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Denied Media Requests [2]

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1

THE WHITE HOUSE

WASHINGTON

August 22, 1995

Mr. Cal Thomas
Los Angeles Times Syndicate
P.O. Box 17725
Washington, D.C. 20041

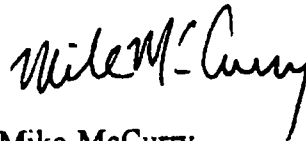
Dear Mr. Thomas,

I am responding to your August 3 letter to Mack McLarty requesting the President to drop by the International Baptist Church in Honolulu on September 3.

Although we appreciate your interest in having the President attend, his official schedule does not make this visit possible.

Please contact the White House press office if we can be of service to you in the future.

Sincerely,



Mike McCurry
Press Secretary

*Mack told me
about your continuing
interest in having the
President on your show
and I'll keep it on our
list as I work off a
long back-log of a
requests. Thanks for your
interest.*

THE WHITE HOUSE
WASHINGTON

August 9, 1995

PERSONAL

Mr. Cal Thomas
Los Angeles Times Syndicate
P.O. Box 17725
Washington, DC 20041

Dear Cal:

You beat me to the punch, but then you only had columns to write and sermons to give, while I had preparation for the Whitewater hearings Monday. They tested my faith, but I got through them just fine -- at least I think I did.

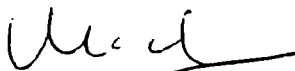
I, too, thoroughly enjoyed our lunch and our time together. I found you had keen insight on a broad range of issues, as I expected. I only wish more people had your philosophy, civility, and your faith, for that matter.

I have provided the information about your schedule in Honolulu to our scheduling people to see if it might fit with the President's schedule. I know he would find your comments thought provoking and encouraging.

Your thoughtfulness in noting your Tuesday morning gathering is much appreciated. I am not sure it will be possible at this point in time, but you were kind to think of me, and I will certainly keep it in mind.

I passed on to Mike McCurry your continuing interest in doing an interview with the President, and hopefully we will achieve some progress in the weeks ahead. In the meantime, I am looking forward to reading with care "We Have No King But Caesar." Thanks for forwarding it.

Personally,



Maek McLarty

P.S. I still take the bulletin from First Presbyterian Church in Hope, and I thought of you when I read the enclosed. Mike Ruark is a fine young minister and has provided me with good material over the years, similar to the Father Mulcahey comments about a hot summer's relationship to salvation.

bcc: Billy Webster
Mike McCurry

4
Mike
I vote no -
sked too full
Other react?
gang of 4?
Yes

NO

see next page

Los Angeles Times
SYNDICATE

P.O. Box 17725
Washington, DC 20041

Cal Thomas

August 3, 1995

Mr. Thomas F. (Mack) McLarty III
The White House
Washington, D.C. 20500

Dear Mack,

The lunch was great, but the company was better. Thanks so much for your time. I really enjoyed the conversation.

You had asked for details on where I'm speaking Sunday, September 3 in Honolulu. It's at the International Baptist Church, 20 Dowsett Avenue in Honolulu. Telephone (808) 595-6352. Pastor's name is "Dave." I don't have his last name. The service is 10 - 11 a.m. I'm the speaker and my remarks will be linked to the ceremonies commemorating the end of WW II. I would be honored and delighted if the President and Mrs. Clinton chose to attend. As I told you, I don't embarrass people in such situations and the message will be strictly biblical and non political.

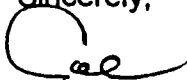
To recap the other things we discussed...we would love to have you attend our small group gathering on Tuesday mornings made up of people who, like us, are struggling against the world to find our place in God's kingdom. You would be welcome to attend. Doug Coe and Ed Meese are regulars and it is strictly non political. We start up again, I think, on September 12. If you're interested, call me a day or two in advance and I'll make sure we have a place for you. Men of various backgrounds and beliefs attend. It's about building relationships, nothing more.

Since Dawn Alexander left, I've lost my major contact in the press office. I would love to interview the President on my show, Wednesday or Thursday nights, 8 p.m. to 8:30 p.m. Let me know what I have to do.

Next lunch is on me. Let's not wait too long.

Again, many thanks.

Sincerely,



Cal Thomas

P.S. You asked about printed texts of my talks. I found this one which has ruffled a few feathers on "my side." Good! Keep it. I have a copy. See p. 7.

Routing Slip

DATE: 7 / 12 / 95

FROM: Billy Webster
Director of Scheduling and Advance

SUBJECT: Junior Statesman Foundation Summer Program

Don Baer	☒	Abner Mikva	☐
Erskine Bowles	☐	Leon Panetta	☐
Peg Cusack	☐	Laura Tyson	☐
Rahm Emanuel	☐	John Podesta	☐
Mark Gearan	☒	Jack Quinn	☐
Jack Gibbons	☐	Carol Rasco	☐
Pat Griffin	☐	Paige Reffe	☐
Marcia Hale	☐	Cheryl Rodman	☐
Alexis Herman	☐	Lee Satterfield	☐
Nancy Hernreich	☐	Patti Solis	☐
Kitty Higgins	☐	Doug Sosnik	☐
Harold Ickes	☐	G. Stephanopoulos	☐
Anthony Lake	☐	Ann Stock	☐
Bruce Lindsey	☐	Stephanie Streett	☐
Mike McCurry	☒	Kim Tilley	☐
Anne McGuire	☒	Jodie Torkelson	☐
Mack McLarty	☐	Melanne Verveer	☐
		Anne Walley	☐
		Maggie Williams	☐

File:

REGRET

Comments: per BW 7/12

Billy Webster

meeting
political

SCHEDULE PROPOSAL

7/11/95

95 JUL 11 PM 12:53

<u>ACCEPT</u>	<u>REGRET</u>	<u>PENDING</u>
TO:	Billy Webster Director of Scheduling and Advance	
FROM:	Mike McCurry, Assistant to the President and Press Secretary	
REQUEST:	For the President to greet and participate in a brief Q-and-A with students taking part in the Junior Statesman Foundation Summer Program.	
BACKGROUND:	See attached request.	
PREVIOUS PARTICIPATION:	None.	
DATE AND TIME:	July 18. Time TBD.	
DURATION:	15 - 20 minutes plus briefing time.	
LOCATION:	450 Old Executive Office Building	
PARTICIPANTS:	POTUS, Mike McCurry	
OUTLINE OF EVENTS:	Briefing followed by Q-and-A session with students.	
REMARKS REQUIRED:	Brief remarks and Q-and-A. Talking points will be provided.	
MEDIA COVERAGE:	None.	
FIRST LADY'S ATTENDANCE:	No	
VICE PRESIDENT'S ATTENDANCE:	No	
SECOND LADY'S ATTENDANCE:	No	
RECOMMENDED BY:	Mike McCurry	
STAFF CONTACT:	Mike McCurry, Julie Mason (6-2673)	

Lucy

ORIGIN OF PROPOSAL:

Suzanne Dale (Junior Statesman
Foundation), Mike McCurry

The Junior Statesmen Foundation

60 East Third Avenue, Suite 320 San Mateo, California 94401-4032
(415) 347-1600 (800) 334-5353 FAX (415) 347-7200

Direct Line In Washington, D.C.: (202) 333-0364

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RICHARD C. TRUDEAU
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HON. PETE WILSON
Governor of California

TRUSTEES EMERITUS

RAMON CORTINES
Chancellor, New York Board of Education
EARL CROCKETT
Financial Management Consultant
F. ELLINGWOOD
Attorney
T. JACK FOSTER, JR.
Foster Enterprises
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HARRIS SEED
Alice Tuohy Foundation
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MARC FRANKLIN, TREASURER
Pacific Mutual

June 15, 1995

The Honorable William J. Clinton
The White House
Washington, D.C. 20500

Dear Mr. President:

On behalf of The Junior Statesmen Foundation, it is my pleasure to cordially invite you to meet in the White House with the 1995 Junior Statesmen Summer School students.

Two hundred thirty of America's future leaders will participate in the annual Junior Statesmen Summer School. They will be spending three weeks (July 9 - 30) at Georgetown University in an intensive study of politics and government. The Summer School is sponsored by The Junior Statesmen Foundation, a nonprofit, nonpartisan, educational organization which was founded over sixty years ago to teach young people about public affairs and the responsibilities of leadership in a democratic society.

The Summer School curriculum includes a rigorous academic introduction to American Government and nightly student-run debates on national public policy issues. The highlight of the program is the opportunity to meet and question national leaders. Because of the caliber of our students, we have met with many members of the Cabinet, leaders in the House and Senate, Supreme Court Justices, prominent journalists, lobbyists, and others in the political arena.

We would be deeply honored if you would join the 1995 Summer School for a 20 to 30 minute off-the-record question and answer session on Tuesday, July 18, in Room 450 of the Old Executive Office Building, or, if this date is not convenient for you, at another time during our three weeks in Washington. We have great flexibility in our schedule and I would welcome the opportunity to discuss details with your staff.

I know that you will be impressed with the caliber of the young leaders who attend the Summer School and the thoughtfulness of their questions. As previous Presidents have discovered, the high school students who attend the Junior Statesmen Summer School are among the brightest and most informed young people in the United States.

The Honorable William J. Clinton

June 15, 1995

Page Two

Enclosed please find some additional information about our program. If your staff has any questions or needs any additional information, I may be reached at 202/333-0364.

Mr. President, on behalf of the dynamic young scholars attending the fifty-fifth annual session of the Junior Statesmen Summer School, thank you for your kind attention and consideration of our request.

Sincerely,

A handwritten signature in cursive script that reads "Suzanne Dale". The signature is written in dark ink and is positioned above the printed name and title.

Suzanne Dale

Speakers Program Director

enclosures

THE WHITE HOUSE
WASHINGTON

May 15, 1995

Mr. Eddie Adams
80 Warren Street #14
New York, NY 10007

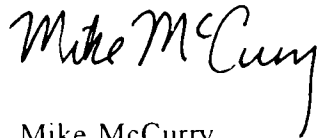
Dear Mr. Adams:

Thank you for contacting my office to request a photo essay of President Clinton.

Although we appreciate your interest in photographing the President, his official schedule does not make your request possible at this time.

Please contact the White House press office if we can be of service to you in the future.

Sincerely yours,

A handwritten signature in black ink that reads "Mike McCurry". The signature is written in a cursive, flowing style with a long, sweeping tail on the last letter.

Mike McCurry
Press Secretary

To

THE WHITE HOUSE

WASHINGTON

May 4, 1995

MEMORANDUM FOR MIKE McCURRY
EVELYN LIEBERMAN

FROM:

JOSHUA KING

SUBJECT:

Newsweek Eddie Adams Photo Essay

Newsweek has proposed a straight multi-page photo essay -- pictures and captions, but no editorial story-- on the life and work of President and Mrs. Clinton. The Photographer would be Eddie Adams, whose Pulitzer Prize-winning image of an execution in Vietnam became an emblem of the war.

What this project amounts to is providing Eddie with the access usually afforded to White House photographers, over a limited period and subject to certain restrictions. Eddie has compiled a "wish list" which shows his creative mind at work, but would bear little resemblance to the opportunities that we would allow.

These projects have clear benefits, but obvious pitfalls as well. The results depend entirely on the level of access afforded to the photographer and the degree of trust shown by the subjects. In the case of Eddie Adams, we begin with an advantage created by his well-received photos of President and Mrs. Clinton that recently appeared in Parade Magazine.

PROPOSAL

- McCurry and Caputo establish willingness on the part of the President and First Lady.
- McCurry and Caputo meet with Adams and Picture Editor John Filo upon return from Moscow. Receive publishing commitment from Newsweek and establish ground rules (such as two weeks of access at White House photographer level, with perhaps two or three special access opportunities).
- King, Lattimore and McNeely and staff work with Adams to execute project.

Please decline.

MM

not this year.

Definitely

maybe next but what for (C)?

this gets us nothing

Maybe Clinton being a Pres, not a Person

agree MM

Newsweek

251 West 57th Street | New York | N.Y. | 10019-1894

Joshua A. King
Director of Production
Office of Communications
The White House
(202) 456-6409
(202) 456-5756

April 27, 1995

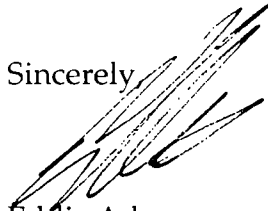
Josh,

Finally, here is the list for the essay on the President. Newsweek has promised several pages depending on the quantity and the quality of the photographs.

I am prepared to make several trips to Washington D.C. for the project in order to do it right. I would like to use the attached list as a starting point--we can always add or subtract to this list.

If you would like to discuss any further details, you can contact me or my assistant Yonja at (212) 406-1166.

Sincerely,



Eddie Adams
80 Warren St. #14
New York, NY 10007

JOSEPH -

HOPKINS WE CAN DO
THIS ONE - GREAT -


cc: James Colton
John Filo

Clinton Picture Proposal

1. Clinton going head-to-head with Republicans
 - NO 2. Interaction between Gingrich and Clinton *eluates Newt*
 3. ~~Late night cabinet meeting eating pizza~~
 4. Clinton ~~(in robe)~~ reading ~~bios on Roosevelt, Truman~~ late night/early a.m.
 5. Clinton helping Chelsea with schoolwork
 6. Getting haircut/shoe shine/~~tailor fitting~~ while simultaneously conducting a staff meeting
 - NO 7. Clinton wearing pajamas with door of refrigerator open pouring milk for socks
 8. Clinton and the first lady: power breakfast
 - NO 9. Working out while conducting business with guest/celebrity/dignitary/head of state/etc.
 - NO 10. Alone playing sax in Lincoln bedroom
 11. Meeting with a head of state
 12. At Camp David in conference/relaxing
 - NO 13. President putting on tie
 - NO 14. First lady putting on make-up
 15. Candlelight dinner (either formal state dinner or intimate dinner with First lady)
 - NO 16. Clinton and Gore: power breakfast *they never have breakfast*
 - NO 17. 8 x 10 formal portrait of the president
 - NO 18. 8 x 10 formal portrait of both Hillary and Clinton
-

CBS NEWS

EVENING NEWS
WASHINGTON

FAX: (202) 639-2536
Telephone: (202) 457-4385



To: Lori Wiener
From: Adriene Jordan
No. of Pages just this one

MESSAGE:

Dear Lori;

As per our conversation, I am requesting photographs of the following:

- 1) Gary Walter - head usher @ WH
- 2) ~~Nicole Seligman - lawyer in Rendell Firm~~
- 3) Jane Sherburne - special WH counsel to the Clintons on Whitewater
- 4) Capricia Marshall - exec. assistant to the first lady.

N.B. If you don't have any of these on file, please go to the individual offices.

CBS EVENING NEWS

2020 M Street, NW
Washington, D.C. 20036

Thanks tons,
Adriene J.

(202) 457-4285

*Looking to
see if VPOTAS
can do it.
Don't want to go
to NY again.*

CONFIDENTIALITY NOTICE: This communication is intended for the addressee. Distribution, reading, copying or use of this communication by anyone other than the addressee is prohibited and may be unlawful. If you received this in error please call 202-393-1010 and inform our receptionist.

FACSIMILE TRANSMISSION

John Emerson - 456-2889
TO: Greg Simon - 456-6231
Mike McCurry - 456-6423

FAX #: _____ CODE: 109

DATE & TIME: Feb. 20

FROM: Sara Latham for Tony Podesta

NUMBER OF PAGES INCLUDING COVER SHEET: 4

MESSAGE

Our faxes seemed to have crossed paths, please see the
attached letter and let me know if we can reconcile this
situation - thanks

IF A PROBLEM OCCURS WITH THIS TRANSMISSION, PLEASE CALL (202)393-1010.

THE WHITE HOUSE
WASHINGTON

February 12, 1996

Uzal H. Martz, Jr.
Frank A. Daniels, Jr.
Raymond A. Jansen, Jr.
Arthur O. Sulzberger, Jr.
Newspaper Association of America
11600 Sunrise Valley Drive
Reston, Virginia 22091-1412

Dear Mr. Martz, Mr. Daniels, Mr. Jansen, and Mr. Sulzberger:

We are writing to follow up on your kind invitation for President Clinton to speak at the Newspaper Association of America's Annual Convention.

