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THE WHITE HOUSE
WASHINGTON

AC HAS SEEN

DATE: September 7, 1990

TO: Bonnie Newman

FROM: **ANDY CARD**

I have no problem with this. Are you happy?

OK
No Problem -
Bonnie
9-7-90

✓ called Gregg's Jr. 9/10

To Bonnie -
I have no
problem with this.
Are you happy?
Andy

THE WHITE HOUSE
WASHINGTON

September 4, 1990

MEMORANDUM TO ANDY CARD

FROM: GREGG PETERSMEYER *GP*
DEPUTY ASSISTANT TO THE PRESIDENT AND
DIRECTOR, OFFICE OF NATIONAL SERVICE

SUBJECT: PRESIDENT'S COMMISSION ON EXECUTIVE EXCHANGE

As you know, over the last year, the Office of National Service has greatly benefited from the contributions of White House Fellow, Robert Marbut who has now completed his Fellowship. It was my hope that ONS would again employ a Fellow for the upcoming year. Unfortunately, we were unable to "land" a Fellow this round.

Given this fact, I hope to replace last year's White House Fellow position with an Executive Exchange "fellow" for this year. I have been exploring possibilities with Betty Heitman, Executive Director, President's Commission on Executive Exchange. Betty has an outstanding candidate, Judith McMahon from Warner Lambert, who I have interviewed. She is extremely well qualified for important tasks that we need accomplished over the coming year and she is anxious to join our office.

I am prepared to offer Judy a volunteer position in ONS for the next 60 days. It will be the responsibility of the President's Commission on Executive Exchange to find funding for Judy after that time period. Bill Norton of OPM has informed our office that a detailee slot found by the Executive Exchange Commission for a one year period would not go against that Department's allotment.

Unless I hear differently from you, I will move forward with this plan. I will of course work closely with Anita Bevaqua.

Thank You.

cc: Chase Untermeyer

THE WHITE HOUSE
WASHINGTON

DATE: June 12, 1990

TO: Gregg Petersmeyer

FROM: **ANDY CARD** 

For appropriate action

As you can imagine, we get numerous requests like this one. There is absolutely no pressure to do anything - only what you think is appropriate.

Thanks.

Attachment

BRYAN

United States Congress

June 12, 1990

To: Andy Card

From: Jon Bryan - Candidate, MA-10

Subject: Jeffrey DeLoid Charitable Fundraiser - Hyannis

The above event, to raise funds for a bone marrow transplant for 2 year old Jeffrey DeLoid, is now totally sold out. Singer Johnny Cash and other national notables will be present (with national press in attendance).

I have been asked to present a "Presidential Citation" at the event to Mr. Richard Smith, president of the American Health Care Advisory Association, for his part in helping Jeffrey and others. Mr. Smith has donated a \$25,000 "life flight" to bring in donors from England, since none exist in the United States.

I hope that you can send such a citation for presentation on June 24 at the event, or at least send a letter from the President congratulating all of those who have come to the event and participated in this "1000 points of light."

Andy, I am under a great deal of pressure to have some kind of response from the Administration at this event, so I hope you can help in the above request. Please call 508-428-3884 or fax 508-428-8765.

Thank you! JON

DATE: 1-6

ember 9, 1989

TO: Gross Petersmeyer

FROM: ANDY CARD *Andy*

Do you know anything
about this? I'm not
thrilled with any ad hoc
effort (if that's what it is)
using "The White House" or the
"President's Points of Light
Foundation - Northeast
Conference."

Get back to me

ASAP.

Thanks.

(Mrs. Bush's office asked me about it 1/4.)

... program is put together, we will raise funds from corporations who are strong believers in the public/private partnership concept. We will then write the heads of companies in the Northeast and Mid-Atlantic states to join us and become a part of the process in carrying out the mandate of the President's "Points of Light Initiative Program".

Stamford's second White House Conference. We had held our first conference on October 1, 1988, and the world was so great that we are holding our second White House Conference in

I introduced myself to you at the time he announced his "Points of Light" Advisory Committee. The basis of this new initiative is volunteerism, and the goal is to bring together on major issues our second White House

to select the week of our second White House Conference to fit your busy schedule. Drugs and Substance Abuse Literacy and it is on the agenda for our Conference. I have one of our speakers on the agenda again since he did his favorite subject.

Executive Committee. Chief Executive Officer. Dick Kemp to speak on Drugs and Substance Abuse Literacy on Education. Once

EMERY ENTERPRISES

JOHN C. EMERY, JR.
CHAIRMAN-EMERITUS
EMERY AIR FREIGHT CORP.

November 9, 1989

Mrs. George H.W. Bush
The White House
Washington, D.C. 20500

My dear Mrs. Bush:

On June 16, 1989, I invited you to address Stamford's second White House Conference on private sector initiatives. We had held our first such White House Conference on December 1, 1988, and the reaction from the public and the business world was so great that we decided to seize the initiative, and repeat our Conference in late November of this year.

Following my letter to you, I briefly introduced myself to you at the Hilton Hotel luncheon when the President announced his "Points of Light Initiative" program and created an Advisory Committee headed by Governor Kean, a great choice! On the basis of this new major program involving National Service, volunteerism, and the power of the public and private sectors working together on major social problems, we have decided to defer our second White House Conference until next Spring.

What we'd really like to do, Mrs. Bush, is to select the week of April 22, 1990, as the target date for our second White House Conference and pick a specific day that week to fit your busy schedule. Our three main subject areas are Drugs and Substance Abuse, Affordable Housing and Education/Illiteracy and it is on this latter subject that we'd like you to keynote our Conference in Stamford. Your friend, Harold McGraw, was one of our speakers last December and I hope to prevail upon him again since he did such an outstanding job speaking on your and his favorite subject.

With your acceptance of this invitation, our Executive Committee will begin its work in putting together our Chief Executive Officer speakers, while also inviting Secretary Jack Kemp to speak on Affordable Housing, Bill Bennett to speak on Drugs and Substance Abuse, and Secretary Lauro Cavazos to speak on Education. Once our program is put together, we will raise funds from corporations who are strong believers in the public/private partnership concept. We will then write the heads of companies in the Northeast and Mid-Atlantic states to join us and become a part of the process in carrying our the mandate of the President's "Points of Light Initiative Program".

THE WHITE HOUSE

WASHINGTON

March 12, 1990

Dear Mr. Szlavik:

Thank you for your letter of March 6th describing the "Meeting America" program.

Please know that I have forwarded your correspondence to Gregg Petersmeyer, Deputy Assistant to the President for National Service -- the "Points of Light" office, for their review and direct response to you.

I appreciate the time you have taken to share your ideas with us.

Sincerely,



Andrew H. Card, Jr.
Assistant to the President
and Deputy to the Chief of Staff

Mr. Joseph J. Szlavik, III
1212 Cardinal Station
620 Michigan Avenue
Washington, D.C. 20064

The New York Times

Founded in 1851

ADOLPH S. OCHS, *Publisher 1896-1935*
 ARTHUR HAYS SULZBERGER, *Publisher 1935-1961*
 ORVIL E. DRYFOOS, *Publisher 1961-1963*

ARTHUR OCHS SULZBERGER, *Publisher*
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 ELISE J. ROSS, *Sr. V.P., Systems*
 WILLIAM L. POLLAK, *V.P., Circulation*

The Senate's Idea of Service

National service, everybody's cause in Washington last year, finally comes to a vote in the Senate this week. The bill contains something for everybody; unfortunately, it also contains something from almost every senator who had a thought on the issue, and also President Bush's "thousand points of light." The bill reflects little of the clarifying debate that has occurred over the last year. It's almost certain to pass, which means the House will find plenty of room for improvement.

The legislation incorporates proposals from at least eight senators. Its main title would authorize \$70 million for school- and community-based service programs; \$90 million for youth service programs like New York's City Volunteer Corps; \$90 million for demonstration projects by people from teen-age to old age; and \$5 million for "innovative programs" that states would design. A second title would modify several higher education programs to encourage service. The last title would create a Points of Light Initiative Foundation to oversee the entire effort.

Even though the Senate has adopted the President's motto, the White House still hasn't decided whether to sign on. One reason is cost: the Senate bill calls for \$300 million. The President recom-

mended \$25 million. More important, however, are philosophical differences. Mr. Bush is a purist. Service, he thinks, ought to be voluntary, uncompensated, undertaken as civic duty. The Federal role should be limited to finding local successes and encouraging their duplication.

The spirit of the Senate bill is quite different. The two biggest programs — youth service corps and the demonstration projects — incorporate G.I. Bill-type training and educational benefits. The demonstration program calls for vouchers worth up to \$5,000 for each year of full-time service, usable for education or purchase of a home.

There's nothing wrong with G.I. benefits, if they accompany a G.I.-type obligation. The Democratic Leadership Council proposed a bill that would make service a condition for receipt of Federal student aid and other benefits, making the obligation explicit. The current bill doesn't. In fact, the benefits seem more like deferred compensation for ill-defined, low-paying jobs.

With solid Democratic support and at least three Republican co-sponsors, the Senate bill is assured of passage. Mr. Bush's purist approach to service is probably doomed. That puts the burden on the House to contrive a judicious blend.

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THE WHITE HOUSE
WASHINGTON

1.6
AC HAS SEEN 4/7

February 2, 1990

Dear John:

You and I have previously discussed the possibility of your April conference being co-sponsored or otherwise assisted by The Points of Light Initiative Foundation.

Unfortunately, however, and contrary to my hopes and expectations, the Foundation is not yet up and running. I do expect that the Foundation will be operational by the end of next month; but, I can imagine that you must likely finalize your plans before then.

As you know, I am supportive of the idea of the conference and want to be as helpful as I can be in its implementation. Under the circumstances and unless you have decided otherwise, I suggest that you proceed as planned with your April date independent of the Foundation.

Inasmuch as the conference responds to the President's call for private sector engagement in social problem solving, even in the absence of a Foundation, it seems to me that you could achieve much the same result by: (a) using the term "Points of Light" in the conference title; and, (b) securing, if not the President's or First Lady's participation, then at least the participation of other Administration officials including me.

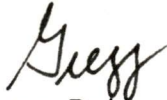
Given that the Foundation has yet to be formed, the Office of Private Sector Initiatives no longer exists and the Office of the Legal Counsel forbids the use of either the name of the White House or that of the Office of National Service for this purpose, I believe that we are left with the above alternative.

One final note on the Foundation. Last month, the President received the recommendation from his Advisory Committee on the Foundation. I thought you would be interested in having a copy of the report. In addition, I have enclosed related materials, including proposed Foundation goals which are included in the document entitled "Points of Light Initiative: Community Service as a National Policy."

Mr. John Emery, Jr.
February 2, 1990
Page Two.

I do hope you will contact me if I may be of any more assistance. The President is well aware that if the Points of Light Initiative is to succeed, it will takes scores of committed citizens like you. Thank you again for all your help.

Sincerely,



C. Gregg Petersmeyer
Deputy Assistant to the President
and Director, Office of National Service

Mr. John C. Emery, Jr.
Emery Enterprises
700 Canal Street
Stamford, Connecticut 06902

bc: The First Lady
Andy Card

AC HAS SEEN 1/16

Have guest call Mr. B's office with this info. We should do nothing to encourage this conference.

THE WHITE HOUSE
WASHINGTON

January 10, 1990

MEMORANDUM FOR ANDY CARD

FROM: GREGG PETERSMEYER *GP*
Deputy Assistant to the President
and Director, Office of National Service

SUBJECT: Your Inquiry about the "Stamford White House Conference"

My recommendation is this conference and most other conferences which the President would want to encourage should be done under The Points of Light Initiative Foundation. We should communicate this to John Emery and plan to follow-up with him once the Foundation is started.

BACKGROUND

I was aware of John Emery's Stamford White House Conference idea. In fact, I spoke to Mr. Emery some months ago. At that time, he decided to postpone the conference from November 1989 to April 1990. He did this because I explained to him that while the conference idea is very sound, it was problematic from a timing perspective: The conference could not be part of the Private Sector Initiative Program which was no longer a legal entity; nor, could it be a Points of Light Conference because the Foundation had not yet been established.

John Emery is a forceful individual and these procedural issues were somewhat frustrating to him. Moreover, he made the point that the formal White House authorization was a critical contributing factor to the success of the first conference which was held December 1, 1988, just before the end of President Reagan's term. Nevertheless, he delayed the conference plans until April of 1990.

