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FOIA Number:

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This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.

Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Speechwriting, White House Office of
Series: Grant, Mary Kate, Files
Subseries: Subject File, 1988-1991

OA/ID Number: 13882
Folder ID Number: 13882-003

Folder Title:
Message to Schoolchildren [Philadelphia, Pennsylvania], 9/89

Stack:	Row:	Section:	Shelf:	Position:
G	19	2	7	7

Deborah J. Laubach

NIE Coordinator
(215) 854-4918

400 North Broad Street
P.O. Box 7788
Philadelphia, PA 19101

December 12, 1989

Ms. Mary Kate Grant
Senior Writer
White House Office of Media Relations
and Public Affairs
The White House
Washington, D.C.

Dear Ms. Grant:


Thank you for your assistance with the recent educational supplement,
Our Environment, published by the Philadelphia Daily News on December 5.

As you know, environmental issues are of major concern to us all and
President Bush's message helped convey that importance to the 7,000
Philadelphia-area students who received the supplement.

I have enclosed several copies and hope you and your staff will enjoy
them.

Again, thank you for your assistance.

Sincerely,


Deborah J. Laubach

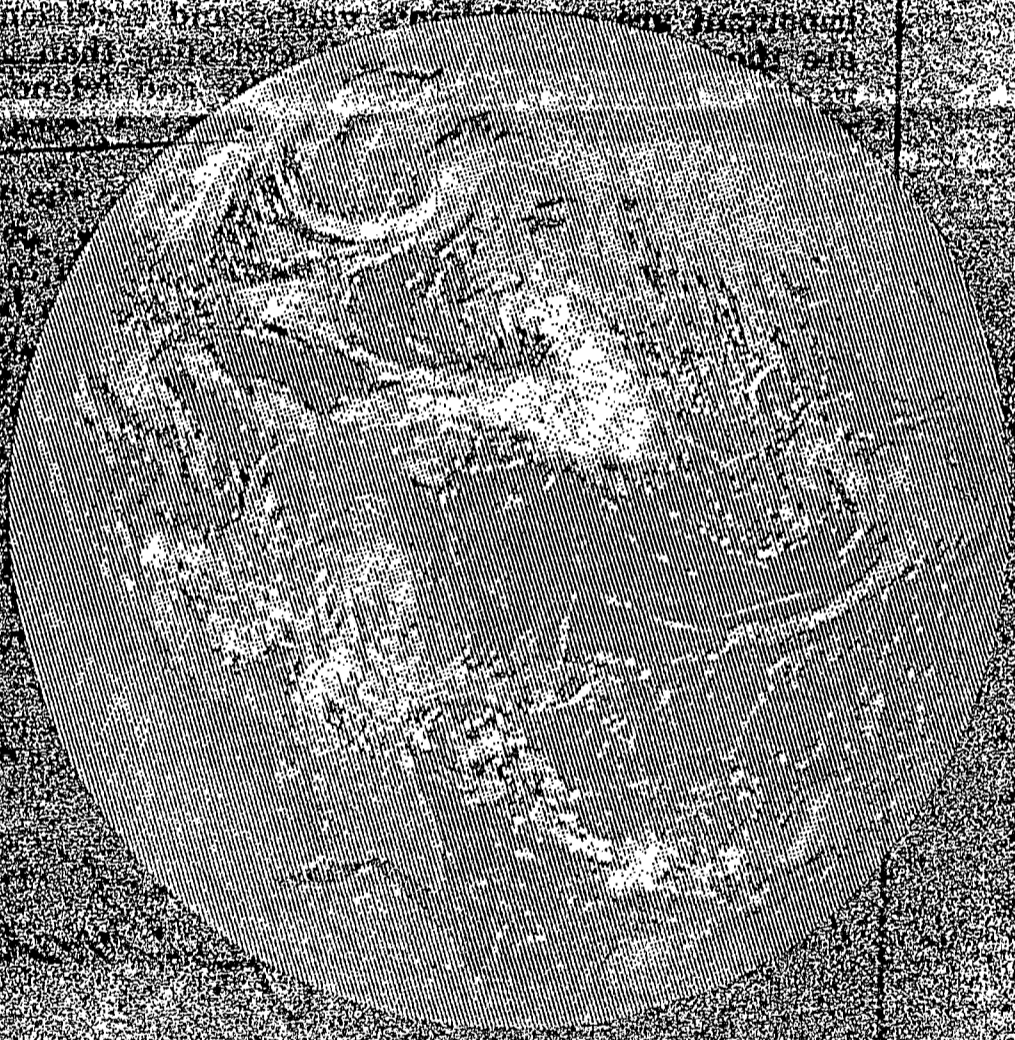
Enclosures (5)

OUR ENVIRONMENT

TUESDAY, DECEMBER 5, 1989

NIE NEWS

A Daily News Newspaper in Education
Special Supplement





Encouragement from High Places

THE WHITE HOUSE
WASHINGTON

September 1989

I often talk about issues like drug abuse, crime, and education, and each is very important. But just as important are our Nation's values and traditions. Nowhere are those traditions more real and alive than in our national parks. National parks allow family and friends to watch nature at work.