Unfortunately, the President's schedule does not give him the opportunity to accept as many invitations as he would like. He regrets that he will be unable to speak at this event.

On behalf of the President, thank you again for your thoughtful offer and best wishes for a successful convention. Please do not hesitate to contact our office in the future if we can provide you with any assistance.

Sincerely,



Stephanie S. Streett
Director of Scheduling



Anne Walley
Director of Scheduling

SSS/AW/dxk

PODESTA

associates, inc.

February 20, 1996

MEMORANDUM

TO: John Emerson
Mike McCurry
Greg Simon

FROM: Tony Podesta

Attached is the Newspaper Association of America invitation I spoke with you about, which the President attended in 1992. It is the largest press event of the year, and if possible, I'd like to help NAA lock in a date. The Monday, April 29 joint luncheon with the Associated Press would work best, but of course, any of the days would be fine. Please call me to discuss - thanks.



August 30, 1995

The Honorable Bill Clinton
President of the United States
The White House
Washington, DC 20500

Dear Mr. President:

During the last week of April 1996 the Newspaper Association of America (NAA) will hold its Annual Convention in New York. This is the major newspaper gathering of the year at which some 1,200 publishers, chief executives and editors gather to discuss matters of interest to the newspaper business.

You may recall your appearance before this group, then known as the American Newspaper Publishers Association (ANPA), at the Waldorf Astoria in New York City on Tuesday, May 5, 1992. In this year we were fortunate to be able to have all three major candidates, yourself, Ross Perot and President Bush, address the Convention. And in 1993, during the first year of the newly named organization, you addressed the Newspaper Association of America on Sunday, April 24, at the Boston Marriott Copley Place.

NAA is a nonprofit organization representing over 1,500 member newspapers in the United States and Canada. Most NAA members are daily newspapers that account for approximately 85 percent of the U.S. daily circulation.

We very much hope that your schedule would permit you to address our group. The convention program offers several opportunities, including an opening day luncheon hosted by The Associated Press on Monday, April 29 and luncheons hosted by NAA on Tuesday, April 30 and Wednesday, May 1.

We fully understand that this invitation arrives early and that you may not be in a position to accept, but we and our members are eager to hear from you and wanted to be "on the list" early. Your response or questions can be directed to our president and chief executive officer, Cathleen Black, at NAA headquarters in Reston, Va., (703) 648-1007.

Respectfully,

Uzal H. Martz, Jr.
President and Publisher
Pottsville Republican, Pottsville, Pa.
Chairman, Newspaper Association of America

Frank A. Daniels, Jr.
President and Publisher
The News & Observer, Raleigh, NC
Chairman, The Associated Press

Raymond A. Jansen, Jr.
Publisher/CEO/President
Newsday, Melville, NY
Co-Chairman
NAA Convention Arrangements Committee

Arthur O. Sulzberger, Jr.
Publisher/CEO
The New York Times
Co-Chairman
NAA Convention Arrangements Committee

6/647
pls file: Denied Media Request.

Pacific Telesis Center
130 Kearny Street, 33rd Floor
San Francisco, California 94108

2/20 per Cheryl - no
called Saunders
PACIFIC  TELESIS Group said NO

mmc:
They want you to
write intro to book.
Per Cheryl mills -
you can't write book
introductions

January 19, 1996

Mr. Michael McCurry
Asst. to the President &
White House Press Secretary
1600 Pennsylvania Ave. NW
1st Floor West Wing
Washington, DC 20500

Dear Mr. McCurry:

A team of volunteers is producing an anthology of learning titled REENGINEERING CALIFORNIA EDUCATION. This nonprofit project is initially funded by the Asian Foundation for Community Development (AFCD) and other community-based nonprofit service groups.

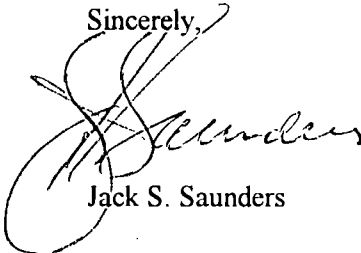
A major portion of the book covers the beliefs and commitments of State Superintendent Delaine Eastin, a friend of the President's. I'm the husband of Delaine and I've been helping gather materials for this book.

Contributing writers include Education Secretary Richard W. Riley, Deputy Secretary Madeleine M. Kunin, former University of California regent and community leader Yori Wada, communications technology writers Marcia Kaplan, Joyce Vollmer and Margie Wilkins and Leland Yee, national president of the Council of Urban Boards of Education, and Mary Perry of EdSource, a nonprofit information resource group in Palo Alto.

In this connection, I join the production team in **inviting you to write the introduction** for the book. Except to suggest focusing on your personal experience in education, the team leaves the subject matter and length of your introduction to your discretion.

The book is scheduled to print in the next few months. We would appreciate hearing from you soon. I can be reached on 415-394-3640; Fax 415-434-1488. Al's telephone is 415-469-7766; Fax 415-585-0551.

Sincerely,



Jack S. Saunders

cc: D. Eastin
A. Repato

Newsweek

251 West 57th Street | New York | N.Y. | 10019-1894

(212) 445-4000

*media
Request
Denied**Lorrie -**What do you
think?
Julie*

March 6, 1996

Mr. Don Bare
Director of Communications
The White House

Dear Mr. Bare,

In preparation for a large article Joe Klein is writing for Newsweek on the shape of the 1996 presidential race, we are requesting a formal portrait session with the President this week, at his earliest convenience.

The article will profile the two key candidates, both President Clinton and Senator Dole. We would like to shoot a striking environmental portrait of the President, preferably in the White House. If the President agrees to the shoot, we will need as much advance notice as possible to arrange the photo session. The article is scheduled to close this Friday, March 8, so it is crucial that we execute the photograph this week. I look forward to discussing the specifics of the shoot with you as soon as possible. Thank you for your assistance.

Sincerely,



Debbe Edelstein
Photo Editor
212-445-4634

Facsimile Cover Sheet

To: Mike McCurry
Company: The White House - West Wing
Phone:
Fax: 202-456-6423

From: Rick Allen
Company: Discovery Communications, Inc.
Phone: 301-986-0444 ext. 5240
Fax: 301-986-4828

Date: 03/19/96
**Pages including this
cover page:** 3

Comments:

Mike,

At your request when we spoke on Friday, I enclose a second copy of my memo regarding the Bosnian documentary.

RA

No. I forgot.

MMC - do you want to revisit this?
(see the attached original memo
from Allen with your notes).

Fyl: I called Rick 2/22 to say no
and left a message, but never
heard back...

Julie

January 20, 1996

MEMORANDUM FOR MIKE MCCURRY

FROM: RICK ALLEN

SUBJECT: FORUM FOR THE PRESIDENT'S VIEWS ON BOSNIA

Tony Lewis focused his entire January 5 *New York Times* column on an extraordinary documentary, *Yugoslavia: Death of a Nation*, anchored by Christiane Amanpour and aired on the Discovery Channel over the Christmas holidays. "Those who are skeptical of television's potential as a medium for sustained journalism of a high order should see this series and think again. So should those American politicians who tell us that we should be content with the degraded trash that the free market mostly brings to the screen. There are more remarkable moments in the series than a column can even suggest," Lewis said, and concluded that the documentary made a compelling case for international intervention in the conflict. Your colleagues agreed with Lewis' praise of the show, and at the White House's request, I sent tapes of the first five episodes to the President in advance of his trip to Bosnia.

The producers are now finishing the six and final episode, which includes completed interviews with Secretaries Perry and Christopher, Richard Holbrooke and Tony Lake. **The producers request an opportunity to interview the President in connection with this concluding segment.**

I attach the areas of questioning proposed. You will note that the intent is to allow the President the opportunity to present his national strategic objectives and personal involvement.

This concluding episode, to air in the Spring, offers an excellent opportunity for the President to reinforce the Administration's Bosnian policy in a venue with enormous credibility. The overwhelming critical response to the initial shows guarantees the attention of both the foreign policy elites and a sizable general audience. Those early episodes showed the necessity for international intervention; this last show will give the President a forum in Spring '96 to reinforce his personal role in establishing U.S. leadership of that effort.

I know how tight the President's schedule is, but we believe that this half an hour will prove useful in focusing the public debate over a key element of Administration policy. **I would appreciate you letting me know, as soon as possible, whether you will recommend that the President grant this interview request for some point during March.** My number is (301) 986-0444 (ext. 5240).

Enclosure



February 20, 1996

MEMORANDUM FOR MIKE MCCURRY

FROM: RICK ALLEN RA

SUBJECT: FORUM FOR THE PRESIDENT'S VIEWS ON BOSNIA

Tony Lewis focused his entire January 5 *New York Times* column on an extraordinary documentary, *Yugoslavia: Death of a Nation*, anchored by Christiane Amanpour and aired on the Discovery Channel over the Christmas holidays. "Those who are skeptical of television's potential as a medium for sustained journalism of a high order should see this series and think again. So should those American politicians who tell us that we should be content with the degraded trash that the free market mostly brings to the screen. There are more remarkable moments in the series than a column can even suggest," Lewis said, and concluded that the documentary made a compelling case for international intervention in the conflict. Your colleagues agreed with Lewis' praise of the show, and at the White House's request, I sent tapes of the first five episodes to the President in advance of his trip to Bosnia.

The producers are now finishing the six and final episode, which includes completed interviews with Secretaries Perry and Christopher, Richard Holbrooke and Tony Lake. The producers request an opportunity to interview the President in connection with this concluding segment.

I attach the areas of questioning proposed. You will note that the intent is to allow the President the opportunity to present his national strategic objectives and personal involvement.

This concluding episode, to air in the Spring, offers an excellent opportunity for the President to reinforce the Administration's Bosnian policy in a venue with enormous credibility. The overwhelming critical response to the initial shows guarantees the attention of both the foreign policy elites and a sizable general audience. Those early episodes showed the necessity for international intervention; this last show will give the President a forum in Spring '96 to reinforce his personal role in establishing U.S. leadership of that effort.

I know how tight the President's schedule is, but we believe that this half an hour will prove useful in focusing the public debate over a key element of Administration policy. I would appreciate you letting me know, as soon as possible, whether you will recommend that the President grant this interview request for some point during March. My number is (301) 986-0444 (ext. 5240).

Enclosure

2/22
NO - left
mess.
with
Rick
Allen

request for POTUS V/W
for Discovery documentary
on Yugoslavia.

They already V/Wed
Perry, Holbrooke and Lake -
isn't that enough??

No.
They
got
enough.
- mm

FROM: MONICA FAX

TO:

301 986 5843

1989- 8-29

19:50

#202 P.02

YUGOSLAVIA

A series of one hour documentaries for

BBC

T E L E V I S I O N

Points to Discuss with President Clinton

We would like you to tell your personal story - what you did and what you witnessed. We will not insert our own opinion or analysis into these programmes, nor will we seek this from participants - simply an account of what happened.

Our aim is to take viewers inside the negotiations. We want to show what it was like - the pressures you worked under, the constraints imposed, the reasons why each crucial decision was taken.

We would like to hear your recollections of the following events:

1. 24 May - 13 June: the Bosnian Serbs take UN troops hostages after NATO air-strikes.
 - Your meetings with your advisors (especially Tony Lake) and why felt so strongly that the United States had to come up with a new policy.
2. 7 - 21 July: the Srebrenica Crisis
 - Your telephone conversations with President Chirac, President Izetbegovic and Prime Minister Major.

How the administration took the lead in convincing the allies to endorse a policy of disproportionate response from the air, rather than withdraw the UN.
3. 2 - 8 August: the United States initiative is launched.
 - Tony Lake presents you with the NSC's new plan.
 - Your final meeting to work out his presentation to the allies and Russia before he is dispatched.
4. 19 August: the death of Ambassador Frasure, Asst Secretary Kruzel and Col Drew.
5. 5 October: the announcement of the Bosnian ceasefire and the commitment to sending US ground troops.
6. 2 - 21 November: the Dayton talks and your telephone call with President Tudjman on the 20th.

Los Angeles Times

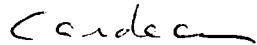
Times Mirror Square
Los Angeles, CA 90053
213 237-5000

30th May 1996

Hey Mike,

Here's an interview with Shalala for the very same column I've been hustling you about---just a friendly nudge.

Stay cool, you. Cheers,



Candace A. Wedlan

800 LA-TIMES, ext. 75143.

LIFE & STYLE



◀ BODY WATCH

The American Dietetic Assn. has devised pyramids for Mexican, Chinese and Italian fare. E3

LAUGH LINES

Call it a lust for dust. Meet the women who love men who love horses. E2

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Abby..... E5
Ann
Landers..... E5
Astrology..... E7
Book
Review..... E5
Camp Fund... E5
Comics.... E6-7
Doonesbury. E2

Los Angeles Times

SECTION E • WEDNESDAY, MAY 29, 1996

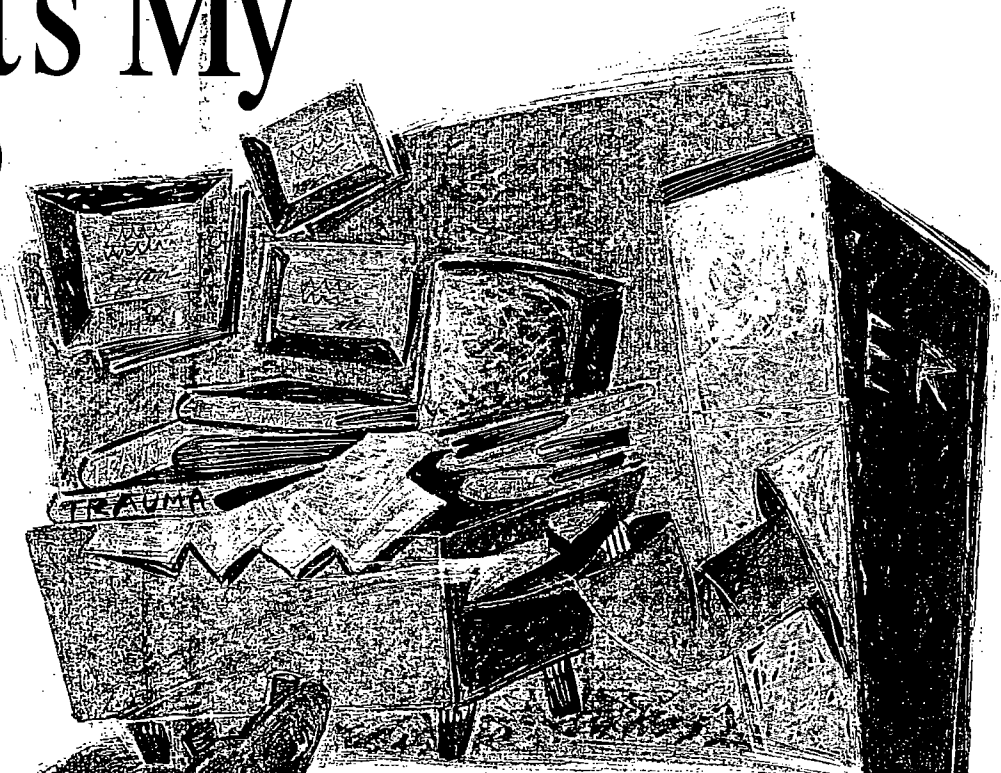


Health and Human Services Secretary Donna Shalala tries to exercise daily.

Tennis, Camping and Golf With Bill

What's My Line?

Just as you've suspected, doctors are drawn to fields that fit their personalities. (No wonder, then, that ER physicians are adrenaline junkies.)



PHOTOCOPY
PRESERVATION

We caught up with Secretary of Health and Human Services Donna Shalala while she was in town visiting the set of the CBS medical drama "Chicago Hope"—a real morning workout.

"I'm a natural Californian," said Shalala, 55. "For example, I don't like indoor tennis even though I'm a very good tennis player. I do try to do something outdoors every day."

Question: What's this I hear about you climbing mountains?



A: My friend the budget director, Alice Rivlin, and I used to go to the Himalayas every summer or the Andes. We usually took two

or three weeks, but we haven't been able to get away. It's hard to do when you travel with security and all these things. Alice and I once traversed the Himalayas and spent almost a month out in the mountains.

Q: You took a guide, I hope?

