

THE WHITE HOUSE
WASHINGTON

January 25, 1998

MEMORANDUM FOR THE FIRST LADY

FROM: ELLEN LOVELL AND MISSY KINCAID

SUBJECT: MILLENNIUM LECTURE SERIES

*MDH
for
Missy Kincaid*

There are several issues that need to be discussed immediately concerning special guests attending the Millennium lecture series.

OPTIONS FOR LECTURE FEBRUARY 11

White House Visitors Line

Visitors to the White House Visitor's Center and on the White House tour would be invited to put postcards in large boxes during their tour. Sample cards would be displayed and would include details and restrictions. Melinda Bates recommends that the Visitor's Office administer this effort but that cards only be dropped at the WH Visitor's Center, not at the beginning of the tour.

Students from Washington DC, New York, and Philadelphia (Three cities that have served as our nation's capitals)

We would work with principals and teachers of Blue Ribbon schools, Junior Colleges, and/or libraries to select students from the three cities that have served as our nation's capital. This would be a direct link to the subject of the first lecture and not limit the selection to just DC. Travel from each of these cities would be relatively easy.

PUBLIC SELECTION TO ATTEND MILLENNIUM LECTURES

Announcements/press opportunities

There are a number of ways that we could announce this opportunity which we have begun discussing with Marsha, Scoop and others. As you mentioned, you could devote your column to the public participation one week. Obviously we would ask the WH Press office to assist with a press release and during the daily press briefing.

We could target educational magazines and work with education, history and science groups such as the National Science Foundation, the National PTA, arts groups, PBS, NPR, National Geographic, Cricket magazine, other children and family magazines, etc. We would also fully utilize the White House web site. We need to work with the magazines immediately in order to meet their deadlines.

Time line for first selection

We should notify our public participants no later than two weeks prior to each lecture so that they have two weeks to arrange for travel and accommodations. That would mean we must let them know by February 19 for the March 6 lecture. After several conversations with the offices that would assist in the process, we suggest the following time line:

Week of February 2	Press release McCurry Press Briefing Talking it Over Interviews (radio, television, print, etc)
February 11	Bailyn Lecture
February 14	Cards must be post marked and mailed to the White House
February 17 - 18	Select and run security clearance for students and escorts
February 19	Notify winners Confirm financial needs
March 6	Hawkins lecture

Restrictions and questions related to the public selection

Age range? Elementary to high school students? Community college or university students?

How many? We suggest selecting 10 students and allowing them each to bring one adult escort.

We spoke with Cheryl Mills concerning restrictions that must be clarified from the outset including that all guests must be U.S. citizens or lawful permanent residents that must be approved through the White House security process. She will give us exact language and will review any announcements and press releases.

These things must be clarified in any statement from the White House:

- Names will be kept for future drawings

- Guests must be U.S. Citizens or permanent lawful residents

- Cost of travel covered if the recipient can show financial need (if sponsor agrees to assist)

- One card per family

- Age restrictions

- Only those selected will be notified (see next paragraph)

Response to incoming postcards

It seems that we should not commit to responding to the incoming postcards and that we should make clear from the beginning that only those selected will hear from the White House. Dan Burkhardt, Acting Director of Presidential Correspondence said it would take his volunteers 4 - 5 weeks to respond to 50,000 postcards and that would be if they did nothing but this project. Acting Staff Secretary Phil Caplan agrees that we should not send response cards. Do you feel strongly that we must respond to all incoming postcards?

OPTIONS OTHER THAN A PUBLIC SELECTION

Several individuals have suggested that the event would be more successful if we are certain that the guests are interested in the subject area. We could work with appropriate groups and have them select among their members. For example, we could work with high school and junior high science and physics clubs for the Hawkins' lecture.

Another option is to make the selection based on a competitive essay, however this would be extremely labor intensive and we do not recommend this option.

