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Video Messages, 3/6/89

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Att. Chriss Winston

SUGGESTED REMARKS FOR

PRESIDENT BUSH

("Drug Free Zones" campaign video)

WEDNESDAY, MARCH 15, 1989

LADIES AND GENTLEMEN.....MEMBERS OF THE STUDENT BODY.....AND HONORED GUESTS...

WE AS AMERICANS ARE FACING A TOUGH BATTLE. THE WAR ON DRUGS POSES AN ENEMY UNPARALLELED IN THIS NATION'S SHORT HISTORY. AND UNLIKE OTHER BATTLES, WE ARE FIGHTING THIS ONE IN OUR OWN BACK YARDS.

YET I BELIEVE WE ARE READY TO SHOW JUST HOW STRONG WE REALLY ARE AND SEND A MESSAGE TO THE DRUG USERS, DRUG DEALERS AND DRUG MANUFACTURERS. LET THEM KNOW THE DOORS THEY ARE SO ACCUSTOMED TO WALKING THROUGH INTO OUR COMMUNITIES, OUR HOMES AND OUR SCHOOLS ARE BEING SHUT AND LOCKED FOR GOOD.

ONE OF THE FIRST THINGS I DID AFTER TAKING MY OATH OF OFFICE AS PRESIDENT, WAS DECLARE THIS ADMINISTRATION'S DEDICATION TO TURNING THIS COUNTRY'S DRUG PROBLEM AROUND. AND UNDER THE LEADERSHIP OF SECRETARY BENNETT, I KNOW WE CAN DO JUST THAT.

BUT, IT HAS TO START WITH EACH OF YOU. BY PARTICIPATING IN THE "DRUG FREE ZONES" CAMPAIGN YOU WILL BE LETTING EVERYONE AROUND YOU KNOW THAT DRUGS ARE NOT AND WILL NOT BE A PART OF YOUR LIFE.

YES, AS AMERICANS WE ARE IN A TOUGH BATTLE, BUT AS INDIVIDUALS, EACH OF US HAS THE POWER AND RESPONSIBILITY TO ACCEPT THE CHALLENGE AND RID OUR COMMUNITIES OF WHAT HAS BECOME A VERY DESTRUCTIVE PRESENCE.

YOU'VE ALL HEARD ME TALK OF A "THOUSAND POINTS OF LIGHT" AND LET ME SAY THIS, THERE IS NONE BRIGHTER THAN THE STRENGTH AND ENERGY OF OUR NATION'S YOUTH. YOUR OPPORTUNITIES ARE UNLIMITED AND YOUR FUTURE IS BOUNDLESS. DON'T JEOPARDIZE THESE. WALK AWAY FROM DRUGS...AND WHEN YOU DO, TAKE THE PERSON NEXT TO YOU WITH YOU. WITH THIS UNITED EFFORT, THE WAR ON DRUGS WILL BE REMEMBERED IN HISTORY AS ONE OF THIS COUNTRY'S GREATEST VICTORIES.

THANK YOU...

THE WHITE HOUSE

WASHINGTON

March 15, 1989

We as Americans are facing a tough battle. The war on drugs poses an enemy unparalleled in this nation's short history. And unlike other battles, we are fighting this one in our own backyards.

I believe that we are ready to show just how strong we really are -- by sending a message to the drug users, drug dealers, and drug manufacturers. Let them know the doors they are so accustomed to walking through into our communities, our homes, and our schools are being shut and locked for good.

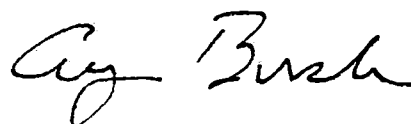
One of the first things I did after taking my oath of office as President was declare this Administration's dedication to turning around our country's drug problem. Under the leadership of Bill Bennett, the new Director of National Drug Control Policy, I know we can do just that.

But it has to start with each of you. By participating in the "Drug Free Zones" campaign, you will be letting everyone around you know that drugs are not and will not be a part of your life.

Yes, as Americans we are in a tough battle, but as individuals, each of us has the power and responsibility to accept the challenge and rid our communities of this poison.

We have no greater natural resource than the strength and energy of our nation's youth. Your opportunities are unlimited and your future is boundless. Don't jeopardize them. Walk away from drugs. . . and when you do, take the person next to you with you. With this united effort, the war on drugs will be remembered in history as one of this country's greatest victories.

Keep up the good work, and thank you.



PROPOSED PRESIDENTIAL VIDEO MESSAGE
DISTRIBUTIVE EDUCATION CLUBS OF AMERICA
CAREER DEVELOPMENT CONFERENCE

I AM HAPPY TO SEND MY GREETINGS AND CONGRATULATIONS TO THE MEMBERS OF THE DISTRIBUTIVE EDUCATION CLUBS OF AMERICA AND DELTA EPSILON CHI AS YOU HOLD YOUR CAREER DEVELOPMENT CONFERENCE.

DECA ("DECKA") HAS EARNED A STRONG REPUTATION IN MARKETING EDUCATION FOR TEACHING STUDENTS THE LEADERSHIP IN BUSINESS AND UNDERSTANDING OF FREE ENTERPRISE THEY'LL NEED IN THE MARKETPLACE. YOUR CAREER DEVELOPMENT CONFERENCE IS A FITTING CLIMAX TO A YEAR OF ACTIVITIES IN CAREER DEVELOPMENT, AND I'M SURE THIS YEAR'S CONFERENCE WILL BE VERY REWARDING.