Now, because he has not heard from us definitely as to whether the conference could be under the auspices of the White House or would be under The Points of Light Initiative Foundation, he may be backing away from the idea all together.

There should be no conferences under the "auspices" of the WH.
AHC 1/16/90

THE PRESIDENT'S ADVISORY COMMITTEE ON

THE POINTS OF LIGHT

INITIATIVE FOUNDATION

EXECUTIVE SUMMARY

Throughout our American history, volunteerism has served an important role in fulfilling the needs of people and organizations. In this respect, we are a unique country. In 1835, De Tocqueville wrote, "I have often admired the extreme skill with which the inhabitants of the United States succeed in proposing a common object for the exertions of a great many men and inducing them voluntarily to pursue it." This tradition continues, as today private individuals and institutions are helping to resolve and address some of our most pressing social needs.

Based on this strong tradition of community service and the important role it can play in solving society's problems, the Advisory Committee on The Points of Light Initiative Foundation embraces the President's proposal for creating a Foundation to promote community service. This Foundation should be charged with the mission of inspiring individuals and institutions to engage in community service, identifying successful volunteer efforts, rewarding and duplicating their success elsewhere, and discovering, developing and encouraging new leaders for this volunteer and community service movement. The Committee envisions that the Foundation, ultimately funded by both public and private monies, could serve as a mechanism to increase public and private resources in support of volunteerism and community service.

The Advisory Committee has developed the following recommendations, all of which reflect its intention to allow the President sufficient flexibility to pursue his plans for the Foundation.

1. The Points of Light Initiative Foundation should be structured ultimately as a government, non-profit corporation to maximize the engagement of all individuals and institutions in voluntary and community service.
2. The Foundation should initially incorporate as a non-government non-profit corporation, pending enactment of authorizing legislation, so as to begin operation as soon as possible.
3. The Board of Directors of The Points of Light Initiative Foundation should be composed of between 19-25 members including a Chairman of the Board. Once the Foundation becomes a government corporation, all Members should be appointed by the President. Members should serve three year staggered terms with a two term maximum.

4. **Staff of the Foundation should be exempt from civil service requirements. The Foundation is encouraged to use loaned staff, which will serve at the pleasure of the Board.**
5. **Once authorization and appropriations language have been enacted and the Foundation is in receipt of federal funds, the Foundation, similar to other government corporations, should be subject to Congressional and Executive oversight procedures for these federal funds. Specifically, the Foundation should submit an annual report to the President and to Congress, authorize the Comptroller General to conduct audits, and be subject to the Office of Management and Budget's budget review process.**
6. **The Foundation should maintain an active relationship with the Executive Branch, with the President serving as Honorary Chairman of the Foundation and the President's designee serving as Chairman of the Board.**
7. **The Board should be authorized to make expenditures to accomplish the stated purposes of the Foundation.**
8. **The Foundation should be encouraged to seek resources from private as well as public sources.**

The duty we all share as Americans to care for our neighbors and to reach out in compassion to help others, has been recognized through time by some of our greatest leaders. Lincoln once said: "I hold that while man exists, it is his duty to improve not only his own condition, but to assist in ameliorating that of mankind." One hundred years later Martin Luther King, Jr. touched on the same sentiment with his admonition, "Either we live together as brothers [and sisters], or perish together as fools." The Committee believes that The Points of Light Initiative Foundation will help to forge stronger bonds of community and caring among all Americans. The Committee applauds the President for his leadership role in this vital area and looks forward to the creation and operation of The Points of Light Initiative Foundation.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

January 4, 1990

THE POINTS OF LIGHT INITIATIVE FOUNDATION

The President announced in New York last summer that **The Points of Light Initiative Foundation** would be established to help to implement his three-part strategy to make community service central to the life and work of every individual, group and organization in America. The elements of that strategy are:

I. CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American group and organization to engage in helping to solve our most critical social problems.

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

To identify successful and promising community service initiatives, bring news of their existence to other communities and multiply them throughout the nation.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

To discover, encourage and develop individuals, groups and organizations who are "points of light" and to convince all Americans that a life that includes serving others is a meaningful, adventurous and successful life.

The White House Office of National Service has recommended a number of goals for the proposed Foundation. The Foundation may achieve these goals by concentrating on seven critical mission areas more fully discussed below:

Group/Organization Initiatives
ServNet/ServLink/Volunteer Centers
Points of Light Action Groups
Youth Engaged in Service to America (YES)
One-to-One Relationships
Media Leadership/Support
Finance/Resource Acquisition

GROUP/ORGANIZATION INITIATIVES

Mission:

To engage all groups and organizations in solving critical social problems.

Every significant sector of American society (corporate, professional, labor, education, religion, non-profits, and associations, etc.) will develop operating examples of groups and organizations that have successfully:

- a. Implemented a community service initiative (or a family of initiatives) in which every member of the group/organization is urged and welcome to participate;
- b. Made a unique contribution to the community service movement resulting from the group's or organization's use of its distinctive resources, skills or capabilities;
- c. Instilled community service as an ethic of premium importance by the creation of a web of non-financial incentives (e.g. academic or professional credit, awards and other forms of recognition) that heighten the impulse to serve others and the satisfaction derived from serving others.

SERVNET/SERVLINK/VOLUNTEER CENTERS

Mission:

To identify, enlarge and multiply what is working and to discover, encourage and develop leaders who can make things work.

- a. Every significant sector of American society will form and lead "peer-to-peer pressure groups," bringing examples of successful initiatives within their particular area of expertise to others in the same field and providing training, technical assistance and other support to enable groups and organizations without such initiatives to devise and implement them ("ServNet").
- b. Establish a telephone hotline system, an interactive computer data base program and an electronic bulletin board that would permit individuals and groups to learn of volunteer opportunities and/or successful approaches in their own communities or elsewhere ("ServLink").

- c. The Foundation, in collaboration with a coalition of national groups with extensive local organizations, will help significantly to increase the number, visibility and effectiveness of volunteer centers throughout the nation.
- d. Every significant sector of American society will develop examples of groups and organizations that continuously and conspicuously identify and honor their own "points of light."
- e. The Foundation will help to sponsor forums, symposia and workshops on community service leadership throughout the nation.

POINTS OF LIGHT ACTION GROUPS

Mission:

To engage individuals from all walks of life and diverse groups and organizations who may never have worked together before in collaborating with one another to solve community problems.

- a. To develop "Points of Light Action Groups" in all 50 states to determine pressing community problems, identify and mobilize community resources and deploy them against these problems. Such groups would consist of new or strengthened partnerships among businesses, professionals, unions, schools, religious organizations, non-profits, clubs, associations and concerned individuals.
- b. These groups will serve as catalysts for community action and as new engines for social change.

YOUTH ENGAGED IN SERVICE TO AMERICA (YES)

Mission:

To engage every young person, aged 5 - 25, in community service.

- a. The Foundation will identify model community service projects in organizations of which young people are a part (schools, churches and synagogues, neighborhood organizations, clubs, etc.) and encourage similar organizations to replicate them.
- b. The Foundation will help create youth service projects in a limited number of pilot areas (to be determined by the Board) that engage a wide variety of local groups and organizations and provide models which communities can replicate throughout the nation.

- c. Every significant sector of American society (corporate, professional, labor, religion, non-profits, clubs and associations, etc.) not yet involved in youth development will work with young people to devise community service initiatives or participate in existing projects which are led by young people.
- d. The President's National Service Youth Representatives will be selected from every state to lead other young people in community service in their regions, assist communities in developing and implementing local projects and circulate models of successful initiatives to young people and sector leaders.
- e. The Foundation will convene The President's Youth Leadership Forums to be led by young people, which call together their peers, parents, teachers and community leaders to determine pressing local problems, identify successful local initiatives which address these problems, discuss ways to enlarge these initiatives and create new ones, and devise strategies to mobilize more young people to action in their communities. After these forums, participants will form teams to follow through with identified goals.

ONE-TO-ONE RELATIONSHIPS

Mission:

To form one-to-one mentoring relationships with people in need.

- a. The Foundation will work to develop a significant number (to be determined by the Board) of one-to-one mentoring relationships. Mentors from outside the communities served will be welcomed, but they will be urged to work through community leaders, groups and organizations to appreciate local conditions and sensitivities.
- b. The Foundation will target a limited number of communities (to be determined by the Board) in which intensive efforts will be undertaken through the collaboration of a wide variety of community-based groups and organizations to develop one-to-one relationships with virtually every single individual in need.

MEDIA LEADERSHIP/SUPPORT

Mission:

To devote the distinctive capabilities of the local and national news and entertainment media to persuading people to engage in community problem solving.

- a. Every segment of the news and entertainment media (e.g., television, newspapers, magazines, radio, cable, motion pictures) will provide examples of media groups and/or organizations that highlight community service continuously, spotlight successful service initiatives, profile outstanding community leaders and inform the public of how to engage in community service.
- b. In addition, in partnership with The Advertising Council, the Foundation will develop a nationwide advertising campaign to develop a new perspective on our social problems, to increase public awareness of the importance of community service and to catalyze community action.
- c. The Foundation will also create a mechanism to provide regular satellite feeds to local television stations containing stories about highly successful and newsworthy community service leaders and developments and a wire print service to disseminate such information to local print media.

FINANCE/RESOURCE ACQUISITION

Mission:

To obtain the necessary resources from the private and public sectors to support the activities of the Foundation.

The Foundation will raise at least \$25 million from the private sector in financial contributions and additional in-kind contributions. Also, the Foundation will seek \$25 million in Congressional funding.

#

Sincerely,
Andy Card

The LTV Corporation Point of Light shines especially bright. Congratulations.

Thank you for your correspondence. The LTV Corporation and most significantly its employees have set a proud example for America. Individuals do indeed make a difference.

Dear Mr. Hay:

THE WHITE HOUSE

1-6-90

A. Card
THE WHITE HOUSE
WASHINGTON

Mr. Raymond A. Hay
Chairman of the Board & CEO
The LTV Corporation
P.O. Box 655003
Dallas, Texas 75265-5003

AC HAS SEEN 1/4/90



The LTV Corporation

CHAIRMAN OF THE BOARD
AND CHIEF EXECUTIVE OFFICER

January 5, 1990

The Honorable Andrew H. Card, Jr.
Assistant to the President and
Deputy to the Chief of Staff
The White House
Washington, D.C. 20500

Dear Mr. Card:

The enclosed publication indicates very vividly, I think, that we in The LTV Corporation have taken very seriously the President's spirit of volunteerism. "A thousand points of light" are evident with our employees and I want to share this good news with you because of your special interest.

Incidentally, since this publication came off the press, our Dallas area employees established a national record in contributing one million pounds of food to the needy during the holiday season! The spirit and excitement of this food drive was remarkable and we are very proud of our people.

Best regards,

A handwritten signature in cursive script that reads "Ray Hay".

Raymond A. Hay

Enclosure

fil

THE WHITE HOUSE
WASHINGTON

December 12, 1989

MEMORANDUM FOR ANDREW CARD

FROM: GREGG PETERSMEYER *GP*

SUBJECT: BACKGROUND ON THE PROPOSED PRESIDENTIAL MEETING
WITH THE ADVISORY COMMITTEE ON THE POINTS OF LIGHT
INITIATIVE FOUNDATION

This is to follow-up on our conversation in Houston last week concerning the proposed meeting to present the President with the report of the Advisory Committee on The Points of Light Initiative Foundation and to brief him on the report's content.

Given the harmonious nature of the Committee's deliberations and the absence of any dissent, we do not anticipate any controversy or discord either at the meeting with the President or during subsequent media events. Media opportunities to publicize the Committee's work and the President's initiative may take place once the meeting adjourns.

Essentially, the Committee adopted a set of recommendations that is fully compatible with the President's original conception of how "The Points of Light Initiative Foundation" should operate. Specifically, the Committee will recommend that the Foundation ultimately be structured as a government, non-profit corporation, to maximize the ability of the President and his designee(s) to direct the activities of the Foundation. We were able also to secure language in the report to enable the President to appoint the members of the Foundation's board, without the need to obtain the Senate's "advice and consent."

Significantly, the Committee has agreed that the Foundation should incorporate as soon as possible, perhaps in January, as a non-government, non-profit corporation, pending the enactment of authorizing legislation. In our view, this approach would enable the President to derive the maximum advantage from the "Points of Light Initiative." Once the foundation is successfully operating, it would also enhance our bargaining position vis-a-vis Congress and make obtaining the authorizing legislation we need for the Foundation easier, without expending too much political capital or sacrificing our present opposition to national service proposals advanced by Congress.