But whether we are restoring a forest or the air above it, nature needs our help. Too many times we see garbage on our beaches, smog in the air, and pollution in our water, and too many people forget that America the beautiful is more than a song. We must work to do our part to improve and preserve our natural heritage from coast to coast.

I encourage each of you to help clean up the environment. Get some friends together to clean up litter in your neighborhood; or plant a tree -- a step that actually helps clean the air -- and years from now you'll be able to point to that tree knowing that you made a difference. Together, we can protect and improve our environment before it's too late.

God bless each of you and the United States of America.

It's a little unusual when a newspaper or a classroom gets a letter from the president of the United States and the mayor of Philadelphia on the same day.

Does it give you the idea that cleaning up our city and our country and our planet is important? It should — because IT IS!



CITY OF PHILADELPHIA

W. WILSON GOODE
MAYOR

Dear Friends,

In a few years Philadelphia will belong to you. Helping to take care of it now will guarantee that you inherit a beautiful city to call your own.

Environmental problems are often very difficult to solve on your own, but each one of you can make a difference in keeping our city clean by doing the right thing yourself and showing others what to do.

Here's how you can help:

- o Put food wrappers, tissues, bottles and cans in trash cans;
- o Make sure your family's trash and recyclables are put out at the right time on the right day;
- o Sweep the sidewalk in front of your home whenever it needs it;
- o Pick up litter and put it in the trash can;
- o Remind your family and friends to practice clean behavior.

Our city's parks, playgrounds, streets and sidewalks are the living room of our house. They are there for all of us to enjoy and proudly show to visitors.

You can take care of your neighborhood and all of our public places by not letting anyone mess them up.

With your help Philadelphia can be the most beautiful city in the world. And it can be all yours!

Sincerely your friend,

W. Wilson Goode
W. Wilson Goode
Mayor
City of Philadelphia

Photocopy-Preservation

THE WHITE HOUSE
WASHINGTON

September 12, 1989

Deborah Laubach
Philadelphia Daily News
400 North Broad Street
Philadelphia, Pennsylvania 19101

Dear Ms. Laubach,

As per your conversation with my office, enclosed you will find a message to the school children of Philadelphia from President Bush.

I wish you great success with your supplemental publication and I am glad to see that you are placing a spotlight on various environmental aspects for the youth of Philadelphia.

Sincerely,



Mary Kate Grant
Senior Writer

White House Office of Media Relations and Public Affairs

Enclosure:

Message from President Bush

THE WHITE HOUSE
WASHINGTON

Date: _____

TO:

Mary Kate

FROM:

CHRISS WINSTON
Deputy Assistant to the President
for Communications
Room 122, OEOP, Ext. 2930

The attached is for:

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

Comments:

Donald L. Haskin
Associate Editor
(215) 854-5851

400 North Broad Street, 13th floor
P.O. Box 7788
Philadelphia, PA 19101

May 22, 1989

Mr. Marlin Fitzwater
Assistant to the President and Press Secretary
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

*300 words
1 pg double
end of August
on letterhead
litter / recycling*

Dear Mr. Fitzwater:

The Philadelphia Daily News is publishing a supplement on the environment, aimed at schoolchildren in grades four through nine, as part of the Newspaper in Education program. The paper plans to publish the supplement in December, 1989.

The goal is to teach children ways that they can make the world a cleaner and safer place to live.

grades 4-9.

The 16-page supplement, which will include basic information on solid waste treatment, recycling, water and air cycles, and other environmental topics, will be used as a teaching tool in the Philadelphia School District. We'll also publish easy experiments, games and a recycling contest.

We'd like to ask President Bush to consider writing a brief "open letter" to the schoolchildren of Philadelphia that would emphasize the importance of learning about the environment and participating in its improvement.

We think a message from the President would mean a lot to the children and would add a tremendous boost to the supplement.

The Daily News previously has published Newspaper in Education supplements on drug abuse, career counseling, the city's museums, and the black church in Philadelphia.

Thank you for your consideration.

Mr. Gene Castellano
854-5873

Sincerely yours,

Don Haskin

Donald Haskin
Associate Editor
Philadelphia Daily News

no longer there

*Deborah Lambach publisher
of supplement*

*(215) 854
4918
5773*

*Mike Freeman
215/724-0779
writer of supplement*

September 1989

I often talk about issues like drug abuse, crime, and education, and each is very important. But just as important are our Nation's values and traditions. Nowhere are those traditions more real and alive than in our national parks. National parks allow family and friends to watch nature at work.