A: Oh yeah, we take the whole village with us and they do all the work. They carry the packs and the food and set up the tents. Alice calls it "boutique camping" because I like to take a cook. I don't like to cook on the trail.

Q: When you're at sea level, what do you eat for breakfast?

A: I do California blends. I throw every piece of fruit that I possibly can into a blender. So smoothies are my favorites. I also eat Raisin Bran and bananas, and coffee and juice for breakfast. Lunch is normally a salad or soup. I don't eat a lot of meat, but when I do it's got to be in a very good restaurant. And I'm Lebanese so I like Middle Eastern food. I love Iranian food and Afghani food. I adore rice of any kind. And dinner I have absolutely no control over.

Q: Because of your work?

A: Because I'm usually out at a dinner. I eat out four or five times a week and that's a lot of eating out. I've gained 15 pounds just from eating out. I think about it a lot. Like most women executives, I'd like to lose a lot more weight.

Q: What's your position on water?

A: I drink an enormous amount of water—10 glasses a day. I've been drinking a lot more water in the last few months. I think I'm just being very conscious of the fact that I'm going to be traveling a lot and I'm going to have to keep my eye on my weight.

Q: It must feel like a luxury to eat at home.

A: It's a huge luxury.

Q: What would you cook for yourself on one of those rare evenings?

A: Tabbouleh and rice and lamb. Or rice and beans or lentils and Arabic breads.

Q: Are you a dessert person?

A: No. Not at all. I love popcorn. We make popcorn in the office at the end of the

Please see GUEST, E2

GUEST

Continued from E1
day, which is fun.

Q: Are you careful about your salt intake?

A: I'm pretty careful about salt in my food, and I'm also very careful about butter and cream products, extremely careful about fats.

Q: You said you exercise outdoors every day. No matter what the weather?

A: During [last winter's] snowstorm in Washington, I took my cross-country skis out and I picked up and delivered newspapers in the neighborhood.

Every morning I walk Bucky for about 30 to 40 minutes—I usually have earphones on because I'm

'During [last winter's] snowstorm in Washington, I took my cross-country skis out and I picked up and delivered newspapers in the neighborhood.'

Donna Shalala
Health and Human Services secretary

listening to the news. The truth is, I let the dog walk me. My whole life was people telling me where to go and I thought, "Why does my dog need a handler? She pretty much knows where she wants to walk."

Q: And where does Bucky take you?

A: All over Georgetown or we go down to the river, to the Potomac. Sometimes on Sunday, Alice and I will take an hour-and-a-half walk on the C&O Canal and then go have coffee, and on one occasion we took [Atty. Gen.] Janet Reno with us.

Q: Does Bucky like the company?

A: Actually she's very political. She's much more interested in people than she is in other dogs. And she thought Janet was the cat's meow.

Q: When do you manage to play tennis?

A: I try to play tennis or golf on the weekends. With the campaign coming up, I'll probably play more tennis than golf. I take my racket with me wherever I go. I belong to

a club, so at least once a week I'll play against the pro for half an hour just to keep my game tuned, just to go out and hit hard.

Q: You don't care for golf as much?

A: So much of it is cart golf now, and I really prefer to walk. Whenever I can I toss the bag into the cart and then just walk. That's very good exercise. I like golf because it's more social but I don't consider myself very good at golf.

Q: And isn't it a chance to get away from everybody?

A: Oh yeah. [But] you know, if you play with the president, they're all over you.

Q: Do you play with the president?

A: Yes.

Q: Can you talk about that?

A: Not very often.

Q: [Silence.]

A: Well, he always wins. He's a very good golfer and very knowledgeable about sports. You know, before a Cabinet meeting, he'll come up to me and say, "Boy, you know that ninth hole at the Army-Navy course? I hit a ball 210 yards, got to the green. . . ." I mean, you know, everybody thinks we're discussing the East-West conflict or something.

Q: Anything funny about playing golf with the president?

A: No. Actually nothing funny happened.

Q: Anything not so funny?

A: It rained once.

Q: And you stayed outside anyway?

A: Yeah, you stick with it because he'll play golf in any weather, under any conditions. You don't have enough nerve to say, "Let's get out of the rain."

I once played in a tournament in which my team beat his team, and he's still complaining about it because he was playing with Arnold Palmer and he should have beaten us.

Q: But that's good.

A: Yes. Absolutely. Puts him in his place. You know, it's fun to have a president that's a regular person who likes sports and being outdoors and doesn't have to talk business all the time.

Guest Workout runs every other Wednesday in Life & Style.

Punch Lines

Oooh, baby: The Clintons would like to have a second child, **Hillary** said in an interview:

■ "As if 535 members of Congress weren't enough." (**Steve Tatham**)

■ "A baby in the White House would raise so many questions: Is it a proper environment for a child? Are the Clintons too old? Is it just an excuse for **Bill** to order Happy Meals? Did **Dan Quayle** leave behind any coloring books?" (**Cutler Daily Scoop**)

■ "Hillary now throws up every morning even before **Al D'Amato's** name is mentioned." (**Bob Mills**)

■ "Republicans have already accused her of kow-towing to Big Labor." (**Joe Vogel**)

■ "They're thinking of adopting. They're getting used to it, after adopting so many GOP stands on issues." (Tatham)

■ "An admitted drug user and a woman under criminal investigation living in public housing—would they even qualify?" (Cutler)

■ "If it's a boy, they'll name him Bob—because that's the only way anyone with that name will get to live in the White House any time soon." (**Bill Williams**)

□

In the news: Campaigning at Disney World last weekend, **Bob Dole** wore a golf shirt and jeans. Says **Argus Hamilton**, "You just know he can't wait to get home every night, slip into a suit and tie, and just relax."

The House is now debating same-sex marriage, new sentencing laws, welfare reform and anti-tobacco legislation. Says Hamilton, "If everything passes, poor people who smoke in gay wedding chapels will get the death penalty."

New York's state health commissioner has banned herbal stimulants. Says **Johnny Robish**, "To most Americans, *all* New Yorkers appear to be on stimulants."

At Coney Island, two people were injured when a roller coaster derailed. Says **Alex Pearlstein**, "Call me cynical, but what do people expect when they visit an amusement park on Amtrak Day?"

Archeologists digging in Egypt recently found the royal tomb where 400 sons of the **Pharaoh Ramses** were buried. Wonders Hamilton, "If Ramses had 400 sons, then why did they name a condom after this guy?"

An ultrasound scan reportedly shows that **Madonna's** baby is a girl. Says Cutler, "Mom is very proud. The kid won't even be born for four more months and she's already posing nude for pictures."

Mills says the producers of "Mission: Impossible" have chosen to accept their mission: "Lugging \$78 mil to the bank."

R&B/rap trio **TLC** has filed for bankruptcy despite the huge success of their album "Crazysexycool." Says **Alex Kaseberg**, "Their next album will be called 'Dupedscrewedbroke.'"

□

Reader **Richard Creighton** of La Habra Heights and his son Ricky, 4, were reading a book about castles. "Who is the king in *our* house?" asked Dad. "You're the king, Daddy," Ricky answered, inspiring a smug grin. Then he added:

"But Mom's the boss."



7/11 l.m. w
regret +
my # to
call with
info.

The International Management Centres • Europe

European Regional Office: Marriotts, Castle Street, Buckingham, England MK18 1BP
Telephone: +44 (0) 1280 817222; Fax: +44 (0) 1280 813297

Direct contact: Joanna Kozubska, 182 Hill Top Rd, Thornton, Bradford, BD13 3QL, UK
Tel: +44 (0)1274 832099 Fax: +44 (0)1274 831832

6 July 1996

President Bill Clinton
c/o The Press Secretary
The White House
1600 Pennsylvania Avenue NW
Washington DC 20500
USA

Dear Sir/Madam

I would like to request an interview with President Bill Clinton.

I am currently researching for my book 'The Keys of Charisma' to be published by Kogan Page in 1997.
I would like to interview President Bill Clinton with a view to including him as one of the most significant charismatic figures of our time.

I have already interviewed a significant number of people informally. Without exception they have all named President Bill Clinton as a charismatic figure of today.

I would like to interview President Bill Clinton with two objectives in mind. I want to gain some understanding of the impact on the people he meets, and secondly, I would like to ask him what he thinks charisma means and who he considers to be charismatic.

If granted an interview I would like to be accompanied by my colleague, Jo Denby, who is researching this subject with me.

Perhaps some background information about me might be helpful to you as you consider this request. I am Professor of Managerial Communications at the International Management Centres, an independent business school, and an Associate of Harrogate Management Centre. In 1993 and 1994 I chaired the European Women of Achievement Awards. I would be happy to supply further information about myself if required.

I would be very grateful if you were able to facilitate this request for me.

Yours sincerely

Joanna Kozubska

Joanna Kozubska is a Professor of Managerial Communications at the International Management Centres and an Associate of Harrogate Management Centre. She works both internationally and in the UK. Her particular areas of interest lie in marketing, personal and organisational development.

She chaired the European Women of Achievement Awards in 1993 and 1994.

MEMORANDUM
OF CALL

Previous editions usable

TO:

Julie

☐ YOU WERE CALLED BY-- ☐ YOU WERE VISITED BY--

Helen Browne

OF (Organization)

Cosmopolitan

☐ PLEASE PHONE ☐ FTS ☐ AUTOVON

212/595-3002

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

212/649-3553

— follow-up to interview
request
(she has called 2 or 3 times now)

RECEIVED BY	DATE	TIME
JW	7/8/96	2:08

50363-111 NSN 7540-00-634-4018 OPTIONAL FORM 363 (Rev. 1-94)
U.S. G.P.O.:1994-300-891/00003 Prescribed by GSA

OF CALL

Previous editions usable

TO:

Julie

☐ YOU WERE CALLED BY-- ☐ YOU WERE VISITED BY--

Helen Gurley Brown

OF (Organization)

Cosmopolitan

☐ PLEASE PHONE ☐ FTS ☐ AUTOVON

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

212/746-7105

until Wednesday, 10 am

212/595-3002

after 11 am

re: POTUS interview request

RECEIVED BY	DATE	TIME
JW	7/2/96	12:05

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U.S. G.P.O.:1994-300-891/00003 Prescribed by GSA

MEMORANDUM
OF CALL

Previous editions usable

TO:

Julie

☐ YOU WERE CALLED BY-- ☐ YOU WERE VISITED BY--

Helen Gurley Brown

OF (Organization)

Cosmopolitan

☐ PLEASE PHONE ☐ FTS ☐ AUTOVON

212 649-3555

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

re: POTUS interview
request.

(Mike saw the request
and I think he referred
it to Gang-of-Four)

RECEIVED BY	DATE	TIME
Lori	6/24	12:20

50363-111 NSN 7540-00-634-4018 OPTIONAL FORM 363 (Rev. 1-94)
U.S. G.P.O.:1994-300-891/00003 Prescribed by GSA

COSMOPOLITAN

Helen Gurley Brown, Editor • 224 West 57th Street, New York, New York, 10019, (212) 649-3555

7/3 tld HRG No.

June 18, 1996

Dear Mr. McCurry,

Can I persuade you to schedule an hour for me to interview President Clinton -- questions and answers -- for an article to appear in November Cosmopolitan, on the newsstands October 22. The reason I think you might do this, or ought to do it, is because Cosmo is the most important young woman's magazine in the world. You don't care about the world in terms of November 5th but we're also important in the United States. Out of 11,312 magazines published in the U.S. (National Magazine Association figure) Cosmo is number six at the newsstand. Newsstand is where the clout is . . . customers plunk down the entire amount because they want the magazine now. Very few cut-rate subscriptions whereby she gets a \$2.50 magazine for 85¢ a copy. In addition, Cosmo is the number one seller at college campus bookstores (for the last 16 years), is read by 13 million women in this country every month, is published in 29 international editions. Though a magazine for young women, we are a reading magazine that people take seriously. May I add that last November we raised the cover price from \$2.50 to \$3.00 with no drop-off in sales.

Mr. McCurry, one can only imagine the President's schedule these days! I would take one hour of his time, use a tape recorder for total accuracy, give you a copy of the article before we go to press, if you like. I don't do interviews because A. I'm too busy, B. don't want to take an assignment from our writers but the President is special (to put it mildly!) and I want to do this one myself. I'm a good writer. (three books on the New York Times Bestseller List). More than you want to know but my only other interview with a famous person ever was Elizabeth Taylor . . . it was during a glorious period in her life and she would only do it with me. If the President prefers another writer, that's fine, too. To soften you up, I'm resisting mentioning

Mr. Michael McCurry
June 18, 1996
page 2.

that I was born in the Ozark Mountains (Green Forest, Arkansas) and grew up in Little Rock. There, I didn't mention it!

Mr. McCurry, are you going to work this out? To meet a November deadline we need the interview soon . . . like in the next four weeks. I have to go to Europe the last two weeks in July to be with my husband on a movie location (THE SAINT). (I think it's how you keep a husband). Again, more than you want to know. If I could have the interview by July 12, I could complete the article by the first week in August which is when we need it for the printer. I could come to Washington any day or any hour that would work for you! Will you let me hear from you.

All my thanks
and best wishes,

A handwritten signature in black ink, appearing to read "Helen". The signature is fluid and cursive, with a large initial "H" and a long, sweeping tail.

Mr. Michael McCurry
Press Secretary
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

HGB/rc

PHOTOCOPY
MISC. HANDWRITING

COSMOPOLITAN

224 West 57th Street, New York, New York 10019

Facsimile Transmission

Date: 6/18/96

Time: 3:20 A.M. ☐
EASTERN
P.M. ☒

Total number of pages (including this cover): 3

Please deliver the following pages to:

Name: MR MICHAEL McCURRY

Company: THE WHITE HOUSE

Dept:

Fax number: 202-456-~~347~~36423

From: HELEN GURLEY BROWN

If you encounter any difficulties receiving this transmission please call 212/649-3555
as soon as possible.

Ask for Ramona at extension _____

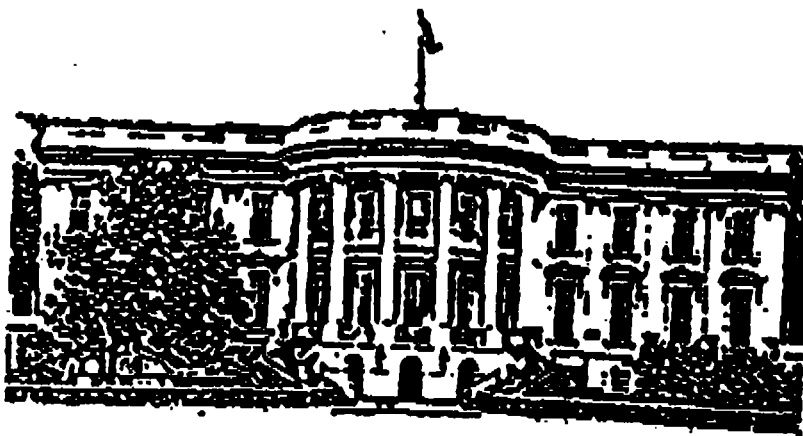
Our fax number is (212) 956-3268

~~NAME~~
Gang of 4
I consider this
The single most
shameless
I/V request letter
I've ever seen,
but she's right
and we should
seriously consider.
What think?

—Mm!

cc: MEG, LMS
opinions?

THE WHITE HOUSE



OFFICE OF MEDIA AFFAIRS

FAX: 202-456-6409
PHONE: 202-456-7150

TO: Julie Mason
FROM: Pat
DATE: 8/7 RECEIVER FAX: 66423
RECEIVER PHONE: _____
NUMBER OF PAGES(including cover sheet): _____
COMMENTS: Call me for details

The document(s) accompanying this facsimile transmittal sheet is (are) intended only for the use of the individual or entity to whom it is addressed. This message contains information which may be privileged, confidential or exempt from disclosure under applicable law. If the reader is not the intended recipient, you are hereby notified that any disclosure, dissemination, copying, or distribution, or the taking of any action in reliance on the contents of this message is strictly prohibited.

STEPHEN WITT * 25 BRANTS TRAIL * PORT JERVIS, NY * 12771

8/7
called
1.M
"NO"

Aug. 7, 1996

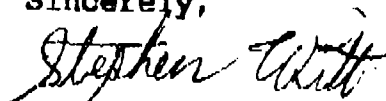
Mike McCurry
White House Press Secretary
Fax: 202-456-6201

Dear Mike,

I would like to travel with the President as a wallflower for 1-2 weeks starting with or as soon as possible after the convention for a story to appear in the November Penthouse. The issue will be on the stands in October.

