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**Folder Title:** JGR/Presidential Remarks, Statements,  
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THE WHITE HOUSE

WASHINGTON

May 11, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Proposed Presidential Remarks:  
Ceremony to Launch Drunk Driving  
Campaign (5/11 - 12:00 draft)

Richard Darman has asked that we send any comments on the above-referenced remarks directly to Ben Elliott by 4:00 p.m. today. These are the remarks the President is to deliver at the ceremony on the South Lawn honoring Michael Jackson. The remarks begin with two messages the President has supposedly been asked to deliver to Michael. The first is a message of love "from about 100 of our women who work in the White House." According to the President, "they all said their name is Billie Jean." Cognoscenti will recognize the allusion to a character in one of Mr. Jackson's more popular ballads, a young lass who claims -- falsely, according to the oft-repeated refrain of the singer -- that the singer is the father of her illegitimate child. This may be someone's idea of Presidential humor, but it certainly is not mine.

The second supposed message to be conveyed by the President is from the citizens of the District, urging Michael to include Washington on his much-ballyhooed upcoming concert tour. The question of precisely where Michael and his accomplices will perform on this tour has been the subject of refined commercial planning and considerable controversy. Millions of dollars hinge on the decisions. Washington has reportedly been ruled out because it does not boast a domed stadium capable of holding the crowds envisioned by promoter Don King. I do not think the President should inject himself into the dispute, even jocularly.

In the remainder of the remarks the President discusses the work of the Presidential Commission on Drunk Driving and launches the new public service campaign to publicize the dangers of drunk driving. The remarks praise Jackson for lending his music to the public service messages to be aired during the campaign, and conclude with the presentation of the Presidential award to Jackson.

The attached memorandum for Elliott objects to the introductory "messages" from the President. This is somewhat like criticizing the quality rather than the fact of Nero's fiddling while Rome burned, but I still think we should try to maintain some standards.

Attachment

THE WHITE HOUSE

WASHINGTON

May 11, 1984

MEMORANDUM FOR BEN ELLIOTT  
DEPUTY ASSISTANT TO THE PRESIDENT  
DIRECTOR, PRESIDENTIAL SPEECHWRITING OFFICE

FROM: FRED F. FIELDING  
COUNSEL TO THE PRESIDENT

SUBJECT: Proposed Presidential Remarks:  
Ceremony to Launch Drunk Driving  
Campaign (5/11 - 12:00 draft)

Counsel's Office has reviewed the above-referenced proposed remarks. I object to the second and third paragraphs of the proposed remarks. In the second paragraph, the reference to "Billie Jean" strikes me as unfortunate, given the subject matter of that particular song. With respect to the third paragraph, precisely where the Jacksons will perform on their tour has of course been the subject of refined commercial planning and considerable controversy. Millions of dollars hinge on the decision, and I do not think the President should enter into the dispute, even jocularly.

cc: Richard G. Darman

FFF:JGR:aea 5/11/84  
bcc: FFFielding/JGRoberts/Subj/Chron

## WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

- O - OUTGOING
- H - INTERNAL
- I - INCOMING  
Date Correspondence Received (YY/MM/DD) 1 / 1

Name of Correspondent: Richard Deuman

MI Mail Report      User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Proposed Presidential Remarks: Ceremony to Launch Drunk Driving Campaign (5/11 - 12:00 draft)

ROUTE TO:		ACTION	DISPOSITION			
Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CUHOLL</u>		ORIGINATOR	<u>84/05/11</u>			<u>1 / 1</u>
		Referral Note:				
<u>CUAT 18</u>		<u>D</u>	<u>84/05/11</u>		<u>S</u>	<u>84/05/11</u> <u>4:00pm</u>
		Referral Note:				
<u>CUAT 17</u>		<u>I</u>	<u>84/05/11</u>			<u>1 / 1</u>
		Referral Note:				
			<u>1 / 1</u>			<u>1 / 1</u>
		Referral Note:				
			<u>1 / 1</u>			<u>1 / 1</u>
		Referral Note:				

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|--|---|---|
| <p><b>ACTION CODES:</b></p> <ul style="list-style-type: none"> <li>A - Appropriate Action</li> <li>C - Comment/Recommendation</li> <li>D - Draft Response</li> <li>F - Furnish Fact Sheet to be used as Enclosure</li> </ul> | <ul style="list-style-type: none"> <li>I - Info Copy Only/No Action Necessary</li> <li>R - Direct Reply w/Copy</li> <li>S - For Signature</li> <li>X - Interim Reply</li> </ul> | <p><b>DISPOSITION CODES:</b></p> <ul style="list-style-type: none"> <li>A - Answered</li> <li>B - Non-Special Referral</li> <li>C - Completed</li> <li>S - Suspended</li> </ul> |
|--|---|---|
- FOR OUTGOING CORRESPONDENCE:**  
 Type of Response = Initials of Signer  
 Code = "A"  
 Completion Date = Date of Outgoing

Comments: \_\_\_\_\_

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/11/84 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY - 4:00 p.m.

