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B

SEQUENCE OF EVENTS
Promoters of TV Job-A-Thons
Briefing and Reception
Thursday, April 22, 1983

LOCATION: East Room, Grand Foyer

FROM: Gahl Hodges 

1:45 p.m. Guests begin to arrive the SouthWest Gate and proceed directly into the West Garden Room, into the Lower Cross Hall and up the Grand Staircase. Guests will be led into the East Room to be seated, and guests with press equipment may set up in the East Room, aided by members of the White House Press Office.

2:10 p.m. All guests must be in place at this time.

2:15 p.m. Mr. James Coyne and Mr. Charlie Meecham, Chairman of the Board of Taft Broadcasting of Ohio, proceed to the platform.

Brief remarks by Mr. Coyne.

Brief remarks by Mr. Meecham.

2:30 p.m. THE PRESIDENT arrives the State Floor via the elevator and proceeds to the Green Room via the Cross Hall. THE PRESIDENT is announced into the East Room via the south door of the Green Room and proceeds to the platform.

Brief remarks by Mr. Charlie Meecham.

Brief remarks by THE PRESIDENT.

THE PRESIDENT leads his guests out the East Room into the Cross Hall and they proceed to the Grand Foyer for refreshments.

2:45 p.m. THE PRESIDENT departs the Grand Foyer and the State Floor via the elevator.

The guests may begin to depart via the Grand Staircase and the West Garden Room.

THE WHITE HOUSE

WASHINGTON

April 20, 1983

MEETING WITH TV JOB-A-THON PROMOTERS

DATE: April 21, 1983
LOCATION: East Room
TIME: 2:30 P.M. DURATION: 15 minutes
FROM: James K. Coyne, Special Assistant to
the President, Private Sector Initiatives

I. PURPOSE

To thank the many television station owners, managers and technicians for sponsoring job-a-thons helping to find work for the unemployed.

II. BACKGROUND

Approximately 30 television stations have sponsored job-a-thons and uncovered thousands of private sector jobs. Potential employees are matched with perspective employers. Job-a-thons involve hundreds of volunteers from the public and private sectors and the stations donate prime time programming to air the event.

You have participated in the job-a-thons through telephone calls and taped messages. Approximately 100 representatives including owners, managers, cameramen and technicians of sponsoring TV stations will be present.

III. PARTICIPANTS

- Charles Mechem, Chairman of the Board of Taft Broadcasting Company
- Approximately 80 representatives of television stations which have sponsored the job-a-thons.

IV. PRESS PLAN

Open Press Coverage

V. SEQUENCE OF EVENTS

- President enters East Room
- Proceeds to podium
- Met by Coyne and Charles Mechem
- President listens to remarks of Mechem
- President gives remarks
- President asks guests to join him for refreshments

IV. SEQUENCE OF EVENTS - continued

- President leads guests to Grand Foyer
- Brief mix and mingle
- President departs

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has receiving line in Cross Hall

IV. SEQUENCE OF EVENTS - continued

- President leads guests to Grand Foyer
- Brief mix and mingle
- President departs

SEQUENCE OF EVENTS
Promoters of TV Job-A-Thons
Briefing and Reception
Thursday, April 22, 1983

(former) Sen. Taft (Ohio) (Taft Broadcasting)

Mr. & Mrs. Jack London ✓
GOP st. chm
ARIZONA

REVISED
April 22, 1983
10:00 a.m.

LOCATION: East Room, Grand Foyer

FROM: Gahl Hooges *gh*

Pricker *letter*
(Eagle)

1:45 p.m. Guests begin to arrive the SouthWest Gate and proceed directly into the First Lady's Garden, into the Lower Cross Hall and up the Grand Staircase. Guests will be led into the East Room to be seated, and guests with press equipment may set up in the East Room, aided by members of the White House Press Office.

2:10 p.m. All guests must be in place at this time.

2:15 p.m. Mr. James Coyne and Mr. Dave Gergen, proceed to the platform.

Brief remarks by Mr. Coyne.

Brief remarks by Mr. Gergen.

2:30 p.m. THE PRESIDENT arrives the State Floor via the elevator and proceeds to the Green Room via the Cross Hall. THE PRESIDENT is announced into the East Room via the south door of the Green Room and proceeds to the platform.

Brief remarks by Mr. Charlie Meecham, Chairman of the Board of Taft Broadcasting of Ohio.

