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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

OA/ID Number: 13648
Folder ID Number: 13648-005

Folder Title:
Columbus, Ohio 10/28/92 [OA 8485]

| Stack: | Row: | Section: | Shelf: | Position: |
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October 27, 1992

MEMORANDUM FOR STEVE PROVOST / CHRISTINA MARTIN

FROM: GARY GERSHOWITZ - SPEECHWRITING

SUBJECT: LOCAL COLOR: COLUMBUS, OHIO

WHEN: Wednesday, October 28, 1992

WHERE: Nationwide Plaza

TIME: Approx. 3:45

Only one high school band is scheduled to play at the rally.
It is:

Pickerington High School Marching Band.

- Football team: "THE TIGERS"
- Mascot a tiger,
- 10th ranked in Ohio
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- This weekend they are playing the Reynoldsburg Raiders. They have played for Presidential rallies three other times.

The last time they played for the President, President Bush referred to the school as: "Pickerton" -- it's: "Pickerington"

Ohio State University is on High Street, about 4 miles from the rally site. On Saturday, the 31st, they play the University of Iowa -- away. Of course, O.S.U. are known as "THE BUCKEYES"

A very well-known and busy intersection in Columbus is Broad & High. It has the "Main Street U.S.A." flavor -- it is three blocks south of the rally site.

"Cheryl's Cookies" represents a quaint, homey small business that's doing well. It is also well-known in Columbus; many downtown workers get their coffee there in the morning -- a lot of the people at the rally will be familiar with "Cheryl's Cookies." They are right on the corner of that busy intersection, Broad & High.

Humorist James Thurber was from Columbus. Here are two quotes from him that you might want to use:

- a) "You can fool too many people too much of the time."
- b) "We are a nation that has always gone for the loud laugh, the wow, the belly laugh and the dozen other labels for the roll-'em-in-the-aisles gagerissimo. This is the kind of laugh that delights actors, directors and producers, but dismays writers of comedy because it is the laugh that often dies in the lobby."

This quote comes under Thurber's comment on the arts. But perhaps we can borrow JUST THE FIRST PART of the quote:

("We are a nation that has always gone for the loud laugh, the wow, the belly laugh and the dozen other labels for the roll-'em-in-the-aisles gagerissimo")

to draw some sort of analogy or metaphor with Clinton's tax and spend and health care programs -- the quote could work nicely in suggesting that it applies to a Governor who is trying to pull the wool over the eyes of the American people by going for "the loud laugh, the wow. . . the gagerissimo" in an attempt to pawn off an inferior bill of goods.

COLUMBUS STUMP

THANK YOU ARNOLD (SCHWARZENAGER). MAY I ALSO WELCOME MY FRIEND BRUCE WILLIS. WITH THESE TWO GUYS ON OUR SIDE, WE CAN DEFEAT THE ARKANSAS KID AND OZONE MAN . . . AND WE CAN WIN A BIG ONE FOR AMERICA.

AND MY GOOD FRIENDS -- THE OAK RIDGE BOYS. MY DAUGHTER-IN-LAW -- MARGARET BUSH.

MAY I ACKNOWLEDGE CONGRESSMAN CHALMERS WYLE.

- 2 -

GOVERNOR GEORGE VOINOVICH AND HIS WIFE, JANET. SEC. OF STATE BOB TAFT. STATE SENATE PRESIDENT STAN AARONOFF. MAYOR GREGORY LASHUTRA.

DO ME A FAVOR -- ELECT MIKE DEWINE TO THE SENATE. CLEAN HOUSE IN CONGRESS. AND ELECT DEBBIE PRICE TO THE HOUSE.

DEWEY STOKES, PRESIDENT OF THE NATIONAL FRATERNAL ORDER OF POLICE.

AND LAST, BUT NOT LEAST, JOHN FISHER AND DICK McFERSON OF NATIONWIDE INSURANCE.

+++++

THE CHOICE BEFORE THE AMERICAN PEOPLE --
A VAST DIFFERENCE IN EXPERIENCE, A VAST DIFFERENCE IN PHILOSOPHY, A VAST DIFFERENCE IN CHARACTER.

ARKANSAS RECORD

- * 50TH IN QUALITY OF ENVIRONMENTAL INITIATIVES.
- * 50TH IN PERCENTAGE OF ADULTS WITH A COLLEGE DEGREE.
- * 50TH IN PER CAPITA SPENDING ON CRIMINAL JUSTICE.
- * 49TH IN PER CAPITA SPENDING ON POLICE PROTECTION.

- * 48TH IN PERCENTAGE OF ADULTS WITH A HIGH SCHOOL DIPLOMA.
- * 48TH IN SPENDING ON CORRECTIONS.
- * 46TH IN TEACHERS SALARIES.
- * 45TH IN THE OVERALL WELL-BEING OF CHILDREN.

