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OA/ID Number: 13594
Folder ID Number: 13594-007

Folder Title:
Public Service Announcement-NCAA Foundation 12/12/91 [OA 6040]

Stack:	Row:	Section:	Shelf:	Position:
G	26	17	5	2

WHITE HOUSE STAFFING MEMORANDUM

91 DEC 12 8:29

DATE: 12/12/91 ACTION/CONCURRENCE/COMMENT DUE BY: ----

SUBJECT: 30 SECOND TV PUBLIC SERVICE ANNOUNCEMENT NCAA FOUNDATION

	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 checked="" 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"/>	SNOW	<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

December 11, 1991
Draft Three
Title: NCAA

31 DEC 11 P6:31

PROPOSED: 30 SECOND TV PUBLIC SERVICE ANNOUNCEMENT
NCAA FOUNDATION

This is a wonderful time of year -- a time for family, and friends, and sharing.

Unfortunately, for many it is also a time of tragedy for families and victims of alcohol abuse. The N-C-A-A Foundation is working to stop alcohol abuse on our nation's campuses by encouraging and challenging our young people to make responsible decisions to keep their futures healthy, safe and bright.

Join the N-C-A-A Foundation and the nation's universities to make this year a safer one for all of us.

#

THE PRESIDENT HAS SEEN
12-12-91

December 11, 1991
Draft Three
Title: NCAA

91 DEC 11 P6:31

PROPOSED: 30 SECOND TV PUBLIC SERVICE ANNOUNCEMENT
NCAA FOUNDATION

OK

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#

THE WHITE HOUSE

WASHINGTON

December 11, 1991

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RBP*

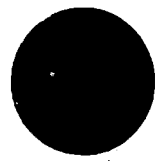
SUBJECT: Proposed :30 TV Public Service Announcement

The Office of Policy Development as well as the Office of the Drug Control Policy and the Department of Education do not believe the proposed public service announcement should in any way encourage students to drink. We have redrafted the attached public service announcement to reflect this belief and have timed it to insure that it meets the 30 second limit.

If you have any questions or we can be of further assistance, please do not hesitate to contact us.

Attachment

WHITE HOUSE STAFFING MEMORANDUM



DATE: 12/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 12/11/91 5:00pm

PRESIDENTIAL REMARKS: PROPOSED :30 TV PUBLIC SERVICE ANNOUNCEMENT - NCAA FOUNDATION

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 checked="" 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"/>	_____	<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 5:00 p.m., TODAY, WEDNESDAY, DECEMBER 11, with a copy to this office. Thank you.

RESPONSE:

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

December 11, 1991
Draft two
Title: NCAA

PROPOSED :30 TV PUBLIC SERVICE ANNOUNCEMENT
NCAA FOUNDATION

This is a wonderful time of year -- a time for family, and friends, and sharing.

UNFORTUNATELY, FOR SOME IT IS ALSO
~~But when drinking becomes excessive, it can be a time of~~

tragedy. That's why the N-C-A-A Foundation is working to stop

alcohol abuse on our nation's campuses, *OUR YOUNG PEOPLE HAVE A MARVELOUS*
~~by encouraging and~~
FUTURE AHEAD OF THEM, AND WE ALL MUST HELP THEM TO KEEP THAT FUTURE BRIGHT.
~~challenging our young people to be responsible.~~

Join the N-C-A-A Foundation and the nation's universities to make this year a safer one for all of us.

#

WHITE HOUSE STAFFING MEMORANDUM

91 DEC 11 P1:58

DATE: 12/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 12/11/91 5:00pm

PRESIDENTIAL REMARKS: PROPOSED :30 TV PUBLIC SERVICE ANNOUNCEMENT - NCAA FOUNDATION

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 <i>N/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN <i>v/u</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>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	<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 5:00 p.m., TODAY, WEDNESDAY, DECEMBER 11, with a copy to this office. Thank you.