YOUR NATIONAL STAFF, BOARD OF DIRECTORS AND CLASSROOM INSTRUCTORS AND ADVISORS HAVE WORKED LONG AND HARD TO MAKE THIS YEAR'S SUCCESSES POSSIBLE. THE MEMBER COMPANIES OF YOUR NATIONAL ADVISORY BOARD AND THE WINNER OF THIS YEAR'S OUTSTANDING SERVICE AWARD ARE ALSO TO BE COMMENDED FOR THEIR PART IN YOUR PROGRAM. YOUR ORGANIZATION IS AN EXAMPLE OF THE KIND OF PUBLIC-PRIVATE PARTNERSHIP I'D LIKE TO ENCOURAGE IN THIS COUNTRY, AS WE WORK TO KEEP AMERICA COMPETITIVE IN THE WORLD MARKETPLACE.

WE ARE NOW ENTERING THE 76TH MONTH OF THE GREATEST ECONOMIC EXPANSION DURING PEACETIME IN THIS NATION'S HISTORY. EDUCATING THE STUDENTS OF TODAY TO BE TOMORROW'S BUSINESS LEADERS IS AN IMPORTANT PART OF KEEPING THE JOB CREATION MACHINE IN GEAR. DECA IS DOING A GREAT JOB, AND I WISH YOU EVERY SUCCESS IN THE FUTURE.

PROPOSED PRESIDENTIAL VIDEO MESSAGE
GOLDEN MIKE AWARDS

IT'S A PLEASURE FOR ME TO PARTICIPATE IN THIS YEAR'S GOLDEN MIKE AWARDS DINNER. THE BROADCAST PIONEERS HAVE MADE A GREAT SELECTION IN CHOOSING WSBT AS THIS YEAR'S WINNER. THIS AWARD IS BASED ON THE CONTRIBUTIONS MADE TO THE COMMUNITY AND TO THE NATION, AND I CONGRATULATE WSBT.

AS BROADCAST PIONEERS YOU HAVE THE ABILITY TO REACH INTO THE HEARTS AND MINDS OF AMERICANS. YOU HAVE A UNIQUE OPPORTUNITY TO HELP OTHERS ... TO TELL YOUNG PEOPLE ABOUT THE IMPORTANCE OF PUBLIC SERVICE, TO AWAKEN INTEREST IN EDUCATION AND THE ENVIRONMENT, TO ENCOURAGE PEOPLE TO REACH OUT THROUGH OUR COMMUNITIES TO HELP THE HOMELESS. YOU HAVE THE POWER TO DO SO MUCH GOOD.

BROADCAST PIONEERS HAVE ONE OF OUR STRONGEST WEAPONS AGAINST THOSE WHO SEEK TO DESTROY OUR COUNTRY BY POISONING OUR CHILDREN WITH ILLEGAL DRUGS ... THOSE WHO TERRIFY OUR NEIGHBORHOODS BY COMMITTING CRIMES IN OUR STREETS ... THOSE WHO ARE TEARING DOWN OUR NATION'S MORALS AND OUR TRADITIONAL FAMILY VALUES. THROUGH YOUR WORK IN THE COMMUNITIES OF THIS COUNTRY, YOU CAN KEEP HOPE ALIVE.

YOU GET THE MESSAGE OUT. AMERICANS EVERYWHERE SHOULD KNOW THE OPPORTUNITY EXISTS FOR THEM TO MAKE A BETTER LIFE FOR THEMSELVES AND THEIR CHILDREN -- BECAUSE AMERICANS EVERYWHERE SHOULD KNOW THAT THE AMERICAN DREAM IS GOING STRONG. SO MANY WILL HEAR YOUR WORDS, AND SO MANY CAN BE HELPED.

THESE AWARDS TONIGHT SHOW THAT PROGRESS IS ALREADY BEING
MADE -- YET WE HAVE SO MUCH FURTHER TO GO. ONCE AGAIN,
CONGRATULATIONS. KEEP UP THE GOOD WORK, AND KEEP UP THE GOOD
FIGHT.

PROPOSED PRESIDENTIAL VIDEO MESSAGE
B'NAI B'RITH DINNER HONORING BOB AND ROB MOSBACHER
HOUSTON, TEXAS

WHAT A PLEASURE IT IS FOR ME TONIGHT TO KNOW THAT THE B'NAI B'RITH IS AWARDING THE 1989 GREAT AMERICAN TRADITIONS AWARD TO ONE OF MY OLDEST FRIENDS, BOB MOSBACHER, AND HIS SON ROB.

BOB AND I GO BACK MORE THAN 30 YEARS, AND I AM DELIGHTED THAT HE IS WORKING WITH ME HERE IN WASHINGTON. ((IN FACT, THE DEPTH OF OUR FRIENDSHIP IS MEASURED BY THE SIZE OF THAT PAY CUT HE'LL TAKE AS A MEMBER OF MY CABINET.)) BOB WILL BE ONE OF THE BEST SECRETARIES OF COMMERCE THIS COUNTRY HAS EVER HAD, BECAUSE HE UNDERSTANDS THE IMPORTANCE OF KEEPING AMERICA COMPETITIVE IN THE GLOBAL ARENA. HE'S THE BEST MAN FOR THE JOB, AND THAT'S WHY I SELECTED HIM.

I KNEW ROB MOSBACHER WHEN HE WAS JUST A KID, AND LIKE HIS FATHER, HE'S TURNED INTO QUITE A SAILOR. BUT EVEN MORE IMPORTANTLY, HE HAS, LIKE HIS FATHER, TURNED INTO QUITE A BUSINESSMAN AND COMMUNITY LEADER WHO EXEMPLIFIES THE HIGHEST IDEALS OF GOOD CITIZENSHIP. ((BUT ROB, LET ME TELL YOU I CAN'T GIVE YOU A CABINET SPOT LIKE YOUR FATHER. WHEN IT COMES TO ADDING MORE CABINET POSITIONS, "READ MY LIPS: NO NEW TEXANS."))