But whether we are restoring a forest or the air above it, nature needs our help. Too many times we see garbage on our beaches, smog in the air, and pollution in our water, and too many people forget that America the beautiful is more than a song. We must work to do our part to improve and preserve our natural heritage from coast to coast.

I encourage each of you to help clean up the environment. Get some friends together to clean up litter in your neighborhood; or plant a tree -- a step that actually helps clean the air -- and years from now you'll be able to point to that tree knowing that you made a difference. Together, we can protect and improve our environment before it's too late.

God bless each of you and the United States of America.

GB:Pub.Affairs-MKG/JC/ckb (9PMNB)
(Philadelphia)

September 1989

I often talk about issues like drug abuse, crime, and education, and each is very important. But just as important are our Nation's values and traditions. Nowhere are those traditions more real and alive than in our national parks. National parks allow family and friends to watch nature at work.

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God bless each of you and the United States of America.

GB:Pub.Affairs-MKG/JC/ckb (9PMNB)
(Philadelphia)

THE WHITE HOUSE
WASHINGTON

September 11, 1989

To the schoolchildren of Philadelphia:

I often talk about issues like drug abuse, crime and education, and each is very important. But just as important are our nation's values and traditions. Nowhere are those traditions more real and alive than in our national parks. National parks allow family and friends to watch nature at work.

But whether we are restoring a forest or the air above it, nature needs our help. Too many times we see garbage on our beaches, smog in the air, and pollution in our water, and too many people forget that America the beautiful is more than a song. We must work to do our part to improve and preserve our natural heritage from coast to coast.

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God bless each of you and the United States of America.



George Bush

THE WHITE HOUSE
WASHINGTON

September 12

TO: ~~LINDA WATSON~~ *Maureen Hudson, Room 60*

FROM: MARY KATE GRANT *MKG*
MEDIA RELATIONS

The attached text will be published by the Philadelphia Daily News in a supplement to all the schoolchildren in Philadelphia. It has been fully staffed through Cicconi's office, and the POTUS has approved it.

Would it be possible to have it typed on official paper in the right format and signed by an autopen? The publisher is expecting it in the next 2-3 days, in a camera-ready format. (Usually we send publications the text as is, and they make it camera-ready). Thanks very much.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/5/89 ACTION/CONCURRENCE/COMMENT DUE BY: 9/7/89 NOON

SUBJECT: PRESIDENTIAL MESSAGE TO SCHOOLCHILDREN OF PHILADELPHIA

	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"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES <i>N/C phone</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input 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"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, September 7, with a copy to my office. Thank you.

RESPONSE:

*Approved w/o changes
by POTUS
As per Cicconi 9/11 4:30pm*

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

89 SEP 5 49:02

39 SEP 2 P1:42

((Grant))
August 30, 1989
Draft three
A:litter

To the schoolchildren of Philadelphia:

I often talk about issues like drug abuse, crime and education, and each is very important. But just as important are our nation's values and traditions. Nowhere are those traditions more real and alive than in our national parks. National parks allow family and friends to watch nature at work.

But whether we are restoring a forest or the air ~~that flows~~ above it, nature needs our help. Too many times we see garbage on our beaches, smog in the air, and pollution in our water, ^{and} ~~Too~~ many people forget that America the beautiful is more than a song. We must work to do our part to improve and preserve our natural heritage from coast to coast.

I encourage each of you to ~~take the offense and to~~ help clean up ^{the environment.} ~~litter and trash.~~ Together, we can protect and improve our environment before it's too late.

God bless each of you and the United States of America.

George Bush

to clean up litter in your neighborhood
Get some friends together, ^{or} ~~and~~ plant a tree. ~~For example~~
Trees actually help clean the air. And years from now you'll be able to point to that tree know right that you made a difference.

THE WHITE HOUSE
WASHINGTON

Kathleen or Linda

Room 18

typist

Maureen Hudson, Rm 60

Funice

-wants letterhead &
Signature

- they're going to
shoot (photos) it for
reproduction

- send to Deborah Laubach
do Phil Davis News

THE WHITE HOUSE

WASHINGTON

September 5, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*
SUBJECT: Presidential Message To Schoolchildren Of
Philadelphia

We have no comments from a policy standpoint, but have included a few editorial suggestions on the attached draft.

cc: James W. Cicconi

89 SEP 5 P3:19

WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/5/89 ACTION/CONCURRENCE/COMMENT DUE BY: 9/7/89 NOON

SUBJECT: PRESIDENTIAL MESSAGE TO SCHOOLCHILDREN OF PHILADELPHIA

	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"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input 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"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, September 7, with a copy to my office. Thank you.