Thank you.

Sincerely,



Stephen Witt
Phone/fax: (914) 856-0651

This is a follow up
to phone requests -
Pat

WALKER / POTTER ASSOCIATES

1730 PENNSYLVANIA AVENUE, N.W.

WASHINGTON, D.C. 20006-4787

TELEPHONE (202) 393-4761

FAX (202) 383-5728

MMC-
FYI*It's not a walk*

September 5, 1995

*we will end
up doing
this, I think.**-MMC
9/6*

VIA FAX: 456-2215

MEMORANDUM TO: Mack McLarty

FROM: Charly Walker

On

At 10:00 a.m. tomorrow morning we are holding a press conference in Washington to announce that our "National Issues Convention" at the University of Texas next January 18-21 is now fully "go." (You may have noticed Dick Berke's placement of it on the "political calendar" in his article in the *New York Times* magazine yesterday.) At the press conference, I may well get a question on contacts with the White House about the President's appearance, results of conversations, outlook for his acceptance, etc. Subject to your advice, here is what I plan to say:

We have had several encouraging conversations with top Presidential aides regarding his appearance. We also understand the issue has been raised with the President. Anything beyond that will, of course, have to come from the President's office.

Please call me on this ASAP.

*9/5
Evelyn
called and asked
him to "soften" this.*

This is OK w/ me.

-MMC

WALKER / POTTER ASSOCIATES

1730 PENNSYLVANIA AVENUE, N.W.

WASHINGTON, D.C. 20006-4787

TELEPHONE (202) 393-4761 FAX (202) 393-5728

August 14, 1995

MEMORANDUM TO: Michael McCurry
Assistant to the President and
White House Press Secretary

FROM: Charles E. Walker *CEW*

HHH
Evelyn / MEB
see me
re: This
- MC

8/22
MEG discussed
with MCC.
8/23 per Colleen McCarthy.
noted proposal has been
*submitted * Nothing is*
on POTUS sked for 8/21/96

Here is a paraphrase of a memo I sent to Mack McLarty last Thursday. Upon his return from Dallas he asked me to send it directly to you. You should also know that Bill Galston is playing a major role in helping to implement this project.

We tentatively plan to announce the National Issues Convention scheduled for mid-January 1996 in Austin, Texas, as fully "go." Our plans are to announce this the week of August 21. I realize, as you state, that a "definitive answer" from the President takes time. But I can see considerable credit to him accepting on or before the date of the announcement. Press interest is growing rapidly and was a topic of "behind the scenes" discussion at the Perot meeting; Broder and others have been fully briefed, know it's coming, and are enthusiastic. Given this intense press interest, journalists will quickly be inquiring as to candidates' intentions to accept or not.

WALKER / POTTER ASSOCIATES

1730 PENNSYLVANIA AVENUE, N.W.

WASHINGTON, D.C. 20006-4787

TELEPHONE (202) 393-4761 FAX (202) 393-5728

9/5 BL called -

September 5, 1995

VIA FAX: 456-2215

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1730 PENNSYLVANIA AVENUE, N.W.

WASHINGTON, D.C. 20006-4787

TELEPHONE (202) 393-4761 FAX (202) 393-5728

~~AMC~~
Evelyn / MEB
see me
re: This
- MC

MEMORANDUM TO: Michael McCurry
Assistant to the President and
White House Press Secretary
FROM: Charles E. Walker *CEW*

8/22
MEG discussed
with MCC.
8/23 per Colleen McCart
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THE WHITE HOUSE
WASHINGTON

July 17, 1995

Dr. Charls Walker
Walker/Potter Associates
1730 Pennsylvania Avenue, NW
Washington, DC 20006-4787

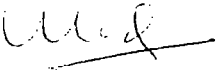
Dear Charly:

Your memorandum of July 11th is received, noted, and appreciated. My reaction to your proposal for a nationally televised exchange of views with the President, moderated by Jim Lehrer, is positive. This could present just the right forum for a civil and positive exchange of dialogue between the President and the people. Of course, I am a big fan of Jim Lehrer's, and his involvement would add balance and credibility, and provide just the right tone, in my view.

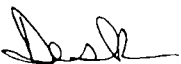
You are smart to involve Bill Galston as an advocate. Bill is one of our nation's best, and the President values his counsel highly, as you know.

Let me "work this issue" (to use the political vernacular), and I will be back in touch.

Personally,



Mack McLarty



WALKER / POTTER ASSOCIATES

1730 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D.C. 20006-4787
TELEPHONE (202) 393-4761 FAX (202) 393-5728

July 11, 1995

PERSONAL and CONFIDENTIAL

MEMORANDUM TO: The Honorable Thomas F. McParty III
FROM: Charly Walker

You may or may not have seen the enclosed letters from University of Texas president Robert Berdahl and Les Crystal of MacNeil/Lehrer Productions to President Clinton -- that you were not "copied" is an oversight for which I take responsibility. I am asking that, if you haven't read them, to do so and then meet with me to discuss the event at your earliest convenience.

What I want to talk personally to you about is whether you agree that this event -- with the President given considerable time to respond to questions from an informed microcosm of voting-age Americans (moderated by Jim Lehrer) -- is right down the President's alley. It is a perfect example of the more civil public discourse he advocated in his excellent Georgetown speech. If so, then an early meeting with us planners of the project, including key MacNeil/Lehrer people, should and can be arranged.

Note: The PBS publicity kit on the project is not attached. Assuming that we can get together soon, I'll bring it with me, plus a tape of an earlier British experiment with the technique that proved to be highly interesting and successful.

We hope to get Bill Galston very much involved in this project. He has been an enthusiastic supporter of and advocate for it since its inception a few years ago. He agrees that this is "right down the President's alley." You might want to call him after you've glanced at this material.

DETERMINED TO BE AN ADMINISTRATIVE
MARKING Per E.O. 13526

Sec. 3.2(C) Initials: DB Date: 8/30/16



OFFICE OF THE PRESIDENT

THE UNIVERSITY OF TEXAS AT AUSTIN

P.O. Box T • Austin, Texas 78713-8920
(512) 471-1232 • FAX (512) 471-8102

June 23, 1995

President Bill Clinton
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mr. President:

I am writing to ask that you reserve the morning of Sunday, January 21, 1996, for a nationally televised exchange of views with a random sample of 600 voting-age Americans, drawn from all over the United States, who will gather at The University of Texas at Austin. Sponsored by The University of Texas at Austin and all eleven of the nation's Presidential Libraries in association with the Public Broadcasting System, the "1996 National Issues Convention" will be the first event of its kind in the United States. It will be built around a televised "deliberative opinion poll"--a technique designed by UT Professor James Fishkin and successfully tested in Great Britain.

The details of the event are set forth in the enclosed press kit prepared by the Public Broadcasting Service which will provide live television coverage of the candidate appearances as well as a follow-on documentary a week later. MacNeil/Lehrer Productions will be in charge of all PBS coverage with Jim Lehrer as anchor. We are particularly interested in your participation on Sunday morning when we plan a two-hour live broadcast to be repeated Sunday evening in prime time. We hope that a major part of that broadcast will consist in your answering the questions of ordinary citizens from our national sample of 600. The same 600 citizens will have had an exchange of views with Republican presidential candidates broadcast on the preceeding Saturday evening. In addition, there will be a prime time special broadcast several days later which summarizes the proceedings and the results of the "deliberative poll" on the issues.

A blue-ribbon national advisory committee chaired by Newton Minow and Charls Walker is assisting in planning the event. A special bipartisan review committee chaired by former members of Congress Barbara Jordan and Bill Frenzel will help make certain that all briefing material sent to the "delegates" is accurate and balanced. The questions in the survey instrument will be overseen by a Technical Review Committee headed by Professor Philip Converse of the University of Michigan, who is widely respected among experts in survey research.

Here is a brief summary of the National Issues Convention:

- Based on analyses of polls and focus groups, several broad issue areas suitable for citizen deliberation will be selected. We anticipate that there will be at least four. One issue area will inevitably focus discussion on the economy, and one will focus discussion on America's role in the world. All the issues will define broad topics which are so much a matter of public concern or so intrinsic to the role of the Presidency that any leading Presidential candidate or incumbent would naturally expect to present a position on them.
- In November 1995, the highly regarded National Opinion Research Center at the University of Chicago (NORC) will conduct personal interviews on these major campaign issues with a national random sample of eligible voting-age Americans.
- 600 of these respondents will travel to Austin for the convention; in the interim they will receive briefing materials on the major campaign issues, prepared by the Kettering Foundation and the Public Agenda Foundation and approved by the Frenzel-Jordan review committee. In addition, you will be invited to provide us with materials detailing your position on the major issues facing the country. If you request, we will be glad to relay those materials to the respondents before their arrival in Austin.
- On their arrival in Austin on Thursday, January 18, 1996, the 600 delegates will be divided randomly into about thirty small groups, each of which will discuss the issues and select questions and questioners for the

meetings with candidates, convened by moderators from the National Issues Forums, trained by the Kettering Foundation.

- With Jim Lehrer as anchor, delegates will discuss the issues with candidates on Saturday and Sunday (all on live national television); these live sessions may also be repeated at other points in the weekend, greatly increasing the number of hours broadcast beyond the initial six hours.
- On Sunday afternoon, before their departure, delegates will be surveyed again, using the same questions as in the original base-line poll in their homes.
- Finally, a MacNeil/Lehrer produced summary of the National Issues Convention and its significance will be carried nationwide over PBS for at least one hour on the evening of Friday, January 26.

What will this accomplish? We live in an era where campaigns have been reduced to shrinking sound bites, sensationalistic headlines and negative advertising. The National Issues Convention will offer a new and substantive departure for the campaign dialogue. Unlike other "town meetings," its participants will be more than a haphazard collection of citizens. Rather, they will be a scientific sample representing the entire country in one room. And unlike many other televised events, the questions will come from citizens who have done the hard work of informing themselves and deliberating about the issues together.

We believe this event will capture the public's imagination. It offers you a unique, extended, forum for communicating your positions to the American people in a dialogue addressed to the concerns of ordinary citizens. The deliberative poll will focus on the issues and on candidate positions on the issues. It will not result in candidate endorsements. We are not interested in "winners" and "losers" but in engaging the public in the substance of important issues while we conduct a unique experiment in public opinion research.

President Bill Clinton
June 23, 1995
Page Four

You have played a unique role in engaging ordinary citizens in public debate about the issues. We think that you are especially well placed to see the merit of this experiment as a method for reinvigorating our public dialogue.

We look forward to your participation in Austin.

Sincerely,



Robert M. Berdahl
President

RMB/sts

Enclosures

xc: Mr. Leon Panetta
Mr. Michael McCurry
Senator Christopher Dodd

bxc: Dr. Edwin R. Sharpe
Dr. James S. Fishkin
Dr. Charls Walker 

JUL-11-1995 10:02 MacNeil/Lehrer WA FAX NO. 0000000000 P.02
JUL-11-1995 09:37 FROM MacNeil-Lehrer Newshour 10 317038431438 P.02

The MacNeil/Lehrer NEWSHOUR

LESTER M. CRYSTAL
EXECUTIVE PRODUCER

June 22, 1995

President Bill Clinton
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear President Clinton:

On behalf of the Public Broadcasting Service, The MacNeil/Lehrer NewsHour is honored to join University of Texas President Berdahl in this invitation to the 1996 National Issues Convention.

The National Issues Convention (NIC) will provide you and the major Republican candidates for nomination to be President an unparalleled opportunity to have a separate dialogue with citizens, one that will be given extended prime-time coverage across the nation on PBS. It will make a real contribution to the discourse between candidates and citizens at an early stage of the 1996 election campaign, before the heat of the primary battle overwhelms the airwaves and dominates public discussion.

I would like to describe some of the key elements of the National Issues Convention and our plans for television coverage.

- Jim Lehrer will host the sessions between candidates and convention delegates. As illustrated in 1992 when he hosted two Presidential debates, and, of course, nightly on the NewsHour, Jim has the often-demonstrated ability to insure fair treatment and even consideration for all participants in multi-guest situations.
- The two-hour broadcast at the NIC will be Sunday morning, January 21st. It will be a live session with repeat feeds available for PBS rebroadcast on Sunday night, January 21st.
- This will not be a debate in the classic sense, but rather a dialogue between the candidates and the citizens-participants. We will, however, firmly honor equal time considerations between candidates.

(212) 560-3037
356 WEST 68th STREET
NEW YORK, NY 10019

Page 2
NIC
6/22/95

- There will be a three-hour Republican party segment which will air live Saturday night, January 20th. It will be available for PBS station rebroadcast on Sunday afternoon.
- The Friday after the Austin event, we will air a special program focusing on the process of public deliberation and the results of the deliberative poll.
- The sessions between participants at the National Issues Convention and the presidential candidates will be held on the stage of the Bass Concert Hall at the University of Texas in Austin campus. While plans are not finalized, we are considering closing the hall to the general public to insure all candidates are treated equally and respectfully by the audience.
- The National Issues Convention will hold to the strictest of standards of fairness and objectivity. The NewsHour's involvement in the NIC was predicated on our deeply held conviction that the National Issues Convention organizers at the University of Texas, on its national steering committee, and at the eleven presidential libraries are single-minded in their dedication to open and unfettered dialogue. The organizers have taken a number of steps to insure the integrity of the National Issues Convention in its many stages. These include:
 - establishment of a bipartisan committee to review NIC briefing papers.
 - Involvement of the Kettering Foundation, widely known for its nonpartisan efforts to stimulate public discussion of the issues of the day, in the drafting of NIC briefing papers and the training of the small group moderators.
 - creation of an review committee of academic and press polling experts to certify the integrity and validity of the National Issue Convention's Deliberative Poll. This will not be a candidates preference poll but will, instead seek to determine views on underlying issues and values of public concern.

Page 3
NIC
6/22/95

The National Issues Convention will be highly publicized across the nation by PBS and by the organizing committee. As the preliminary press indicates, the National Issues Convention is likely to receive great attention from the political press and provide all candidates participants with a significant national platform in mid-January.

We very much hope you agree the National Issues Convention will be an important event on the January, 1996, political calendar. We look forward to working with your staff on any and all questions you might have about the National Issues Convention broadcasts.

Sincerely yours,


Lester M. Crystal
Executive Producer

c.c. Leon Panetta
Michael McCurry
Senator Christopher Dodd

July 19/95

THE WHITE HOUSE

Mike:

What is your reaction to Chomsky's
proposal? I need your guidance
as to how I should respond.

Thanks —

Wend

P 15

Austin American-Statesman

RICHARD OPPEL
EDITOR

August 22, 1995

TO: Paul Begala, Washington
Erskine Bowles, the White House
Jeff Eller, Austin
Mark Gearan, the White House
Mike McCurry, the White House
Billy Webster, the White House

FROM: Rich Oppel, Austin

RE: National Issues Convention, Jan. 18-21

I've written the President to reinforce other invitations to him to attend the Jan. 18-21 National Issues Convention at the University of Texas in Austin. Prof. James Fishkin has put this remarkable program together, with the support of the Presidential Libraries and the Public Broadcasting Service.

The President would appear on Sunday, Jan. 21, in a format that appeals to his sense of the voter...responding to questions from a group of 600 eligible voters, drawn together from across the nation, for a ``deliberative poll'' on issues facing the country and candidates in the 1996 presidential campaign.

I attach a copy of my letter to the President.

Now, Billy, I know you can't say yes at this point...but if you can just pencil it in for January.

Best wishes to all.

cc: Dr. James Fishkin

Austin American-Statesman

RICHARD OPPEL
EDITOR

August 18, 1995

The President of the United States
The White House
1600 Pennsylvania Avenue N.W.
Washington, D.C. 20500

My Dear Mr. President:

A belated thanks for your kind letter, wishing me well on my new assignment as editor of the Austin American-Statesman. Carol and I feel like we're on vacation.

As you know, it has fallen on me to assume the responsibility in American journalism of inviting you to speak. Last year, I invited you to speak to ASNE in Dallas in April 1995. You did. This year, I'll be inviting you to speak to ASNE in Washington. I hope you will.

