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THE WHITE HOUSE

WASHINGTON

September 20, 1983

VIDEO TAPING SESSION

DATE: September 21, 1983

LOCATION: Diplomatic Reception Room

TIME: 2:00 PM

FROM: Mark Goode

I. PURPOSE

To video tape a message from the President.

II. BACKGROUND

This message will be played at the opening program of the National Mortgage Bankers Association 70th Annual Convention in Dallas on Monday, October 17, 1983.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video taping set-up.

attachments: to be submitted by the speechwriters office.

(Elliott)
September 20, 1983
4:30 p.m.

PRESIDENTIAL TAPING: MORTGAGE BANKERS ASSOCIATION OF AMERICA
WEDNESDAY, SEPTEMBER 21, 1983

I am pleased to be a part of the 70th Annual Convention of the Mortgage Bankers Association of America. The strength of your organization -- its growth and vitality -- has been built by outstanding leaders like Jim Wooten who's helped your industry finance the housing and commercial development of America.

This leadership befits the proud competitive spirit and the rich diversity of your membership. Your industry mirrors the success that America derives from the spirit and heritage of good and great people.

But before you get caught up in the activities of your Convention, I hope you will pause with me to reflect upon that heritage, and the responsibilities it entails. Your industry's services to our country's homebuyers and the developers of our urban centers helped build America. You have been flexible and innovative in providing financing to meet the changing needs of American homebuyers. That initiative and ingenuity will be even more critical in the future as we adapt to the major changes in the housing finance markets currently underway.

This Administration is committed to assisting Americans who want to own their own homes in gaining access to affordable financing. The key to this is the success of our economic policies in reducing interest rates and generating a sound, long-term economic expansion. Annual housing starts are up more than 80 percent this year over the low point of the past 3 years.

The Mortgage Banking Industry has played a major role in providing the additional mortgage financing needed by American homebuyers during their current recovery.

This Administration will continue to make FHA and VA mortgage credit available for those individuals that the private market cannot serve. But we remain equally committed to our efforts to expand opportunities for the private sector to satisfy as much of the credit needs for housing and real estate investment as it can.

From the outset of my Administration, we have sought to stimulate participation of private credit sources in home mortgage and real estate finance. We have removed regulatory barriers to encourage greater private sector investment in mortgage-backed securities. We have supported the private development of alternative mortgage instruments to meet changing mortgage financing needs. These changes have opened up new opportunities for you and other private sector groups to provide mortgage financing through innovative means. I believe we're making good progress in helping American families become homebuyers.

That our people are the best-housed of any in the world is due in no small part to the skill and dedication of mortgage bankers. I trust you will leave this convention committed to the challenge of making certain America remains the best-housed Nation in the world.

Thank you very much and God bless you all.

THE WHITE HOUSE

WASHINGTON

September 20, 1983

TAPING SESSION

DATE: September 21, 1983

LOCATION: Diplomatic Reception Area

TIME: 2:00 PM

FROM: Mark Goode

I. PURPOSE

To video tape a message from the President.

II. BACKGROUND

This tape will be played at the annual National Radio Broadcasters Association convention in New Orleans, October 2.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video taping set-up.

attachments: to be submitted by the speechwriters office.

(Rohrabacher/BE)
September 20, 1983
3:30 p.m.

PRESIDENTIAL TAPING: NATIONAL RADIO BROADCASTERS
ASSOCIATION CONVENTION
WEDNESDAY, SEPTEMBER 21, 1983

Greetings to all of you at the National Radio Broadcasters Association convention in New Orleans. I want to take this opportunity to thank you for a special gift that I received last July, a mounted classic radio microphone, like the one I used when I first did sports announcing. I'd like to stay as well preserved as that microphone.

Seriously, though, it was a thrill for me to receive the gift and a pleasure to have Sis Kaplan, William Clark, and Abe Voron over to the White House for the presentation.

I'd like to send my congratulations to Walter Cronkite who, I understand, will be receiving your "Golden Radio Award." I can think of no one who better exemplifies what excellence in broadcasting means to America.

One reason our freedom remains strong is that its reach has broadened and evolved since our forefathers won it for us. If it had not kept pace with the changes in technology, it would have become irrelevant.

We can be particularly grateful that the development of radio broadcasting took place in the private sector rather than being monopolized by Government, as in some countries. All too often, Government control has meant that freedom of communication is left to the whim of a Government censor.