BOB AND ROB, I WISH I COULD BE THERE TONIGHT TO SEE YOU RECOGNIZED FOR YOUR SERVICE AND VISION -- AND YOUR WORK TO IMPROVE THE LIVES OF SO MANY OTHERS WHO ARE LESS FORTUNATE. THE TWO OF YOU HAVE SET A NEW STANDARD IN YOUR CHARITABLE, CIVIC AND PUBLIC SERVICE. HOUSTON CAN BE PROUD OF YOU. I KNOW I AM.

AS A FELLOW TEXAN, I KNOW I SPEAK FOR MANY OTHERS WHEN I SAY
THANK YOU FOR THE YEARS OF WORK YOU HAVE GIVEN TO OUR COMMUNITY.
ENJOY YOURSELVES TONIGHT, AND ONCE AGAIN, CONGRATULATIONS.

PROPOSED PRESIDENTIAL VIDEO SCRIPT
ST. LOUIS VARIETY CLUB DINNER AND TELETHON

I AM PLEASED TO BE ABLE TO PARTICIPATE IN THIS WEEKEND'S ANNUAL SAMMY DAVIS, JR. VARIETY TELETHON. OVER THE YEARS, THE ST. LOUIS VARIETY CLUB HAS MADE MAGNIFICENT CONTRIBUTIONS TO THE LIVES OF THE CHILDREN OF ST. LOUIS AND IS A CLASSIC EXAMPLE OF VOLUNTEERISM AND PUBLIC SERVICE WORKING TOGETHER.

I UNDERSTAND THAT THE NEW WING OF THE CARDINAL GLENNON CHILDREN'S HOSPITAL WAS OPENED JUST A FEW DAYS AGO, AND WILL NOW BE NAMED THE SAMMY DAVIS, JR. VARIETY CLUB WING. I KNOW I SPEAK FOR MANY PEOPLE WHEN I SAY THANKS FOR A JOB WELL DONE.

THE ST. LOUIS VARIETY CLUB IS IMPORTANT BECAUSE IT IS MADE UP OF PEOPLE WHO CARE. LIKE YOUR MAN OF THE YEAR AND MY GOOD FRIEND, AUGUST BUSCH THE THIRD, WHO HAS BROUGHT VOLUNTEERISM TO NEW HEIGHTS THROUGH HIS SIGNIFICANT WORK WITH CIVIC AND CHARITABLE ORGANIZATIONS.

ANOTHER GOOD EXAMPLE OF THE KIND OF PEOPLE WHO HAVE MADE THE ST. LOUIS VARIETY CLUB SUCH A MEANINGFUL PART OF THE COMMUNITY IS YOUR WOMAN OF THE YEAR, DR. MARGUERITE ROSS BARNETT, CHANCELLOR OF THE UNIVERSITY OF MISSOURI AT ST. LOUIS. SHE IS BEING HONORED FOR BRINGING MAJOR CORPORATIONS AND PRIVATE CITIZENS TOGETHER TO ESTABLISH PROGRAMS TO MAKE A COLLEGE EDUCATION POSSIBLE FOR ALL. HER WORK HAS BEEN TRULY OUTSTANDING.

THE DEFINITION OF A SUCCESSFUL LIFE MUST INCLUDE SERVING OTHERS, AND INDEED THE MEMBERS OF THE ST. LOUIS VARIETY CLUB ARE PROVING THAT DEFINITION TRUE. THEY AND THEIR SERVICE TO OTHERS

ARE SHINING EXAMPLES FOR THOSE CITIZENS WHO WANT TO MAKE THIS A
BETTER COUNTRY ... AND I THINK MAKING AMERICA A BETTER COUNTRY IS
VERY IMPORTANT TO ALL OF US.

KEEP UP THE GOOD WORK. YOU HAVE MY BEST WISHES FOR YOUR
CONTINUED SUCCESS.

The Ward L. Duval Company

401 North Michigan Avenue

Suite 3140

Chicago, Illinois 60611

Yes

Ward L. Duval
President

Telephone
312/644-6066

January 26, 1989

March 17th or 20th

VIA FEDERAL EXPRESS

The Honorable Joseph W. Hagin, II
Assistant to the President
of the United States
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Re: Suggested participation - President Bush
Broadcast Pioneers, New York, March 22

Dear Joe:

In the course of several discussions with the then President-elect Bush in late November, I mentioned a broadcast award dinner scheduled for New York on ~~Wednesday, March 22, at the Plaza Hotel.~~

I was awaiting your assuming your role in the Administration before writing to him.

Joe, the dinner is the Golden Mike Award function given annually by the Broadcast Pioneers, recognizing a pioneer radio or television property that has made a major contribution to its community and to our nation.

On March 22, we will be honoring WSBT Radio, South Bend, one of the properties of the Schurz Communications Company.

Throughout his eight years as our President, Ronald Reagan has prepared a tape of two to eight minutes in length recognizing the recipients of this distinguished award. I have extended those invitations personally and worked with Fred Ryan, and in most instances I have written some, if not all, of the copy for the President's remarks.

Los Angeles, California 213/277-9399 714/493-3316

The Honorable Joseph W. Hagin, II
January 26, 1989
Page two

The Schurz family which owns, also, the South Bend Tribune and other newspapers in Indiana and across the nation, as well as broadcasting properties in other states, plans to invite Vice President Quayle to be present. I have no idea whether the gentleman can be with us or not, but regardless of that fact, we would very much like to have the participation, by tape, of President Bush.