RESPONSE:

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

December 11, 1991
Draft two
Title: NCAA

PROPOSED :30 TV PUBLIC SERVICE ANNOUNCEMENT
NCAA FOUNDATION

This is a wonderful time of year -- a time for family, and friends, and sharing.

But when drinking becomes excessive, it can be a time of tragedy. That's why the N-C-A-A Foundation is working to stop alcohol abuse on our nation's campuses by encouraging and challenging our young people to be responsible.

Join the N-C-A-A Foundation and the nation's universities to make this year a safer one for all of us.

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WHITE HOUSE STAFFING MEMORANDUM

91 DEC 12 A 8:29



DATE: 12/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 12/11/91 5:00pm

PRESIDENTIAL REMARKS: PROPOSED :30 TV PUBLIC SERVICE ANNOUNCEMENT - NCAA FOUNDATION

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 checked="" 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"/>	_____	<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 5:00 p.m., TODAY, WEDNESDAY, DECEMBER 11, with a copy to this office. Thank you.

RESPONSE:

No comment

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

December 11, 1991
Draft two
Title: NCAA

PROPOSED :30 TV PUBLIC SERVICE ANNOUNCEMENT
NCAA FOUNDATION

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December 11, 1991
Draft Three
Title: NCAA

PROPOSED: 30 SECOND TV PUBLIC SERVICE ANNOUNCEMENT
NCAA FOUNDATION

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Unfortunately, for many it is also a time of tragedy for families and victims of alcohol abuse. The N-C-A-A Foundation is working to stop alcohol abuse on our nation's campuses by encouraging and challenging our young people to make responsible decisions to keep their futures healthy, safe and bright.

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#

WHITE HOUSE STAFFING MEMORANDUM

91 DEC 11 P3:50



DATE: 12/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 12/11/91 5:00pm

PRESIDENTIAL REMARKS: PROPOSED :30 TV PUBLIC SERVICE ANNOUNCEMENT - NCAA FOUNDATION

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 checked="" 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"/>	_____	<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 5:00 p.m., TODAY, WEDNESDAY, DECEMBER 11, with a copy to this office. Thank you.

RESPONSE:

One change.

BT for SR

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

December 11, 1991
Draft two
Title: NCAA

PROPOSED :30 TV PUBLIC SERVICE ANNOUNCEMENT
NCAA FOUNDATION

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Unfort for it is also a time of...
~~But when drinking becomes excessive, it can be a time of tragedy~~
for families & victims of alcohol abuse

~~That's why the N-C-A-A Foundation is working to stop alcohol abuse on our nation's campuses, by encouraging and challenging our young people to be responsible.~~

Join the N-C-A-A Foundation and the nation's universities to make this year a safer one for all of us.

#

to keep their futures healthy, safe & bright.
~~Our young people have a marvelous future ahead of them, & we all must help them to keep that future bright.~~

WHITE HOUSE STAFFING MEMORANDUM

91 DEC 11 P 3:50



DATE: 12/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 12/11/91 5:00pm

PRESIDENTIAL REMARKS: PROPOSED :30 TV PUBLIC SERVICE ANNOUNCEMENT - NCAA FOUNDATION

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 checked="" 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"/>	_____	<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"/>

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RESPONSE:

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

December 11, 1991
Draft two
Title: NCAA

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December 11, 1991
Draft two
Title: NCAA

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WHITE HOUSE STAFFING MEMORANDUM

91 DEC 12 10:09



DATE: 12/11/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 12/11/91 5:00pm

PRESIDENTIAL REMARKS: PROPOSED :30 TV PUBLIC SERVICE ANNOUNCEMENT - NCAA FOUNDATION

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 checked="" 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"/>		<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 5:00 p.m., TODAY, WEDNESDAY, DECEMBER 11, with a copy to this office. Thank you.

RESPONSE: No comment.

Thanks,
E
 Elizabeth Luttig

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