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Family Circle, 9/5/89

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THE WHITE HOUSE

WASHINGTON

To the readers of Family Circle:

This month marks the beginning of the first full school year of this Presidency. Like parents seeing their children off on their first day of school, I look forward to the coming year with a sense of hope and dedication. I am committed to beginning a new era of improvement and excellence in ~~American~~ education, and I want ~~all of~~ our children ~~to grow up~~ ^{omit} better prepared to contribute to a stronger, kinder, and better America. ~~in the~~ ^{1990s.}

Insert here

Every child's education will directly influence the success or failure of our country in the decades to come. ^{-- especially} Excellence in American business, technology, and science, ~~in the next century~~ ^{omit} will depend on our standard of excellence in the classrooms of [↓] today. Better schools, equipment, and books for our children are a sound investment in the future of our nation and help promote America's leadership role in the world of tomorrow.

By one estimate, it takes 10,000 high school students expressing an interest in a science or engineering major to assure us of 20 men and women who will go on to receive doctorates. Right now, American universities confer only about 77,000 engineering degrees at the undergraduate level. That's

roughly the same number Japan produces with a population only half the size of ours. That's not enough.]

same P

We must work together to promote more interest in math and science. I have proposed a National Science Scholars program ^{to} that ~~would~~ provide 570 new college scholarships ^{annually} each year. [These ^{will} ~~would~~ be for up to four years and ^{omit} ~~would~~ draw ^{omit} at least one young scientist from every congressional district in the nation.]

Moved to P 2

In working towards educational excellence, I am guided by four principles: giving parents greater choice ^{and flexibility} ~~in deciding which schools their children will attend~~, providing educational assistance to those in need, increasing accountability, and recognizing excellence.

Among the educational proposals we have put forth, the Administration's ^{is targeting} budget ~~proposals~~ target \$100 million in new funding for Magnet Schools of Excellence and \$250 million ~~in funding~~ for Presidential Merit Schools. There would ~~also~~ be \$25 million in new grants for the development of alternative certification programs to attract ^{additional} ~~greater numbers~~ of qualified teachers. ^{Also,} ~~In addition,~~ cash awards of \$5,000 each would be given in every state for teachers who win the President's Awards for Excellence in Education.

^{omit}
[All these efforts do not begin or end in Washington, D.C. The momentum for educational excellence must be carried forth at the state and local levels. I think of programs that have accomplished so much already -- Missouri's "Parents as Teachers" program, for example -- as models for others across the nation.]

^{omit}
^{omit}
America's education system should ^{omit} offer young people the knowledge and skills they need to provide comfortably for themselves and their families and to compete successfully in the marketplace at home and abroad. But the school system should ~~also,~~] by design and implementation, help parents reinforce values that go beyond facts, figures, and vocational skills to the real business of living. We must teach our children the difference between right and wrong, honesty and dishonesty, liberty and license. And we must teach our children to say no to drugs.

I'm reminded of my favorite high school teacher, Dr. A.B. Darling. He was tough and demanding, but exceedingly fair. He knew American history and made it come alive. More than just textbook dates and happenings, he taught us how to learn from history's characters and consequences. His manner of teaching was itself a lesson in personal responsibility, communication, and relationships. Sloppiness did not amuse him and yet, if you were really trying and still couldn't get it, he would take the time to explain one-on-one until you understood. From his

example we learned about giving one hundred percent, about fairness, and caring for others. We didn't get grades on those things, but they stuck.

When this [1989-90] school year is over, I hope ^{we} ~~students,~~ ~~parents, and teachers alike~~ can look back ~~[with me]~~ and see that ~~[together]~~ we are moving in the right direction -- towards a system in which educational excellence is rewarded and ~~[in which]~~ students learn both the skills and the values they need. ~~[in later life.]~~ ~~[Working]~~ Together, we can achieve excellence in American education.

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THE WHITE HOUSE
WASHINGTON



Date: 4-20-89

TO: David Demarest

FAX: 212/463 -
1553

FROM: **CHRISS WINSTON**
Deputy Assistant to the President
for Communications
Room 122, OEOB, Ext. 2930

The attached is for:

- | | |
|---|--|
| <input type="checkbox"/> Per our conversation | <input checked="" type="checkbox"/> Per your request |
| <input type="checkbox"/> Information | <input checked="" type="checkbox"/> Review & Comment |
| <input type="checkbox"/> Direct Response | <input type="checkbox"/> Appropriate Action |
| <input type="checkbox"/> Draft Reply | <input type="checkbox"/> Signature |
| <input type="checkbox"/> File | <input type="checkbox"/> Other |
| <input type="checkbox"/> Please Return By _____ | |

Comments:

This does not seem like such a bad request but do we want to make a decision on all "back-to-school" requests? What do you think?