I would be remiss if I did not stress the editorial support which the Schurz family gave to the Bush campaign in its various newspapers in Indiana, California, Kentucky and Maryland.

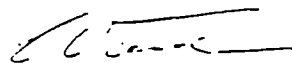
Joe, I am sure you have many questions in regard to this March 22 dinner, so as I have commented in another communication regarding the NAB Convention in Las Vegas, I will be very happy to meet with you, at your convenience, to discuss further details.

Once again, should any assistance be desired in writing the copy for the President's remarks, I will be happy to assume that responsibility.

Joe, all good wishes, and thank you for your consideration of these comments.

Warmest personal regards.

Very sincerely,



Ward L. Quaal

WLQ/rlc

M. Peggy Swift
EOB Executive Office Building
White House
Washington, DC 20500

Telethon? dinner
write generically
very late call after
which event?

Dear Peggy,

This confirms our conversation regarding the video tape of President Bush speaking for the St. Louis Variety Club's Dinner with the Stars and Telethon March 11-12, 1989.

We would be most appreciative if the President would read the attached.

Feel free to colloquialize or personalize the speech in any way President Bush is comfortable.

Bucky Bush, the President's brother recommended that we talk to Greg Petersmeyer and his office suggested I deal directly with you and your help is most appreciated.

I'm sending you a press kit by Federal Express. You should have it tomorrow.

In addition to the Telethon, Sammy Davis, Jr. will open a new wing on March 10 at Cardinal Glennon Childrens Hospital which will henceforth be known as the Sammy Davis, Jr. Variety Club Wing.

Bucky Bush, whose wife Patty was Variety's Woman of the Year in 1987, is chairman of the Board of Trustees of St. Louis University.

Please send the video tape to:

Mrs. Therese Shelton
St. Louis Variety Club
13075 Manchester Road
St. Louis, MO 63131

For information my fax number is (818)843-2624, and I will be back on the coast Friday. Thanks for all your help.

Bob Wynn
Mellodan Productions
3115 West Olive
Burbank, CA 91506
818/843-3741

cc: Zane E. Barnes
Bucky Bush
John Londoff

February 15, 1989

A MESSAGE FROM THE PRESIDENT

2607
Wood

St. Louis has a special place in my heart because, to me, it represents a role model for what I hope to accomplish in one of the major programs of my administration--a coast-to-coast, city-to-city network of people helping people.

This weekend I would like to salute the St. Louis Variety Club, a classic example of volunteerism, for its magnificent contributions through the years to the children of St. Louis through the Annual Sammy Davis, Jr. Variety Telethon.

I would like to extend my congratulation to a good friend August A. Busch III, Variety's Man of the Year, who, personally and through the corporation he heads - Anheuser-Busch, has brought volunteerism to new heights through his significant contributions to civic and charitable organizations.

I would like to congratulate Variety's Woman of the Year, Dr. Marquerite Ross Barnett, Chancellor of the University of Missouri-St. Louis, who is being honored for building a bridge by enlisting the aid of major corporations and private citizens to establish programs to make a college education attainable for all.

People helping people--Sammy Davis, Jr., the St. Louis Variety Club..August A. Busch III and Dr. Marquerite Ross Barnett shining examples of what this country is all about.



Mary Kasei
pls. hold till further
notice. This might be a
possibility.

February 6, 1989

The President
The White House
Washington, DC 20500

~~cut~~
~~cut~~

kes

Dear Mr. President:

The National Newspaper Association is an organization of 5,000 community weekly and daily newspapers from across the United States. Our publishers circulate newspapers in the smaller cities, towns and rural areas of this country. They are the papers of hometown America.

In November we wrote and requested a briefing and reception with you at the White House for our community newspaper publishers on Thursday, March 16, 1989. Mr. Hector Irastorza requested we reiterate this request after January 20.

We are asking that you meet with 450 publishers and editors from our membership in March. They will take your message of a "kinder, gentler nation" to their readers.

On the occasion of NNA's centennial anniversary, we produced a history of the community newspaper in this country. I thought it would be a good introduction to NNA and its members.

We look forward to hearing from your staff.

Sincerely,

Joann H. Buckley
Director
Member Services

Enc.

VI

Ann...
...
WANTS TO DO IT
...
Cheryl talked to Buckley.

1627 K STREET, NW □ SUITE 400 □ WASHINGTON, DC 20006-1790 □ (202) 466-7200

President
Thomas F. Bradlee
Chesapeake Publishing Corp.
P.O. Box 429
Elkton, MD 21921

Vice President
John M. Andrist
The Journal
217 N. Main St.
Crosby, ND 58730

Treasurer
Bruce C. Brown
C.W. Brown Printing Company
212 E. Wisconsin Ave.
Oconomowoc, WI 53066

Executive Vice President
David C. Simonson
National Newspaper Association
1627 K Street, NW, Suite 400
Washington, DC 20006-1790

WSB-TV
ATLANTA

December 20, 1988

The Honorable Vice President
The White House
Washington, D.C. 20500

Dear Mr. Vice President and Mrs. Bush:

The Metropolitan Atlanta Chapter of the American Red Cross would like to be one of the first to welcome you, Mr. Vice President, to Red Cross as you prepare to serve as Honorary Chairman of the American Red Cross while President.

In 1989, the Atlanta Red Cross chapter celebrates 75 years of caring for lives. As Chair of the Annual Meeting of the Atlanta Chapter, I am honored to invite one of you to join our anniversary celebration as keynote speaker for the chapter's annual meeting scheduled in April. Our preference is a date during the week of April 24. The alternatives are the weeks of April 10 or April 3.