But I'm not stopping there. I'd like to reinforce an invitation that you will receive, and may already have received, to appear at the National Issues Convention in Austin on Sunday, Jan. 21.

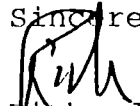
This is the brainchild of Prof. James Fishkin of the University of Texas. It will bring together 500 eligible voters from across the nation to discuss major issues facing the country. They will question presidential candidates.

This project squares with your call to the press to cover issues and involve citizens. Dr. Fishkin and others will be in contact with your assistants on details. I will write Billy Webster, Mark Gearan, Mike McCurry, Erskine Bowles, Jeff Eller and Paul Bergala a separate note.

Of course, you and your family are invited to stay with Carol and me at our new mountaintop home just outside of Austin. It has room, security and a view that kills. And it's only a few miles from Austin's hike-and-bike trail, which is a must for runners. If you prefer a hotel, I recommend the Four Seasons.

The Oppels look forward to seeing Chelsea, Mrs. Clinton and you at Phil and Linda's Aspen to-do, over Labor Day. Hope you're able to make it.

Sincerely,

A handwritten signature in dark ink, appearing to be 'Richard Oppel', written over the word 'Sincerely,'.

Richard Oppel
Editor

RO/dcz

cc: Dr. James Fishkin

OPINION

'Fishkin Democracy' ideal just might work

Let's say you wake up one morning, find your favorite aunt has died, and you've inherited a major Western democracy. Like the United States of America. Geez, what to do with this thing? Can't

sell it: It's got so much debt that there are no buyers.

So, you've got to hire a president to get this flagging enterprise on its feet.

What to do? Why not hold an election, so all of the customers get a fair shake? OK, that's settled. What's a smart

way to conduct this election, so that we know we wind up with a highly qualified man or woman who will get the job done right?

Two approaches:

Plan A: Hire a couple of "strategists" like James Carville and Roger Ailes to figure out what candidates should say to please you and the other voters. Prompt one candidate to accuse the other of

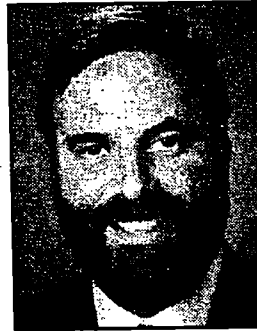
being "too old," even if at age 72 he has the vigor of a 30-year-old and now runs a major deliberative body, like the U.S. Senate.

Rustle up a bimbo to accuse another job candidate of having more on his mind than his personal best time on a 10K when he went out for a jog in Little Rock seven years ago. Get someone like Brit Hume, a White House reporter (one of the world's least intellectually challenging jobs), to wax on about a California governor's inexperience in foreign affairs every Sunday morning.

Collect a gazillion dollars from special interests so that candidates can package themselves into 30-second TV ads and play them until customers in "primary states" want to vomit. In those handful of primary states, focus the candidates' comments on the most parochial of issues: heating oil inventories in New Hampshire, condominium tenants' rights in Florida, water for tomato growers in California.

Plan B: Call together a representative sample of your customers — say, 600 — and ask them what are the issues and

concerns of importance in their lives that the U.S. of A. could address. Let them form a consensus on the most important. Then call in the candidates for the job and have them respond to those issues.



Fishkin

Plan A is what we now do, of course. Call Plan B Fishkin Democracy. If you live in Central Texas, you'll be exposed to it over the next year.

Prof. James Fishkin of the University of Texas conceived the idea of a National Issues Convention. During Jan. 18-21, as the primary-election period begins, Fishkin will bring 600 Americans to Austin for the final phase of a national "deliberative poll."

Based on yearlong discussions with citizens groups, Fishkin's team has settled

on three major issues: the economy, America's role in the world and the state of the American family. The 600 will be selected scientifically to represent American voters.

And then on to Austin.

"We immerse them in the issues, in small group discussions with trained moderators and carefully prepared briefing materials," Fishkin told a Washington group in February. "We have them question the competing candidates of both parties for an extended dialogue, based on the questions they have developed in their small groups."

PBS will cover the convention in a three-part special. Jim Lehrer will be moderator. At least some major presidential candidates are expected, and I think national coverage will be abundant.

Will this influence the conduct of the '96 campaign? Perhaps. There are other experiments in civic journalism and the energizing of the electorate that will be conducted across the nation during the campaign.

Don't expect miracles. There are many naysayers about all of this — people in

the press, political professionals, politicians and others — who think that efforts such as Fishkin's are well-intended works of naive idealists and that life and politics simply don't or shouldn't work that way.

So, let them say nay. If their ideas are better, they will prevail.

But I like idealists. Fishkin is becoming an important national figure in a movement that inevitably will improve our political system. You should know about him.

At the *American-Statesman*, we'll help get the story out and figure out how to engage more Central Texans in the same kind of effort regionally as Fishkin works on a national level.

I'm glad Jim Fishkin is in Austin.

Sincerely,

Editor

TIME

Time Inc. Magazines

TIME
1050 Connecticut Avenue, N.W.
Suite 850
Washington, D.C. 20036-5334
202-861-4000

8/9
regretted

Lori Wiener
The White House
Photo Office
Washington, D.C. 20501

August 9, 1996

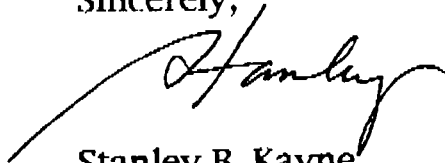
Dear Lori,

For a story Time is closing on Friday, August 23rd, we would like to secure White House photos of President Clinton working with campaign advisor Dick Morris. They don't need to be alone in the photos – if other advisors are present that is O.K. Whether the photos are color or black & white doesn't matter, but we would like 8x10" prints and captions to accompany them.

I'll be away from the bureau next week, so your contact will be Michele Stephenson in our New York office at 212.522.3853.

Thank you for your assistance and prompt attention to this request.

Sincerely,



Stanley B. Kayne
TIME Magazine
Washington photo editor

cc: M. McCurry

Request
Denied

6/10 called 1.m.
referred to
education

Kathy Gori
3710 Stewart Avenue
Los Angeles, California 90066
(310) 390-3799
(310) 390-0109 FAX

Mike -
sounds
like something
for Secretary
Riley?
Lorne

June 1, 1996

Mr. Mike McCurry
Press Secretary
The White House
Washington D.C. 20500

6/11 Kathy
called.
gave her KK (educ)
ph #.

Dear Mr. McCurry:

We would like to invite President Clinton to be part of a major, groundbreaking new book from ~~HarperCollins on a subject for which~~ he has fought long and hard: Student loans for higher education.

Scheduled for publication in Spring 1997, the book is titled Take Charge of Your Student Loan and WIN: The Guerrilla Guide to Researching, Repaying and Ridding Yourself of Student Loan Debt. The author is Anne Stockwell, a journalist whose work has appeared in publications including Esquire and New York. The book will be hopeful, humorous and easy to understand. It will be the first guidebook written for students and their parents - not by a dry financial pundit, but by a young reporter who has learned the student-loan ropes through personal experience.

As the leader of the book's research team, I am writing to request the following:

We would like to invite the President to write a brief Foreword for the book. We would also like to submit a brief list of interview questions for the President. In view of his longstanding interest in this vital issue, we know students across the country would feel buoyed and cheered by a few words from him in their guidebook.

Our research has convinced us that the Clinton Administration's Direct Lending program is the best plan yet designed for student-debt repayment. We want to send a message of support for the President and his vision for accessible higher education.

Thank you for your assistance in this matter. I'll call you soon to follow up.

Sincerely,

Kathy Gori

BOB WOODWARD
3027 O STREET, N. W.
WASHINGTON, D. C. 20007

FAX TO: Mike McCurry

April 30, 1996

Dear Mike:

Here is the letter to President Clinton which you suggested I write. I am sending it only to you. Thanks for you help.

Sincerely yours,

Bob

MM

Pls circulate to:
Leon cc: Barry T.
George
Evelyn
Harold
Baer

(Knight.
Lewis
Cockhart)

for discussion.

-MM

BOB WOODWARD
3027 Q STREET, N. W.
WASHINGTON, D. C. 20007

April 30, 1996

Dear Mr. President:

I am writing a book designed to set the stage for the upcoming presidential election. My work initially focused on the race for the Republican nomination, but last year I also expanded the reporting to cover your administration and re-election campaign.

The Choice, currently scheduled for publication in late June, focuses mainly on Senator Dole and you. I have tried to cover the major events and decisions you each have faced from the 1994 elections to the present.

Early last fall, senior members of your administration who have assisted me said that you were not giving interviews for books, as you eventually would be writing your own memoirs. I want to renew my request for an interview directly to you to make sure I have explained what I am attempting to do.

The Choice provides an in-depth account of the major decisions by you and Senator Dole in three major areas: 1. the presidential campaign, staffing, internal discussions of media advertising, fund-raising, polling, overall strategy, tactics, and assessments of the other candidates; 2. domestic policy, especially budget policy and negotiations, Medicare, welfare reform, education, the environment and how to handle the opposition; 3. foreign policy with almost exclusive emphasis on Bosnia from the endgame strategy through the Dayton peace agreement to its ongoing implementation.

I also deal with the personal side of being president and running for president, and various attitudes and reflections that have grown out of those experiences.

The information comes from firsthand sources and documentation. Though I have reliable accounts of your actions and words over the last two years relating to your re-election campaign, domestic policy, Bosnia and the personal side, I would like to review these with you to add the dimension of your internal reasoning or conclusions that may go beyond what you have articulated to others. I have interviewed Senator Dole extensively, and he has provided his views on his own decisions, actions and conversations. Included in these are several conversations he had with you. I have reviewed them with members

of your administration to obtain the White House end of the conversations. At the same time, I believe some of these Clinton-Dole conversations involved no one else. Senator Dole also has described at length why he believes his presidency would be different from yours. I want to hear from you on the same subjects.

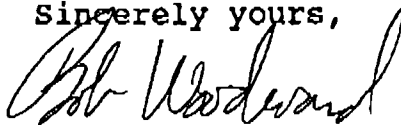
By using the window of the last 18 months, perhaps the time period most personally and politically critical for both you and Senator Dole, I believe The Choice will provide a deeper and more intimate portrait of both of you.

It is unusual, if not unprecedented, for a book about a presidential contest to appear before the election. But I'm pretty sure it's the right idea to provide information before, not after, people vote.

This book will be excerpted in The Washington Post, featured on television and covered in various other publications. A number of people have said your chief objection to my previous book, The Agenda, was its marketing and the sound-bite compression of its contents by me and others. I don't know how to avoid sound bites, but for what it's worth, I believe your complaint has validity. I've given a good deal of thought to the question of how people, events, policies and books get reduced to a few words, and after 25 years of book writing I continue trying to learn. I am going to make every effort to do better in all phases of these projects, including the marketing.

I hope you will assist me.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Bob Woodward", with a stylized, flowing script.

Bob Woodward

2/16 Goldberg
doing chart.

2/28 MMC
met wr
George F
Hager

February 12, 1996

To: Michael McCurry/White House Press Secretary

From: Eric Pianin/Washington Post

Re: Interview Request

As Ann Devroy mentioned to you, I'm working on a book about budget politics covering the period from Reagan to Clinton, with a strong focus on last year's battle over GOP and administration balanced budget proposals. If possible, I would like to have roughly an hour of your time some time during the next week or two to go over several key periods or events.

These include: the aftermath of the Republican victory in 1994 and the evolution of the president's thinking about the budget (going from a relatively stand-pat budget plan in February 1995 to his ten year balanced budget proposal in June); relations between the White House and congressional Democrats throughout the year and the controversy over "triangulation;" White House/Democratic use of the Medicare-tax cut issue in going after the Republicans' budget plan; and some general questions about the two government shutdowns and the budget talks in the Roosevelt Room and the Oval Office.

My co-author, George Hager of Congressional Quarterly, and I are taking time off from our jobs to try to finish up our interviews, and I would greatly appreciate it if you could squeeze us in. I can be reached at home (202-362-8054) or by leaving a message on my voice mail at the Post (334-7426.). Thanks.

Should I set up?

SCHEDULING PROPOSAL

Herb Brubaker
Sent to VPOTUS
301-340-6160

copy
9/17/96
regretted
Chris G. Chris
topher
in town
July 22, 1996

 ACCEPT

 REGRET

 PENDING

TO: Stephanie Streett and Anne Hawley
Deputy Assistants to the President and
Co-Directors of Scheduling and Advance

FROM: Mike McCurry
Assistant to the President and Press
Secretary

REQUEST: *or mmc*
give 20 min
speech, Q + A { For the President to deliver the keynote
address at the national convention of
the Society of Professional
Journalists.

PURPOSE: To provide the President with an
opportunity to deliver a proactive
message to approximately 1000
journalists, many who will be covering
the campaign.

BACKGROUND: The Society of Professional Journalists
is the largest journalistic organization
in the country.

PREVIOUS PARTICIPATION: The President addressed this group as a
candidate in 1992.

DATE AND TIME: Anytime between September 19 and 21.

LOCATION: Hyatt Regency Hotel, Crystal City,
Virginia.

OUTLINE OF EVENTS: The President will deliver the keynote
address at the national convention of
the Society of Professional
Journalists.

RECOMMENDED BY: Mike McCurry



SOCIETY OF
PROFESSIONAL
JOURNALISTS

*Leri
Let's do
a request
Thanks*

January 6, 1995

Ms. Laurie McHugh
Director of Media Affairs
The White House
Washington, DC

Dear Ms. McHugh,

Last March your predecessor Jeff Eller said the White House would consider the Society of Professional Journalists' invitation that the President address its national convention, which will be held at the Hyatt Regency Crystal City, Virginia September 18-21, 1996. At least 1,000 journalists from across the country will attend. This letter is a renewal of SPJ's request.

SPJ would be delighted if the President spoke at one of the convention's main events: a noon luncheon on Thursday September 19 or Friday September 20 or a 6:30 p. m. dinner on Friday September 20 or Saturday September 21, 1996. However, we will accommodate the President any time he wants to speak to our organization.

My office and facsimile number is 301-340-6160, or you can reach me at the above address.

Sincerely,

Herb Brubaker
Immediate Past President
Washington, D. C. Chapter

WASHINGTON, D.C.,

OPTIONAL CHAPTER
C 19555

WASHINGTON, DC 20036

(2) 737-3139

cc: Reginald Stuart
Greg Christopher



Herbert M. Brubaker, *President*

July 15, 1996

Ms. Laurie McHugh
Director, Media Relations
The White House
1700 Pennsylvania Ave., N.W.
Washington, DC 20500

Dear Laurie,

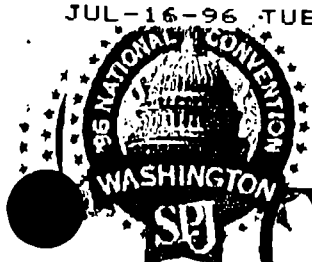
Just a reminder, the Society of Professional Journalism would like the President to speak to its national convention at the Hyatt Regency Crystal City September 18-21, 1996.

The enclosed details should help you make a decision. You can reach me at the numbers below, or my E mail address is HMBrubaker@aol.com.

Sincerely,

A handwritten signature in dark ink, appearing to read "Herb Brubaker".

Herb Brubaker



panels & speakers

Convention tracks

Your guide to quality professional development programs

Thursday, Sept. 19

10:15am-11:45am

Personal Finance Issues for Working Journalists

Financial experts offer tips to freelance reporters and other journalists for managing their own finances.

Moderator: L. Erick Kanter, Kanter & Associates, Arlington, Va.
Panelists: Norman A. Barker, Ernst & Young, Washington, D.C.; and Linda Stern, financial journalist, Washington, D.C.

Hire Me!

Job Interview Preparation

Experts will offer tips to students on how to prepare for the all-important job interview. How do you make a good first impression? What questions can you expect to be asked? How do you yourself ask sensitive questions of prospective employers?

Moderator: Vicki Penner Katz, SUNY Stony Brook. Panelists: Penn Capell, senior editor, *National Business Employment Weekly*; Doug Spero, news director, WHSV-TV, Harrisonburg, Va.; Patricia Kitchen, careers columnist, *Metroworld*; and Arthur Browne, managing editor, *New York Daily News*.

