESTROY  
FAMILIES, FRIENDS, COMMUNITIES. AND FEW THINGS ~~IN~~  
~~KENNEBUNK, OR ACROSS AMERICA~~ HAUNT US MORE THAN A  
YOUNG PERSON'S TAKING HIS OR HER OWN LIFE. //**

OK

**ONLY ACCIDENTS CLAIM MORE LIVES AMONG OUR 15 TO 24-  
YEAR OLDS THAN DOES THIS FINAL, IRREVERSIBLE ACT. ~~THE~~  
~~NATIONAL COUNCIL OF HEALTH REPORTS THAT FIVE THOUSAND~~  
~~YOUNG PEOPLE TAKE THEIR OWN LIVES EVERY YEAR -- FIVE~~  
THOUSAND. //**

*Some*

stet

**So PAY CLOSE ATTENTION TO WHAT YOUR CHILDREN AND  
FRIENDS SAY; HOW THEY FEEL; WHAT THEY DO: DON'T BE  
AFRAID TO TALK TO THEM. ENCOURAGE THEM TO SEEK  
PROFESSIONAL HELP IF YOU SEE DISTURBING SIGNS. HERE IN  
KENNEBUNK, ~~DON'T WAIT TO CONTACT THE~~ <sup>call</sup> S.P.A.R.C. <sup>the</sup> (SPARK)  
PREVENTION PROGRAM. REMEMBER: <sup>it's</sup> ~~IT IS~~ NOT ENOUGH TO LIVE  
AND ~~LET~~ LIVE. IT IS UP TO US TO LIVE AND <sup>others</sup> ~~HELP~~ LIVE.  
So CALL THE CRISIS HOTLINE.**

stet

OK

OK

431

DON'T KEEP SOMEONE'S SECRET

~~IF YOU KEEP A SECRET ABOUT SOMEONE'S SELF~~  
A SECRET.

~~DESTRUCTIVE THOUGHTS, YOU DON'T HELP A SOBE. BUT IF~~

WHEN

YOU ASK A ~~TRUSTED~~ PROFESSIONAL OR ~~FRIEND~~ FOR HELP, YOU

SHOW WHAT <sup>real</sup> FRIENDSHIP IS ABOUT. ~~LET THE~~

THANK YOU.

OK

St-et

• • •

9/18/91 8 min.

Here are on the books.

Domestic

We all focus on extraordinary things in world

our overlook skillless like child care etc.

## SUICIDE PSA

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DON'T KEEP SOMEONE'S SELF-DESTRUCTIVE THOUGHTS A  
SECRET. ) WHEN YOU ASK A ) PROFESSIONAL OR FRIEND FOR  
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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 08/28/91 ACTION/CONCURRENCE/COMMENT DUE BY: 2:00 p.m. 08/29

SUBJECT: 6 PRESIDENTIAL TAPINGS FOR 09/04

	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 checked="" type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" 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"/>	SNOW	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input 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 provide any comments directly to Tony Snow, x2930, Rm. 122, no later than 2:00 p.m. on Thursday, 08/29, with a copy to this office. Thanks.

**MASTER**

RESPONSE:

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

# WHITE HOUSE STAFFING MEMORANDUM

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DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input 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"/>
<del>HOLIDAY</del>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please provide any comments directly to Tony Snow, x2930, Rm. 122, no later than 2:00 p.m. on Thursday, 08/29, with a copy to this office. Thanks.

**RESPONSE:** Comments from Cabinet Affairs are attached.

Thanks,  
*EL*  
 Elizabeth Luttig

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

(Smith/Grossman)  
August 27, 1991  
Draft Two  
POW

PRESIDENTIAL REMARKS: POW VIDEO

Francis (Fran) Agnes. John Krejci (KRAY-chee). Fellow veterans. I wish I could be with you -- for it is an enormous honor to address true American heroes -- this nation's former prisoners of war. //

Our country can never fully repay its debt to you. You fought to keep us free, and surrendered your own freedom under lonely and gruelling circumstances.

As we thought of you and prayed for you, we remembered that this nation doesn't just have a duty to serve as liberty's custodian: It has become our destiny.

You also taught a valuable lesson that millions around the world are relearning today: Freedom is precious, but fragile -- you can't take its survival for granted, and you cannot fully appreciate its value until you lose it. //

You lost, then regained, the liberty that makes life worthwhile -- as have millions this year from Moscow to Kuwait City. Now the whole world knows that brutality cannot kill an idea or destroy the human will. Tyranny cannot destroy the heart's natural yearning for freedom. //

Still, some of your comrades have not returned home. Today, as before, I pledge that we will not rest until every American ~~POW~~ and MIA is accounted for -- especially in Southeast Asia. We will continue to seek the truth about their fate, and to ensure

there are  
NO known  
POW's  
(return)

the peace of certainty for their families. We have kept up the pressure through ongoing technical meetings, joint investigations in Indochina and diplomatic initiatives.