SAMPLE CARD

STUDENT'S NAME:

AGE:

DATE OF BIRTH

ADDRESS:

CITY:

STATE:

ZIP CODE

TELEPHONE NUMBER:

PARENT OR GUARDIAN

NAME:

DOB:

SOCIAL SECURITY NUMBER

ADDRESS:

CITY:

STATE:

ZIP CODE

TELEPHONE NUMBER:

SEND TO

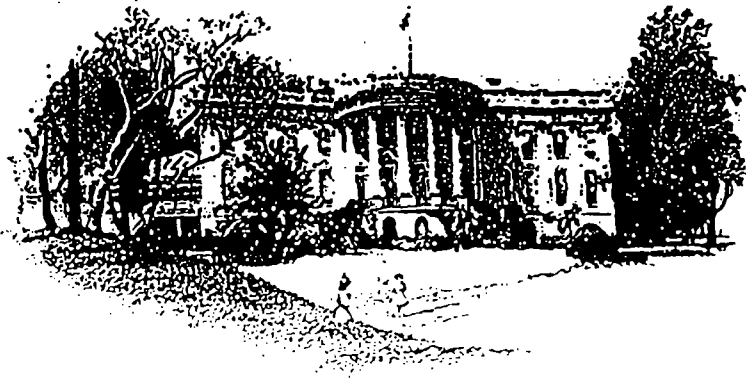
THE WHITE HOUSE

ATTN: MILLENNIUM LECTURE - SPECIAL GUEST SELECTION

WASHINGTON, DC 20500-1999

We would also accept postcards via E-MAIL, but we must have the information noted above for the selection process.

Hillary,
a rough memo from
Ellen & me re: Millennium.
She wanted to avoid the
word "looting." Please
let me know your
thoughts. Allison



OFFICE OF CAPRICIA PENA VIC MARSHALL
SOCIAL SECRETARY
THE WHITE HOUSE

TELEPHONE NUMBER: 202-456-7136

FAX NUMBER: 202-456-6771

NUMBER OF PAGES, INCLUDING THIS PAGE 4

DATE 1/25

To Ellen Wore

FAX NUMBER 57234

FROM Missy

MESSAGE This was delivered by the US's Office
to FLOTUS 1/25. Hopefully will talk
about it some Monday. Hope it is acceptable
to you!

Misa

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WASHINGTON

Scoop trucks - use to
live -

too elitist for common good -

Patty - too highly intellect.

Need to target the
audience more -

Patty thinks needs
to target -

idea of national data is
good, but it

ask
Alice // Ann Lewis
ROOM 3140W 311
CLINTON LIBRARY

Patty - too random to
use four line -
many foreigners

much better to go to schools

History clubs

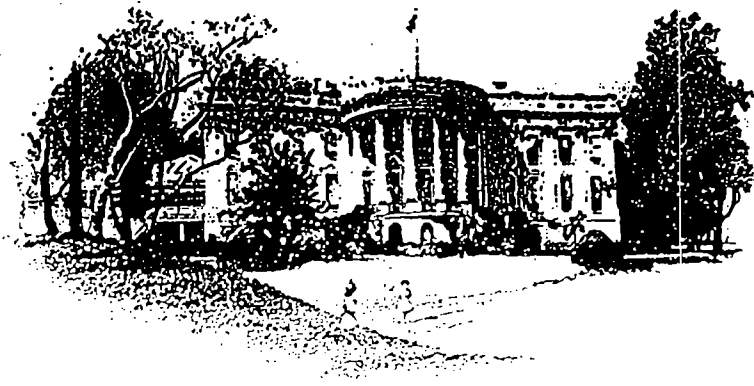
Smithsonian

Kids only?

Youta night?

Bill Nye

Tommy Pesonda



OFFICE OF CAPRICIA PENA VIC MARSHALL
SOCIAL SECRETARY
THE WHITE HOUSE

TELEPHONE NUMBER: 202-456-7136

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NUMBER OF PAGES, INCLUDING THIS PAGE ~~5~~ 6

DATE 1/22

To Ellen Lovell

FAX NUMBER 57234

FROM Missy Kincaid

MESSAGE Resume & memo follow. Please
call to discuss

Missy
66324

~~1/16~~

1/16

Talked w/ Dan Burkhardt ⁶⁵⁰⁷ ab logistics
Heir talk w/ Tony Mendoza

Do we respond to all incoming? Form response

Can we get a separate P.O. Box
.. .. Zip code

Jim Regan

Postal unit suggest
that an attn: Millennium office

Can do a 4 digit extension to zip code

could issue ~~before~~ ahead of time
(same as room #)

use 20500- - - - - 2001
(personal, family) (2000)

1/20

From Phil Caplan

Dan said staff would take 4 to 5 hrs to

reply to 50,000 postcards -

not best way - recommends that

only those selected would be contacted by the wra

~~WRA~~ Millennium project

From Keller

John Podesta -
maybe use tourist line
at park service visitors center

Phil suggests -

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WASHINGTON

Allen -

Dept of Ed.