✓ cc: Sig Rogich

THE WHITE HOUSE
WASHINGTON

December 28, 1989

Dear Ms. O'Donnell:

Thanks for your recent letter in which you enclose a proposal for the establishment of a National Citizens Corps.

Please know that I have forwarded a copy of your correspondence to Gregg Petersmeyer, Deputy Assistant to the President for National Service, for his review and consideration.

With best wishes for a happy new year!

Sincerely,



Andrew H. Card, Jr.
Assistant to the President
and Deputy to the Chief of Staff

Ms. Helen K. O'Donnell
Capitol Associates Inc.
426 C Street, N.E.
Washington, D.C. 20002

December 27, 1989

Mr. Andrew Card, Jr.
Assistant to the President
Deputy Chief of Staff
The White House
Washington D.C. 20500

Dear Mr. Card,

I am writing to you in regard to a proposal that I would like to submit to you. The enclosed proposal is designed to address many of the areas of concern that the President has outlined over the last year with regard to the need to develop proposals for the President's National Service Foundation.

The enclosed proposal is for the establishment of the National Citizens Corps. The Corps would be established under the auspices of the President and the National Service Foundation. The purpose of the Corps is broadly outlined in the proposal. We did not endeavor to include all the details at this time, i.e., the specific mechanics of the program. If you are interested and feel this is something that you would want more information on we would naturally be happy to send along the complete proposal. It was our feeling that at this time, the shorter version is probably more in keeping with your hectic schedule.

I have also included in this packet some background information on myself and my associate Janis Pryor. For the past couple of years, I have been President of The Democracy Foundation, Inc. The Foundation was a non profit, non partisan organization established to provide an avenue to bring young people into the political process. The NCC was originally put together in proposal form under the auspices of the Foundation. However, for a number of reasons the Foundation was closed down this past February and so we were unable to pursue the NCC proposal at that time.

Page Two

My reasons for sending this along to you at this time are as follows. It is my belief that the NCC offers some fresh, new ideas to address problems that have continued to plague this nation. I believe that it offers an opportunity to bring existing programs under one umbrella with a combined purpose and direction. I also firmly believe that the President's call for bipartisan cooperation and volunteerism, i.e., "a thousand points of light" should be more than just words, we as Americans have a responsibility to respond to that challenge. It is time for us to work together to develop new avenues and fresh ideas to resolve our problems. We must work together with a renewed commitment that public service is, as my father was always fond of pointing out a "most honorable profession".

I hope that you will find the enclosed material of interest. We can provide a more detailed and specific proposal if you would prefer. I will let the proposal and the concept speak for itself, but I do believe that it offers a unique opportunity. I will follow up this letter with a call in a couple of weeks to see if you have any thoughts or comments. In the meantime, should you have any questions please feel free to contact me in Washington at 544-1880. Thank you in advance for your consideration and time. With best wishes for the new year,

Sincerely,



Helen K. O'Donnell

Enclosure

THE WHITE HOUSE
WASHINGTON

December 28, 1989

Dear Erma,

Thanks for your recent note of December 20th.

Please know that I have forwarded your recommendation that Dr. George Byer be recognized as a "point of light" to Gregg Petersmeyer, Deputy Assistant to the President for National Service, for his review and consideration.

Best wishes for 1990!

Sincerely,



Andrew H. Card, Jr.
Assistant to the President
and Deputy to the Chief of Staff

Mrs. Erma Sundrup
Chairwoman
The Friendship Group
Post Office Box 445
Hemet, California 92343

THE WHITE HOUSE
WASHINGTON

AC HAS SEEN 12/27

September 27, 1989

Dear Erma,

Thank you for recommending George Byer for the Medal of Freedom Award.

I will pass along your letter to the appropriate Administration officials for review and consideration.

Sincerely,



Andrew H. Card, Jr.
Assistant to the President
and Deputy to the Chief of Staff

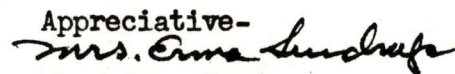
Mrs. Erma Sundrup
Chairwoman
The Friendship Group
Post Office Box 445
Hemet, California 92343

DECEMBER 20th...GOOD MORNING FRIEND ANDY CARD, JR.

To first wish you and your family
a joyful holiday and a rewarding 1990...

We thought you would be interested in the continuing dedication by Mr. Byer to better the people to people relations around the world through his initiated 1990 "Year Of World Friendship". Since nothing has been heard regarding the above, this man of such noble deeds, certainly deserves recognition and appreciation.

With that then, is it possible to have him recognized with the "Point Of Light" for his tremendous volunteering efforts?

Appreciative-

Mrs. Erma Sundrup



THE WHITE HOUSE
WASHINGTON

December 20, 1989

Dear Stan,

Thanks for your recent letter in which you indicate your desire to be recognized as a "point of light."

Please know that I have forwarded a copy of your materials to Gregg Petersmeyer, Deputy Assistant to the President for National Service, for his review.

Best wishes for happy holidays!

Sincerely,



Andrew H. Card, Jr.
Assistant to the President
and Deputy to the Chief of Staff

Mr. Stan Zucker
Massachusetts Committee for Employer
Support of the Guard and Reserve
53 Ramah Circle South
Agawam, Massachusetts 01001-1519



RESERVE AFFAIRS

STANLEY ZUCKER
STATE CHAIRMAN

OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE
MASSACHUSETTS COMMITTEE FOR EMPLOYER SUPPORT
OF THE GUARD AND RESERVE
53 Ramah Circle South
Agawam, Massachusetts 01001-1519
(413) 786-3994



Dec. 14, 1989

Mr. Andrew Card —

Dear Andy,

Reference our previous communication, it is my interpretation that a true "point of light" (volunteer) is unpaid and contributes his or her effort to our nation, without any compensation, whatsoever.

Enclosed is the December issue of the National Guard magazine and I direct your attention to the last paragraph on Page 15 and the first paragraph on Page 16 and also a picture and story on Page 40.

The tribute, so noted, given the writer, adds credibility to my belief that I meet all the criteria of President Bush's "thousand points of light" initiative and I hope, with your assistance, that our President will recognize my contribution to public service, so that together, we can inspire others to serve our Country without compensation.

Andy - I wish you and your family a very Merry Christmas and a Healthy and Happy New Year.

Your friend,

Stan Zucker

DATE: 11.27.89

TO: Gross Petersmeyer

FROM: ANDY CARD *Andy*

Please handle the attached.
I think some kind of
recognition is appropriate.

(Write something up... bravery
type ... and share with
Jim (Ciconi).)

Mr. Ernest A. Bostolotto
160 Parkview Avenue
Stoughton, Massachusetts 02072

THE WHITE HOUSE

11-27-89

Dear Mr. Bostolotto -

Thank you for following up our telephone conversation with the packet of newspaper clippings about your son David's heroic act of September 18. His selfless efforts despite severe injury averted a greater tragedy during the collapse of the West Roxbury YMCA roof.

I will share the information you gave me with others here and tell the President of David's heroism.

Please keep in touch. I too enjoyed the Hyde Park Rotary Club meeting.

Sincerely,
Andy Card

Ernest A. Bortolotto
160 Parkview Avenue
Stoughton, Massachusetts 02072
Telephone: (617) 344-5263

AC HAS SEEN 11/27

Andrew H. Card, Jr.
Assistant to the President
The White House
Washington, DC 20500

Dear Mr. Card

Thank you for taking the time from your busy schedule to speak to the Hyde Park, Rotary on Tuesday, November 7th.

I found your discussion on schedules and activities at The White House especially interesting, since most of us cannot conceptualize the magnitude of the task of managing and directing this Great Nation of ours.

It was also very refreshing to hear a man speak so enthusiastically of his job and how much he enjoyed it.

As we discussed after the meeting, my son, David Bortolotto was the Life Guard on duty, the day that the roof collapsed at the YMCA swimming pool in West Roxbury, MA. Despite David's severe head wound, his first concern was for the safety of his charges, the three to five year old children entrusted to his care that afternoon. His quick and unselfish action has been credited for saving four of the children from injury and possible death from the falling debris.

I would sincerely appreciate any efforts in initiating a Presidential Citation for bravery and meritorious actions by David and EllenMarie Joyce, who also retrieved three children from the pool on that day.

I have enclosed several articles from the Boston Globe and Herald which best depicts the scene and contains several comments of the children's parents who witnessed the near tragedy.

I wish to thank you in advance for your efforts in this matter and I look forward to meeting you again.

Very truly yours,


Ernest A. Bortolotto

Mr. R. William Taylor
President, ASAE
1575 Eye Street, NW
Washington, D.C.
20005

THE WHITE HOUSE

11/27/89

Dear Bill-

Thank you for your note.
I, too, enjoyed the PSI awards
program. Count me as a PSI
fan!

Keep in touch. Sincerely,
Andy Card

AC HAS SEEN 11/27

AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES
The ASAE Building
1575 Eye Street, NW
Washington, DC 20005
202-626-2700

R. William Taylor, CAE
President

November 21, 1989

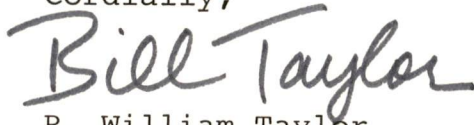
Andy Card
Special Assistant to the President
The White House
Washington, DC 20500

Dear Andy:

Thanks so much for your participation in the presentation of awards to those outstanding corporations and associations that were winners in the final year of the President's program on Private Sector Initiatives. This program would fit right into President Bush's Thousand Points of Light Initiative and we hope that we will be given the opportunity.

I understand that some in the White House consider the PSI Citations program to be a Ronald Reagan activity that should be dropped. We stand ready to revise the program as necessary to make it fit with any changes that are needed. We solicit your help in allowing us to become a central component of the Points of Light effort.

Cordially,



R. William Taylor

RWT/cma

Gerald E. Udwin
Vice President
Westinghouse Broadcasting Co., Inc.
1025 Connecticut Avenue, 506
Washington, D.C. 20036

THE WHITE HOUSE

11/24/89

Dear Jerry -

Thank you for your note.
I enjoyed the PSI program.
Again, congratulations to the
Group W team.

Keep in touch. Sincerely,
Andy Card

AC HAS SEEN

1025 CONNECTICUT AVENUE NW SUITE 506
WASHINGTON DC 20036 (202) 429-0196

WESTINGHOUSE BROADCASTING COMPANY, INC.

GERALD E. UDWIN
Vice President

November 17, 1989

Mr. Andrew H. Card, Jr.
Assistant to the President and
Deputy to the Chief of Staff
The White House
Washington, D.C. 20500

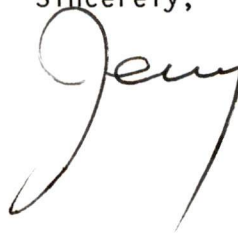
Dear Andy:

It was a pleasure meeting you today and an honor to be a winner again this year in The White House Private Sector Initiatives program.

Also, I've been pleased to work recently with Governor Sununu and Gregg Petersmeyer toward furthering President Bush's objective of encouraging volunteerism. The President has recorded three public service announcements that we have sent to nearly 100 television stations broadcasting the Group W "Time To Care" campaign for which we were included in today's ceremony.

Thank you for honoring us; we look forward to new opportunities to work with you on our common goals.

Sincerely,

A handwritten signature in black ink, appearing to read "Jerry", written in a cursive style.

THE WHITE HOUSE
WASHINGTON

file

November 13, 1989

MEMORANDUM FOR GOVERNOR SUNUNU
ANDY CARD ✓
JIM CICCONI
DAVE DEMAREST
MARLIN FITZWATER
BOYDEN GRAY

THROUGH: SIG ROGICH *S.R.*
ASSISTANT TO THE PRESIDENT
FOR SPECIAL ACTIVITIES AND INITIATIVES

FROM: GREGG PETERSMEYER *GP*
DEPUTY ASSISTANT TO THE PRESIDENT
AND DIRECTOR, OFFICE OF NATIONAL SERVICE

SUBJECT: THE DAILY PRESIDENTIAL "POINTS OF LIGHT"
RECOGNITION PROGRAM

CONCEPT

At a recent meeting with the President, I proposed a daily Presidential recognition program to honor one thousand individuals and institutions, during the President's first term, who are "points of light" — those doing outstanding work across the country in the field of community service. At his request, here are the details of the plan, which should commence in Memphis on Wednesday, November 22.