We seek a speaker who will communicate the value of service to neighbors and country, evoke a reverence for tradition and call for a renewed commitment to the future. We would be equally delighted to have either of you as that speaker.

The 1989 annual meeting will be a luncheon at a major banquet facility. Hundreds of Red Cross volunteers, business and community leaders, and members of the media will celebrate our 75 years of caring for Atlanta. We will honor our family of volunteers, some of whom have served over 50 years.

A highlight of the meeting will be the presentation of two Certificates of Merit, the highest recognition awarded by Red Cross for an individual who saves a life as a result of Red Cross training. Two Atlanttans will receive the certificates which are signed by the President of the United States.

Please consider being our honored guest at the annual meeting of the Atlanta Red Cross chapter. We would appreciate an indication of the possibility of your attendance by January 6. Plans for the meeting must be finalized no later than Friday, January 13. Thank you.

Sincerely,

Andrew S. Fisher
ASF:mf (by me)

Robey D. Bell
404 881-9800

Mary Kate;
Pls. don't start on this one yet. Chris wants to talk ~~etc~~ to Dave about whether we should proceed... Hold for now.

huit-

Taylor

((Grant))
March 2, 1989
9 a.m.

PROPOSED PRESIDENTIAL VIDEO MESSAGE
DISTRIBUTIVE EDUCATION CLUBS OF AMERICA
CAREER DEVELOPMENT CONFERENCE

I am happy to extend my greetings and congratulations to the members and advisors of the Distributive Education Clubs of America and Delta Epsilon Chi as you hold your Career Development Conference.

DECA has earned a solid reputation in Marketing Education for giving students the leadership abilities and understanding of free enterprise they'll need in the marketplace. Your Career Development Conference is a fitting climax to a year of career-related activities, and I'm sure this year's conference will be very rewarding.

Your national staff, board of directors and classroom instructors and advisors have worked long and hard to make this year's successes possible. The member companies of your National Advisory Board and the winner of this year's Outstanding Service Award are also to be commended for their part in your program. Your organization is an example of the kind of public-private partnership I'd like to encourage in this country, as we work to keep America competitive in the international marketplace.

We are now entering the 76th month of the greatest peacetime economic expansion in this nation's history. Training the students of today to be tomorrow's business leaders is an important part of keeping the job creation machine in gear. DECA is doing a great job, and I wish you every success in the future.

((Grant))
March 2, 1989
9 a.m.

PROPOSED PRESIDENTIAL VIDEO SCRIPT
ST. LOUIS VARIETY CLUB DINNER AND TELETHON

This weekend I would like to salute the St. Louis Variety Club -- a classic example of volunteerism and national service -- for its magnificent contributions ~~through the years~~ to the children of St. Louis through the Annual Sammy Davis, Jr. Variety Telethon.

I understand that the new wing of the Cardinal Glennon Children's Hospital ~~was~~ opened just a few days ago, and will now be named the Sammy Davis, Jr. Variety Club Wing. I know I speak for many people when I say thanks for a job well done.

Congratulations to my good friend August Busch III, Variety's Man of the Year, who personally and through his business activities, has brought volunteerism to new heights through his significant contributions to civic and charitable organizations.

I would also like to congratulate Variety's Woman of the Year, Dr. Marguerite Ross Barnett, Chancellor of the University of Missouri - St. Louis, who is being honored for enlisting the aid of major corporations and private citizens to establish programs to make a college education attainable by all.

The definition of a successful life must include serving others, and indeed the members of the St. Louis Variety Club are proving that definition true. They and their service to others

are shining examples for those citizens who want to make this a better country ... And I think making America a better country is very important to all of us.

You have my best wishes for your continued success, and once again, congratulations.

((Grant))
March 2, 1989
9 a.m.

PROPOSED PRESIDENTIAL VIDEO MESSAGE
B'NAI B'RITH DINNER HONORING BOB AND ROB MOSBACHER
HOUSTON, TEXAS

What a pleasure it is for me tonight to know that the B'nai B'rith is awarding the 1989 Great American Traditions Award to one of my oldest friends, Bob Mosbacher, and his son Rob.

Bob and I go back more than 25 years, and I am ^{delighted} honored that he'll be working with me here in Washington. ((In fact, the depth of our friendship is reflected in the size of that pay cut he'll take as a member of my Cabinet.)) Bob will be one of the best Secretaries of Commerce this country has ever had, because he understands the importance of keeping America competitive in the global marketplace. ~~That's why I nominated him for the job,~~
and ~~that's why he'll be the best man for it.~~ ^{Yes!} ~~the job and~~

I knew Rob Mosbacher when he was just a kid, and like his father, he's turned into quite a sailor. But even more importantly, he has, like his father, turned into quite a businessman and community leader who exemplifies the highest ideals of responsible citizenship.

Bob and Rob, I wish I could be there tonight to see you recognized for your service and vision -- and your work to improve the lives of so many others who are less fortunate. The two of you have set a new standard in your charitable, civic and public service. Houston can be proud of you.

As a fellow Texan, I know I speak for many others when I say thank you for the years of work you have given to our community. Enjoy yourselves tonight, and once again, congratulations.

}



DECA

February 14, 1989

Paul Luthringer
Media Relations
117 Old Executive Office Building
Washington, DC 20500

Dear Mr. Luthringer:

The Distributive Education Clubs of America (DECA) will be convening the 43rd Career Development Conference this spring. In the past, the President has been kind enough to extend his welcome, via taped video, to our 180,000 membership made up of late high school and post-secondary students from across the country. This welcome has proven to be a highlight of our opening sessions. In addition, your office has previously coordinated providing us with a written greeting and a photograph of the President for inclusion in the Conference program.

