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**Folder Title:** Hanna-Barbera 09/09/1988  
**Box:** 52

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# WITHDRAWAL SHEET

## Ronald Reagan Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. memo	John Peschong to Ushers Office, et al, re taping session with the first lady on 9/9/88 (partial)	9/8/88	P-6 B6
2. letter	Bruce D. Johnson to Tina Morris, re video taping (partial)	8/22/88	P-6 B6 CCB 12/8/00
COLLECTION: <del>BOARD, ELIZABETH PESCHONG, JOHN: Files</del> <i>BOARD, ELIZABETH MEDIA RELATIONS, OFFICE OF: RECORDS</i>			cas
FILE FOLDER: Hanna-Barbera <i>9/9/88</i> OA 18273 <i>15494</i>			6/21/95

### RESTRICTION CODES

**Presidential Records Act - [44 U.S.C. 2204(a)]**

- P-1 National security classified information [(a)(1) of the PRA].
- P-2 Relating to appointment to Federal office [(a)(2) of the PRA].
- P-3 Release would violate a Federal statute [(a)(3) of the PRA].
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA].
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA].
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA].

C. Closed in accordance with restrictions contained in donor's deed of gift.

**Freedom of Information Act - [5 U.S.C. 552(b)]**

- F-1 National security classified information [(b)(1) of the FOIA].
- F-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
- F-3 Release would violate a Federal statute [(b)(3) of the FOIA].
- F-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
- F-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
- F-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
- F-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
- F-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].

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FILE FOLDER: <i>9/9/88</i> Hanna-Barbera <i>GA 18273</i> <i>DA 15494</i>			6/21/95 <i>10/17/07</i>

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September 9

2:PM

● Library

MRS. Reagan

Photographers → ~~Ⓚ~~

Boom Mike

Pepper  
Monitor ✓

White Dodge Caravan  
VA TAGS RING 747

Boom

PRESERVATION COPY

FINAL -  
9/6/88

FINAL SCRIPT: MRS. REAGAN'S JUST SAY NO PSA...

ANNOUNCER

2.5 seconds

AND NOW, FIRST LADY NANCY REAGAN...

MRS. REAGAN

~~SOME SPECIAL MUSIC~~ *THE MUSIC YOU'VE BEEN WAITING FOR* IS COMING RIGHT UP,

BUT FIRST I WANT YOU TO KNOW THAT WHEN YOU SAY NO TO DRUGS, YOU ARE NOT ALONE.

LIKE FREDDY AND WILMA, THOUSANDS OF CHILDREN HAVE FORMED JUST SAY NO CLUBS AND HAVE PLEDGED TO LEAD A DRUG FREE LIFE.

19.4 seconds

I HOPE YOU WILL, TOO.

ANNOUNCER

8.1 seconds

FOR MORE INFORMATION, PLEASE WRITE TO

THE JUST SAY NO FOUNDATION

P.O. BOX 30006

WALNUT CREEK, CALIFORNIA 94598

Capital Hilton →

393-1000

MRS R. Hanna-Barbera

ALTERNATE DRAFT, MRS. REAGAN'S JUST SAY NO PSA

ANNOUNCER

2.5 seconds

AND NOW, FIRST LADY NANCY REAGAN...

MRS. REAGAN

WHEN YOU SAY NO TO DRUGS, YOU ARE NOT ALONE.  
LIKE FREDDY AND WILMA, THOUSANDS OF CHILDREN  
HAVE FORMED JUST SAY NO CLUBS. THESE  
CHILDREN HAVE PLEDGED TO LEAD A DRUG-FREE LIFE.  
I HOPE YOU WILL, TOO.

19.4 seconds

ANNOUNCER

FOR MORE INFORMATION, PLEASE WRITE TO  
THE JUST SAY NO FOUNDATION  
P.O. BOX 30006  
WALNUT CREEK, CALIFORNIA 94598

8.1 seconds

30 seconds TOTAL

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ANNOUNCER

2.5 seconds

AND NOW, FIRST LADY NANCY REAGAN...

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P.O. BOX 30006  
WALNUT CREEK, CALIFORNIA 94598

Nancy -  
John # brought  
these by for Fridays  
1 - 1 - 19 session. -  
1.2



THE WHITE HOUSE  
WASHINGTON

8/18

John:

Please note the attached per our conversation. Bruce Johnson is the contact person. Pls. call if you need any other info.

**TINA MORRIS**  
**STAFF ASSISTANT**  
**OFFICE OF THE FIRST LADY**  
**202/456-7910**

*Tina*

P.S. Mrs. Reagan will use cue cards

THE WHITE HOUSE  
WASHINGTON  
September 8, 1988

MEMORANDUM FOR: USHERS OFFICE  
WAVES CENTER  
WHCA  
TSD  
CONTROL CENTER

FROM: JOHN PESCHONG

SUBJECT: Taping Session with the First Lady on 9-9-88

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There will be a taping session with the First Lady on Friday, September 9 at 2:00 p.m. in the Library.