Brief remarks by THE PRESIDENT.

THE PRESIDENT proceeds out south door of the East Room into the Green Room and continues to the Cross Hall where he will take his place in front of the Blue Room doors for the receiving line.

As soon as THE PRESIDENT is in place, the receiving line will begin immediately and will feed from the East Room, into the Cross Hall, passed THE PRESIDENT, then into the Grand Foyer for refreshments.

2:45 p.m. At the conclusion of the receiving line, THE PRESIDENT proceeds to the elevator.

The guests may begin to depart via the Grand Staircase and the First Lady's Garden.

(Rohrabacher/AB)
April 20, 1983
6:00 p.m.

PRESIDENTIAL REMARKS: MEETING WITH PROMOTERS OF TV JOB-A-THONS
THURSDAY, APRIL 21, 1983

Welcome to the White House. Thank you, Charlie Mechem, for describing what the Taft stations and your other colleagues in the broadcast industry have been accomplishing. There are many fine people who've been helped by your efforts. Certainly, they and their families are grateful, and I want you to know that we here at the White House are also grateful for all you've done too.

And, that goes for all of you who've put forth the time and effort to produce a job-a-thon, a community service project for which you can be right proud.

Now, I'll admit I've sometimes suggested the broadcast media has focused a bit too much on the negative. That's not saying broadcasters should be like Johnny Mercer and always accentuate the positive. But, the broadcast business must never be aloof -- pointing fingers at others, yet not really getting involved itself. Your industry still has tremendous, untapped potential for doing good. With projects like job-a-thons you demonstrate what can be done -- and that you are inseparable from the communities you serve, a reflection of community spirit, and a catalyst of goodwill and cooperation.

I think it is particularly appropriate now, during National Volunteer Week, that you are here at the White House. The job-a-thon is an effective volunteer project and I offer all of you my personal congratulations.

I remember my call to KGAN-TV in Cedar Rapids, which sponsored the first job-a-thon. Since then, I've participated, as has Vice President Bush, with a number of other stations. Job-a-thons are in the finest American traditions of neighbor helping neighbor, so thanks for letting me play a part.

What you have done is one vital step in a process of helping some mighty fine people move through a very difficult period of transition. Last week, a well qualified former steelworker in Pittsburgh, Ron Bricker, gave me his resume and asked for help. Well, I wish that I could help every individual like Ron Bricker. We are trying to do that with an economic recovery program that gets to the root causes of our economic troubles. And, day by day, we're seeing mounting evidence that the program is working. In the meantime, however, there are hundreds of thousands of hard-working individuals, like Ron Bricker, who face immediate problems.

Fortunately, in this case I was able to direct Ron to a job interview. He took it from there and, as it turns out, today Ron has a job with the Tandy Corporation. I'd like to be able to take more individual action -- but, realistically, I have to ask for your assistance and for that of other stations like yours to help fellas like Ron.

I know these job-a-thons aren't easy to put together. For example, my friend, Jack Londen, working with station KPNX, and other broadcast outlets, covered the entire state of Arizona with his job-a-thon. That kind of project takes the work and coordination of many people. So I want to add a word of

appreciation to all the cameramen and technicians, some of whom are with us today, who have volunteered their time and skills to help make these job-a-thons a success.

The job-a-thon, of course, is only one of many tools that we have for connecting well qualified workers with new opportunities. We have also supported the creation of job search clubs being organized by the National Alliance of Business, in coordination with the departments of Labor and Commerce. And, technical experts and members of our soon to be announced Advisory Council on Private Sector Initiatives will be working with employers to provide displaced employees the basic skills needed to find new jobs. In short, while coming to grips with the causes of our economic difficulties, we've also got to do our best to give individual workers hurt by the economic downturn and technological changes a fair shake. It's going to take all of us, in and out of government, to get this done.

Now that I've thanked you for what you've already done, let me leave you with a challenge to double your efforts. The job-a-thon -- an idea that was born out of the creative thinking and hard work of a few local stations -- is just the kind of practical, positive can-do approach we need to make important progress. So I hope that you'll all go back and spread the message. And, thanks and God bless you for coming here to the White House to be part of National Volunteer Week.

C

(Maseng)
April 20, 1983
3:00 p.m.