BACKGROUND

The idea of recognizing exemplary community service is taking hold in America. In the last five months, The New York Times has prominently featured six editorials under the heading "Points of Light", describing corporate community service initiatives throughout the nation. Other papers have also initiated recognition programs for volunteerism, some on a daily basis. Both ABC and CBS News have embraced the concept by featuring segments on exemplary community servants under the rubrics "Unsung Heroes" and "The Best of Us", respectively. The City of Houston recently presented the first annual "Points of Light" award for outstanding community service.

As the notion of "points of light" was the President's, it seems only fitting that the White House should take the lead in the growing nationwide community service recognition program. Such a program has the potential to be a lasting legacy of the Bush Administration.

"Points of Light"

Page 2

Accordingly, I proposed a daily recognition program to honor at least one individual or institution that is doing outstanding work in the field of community service, commencing Wednesday, November 22, the week of Thanksgiving. Subsequently a "point of light" will be announced by the Press Office each day except Sundays until one thousand are named. In addition, the White House may release names on selected Sundays as necessary to ensure that the announcement of the thousandth recipient coincides with the end of the President's first term.

On Wednesday, the President will be in Memphis, Tennessee to honor the Memphis Commercial Appeal as his first "Point of Light". Their "Thousand Points of Light" series — highlighting on a daily basis volunteer efforts throughout the Mid-South — exemplifies the President's call for each and every institution to apply its unique resources to the national service movement. Their series, begun in July, will honor its 1000th individual on that day. The President will use the occasion to introduce his "Points of Light" program to the national and regional press and to the nation.

CONCLUSION

While certainly a major goal of this initiative will be to honor those who deserve recognition for their efforts in the fight against our most critical social problems, an equally important, if not more important goal, will be to inspire others to follow the example of the recipients. In addition, we anticipate that through this program a significant amount of local and regional press attention will be focused on the President and his commitment to community service.

Attached hereto for your review as Attachments A-E are, respectively:

- o A detailed description of the selection criteria, screening processes, and procedures for selecting and announcing "points of light";
- o A list and description of the first 30 prospective honorees;
- o A draft press release describing the "points of light" concept;
- o A sample press release for a "point of light";
- o A draft Presidential recognition letter;

ATTACHMENT A

THE "POINTS OF LIGHT" PROCESS

This attachment will detail the processes for handling "points of light" from selection, through screening and announcement, to the follow-up stages. These systems have been designed in consultation with the Counsel's Office.

OVERVIEW

Each day's "point of light" will be announced at the daily press briefing (business days) and in writing. In each instance, a press release will be made available to reporters. The Office of Media Affairs will alert regional and local media in the relevant area each day.

Of course, the President could not personally introduce and meet each "point of light". But, in the interest of providing some degree of personal Presidential attention, each recipient would receive a Presidential letter noting their selection and praising them for their works.

Once a "point of light" is recognized, his, or her, or the institution's name would be placed in our office's database, so that they can subsequently serve as examples for speeches and talking points, airport greeters for the President, the First Lady and other Administration officials or site visits by the same.

SELECTION

Our office will be responsible for selecting each recipient. The Deputy Director of this office will oversee the process.

To select recipients, we will consult our already large and growing network of leaders across the nation in every field, from business, the professions, labor, education, religion, minority and women's groups, non-profit organizations and countless other groups, clubs and associations. We have already selected the first 30 "points of light" (see Attachment B), and have further identified over 200 additional potential recipients. Consequently, we believe that obtaining a pool from which to select 1000 will not be difficult.

The criteria by which worthiness for recognition will be determined follow. To prevent "campaigning" for this award, the criteria will not be announced publicly.

1. The initiative must address a grave social problem like drug abuse, homelessness, illiteracy, hunger, AIDS and the like.
2. The individual or institution must have made demonstrable progress in addressing a problem.

3. While the initiative may be a "public/private partnership", the majority of its funding should come from private sources.
4. The initiative must meet at least one of the following additional criteria:
 - o It attempts to effect systemic change, as opposed simply to meeting immediate material needs (For example, literacy and job training programs are preferred to soup kitchens and clothing drives).
 - o It is structured as a partnership among disparate institutions to address simultaneously the multiple problems of individuals in need. (Such as partnerships to address the needs of the homeless, which include a facility such as an apartment complex, church, or hotel that provides housing, a law firm that provides mentors and tutors and a grocery store that provides food.)

To ensure that recipients meet these criteria and that no recipient has any legal, financial or other serious problem, or cause the Administration political concern, our office will consult as necessary with the offices of Counsel, Personnel, and Political Affairs. (We have already met with Amy Schwartz and Nelson Lund of the Counsel's Office to identify and deal with potential legal questions with this program.

SCREENING

Each potential "point of light" will be thoroughly screened before being announced to avoid any possible conflicts or embarrassments to the administration. The screening process includes the following checks:

1) The Office of National Service (ONS) ensures that this example is indeed exceptional and is appropriate for this honor.

2) ONS will also determine whether the potential "point" receives any public funds and if so, whether they are in good standing with the agency responsible for dispensing those funds, and that those funds are not in immediate jeopardy of being cut off. ONS will also conduct any other appropriate agency checks. Any information needed will be obtained in writing from the potential recipients.

3) The Office of the Counsel conducts routine FBI "name checks" on organizations and any individuals personally recognized to ensure that they do not have any known current or prior legal or financial troubles. As previously mentioned, we

have already met with Amy Schwartz and Nelson Lund of the Counsel's Office to determine the screening procedures.
Attachment A
Page 3

4) The Office of Political Affairs will assess the political impact, if any, of recognizing each "point".

ANNOUNCEMENT

Once the screening process is completed, this office will draft a press release for each "Point". Each Wednesday, a packet of the following week's press releases will be delivered to the Offices of the Press Secretary, Media Affairs, and Presidential Correspondence. This packet will also include a press release detailing the "points of light" concept and explaining the symbolism innate in this program (see Attachment C). Both press releases will be made available to any interested member of the press.

From this packet, the Press Office will begin announcing "Points of Light" and Media Affairs will contact the appropriate press agencies each day of the week. At the end of each week the Office of Correspondence will send a letter from the President to each of that week's "points" thanking them for their devotion to service (See Attachment D).

FOLLOW-UP

Following their announcement, each Daily Point of Light will be entered in a database maintained by this office. This database will be used to select examples for other uses, such as speech inserts or site visits by members of the Administration.

We may periodically request that a Point of Light be included in a Presidential event in some way, such as being seated on the podium during a speech or greeting the President or First Lady at the airport upon their arrival in a city.

ATTACHMENT B

The First Thirty
Daily Points of Light

Memphis Commercial Appeal - Memphis, TN

The largest newspaper in Tennessee, the Memphis Commercial Appeal on Sunday, July 2, 1989, began a series designed to highlight 1000 individuals in the Mid-South "whose volunteer efforts help improve the lives of others." The series, which is entitled "A Thousand Points of Light," is scheduled to feature its one-thousandth volunteer around Thanksgiving.
Recognition, Media.

Dr. & Mrs. William Hale - Oklahoma City, OK

Dr. Hale and his wife, a nurse, operate a free medical clinic, despite the fact that both are stricken with multiple sclerosis. Since the clinic opened 10 years ago, the Hales and other volunteer medical personnel have treated over 42,000 people. Dr. Hale has also arranged for free medication and hospitalization in some cases, and has established a network of medical specialists willing to donate their services for referrals from his clinic. This is an entirely non-governmental program.
Medical care.

William Warner Johnson -- Washington, DC

A D.C. police officer assigned to the drug-plagued Woodson Jr. High School in Northeast Washington, Johnson gives young people a positive alternative to drugs. With his own funds, he established a weight lifting room in the school, and is currently in the process of constructing a "mini-mall" for the students. Following his 8-hour work shift at the school, he volunteers there an additional 8 hours a day.
Drugs, Youth, Education, Systemic Change.

Richard Andrew McDonough -- Wichita, KS

McDonough, 22, is founder and president of "Hotels/Motels in Partnership, Inc." He plays matchmaker between social-service agencies whose clients need emergency shelter and hotels that are willing to donate empty rooms. In the seven years since its founding, the program has grown to include more than 700 hotels in over 300 communities in 45 states. Since 1986, more than 14,000 battered women, homeless people, disaster victims and others have been lodged free.
Partnership, Battered Women, Homeless, Disaster Victims.

Helen VerDuin Palit -- New York, NY

Founder and executive director of City Harvest, a New York food distribution network which collects surplus food from wholesale markets, restaurants, stores and offices to distribute to soup kitchens and shelters. Founder of a similar program in New Haven, CT. Costs are covered by private contributions.
Food distribution.

The Volunteer Project -- San Diego, CA

A very successful center, operated by non-profit agencies and funded entirely by the private sector, which recruits and trains volunteers to work on various social service projects throughout Southern California. From September, 1988 to July, 1989, The Volunteer Project recruited, trained, and assigned 374 volunteers, who so far have collectively performed over 209,000 hours of community service.

Volunteer training.

Aja Henderson -- Baton Rouge, LA

Aja, 14, created her own home-based library to promote literacy in her Baton Rouge community. She runs the library for peers who cannot get to the public library because of a lack of transportation. Additionally, she participates in a literacy program run by her local church.

Youth involvement, Literacy.

Amy Geren -- Polk County, TN

A divorced mother of two small children, Geren is on welfare but wants to put something back into the community. She volunteers with HEADSTART, her church, and a literacy program at the local Senior Center, where she is teaching a 65 year-old woman to read.

Claim problems as your own, education, literacy, elderly.

Drop-A-Dime -- Boston, MA

A 24-hour anonymous hotline which connects residents with local law enforcement officials, this program combats the growing drug and gang problem in Boston and has been credited with several felony arrests. Officials of the program also lecture about the dangers of drugs and firearms in elementary schools and community centers and have sponsored a forum on gang violence.

Crime, Drugs, Gang Violence.

The Citizens of Hope, New Mexico.

Residents of Hope, NM (pop. 300) volunteered their time to turn an abandoned school into a new Community Center. The new Hope Community Center now houses a library, senior citizens center, and the Hope Police Department (1 person), among other things. Residents raised part of the money for the renovation themselves. The remainder was provided by the county and a federal grant.

Community Action, Using existing resources.

Shaheed Watson -- Trenton, NJ

Shaheed is the founder of the Grassroots Movement anti-drug campaign. The Grassroots Movement is "a community-based mobilization effort to take back the streets from crack cocaine dealers." He has helped to organize a "camp out" in a drug-infested neighborhood in which community leaders actually slept in tents and intervened in an on-going drug war in the community. Watson also serves on Gov. Kean's Council on Physical Fitness and Sports as coordinator of anti-drug efforts.

Drugs, personal involvement.

Adopt-a-School -- Orange Park, FL

A partnership between Navy Patrol Squadron 45 and the Penney Farms Retirement Community who have collectively adopted Green Cove Springs Elementary School. Members of the groups have served as tutors for at-risk, talented, and non-English speaking students, supervised field trips, and provided inspirational talks. When Patrol Squadron 45 goes on rotation, each child will be adopted by a member of the Squadron who will correspond with him or her from the ship. The wives of Patrol Squadron 45 will continue the tutoring work, as will the retirement community.

Partnership, Education, One-to-One engagement, Elderly, Patrol Squadron provides an unusual example of an "institution".

REACH, Inc. Detroit -- Detroit, MI

This neighborhood initiative is fighting to reclaim the streets of Pilgrim Village, a residential neighborhood in Detroit, from crack dealers. Under the program crack houses are purchased by the community, renovated using unemployed workers trained and supervised by construction engineers from the community, and sold to drug-free families using "sweat equity" as a down payment. In addition, Reach has recently renovated a restaurant to raise operating funds and staged marches against drug dealers.

Systemic Change, Drugs, Neighborhood Revitalization,

The Shoulder - Houston, TX

A "non-profit...250-bed, free/low-cost, residential, long-term, drug/alcohol abuse treatment program" combats chemical dependency. Its facilities include a detoxification center. The program seems widely supported among the business community in Houston.

Drugs, Private Sector Initiatives.

WWOR-TV A+ for Kids -- Seacaucus, NJ

This is a "total station project" by WWOR-TV to improve the quality of education in local schools. The project includes news segments, PSAs, and prime-time specials on various issues related to education, a program designed to honor outstanding teachers and disseminate excellent teaching ideas through workshops, adoption of one of Jersey City's most troubled high schools, frequent school appearances by on-air talent, and class tours of the station.