2pm-5pm

Professional Development Committee Meeting

2:15pm-3:45pm

News in the Next Century: The Impact of New Technology (broadcast)

What does the future hold for broadcasting? How will new technologies affect the ability of journalists to tell the story? Experts will identify trends and discuss what skills will be needed to succeed.

Moderator: Gary Werlaw, vice president of news, WJLA-TV, Washington, D.C. Panelists: Mark Thalheimer, director, News in the Next

Century Project, Radio Television News Directors Foundation

Tapping PR Sources from Outside the Beltway

Experts will offer advice to reporters on how to use telecommunications and other tools to access information about government agencies and companies.

Moderator: Ginny Frizzi, director of public relations, Point Park College

Résumés and Résumé Tapes:

The Good, the Bad, the Ugly

Hear from a group of professionals who are on the recruiting and hiring side of the business. They will share with you what they are looking for in employees and how best to prepare for a job.

Panelists: Tom Linthicum, administrative editor, Baltimore Sun; John Matthews, news director, WMAL Radio; Cedric Bryant, coordinator, recruitment and placement, Gannett; and Herb Brubaker, president, Television News Center

Opening Business Session

4pm-5:30pm

Cameras in the Courtroom (broadcast)

Panelists will discuss recent court cases involving attempts to keep television cameras out of the courtroom. Tips to combat unwarranted closure will be provided.

Panelists: Fred Graham, chief anchor and managing editor, Courtroom Television Network, Green Van Susteren, CNN; the Honorable Faith S. Hochberg, U.S. Attorney for the District of New Jersey

Campus Coverage: Improving Your News for Viewers, Listeners and Readers

Hear from a group of campus journalists on techniques to serve the campus community better. Learn how to go

about covering issues and topics that will grab your reader's attention and keep it.

Moderator: Dorothy Estes, director of student publications, University of Texas-Arlington. Panelists: Nancy Bartosiek, staff writer, *For World Star-Telgram*; Laura Jesse, editor, *The Register*, San Antonio College; Greg Noh, news director, *Maryland Update*, University of Maryland; and Christopher O'Connell, former news director, *Maryland Update*, University of Maryland

7:30pm-9:30pm

Opening Reception

An evening at the Smithsonian Institution, National Museum of American History.

Be at the hotel by 6:30pm for bus departure.

Friday, Sept. 20

8:45am-10am

Campaign Coverage

Experts will review examples of good and bad political campaign coverage, drawing from recent academic research and work by the Freedom Forum.

Moderator: Peter Pritchard, Freedom Forum senior vice president and Newsroom executive director

Ethics Code Update

Proposed changes to the Society's Code of Ethics will be discussed in advance of debate before the convention. If you have any questions or concerns, this will be your chance to discuss them with leaders in the Society. Tell us what you think.

Moderator: Kevin Smith, chair, SPJ Ethics Committee

Telecommunications Decency Act

Panelists will discuss the legislation's impact on journalism and telecommunications.

Moderator: Paul K. McMasters, First Amendment ombudsman, Freedom Forum. Panelists: Bruce Sanford, First Amendment counsel, Baker & Hostetler; Brock Meeks, chief Washington corre-

Mark of Excellence ...

"There is no one best way to prepare for a career in journalism, and therefore the goal of our project is not to find one. But something is amiss. Communications education has a credibility problem."

—Jane Pauley of NBC News in describing the goal before the SPJ Task Force on Mass Communications Education

Expect to hear some significant recommendations for educators and broadcast journalism professionals when Jane Pauley and the task force of which she is honorary chair will present its findings at Friday's Mark of Excellence luncheon.



Jane Pauley

ident, *Utne* magazine; Donna Rice Hughes, communications marketing director, Enough is Enough; Bruce Taylor, parent and child counsel, National Law Center for Children & Families

Can't We Just Get Along?

Panelists will explore ways to improve student newsroom management of peers and volunteers

Moderator: Mac McKernan, Troy State University

Covering the White House

Veteran White House print and broadcast correspondents will discuss what it's like to work the premier beat in the country. Find out the inside scoop from some of the best in the business.

Moderator: Deborah Potter, broadcast fellow, Poynter Institute
Panelists: Jim Mikleszewski, correspondent, NBC; Mark Smith, correspondent, Associated Press Radio; Michelle McQueen, ABC

Successful On-line Newspapers

Panelists will discuss what a newspaper should consider before going up on the Net—content, staffing and operations and how to generate revenue. Get hard-nosed advice on how to analyze why you want to go on-line, what you're trying to accomplish, and how to leverage content you might have from existing audiotext and other high-tech style services.

Panelists: Andrew J. Gliner, bureau chief, Cox News Service; Kevin M. ... editorial director, The New York Times Electronic Media Co.; Mary Lou Fulton, managing editor, Digitalink; Bruce Sicheloff, news media editor, *The Austin & Observer*; and John Molwitz, MII-Journal-Sentinel Inc.

9:30am-Noon

You Have the Rights: Freelancing Issues

The growth of new media has raised thorny issues for freelancers. Many newspapers are requiring contributors to sign contracts limiting the use and reuse of material. Experts will offer advice on how to navigate this era of uncertainty.

Moderator: Stacy D. Kramer, independent journalist

Hands-On HTML

Whether it's personal Web pages or a daily on-line news product, hypertext markup language is the lingua franca of the World Wide Web. Experts will get you grounded in HTML—and you'll walk away with the basics of your own Web page on disk.

Moderator: Mindy McAdams, independent Web consultant

Localizing Supreme Court Cases

Just because it's not a local case doesn't mean it can't have local impact. Learn how to keep track of federal cases and relate them to your readers and viewers.

Instructor: Tony Mauro, *USA Today*

Internships: Where to Find Them, How to Prepare, and What to Expect

Where can students find quality internships that produce not only good clips, but job prospects? What are the best ways to prepare for the experience and what can you expect?

Moderator: Mac McKernan, associate professor, Troy State University
Panelists: Lance Wallace, feature writer, *Macon Telegraph*; Robyn Boff, associate professor, Jacksonville State University; Art Barnes, professor, Lenoir-Rhyne College; Jeff Overholzer, professor, Lynchburg College; and Laurie Williams, *The City Herald*, Tri Cities, Wash.

What's Happened to Ethics in Broadcasting?

Is checkbook journalism now the norm? Have tabloid television shows caused irreparable damage? Or is all this hand-wringing much ado about nothing. Experts will assess the current state of broadcast ethics and examine specific cases.

Panelists: Deborah Potter, broadcast fellow, Poynter Institute; Margaret Lehman, Washington producer for special coverage and events, NBC; Greg Smith, senior editor, National Public Radio; Jim Angle, freelancer for CNN

How to Harness the Internet

The Internet is the latest tool available to help journalists improve the quality and depth of their news reports, but the chaos and sheer glut of information are often obstacles to a reporter on deadline. Enter FACSNET, a service designed for journalists by the Foundation for American Communications (FACS). Witness a guided tour of the site that goes deep into economics, science, business, technology and other areas that journalists cover every day.

Moderator: Gina Presson, publisher, Modicum Panelist: Randy Roddick, editor and publisher, FACSNET

Electronic Freedom of Information

Can you read the e-mail of government officials? Hear about updates on the Electronic Freedom of Information Act and congressional battles to win changes in the law. Will the FOI Act, traditionally meant to access

paper records only, ever match the technology journalists are now using? If you cover federal agencies, this session is a must.

Moderator: Robert D. Lystad, SPI First Amendment counsel, Baker & Hostetler
Panelists: Patricia McDermott, information policy analyst for OMB Watch, chairwoman of The Public Access Working Group; Scott Armstrong, co-author of "The Brethren"; Beryl Howlett, senior counsel, Senate Judiciary Subcommittee on Anti-Trust, Business Rights and Competition

12:15pm-2:15pm

Mark of Excellence Luncheon

2:30pm-4pm

Regional meetings

4pm-5:30pm

Foreign Correspondence

Reporters who covered the assassination of Yitzhak Rabin and other stories that won the Sigma Delta Chi Award will discuss the unique challenges and perils faced by today's foreign correspondents.

Panelists: Charles Kaye, CBS News Radio; and David Rohde, *The Christian Science Monitor*

Investigative Reporting-Broadcast

Winners of the Sigma Delta Chi Award for investigative reporting in television and radio will discuss their work and how they got the story.

Moderator: Del Walters, WJLA-TV, Washington, D.C. Panelists: George Bauer, Monitor Radio; Matt Megher, *Inside Edition*

The Editorial Page

What makes for a strong editorial page? Hard-hitting essays? Cutting-edge satire? Winners of this year's Sigma Delta Chi Awards for print editorials and cartooning will discuss their craft.

Panelists: Carolyn Lunsden, editorial writer, *Hartford Courant*; Michael Ramirez, editorial cartoonist, *Memphis Commercial Appeal*

Public Service in Print Journalism

Winners of the SDX Award for public service in journalism will discuss their work, which included stories on how tobacco firms spur nicotine to smokers, plus coverage of medical, environmental and social issues.

Moderator: Lou Florini, *Washington (Pa.) Observer-Reporter*
Panelists: Alex Freedman, *The Wall Street Journal*; Darcy Frey, freelance writer for *The New York Times*; Bryan Corlies and Donna Kemp, *Walla Walla (Wash.) Union-Bulletin*

panels & speakers

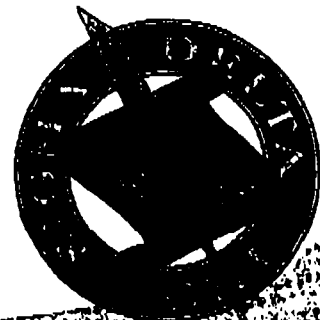
Sigma Delta Chi Awards Banquet

"The hardest aspect of this project was reminding myself each day that my job was to report the issues and not to create change. That has to come from people who care. We are journalists, not social workers."

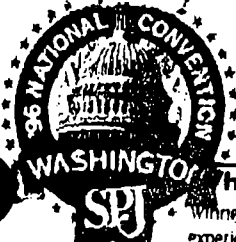
—Lori Arrington Katzenstein of WSOC-TV, Charlotte, winner of the Public Service award in television journalism for "Carolina Crime Solutions"

"I have felt that the journalist's main responsibility is to be the explainer."

—Bob Schieffer of CBS News, winner of the Editorial award for television news for commentary on *Face the Nation*



panels & speakers



When Disaster Strikes

Winners of the Sigma Delta Chi Award share their experiences covering one of 1995's most important stories: the bombing of the federal building in Oklahoma City.

Moderator: David Coulson, journalism professor and graduate director, University of Nevada-Reno. Panelists: Jim Argo, photographer, *Daily Oklahoman*; Diana Baldwin, reporter, *Daily Oklahoman*; Mark Dawson, photographer, KWTU-TV, Oklahoma City; Jennifer Reynolds, reporter, KWTU-TV, Oklahoma City.

Spot News Reporting-Broadcast

Winners of the Sigma Delta Chi Award for spot news reporting in radio and television will discuss their work, which included coverage of the capture of a suspected serial killer and the tragedy in Fox River Grove.

Panelists: Bob Roberts, WMAQ Radio, Chicago; Paul Schaefer, WCPO-TV, Cincinnati.

TV Editorials

CBS correspondent Bob Schieffer will discuss his commentaries on *Face the Nation*. Schieffer is the winner of this year's Sigma Delta Chi Award for television editorials.

Panelist: Bob Schieffer, correspondent, CBS News.

Feature Writing

This session will take a look at the outstanding journalistic projects of several Sigma Delta Chi Award winners in the feature category for print, television and radio news. The panelists will share their ideas on how to generate good stories, sell them to editors and overcome obstacles.

Moderator: David Livingstone, Richmond, Va. Panelists: Seven Almond, formerly with the *Miami New Times*, now a graduate student at the University of North Carolina Greensboro; Deborah Blum, science writer with the *Sacramento Bee*; and Richard Meyer of the *Los Angeles Times*.

7pm-10pm

Sigma Delta Chi Awards Banquet

10pm-1am

Student Mixer

Saturday, Sept. 21

8:30am-10am

Investigative Reporting-Print

Reporters and editors from the *Orange County Register* will discuss their Sigma Delta Chi Award winning coverage of fertility fraud.

Panelists: Kim Christensen, investigative reporter, Susan Kelleher, medical writer, Michelle Nicolosi, medical writer, David Parrish, staff writer, Emie Stone, staff writer.

Covering the Military

From Bosnia to the Pentagon, the military affects our lives every day. Panelists will discuss the difficulties of covering this institution in war and peace.

Panelists: Ross Simpson, correspondent, Westwood One/NBC News Radio; Mary Walsh, producer, CBS News.

Behind Bars: Student Journalists Doing Hard News, Making Hard Decisions and Facing Hard Time

First Amendment rights guaranteed to journalists should apply even to college students. Hear from a group of student journalists who paid a high price for putting their beliefs into practice. They will share what every college journalist should know about his or her rights.

Moderator: Homeyra Mokhtarmada. Panelists: Michele Ames, University of Minnesota; and Michelle Chou, Brigham Young University.

Networks On-line (broadcast)

News on the World Wide Web isn't limited to print publications. Broadcast stations are also content providers on the Internet. Experts will discuss the impact and the unusual partnerships that may result, including NBC and Microsoft and CNN and *Time* magazine.

Moderator: Dr. William Boyd, Poynter Institute. Panelists: Alison Davis, NBC; Anna-Maria DeFretas, Soundprint; Mark Thalheimer, director, News in the Next Century Project, Radio Television News Directors Foundation.

Road to the White House '96

A roundtable of reporters who cover politics and the White House will discuss the upcoming presidential campaign. Can Bill Clinton hold off Bob Dole? What stories should the press be covering that it's not?

Moderator: Reggie Stuart, Knight-Ridder Washington Bureau.

Prison Interview Bans and the First Amendment

From the West Coast to the East, prisons are shutting down access to inmates. Virginia, Illinois and California are taking the lead to ban one-on-one interviews with journalists. Prison officials seem to be troubled

mostly by requests from "infotainment" media, suggesting prisoners are being turned into celebrities.

Moderator: Peter Susman, author and editor. Panelists: Frank Green, staff writer, *Richmond Times-Dispatch*; Henry Holsman, SPJ First Amendment counsel; Baker & Hosteller; Jane Kirley, executive director, Reporters Committee for Freedom of the Press.

10:30am-Noon

International Press Operations

What is it like to be a journalist in other countries? What are the frustrations and joys? What do the terms Code of Ethics and Freedom of Information mean to your foreign press colleagues? Join us for an interactive session with print/electronic professionals talking about their respective country's customs, problems and rewards. Don't miss this opportunity to broaden your horizons and exchange business cards.

Moderator: Paul Davis, president, Paul Davis Co. Panelists: Allou Amor, director of training, International Center for Journalists; Reuben A. Abati, columnist, *Guvernment Newspaper* of Nigeria; Joseph Sande, anchor, ICI Television, Lebanon; Ms. Momin Ullah, vanguard, reporter and editor, *Business Times*, Mongolia; Insa Julianio, science writer, *Kompas Daily*, Indonesia; Yerkun Zakabayev, press spokesman, Kazakhstan.

Campus Crime Reports

Are crime victims on campus being denied justice through a secretive administrative process? Only seven states have laws that require open campus crime logs. The vast majority shun the Freedom of Information Act. Students and parents remain in the dark. Hear from members of the Campus Courts Task Force and others who are fighting for changes in federal law.

Moderator: Gordon "Mac" McKernall, chair, Campus Courts Task Force. Panelists: Carolyn Carlson, founder, Campus Courts Task Force; Ben Clery, vice president, Security on Campus and brother of murder victim Jean Clery; Bill Kibler, immediate past president, Association for Student Judicial Affairs; Mark Goodman, executive director, Student Press Law Center.

The Cable News Explosion (broadcast)

Experts will discuss the continued growth in regional cable television news operations and what this means for networks. Is it a challenge? Are there too many cable stations? And who is watching?

Moderator: Wayne Lynch, News Channel 8.