DO FOR AMERICA, WHAT HE DID FOR ARKANSAS?

JOB GROWTH. #1 IN 1991. -- CLINTON OUT OF STATE. 30% BEHIND FOR 80'S. ONLY WAY ARKANSAS ECONOMY GOT MOVING WAS WHEN HE LEFT STATE, ONLY WAY TO GET AMERICA MOVING IS TO SEND HIM BACK TO ARKANSAS.

HE CALLS THIS CHANGE?

GOVERNOR CLINTON SAYS HE'S "THE CANDIDATE OF CHANGE," BUT LET'S LOOK CLOSE AT WHAT HE OFFERS.

\$150 BILLION IN NEW TAXES. AT LEAST \$220 BILLION IN NEW SPENDING. TRICKLE DOWN GOVERNMENT. NUMBERS DON'T ADD UP. MIDDLE-CLASS WATCH WALLET. DEFICIT WILL EXPLODE.

THE LAST TIME WE TRIED THIS CHANGE -- WE "CHANGED" INFLATION TO 15 PERCENT, DESTROYING FAMILY BUDGETS. INTEREST RATES WERE 21 PERCENT -- HOME OWNERSHIP WAS IMPOSSIBLE.

THIS IS CHANGE ALRIGHT. BECAUSE BY THE TIME HE'S FINISHED -- CHANGE IS ALL YOU WILL HAVE LEFT IN YOUR POCKET.

EVEN TODAY -- THERE'S AN AP STORY, DETAILING HOW THE ARKANSAS MEDICAID PROGRAM HAS BEEN MISMANAGED -- PROJECTED \$120 MILLION IN THE HOLE -- HUGE AMOUNT IN TINY ARKANSAS. THE STORY INCLUDES TALES OF SECRET MEETINGS BETWEEN GOVERNOR CLINTON AND THE LEGISLATURE -- TO TRY AND FIGURE OUT WHETHER TO RAISE TAXES AFTER THE ELECTION.

IT SOUNDS LIKE GOVERNOR CLINTON NEEDS TO CLEAN UP THE MESS IN ARKANSAS -- BEFORE HE EVEN THINKS ABOUT GOVERNING AMERICA.

AND GOV. CLINTON'S HOMETOWN NEWSPAPER -- ARKANSAS GAZETTE -- SAID TODAY THEY COULD NOT ENDORSE HIM FOR PRESIDENT. THE PEOPLE WHO KNOW BILL CLINTON BEST -- AGREE HE'LL BE WRONG FOR AMERICA.

GOOD ECONOMY/GOOD NEWS

- * GDP UP 2.7, PERSONAL INCOME HIGHEST IN NINE MONTHS
- * GOOD NEWS, BUT NOT GOOD ENOUGH -- ESPECIALLY FOR UNEMPLOYED. (CARE)
- * CLINTON TAXES WOULD RUIN ECONOMY.
- * I HAVE A PLAN TO HOLD LINE ON SPENDING REDUCE TAXES -- PUT AMERICA TO WORK.

LONG-TERM ISSUES:

- * OPEN NEW MARKETS -- CREATE JOBS/OHIO -- \$27 BILLION IN EXPORTS -- 3RD IN U.S. -- COMPUTERS, MACHINES, AND CHEMICALS.

OHIO LOCAL INTEREST

GOV. CLINTON WANTS TO TAX FOREIGN INVESTMENT -- THAT WOULD THREATEN FOUR AND A HALF MILLION JOBS -- INCLUDING 150,000 HERE IN OHIO.

CAFE STANDARDS -- 40 TO 45 MILES PER GALLON. COST OHIO 20,000 JOBS.

- * SMALL BUSINESS, 2/3RDS OF NEW JOBS, NEED RELIEF FROM TAXATION, REGULATION AND LITIGATION.
- * LEGAL REFORM. UP TO \$200 BILLION ON LAWYERS. CLINTON IN POCKET. SUE EACH OTHER LESS -- CARE FOR EACH OTHER MORE.//

- * **HEALTH CARE. CLINTON PROPOSES GOVERNMENT INTERVENTION -- COULD EVENTUALLY END UP WITH GOVERNMENT CONTROLLING 13 PERCENT OF GROSS NATIONAL PRODUCT. USE INCENTIVES, REFORMS, TAX CREDITS TO MAKE HEALTH CARE MORE AVAILABLE, AND CUT WHAT YOU PAY.**
-

- * **EDUCATION. PROUD OF RECORD. NATIONAL GOALS. 1,700 COMMUNITIES REINVENTING SCHOOLS. ONE OUT OF 2 COLLEGE STUDENTS WITH FINANCIAL AID -- AMERICAN DREAM.**

SCHOOL CHOICE -- PUBLIC, PRIVATE, OR RELIGIOUS.