*Kuister
This is good
let's proceed*

By next week -

PRESS

MAR 08 RECD

FamilyCircle

110 Fifth Avenue, New York, N.Y. 10011

Susan Kelliher Ungaro
Articles Editor
(212) 463-1839

March 3, 1989

Mr. Paul Luthringer
The White House Media Relations Office
Room 117
Old Executive Office Building
Washington, D.C. 20500

Dear Mr. Luthringer:

FAMILY CIRCLE magazine, which is read by 24 million American women every three weeks, is planning a special report on education for our September 5, 1989 issue. Because of President Bush's strong statements about his beliefs and feelings on improving the state of our nation's schools, we are requesting that President Bush write an introduction for our magazine's "Back-to-School" issue. Ideally, we'd like President Bush to mention a few educational programs, such as the state of Missouri's Parents As Teachers program and Dr. Sam Micklaus's Odyssey of the Mind program in his essay.

And we'd like to hear what issues in American education (math and science competence, for example) that President Bush wants to emphasize as areas that need improvement.

The theme of FAMILY CIRCLE'S special report on education is how parents and teachers can work together to improve our school system and motivate our children to be the best that they can be.

We hope that President Bush will want to take part in our special September issue. We would need his introductory essay by April 15th. I look forward to hearing from you and hope that we can work together on other exciting projects during President Bush's administration.

Sincerely,

Susan Kelliher Ungaro
Susan Kelliher Ungaro

Science & Math
Emphasis

SKU:cm



((Grant))
May 11, 1989
9 a.m.
A:circle

INTRODUCTION TO FAMILY CIRCLE MAGAZINE
BACK-TO-SCHOOL ISSUE
SEPTEMBER, 1989

To the readers of Family Circle:

As we watch ~~the~~ children hustling off to school, facing new teachers, new subjects and the difficulties of a new school year, we can often get wrapped up in the day-to-day concerns of school.

The bigger challenge is to ^{remember} ~~realize~~ that every child's individual education directly influences the success or failure of America's next generation. Each child's excellence in school builds the competitiveness and well-being of the nation ⁽¹⁰⁾ in the next century. Excellence in American business, technology and science begins in each one of our classrooms.

As a nation, we have no natural resource more precious than our intellectual resources. For America to maintain its ^{leadership in} ~~the world~~ commercial, technological and scientific excellence, ^{we} ~~is~~ investment ^{more} in machines ^{and} or laboratories, ^{we must} ~~will by itself be~~ sufficient, ^{we must} ~~there will have to be the people who have the~~ ^{future - our children} ~~knowledge and the commitment.~~

Yet, by one estimate, it takes 10,000 high school students expressing an interest in a science or engineering major to

assure us of 20 men and women who will go on to receive doctorates. Right now, American universities confer only about 77,000 engineering degrees at the undergraduate level. That's about the same number that Japan produces with a total population only half the size of ours. That's not enough.

We've got to work together to promote interest in math and science programs for our students. I have proposed a National Science Scholars Program that would provide 570 college scholarships each year. These would be for up to \$10,000 a year for four years, and would draw a young scientist from every Congressional District in the nation.

Among the educational proposals we've put forth, the Administration's budget proposals also target \$100 million in new FY 1990 funding for Magnet Schools of Excellence; \$250 million in FY 1990 funding for Presidential Merit Schools; and funding for \$5000 cash awards to be given in every state for teachers who win the President's Awards for Excellence in Education.

In working to improve educational excellence, I was guided by four principles: recognizing excellence; targeting those most in need; giving flexibility and choice to teachers, students and parents; and increasing accountability. This Administration believes that the nation must invest in its young people, giving them the knowledge, skills and values to compete successfully in the marketplace -- and to build a better America.

But it can't end here. The momentum for education reform must be carried forth at the state and local level across the country. The hard work and courage of teachers, parents and students who care about the future -- and who are willing to stand up and pitch in -- are what will determine the future of American education.

I look to programs that have accomplished so much already -- the State of Missouri's "Parents as Teachers" program, for example -- as models for others across the nation. We will encourage improvement and reward excellence by recognizing those who stand for innovation and a can-do attitude. And in doing so, we will build a better America.

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