The National Radio Broadcasters Association can be proud of what they've done to protect the industry from encroachments on our liberties. I want you to know that I personally appreciate everything you've done to support F.C.C. Chairman Mark Fowler's efforts to deregulate your industry. Together, you've accomplished much.

-- Daytime-only AM radio stations got a big boost this month when the F.C.C. extended their broadcasting day 2 hours past sunset. Over 2,000 radio stations will benefit from the expanded hours of operation. That means more resources and more jobs in your industry all over the country.

-- The F.C.C. has drastically shrunk the paperwork burden of broadcasting. In 1980, there were over 50 million hours of paperwork imposed by the F.C.C. In 2 years, that figure was reduced by 80 percent, to less than 10 million hours.

-- A few years ago, filing a broadcasting renewal involved filling out a complicated application and attaching weighty exhibits. Today, all you have to file is a postcard. Although, you still have to pay the postage.

-- The F.C.C. has authorized use of sub-carrier channels by AM and FM stations for non-broadcasting uses, such as utility-load management by America's power companies. In fact, these channels on the side can be used for a variety of new ideas -- from special language programs, to service for the blind, to data transmission. These new opportunities suggest radio may be on the edge of a new era of opportunity.

-- Finally, the F.C.C. is getting rid of many rules that are pretty silly -- rules that scolded you if you played a song too many times, and, in fact, fined you if you made a commercial livelier by mixing it up with a program.

I believe these changes are strengthening the broadcast industry and, if we continue to work together, the opportunities will only be limited by our imagination.

Good luck to all of you. I wish you a fun and productive convention and God bless you.

THE WHITE HOUSE

WASHINGTON

September 20, 1983

TAPING SESSION

DATE: September 21, 1983

LOCATION: Diplomatic Reception Room

TIME: 2:00 PM

FROM: Mark Goode

I. PURPOSE

To video tape a message from the President.

II. BACKGROUND

This tape will be played at the induction of the first Olympic Hall of Fame on October 6 at the Hyatt Regency Hotel in Chicago. This is a coordinated effort involving the National Sportcasters and Sportswriters Association and Coca-Cola Company. The ceremony - to be aired via WGN-TV satellite hookup - will also serve as a major fund raising effort for the USOC.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video tape set-up.

attachments: to be submitted by the speechwriters office.

(Parvin/BE)
September 20, 1983
3:00 p.m.

PRESIDENTIAL TAPING: OLYMPIC HALL OF FAMERS DINNER
WEDNESDAY, SEPTEMBER 21, 1983

Hello to all of you in Chicago at the U.S. Olympic Hall of Fame dinner. What an evening you must be enjoying as you honor 20 outstanding Olympic champions and the late Avery Brundage, who served the worldwide Olympic movement for more than 60 years.

Their names read like a who's who of American sport, and American history as well. Jesse Owens is noted not only for his four gold medals at the '36 Olympics in Berlin; he's recognized as the man who put to shame the bigotry of Nazi Germany. The 1980 U.S. hockey team is honored not only for its gold medal at the Lake Placid Winter Games; it's remembered for the incredible outpouring of pride and patriotism Americans experienced upon the team's victory. The life and times of this Nation are reflected in its Olympic athletes.

This Hall of Fame also signifies individual achievement and determination -- Mark Spitz, Wilma Rudolph, Muhammad Ali (too bad we never heard any more from him after he left amateur boxing) but I wish I could mention all the inductees. The Olympic athlete is the symbol of what one individual can do for self and sport and country. And this Hall of Fame will pay tribute to authentic heroes and heroines for our young people to look up to and emulate. It will preserve for all time the historic accomplishments of our gold medal winners. The luster of these athletes' achievements will not fade. The Hall will keep their

glories alive, serving to motivate and inspire new generations of Olympians.

There have been 999 of our citizens who've won gold medals in the Olympic Games since 1896. The U.S. leads all nations in success in the Games and I am optimistic about next year as well. Bill Simon, the president of USOC, has kept me informed of the preparations of our athletes.

I strongly support the U.S. Olympic movement; and any endeavor which strengthens it, such as this Hall of Fame, carries my enthusiastic support. And let me thank the members of the National Sportscasters and Sportswriters Association for their involvement in the selection of tonight's honored guests. There are other ways we can show our support for those men and women in training, like reaching down into our pockets and coming out with something for the Olympic Committee. And I know this dinner is serving just that purpose, so let me thank all of you attending for your generosity. Again, congratulations to those Olympians who are being recognized tonight -- you represent the highest traditions of international sport.