We recently opened an office in Hanoi. That will give us for the first time a full-time, on-scene presence dedicated solely to accounting for our <sup>loved (veterans)</sup> ~~lives~~ ones. And that is the least we can do for those who fought with us.//

Jefferson once said: "The God who gave us life, gave us liberty at the same time." Let us use our liberty wisely, in service to the good, and in memory of those who surrendered theirs to keep the rest of us free.//

Barbara joins me in extending our best. God bless you, and the United States of America.

# # # #

PROPOSED :30 SECOND VIDEO MESSAGE: SMALL BUSINESS ADMINISTRATION  
"BUILDING AMERICA'S FUTURE"  
WEDNESDAY, SEPT. 4, 1991

Small businesses made our Nation strong.

(Montage of Handbag factory while President narrates voice-over.)

Today, more than 20 million small businesses employ about half of America's workforce . . . businesses like . . . The Gaffins.

The Small Business Administration and its international trade program provided advice for the Gaffins. The S.B.A. can help you, too.

(Phone number flashed on screen with S.B.A. seal. Seal Rotates and opens, showing President Bush on camera.)

Small Business: Building America's Future

# # #

*See attached version submitted by SBA.*

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"BUILDING AMERICA'S FUTURE"  
WEDNESDAY, SEPT. 4, 1991

Small businesses made our Nation strong.

(Montage of ~~Harbor~~ factory while President narrates voice-over.)

Today, more than 20 million small businesses employ about half of America's workforce . . . businesses like . . . ~~the~~ ~~Gardens.~~

*↳ THE ONE'S IN YOUR COMMUNITY.*

The Small Business Administration and its international trade program provided <sup>that</sup> ~~advice for the gardens.~~ The S.B.A. can help you, too.

(Phone number flashed on screen with S.B.A. seal. Seal Rotates and opens, showing President Bush on camera.)

Small Business: Building America's Future

# # #

## EXPORTING : 30 PSA-TV

1. PRESIDENT BUSH on camera--3/4 shot, sitting on edge of desk in front of American flag).

"Small businesses made our nation strong."

2. MONTAGE OF PRODUCT PRODUCTION.

SHOTS OF MANUFACTURING PROCESS AND WORKERS.

President narrates voice-over:

about "Today, more than 20 million small businesses employ half of the nation's workforce ... businesses like the the ones in your community.

3. SHOTS OF BUSINESS OWNER CHECKING QUALITY OF PRODUCTS.

Business owner voice-over:

"When we started our business \_\_\_\_\_ years ago, we needed some good advice."

4. PACKAGING PROCESS.

SHOTS OF OWNER WITH PRODUCT. SHOT OF PACKAGING FOR EXPORT.

President Bush narrates voice-over:

"The Small Business Administration and its international trade program provided that advice. The SBA can help you, too."

5. SHOT OF EXPORT LABEL, AS CONTAINER IS BEING CLOSED, SHOWING 'MADE IN THE USA' LABEL.

Female narrator voice-over:

"For a list of SBA publications, call 1-800-8-ASK-SBA."

6. CLOSING SPECIAL EFFECTS.

PHONE NUMBER SUPERED ON SCREEN, WITH SBA SEAL. SEAL ROTATES AND OPENS, SHOWING PRESIDENT BUSH ON CAMERA.

President Bush (on camera):

"Small Business: Building America's Future."

(Hinchliffe/Blymire)

August 27, 1991 1 p.m.

EXPO Draft One

91 AUG 23 PM 4:25

**PRESIDENTIAL VIDEO: U.S. PAVILION AT SEVILLE EXPO 92**

As we all learned in elementary school: "Columbus sailed the ocean blue / in 14 hundred 92." Well, 500 years later, more than ~~10~~<sup>20</sup> million people will sail, fly and drive to Seville, Spain for the 1992 World's Fair, to acclaim Christopher Columbus. At this event honoring a daring explorer's entry into the "new world" -- we will present a United States Pavilion commemorating the exploration of a "new world order."

too  
Cure  
(USIA)

10 million  
will be at  
the Pavilion,  
20 total  
at the fair.  
(USIA)

too much  
emphasis  
is placed  
on  
Columbus  
The issue  
is sensitive  
with the  
American  
Indians.  
(USIA)

The pavilion will celebrate our greatest achievement -- a democratic society where we have the freedom to live without threats, without restraint, without fear. In the year that marks the beginning of Europe's economic integration, our pavilion will showcase American commercial and economic achievements. It will restate a truth that lies at the heart of America's life and history: You cannot build democracy without building opportunity; and you cannot build opportunity for all without a vigorous, competitive free-market economy.

In keeping with this lesson, American corporations, associations, cities, and states have joined the federal government to finance, build, plan, and operate the U.S. Pavilion. Our <sup>Pavilion (USIA)</sup> exhibit will represent the finest nation <sup>on (USIA)</sup> of earth proudly and well. It will give the world yet another glimpse of our powerful creativity, invention and freedom. On behalf of this country -- thank you very much.

# # # #

Note: USIA believes that the version they submitted strikes a better balance than this proposed video regarding the mention of Columbus. They also believe that it is more forceful

(Smith/Grossman)  
August 26, 1991  
Draft Two  
SUICIDE

PRESIDENTIAL REMARKS: SUICIDE PSA

Suicide: Few things do more to destroy families, friends, communities. And few things haunt us more than a young person's taking his or her own life.

