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THE WHITE HOUSE

WASHINGTON

September 17, 1982

VIDEO TAPE MESSAGE

DATE: September 20, 1982

LOCATION: Library

TIME: 4:30 PM

FROM: Mark Goode

I. PURPOSE

To video tape a message.

II. BACKGROUND

This message is for Ray Kroc, founder of McDonalds and now Senior Chairman of McDonald's Corporation. He will be celebrating his 80th Birthday on October 2nd at a ceremony in conjunction with a baseball game between The San Diego Padres and the Atlanta Braves.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

This message will be one of five filmed/video taped in the Library. Message will be read from a teleprompter.

Attachment: to be supplied by the speechwriters office.

(Parvin/AB)
September 17, 1982
3:00 p.m.

PRESIDENTIAL TAPING: 80th BIRTHDAY MESSAGE FOR RAY KROC
SEPTEMBER 20, 1982

Hello to all of you attending the Padres game in San Diego. I'm genuinely happy to be part of the salute to Ray Kroc on his 80th birthday. Ray is the epitome of the American success story, and that alone is worth celebrating.

As everyone knows, Ray Kroc is the man who made McDonald's a household word not only in America but around the world. And by the way, Ray as I sit here in the White House, there's a McDonald's just a block away. I've often wished it had a drive-up window so we could pull the motorcade in for burgers and fries. I'd even treat.

But from the success of McDonald's, Ray moved on to the success of the San Diego Padres. And let me send my congratulations to the players and coaches for putting together such a good year. And to you fans in the seats, I'm always glad to see a town support their team the way you're supporting the Padres. I know this exciting season couldn't be a better birthday present for Ray.

So, if there is anyone left in the stadium who hasn't gone out for a hot dog by now -- or should I say a hamburger -- let me thank you for inviting me to the party and the best to you all, especially to Ray Kroc.

THE WHITE HOUSE

WASHINGTON

September 17, 1982

VIDEO TAPE SESSION

DATE: September 20, 1982

LOCATION: Library

TIME: 4:30 PM

I. PURPOSE

To Video tape a message.

II. BACKGROUND

This message will air on WTVN-TV in Ohio; Project 6 Job Fair on September 24th. This is to support a private sector initiative effort designed to promote job creation in Ohio.

III. PARITICPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

This message will be one of six taped/filmed in the Library. Message will be read from a teleprompter.

Attachment: to be submitted by the speechwriters office.

(Rohrabacher/AB)
September 17, 1982
5:30 p.m.

PRESIDENTIAL TAPING: JOB FAIR, WTVN-TV (OHIO)
SEPTEMBER 20, 1982

I'd like to thank all of the businesses responsible for making the Project 6 Job Fair a success. This WTVN project is a wonderful example of how creative and innovative actions initiated in the private sector can improve the well-being of the entire community. Today, when many of our fellow citizens are suffering the personal trauma and family hardship of unemployment, it behooves all of us to get involved and to do what we can. Programs like this Job Fair deserve energetic support. So good luck, I'm sure there will be a host of people living better lives because of the efforts you are making.

THE WHITE HOUSE

WASHINGTON

September 17, 1982

VIDEO TAPE SESSION

DATE: September 20, 1982

LOCATION: Library

TIME: 4:30 PM

FROM: Mark Goode

I. PURPOSE

To video-tape a message.

II. BACKGROUND

The Ohio State GOP has purchased one-half hour of local television time to introduce the Republican candidates. The telecast will cover the eight major Ohio markets.

This message will be used to recruit volunteers to man phone banks and turn out the Republican vote in November.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

This message will be one of six taped/filmed in the Library. Message will be read from a teleprompter.

Attachment: To be supplied by the speechwriters office.

(Rohrabacher/AB)
September 17, 1982
5:55 p.m.

PRESIDENTIAL TAPING: OHIO GOP VOLUNTEERS
SEPTEMBER 20, 1982

During the past few years, the times have been tougher in Ohio than any of us would like. Ohio is in transition as it moves from a heavy industrial base to the new growth industries of the future. Your State has been a leader in many of these technologies and that's why your decision in picking a new Governor and a new Senator are so important.

For Governor, you have an outstanding candidate in Bud Brown. He is bright and aggressive. He knows the national scene well. Bud has an excellent business background and has worked closely with Governors in other major States. Bud is responsive to new ideas and will move Ohio forward in the 1980's. He will also have an open door to my office because I know he is a man who is serious about getting the economy moving.

For the United States Senate, Ohio has a classic battle between a liberal who believes in the tax, tax, and spend, spend policies from which we are just now recovering and a Republican, Paul Pfeifer, a capable State senator who represents the views of hard-working people who want to see real economic progress.

For the other statewide offices, you also have outstanding candidates. For Attorney General, Rocky Saxbe comes from a distinguished family with a strong history of public service. For Secretary of State, Virgil Brown is the only candidate running with election experience, while Vince Campanella and Buck

Rinehart can provide fresh, new, professional leadership for the offices of State Auditor and State Treasurer.