With the impact of these past Presidential messages in mind, we sincerely hope you will help us to continue this positive contact between the President and our young people. President Bush is the first President many of these young adults have had the opportunity to vote for and his greetings would be enthusiastically welcomed.

DECA is made up of students with career objectives in marketing, merchandising and management, providing a co-curricular program of competitive events and leadership activities. The organization is an excellent example of the public and private sectors working together; a partnership between education and American business helping students to become tomorrow's leaders in the work place.

Our Career Development Conference begins Sunday, April 16th...as you can imagine, our deadlines are nearly upon us. Copy deadline for the program is February 27, so we would need the written greeting and photo as soon as possible. The video tape would have slightly longer, April 1; however, we would appreciate knowing by March if such a tape can be forthcoming.

Enclosed are a suggested script for your consideration and a copy of last year's Presidential letter. Also included are two brochures highlighting DECA's purpose and goals. Of course, if you have any questions, or would like to discuss this project in more detail, please let me know. On behalf of our membership, I look forward to hearing from you soon.

Sincerely,

Tim Coffey, Director
Student Services & Activities

TC/nyh
Enclosures

Suggested Script

I am pleased to extend greetings and congratulations and a successful year to the members and advisors of DECA and Delta Epsilon Chi as you assemble for your Career Development Conference.

I regret that I cannot be with you personally. However, I am with you in spirit as a citizen of this great country and participant along with you in America's Free Enterprise System.

DECA has a long and proud history of student-centered leadership and personal development activities specifically for students in Marketing Education. Your Career Development Conference; which brings together participants from all 50 states, the District of Columbia, Puerto Rico, Guam, and Canada, is a fitting climax to a year of career related activities as well as those leadership development opportunities which foster civic consciousness and understanding of Free Enterprise.

Your National Staff, your Board of Directors, and your classroom instructors and advisors have worked long and hard to make the many opportunities of this year possible. The member companies of your prestigious National Advisory Board, especially the winner of this year's Outstanding Service Award, are also to be commended for their part in your program. Marketing Education, DECA, and your supporting companies serve as shining examples of the partnerships between business and education which are possible when organizations voluntarily work together.

All of you, the members, as well as the advisors, and supporters of DECA, have our sincere best wishes for a rewarding conference and every success in the future.

Mk -

Can we discuss? Chriss
Wanted me to put a few
Things by you on this ...

NOTE TO KRISTEN GEAR
FROM: KRISTIN TAYLOR
SUBJ: FINAL SELECTIO

Thanks,

Kristin T.

Chriss asked me to
selected for the tapin

Presidential address honoring Bob and Rob Mosbacher (given by B'nai B'rith International on March 28 to honor father and son for outstanding charitable, civic and political contributions.)

Golden Mike Awards (annual broadcast award dinner in NYC honoring broadcast recipients of the distinguished "Golden Mike" award; dinner is March 22, 1989)

St. Louis Variety Club (Bucky and Patty Bush are heavily involved in this annual dinner/telethon which this year will focus on "people helping people." As part of the festivities, Bucky and Patty Bush, along with Sammy Davis Jr. will open a new wing of a Children's Hospital in St. Louis ... (Patty is on the Board of Trustees of St. Louis University)

Distributive Education Clubs of America (DECA) (DECA's 43rd annual Career Development Conference. Message would go to DECA's 180,000 student membership and focus on importance of public-private partnerships in education and the importance of developing a partnership between education and American business.)

* Red Cross/Atlanta Chapter (Chriss wants to put this on temporary hold until she chats w/ Dave about whether we want to set the precedent of serving state and local chapters of organizations such as this.)

* National Newspaper Association (Please bring this up as an option w/ Chriss. She and I hadn't discussed this one yet (Quayle was supposed to do, but he turned down, so now they want us to do it). It would be an address to 450 of the NNA's community newspapers ... they'd be happy to draft the script)

* Please revisit these two w/ Chriss and let me know her response so I'll know whether to add these to the briefing memo.

Advise Chriss that I've intentionally left one slot open in case we get a last-minute, must-do request like we did last time...

cc: Mary Kate Grant

MKG:
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117

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Greetings from President Reagan . . .

I am pleased to extend greetings and congratulations to the members and Advisors of DECA and Delta Epsilon Chi as you assemble for your Career Development Conference.

Nancy and I regret that we cannot be with you at your National Career Development Conference. However, we are with you in spirit as citizens of this great country and participants in America's Free Enterprise System.

DECA has a long and proud history of student-centered leadership and personal development activities specifically for students in Marketing Education. Your Career Development Conference which brings together participants from all parts of the District of Columbia, Puerto Rico, Guam, and Canada, is a unique climax to a year of career related activities as well as those leadership development opportunities which foster civic consciousness and understanding of Free Enterprise.

Your National Staff, your Board of Directors, and your classroom instructors and Advisors have worked hard to make the many opportunities of this year possible. The member companies of your prestigious National Advisory Board, especially the winner of this year's Outstanding Service Award, are also to be commended for their part in your program. Marketing Education, DECA, and your supporting companies serve as shining examples of the partnerships between business and education which are possible when organizations voluntarily work together.

All of the members, Advisors, and supporters of DECA have our sincere best wishes for a rewarding conference and every success in the future.



B'NAI B'RITH FOUNDATION OF THE U.S.