Now, I'll let you get on with the evening. My best wishes to you all.

THE WHITE HOUSE

WASHINGTON

September 20, 1983

TAPING SESSION

DATE: September 21, 1983

LOCATION: Diplomatic Reception Room

TIME: 2:00 PM

FROM: Mark Goode

I. PURPOSE

To video tape a message from the President.

II. BACKGROUND

This tape is a public service announcement on Job Training Partnership which will be played on the opening day of the World Series.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video taping set-up.

attachments: to be submitted by the speechwriters office.

(Parvin edit)
September 20, 1983
4:00 p.m.

PRESIDENTIAL TAPING: WORLD SERIES SEGMENT ON JOB TRAINING
PARTNERSHIP ACT
WEDNESDAY, SEPTEMBER 21, 1983

My fellow Americans -- Bob Hope, Jim Burke of Johnson and Johnson, and I are here to ask American business to become our partners in a program to knock down unemployment.

[PAUSE FOR EDIT]

There's a landmark new program -- the Job Training Partnership Act -- that provides compensation to all businesses, large and small, that hire and train the jobless. You can receive up to 50 percent on wages paid for your costs of on-the-job training. You may also receive tax credits on the wages paid after training. This program is guided by local business people who are part of organizations called private industry councils. They tailor the program for local needs and are responsible for its administration.

[PAUSE FOR EDIT]

[POSSIBLE TAG LINE TO FOLLOW]

THE WHITE HOUSE

WASHINGTON

September 20, 1983

TAPING SESSION

DATE: September 21, 1983

LOCATION: Diplomatic Reception Room

TIME: 2:00 PM

FROM: Mark Goode

I. PURPOSE

To tape a message from the President.

II. BACKGROUND

This taped message will be played at the American Automobile Association Annual meeting October 4, 1983 at the Sheraton Washington Hotel.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video taping set-up.

attachments: to be submitted by the speechwriters office.

(Robinson/BE)
September 20, 1983
4:30 p.m.

PRESIDENTIAL TAPING: AMERICAN AUTOMOBILE ASSOCIATION
WEDNESDAY, SEPTEMBER 21, 1983

Good Afternoon, Chairman Skillman, ladies and gentlemen of the American Automobile Association.

Although my schedule doesn't allow me to join you, I'm delighted to welcome you to Washington for the 81st annual meeting of Triple-A. Over the past 8 decades, Triple-A has seen a lot of changes in American travel. Why, when Triple-A was founded, people were flabbergasted when somebody drove 15 miles an hour. Come to think of it, they still are.

But through all those years and changes, Triple-A has continued to provide fine services to its members and work in the interests of safe and enjoyable travel throughout the country. Today, with twenty-three-and-a-half million dues paying members, Triple-A represents one of the biggest and most vigorous private organizations in America.

During your meeting you'll be deciding Triple-A policy for the future. Your president Jim Creal and others in your Falls Church headquarters have kept us well-informed of your ambitious goals. My Administration shares your determination to repair and complete our interstate system, and to upgrade other Federal roads. Last January, I signed the Surface Transportation Assistance Act of 1982 -- an act that committed an unprecedented amount of Federal funds to highway projects. At the same time, we've instituted better management that has lowered the costs of such projects, enabling each dollar to go much farther. You'll

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September 20, 1983

TAPING SESSION

DATE: September 21, 1983

LOCATION: Diplomatic Reception Room

TIME: 2:00 PM

FROM: Mark Goode

I. PURPOSE

To video tape a message from the President.

II. BACKGROUND

This tape will be played at the Small Business Investment Company 25th Anniversary Dinner. SBIC's are private firms which provide venture capital and long-term loans to new and growing small business concerns.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video taping set-up.

attachments: to be submitted by the speechwriters office.

(Rohrabacher/BE)
September 20, 1983
3:00 p.m.

PRESIDENTIAL TAPING: SMALL BUSINESS INVESTMENT COMPANY DINNER
WEDNESDAY, SEPTEMBER 21, 1983

Good evening to all of you S.B.I.C. principals, small business entrepreneurs, Members of the Congress, and current and former SBA officials gathered tonight to honor the 25th Anniversary of the National Association of Small Business Investment Companies.

S.B.I.C.'s and MESBIC's [MEZ-bics] have been pioneers of private sector/Government efforts to expand the availability of venture capital for small businesses. Your product and service breakthroughs, the jobs created and retained, the economic gains, and yes, the additional taxes collected over the last quarter century from your program's success have real meaning for all of us.