CONTROL CENTER PLEASE NOTE: The crew from Hanna-Barbera will arrive at East Executive Avenue at 11:15 a.m. and proceed to A-1. After equipment inspection and clearance, they will proceed to the booksellers entrance to unload their equipment. Their vehicle will remain parked there until approximately 3:30 p.m. After unloading, they will proceed to the Library for set-up. I will meet them at A-1 and escort them to the Library.

USHERS PLEASE NOTE: By 11:45 a.m. we will need to have the following things done in the Library: Please have two tables for equipment, six folding chairs, the First Lady's chair and a small bouquet of flowers in the Library. Also, please have an electrician power up the room by that time.

WHCA PLEASE NOTE: We will need you to supply the teleprompter only. The crew will mike the First Lady.

A glass of luke warm water for the First Lady will be needed by 1:45 p.m.

Crew Information:

BRUCE JOHNSON

DOB: 10-5-49

SSN: -----

ROBERT APPLGATE

DOB: 1-2-52

SSN: -----REDACTED

DON CIRILLO

DOB: 6-15-46

SSN: -----

I will call in the vehicle information on the morning of Friday 9-9-88.

If you have any questions, please call me at x2910.

cc: C. O'Donnell  
M. McGuire  
E. Crispen

BDJ 8/18/88

SCRIPT

"JUST SAY NO" PUBLIC SERVICE ANNOUNCEMENT

ANNOUNCER

AND NOW A WORD FROM FIRST LADY NANCY REAGAN.

MRS. REAGAN

THE MUSIC OF "MICHAEL JACKSTONE" IS COMING  
RIGHT UP, BUT FIRST, I WANT YOU TO KNOW THAT  
WHEN YOU SAY NO TO DRUGS, YOU ARE NOT ALONE.  
LIKE FREDDY AND WILMA, THOUSANDS OF CHILDREN  
HAVE FORMED JUST SAY NO CLUBS AND HAVE  
PLEGGED TO LEAD A DRUG FREE LIFE. I HOPE  
YOU WILL, TOO.

FOR MORE INFORMATION, PLEASE WRITE TO:

THE JUST SAY NO FOUNDATION

P.O. BOX 30006

WALNUT CREEK, CALIFORNIA 94598



Hanna-Barbera Productions, Inc.

Bruce D. Johnson  
Vice President, Special Projects

A Division of  
The Telt Entertainment Company

August 18, 1988

Ms. Tina Morris  
Office of the First Lady  
The White House  
1600 Pennsylvania Avenue  
Washington D.C. 20006

Dear Tina:

At Jim Manning's request, I am sending a copy of the script for Mrs. Reagan for the JUST SAY NO special.

The placement of the segment featuring Mrs. Reagan will follow Act II of the program. At the end of Act II, the story has been completely resolved, and we are waiting only for the "concert appearance of Michael Jackstone" (which has been referred to earlier in the story). Therefore, it became necessary to have Mrs. Reagan refer to the music of Michael Jackstone, which will follow after the words delivered by Mrs. Reagan.

The current plan is to videotape Mrs. Reagan on September 9 at The White House. ABC has approved the attached script, and I will look forward to hearing from you should you or Jim Manning have any questions. Thank you for your help.

Sincerely yours,

Bruce D. Johnson

/jbl  
enc.



## Hanna-Barbera Productions, Inc.

A Division of  
The Telt Entertainment Company

Bruce D. Johnson  
Vice President, Special Projects

August 10, 1988

Mr. James F. Manning, III  
Office of the First Lady  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C. 20006

Dear Jim:

On behalf of Joseph Barbera and William Hanna, I want you to know how honored we are that Mrs. Reagan will appear in a video taped segment at the conclusion of THE FLINTSTONE KID'S "JUST SAY NO" SPECIAL.

As we discussed, the "spot" will be video taped on September 8, 1988, at the White House. I expect to have the script to you by the middle of next week. Details on the crew and other logistics will follow in the next few weeks.

As part of publicizing the JUST SAY NO SPECIAL we would like to include the following announcements:

1. We would like to mention Mrs. Reagan's appearance in a press release to be issued by The Procter and Gamble Company and Hanna-Barbera, some time in the next two weeks.
2. ABC would like the opportunity to mention Mrs. Reagan's appearance in its print and on-air promotion of the Special.
3. We would also appreciate an endorsement of The Just Say No Foundation in a brief written statement, signed by Mrs. Reagan, that would appear on the back of the videocassette jacket, when the Special is distributed to schools, hospitals, churches, etc.

The video taped segment will only appear after the prime time broadcast. However, since we are producing the program with the support and consultation of The Just Say No Foundation we hope you will agree





Mr. James Manning, III  
August 10, 1988  
Page 2

that an endorsement of the Foundation on the back of the cassette will be appropriate.

Also, if possible, we would like to include a photo of Mrs. Reagan in the press kit being developed for the Special. If you agree, we would need a "master" or a negative to be sent to us in the next two weeks.

Thank you again for facilitating the appearance by Mrs. Reagan. We believe this will add tremendous visibility and credibility to the program. I look forward to hearing from you.