515 Post Oak Boulevard, Suite 880
Houston, Texas 77027
(713) 960-1566

FAX COVER SHEET

TRANSMISSION TO:

Name MR PAUL LUTHRINGER

Company DEPT OF MEDIA RELATIONS

Fax Number (202) 456-2461 Room 117

Pages (including cover) 6

TRANSMISSION FROM:

Name Thomas Wolff

Reference MOSEBACHER DINNER VIDEO

Telephone Number (713) 960 - 1566

Fax Number (713) 960 - 9062

Hard copy to follow Yes No

Please call if you did not receive all of the transmission
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**B'NAI B'RITH FOUNDATION OF THE U.S.**

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**VIDEO PRESENTATION BY PRESIDENT BUSH - MARCH 28, 1989
B'NAI B'RITH GREAT AMERICAN TRADITIONS AWARD DINNER
HONORING ROBERT MOSBACHER AND ROBERT MOSBACHER, JR.**

Suggestions concerning B'nai B'rith International and the 1989 Award

1. President Bush spoke at the B'nai B'rith International convention in Baltimore and was grateful for the opportunity to talk about his vision of America in the last decade of the 20th century.
2. President Bush has known throughout his life that B'nai B'rith stands for cherishing the importance of tolerance, compassion and service to all people.
3. "I am pleased to be invited to participate in this evening's ceremonies which honor Bob and Rob Mosbacher, but more than that, to honor citizens who are fully engaged in building a better society. They personally embody the best of the Judeo-Christian tradition - men working at their fullest capability to build a just, humane and caring society that must be maintained for all and must be the path for the future, carrying us on from one generation to another.

**B'NAI B'RITH FOUNDATION OF THE U.S.**

615 Post Oak Boulevard, Suite 890
Houston, Texas 77027
(713) 860-1566

Suggestions concerning the Mosbachers

1. The President's long time friendship with this family.
2. The Mosbachers are a truly remarkable family - father, son and their wives.
3. These two men truly care about the fabric of their city, their state, the nation and the global community.
4. The President salutes all the good things they stand for.
5. The President values their years of personal support of him. He values their counsel and looks forward to their continued success, which seems to go on from year to year, from generation to generation.
6. The Mosbachers exemplify leadership by example in the areas of service, business leadership and volunteerism.
7. They believe that the individual can make a difference; that each one of us can be a positive force.



B'NAI B'RITH FOUNDATION OF THE U.S.

515 Post Oak Boulevard, Suite 880
Houston, Texas 77027
(713) 960-1588

Suggestions concerning the Great American Traditions Award

1. The award is given to those whose high ideals and moral values are those on which our society was founded and for which it stands.

2. The individuals who receive the award have drawn upon America's democratic heritage for their inspiration, courage and strength and have used the American legacy to make our own country and our world better and brighter.

3. The award is given to those individuals who exemplify excellence and leadership in their chosen field of personal endeavor and community activity.



B'NAI B'RITH FOUNDATION OF THE U.S.

515 Post Oak Boulevard, Suite 880
Houston, Texas 77027
(713) 960-1566

FROM THE INVITATION

**Robert Mosbacher
and
Robert Mosbacher, Jr.**

B'nai B'rith International is truly privileged to confer its Great American Traditions Award upon Robert Mosbacher and Robert Mosbacher, Jr. These two outstanding honorees, father and son, have displayed unceasing dedication to building the economic, social and civic welfare of our nation. They have distinguished themselves as dynamic and innovative business leaders, as well as devoted and influential citizens involved in a wide spectrum of philanthropic, educational, cultural and community affairs. They symbolize the passing of the torch of idealism from generation to generation and have earned the respect and acclaim of countless admirers.

Robert Mosbacher has attained the very pinnacle of achievement: his immense abilities, broad vision and extensive experience in business and politics have earned him respect in his industry and brought him into the highest echelon of the country's government.

Following in his father's path, Robert Mosbacher, Jr. has established his own brilliant record as a preeminent force in law, government and business. He has already won national recognition for his service to the community and encouragement of voluntarism throughout the private sector.

As men nurtured on America's opportunity, they contribute significantly to its present and ensure its future. They are the kind of men who help turn the American dream into reality.



B'NAI B'RITH FOUNDATION OF THE U.S.

515 Post Oak Boulevard, Suite 880
Houston, Texas 77027
(713) 960-1566

FROM THE INVITATION

The Great American Traditions Award

B'nai B'rith International's Great American Traditions Award is presented to those outstanding individuals who, in spirit and deed, exemplify the high ideals and moral values on which our nation was founded and for which it stands.

The award pays tribute to men and women who demonstrate a passionate commitment to freedom, equality and justice and who, in thought and action, advance the cause of these sacred tenets.

Those devoted few who receive the honor have drawn upon America's democratic heritage for their inspiration, courage and strength and have used the American legacy to make our country and our world better and brighter.

B'nai B'rith International

Founded in 1843, B'nai B'rith is the world's largest Jewish organization with one-half million members in more than 40 countries. The organization defends human rights, fights discrimination, sponsors inter-faith dialogues, and promotes democracy and world peace. B'nai B'rith has helped instill hundreds of thousands of young adults with moral and ethical values and a sense of identity through the Hillel Foundations on over 400 college campuses. Its youth organizations offer leadership training to teenagers. B'nai B'rith provides non-sectarian housing for senior citizens. Through community programs, its membership reaches out to those in need and works for the betterment of society.

Seymour D. Reich
President

Thomas Neumann
Executive Vice President

Joel Kaplan
Chairman
B'nai B'rith Foundation

For further information contact Thomas Wolff (713) 960-1566



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President

Thomas Neumann
Executive Vice President

Joel Kaplan
Chairman
B'nai B'rith Foundation

For further information contact Thomas Wolff (713) 960-1566

11 /

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Correspondence

The Cumberland Times
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Clintwood, VA 24228
(703) 926-6781

Dear President Bush:

My name is Joe Baker, and I work for a small weely newspaper called The Cumberland Times. It has come to my attention that there is a small, 10-year-old boy, Timothy Stanley, who lives in my area that needs help desperately. Timothy is dying of Leukemia, and according to his doctors only has one-three weeks to live unless he receives a bone marrow transplant. The operation will cost \$125,000, and the family does not have the insurance to cover the cost. Unless that money is raised in a matter of days, Timothy has no chance at all for life. I am sending this letter, Mr. President, asking for whatever help you can offer to give this young child a chance for survival.