The Ohio Republican Party has an outstanding slate of candidates. Now the biggest challenge is getting the word out to the voters. This is where your special help is needed. If you are attending one of the fund-raising house parties this evening, you are making a contribution to help operate phone banks to reach the voters in the weeks before the election.

In 1980 the American people turned to the Republican Party to put our economic house in order. We knew it wouldn't be easy, but together we've put in place a program that is just now beginning to show results. We can't let the public be lured by promises of quick fixes and easy answers into the ruinous inflationary and budget-busting policies of the past. That's why it's more important than ever to elect solid Republicans in the coming election. Doing this will require a commitment from all of us, but together we can and will get the job done.

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THE WHITE HOUSE

WASHINGTON

September 17, 1982

VIDEO TAPE SESSION

DATE: September 20, 1982

LOCATION: Library

TIME: 4:30 PM

FROM: Mark Goode

I. PURPOSE

To video tape a message.

II. BACKGROUND

This message is to honor Mrs. Henry Braun at a dinner by the San Gabriel Chapter of the Boy Scouts in Los Angeles, September 28.

She will be the first woman honored by the Boy Scouts, for her many years of service and effort.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

This message will be one of five taped/filmed in the Library. Message will be read from the teleprompter.

Attachment: to be submitted by the speechwriters office.

(Rohrabacher/AB)
September 17, 1982
3:50 p.m.

PRESIDENTIAL TAPING: SAN GABRIEL CHAPTER BOY SCOUT DINNER
SEPTEMBER 20, 1982

Good evening and thank you for letting me be part of your tribute to a very special person, Virginia Braun. Now some people may wonder why the Boy Scouts are honoring Virginia, instead of leaving that task to the Girl Scouts. Well, if anyone represents the ideals and the individual standards proclaimed by the Boy Scouts of America, it's the person you honor tonight, someone who's played such an important part in the lives of so many and has been such a positive force in her community. There are 12 parts to the scout law -- Virginia encompasses all of them.

She is trustworthy and loyal: Over the years she has involved herself in numerous programs aimed at building a strong America. She is helpful and friendly: Her reputation for lending a hand is well known to all of us. When she was only 13 years old she was already helping others in a volunteer program, teaching underprivileged kids how to dance in her native Detroit. And I personally know how helpful she can be. Throughout my political career, she's been there when it counted, never expecting anything for herself from the many long hours put in during the campaigns or in supporting various patriotic causes. All Virginia has ever asked is to do her part to keep America a strong and decent country.

And she is, of course, courteous and kind. Those of us privileged to know her personally are always impressed with her

energy, but through the whirl wind that surrounds her, you can't help but see the golden heart of a person who cares. Ginie's energy is always a positive, uplifting force. Cheerfulness, the eighth part of the scout law, is an ingrained part of her personality.

Ginie has been so active in helping raise money and contributing herself to so many worthy causes -- the list just goes on and on -- you might wonder how such a person can be considered thrifty. Well, when helping people, as Virginia has done all her life, you realize that wasting time or financial resources is one of the greatest sins, especially when others are in need; so she makes sure her efforts and financial contributions count. That's being thrifty in the best meaning of the word.

And, finally, she is brave, clean and reverent. Virginia has had the courage to stand for the traditions and ideals that built this great country. She not only believes in these things; she's committed to doing what she can to pass them on to future generations of Americans.

Ginie, I know you're surrounded by those who respect and love you, your husband Henry, your three children, and a host of friends.

Everybody always said you were a good scout. Well, now they've made it official. My heart-felt congratulations and my thanks for all you stand for and all that you have done.

Good night to all of you and have a very pleasant evening.

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THE WHITE HOUSE

WASHINGTON

September 17, 1982

FILMING SESSION

DATE: September 20, 1982

LOCATION: Library

TIME: 4:30 PM

FROM: Mark Goode

I. PURPOSE

To film a message.

II. BACKGROUND

This message will be used at the Annual Assembly of the Council of Better Business Bureaus. They will celebrate seventy years of voluntary self-regulation at the Assembly October 18-20 in New Orleans.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

This message will be one of five taped/filmed in the Library. Message will be read from a teleprompter.

Attachment: to be submitted by the speechwriters office.

(Maseng/AB)
September 17, 1982
3:00 p.m.

TAPING: BETTER BUSINESS BUREAU 70TH ANNIVERSARY
SEPTEMBER 20, 1982

I'm sorry I can't be with you in person, but I am pleased to have this opportunity to wish the Better Business Bureau a happy 70th birthday. Having experienced that birthday myself, I can appreciate the achievement.

The business people of America established the bureau in 1912 because they recognized their duty to insure basic American values in everyday business practices. The honesty and fairness that are your watchwords enabled capitalism to thrive in this country and I am proud to say our business people are still ready and able to maintain those standards through self-regulation.

Recommitment to our basic values and return to our principles of economic incentive will bring about the national renewal we all seek. Already, with your support, we have made a lot of progress. When this Administration took office, America had just completed its first back-to-back years of double-digit inflation since World War II. Interest rates had climbed to 21½ percent in 1980 -- the highest since the Civil War. Unemployment was worsening. Our economy was barreling down that slippery slope toward recession.