Media involvement, Education, Targeted at most serious problems.

Edward Castor - Tipton County, IN

Formerly illiterate, this blue collar worker learned to read and now gives lectures on illiteracy. He also volunteers his time teaching other to read and has served on the Governor's Commission on Illiteracy.

Illiteracy.

South Seattle Community and Police Partnership -- Seattle, WA

A formal partnership between the Seattle Police Department and residents, businesses, and civic groups to pool resources and jointly attack the area's drug and gang problem. The program targets the worst areas and groups, and includes property trespassing and urban revitalization schemes as well as law enforcement. The Mayor of Seattle has directed all city government agencies to designate a liaison with the program.

Drugs, Crime, Gangs, Urban Redevelopment, Partnership.

Carolyn Jackson - Wilmington, DE

Jackson founded and participates in Delaware's 4-H Therapeutic Riding Program. This program allows handicapped children to learn to ride horses, an action which also stimulates muscle development. She donates at least 30 hours/week to the program, supervising a volunteer staff of at least 20.

Handicapped Children.

G.D. Searle and Company - Chicago, IL

This pharmaceutical company gives free heart medication to people suffering from high blood pressure and angina. It encourages other pharmaceutical companies to do the same. People receiving free medication must first be cleared by their physicians.

Free Medication, Corporate Philanthropy.

Lawrence Eagle-Tribune - North Andover, MA

This Massachusetts newspaper recognizes a volunteer in its community every day. They serve as an inspiring example of what the media can do to encourage volunteerism.

Media, Recognition.

Tony Valle - La Hahra, CA

Valle volunteers his time to a program designed to keep kids out of gangs and trouble. He also helps the elderly in his community.

Gangs, Youth, Anti-Gang.

Duke Power Company - Charlotte, NC

2300 Duke Power employees volunteered in schools. Drop-out prevention programs -- professional development classes.

Corporate Philanthropy.

Anchorage Neighborhood Housing Services - Anchorage, AK

700 Citizen Volunteers painted 70 homes in the Anchorage community to benefit the elderly, disabled, financially disadvantaged, and single parents.

Citizen Volunteers.

The I Have A Dream Foundation - San Antonio, CA

Provides volunteer tutors to work with disadvantaged students, encouraging them to stay in school. This foundation also provides tuition aid for college-bound students.

Tutoring, Youth, College Aid.

Jack L. Powell - Salisbury, MD

Powell organized a neighborhood food drive in conjunction with several local organizations which collected 10 tons of food and clothes for needy families.

Private citizen, excellent results.

Clara Hale - New York, NY

Founder of the Hale House Center, this 84-year old cares for children born to drug addicts and AIDS patients. She has provided care for over 600 infants. Hale has been featured in TIME magazine.

Children, Senior Citizens, AIDS Babies, Health Care.

Ewing Kauffman - Kansas City, MO

The co-owner of the Kansas City Royals, Kauffman established Project STAR (Students Taught Awareness and Resistance), a comprehensive program combining community-based initiatives and a school curriculum which teaches a social skills approach to drug and alcohol abuse prevention.

Youth, Sports, Drugs & Alcohol.

The Glencastle Project - Atlanta, GA

This project is designed to convert an historic Atlanta jail into a housing development for the homeless. Homeless laborers, volunteer professionals (architects, supervisors, etc.), and major companies are working together to complete this project.

Systemic Change, Homeless, Using existing resources.

Little Ceaser's Love Kitchen - Farmington Hills, MI (nationwide)

This nationwide food chain took pizza on wheels to soup kitchens around the country. The "Love Kitchen" has fed nearly 400,000 people across the U.S. and Canada.

Corporate Philanthropy, Hungry, well-known chain.

Bertha Gilkey -- Chicago, IL

President of the Cochran Gardens Resident Management Corporation, a tenant management operation in Chicago, Gilkey also lectures other tenant management projects throughout the nation. She has been featured twice on CBS's "60 Minutes".

Resident management, anti-drugs.

ATTACHMENT C
Sample DPOL Press Release

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

November 22, 1989

WHITE HOUSE RECOGNIZES
DAILY POINTS OF LIGHT

The White House today begins a practice of recognizing daily "Points of Light". "Points of Light" are individuals, institutions, and initiatives across the country exemplifying the President's commitment to making community service central to the life and work of every American.

Each day the White House will recognize one individual or institution who has successfully addressed our most dire social problems by engaging in community service.

As there are millions of Americans who would be worthy recipients, it is impossible to select the "best" exemplars of community service or to recognize each example individually. However, the entire "Points of Light" recognition program is intended by the President as a national tribute of the highest order to every single American who makes a difference in the life of someone in need.

END

ATTACHMENT D
Sample Press Release

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release _____, 1989

PRESIDENT NAMES HALES
AS SECOND "POINT OF LIGHT"

The President today named the husband and wife team of Drs. William and Sandy Hale as his second "Daily Point of Light." The recipients, a doctor and nurse, operate a free medical clinic, despite their own serious medical problems. Both have multiple sclerosis.

Dr. Hale is the driving force behind a free medical clinic in Oklahoma City. The clinic has operated from a Baptist mission center for the past 15 years. The free clinic has treated nearly 43,000 indigent people, dispensing medication and providing referrals when necessary. It is an all-volunteer clinic that accepts no government funding.

The Hales have founded a network of medical and lay volunteers. Specialists and dentists are available for referral and two hospitals have each donated services for patients. After learning that his patients could not afford to buy prescriptions, the doctors arranged for donations of medicine as well.

The President extends his deepest appreciation to the Hales for their outstanding work on behalf of indigents in need of health care in Oklahoma City. By showing that any definition of a successful life must include serving others, the Hales are a true American success story.

END

ATTACHMENT E
Draft Letter from the President

DATE

Dear <insert>:

I have called upon every individual and institution in America to make community service central to their life and work. By your active engagement in the lives of those in need, it is clear that you have heard and responded to this call.

That is why I am pleased to congratulate you and recognize your outstanding efforts. You have accepted a responsibility toward your community that must be seen by the rest of the Nation so that the rest of us may follow your example.

As a people, we must not allow ourselves to be measured by the sum of our possessions or the size of our bank accounts. Instead, we must insist that our individual prosperity be measured in such a way as to include the well being of our neighbors. From now on in America, any definition of a successful life must include serving others. You are a shining example of this new standard of success.

Barbara joins me in sending our warmest regards and best wishes to you. For being a "point of light," you deserve the heartfelt thanks of this Nation.

Sincerely,

G.B.

THE WHITE HOUSE
WASHINGTON

October 25, 1989

*I met w/
Hess 10/25.
AAC.*

lit

MEMORANDUM TO ANDY CARD

FROM: C. GREGG PETERSMEYER
ROBERT G. MARBUT Jr.

SUBJECT: POINTS OF LIGHT MAILING PLAN

Attached are the following documents:

1. Points of Light Mailing Plan.
This is a list of recommended groups to be mailed with number count. This plan assumes we go "outside" for all lists; and thus, our success is contingent on the cooperation of these groups.
2. Draft POTUS Letter.
This is a "re-worked" version of the August letter.
3. List of Recommended Enclosures.
4. Mechanical Steps of List Development
5. Back-Up Information on Selected Targeted Groups.

Suggested SOTU

- coordination*
- problems w/ budget*
- specific ~~B~~ change in ltr.*

—

POINTS OF LIGHT MAILING PLAN:

<u>DATE</u>	<u>COUNT</u>	<u>GROUP</u>
		POTUS/Family Friends
	1,000	Fortune 1000
	4,000	Targeted Local Trade Unions
	5,000	Large Sub-1000 Businesses
	5,000	Executive Directors of Targeted Trade Associations
	5,000	Targeted State and Local Political Leaders
	1,000	American Society of Newspaper Editors
	1,000	Associated Press Managing Editors
	1,395	American Newspaper Publishers Association
	600	American Society of Magazine Editors
	700 *	The Intl. Assn. of Independent Publishers (1400)
	215	Magazine Publishers of America
	375	American Society of Business Press Editors
	450	Society of American Business Editors and Writers
	565	National Association of Real Estate Editors
	600	Catholic Press Association
	3,500 *	National Association of Broadcasters (7500)
	120	National Broadcast Editorial Association
	3,100	Radio-Television News Directors Association
	1,636	Associated Press
	1,500	United Press International
	74	International Group of Agents and Bureaus
	5,000	International Platform Association
	3,000	National Speakers Association
	1,000	National Sportscasters and Sportswriters Assn.
	600	American Sportscasters Association
	1,000	Hollywood Radio and Television Society
	67	Newspaper Association Managers
	100	Inner Circle (NYC)
	750	American Society of Journalists and Authors
	1,700	National Association of Black Journalists
	150	National Association of Black Owned Broadcasters
	700	National Association of Hispanic Journalists
	293	National Association of Hispanic Publications
	<u>165</u>	<u>National Association of Public Television Stations</u>
	47,255	Approximate Total After Duplicates Taken Out

* Represents a Smaller Targeted Sub-set List

THE WHITE HOUSE
WASHINGTON

\DATE\

Dear \SALUTATION\:

Although America is at peace today and more Americans are enjoying a greater degree of prosperity than ever before in our history, there is still work to be done. Too many of our citizens endure a waking nightmare of want and isolation. What these millions of Americans need most is not another government program, but a set of meaningful relationships.

At a recent meeting in New York of leaders from business, labor, education, religion, civic groups and service organizations, I spoke of what I mean by "a thousand points of light" -- that vast galaxy of people and institutions working together to solve problems in their own backyards. I asked every American and every American institution, large and small, to become engaged in this effort.

I now call upon you to lead with me this new movement to bring community service to every corner of our nation. This movement aims to engage every individual and institution in direct and consequential action to solve critical social problems. Specifically, I ask you to use the resources of \MEDIA OUTLET NAME\ regularly to profile examples of outstanding community service and to call your \READERS or VIEWERS or LISTENERS\ to engage in community service.

Please read the enclosed materials which describe my vision for an America transformed by service. Thank you for considering this request to devote your institution's resources to the task of making community service central to the life and work of every American.

Sincerely,

GEORGE BUSH

\MAILNAME\
\MEDIA OUTLET NAME\
\ADDRESS 1\
\ADDRESS 2\
\CITY\, \STATE\ \ZIP CODE\

RECOMMENDED ENCLOSURES:

1. POTUS Letter.
2. Points of Light Philosophy/Strategy Document.
3. Examples of Media Activity.

MECHANICAL STEPS OF LIST DEVELOPMENT:

1. Obtain Lists.
2. Check Lists for Accuracy & Update as Needed.
3. Load on Computer.
4. Merge/Purge Within Categories to Take Out Duplications.
5. Merge/Purge With House List.

BACK-UP INFORMATION ON THE TARGETED GROUPS:

★2913★ AMERICAN SOCIETY OF NEWSPAPER EDITORS (Press) (ASNE)
P.O. Box 17004 Phone: (703) 648-1144
Washington, DC 20041 Lee Stinnett, Exec.Dir.

Founded: 1922. Members: 1000. Staff: 5. Directing editors who determine editorial and news policy on daily newspapers. Committees: Bulletin Editorial Board; Credibility; Education for Journalism; Ethics; First Amendment; Freedom of Information; Future of Newspapers; Human Resources; International Communication; Literacy; Minorities; Press-Bar; Readership and Research; Writing Awards Board.

Publications: *American Society of Newspaper Editors--Bulletin*, 9/year. Journalism review covering major press controversies, newspaper editing and writing, ethics, management, and minority recruitment. Includes ASNE and legislative news. Price: \$20/year. ISSN: 0003-1178. ● *ASNE Proceedings*, annual. Covers controversies concerning journalism education, ethics, and credibility. Includes committee reports and membership roster. Price: \$25/year. ● *Editors' Exchange*, 11/year. Newsletter providing tips on news coverage, management hints, communicating with readers, editorial page updates, special sections, minority affairs information, contests, and research briefs. ● Also publishes research reports, manuals, handbooks, and brochures.

Convention/Meeting: annual - 1990 Apr. 3-6, Washington, DC; 1991 Apr. 9-12, Boston, MA.

Date of Convention/Meeting: April 3-6 1990

Frequency of Meetings: annual

Location: JW Marriott Hotel
Washington, D.C.

Convention Contact Person: Lee Stinnett

Title: Executive Director

Phone Number: 703-681-1144

Notes:

★2919★ ASSOCIATED PRESS MANAGING EDITORS (APME)

50 Rockefeller Plaza
New York, NY 10020

Phone: (212) 621-1552

Paul Janensch, Pres.