I am appalled that a price has been placed on this young child's life. What kind of explanation can be given to Timothy, and other children like him? How do you tell a child that he is going to die simply because there is not enough money to buy back his life?

You have called for a gentler and kinder nation, Mr. President. I beseech you to show this kindness to Timothy and his family. Help them, please! You may be their only hope.

Enclosed is a copy of the article that was published in The Cumberland Times on January 18. Timothy is currently at Humana Hospital, Room 214, in Richlands, Virginia, receiving blood transfusions while he clings to life.

Thank you, Mr. President for your time, for I realize you must be a very, very busy man. Please remember Timmy in your prayers.

Sincerely,
Joe Baker
Asst. Editor
The Cumberland Times

P.S. Please, whoever screens this letter, get it to the president fast for his consideration. Timmy hasn't much time left.

The Ward L. Quaal Company

401 North Michigan Avenue

Suite 3140

Chicago, Illinois 60611

Ward L. Quaal

President

Telephone

312/644-6066

FAX: 312/644-3733

TO: The Honorable Paul Luthringer, Media Relations,

Room 117

FAX NUMBER: 202/456-2461

FROM: Ward L. Quaal

DATE: 3/2/89

TIME: 12:01 p.m.

NUMBER OF PAGES: cover plus four (4)

CONFIRMATION NECESSARY? YES NO

COMMENTS:

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The Ward L. Quaal Company

401 North Michigan Avenue

Suite 9140

Chicago, Illinois 60611

*Ward L. Quaal
President*

*Telephone
312/644-6066*

FAX: 312/644-3733

TO: The Honorable Kristin Taylor, Director, Media Relations

FAX NUMBER: 202/456-2461

FROM: Ward L. Quaal

DATE: 2/24/89

TIME: 12:17 p.m.

NUMBER OF PAGES: cover plus two (2)

CONFIRMATION NECESSARY? X YES NO

COMMENTS:

FOR PRESIDENT REAGANDRAFT ONLY

(Suggested material for the President for taping in advance of March 29 dinner, New York City, honoring KOMO, Seattle.)

It's always a genuine pleasure for me to participate in the activities of Broadcast Pioneers! I'm mighty proud to be one of you! How I wish I could be with you tonight at the Plaza!

In my early radio days at WHO, Des Moines, I recall our vast audience across the nation, and I remember the clear channel of KOMO could be heard over much of America! As the "great voice of the great Northwest," your fine signal is heard today over a huge expanse of our country. Of course, I hear your programming when I'm in California!

Today, as was true in your founding year of 1926, KOMO stands for quality, integrity and responsibility in its service to its mammoth audience. I want to salute your fine property for its leadership in news, public affairs and a broad spectrum of outstanding programming, not only from Seattle, but from your own news bureau in Washington, D.C. and from overseas points of origin.

As a broadcast veteran, I know the costs of your "on the spot" coverage of events of import from the Geneva peace talks, to the America's Cup Races in Australia, to the splendor of the ceremonies at the Statue of Liberty "unveiling," to the recent Calgary Winter Olympics!

DRAFT FOR PRESIDENT REAGAN

Page two

You people at KOMO are innovative; you are dedicated to your Seattle community and to the entire Northwest! With each day, you reflect credit upon that which I like to call the broadcasting profession! Broadcasting is far more than just another business! It's a profession!

Ladies and gentlemen, as you honor station KOMO this evening, I want to pay especial tribute to John Behnke (pronounced Bain-key), distinguished President and Chief Executive Officer, and to Rich Robertson, your able and dedicated Vice President and General Manager.

My heartiest congratulations to you and your entire staff! Thank you for all you do to enrich the lives of millions you serve each and every day!

To all of you at the Plaza, have a great evening!

Don Rhoads 713/229-2533
377-2000 2113

1.

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BEN F. LOVE
Chairman of the Board
Chief Executive Officer

January 6, 1989

The President Elect and Mrs. George H. W. Bush
Office of the Vice President
the white house
Washington, D. C. 20501

Dear Barbara and George:

From each generation there emerge only a few leaders who--through their broad vision, sensitivity for their fellow man and philanthropic deeds--significantly impact and enhance the quality of life for countless others.

You and I would agree that Bob Mosbacher and Rob Mosbacher, father and son, are two such leaders. In charitable, civic, cultural, business and political arenas, they have selflessly dedicated themselves to the universal tenets of compassion, generosity and brotherhood.

Therefore, I am sure you would concur that it is indeed fitting that Bob and Rob have been selected to receive the B'nai B'rith International 1989 Great American Traditions Award. The award will be presented at a dinner honoring the Mosbachers on Tuesday, March 28 at 7:00 p.m. at the Westin Galleria Hotel in Houston. A cocktail reception for special guests and dinner Underwriters will be held at 6:00 p.m. in the Sage Room at the Westin.

As Dinner Chairman, I hope you will join with me as honored guests to pay this well-deserved tribute to two Houstonians who--by their actions--daily exemplify caring citizenship, Bob and Rob Mosbacher. Please R.S.V.P. to Ann Boor at (713) 236-4635.

Warmest regards,



Ben F. Love

BFL:asb