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

39 SEP 2 P1:42

((Grant))
August 30, 1989
Draft three
A:litter

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I encourage each of you to ~~take the offense and to~~ help clean up litter and trash. Together, we can protect and improve our environment before it's too late.

George Bush

THE WHITE HOUSE
WASHINGTON



September 5, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: BRENT O. HATCH 
Associate Counsel to the President

SUBJECT: Presidential Message to Schoolchildren of
Philadelphia

I have reviewed the above-referenced draft, and have no legal objections to this message.

cc: James W. Cicconi

89 SEP 6 PM 12: 29

WHITE HOUSE STAFFING MEMORANDUM

9/5/89

9/7/89 NOON

DATE: _____ ACTION/CONCURRENCE/COMMENT DUE BY: _____

SUBJECT: PRESIDENTIAL MESSAGE TO SCHOOLCHILDREN OF PHILADELPHIA

	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"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input 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"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, September 7, with a copy to my office. Thank you.

RESPONSE:

Legislative Affairs has no comments other than the ~~the~~ grammatical ones indicated on the attached.

- Rob Putnam 9/6/89

90 : 9 9 SEP 68

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

((Grant))
August 30, 1989
Draft three
A:litter

39 SEP 2 P1:42

To the schoolchildren of Philadelphia:

I often talk about issues like drug abuse, crime and education, and each is very important. But just as important are our nation's values and traditions. Nowhere are those traditions more real and alive than in our national parks. National parks allow family and friends to watch nature at work.

But whether we are restoring a forest or the air that flows above it, nature needs our help. Too many times we see garbage on our beaches, smog in the air, and pollution in our water. Too many people forget that America the beautiful is more than a song. We must work to do our part to improve and preserve our natural heritage from coast to coast.


I encourage each of you to take the offense^{ive} and ~~to~~ help clean up litter and trash. Together, we can protect and improve our environment before it's too late. ✓

George Bush

WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/5/89 ACTION/CONCURRENCE/COMMENT DUE BY: 9/7/89 NOON

SUBJECT: PRESIDENTIAL MESSAGE TO SCHOOLCHILDREN OF PHILADELPHIA

	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"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN 	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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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"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, September 7, with a copy to my office. Thank you.

RESPONSE:

See changes

89 SEP 7 A10:20

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

39 SEP 2 P1:42

((Grant))
August 30, 1989
Draft three
A:litter

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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"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, September 7, with a copy to my office. Thank you.

RESPONSE:

*No Comment
9/2/89*

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

WHITE HOUSE STAFFING MEMORANDUM



9/5/89

9/7/89 NOON

DATE: _____ ACTION/CONCURRENCE/COMMENT DUE BY: _____

SUBJECT: PRESIDENTIAL MESSAGE TO SCHOOLCHILDREN OF PHILADELPHIA

	ACTION FYI			ACTION FYI	
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SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
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CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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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"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>



REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, September 7, with a copy to my office. Thank you.

RESPONSE:

Handwritten signatures in red and blue ink.

89 SEP 7 4:05 PM

James W. Cicconi
Assistant to the President
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39 SEP 2 P1: 42

((Grant))
August 30, 1989
Draft three
A:litter

To the schoolchildren of Philadelphia:

I often talk about issues like drug abuse, crime and education, and each is very important. But just as important are our nation's values and traditions. Nowhere are those traditions more real and alive than in our national parks. National parks allow family and friends to watch nature at work.

But whether we are restoring a forest or the air that flows above it, nature needs our help. Too many times we see garbage on our beaches, smog in the air, and pollution in our water. Too many people forget that America the beautiful is more than a song. We must work to do our part to improve and preserve our natural heritage from coast to coast.

I encourage each of you to take the offense and to help clean up litter and trash. Together, we can protect and improve our environment before it's too late.

George Bush

Are these kids of sufficient age to understand offense?

THE WHITE HOUSE
WASHINGTON

September 7, 1989

Memorandum to Chriss Winston

From: Jim Pinkerton
Subject: Draft Presidential Message to the Schoolchildren of Philadelphia

In the final paragraph of the draft, where the President calls on the schoolchildren to "take the offense and to help clean up the environment," we suggest adding a "hook," i.e., make the call to action concrete.

The President could encourage every schoolkid to form a group and plant a tree, or pick a spot in their neighborhood and clean it up, or, on their way home from school that day, to pick up just one piece of trash they might have otherwise passed by.

The point is to have some suggested action, however humble, that the average young person can easily understand and do that will drive home the President's message.

The language could read something like: "I encourage each of you to take the offense and to help clean up the environment. Get some friends together and plant a tree, for example. Trees actually help clean the air. And years from now you'll be able to point to that tree knowing that you made a difference."

Finally, the message needs a closing "God bless you and God bless Philadelphia."

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