Founded: 1933. **Members:** 1000. Managing editors or executives on the news or editorial staff of Associated Press newspapers. Purposes are: to advance the profession of journalism; to examine the news and other services of the Associated Press in order to provide member newspapers with services that best suit their needs; to provide a means of cooperation between the management and the editorial representatives of the members of the Associated Press. Bestows Public Service Award, Freedom of Information Award and citations and top performance awards. Maintains over 20 committees dealing with newspapers and news services.

Publications: *News*, bimonthly. ● *Red Book*, annual. ● Also publishes reports.

Convention/Meeting: annual - 1989 Oct. 3-6, Des Moines, IA; 1990 Sept. 18-21, Dallas, TX; 1991 Oct. 15-18, Detroit, MI; 1992 Nov. 18-21, Honolulu, HI.

Date of Convention/Meeting: Sept. 18-21, 1990

Frequency of Meetings: annual

Location: Dallas, Texas

Convention Contact Person: John Woolman

Title:

Phone Number: 828-6432

Notes: Other contacts:
Bruce Nathan 621-1500
Jim Donna 621-1500

★3007★ AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION
(Publishing) (ANPA)

The Newspaper Center
Box 17407

Dulles Intl. Airport
Washington, DC 20041

Phone: (703) 648-1000
Jerry W. Friedheim, Pres.

Founded: 1887. **Members:** 1395. **Staff:** 168. **Budget:** \$15,000,000. Daily and nondaily newspapers in the U.S., Canada, and the Western Hemisphere. Goals are to advance the cause of a strong, free press, and to ensure that it has the economic strength essential to serve the public. Serves as clearinghouse for member newspapers on all phases of the newspaper business. Compiles information and publishes materials on circulation, general management, labor and personnel relations, legislation, telecommunications affairs, and newsprint. Operates technical services and research facility in Reston, VA; maintains library of 5000 volumes on journalism, the newspaper business, and mass communications. Maintains 20 committees.

Publications: *Presstime*, monthly. Journal.

Convention/Meeting: annual conference - 1990 Apr. 23-25, Los Angeles, CA; 1991 May 6-8, Vancouver, BC, Canada; 1992 May 4-6, New York City. Also holds annual ANPA/TEC (with exhibits) - 1990 June 16-20, Las Vegas, NV; 1991 June 8-12, Las Vegas, NV; 1992 June 6-10, Atlanta, GA.

Date of Convention/Meeting: April 23-25, 1990
Frequency of Meetings: annual
Location: Los Angeles, Ca.
Convention Contact Person: Priscilla Shingleton
Title:
Phone Number: 648-1275
Notes:

★2912★ AMERICAN SOCIETY OF MAGAZINE EDITORS (Press) (ASME)
575 Lexington Ave. Phone: (212) 752-0055
New York, NY 10022 Robert E. Kenyon, Jr., Exec. Dir.
Founded: 1963. Members: 600. Professional organization of senior maga-
zine editors. Affiliated With: Magazine Publishers of America.
Convention/Meeting: annual.

Date of Convention/Meeting: Oct. 7-10, 1990
Frequency of Meeting: annual
Location: Scottsdale, Arizona
Convention Contact Person: Peter Henderson
Title: Director of Special Events
Phone Number: 212-752-0055
Notes:

3023 COSMEP, THE INTERNATIONAL ASSOCIATION OF
 INDEPENDENT PUBLISHERS (Publishing) (COSMEP)
 Box 703 Phone: (415) 922-9490
 San Francisco, CA 94101 Richard Morris, Exec.Dir.
 Founded: 1969. Members: 1400. Budget: \$100,000. Small magazine and
 book publishers. Objective is to increase promotion and distribution of mem-
 ber publications. Sponsors exhibit service. COSMEP is an acronym for Com-
 mittee of Small Magazine Editors and Publishers. Formerly: (1986) Coopera-
 tive of Small Magazine Editors and Publishers; (1987) COSMEP.
 Publications: *COSMEP Membership Directory*, periodic. ● *COSMEP News-*
letter, monthly. Provides management and marketing ideas, updates from
 member publishers, new member news, and book reviews. Price: Included in
 membership dues; \$50/year for nonmembers. ISSN: 0007-8832. Circula-
 tion: 2000. Advertising: not accepted. ● Also issues catalog.
 Convention/Meeting: annual conference - always September. 1989 Sept.
 28-30, Chicago, IL; 1990 San Francisco, CA.

Date of Convention/Meeting: Nov. 10-14, 1990
 Frequency of Convention: 3 annual meetings
 Location: Dallas, Texas
 Convention Contact Person: Robert Brennan
 Title:
 Phone Number: 415-922-9490
 Notes:

★3042★ MAGAZINE PUBLISHERS OF AMERICA (Publishing) (MPA)
 575 Lexington Ave. Phone: (212) 752-0055
 New York, NY 10022 Donald D. Kummerfeld, Exec. Officer
Founded: 1919. **Members:** 215. **Staff:** 30. Publishers of 800 consumer and other magazines issued not less than four times a year. Activities include: Advertising Marketing Department to promote magazines as an advertising medium; Washington office to report on federal legislation and postal rates and regulations; Circulation Marketing Department to provide information services and assistance to members in all areas of circulation marketing. Conducts member surveys on magazine finance, paper usage, and compensation. Sponsors seminars; houses and administers Publishers Information Bureau (see separate entry). Presents awards; maintains extensive library on all phases of magazine work. **Committees:** Advertising Marketing; Circulation Marketing; Distribution; Government Affairs; Human Resources; International Affairs; Legal Affairs; Paper; Political Action; Postal Services/Private Delivery; Production; Professional Development; Tax. **Affiliated With:** American Society of Magazine Editors; Media Credit Association. **Formerly:** (1920) National Association of Periodical Publishers; (1947) National Publishers Association; (1952) National Association of Magazine Publishers; (1987) Magazine Publishers Association.

Publications: *Magazine Newsletter of Research*, 3-4/year. Reports on the magazine advertising market and on current business trends and advertising techniques. Provides demographic analyses of magazine circulations. Includes subject references to past issues. **Price:** Free to members, agencies, and advertisers. **Circulation:** 15,000.

Convention/Meeting: annual American Magazine Conference - always fall. 1989 Oct. 22-25, Naples, FL.

Date of Convention/Meeting: Oct. 7-10, 1990
 Frequency of Meeting: annual
 Location: Scottsdale, Arizona
 Convention Contact Person: Peter Henderson
 Robert Farley
 Phone Number: 212-752-0055

Notes:

★2911★ AMERICAN SOCIETY OF BUSINESS PRESS EDITORS (ASBPE)
4445 Gilmer Ln. Phone: (216) 531-8306
Cleveland, OH 44143 Jeanne Ribinskas, Exec.V.Pres.
Founded: 1949. **Members:** 375. **Staff:** 1. **Local Groups:** 3. Executive,
managing, and working editors of business, trade, and technical publications.
Serves as forum for exchange of ideas; carries out educational program with
journalism societies and schools of journalism. Conducts research on editorial
problems and practices; sponsors seminars; maintains limited placement ser-
vice. Offers scholarship to student completing his/her junior year in an
accredited journalism/communications program. **Committees:** Awards; Edu-
cational Relations; Liaison; Research; Speakers' Bureau. **Formerly:** (1965)
Society of Business Magazine Editors.

Publications: *Editor's Notebook*, bimonthly. ● *Handbook of Editorial Man-
agement*, annual. Journal covering sessions from editorial conferences on
topics such as interviewing, redesigning magazines, and use of photographs.
Price: \$30, plus \$5 shipping for members; \$40, plus \$5 shipping for
nonmembers. **Advertising:** not accepted. ● *Membership Roster*, annual.
● *Newsletter*, bimonthly. ● *Salary Survey*, biennial.
Convention/Meeting: annual conference.

Date of Convention/Meeting:

Frequency of Meetings:

Location:

Convention Contact Person:

Title:

Phone Number:

Notes:

★2977★ SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS
(Press) (SABEW)

P.O. Box 838

Univ. of Missouri

Columbia, MO 65205

Phone: (314) 882-7862

James K. Gentry, Exec. Dir.

Founded: 1963. **Members:** 450. **Budget:** Less than \$25,000. Active business, economic, and financial news writers and editors for newspapers, magazines, and other publications; foreign business writers in the United States; broadcasters of business news; teachers of business or journalism subjects at colleges and universities. Plans periodic seminars on problems and techniques in business news coverage and occasional special meetings with business, financial, government and labor leaders, and other experts. Organized following a series of business news seminars sponsored by Society of Professional Journalists, Sigma Delta Chi (see separate entry). **Committees:** Scholarship. **Formerly:** (1976) Society of American Business Writers; (1986) Society of American Business and Economic Writers.

Publications: *The Business Journalist*, bimonthly. ● *Membership Roster*, semiannual.

Convention/Meeting: annual conference (with exhibits) - always May. 1990 San Francisco, CA; 1991 Washington, DC; 1992 Miami, FL; 1993 New York City.

Date of Convention/Meeting: April 28-May 1, 1990

Frequency of Meetings: annual

Location: San Francisco, Ca.

Convention Contact Person: Dorris Barnhart

Phone Number: 314-882-7862

Notes:

★2952★ NATIONAL ASSOCIATION OF REAL ESTATE EDITORS (Press)
(NAREE)

P.O. Box 324

North Olmsted, OH 44070

Phone: (216) 779-1624

Robert F. Brennan, Exec. Sec.

Founded: 1929. **Members:** 565. **Budget:** Less than \$25,000. Print and broadcast journalists and associated publicists specializing in real estate, building, and mortgage finance. Sponsors clinic sessions and contests to study common problems and exchange ideas. Reviews prize-winning realty and home news sections. Offers annual scholarship to journalism school students pursuing real estate or business majors. Also offers fellowships to graduate students. **Formerly:** (1936) National Conference of Real Estate Editors.

Publications: *NAREE News*, monthly. Newsletter. **Price:** Available to members only. **Circulation:** 600. ● *NAREE Source Book*, semiannual. Lists national real estate contacts for real estate and housing journalists. **Price:** Free to members; \$75 to nonmembers. **Circulation:** 1500. ● *National Association of Real Estate Editors--Roster: NAREE Network*, annual. List of members, cross-indexed to show affiliation. **Price:** Available to members only. **Circulation:** 600.

Convention/Meeting: annual - 1990 Jan. 19-22, Atlanta, GA; 1991 Jan. 18-21, Atlanta, GA; 1992 Jan. 24-27, Las Vegas, NV; 1993 Feb. 19-22, Las Vegas, NV. Also holds annual seminar - 1989 Nov. 12-17, Dallas, TX; 1990 Nov. 11-16, New Orleans, LA; 1991 Nov. 7-12, Las Vegas, NV; 1992 Nov. 12-17, Honolulu, HI; 1993 Nov. 11-16, Miami Beach, FL.

Date of Convention:

Frequency:

Location:

Convention Contact Person:

Title:

Phone Number:

★3018★ CATHOLIC PRESS ASSOCIATION (Publishing) (CPA)
119 N. Park Ave. Phone: (516) 766-3400

Rockville Centre, NY 11570 Regina A. Salzmann, Interim Exec. Dir.

Founded: 1911. **Members:** 600. **Staff:** 6. **Budget:** \$400,000. Publishers of Catholic newspapers, magazines, pamphlets, and books; Catholic writers, illustrators, and teachers. Sponsors research and specialized education programs. Maintains placement service; bestows Book, Journalism, and St. Francis DeSales awards. Maintains 25 committees including: Freedom of Information; News Service Liaison; Research. **Affiliated With:** International Catholic Union of the Press.

Publications: *Bulletin*, periodic. ● *Catholic Journalist*, monthly. Tabloid cover

ering Catholic publishing and individuals in the field. Includes book reviews, calendar of events, and obituaries. **Price:** \$12/year. **Circulation:** 2700. **Advertising:** accepted. ● *Catholic Press Directory*, annual. Lists Catholic newspapers, magazines, and publishers in the United States and Canada. **Price:** \$48/issue; \$45 if prepaid.

Convention/Meeting: annual - in conjunction with Religious Communications Congress. 1989 Baltimore, MD; 1990 Nashville, TN; 1991 May, Phoenix, AZ.