Only accidents claim more lives among our 15 to 24-year olds than does suicide. The National Council of Health reports that five thousand young people take their own lives every year --- five thousand. That averages out to one suicide every 90 minutes. More frightening, for every successful suicide more than 100 attempt it.

Listen closely to what your children and friends are feeling. Don't be afraid to talk to them. Encourage them to seek professional help if you see disturbing signs. Don't wait. Remember: Suicide is a permanent solution to a temporary problem. So call the crisis hotline in your area.

[ABOVE TEXT SHOULD RUN 43 SECONDS. THEN, VIDEO INSERT PHONE NUMBERS TAKE 4 SECONDS. FINALLY, TEXT BELOW RUNS 11 SECONDS]

If you keep a secret about someone's suicidal thoughts, you don't help a soul. But if you ask a trusted professional or friend for help, you show what friendship is about. Let's all do our part. Thank you.

(Hinchliffe/Blymire)  
August 26, 1991 4 p.m.  
NALU Draft One

**PRESIDENTIAL VIDEO: NATIONAL ASSOCIATION OF LIFE UNDERWRITERS**

I'm pleased to greet this 1991 convention of the National Association of Life Underwriters. You perform a great service and work great deeds for American families. You try to ensure the financial well-being of individuals, families, and business, but you also make life better where you work and live.

For nearly 3 decades, your Public Service Program has enabled your affiliates and their 140,000 members to solve public problems privately. For you, you perform more than lip service. In your recent Centennial observance, you exceeded a pledge for members to perform a million hours of public service. You should congratulate yourself for that achievement. I hope more industries will adopt your commitment to true community service.

You sell life and health insurance, and other financial services, and thus help our families to save, spend, invest and protect their hard-earned dollars. As a result, Americans become more secure in personal money management. They understand better the relationship between private and public sectors -- and the importance of looking beyond the government to find the answers to all our wants and expectations.

I'm proud of your contributions -- and proud that my nephew Jaimie Bush belongs to the Boston Association of Life Underwriters. Congratulations for what you have done -- and good luck on the new directions you'll explore after this convention.

# # #

Grant  
A:UnitedWy / Draft two  
August 28, 1991

**PRESIDENTIAL VIDEO: UNITED WAY CAMPAIGN**

Good evening. Tonight, I indulge in a pleasure enjoyed by every President since Calvin Coolidge. I will kick off the United Way fund-raising campaign across America.

What a difference United Way has made in the life of this nation. For more than a century, United Way has given Americans the chance to make a difference -- to build a brighter tomorrow. It has united the best hearts and minds in America -- from business, government, labor, education, religion, and from other voluntary organizations -- to offer health care and community services to men, women and children who need them most.

United Way works ... because local volunteer leaders know best how to solve local problems.

United Way provides services for the elderly ... day care for our children ... counseling for families ... tutoring for those who can't read ... and substance-abuse programs for those facing the battle of their lives. People depend on these services every day.

United Way works in every community in our country -- in small towns and large, in cities and suburbs from Portland, Oregon to Portland, Maine. And thanks to the thousands of committed local volunteers, United Way makes a difference.

Since 1983, the federal government has asked United Way of America to manage distribution of funds earmarked for emergency food and shelter. To date, United Way, working with state and

local governments, has distributed nearly \$900 million and helped provide the hungry and homeless with 725 million meals and 200 million nights of shelter.

United Way also looks ahead. Like many of us, it has begun investing in our future -- by focusing more attention and services on America's children.

The American Dream begins in the classroom. Yet many children, especially disadvantaged children in our inner cities and rural areas need help in getting properly prepared for school.

As I've said, "No child can learn on an empty stomach. No child can learn if he or she is sick. No child can learn if missing the basic skills required to begin school." Through its network of agencies, United Way strives to help all children and their families -- with day care, meals programs, dropout prevention, recreation, counseling, and tutoring services.

Take a look at the United Way's "Success By Six" initiative -- just one example of programs that can build better opportunities for our children. In cities like Minneapolis and Nashville, communities are knocking down the roadblocks to effective education -- such as lack of good food and clothing, psychological problems and poor health. The United Way tackles educational problems by attending to the needs of children and their parents.

The volunteer board of United Way has approved a 20-year strategy aimed at preventing some of the problems that affect

young Americans today. This commitment is vital if we are to achieve our national education goals -- especially one of the most important goals: Readiness for School. That goal states, "By the year 2000, all children in America will start school ready to learn."

Our children will grow up to become tomorrow's parents, workers, and community leaders. Each of us must ensure that our kids grow up into healthy, educated, productive adults. Our children need us today. And our nation will need them tomorrow.

We must provide hope. Hope for a bright future. Hope for a chance to compete. Hope for a life of meaning. We owe every American child the chance to hope, knowing that if they work hard and get a chance, they will succeed. By giving through United Way, you give hope. No gift you give could be more important.

So please, for all Americans ... for our children ... for our nation ... give generously of your time and money. Volunteer. Become a stakeholder in America's future. Make a difference through United Way. It brings out the best in all of us.

Thank you and God bless you.

# # #