You've proven that public/private partnerships can do things that Government alone cannot accomplish. The ingenuity, perseverance, and profit motive of the private sector works remarkably well with Government encouragement. This is where you fit in. And it's not just money. Even more than the impressive financial assistance you've provided is the development of a reservoir of human capital. The S.B.I.C. managers have strengthened the ability of the small business sector to innovate, compete, and grow.

The sole role of the Minority Enterprise Small Business Investment Companies, which we also recognize tonight, is to assist small businesses whose ability to compete is hampered by

racial or ethnic considerations. This mission ties in directly with my goal of ensuring that all Americans share in the opportunities of our free enterprise system.

A special congratulations to the 12 small business men and women being recognized in tonight's ceremonies: Your truly outstanding business and personal achievements include the development of photo equipment used in our space program, the building of a highly successful tool and die business by a couple who fled Castro's Cuba with only the clothes on their backs, and a community-based emergency response system which permits the handicapped and infirmed to live at home rather than in hospitals and nursing homes. Other accomplishments in your select group include the founding of a leading magazine for Black women, several impressive successes in the highly competitive and innovative computer, word processing, printing and communication fields, and a rapidly growing manufacturer of low cost housing. Your success is based on filling the needs of others, and doing it efficiently and at a reasonable price. I hope other Americans profit from your example.

Many thanks to your leadership -- Bob Zicarelli, Walter Stults, Patric Jones, JoAnn Price -- and to former President Pat Jacobs. Finally, Jim Sanders, keep up the good work at SBA so that the years to come will be even better for SBICs and the small businesses they serve.

Thank you all and God bless you.

THE WHITE HOUSE

WASHINGTON

September 20, 1983

TAPING SESSION

DATE: September 21, 1983

LOCATION: Diplomatic Reception Room

TIME: 2:00 PM

FROM: Mark Goode

I. PURPOSE

To video tape a message from the President.

II. BACKGROUND

This message will be played to commemorate the 30th anniversary of the establishment of the U.S. Information Agency and to mark USIA's consolidation into its new headquarters building at 400 C. Street N.W.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

Standard video taping set-up.

attachments: to be submitted by the speechwriters office.

(Dolan)
September 20, 1983
3:00 p.m.

PRESIDENTIAL TAPING: USIA THIRTIETH ANNIVERSARY
WEDNESDAY, SEPTEMBER 21, 1983

This year marks the thirtieth anniversary of an agency I have always counted among the most important in the United States Government -- the United States Information Agency. In just 30 years, USIA has developed an enormously impressive reputation, indeed many of the legends in the journalism and communications industry in America have been associated with USIA. Through the years, USIA has continued to uphold the highest professional standards and report the truth fully, accurately and fairly. While other Governments have used their communications channels to deal in misleading propaganda and outright falsehoods, USIA has maintained its reputation for giving the world an honest portrait not only of American life and policies but of world events themselves -- events that many people would never comprehend or even know about were it not for USIA.

The importance of all the work done by USIA was no better illustrated than in the superb job you did recently exposing and covering the atrocious attack on a Korean civilian airliner, the tragic loss of life that ensued and the desperate attempts to cover up the truth.

Within minutes of the report of the Soviet destruction of the jet, the Voice of America aired the story in its news programs. Every Soviet statement and misstatement, from their initial denials, through all the other tortured changes and contradictions in their story -- including their U.N.

representative still denying they shot down the plane, even as his own government was finally admitting they had -- was given full coverage by the Voice and other USIA outlets. For me it was another example of how USIA's mission of furthering the cause of truth also furthers the cause of human freedom. That's why when USIA reports on the repression of freedom, it isn't engaging in propaganda, but in the most important news story of our time, as well as the greatest tragedy of our time, the assault on human dignity by those who preach the power of the totalitarian state.

In addition to those responsible for your first-rate news services and your vigorous, well-written but clearly labeled editorial views, many dedicated men and women serve as USIA officers all over the globe -- providing glimpses of American culture and explanations of American policy that bring us closer to the peoples of other lands and promote the cause of world peace.

And so today I just want to extend to you and to your director, Charlie Wick, my warmest congratulations on the job you have been doing. But I also want each and every one of you to know that not just your President but all Americans are grateful for the professionalism and the dedication you bring to your jobs. I'm sure you don't hear those magic words nearly as much as you deserve to but, on behalf of the American people, let me extend to you birthday greetings and say: Thank you. We are grateful. Keep up the good work and God Bless you.