Today, while our economy has only just begun to recover, inflation is only 5.4 percent so far this year. Interest rates, while still too high, have dropped to 13½ percent and show signs of dropping further. We intend to keep bringing those rates down, and then keep them down. Freed from their stranglehold,

American business can expand again, produce more and provide more jobs.

The Better Business Bureau has been a strong supporter of our programs to reduce the size and influence of the Federal Government. With your help, we have substantially cut spending, taxes and regulations. I appreciate all your work to pass key legislation. I hope I can count on you in the future as we take the next steps toward the renewal of America.

Again, happy birthday. On behalf of all Americans, I thank you for 70 years of service in the marketplace and for your country.



THE WHITE HOUSE

WASHINGTON

September 17, 1982

FILMING SESSION

DATE: September 20, 1982

LOCATION: Library

TIME: 4:30 PM

FROM: Mark Goode

I. PURPOSE

To film a message.

II. BACKGROUND

This message will be used as the kick-off for the annual United Way campaign. This message will be aired on all three television networks late September.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

This message will be one of five filmed/taped in the Library. Message will be read from a teleprompter.

Attachment: To be submitted by speechwriters office.

(Elliott/AB)
September 17, 1982
4:00 p.m.

TAPING: UNITED WAY CAMPAIGN KICKOFF
SEPTEMBER 20, 1982

Good evening:

Tonight, it is my pleasure to talk with you about one of the most important voluntary traditions in our Nation -- the United Way. It started in 1887, and has grown each year in towns and cities all across the country. Today, the United Way is the largest campaign in our Nation. Every President since Calvin Coolidge has kicked off this voluntary effort and I am pleased to continue that tradition.

This year's campaign is particularly important because our Nation is experiencing a period of economic transition . . . of challenge and opportunity.

The greatest challenge we face right now is getting unemployed Americans back to work. Double-digit inflation and the record interest rates in 1980 dealt this economy a terrible blow. We've now cut the rate of inflation more than in half and brought interest rates down from 21½ percent in 1980 to 13½ today. We can, we must, and we will make even greater progress against inflation and interest rates; that's the key to reviving the economy and opening up the job market.

As we do, we must continue to reach out, both in Government and in our private lives, to those who need our help.

I believe the United Way effort is one of the best ways you can show how much you care.

Last year at this time, we asked individuals and corporations to get behind the United Way in their communities. The challenge was greater than ever and no one knew for sure how Americans would respond.

Well, the results are in and the record is clear. Last year, your local United Way campaigns raised a record one billion six hundred eighty million dollars -- the largest in United Way history. The increase in giving was the best in 25 years.

There were special efforts, people gave more time, they participated. They used voluntary resources to supplement voluntary dollars. Agencies used money more efficiently. Communities found new ways to provide emergency services. And we proved again, as a Nation, that the old community spirit of neighbor helping neighbor still works when we all pitch in.

Consider the case of "Project Transition" in Seattle, Washington. Working with local voluntary agencies, corporations and government, the United Way found new ways to help people in need. The project was funded by soliciting 180 corporations who were asked to increase their United Way contributions by 50 percent. Well, "Project Transition" raised \$1.4 million, funded 31 programs, and one of those programs distributed over \$1 million worth of food to hungry people through 35 Seattle-area food banks.

In Miami, Florida, at the Citrus Grove Junior High School, young people set a United Way goal to raise \$5,000. They went out and worked, washed cars, had bake sales. And, together, they raised more than \$10,000 for United Way agencies in their

community. They're typical of young Americans across our country.

In Government, we are also helping to promote that tradition of giving.

Now, for the first time, taxpayers who file using the short form will be able to take a tax deduction for a portion of their charitable contributions. I've never believed that hard-working Americans should be denied a tax deduction for their voluntary giving, just because they use the short form.

There is another very good reason why you should consider giving to the United Way. It's not just a slogan -- "thanks to you it works for all of us." For, United Way is much more than just a fundraising campaign. It's a system of local voluntary citizen participation in the whole process of people helping each other in their communities. The key is that you look after the funds and you set the goals that put a priority on helping people with their health and welfare needs. That's what makes it different. That's why it is the most economical and efficient way to raise and distribute voluntary dollars. You get involved as local United Way volunteers. And there are more than 30 million of you, making it happen every day of the year.

This network of agencies and services helps all of us -- not just the needy, the handicapped, the poor, the sick and the aged. It helps us as individuals, and it helps our families and our communities. By working together through voluntary organizations like United Way, we keep alive the historical values that served us so well in the past.

Government will always carry out its essential responsibilities, but bureaucracy is a poor substitute for neighbors helping neighbors. The best help of all comes when one American reaches out to another, bringing food where there was hunger, heat where there was cold, and healing where there was sickness and disease. We have in our hearts a spirit of warmth and love that can light the darkest nights.

Our Nation will not be measured as much by its power or wealth, as by the simple generosity and sense of justice of a people who believe in the dignity and worth of each individual.

We can all give more of our time and our resources -- the challenges are all around us. I know we are a people who care. We always have; we always will.

What makes Americans so unique is we're not afraid to dream great dreams, and to join together to make those dreams come true.

Thanks to you, it does work for all of us -- the United Way.