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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:** 13591  
**Folder ID Number:** 13591-006

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**Folder Title:**  
Public Service Announcement-American Thyroid Association 11/20/91 [OA 6039]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>17</b>	<b>4</b>	<b>6</b>

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## WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/20/91 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00PM, TODAY, NOV. 20  
 VIDEO TAPING SESSION ON NOVEMBER 21: PROPOSED PSA AMERICAN  
 THYROID ASSOCIATION  
 SUBJECT: \_\_\_\_\_

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE <i>N/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN <i>w/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH <i>N/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST <i>w/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	4:30pm. PORTER ROSE <i>2957</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY <i>w/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY <i>w/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

*w/c right now*

## REMARKS:

PLEASE PROVIDE COMMENTS ON THE ATTACHED DIRECTLY TO  
 TONY SNOW, RM. 122, x2930, WITH A COPY TO THIS OFFICE  
 NO LATER THAN 3:00PM, TODAY, WEDNESDAY, NOVEMBER 20!

## RESPONSE:

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

November 19, 1991

Draft one

Title: THYROID

91 NOV 20 A 9: 29

PROPOSED PUBLIC SERVICE ANNOUNCEMENT  
AMERICAN THYROID ASSOCIATION

**MRS. BUSH:** Thyroid disease is a common medical condition that affects 8 to 10 million Americans. But half the Americans with thyroid disease go undiagnosed because the symptoms mimic other conditions.

**PRESIDENT:** And that's the real danger. If left undetected, thyroid disease can affect your overall health. But once diagnosed the condition can be treated simply and effectively. If you have a family history of thyroid disease, please see your doctor.

**MRS. BUSH:** A simple blood test will tell you if you're one of the many people with a thyroid problem. And we're living proof that a thyroid problem won't slow you down.

# # #

31 NOV 21 09:36  
**WHITE HOUSE STAFFING MEMORANDUM**

DATE: 11/20/91 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00PM, TODAY, NOV. 20

VIDEO TAPING SESSION ON NOVEMBER 21: PROPOSED PSA AMERICAN THYROID ASSOCIATION

SUBJECT: \_\_\_\_\_

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McBRIDE	<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"/>	PORTER ROSE	<input checked="" 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"/>

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RESPONSE:

*DK DS*

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

November 19, 1991

Draft one

Title: THYROID

31 NOV 20 A 9: 29

PROPOSED PUBLIC SERVICE ANNOUNCEMENT  
AMERICAN THYROID ASSOCIATION

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**MRS. BUSH:** A simple blood test will tell you if you're one of the many people with a thyroid problem. And we're living proof that a thyroid problem won't slow you down.

# # #

THE WHITE HOUSE

WASHINGTON

01 NOV 20 P6:14

November 20, 1991

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RB*

SUBJECT: Proposed PSA for American Thyroid Association

We have reviewed the attached remarks and have one suggested change.

The last phrase of the President's statement which reads: "please see your doctor" does not account for the significant number of Americans who do not have a relationship with a physician. We suggest that it be changed to read "please see a doctor."

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: 11/20/91 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00PM, TODAY, NOV. 20  
 VIDEO TAPING SESSION ON NOVEMBER 21: PROPOSED PSA AMERICAN  
 THYROID ASSOCIATION  
 SUBJECT: \_\_\_\_\_

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McBRIDE	<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"/>	PORTER ROSE	<input checked="" 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:

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 TONY SNOW, RM. 122, x2930, WITH A COPY TO THIS OFFICE  
NO LATER THAN 3:00PM, TODAY, WEDNESDAY, NOVEMBER 20!

## RESPONSE:

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

November 19, 1991

Draft one

Title: THYROID

91 NOV 20 A 9: 29

PROPOSED PUBLIC SERVICE ANNOUNCEMENT  
AMERICAN THYROID ASSOCIATION

**MRS. BUSH:** Thyroid disease is a common medical condition that affects 8 to 10 million Americans. But half the Americans with thyroid disease go undiagnosed because the symptoms mimic other conditions.

**PRESIDENT:** And that's the real danger. If left undetected, thyroid disease can affect your overall health. But once diagnosed the condition can be treated simply and effectively. If you have a family history of thyroid disease, please see your doctor.

**MRS. BUSH:** A simple blood test will tell you if you're one of the many people with a thyroid problem. And we're living proof that a thyroid problem won't slow you down.

# # #

01 NOV 20 11:51

WHITE HOUSE STAFF MEMORANDUM

DATE: 11/20/91 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00PM, TODAY, NOV. 20

SUBJECT: VIDEO TAPING SESSION ON NOVEMBER 21: PROPOSED PSA AMERICAN THYROID ASSOCIATION

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McBRIDE	<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"/>	PORTER ROSE	<input checked="" 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 COMMENTS ON THE ATTACHED DIRECTLY TO TONY SNOW, RM. 122, x2930, WITH A COPY TO THIS OFFICE NO LATER THAN 3:00PM, TODAY, WEDNESDAY, NOVEMBER 20!

RESPONSE: *No comment*

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

November 19, 1991

Draft one

Title: THYROID

31 NOV 20 09:29

PROPOSED PUBLIC SERVICE ANNOUNCEMENT  
AMERICAN THYROID ASSOCIATION

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**MRS. BUSH:** A simple blood test will tell you if you're one of the many people with a thyroid problem. And we're living proof that a thyroid problem won't slow you down.

# # #

91 NOV 20 P5:3J

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/20/91 ACTION/CONCURRENCE/COMMENT DUE BY: ----

SUBJECT: VIDEO TAPING SESSION ON 11/21: PSA AMERICA THYROID ASSOCIATION

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<del>SNOW</del>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<del>PORTER ROSE</del>	<input type="checkbox"/>	<input checked="" 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

November 19, 1991  
Draft One  
Title: THYROID

21 NOV 20

Pd: 49  
PROPOSED PUBLIC SERVICE ANNOUNCEMENT  
AMERICAN THYROID ASSOCIATION

MRS. BUSH: Thyroid disease is a common medical condition that affects 8 to 10 million Americans. But half the Americans with thyroid disease go undiagnosed because the symptoms mimic other conditions.

PRESIDENT: And that's the real danger. If left undetected, thyroid disease can affect your overall health. But once diagnosed, the condition can be treated simply and effectively. If you have a family history of thyroid disease, or any of the common symptoms associated with thyroid disease, please see your doctor.

MRS. BUSH: A simple blood test will tell you if you're one of the many people with a thyroid problem. And we're living proof that a thyroid problem won't slow you down.

# # #

November 19, 1991  
Draft: one  
Title: THYROID

PROPOSED PUBLIC SERVICE ANNOUNCEMENT  
AMERICAN THYROID ASSOCIATION

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# # #

THE WHITE HOUSE  
WASHINGTON

91 NOV 20 P 1:27

November 20, 1991

MEMORANDUM FOR TONY SNOW  
Deputy Assistant to the President for  
Communications and Director of Speechwriting

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

SUBJECT: Video Taping Session on November 21 -- Proposed  
PSA -- American Thyroid Association

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

Thank you for the opportunity to review this matter

cc: Phil Brady

November 19, 1991  
Draft one  
Title: THYROID

PROPOSED PUBLIC SERVICE ANNOUNCEMENT  
AMERICAN THYROID ASSOCIATION

**MRS. BUSH:** Thyroid disease is a common medical condition that affects 8 to 10 million Americans. But half the Americans with thyroid disease go undiagnosed because the symptoms mimic other conditions.

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