Sincerely,

*Bruce D. Johnson*

Bruce D. Johnson <sup>jbl</sup>

/jbl

cc: Joseph Barbera  
William Hanna  
Margo Ross  
Tom Adams  
Sarah Baisley

(dictated, not read)

Bruce Johnson

Sept. 9<sup>th</sup>

(213) 969-1234

for  
Hanna ↑



HANNA-BARBERA PRODUCTIONS, INC.  
3400 Cahuenga Boulevard  
Hollywood, California 90068-1376

213-969-1201 - TELEFAX  
213-851-5000 - OFFICE  
67-7583 - TELEX

TELEFAX TRANSMISSION

DATE: SEPTEMBER 7, 1988 TOTAL NUMBER OF PAGES: 3  
(INCLUDING THIS PAGE)  
TIME: \_\_\_\_\_  
TO: JOHN PESHONG FAX PHONE NUMBER: 202/456-7705  
WHITE HOUSE TELECOMMUNICATIONS  
WASHINGTON DC  
FROM: BRUCE JOHNSON SUBJECT: JUST SAY NO

MESSAGE:

Dear John,

As we discussed, I am attaching two copies of the script for Mrs. Reagan for the JUST SAY NO PSA.

I hope you will be able to enter both of these into the teleprompter.

I look forward to seeing you at 5:30PM at your office Thursday afternoon.

Bruce Johnson

(dictated, not read)

PLEASE CONTACT ME AT THE ABOVE PHONE OR TELEX NUMBER  
IF YOU DID NOT RECEIVE THE CORRECT NUMBER OF PAGES  
THANK YOU!



FINAL SCRIPT: MRS. REAGAN'S JUST SAY NO PSA...

ANNOUNCER

2.5 seconds

AND NOW, FIRST LADY NANCY REAGAN...

*The music you have been waiting for*  
MRS. REAGAN  
OUR

~~HOME~~ SPECIAL MUSIC IS COMING RIGHT UP,  
BUT FIRST I WANT YOU TO KNOW THAT WHEN  
YOU SAY NO TO DRUGS, YOU ARE NOT ALONE.  
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AND HAVE PLEDGED TO LEAD A DRUG FREE LIFE.  
I HOPE YOU WILL, TOO.

19.4 seconds

ANNOUNCER

8.1 seconds

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P.O. BOX 30006  
WALNUT CREEK, CALIFORNIA 94598



HANNA-BARBERA PRODUCTIONS, INC.  
3400 Cahuenga Boulevard  
Hollywood, California 90068-1376

213-969-1201 - TELEFAX  
213-851-5000 - OFFICE  
67-7583 - TELEX

TELEFAX TRANSMISSION

DATE: AUGUST 25, 1988 TOTAL NUMBER OF PAGES: 3  
 TIME: 3:30 PM (INCLUDING THIS PAGE)  
 TO: ELIZABETH BOARD FAX PHONE NUMBER: 202/456-7705  
THE WHITE HOUSE  
WASHINGTON DC  
 FROM: BRUCE JOHNSON SUBJECT: JUST SAY NO PSA

MESSAGE:

Dear Elizabeth,

I am sending to you a copy of the script for Mrs. Reagan for the JUST SAY NO special.

As I mentioned, the entire PSA needs to be :30 long, including the announcer.

I am also sending to you a copy of a letter I sent to Tina Morris with the names of the individuals involved with the crew.

I look forward to hearing from you regarding the date and other arrangements.

Thank you for your help.

Best regards.

(dictated, not read)

PLEASE CONTACT ME AT THE ABOVE PHONE OR TELEX NUMBER  
IF YOU DID NOT RECEIVE THE CORRECT NUMBER OF PAGES  
THANK YOU!

BDJ 8/18/88

## SCRIPT

## "JUST SAY NO" PUBLIC SERVICE ANNOUNCEMENT

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P.O. BOX 30006

WALNUT CREEK, CALIFORNIA 94598



## Hanna-Barbera Productions, Inc.

**Bruce D. Johnson**  
Vice President, Special Projects

A Division of  
The Taft Entertainment Company

August 22, 1988

Ms. Tina Morris *X 7910*  
Office of the First Lady  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C. 20006

Dear Tina:

As you know, the date for video taping Mrs. Reagan at The White House has been rescheduled for September 9 at 2:00PM. I would like to bring my cameraman and an assistant to The White House for this taping. I am listing below their names and relevant information:

1. Don Cirillo  
Birthdate: 6/15/46  
Social Security No: \_\_\_\_\_
2. Robert Applegate  
Birthdate: 1/2/52  
Social Security No: \_\_\_\_\_

I will be in touch with Elizabeth Board regarding the other details of our production. Thank you for your assistance.

Sincerely yours,

*Bruce*

Bruce D. Johnson

/jbl

P.S. An addition to the above: **Bruce D. Johnson**  
Birthdate: 10/5/49  
Social Security No: \_\_\_\_\_

FINAL -  
9/6/88

FINAL SCRIPT: MRS. REAGAN'S JUST SAY NO PSA...

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P.O. BOX 30006  
WALNUT CREEK, CALIFORNIA 94598

Capitol Hill →

393-1000