- * CRIME -- ARKANSAS PRISONERS SPEND 20 PERCENT OF TERM. LESS RESPECT FOR CRIMINALS, MORE RESPECT FOR VICTIMS. ENDORSED BY LITTLE ROCK POLICE.

- * REFORMING GOVERNMENT -- BALANCED BUDGET AMENDMENT.
 - LINE ITEM VETO
 - TAXPAYER CHECK-OFF
 - TERM-LIMITS

CHARACTER COUNTS

- * FLIP FLOPS. PERSIAN GULF, (AGREE W/ARGUE. OF MINORITY -- BUT I GUESS I WOULD HAVE VOTED W/MAJORITY.) FREE TRADE, RIGHT-TO WORK, TERM LIMITS.
- * PATTERN OF DECEPTION.
- * LISTEN TO THE ARKANSAS GAZETTE: "BILL CLINTON IS A MASTER POLITICIAN, BUT WHAT PRINCIPLES, IF ANY, INFORM HIS POLITICS."
- * CAN'T LEAD BY MISLEADING.

- * SOON PHONE WILL RING IN WHITE HOUSE,
DECISION TO BE MADE THAT AFFECTS JOBS AND
LIVES. THE PRESIDENT MUST TAKE A STAND.
- * CHARACTER OF PRESIDENCY, AROUND THE WORLD
PEOPLE LOOK TO THE PRESIDENT OF THE
UNITED STATES -- CHARACTER AND TRUST ARE
KEYWORDS.

SOFT ENDING

- * KIDS IN AUDIENCE. AGENDA UNFINISHED.
THE AMERICAN DREAM STILL LIVES.
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UNCLASSIFIED

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PRECEDENCE:

IMMEDIATE
PRIORITY
ROUTINE

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KAP
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RELEASER:

Sherry

DTG:

272117Z Oct 92

MESSAGE NO.

101

CLASSIFICATION

UNCLASSIFIED

PAGES

3

FROM

GARY GERSHOWITZ

(NAME)

202-456-7750

(PHONE NUMBER)

11112

(ROOM NO.)

MESSAGE DESCRIPTION

Local Color Acknowledgements
Columbus, Ohio

TO (AGENCY)

DELIVER TO

DEPT/ROOM NO.

PHONE NUMBER

AF-1

CHRISTINA MARTIN

-AND-

STEVE PROVOST

REMARKS:

October 27, 1992

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SUBJECT: LOCAL COLOR: COLUMBUS, OHIO

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FROM: GARY GERSHOWITZ - SPEECHWRITING

SUBJECT: ACKNOWLEDGEMENTS: COLUMBUS, OHIO

- 1) Mayor Greg Lashutka [La-Shut-Ka]
- 2) Jim Fisher - General Chairman and CEO of Nationwide Insurance
and Employees of Nationwide
- 3) Bob Taft - Ohio Secretary of State
- 4) Stanley Aronoff - President, Ohio Senate
- 5) Tom Moyer - Chief Justice, Ohio Supreme Court
- 6) Congressman John Kasich [Ka-SICK]
- 7) Congressman Chalmers Wylie
- 8) Deborah Pryce - Congressional Candidate, 15th District
- 9) Gene Watts - State Senator
- 10) Mike Colley - Franklin County GOP Chairman; National
Committeeman
- 11) Martha Moore - National Committeewoman

TIME OF TRANSMISSION

TIME OF RECEIPT

**WHITE HOUSE
SITUATION ROOM**

PRECEDENCE: **IMMEDIATE**
PRIORITY
ROUTINE

RELEASER: *[Signature]*

DTG: 281548Z

MESSAGE NO. 13 CLASSIFICATION UNCLAS PAGES 1

FROM GARY GERSHWITZ 456-7750 11112
(NAME) (PHONE NUMBER) (ROOM NO.)

MESSAGE DESCRIPTION Additional Acknowledgement:
Columbus, Ohio

| TO (AGENCY) | DELIVER TO | DEPT/ROOM NO. | PHONE NUMBER |
|---------------|-------------------------|---------------|--------------|
| <u>Toledo</u> | <u>Christina Martin</u> | | |
| | <u>STEVE Provost</u> | | |
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REMARKS:

October 28, 1992

MEMORANDUM FOR STEVE PROVOST / CHRISTINA MARTIN

FROM: GARY GERSHOWITZ - SPEECHWRITING

SUBJECT: ADDITIONAL ACKNOWLEDGEMENT: Reynoldsburg High School
Marching Band -- COLUMBUS, OHIO

The Reynoldsburg High School Marching Band has just been added -- in addition to Pickerington High School Marching Band.

- Football team: "THE RAIDERS"
- Mascot: Rocky Raider
- Record: 7-1