Junior Colleges -

Community

Colleges

62324

Melinda - suggests

hang boxes - at V.B. dr.

let V.B. office administer

lottery (not park service).

SAMPLE CARD

CHILD

NAME:

AGE:

DATE OF BIRTH

ADDRESS:

CITY:

STATE:

ZIP CODE

TELEPHONE NUMBER:

PARENT OR GUARDIAN (that would escort to Washington, DC)

NAME:

DOB:

SOCIAL SECURITY NUMBER

ADDRESS:

CITY:

STATE:

ZIP CODE

TELEPHONE NUMBER:

SEND TO

THE WHITE HOUSE

ATTN: MILLENIUM LOTTERY

WASHINGTON, DC 20500-1999 OR 2001

or EMAIL ACCOUNT

66501 Brian Smith setting guests

TIME LINE FOR LOTTERY TICKETS FOR WHITE HOUSE MILLENIUM LECTURE

67900

Possible venues to announce lottery

Week of January 26	Mrs. Clinton's column
January 27	The Today Show - Mrs. Clinton State of the Union - President Clinton
January 28	Good Morning America - Mrs. Clinton Cabinet Officers - throughout the country McCurry Press Briefing

Tom Gahender
66238

February 11, 1998	Lecture #1 (Bailin)
February 14, 1998	postmarked by Feb 14 Cards due to White House
February 17-18, 1998	Select and run security clearance for children & guardian
February 19, 1998	Notify winners Confirm financial needs
March 6, 1998	Lecture #2 (Hawkins)

CONCERNS FOR Millenium Lottery

Age restriction
U.S. Citizen or Legal resident
Name of escort with submission (so we can run security clearance)
Financial need - can / will Sun pay for travel and accommodations (for Friday night only)
Should they write an essay?

Other ways to advertise
National PTA, other Ed groups, arts groups
National Geographic, Cricket magazine

Possibly for first lecture, select students from Washington DC, Annapolis, and Philadelphia
(Sites of our nation's capitol) - NOT A LOTTERY - WORK WITH TEACHERS, PRINCIPALS -

Robert Bachman

appropriateness -

nothing that is inappropriate

usually line 48 hrs.

but can do ~~48~~ hrs.

24

option -

mail in is too complicated

- pick tickets out of tourist - American

- subject to security checks -

DC: public schools - ? thru it through

time line -

US sep. mail code

need to do announcement

time line for postcard

Security clearance

name, address

SS DOB POB

age if under 18

US Citizens

1 lawfull perm. resid

All guests ^{must be} ~~are~~ subject
approved consist

by Feb 11
Mar 6

alternative

essay contest

DC schools, Worawie

community groups

junior colleges
around the country

1st lecture
Feb 11

announce - ? how & when
security clearance
age restriction
cost of travel & lodging
how many per lecture
do we respond.
only one card per family

NETT co host the events w/ WH
millennium lecture series

NETT has gift authority

Sponsor gives money to NETT

160-180 \$ total

subject to security clearance

maybe just
DC public schools

Phil Caplan thinks don't
have to respond -

if so, should be a postcard.
Dan will talk to his staff / vol.

possibly identify children separately

1
~~Call~~
Lottery II
4PM Is it possible to get a separate P.O. or
zip code Dan Burkhardt 65507

E < Ash Marsha & McCurny > Ellen

Counsel - Cheryl Mills or Lisa Hertzger

UM Check Staff Sec. for history
Phil Caplan 62702

~~mtg on millennium event~~

CNN will be there, NPR will carry live

Satellite - cost

HRC will see Vastinus Gregorian

Cheryl - should → 5:00
Ellen's 4:00 West wing office
2nd floor
Concert think of all
air fare & overnight
security

Dan