PRESIDENTIAL TAPING: 75TH ANNIVERSARY CONVENTION OF THE
AMERICAN FEED MANUFACTURERS ASSOCIATION
THURSDAY, APRIL 21, 1983

Hello, and thank you for this opportunity to take part in your 75th Anniversary Convention. I only wish I could be in Kansas City in person.

It is always a pleasure for me to talk with Americans engaged in agriculture and agribusiness. You know what it's like to take risks -- as a matter of fact, I can't resist telling you a story about a time I was speaking in Las Vegas. I was there because of a farm group meeting, but heard someone making disparaging remarks about what business farmers had in Las Vegas. And I told him -- because it was too good a straight line to pass up -- that people who make their living in agriculture make a Las Vegas crap table look like a guaranteed, annual income.

Those of you in agriculture and agribusiness are America's real entrepreneurs. You realize that you have to take risks to reap rewards, but you also believe in the good, old-fashioned economic principles that make businesses successful and nations prosperous. You believe in Government living within its means. You supported relief from the oppressive taxation that was wringing incentive from our economy. And you have been pushing for freer markets abroad so we can expand our exports.

Yes, most of you not only live and work in America's heartland -- you reflect its values. And your way of life is at the very center of our economy. Our food and agricultural system is the most productive in the world and accounts for the

foundation of about 24 million American jobs -- almost one-fifth of our work force. We think even more jobs could be created if we opened more markets to you, and that goal is a primary commitment of my Administration. We are doing what must be done to increase our exports, restore our reputation as a reliable supplier and regain our market share lost by the grain embargo. And let me say, it was a great pleasure to fulfill that major campaign promise of 1980: lifting the weight of America's foreign policy from the back of agriculture -- ending the Soviet grain embargo.

But I know you've been going through some tough times. You've been hurting and all America has been hurting with you. If our economy is to continue its recovery, agribusiness must recover too. What's good for you is good for all of us. That's why we've been taking steps to increase farm income, because if farmers and ranchers can't buy it you can't sell it. Our payment-in-kind, or crop-swap, has already resulted in some stronger farm prices. Of course, we've also been untangling the wreckage big-spending and big-taxing made of our economy. If we are to keep making progress along the road of recovery, we've got to make it possible for you to make a decent profit again.

I think the signs are all there that we've got American on the right course and on the mend: inflation is less than half what it was and so are interest rates. And the leading economic indicators are sending a strong and steady signal of better times ahead. Our task now is to keep our sights clearly focused on our goal, with a clear understanding of what got us into that

recessionary mess and what will keep us out. American Feed Manufacturers Association has shown tremendous patience and support for my Administration's efforts, helping us achieve our economic and legislative goals. AFMA has been there when we needed support, from our first budget package to efforts on regulatory reform and the balanced budget. On behalf of all Americans, I thank you. Together, we will make America great again.

THE WHITE HOUSE

WASHINGTON

April 20, 1983

TAPING SESSION

DATE: April 21, 1983

LOCATION: Diplomatic Reception Area

TIME: 3:30 PM

FROM: Mark Goode

I. PURPOSE

To video-tape a message from the President.

II. BACKGROUND

This tape will be played at the 75th anniversary convention of the American Feed Manufacturers Association in Kansas City, Missouri May 2-4, 1983. The expected attendance is 5,000.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

The President will read his remarks from a teleprompter.

attachments: to be submitted by the speechwriters office.

THE WHITE HOUSE

WASHINGTON

April 20, 1983

TAPING SESSION

DATE: April 21, 1983

LOCATION: Diplomatic Reception Area

TIME: 3:30 PM

FROM: Mark Goode

I. PURPOSE

To video tape a message from the President.

II. BACKGROUND

This tape will be used by London Weekend Television as part of a Special celebrating 21 years of the James Bond movies.

The Special is being made in conjunction with Mr. Albert R. Broccoli for prime time network transmission in the U.K. in late May and subsequent transmission world-wide.

The program contains cuts from the Bond movies and tributes from such notables as Frank Sinatra, Alastair Cooke, General Sir John Hackett, Bob Hope, Henry Ford II, Gregory Peck, Arnold Palmer, James Stewart, The Earl of Lichfield, and many others.

III. PARTICIPANTS

The President

IV. SEQUENCE OF EVENTS

The President will read his remarks from a teleprompter.

attachments: to be submitted by the speechwriters office.

(Elliott)
April 20, 1983
3:30 p.m.