The Future Freelancer

Whether you're independent by choice or by downsizing, this session will describe the skills you'll need to be successful—business planning, writing, marketing, computer, on-line and so on. Learn how to package

SPJ Ethics Debate

"Journalists should be honest, fair and courageous in gathering, reporting and interpreting information ... Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect ... Journalists should be free of obligation to any interest other than the public's right to know ... Journalists are accountable to their readers, listeners, viewers and each other."

—From the revised Code of Ethics that will go before the 1996 convention for approval

"I would say this revised code is a good-faith effort to develop an Ethics Code that includes issues important to journalists and the public."

—Anita Waler, assistant city editor of *The Capital Times* in Madison, Wisconsin, and a member of the Ethics Committee

Panelists will have the opportunity to discuss and vote on the proposed code Saturday, Sept. 21, at the convention's general business session. Sessions to discuss the code are scheduled for Friday and Saturday.

yourself and your products from those who've done it.

Panelists: Peter Miller, freelance author; June Fletcher, *The Wall Street Journal*, former senior editor of *Builder* magazine; and Sara Hyman, editor, *Pacific News*.

Project Watchdog

This workshop will offer tips on how to carry out projects and programs for Project Watchdog, the Society of Professional Journalists' effort to engage the public in a dialogue about the role of the news media in a democracy that guarantees freedom of the press.

Moderator: Al Cross, Project Watchdog chair

Ethics Code Update (repeat)

Proposed changes to the Society's Code of Ethics will be discussed in advance of debate before the convention. If you have any questions or concerns, this will be your chance to discuss them with leaders in the Society. Tell us what you think.

Moderator: Kevin Smith, chair, SPJ Ethics Committee

Competition, Profit and Serving the Community

This session engages the audience in a series of questions: Whether media competition increases financial commitment to news coverage; whether competition gives news consumers the power to influence media management decisions by making managers become more aware of service the community's informational needs; whether good news operations are more profitable in the long run than poor ones.

Moderator: David Coulson, journalism professor and graduate director, University of Nevada-Reno. Panelists: Mimi Korten, vice president and assistant to the chairman and CEO of Knight-Ridder Inc.; Sue Kopen Katzel, news anchor, WBAL Radio, Baltimore; Stephen Lutz, journalism professor, Michigan State U.

12:15pm-2:15pm

Legal Defense Fund Breakfast and Luncheon

2:15pm-3:45pm

Access vs. Privacy

Bit by bit, Congress is eating away at traditional access that journalists once enjoyed, from receiving victim status reports at area hospitals to verifying personal information on drivers records. Are journalists listening to what the public wants as an army of snoopers assaults our privacy? Or, are special interest groups pushing privacy with hidden agendas and closing more doors than

necessary? Panelists will explore legislative trends.

Moderator: Kyle B. Maderpruem, chair, SPJ FOI Committee. Panelists: Evan Hendricks, editor, *Privacy Times* newsletter; Robert Gellman, privacy and information policy consultant and former chief counsel to the House subcommittee on government information; Lucy Dalgleish, media lawyer, Dorsey and Whitney; John Watkins, law professor, University of Arkansas; Rebecca Daugherty, Reporters Committee for Freedom of the Press.

Covering Your Congressman

Learn how to keep your readers informed on what their elected officials are doing from experts in the field.

Moderator: Larry Lipman, *Palm Beach Post*. Panelists: Jackie Rozek, *Congressional Quarterly*; Elynn Ferguson, Gannett News Service; Lee Davidson, *Danvers News*, Salt Lake City.

Storytelling, Broadcast Style

This workshop will offer practical tips to improve storytelling in the broadcast medium. Examples of exemplary work will be reviewed.

Instructor: Scott Libin, broadcast fellow, Poynter Institute

Caught In the Web: Student Newspapers on the Internet

The Do's and Don'ts of Web pages. Panelists will look at what's available for collegiate papers on the Web and how to get your own college paper involved.

Moderator: David Carlson, professor, College of Journalism and Communications, University of Florida. Panelists: Ben Grennition, graphics designer, *The Short Horn*, University of Texas-Arlington; and Jamie Cole, Web master, *Progressive Farmer On Line*.

2:15pm-5pm

SPJ Business Session

4pm-5:30pm

The Press in Transition from Dictatorship to Democracy

Dramatic changes have taken place in the past decade, particularly in Latin America and the former communist countries of Eastern Europe, where a free press has made its first faltering steps, often on a slippery floor. Panelists who have made the move to a free press describe their experiences.

Moderator: Robert Buckman, University of Southwestern Louisiana. Panelists: Vladimir Nadeine, Washington correspondent, *Izvestia* (Russia); Mario Antonio Sandoval, columnist and former director, *Prensa Libre* (Guatemala); Eva Szymanska, freelancer formerly with *Rzeczpospolita* (Poland).

Survival Tips for Front-Line Editors

So you want to be an editor? Then this session is for you. Topics to be explored include the myths and realities of editing, how you get into it, what to expect and the impact of newsroom reorganizations.

Moderator: Scott Johnson, editor, *CyberState*

Project Watchdog (repeat)

This workshop will offer tips on how to carry out projects and programs for Project Watchdog, the Society of Professional Journalists' effort to engage the public in a dialogue about the role of the news media in a democracy that guarantees freedom of the press.

Moderator: Al Cross, Project Watchdog chair

Storytelling, Broadcast Style (repeat)

This workshop will offer practical tips to improve storytelling in the broadcast medium. Examples of exemplary work will be reviewed.

Instructor: Scott Libin, broadcast fellow, Poynter Institute

Say What? Improving Your Interviewing Skills

Learn what it takes to conduct better, more successful interviews. Learn to improve the questions you ask, and see what you should look for throughout the interview process.

Panelists: Bob Greene, Hofstra University, president IRE, and Cathy Hobbs, reporter, NBC-4, Washington, D.C. Invited: Robert Seigel, NPR, *All Things Considered*; Derrick McIntyre, host *The Derrick McIntyre Show*; and Wendy Reiger, reporter, WNBC-TV Channel 4.

Covering Business Out of Washington

Here are some federal sources to help you cover business back home.

Moderator: David Swit, publisher, Washington Business Information Inc. Panelists: Lee Walczak, bureau chief, *Business Week*; and Brian Tumulty, reporter, Gannett News Service.

5pm-7pm

Legal Defense Fund Auction

7pm-10pm

President's Banquet

10:30pm-1am

President's Reception

Jack Nelson to be roasted

"When Jack Nelson first came to Washington, he needed an interpreter because of his southern accent."

"Jack came to Washington a bit in advance of the Carter administration. It was a good thing, because he became famous for explaining what it meant for President Carter to be 'born again.'"

—Peggy Roberson, a veteran reporter for Southern newspapers and retired national desk editor for Hearst newspapers

Don't miss a zinger of a luncheon roast honoring Jack Nelson, chief Washington correspondent for the *Los Angeles Times*. Nelson joined the *Times* in 1965 and has won numerous awards for his work. Saturday, Sept. 21, his friends and colleagues will have the opportunity to put him through the wringer, and as a convention attendee, you can be a part of the fun. Others Nelson will hear from during the luncheon are Gene Roberts, managing editor of *The New York Times*, and Jody Powell, White House press secretary under President Jimmy Carter. Sponsor: Nelson and the Legal Defense Fund on Saturday.



Jack Nelson

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DATELINE

WASHINGTON, D.C. CHAPTER

SOCIETY OF PROFESSIONAL JOURNALIST

SEPTEMBER 1996

Austin H. Kiplinger to serve as convention honorary chair

By Max Burns

Austin H. Kiplinger, co-editor of *The Kiplinger Washington Letter*, will be the honorary chairman of the 1996 national convention of the Society for Professional Journalists to be held in Crystal City from Sept. 18 to 21.

Kiplinger's career has spanned more than five decades as a reporter, broadcast commentator and editor, specializing in business and political

affairs. *The Kiplinger Washington Letter* is the world's most widely read business and economics forecasting publication.

His reporting career began in 1940 with the *San Francisco Chronicle*. Earlier he had worked part-time for the *Ithaca (N.Y.) Journal* and the Associated Press during the 1936 national political campaign.

Kiplinger was a Navy aviator in the South Pacific in World War II.

After the war, he helped launch *Changing Times*, the first American magazine of personal money management. Now titled *Kiplinger's Personal Finance Magazine*, it has a monthly circulation of 1.1 million.

In 1948, Kiplinger became the front-page daily columnist of the *Chicago Journal of Commerce*.

Continued on Page 4

Details drop into place as Fall approaches

By Stephenie Overman

As fall approaches, everything is falling into place for the national convention "New Times New Skills," which will be held at the Crystal City Hyatt Regency Sept. 18-21. Thomas Rogers, president of NBC Cable and Business Development, is set to deliver the keynote address Thursday Sept. 19.

Rogers is the NBC executive behind MS-NBC, the TV channel with an online affiliate, which was launched in mid-July. The channel has established itself as another all-news source in competition with CNN and is largely credited with breaking ahead of CNN when TWA Flight 800 crashed into the Atlantic Ocean. It also provided gavel-to-gavel coverage of the Republican National Convention, using NBC reporters and in some cases NBC-TV coverage.

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Nuptials planned	Page 8
President-elect to tie knot	



SOCIETY OF
PROFESSIONAL
JOURNALISTS



FOUNDED
IN 1909
AS SIGMA DELTA CHI

Sept. 18-21

September 6, 1996

*Don
Mufki*

Laurie McHugh
Director of Media Relations
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Ms. McHugh:

Herb Brubaker, past president of SPJ's chapter in Washington, D.C., passed along your request for a list of SPJ's 1996 convention attendees.

Enclosed is a printout of attendees and their news organizations or, in the case of students and educators, their universities. I should note that journalists work best on deadline and our attendees are historically last-minute registrants. While the list you have here is current, we expect it to double in size over the next two weeks.

If you have any questions about the convention or attendees, do not hesitate to call me. Otherwise, we are looking forward to hearing whether or not President Clinton or Vice President Gore will be able to address our attendees.

Sincerely,

Gregory A. Christopher
Executive Director

16 SOUTH JACKSON STREET

P.O. Box 77

GREENCASTLE,

INDIANA 46135-0077

317-653-3333

FAX: 317-653-4631



DENNIS WHOLEY: America!**THIS IS America
with DENNIS WHOLEY***and
to
now*

1615 H Street, N.W., Washington, D.C. 20062 • 202-463-5890 • Fax 202-887-3436

September 9, 1996

Michael McCurry
White House Press Secretary

Via Fax: 202-456-6423

Dear Mr. McCurry:

I am writing to find out if your schedule would permit an appearance on the PBS program, "THIS IS AMERICA with Dennis Wholey". I have included our taping times for the fall. Please let me know what time would be convenient for you. We are located in the U.S. Chamber of Commerce building at 1615 H Street, NW across the street from the White House. Someone will be downstairs to greet you when you get here. Here are the dates that we are taping our "THIS IS AMERICA with Dennis Wholey" program, along with any guests that have been booked for that date.

Friday, September 13, 1996	at	2:30pm, Art Buchwald and Hedrick Smith
Friday, September 20, 1996	at	2:30pm, Felicia Rashad
Friday, October 4, 1996	at	2:30pm
Thursday, October 17, 1996	at	2:30pm
Friday, October 25, 1996	at	2:30pm
Friday, November 8, 1996	at	2:30pm

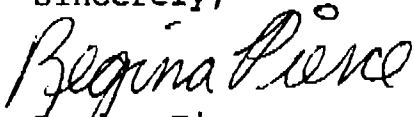
Just to give you an idea of what our show is all about, "THIS IS AMERICA with Dennis Wholey" focuses on the major issues of the week. Topics have ranged from the latest happenings on Capitol Hill to a discussion of the arts in America. Unlike the usual pundit/journalist "inside the Beltway" panel shows, our program features guests from different fields and backgrounds -- journalists, authors, politicians, celebrities and business leaders. Each week a similar grouping of guests sit around the dinner table hosted by Dennis Wholey. Over coffee and dessert, the panelists offer a highly personal perspective on the week's news events and the broader issues facing America.

**"This Is America with Dennis Wholey" and "Dennis Wholey: America!"
On your local PBS station and the Nostalgia Cable Network**

"THIS IS AMERICA" airs nationally on PBS and is currently taped in Washington. Locally, the program airs on WHMM-32 at 12 midnight on Friday and is repeated on Sunday at 7:00pm. The show is carried in over 150 U.S. markets and is also broadcast through the United States Information Agency into more than 250 foreign cities through their Worldnet satellite system. We are also on the Nostalgia Cable Network.

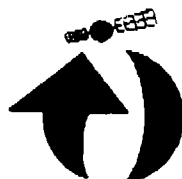
Thank you for your consideration. Please call me at (202) 463-5890 if you have any questions.

Sincerely,



Regina Pierce
Coordinating Producer

left msg - no.



Telecom International & Networking Technologies

FACSIMILE MESSAGE

Attention: Mr. Michael McCurry

Dept: Press Secretary

Company: The White House

Fax No: 001 202 456 2883

From: Peter Greenhill

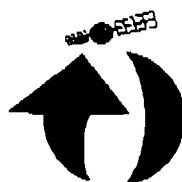
No of pages in this
message: 16

Date: 02.12.96

Our telephone number
is
(+44) 171-404 0123

Our fax number is
(+44) 171-404 1670

IF ANY PART OF THIS MESSAGE IS UNCLEAR PLEASE CALL 0171-404 0123



Telecom International & Networking Technologies

Mr. Michael McCurry, Press Secretary - The White House

2nd December 1996

Ref: PG/WH/PC/6T

Re: Asia Pacific Economic Co-operation Forum - our request for an editorial foreword to our publication by the President.

Dear Mr. McCurry

With reference to the Presidents recent statement made during his address to Bangkok's Chulalongkorn University, regarding the importance of Asia's financial future to the security of America and the need for Government to create an environment in which international business can thrive, I would like the President to consider writing an editorial foreword to our publication which will be delivered free of charge, by name and title, to 15,000 key people in the Global Telecommunications industry.

In the Spring of 1997 we shall be launching the 1st Bi-Annual edition of **TINT** at Asia Telecom '97. The publication will be produced to keep professionals working for organisations with a large telecoms requirement informed of the latest developments of products, services and systems available from the industry worldwide. As you are aware the value of the market is over £200 bn worldwide.

The editorial has been designed to be of vital strategic importance to them; it contains the latest information on systems and their availability together with their development and the development of the global marketplace, with hard technical information from the technical experts of companies such as:

U.S. Robotics and B.T./M.C.I., *it will be a book that has to be read.*

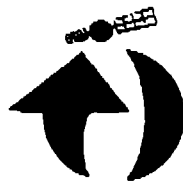
Both leading heads of technical departments and industry leaders will submit articles to reflect the development of services and technology in meeting the enormous challenges of the global telecommunications market. The editorial content will also profile companies and products, as well as events and discoveries, that have shaped and shape the marketplace and those that will influence the industry of the future.

TINT will be a full colour A4 perfect bound publication of over 300 pages categorised into sections and sub-sections and printed on art paper. It will be sent by name and title *free of charge* to the 15,000 chief executive officers of Multinational Companies, Department Heads of Government Agencies and large organisations throughout the world.

Kind Regards

Peter Greenhill
Project Manager





Telecom International & Networking Technologies

What is TELECOM international & Networking Technologies ?

Overview

TINT is a book reviewing the absolute state-of-the-art in Telecommunications and Networking design, manufacture and test on a world-wide basis. The next edition will be published in the spring of 1997 and will contain approx 300 pages of superlative technical and strategic coverage; thereafter it will be produced twice yearly. It will be "launched" officially at Asia Telecom and will contain a preview of the show.

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Between 50 and 60 specially commissioned papers, written by industry specialists rather than from journalists, covering all aspects of the Telecommunications and Networking industry both strategic and technical. Printed in full colour, the book forms an unrivalled collection of the most authoritative technical articles available, presented with a truly global vision and emphasis. It is fully sectionalised with dedicated chapters on: CFI, Wireless, Networking/Systems, ATM, Cable/Fibre, Multimedia, Software with many sub-sections. **Telecom International** is the first publication to genuinely reflect the global nature of the modern communications industry.