SUBJECT: PROPOSED PRESIDENTIAL REMARKS: CEREMONY TO LAUNCH DRUNK DRIVING CAMPAIGN (5/11 - 12:00 draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	McFARLANE	<input type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McMANUS	<input type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MURPHY	<input type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	OGLESBY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
FELDSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	SVAHN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FIELDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>	VERSTANDIG	<input type="checkbox"/>	<input type="checkbox"/>
FULLER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input type="checkbox"/>	<input type="checkbox"/>
HERRINGTON	<input type="checkbox"/>	<input type="checkbox"/>	TUTWILER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HICKEY	<input type="checkbox"/>	<input type="checkbox"/>	COYNE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
JENKINS	<input type="checkbox"/>	<input type="checkbox"/>	WIRTHLIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			HENKEL	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			ELLIOTT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
			ROSEBUSH	<input checked="" type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide any edits/comments directly to Ben Elliott, by 4:00 p.m. today, with a copy to my office. THANK YOU.

RESPONSE:

1984 MAY 11 PM 1:13

Richard G. Darman  
Assistant to the President  
Ext. 2702

Received SS  
1984 MAY 11 PM 12: 35

(Elliott)  
May 11, 1984  
12:00 Noon

PRESIDENTIAL REMARKS: CEREMONY TO LAUNCH DRUNK DRIVING CAMPAIGN  
MONDAY, MAY 14, 1984

Well, isn't this a thriller? I'm delighted to see all of you here today. I don't think I've seen quite this many people since the day we left China. And just think, you all came to see me. No, I know why you're here, and with good reason: to see one of the most talented, most popular, most exciting superstars in the music world today -- Michael Jackson.

Michael, I want to welcome you to the White House. And I hope you'll forgive me, but I've been asked to give you two very important messages. The first is from about 100 of our women who work in the White House. They told me to tell you, "We love you, Michael." But what I couldn't understand was, they all said their name is Billie Jean. ✓

Michael, the second message is from the citizens of Washington, D.C. It seems only fitting to ask you on their behalf from here on the South Lawn: When you begin your greatly-awaited cross-country tour -- will you please be sure to stop off here in the Nation's capital. ✓

Well, down to business. We are gathered here to mark the progress of a shared endeavor, and to commit ourselves to an even greater national effort.

On April 14 of 1982, I created a Presidential Commission on Drunk Driving. Since that date, real progress has been made. States have passed tougher laws, arrests and enforcement have been stepped up, and citizens across our country are taking a

stand against the tragedies caused by drinking and driving. Another milestone resulted from the Commission's work: the creation of a national public service campaign to make more Americans aware of solutions to this national problem. Our campaign will marshal the power of the media, with the help of the Advertising Council, our Private Sector Initiatives Office, and the Department of Transportation, under the strong leadership of Secretary Elizabeth Dole. This private sector-government partnership brings a message to young people that will touch many lives and change them for the better.

Today, we recognize all these fine efforts of voluntarism by the Commission members as well as those of the Ad Council. Helping one another for the good of this country and its citizens, and without concern for reward or repayment -- this is the heart of America, strong, good, and true.

I want to recognize another volunteer effort made for the good of our country -- especially our Nation's youth. And it's none other than Michael Jackson's effort. At this stage of his career, when it would seem he's achieved everything a musical performer could hope for, Michael Jackson is taking time to help lead the fight against alcohol and drug abuse. Michael, you have made it possible for us to warn millions of young Americans about the dangers of drinking and driving. You have done this with your music you provided to the public service messages as well as through your own personal example.

Thanks to your help, Michael, young people from virtually every family in America will hear these messages on television



and radio. And they will hear them at one of the most critical times of the year, when graduations and vacations are fast approaching. Thanks to your help, lives will be saved, and no one can put a dollar value on the precious life of one boy or girl.

Michael Jackson is proof of what a person can accomplish through a lifestyle free of alcohol or drug abuse. People, young and old, respect that, and if Americans follow his example, then we can face up to the problem of drinking and driving. We can, in Michael's words, "Beat It!"

Nancy spends a great deal of her time with young people talking about the problems of drug and alcohol abuse. So I speak for both of us when I say thank you very much, Michael, for the example you are giving to millions of young Americans who look up to you.

And now, if you'd permit me, I would like to present you with this award (President reads award).