Date of Convention: April 16-22, 1990
Frequency: annual
Location: Nashville, Tennessee
Convention Contact Person: Owen McGovern
Title:
Phone Number: 516-766-3400
Notes:

***656* NATIONAL ASSOCIATION OF BROADCASTERS (Broadcasting)**
(NAB)

1771 N St., N.W.

Washington, DC 20036

Phone: (202) 429-5300

Edward O. Fritts, CEO & Pres.

Founded: 1922. Members: 7500. Staff: 150. Budget: \$13,000,000.

Representatives of radio and television stations and television networks; as-

sociate members include producers of equipment and programs. Upholds the American broadcasting system, free from government censorship; combats legislative proposals unfavorable to broadcasting and advertising. Monitors and reports on events regarding radio and television broadcasting. Bestows Distinguished Service Award, Grover Cobb Memorial Award, Engineering Achievement Award, Radio Award, Service to Children Television Awards, and Crystal Awards. Operates Broadcasting Hall of Fame and 8700 volume library; offers minority placement service and employment clearinghouse. Maintains 23 committees, including Children's Television, First Amendment, Research, Small Market Radio, and Television and International. Councils: Minority Executive. Subcommittees: FM Translators; FM Transmission; Radio Audience Measurement; Local Television Audience Measurement. Task Forces: High Definition Television; Local Carriage; Radio Allocations. Absorbed: (1951) Television Broadcasters Association; (1985) Daytime Broadcasters Association; (1986) National Radio Broadcasters Association. Formerly: (1957) National Radio and Television Broadcasters.

Publications: *Broadcast Engineering Conference Proceedings*, annual. ● *Member Services Catalog*, annual. Resource guide of available products and services. ● *Radio Week*, monthly. Price: \$57. ● *TV Today*, weekly. ● Also publishes monographs.

Convention/Meeting: annual conference (with exhibits) - 1990 Mar. 31-Apr. 3, Atlanta, GA; 1991 Apr. 13-16, Las Vegas, NV; 1992 Apr. 11-14, Las Vegas, NV. Also holds annual Radio Convention (with exhibits) - 1989 Sept. 13-16, New Orleans, LA; 1990 Sept. 12-15, Boston, MA; 1991 Sept. 11-14, San Francisco, CA.

Date of Convention: March 31-April 3, 1990

Frequency: annual

Location: Atlanta, Ga.

Convention Contact Person: Hank Roder

Phone Number: 202-429-5300

Notes:

***660* NATIONAL BROADCAST EDITORIAL ASSOCIATION**

(Broadcasting) (NBEA)

6223 Executive Blvd.

Rockville, MD 20852

Phone: (301) 468-3959

Cora B. Everett, Exec.Sec.

Founded: 1972. Members: 120. Budget: \$25,000,000. Individuals employed by radio, television, or cable television networks, whose duties include preparation of editorials, formulation of editorial policies, or presentation of news commentary, analysis, and opinion; faculty members of journalism schools or departments at the college level. Main objective is to improve the

writing, research, and presentation of broadcast editorials. Conducts four regional seminars wherein members receive critiques of their efforts and instruction in writing style, use of graphics, and visuals. Sponsors Editorial Excellence Award contest for broadcast editorialists; also bestows the Madison Award to an individual who has done the most to advance First Amendment freedoms. Makes available audio- and videotapes of outstanding editorials aired nationally; presents awards to television and radio stations for such editorials. Cosponsors the Wells Award scholarships for minority students. Informs members of updated Federal Communications Commission rules and regulations; provides speakers. **Affiliated With:** Association for Education in Journalism and Mass Communication; First Amendment Congress; National Association of Broadcasters; Radio-Television News Directors Association.

Publications: *Awards Brochure*, annual. ● *The Editorialist*, bimonthly. Association and professional newsletter and journal. Includes calendar of events and membership directory. **Price:** Free. **Circulation:** 900. **Also Cited As:** *Journal of the National Broadcast Editorial Association*. ● Also publishes membership brochure.

Convention/Meeting: annual - 1990 Sept. 11-14, Orlando, FL (in conjunction with National Conference of Editorial Writers); 1991 June, Los Angeles, CA.

Date of Convention/Meeting:

Frequency:

Location:

Convention Contact Person:

Title:

Phone Number:

Notes:

★671★ RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION
(Broadcasting) (RTNDA)

1717 K St., N.W., Suite 615
Washington, DC 20006

Phone: (202) 659-6511
Ernie Schuitz, Pres.

Founded: 1946. **Members:** 3100. **Staff:** 9. **Budget:** \$1,900,000. Professional society of heads of news departments for broadcast and cable stations and networks; associate members are journalists engaged in the preparation and presentation of broadcast news and teachers of electronic journalism; other members represent industry services, public relations departments of business firms, public relations firms, and networks. Works to improve standards of electronic journalism; defends rights of journalists to access news; promotes journalism training to meet specific needs of the industry. Sponsors annual awards for news reporting and outstanding contribution to electronic journalism. Operates placement service, speakers' bureau, and workshops; sponsors regional seminars. **Committees:** Career Information; Freedom of Information; Scholarship. **Formerly:** (1952) National Association of Radio News Directors.

Publications: *Radio-Television News Directors Association--Communicator*, monthly. Magazine covering radio and television journalism as well as industry activities. **Price:** Included in membership dues; \$50/year for nonmember libraries. **ISSN:** 0033-7153. **Circulation:** 3700. **Advertising:** accepted. Also **Cited As:** *RTNDA Communicator*. ● *Radio-Television News Directors Association--Membership Directory*, semiannual. **Price:** Available to members only. ● *RTNDA Intercom*, biweekly. Newsletter providing information for electronic journalists. Includes job placement service bulletin. **Price:** Included in membership dues. **ISSN:** 0743-6319. **Circulation:** 3100. ● Also publishes brochures and career booklet.

Convention/Meeting: annual conference (with exhibits) - 1989 Sept. 12-15, Kansas City, MO; 1990 Sept. 27-30, San Jose, CA.

Date of Convention: Sept. 24-27, 1990
Frequency: annual
Location: San Jose, Ca.
Convention Contact Person: Patricia Seaman
Title:
Phone Number: 202-659-6510

Notes:

★2918★ ASSOCIATED PRESS (AP)

50 Rockefeller Plaza
New York, NY 10020

Phone: (212) 621-1500

Susan Clark, Adm. Asst.

Founded: 1848. Members: 1636. Staff: 2920. State Groups: 50. News cooperative that gathers and disseminates world, national, regional, and state news, pictures, and audio reports. Information travels via satellites and landlines to 1500 newspapers and 5700 radio and television stations in the United States, and to more than 10,000 newspapers and broadcast stations worldwide.

Publications: *The AP World*, quarterly.

Convention/Meeting: annual - 1990 Apr. 23, Los Angeles, CA.

Date of Convention: April 23, 1990
Frequency: annual
Location: Los Angeles, Ca.
Convention Contact Person: James F. Tomlinson
Phone Number: 212-621-1500

Notes:

2983 UNITED PRESS INTERNATIONAL (UPI)
1400 I St., N.W. Phone: (202) 898-8200
Washington, DC 20005 Earl W. Brian, M.D., CEO
Founded: 1958. Press association wire service that gathers news and photographs of news events and distributes same to newspapers, special markets, periodicals, and radio and television stations throughout the world; maintains more than 200 bureaus worldwide. Furnishes speakers; bestows awards. **Committees:** Broadcast Advisory Board; Newspaper Advisory Board. **Formed By Merger Of:** United Press Associations (founded 1907) and International News Service (founded 1909).

Date of Convention: none

***9653* INTERNATIONAL GROUP OF AGENTS AND BUREAUS (Public Speaking) (IGAB)**

18825 Hicrest Rd.

P.O. Box 1120

Glendora, CA 91740

Phone: (818) 335-8069

Dottie Walters, Treas.

Founded: 1986. **Members:** 74. **Staff:** 5. **Speakers' bureaus and agents.**

Seeks to educate the public about the service provided by speakers' bureaus; promotes the image of these services; works to enhance professionalism of

members. **Computerized Services:** Membership list. **Telecommunications**

Services: Toll-free number, (800)438-1242. **Committees:** Education; Eth-

ics.

Publications: *GAB CONFAB*, monthly.

Convention/Meeting: semiannual conference.

Date of Convention: April 27-29, 1990

Frequency: annual

Location: Chicago, Illinois

Convention Contact Person: Dotty Walters

Phone Number: 818-335-8069

Notes:

★9654★ INTERNATIONAL PLATFORM ASSOCIATION (Public Speaking)

(IPA)

P.O. Box 250

Winnetka, IL 60093

Phone: (312) 446-4321

Luvie Owens, Exec.Dir.

Founded: 1831. **Members:** 5000. **Staff:** 5. Professional lecturers, musicians, actors, and others who appear in person before live audiences to inform or entertain; lecture bureaus; program chairmen; booking agents; former performers and others in the fields of politics, diplomacy, writing, journalism, and entertainment who are interested in the medium of the platform. Seeks to improve the quality of the American lecture platform. Promotes educational

interests of members; seeks to increase their scope of contacts; holds workshops on areas of platform interest. Maintains Orators Hall of Fame which works to increase public awareness of the importance of the spoken word today and throughout history. Presents numerous annual awards. **Committees:** Art; Poetry; Polling; Theatre. **Formerly:** American Chautauquas; American Lyceum Association; International Lyceum Association.

Publications: *Art Group Newsletter*, quarterly. ● *IPA Podium*, quarterly. Newsletter. Includes calendar of events. **Price:** Free, for members only. **Advertising:** not accepted. ● *Poetry Newsletter*, periodic. ● *Theatre Group Newsletter*, 4/year. ● Also publishes *How to Get Started in Professional Public Speaking* and *Parliamentary Horse Sense*.

Convention/Meeting: annual (with exhibits) - always first week of August, Washington, DC. 1989 Aug. 1-5.

Date of Convention: July 30- August 3, 1990

Frequency: annual

Location: MayFlower Hotel
Washington, D.C.

Convention Contact Person: Luvie Owens
Title: Executive Director

Phone Number: 312-446-4321

Notes:

★9658★ NATIONAL SPEAKERS ASSOCIATION (Public Speaking) (NSA)
3877 N. Seventh St., Suite 350 Phone: (602) 265-1001
Phoenix, AZ 85014 Barbara Smith Nivala, CMP, Gen.Mgr.
Founded: 1973. Members: 3000. Staff: 9. Budget: \$1,000,000. Regional
Groups: 35. Professional and semiprofessional speakers and other interested
individuals. Purposes are to: increase public awareness of the speaking pro-
fession; ensure and advance the integrity and visibility of professional speak-
ers; provide a learning and communication vehicle to professional speakers,
aspiring professional speakers, and others. Presents CPAE Award (Continue
Professus Articulus Excellere) and CSP designation (Certified Speaking Pro-
fessional). Sponsors workshops. Special Interest Groups: Bureaus; Health/
Fitness; Humorists; Sales Trainers; Workshop/Seminar Leaders.
Publications: *Speak Out*, monthly. ● *Who's Who in Professional Speaking*,
annual.
Convention/Meeting: annual (with exhibits) - always July. 1990 July 21-24,

Date of Convention: July 21-24, 1990
Frequency: annual
Location: Atlanta, Ga.
Mariott Marquis
Convention Contact Person: Drew Templeton
Phone Number: 602-265-1001
Notes:

***2961* NATIONAL SPORTSCASTERS AND SPORTSWRITERS
ASSOCIATION (Press) (NSSA)**

Box 559

Salisbury, NC 28144

Phone: (704) 633-4275

Barbara C. Lockert, Program Coordinator

Founded: 1962. **Members:** 1000. **Budget:** \$80,000. Sportscasters and sportswriters. Pursues matters of common interest to members. Operates National Sportscasters and Sportswriters Hall of Fame and inducts new member annually. Bestows awards to outstanding sportscasters and sportswriters. Elects charter members to U.S. Olympic Hall of Fame.

Publications: *NSSA News*, quarterly. Newsletter providing members with excerpts from the published articles and statements of other members along with professional information on the member. **Price:** Free, for members only. **Circulation:** 1000.

Convention/Meeting: annual National Sportscasters and Sportswriters Award Program, with seminar - always April, Salisbury, NC.

Date of Convention: April 28-30, 1990
Frequency: annual
Location: Salisbury, NC
Convention Contact Person: Barbara Lockert
Phone Number: 704-633-4275

Notes: Awards are given on April 30th

★630★ AMERICAN SPORTSCASTERS ASSOCIATION (Broadcasting)
(ASA)

150 Nassau St.

Phone: (212) 227-8080

New York, NY 10038

Louis O. Schwartz, Exec. Dir. & Pres.