Circulation

It is circulated to telecommunications service providers, operators, carriers, Governmental authorities and corporate and institutional telecommunication customers. Copies are also being distributed to all major manufacturers. Total circulation 15,000 world-wide. The global circulation of **Telecom international** covers over 150 countries and has been compiled by direct contact with Telecomm manufacturers and their customer base, also Government R&D centres, Universities, Associations, and of course the worlds largest corporations to ensure that each named recipient is a designated purchaser/specifier.

COUNTRY Analysis

NORTH AMERICA	42%	6,389
Inc. Canada, Mexico		
FAR EAST	27%	4,107
Inc. Japan, China, Malaysia, Taiwan, Korea		
EUROPE	28%	4,259
Inc. EU Countries, Eastern Europe, Scandinavia		
REST OF WORLD	3%	456
Inc. Israel, India, Australia		
TOTAL	100%	15,211



Telecom International & Networking Technologies

Organisations involved in our sister publication

ACSI	Freiberger	Opal
Advanced Semicond'r Prod's	FSI International	Optronics
Advanced Silicon Materials	Furukawa Electric Tech.	Orbot Instruments Ltd
Advanced Technology Mat'ls	Fusion Semiconductor	Osram
Aehr Test Systems	GW Associates	Outokumpu Semitronic
Air Liquide	Halder Topsoe A/S	Philips Semiconductors
Alcatel CIT Vacuum	High Temperature Eng.	Picogiga
Alcatel Mietec	Hoechst	Poco Graphite Inc
Alphasem	Holtronic Technologies	Praxair Inc
Analog Devices	Hoya Micro Mask Inc	Precision Fabrics Group
AP&T	Hughes Research Lab's	Raith GmbH
Applied Materials	Huntington	Realtime Performance
ASM Lithography	IBM Deutschland	Riber Instruments
Asyst Technologies	IEEE GaAs Conference	Rofin-Sinar
AT & T Bell Laboratories	III/V Reclaim	Rokappa
Atlantic Tubing	ILC Technology	S.E.Z.
Atlas	IMEC	SAES Getters
ATMI	Intel Corp	SEMATECH
Ausimont	International Wafer Service	SEMI
BASF Corporation	Ion Systems Inc	Semiconductor Systems
Bede Scientific Limited	Jenoptik Technologie GmbH	Setra Systems
Bionics Instruments	Keithley Instruments	SGS Thompson
Biorad Labs	KLA Instruments Corporation	Shieldcare
Brewer Science	Lambda Physik	Sico Jena GmbH
Camfil AS	Laser Diode Products Inc	Siemens
Canon	Leica Cambridge Ltd	Sigma Plus
Carborundum Company, The	Luxtron Corp	Silicon Valley Group Inc
Carl Zeiss	M/ACOM	Sumitomo Electric Industries
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Clima Neu	Macrotron	SVG Lithography Systems
Comdisco Electronics Group	Materials Research Corp.	Technics Plasma GmbH
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Concept Systems	MCP Wafer Technology	Tescom Corporation
CSEM	Meissner & Wurst GmbH	Texas Instruments Inc
Crystal Consulting Engineers BV	Messe Munchen GmbH	Thomas Swan
Daw Technologies Inc	MGI	Thompson C.S.F.
Design Station Technologies	Micro Sensor Technologie	TriQuint Semiconductor
Dunnschicht Anlagen Systems	Micronic Laser Systems AB	Tyecin Systems Inc.
DXL	Millipore	Unisil Corporation
E. Merck	MKS	University of Minnesota
EKC Technology Inc	Motorola Inc	Unocal/Poco Graphite Inc
Elisa	Mott Metallurgical Corp.	Utne Singapore Pte Ltd
Emcore Corporation	MRC Systems Limited	Varian Thin Film Systems
ENI	MST	Veriflo
Etec Systems Inc	Newport Klinger Corporation	Vitesse
Euracc	Nichimen America	Voltaix Inc
Eurotechnology Pte Ltd	Nicolet Instruments	Waterloo Scientific
Evans & Associates, Charles	Nikon Precision	WED
Faith Enterprises	Norcal Products	Worklon
Fison Instruments	Northern Telecom	YKC Co Ltd
Formus AG	OCG Microelectronics	
Fortrend Engineering	Okmetic OY	

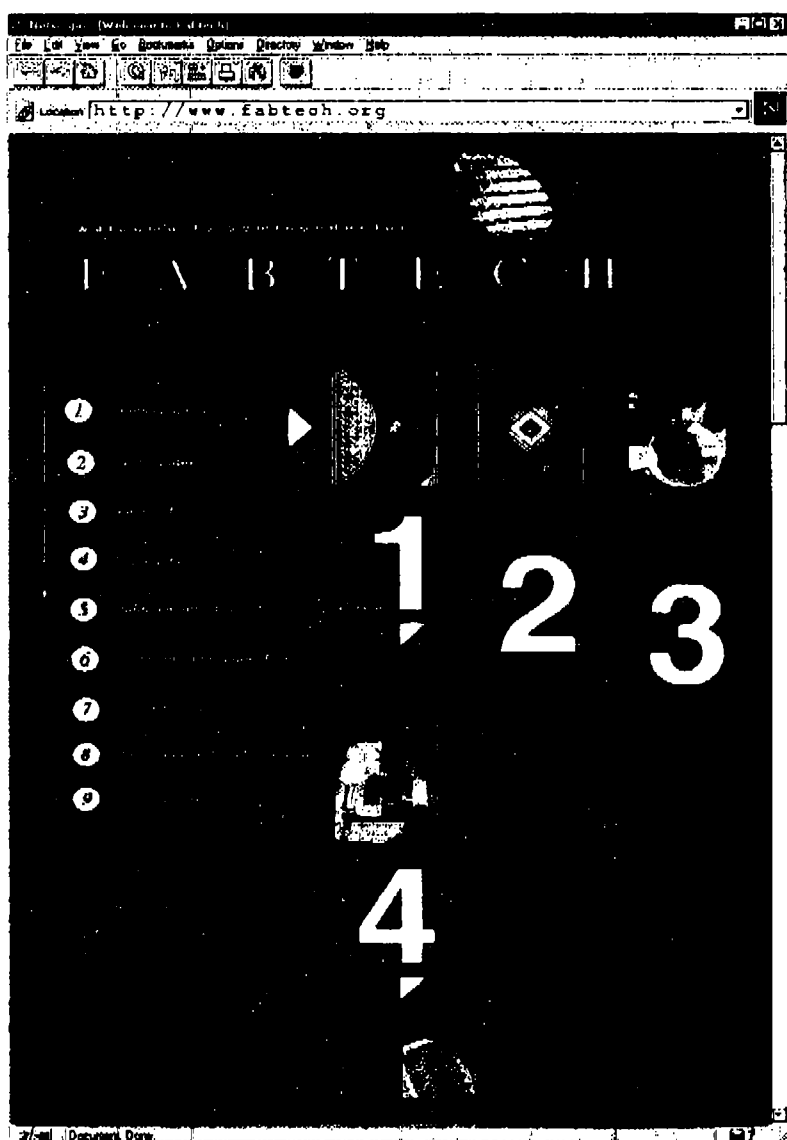
PROFILE:
ICG PUBLISHING LTD
 the publishers of



We are the publishing subsidiary of the Intermarketing & Communications Group who specialise in Direct Marketing, Database Acquisition, Business to Business, Public Relations and Print Solutions for Businesses. The group has always prided itself on its innovative and imaginative approach to business communication. With this in mind we are delighted to announce the launch of our **WORLD WIDE WEB PRESENCE** (Web Site).

The WEB SITE will not only contain a complete list of all papers published in previous Fabtech publications, as well as a growing catalogue of past and present papers as they are published, but will include an **Interactive Conference Area** with a dedicated **FORUM** for press releases and product updates.

Present advertisers in Semiconductor Fabtech will be invited to use the facility to post their press releases and product updates on a weekly basis.



HOW WILL IT WORK

-Advertisers will be issued with an access password allowing them entry to the forum.

-A maximum of 600 words can be uploaded 24 hours a day for a minimum period of one week.

-The set up of the forum will enable companies to upload their press releases by simply 'cutting and pasting' any text file.

NET BENEFITS FOR YOU

-All users of the Fabtech web site will have free access to the forum area 24 hours a day

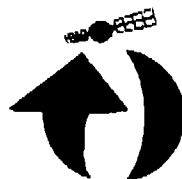
-Links to companies own sites can be arranged. (for details see further information)

For your individual access number please contact us by fax, e-mail or phone for further information.

I look forward to hearing from you.

Bernard Henry
Managing Director
ICG Publishing Ltd

Tel: (+44) 171 404 0123
 Fax: (+44) 171 404 1670
 www.fabtech.org
 e-mail: fabtech@fabtech.org



Telecom International & Networking Technologies

GUIDELINES FOR TECHNICAL PAPERS

TINT is the world's first fully comprehensive review of the state-of-the-art in telecommunications design and manufacture and implementation.

TINT is circulated world-wide, to telecommunications buyers who control a joint budget in excess of \$200 Billion. It goes out to government ministers who are responsible for procurement, as well as military leaders and the chief executives of multi national companies plus key executives in PTT's and many Telco's and service providers around the world. Specification engineers, designers, heads of department and senior executives and regulatory bodies involved in the implementation of design, production and manufacturing technology within the telecommunications industry.

Technical papers intended for the inclusion in the book should reflect the high level of readership, whilst bearing in mind that it is also received by a non-specialist audience. Accordingly, it is suggested that in addition to covering new technologies in depth, papers whilst expounding the benefit of the particular subject matter, should also include an appraisal of how the implementation will affect other communication processes, connectivity solutions plus the cost of ownership. Please feel free to discuss any ideas outside of these guidelines with your contact point within the company, who will obtain the editor of the books views.

Please note that all papers should take an unbiased, objective stance on competing technologies. Press releases and blatant promotions will not be included.

SUMMARY OF MATERIALS TO BE PROVIDED

- i. ***ARTICLE ON DISC + 2 HARD COPIES***
- ii. ***ILLUSTRATIONS AND PHOTOGRAPHS WITH POSITIONING IN TEXT AND CAPTIONS***
- iii. ***BIOGRAPHY OF AUTHOR/S***
- iv. ***PHOTOGRAPH OF AUTHOR/S***
- v. ***CONTACT FOR FURTHER INFORMATION***

PLEASE STATE IF ANY OF THE ABOVE ARE NOT TO BE INCLUDED, AS OTHERWISE TIME IS WASTED CHASING MISSING MATERIALS.

Russell House, 28 Little Russell St, London, WC1A 2HN, U.K.
Tel: 0171 404-0123 Fax: 0171 404-1670 Reg'd No: 2976694

MEMORANDUM
OF CALL

Previous editions usable

TO:

Julie

☐

YOU WERE CALLED BY-

☐

YOU WERE VISITED BY-

Aditi Barchi

OF (Organization)

Harvard Intl Review

☐

PLEASE PHONE ►

☐

FTS

☐

AUTOVON

617-495-9607

☐

WILL CALL AGAIN

☐

IS WAITING TO SEE YOU

☐

RETURNED YOUR CALL

☐

WISHES AN APPOINTMENT

MESSAGE

Pres. Clinton to contribute

RECEIVED BY

DATE

TIME

11-29

11:34

50363-111 NSN 7540-00-634-4018
*U.S. G.P.O.:1994-300-891/00003

OPTIONAL FORM 363 (Rev. 1-84)
Prescribed by GSA

To: Julie Mason (Press Office)

HARVARD INTERNATIONAL REVIEW

P.O. Box 401, Cambridge, MA 02238, USA • tel: (617) 495-9607, fax: (617) 496-4472

October 29, 1996

Julie Masom
White House Press Office
1st floor West Wing
White House
1600 Pennsylvania Ave, N.W.
Washington, DC, 20500

TO BLINKEN
FR MASON

(can you let
me know
if you are
going to do
this?)

Dear Ms. Masom,

I am writing to you in order to invite President Clinton to contribute to the Spring or Summer 1997 issues of the *Harvard International Review*, Harvard University's quarterly journal of international affairs. Each issue of our journal focuses on a pressing topic of interest in international affairs such as "International Public Health" and "East Asian Security." Recent contributors include Helmut Kohl, Lech Walesa, Albert Gore, Jimmy Carter, George Shultz, Javier Perez De Cuellar, Jacques Delors, Jean-Bertrand Aristide, the Dalai Lama, Narasimha Rao and Nelson Mandela. As a candidate, in the summer of 1992, Mr. Clinton wrote an article for us on his vision of the future of US foreign policy.

Ellen Shustorovich spoke with you several months ago about the possibility of President Clinton writing another article for the *Harvard International Review*. At that time, Mike McCurry suggested that President Clinton submit an article in January or February of 1997. If President Clinton is able to complete the article in January, we will include it in our Spring 1997 issue; otherwise we will include it in our Summer issue. In either case, we would be delighted if President Clinton could once again contribute to the *Harvard International Review*.

Articles for the *Harvard International Review* are typically between 2300 and 2800 words with references cited within the text of the article. If President Clinton is still able to contribute, please contact me at the Editorial offices of the *Harvard International Review*, (617) 495-9607 or (617) 496-5754 (tel), 617-496-4472 (fax).

Thank you for your kind consideration. I look forward to hearing from you soon.

Respectfully yours,

Aditi Bagchi

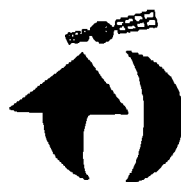
Aditi Bagchi
Senior Editor, Special Features

12/2 - 1.1M RW

11/11/96
Julie -
Lake turned down
a similar request so I'm
inclined to say no, unless
McCurry wants us to
do this for some
reason. - Blinken



Telecom International & Networking Technologies



To: Ms. Julie Mason
From: Peter Greenhill
Ref: PG/WH/PC/TT
Re: A.P.E.C. - Request for an editorial foreword by the President
Date: 4th December, 1996

Dear Julie

Thank you for your fax transcript of remarks by the President to Chulalongkorn University, Bangkok and for explaining the position of the White House Press Office to presidential editorial. However to every rule an exceptional case arises from time to time and I believe that this publication and its launch venue at Asia Telecom '97 to be a perfect exception to the rule. From the text I understand it to be the Presidents view that the USA...

"must deepen its partnership and share a common vision of economic growth."

He also goes on to say...

"The new global economy spurred on by continuous explosions in information technology is transforming the way we live and work and communicate, collapsing the distance between us and the free flow of goods and the free flow of ideas are bringing tremendous opportunities for people throughout the region."

I personally feel that this is a very important global message and that *TINT*, which is essential reading and is circulated free of charge and by name and title to 15,000 key people world-wide is its natural vehicle.

I look forward to hearing your views.

Kind regards

Peter Greenhill
Project Manager



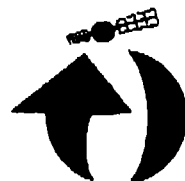
LMC -
I told them no
when they asked
for Clinton to write
forward to this
book. He wants to
revisit this.

Before I ice this
for good, will you
look
this
over?

THNX
Julie
Still
no
thanks

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Tel: 0171 404-0123 Fax: 0171 404-1670 Reg'd No: 2976694



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Inc. Israel, India, Australia		
TOTAL	100%	15,211

McHugh
plus 2 copies



Request for
POTUS piece
on campaign
finance.

~~Mike~~
check w/
Bae/Waldman
but I
think
we should
do.
mm!

David Farmer
Assistant Managing Editor
Roll Call

Julie Mason
Press Office
The White House

Ms. Mason:

Roll Call is preparing to publish a special section in early January focusing on campaign finance reform.

The section will contain news analysis by our staff and opinion articles from Members of Congress about changing the current campaign financing system.

We would like to include an article by the President in this section. Ideally, the article would discuss the Administration's priorities in regards to campaign finance reform, as well as specific elements of reform that the President supports. The article could also address attacks against union spending in this year's election, the idea of amending the Constitution, foreign money, or other proposed changes in campaign financing.

Typically, we like guest authors to write between 1,500 and 2,000 words. But we can be flexible to fit your needs.

Our deadline for submissions is Tuesday, Dec. 17. But again, we have a certain amount of flexibility.

We believe that this section would be incomplete without giving adequate attention to the President's perspective on this important issue. We hope you will agree.

If you have any questions, please call me at 289-4900.

Thank you

David Farmer
Assistant Managing Editor

Waldman says no
out of fear of
messing up Hill
negotiations.

Waiting for DB's answer.