PRESIDENTIAL TAPING: 21ST ANNIVERSARY OF RELEASE OF FIRST
JAMES BOND FILM (FOR CUBBY BROCCOLI)
THURSDAY, APRIL 21, 1983

I have been asked to state my feelings about a fellow named Bond -- James Bond. Well, as I see it, double-0-seven is really a ten. He's our modern day version of the great heroes who appeared from time to time throughout history. There were many like him in the past -- pioneers, soldiers, law men, explorers . . . people who all went out and put their lives on the line for the cause of good. Bond is fearless, skilled, witty, courageous, optimistic, and one other thing -- he always gets his girl. He meets up with some pretty terrifying enemies. But somehow, with his determination, skill and yes, the help of a good script, he always triumphs over them. James Bond is a man of honor. Maybe it sounds old-fashioned, but I believe he's a symbol of real value to the free world. Of course, some critics might say that Bond is nothing more than an actor in the movies. But then, we've all got to start somewhere.

THE WHITE HOUSE

WASHINGTON

April 20, 1983

TAPING SESSION

DATE: April 21, 1983

LOCATION: Diplomatic Reception Area

TIME: 3:30 PM

FROM: Mark Goode

I. PURPOSE

To video tape a message from the President.

II. BACKGROUND

For the Future Business Leaders of America National Leadership conference July 1-8, 1983.

This tape would also be used as a generic tape for vocational student organizations national conferences scheduled from May thru August, 1983.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

The President will read his remarks from a teleprompter.

attachments: to be submitted by the speechwriters office.

(Maseng/AB)
April 20, 1983
4:00 p.m.

PRESIDENTIAL TAPING: GENERIC YOUTH VOCATIONAL GREETING
THURSDAY, APRIL 21, 1983

It is a great pleasure for me to take part with you in your meeting today. I only wish I could be there with you in person.

A wise man once wrote that the youth of America is our oldest tradition. He said it has been going on now for some 300 years. He was poking a little fun at us, but he was right. Our youthfulness has been a key to our success as a nation. Today we are still a comparatively young country, full of ideals, energy and boldness. These qualities have become part of our national character, giving us what it takes to conquer new frontiers -- from taming a wild continent to exploring outer space.

Your generation is coming of age in one of the most challenging but exciting decades in our history. High technology is revolutionizing our industries, renewing our economy and promising new hope and opportunity in the years ahead. But just as we won the triumphs and prosperity of yesteryear with vision and devotion and plain hard work, so we must earn the rewards of tomorrow.

Starting today we must help America to expand beyond our industrial economy to realize the full potential of tomorrow's information and service economy. At the same time, we must continue to correct the results of years and years of overspending, overtaxing and over-regulating -- abuses which

threw millions out of work, drove up inflation and interest rates and brought on the last, painful recession.

A large number of people are unemployed, however, not just because of the recession, but because their former jobs were in declining industries. Their skills are less in demand in this new, post-industrial America. You must make sure you do not suffer what some of your parents are going through. Make sure you get the training and the skills to take advantage of tomorrow's new opportunities. Get a good education -- that's a key to success. And many of you should concentrate on science and math. Those subjects will not only serve you well in your careers, they will enable your careers to serve the Nation.

As part of our effort to help America's workforce keep pace with our country's changing needs, last year I signed into law the Jobs Training Partnership Act -- a program that looks into the future instead of the past. This program is not another make-work, deadend, bureaucratic boondoggle. It will train more than one million Americans every year in real skills that are in demand where they live. I have also proposed a series of employment programs to assist displaced workers, aid in retraining and ease the way for inexperienced youngsters to get their first employment break.

America is now squarely on the road to recovery -- we expect several million new jobs to open up this year and the unemployment rate to drop below 10 percent. Inflation is less than half what it was, and so are interest rates. And the

leading economic indicators have been sending a strong, clear signal of recovery for some time.

But even as we move into better times, let us remember well the pain we put behind us -- remember what caused it and how important it is to keep it from happening again. At the same time, let us keep an eye on the future so we will be ready not only to change with it, but to shape it into a new age of opportunity for our people.

So, infuse us with your youth. Don't let cynics dissuade you from your ideals or discourage your spirit. For as long as you keep those qualities, there is nothing that, together, you cannot accomplish. I leave you with this challenge: The current generation has discovered a dazzling new world of technology. It is your task, with all the courage and vision and innovation you can muster, to claim it for America.

Good luck and God bless you.