Founded: 1979. **Members:** 600. **Staff:** 3. **Budget:** \$100,000. Radio and television sportscasters. Sponsors seminars, clinics, and symposia for aspiring announcers and sportscasters. Bestows awards; compiles statistics. Operates placement service, hall of fame, and biographical archives. Maintains American Sportscaster Charitable Trust. Is currently in the process of implementing an anti-drug program.

Publications: *Insiders Sportsletter*, monthly. Includes annual *Hall of Fame Journal*. **Price:** Free, for members only. **Circulation:** 2000. **Advertising:** accepted.

Convention/Meeting: annual hall of fame dinner.

Date of Convention/Meeting: Dec. 13, 1990
Frequency of Meeting: annual
Location: New York Marriott Marquis
Convention Contact Person : Lois O. Schwartz
Title:
Phone Number: 212-227-8080

Notes:

★647★ HOLLYWOOD RADIO AND TELEVISION SOCIETY (Broadcasting)
(HRTS)

5315 Laurel Canyon Blvd., Suite 202
North Hollywood, CA 91607

Phone: (818) 769-4313
Oliver H. Crawford, Exec.Dir.

Founded: 1947. **Members:** 1000. **Staff:** 4. Persons involved in radio, television, broadcasting, and advertising, including program and commercial producers and radio and television networks and studios seeking to promote the broadcasting industry. Sponsors monthly luncheon featuring top industry and government speakers. Bestows annual International Broadcasting Award for the best radio and television commercials. Sponsors seminars on the business and creative aspects of broadcasting and competitions. Maintains film and audio library of outstanding radio and television commercials. **Telecommunications Services:** Fax, (818)509-1262. **Affiliated With:** American Advertising Federation; International Radio and Television Society.

Publications: *Hollywood Radio and Television Society--Roster*, annual.
● *International Broadcasting Awards Book*, annual. ● *SPIKE*, quarterly. Journal.

Date of Convention: Awards-March 14
Luncheons once a month

Frequency: annually
monthly

Location: Century Plaza Hotel
? Los Angeles, Ca.

Convention Contact Person: Ms. Crawford

Phone Number: 818-769-4313

Notes:

★2966★ NEWSPAPER ASSOCIATION MANAGERS (Press) (NAM)

c/o The Newspaper Center
Box 17407, Dulles Intl. Airport
Washington, DC 20041

Phone: (703) 648-1123
Stephen E. Palmedo, Exec. Dir.

Founded: 1923. Members: 67. Full-time executives of national, state, and regional newspaper associations. Sponsors National Newspaper Week.

Publications: *The Round-Table*, bimonthly.

Convention/Meeting: annual - always August. Also holds annual legislative conference - always December.

Date of Convention: August 5-8, 1990
Frequency: annual
Location: Orange Beach, Alabama
Convention Contact Person: Stephen E. Palmedo
Phone Number: 703-648-1123
Notes:
Legislative Conference:
Dec.
Reston, Va.

★2937★ INNER CIRCLE (Press) (IC)

City Hall, Rm. 9

New York, NY 10007

Phone: (212) 962-8601

Jim Ryan, Pres.

Founded: 1923. **Members:** 100. New York City news reporters covering government and politics. Sponsors charitable functions; makes contributions to local charities. **Committees:** Writing.

Publications: *Dinner-Show Program*, periodic.

Convention/Meeting: annual lampoon dinner - usually first Saturday in March.

Date of Convention:

Frequency:

Location:

Convention Contact Person:

Phone Number:

Notes:

★9955★ AMERICAN SOCIETY OF JOURNALISTS AND AUTHORS
(Writers) (ASJA)

1501 Broadway, Suite 1907
New York, NY 10036

Phone: (212) 997-0947
Alexandra S. E. Cantor, Exec. Dir.

Founded: 1948. **Members:** 750. **Staff:** 3. **Budget:** \$225,000. **Regional Groups:** 5. Freelance writers of nonfiction magazine articles and books. To elevate the professional and economic position of nonfiction writers, provide a forum for discussion of common problems among writers and editors, and promote a code of ethics for writers and editors. Operates Dial-A-Writer Service for individuals, institutions, or companies seeking writers for special projects; sponsors Llewellyn Miller Fund to aid professional writers no longer able to work due to age, disability, or extraordinary professional crisis. Presents Conscience-in-Media Gold Medal Award, and awards for excellence in writing and magazine publishing. **Computerized Services:** Mailing list of members. **Committees:** Awards; Contracts; Editor-Writer Relations; Editorial Liaison; Professional Rights. **Formerly:** (1975) Society of Magazine Writers.

Publications: *American Society of Journalists and Authors--Membership Directory*, annual. Provides brief biography on each member, including area of expertise, subject specialty, books written, and pseudonyms cross-referenced to the writers who use them. **Price:** \$50/year. **ISSN:** 0278-8829. ● *ASJA Members' Newsletter*, monthly. Includes confidential market information. **Price:** Available to members only. **Circulation:** 1500. **Advertising:** accepted. ● Also publishes several books on nonfiction writing.

Convention/Meeting: annual (with exhibits) - always first Saturday in May, New York City. Also holds eight meetings per year - always New York City.

Date of Convention:

Frequency:

Location:

Convention Contact Person:

Phone Number:

Notes:

★2949★ NATIONAL ASSOCIATION OF BLACK JOURNALISTS (Press)
(NABJ)

P.O. Box 17212
Washington, DC 20041

Phone: (703) 648-1270

Carl E. Morris, Sr., Exec. Dir.

Founded: 1975. **Members:** 1700. **Staff:** 4. **Budget:** \$450,000. **Regional Groups:** 10. **Local Groups:** 22. Persons employed in the production, dissemination, and distribution of news by newspapers, magazines, and radio and television stations. Aims are to: "strengthen the ties between blacks in the black media and blacks in the white media; sensitize the white media to the institutional racism in its coverage; expand the white media's coverage and balanced reporting of the black community; become an exemplary group of professionals that honors excellence and outstanding achievement among black journalists." Works with high schools to identify potential journalists; awards scholarships to journalism programs that especially support minorities. Acts as a national clearinghouse for job information. Maintains biographical archives. Sponsors competitions. **Committees:** Issues; Joint Committee on Equal Opportunity.

Publications: *NABJ Journal*, 10/year. Tabloid newsletter concerned with black issues and association news. **Price:** Free, for members only; \$50/subscription. **Circulation:** 2000. **Advertising:** accepted.

Convention/Meeting: annual conference (with exhibits) - 1989 Aug. 16-20, New York City; 1990 Aug. 1-5, Los Angeles, CA.

Date of Convention: Aug. 1-5, 1990
Frequency: annual
Location: Los Angeles, Ca.
Convention Contact Person: Carl Morris
Phone Number: 703-648-1270
Notes:

★655★ NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS
(Broadcasting) (NABOB)

1730 M St., N.W., Rm. 412
Washington, DC 20036

Phone: (202) 463-8970

James L. Winston, Exec. Dir.

Founded: 1976. **Members:** 150. **Staff:** 2. **Regional Groups:** 5. **Black broadcast station owners;** black formatted stations not currently owned or controlled by blacks; organizations having an interest in the black consumer market or black broadcast industry; individuals interested in becoming owners; and communications schools, departments, and professional groups and associations. Represents the interests of existing and potential black radio and television stations. Is currently working with the Office of Federal Procurement Policy to determine which government contracting major advertisers and advertising agencies are complying with government initiatives to increase the amount of advertising dollars received by minority-owned firms. Conducts lobbying activities; provides legal representation for the protection of minority ownership policies. Participates in the reorganization of the Advisory Committee on Radio Broadcasting. Sponsors annual Communications Awards Dinner. Offers placement service; conducts workshops; compiles statistics. **Computerized Services:** Mailing list of black-owned broadcast facilities. **Divisions:** Information. **Also Known As:** National Black Owned Broadcasters Association.

Publications: *Black-Owned Station Directory*, quarterly. ● *For Your Information*, weekly. ● *INFO*, monthly. Newsletter. ● *News*, monthly. ● *Station Report*, quarterly. ● Also publishes financial listings of institutions lending money to minorities interested in broadcast station ownership.

Convention/Meeting: semiannual - always March and September.

Date of Convention: March 29-31, 1990

Frequency: annual

Location: Atlanta, Ga.

Convention Contact Person: Ava Sanders
James Winston

Phone Number: 202-463-8970

Notes:

★2950★ NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS (Press)
(NAHJ)

Natl. Press Bldg., #634
Washington, DC 20045

Phone: (202) 783-6228
Frank Newton, Exec.Dir.

Founded: 1984. Members: 700. Staff: 5. Budget: \$600,000. Purpose is to organize and support Hispanics involved in news gathering and dissemination. Encourages journalism and communications study and practice by Hispanics. Seeks recognition for Hispanic members of the profession regarding their skills and achievements. Promotes fair and accurate media treatment of Hispanics; opposes job discrimination and demeaning stereotypes. Works to increase educational and career opportunities and development for Hispanics in the field. Seeks to foster greater awareness of members' cultural identity, interests, and concerns. Provides a united voice for Hispanic journalists with the aim of achieving national visibility. Offers placement services to Hispanic students. Activities include: a census of Hispanic media professionals nationwide; writing contest for Hispanic students. Bestows National Hispanic Journalist Award; offers scholarships, seminars, and training workshops.

Publications: *NAHJ Newsletter*, monthly. ● *National Directory of Hispanics in the Media*, annual.

Convention/Meeting: annual (with exhibits) - usually April. 1990 Apr. 11-14, San Francisco, CA.

Date of Convention: April 11-14, 1990

Frequency: annual

Convention Contact Person: Dr. Frank Newton

Phone Number: 202-783-6228

Location: Westin St. Francis Hotel
Washington, D.C.

Notes:

***3044* NATIONAL ASSOCIATION OF HISPANIC PUBLICATIONS
(Publishing) (NAHP)**

6001 W. Cermack Rd.
Cicero, IL 60650

Phone: (312) 656-5525
Laurey Jaros, Exec.Dir.

Founded: 1982. Staff: 1. Budget: \$40,000. Regional Groups: 6. State Groups: 20. Publishers and editors representing 103 Hispanic newspapers and magazines printed in the U.S. Promotes the Hispanic print media as a valuable means of communication; encourages recruitment and training of Hispanics as print journalists. Serves as clearinghouse providing information on current Hispanic publications and those out of print. Works to ensure that member publications are listed in national media directories. Seeks to increase advertiser awareness and use of Hispanic print media. Maintains library of 170 Hispanic newspapers, newsletters, magazines, and journals. Conducts research and compiles statistics on the Hispanic reading market. Sponsors speakers' bureau; bestows awards. **Committees: Group Advertising Sales.**

Publications: *Marketing Hispanic Print*, quarterly. ● *NAHP Newsletter*, periodic. ● *National Hispanic Media Directory*, semiannual.

Convention/Meeting: annual conference (with exhibits).

Date of Convention:

Frequency:

Location:

Convention Contact Person:

Phone Number:

407-425-9911

Notes:

***658* NATIONAL ASSOCIATION OF PUBLIC TELEVISION STATIONS
(Broadcasting) (NAPTS)**

1350 Connecticut Ave., N.W., Suite 200 Phone: (202) 887-1700
Washington, DC 20036 David Brugger, Pres.

Founded: 1980. **Members:** 165. **Budget:** \$2,000,000. Public television licensees whose goal is to organize efforts of public television stations in areas of planning and research, and in representation before the government. Maintains current information on the public television system including such areas as licensee characteristics, financing, and industry trends; makes projections on system growth and income. Monitors social, economic, and demographic trends that have an impact on public television services. Prepares and disseminates general information about public television to policymaking agencies, the press, and the public. **Formerly:** (1980) Association for Public Broadcasting.

Convention/Meeting: annual conference.

Date of Convention: June 16-21, 1990

Frequency: annual

Location: Loews Annatole Hotel
 Dallas, Texas

Convention Contact Person: Nancy Newbar

Phone Number: 202-887-1700

Notes: All of the areas of Public Television meeting
 for the first time in a couple of years.

1. Managers
2. Programmers
3. Advertisement and Program Dir.

NJ

Head of the Civil Rights Division

> Larry Suskind ○

> former John Duane

NY Senate

Nassau Cty.

strong positive
growth-up

Attica
D'Amato

Best Credential