THE WHITE HOUSE

WASHINGTON

Date 10/18/94

MEMO FROM MAGGIE WILLIAMS

TO: Karen

The attached is for your:

Information ✓

Advice

Action

COMMENTS:

THE WHITE HOUSE

WASHINGTON

SEP 7 1994

September 6, 1994

BY FACSIMILE AND MAIL

Mr. Ned Crabb
Editor
Letters to the Editor
The Wall Street Journal
World Financial Center
200 Liberty Street
New York, New York 10281

Dear Mr. Crabb:

Katherine Pfleger's August 22, 1994, article entitled "Thanks for Your Magnificent Gift, Which I Regret I Can't Use . . .," regarding gifts from foreign officials to the President and First Lady, contains misleading statements that should be corrected.

The article's headline erroneously implies that the President and First Lady cannot accept or use gifts sent to them by foreign officials. In fact, however, they may personally retain gifts from foreign officials that have values below that established by the applicable law. Furthermore, during his time in office, the President and Mrs. Clinton may use, on loan, gifts with values above that allowed by the law for personal retention. Such gifts are returned to the possession and control of the federal government at or before the time the President leaves office and may then be used for display in the President's library.

The quotation marks in the headline also mistakenly suggest that the language used there is employed by the President and First Lady to acknowledge gifts. That language is the author's own and is not used by the President or First Lady.

Ms. Pfleger writes that "[l]ater this year, the government will auction off some 1,700 gifts for which no official use has been found." None of the objects to be offered for auction, however, will include items presented to the President or First Lady; instead, they will be items that have been presented to other government officials who are prohibited from retaining the gifts under the ethical guidelines that govern executive branch employees. Furthermore, contrary to what the article states, none of the items will be objects presented to officials who are serving or who have served in the Clinton Administration.

I hope that you will clarify the record for your readers.

Sincerely,

Daniel W. Burkhardt
Director
White House Gift Office

bcc: Leon Panetta
Maggie Williams
Nancy Hernreich
Pam Barnett
Ginny Terzano
Laura Raydack
Kathy Whelan

FYI
Karen

THE WHITE HOUSE

WASHINGTON

August 23, 1994

OK for letter
Leon

MEMORANDUM FOR LEON PANETTA
CHIEF OF STAFF TO THE PRESIDENT

MAGGIE WILLIAMS
CHIEF OF STAFF TO THE FIRST LADY

MARK GEARAN
DIRECTOR, OFFICE OF COMMUNICATIONS

FROM: DAN BURKHARDT
DIRECTOR, WHITE HOUSE GIFT UNIT

THROUGH: JIM DORSKIND
ACTING DIRECTOR OF CORRESPONDENCE AND PRESIDENTIAL MESSAGES

SUBJECT: WALL STREET JOURNAL ARTICLE

This is to alert you to the attached article regarding gifts to the President and First Lady from foreign officials that appeared in yesterday's Wall Street Journal.

That article contains information publicly available from the Foreign Gift Report submitted by the President and First Lady in January to the Secretary of State. The piece, however, also makes three misleading statements: (1) its headline suggests that such gifts never are used; (2) it implies that gifts to the President and First Lady from foreign officials are auctioned; and (3) it states that the President ordered a gift from Philippine President Ramos destroyed. (I have learned that Laura Wills in the Protocol Office at the State Department spoke to the Journal without our knowledge.)

The issue is whether and how we want to correct these misstatements. I have drafted the attached proposed response that could be used as a letter to the editor. I am willing to sign and submit such a letter if you feel it is appropriate and necessary.

At your earliest convenience, please give me your thoughts on whether and how we should proceed. I can be reached at x65507. Thank you.

Attachments

cc: Nancy Hernreich

rock from an adult-contemporary format, says its liste ship jumped about 150%. "We have a very educated, white-collar, affluent consumer," says Anna Shreeve, station manager. "Advertisers see us as a must if they want to reach opinion leaders." Other leaders in mass markets include Atlanta's WNNX, WHTZ in New York and long-time alternative station KROQ in Los Angeles.

Stations must use caution when selecting advertisers. "They've got to keep the image and look street-savvy," says Robert Unmacht, editor of M Street Journal, which tracks the Federal Communications Commission and station programming. But the switch is wise, he says. "This is Generation X growing up and becoming a desirable market."

Women In Rock Spawn A Local Trend

THE GROWING popularity of female performers in modern rock has given a marketing boost to bands with female members. The success of talents like Sarah McLachlan, Liz Phair, L7 and Sheryl Crow has trained audiences to look for similar talent locally in clubs and smaller venues.

"You're almost more likely to do well now if you have a woman in the band," says Laura Ballance, bass guitarist for SuperChunk and co-

therapeutic for them to channel their creativity into another medium." Image Makers uses y all profits to purchase new art. The highest seller was a $9,000 work by Robbie Krieger of The Doors.

Spotlighted on the tour for several stops was a never-before-seen piece of abstract artwork drawn by the Beatles — protected by a black-belted bodyguard and an 800-lb. bulletproof case. Lithographs of the original Beatles work, created for the 1967 Monterey International Pop Festival, sold for $2,900 each, a hefty sum given that typical buyers were average fans, says Mr. Rowan. Next up are Grand Rapids, Mich., and Providence, R.I. "Someday, I feel certain we will appear in the Museum of Modern Art," Mr. Rowan says.

Odds and Ends

CASHING IN ON Nirvana singer Kurt Cobain's suicide, a Seattle entrepreneur advertised in Rolling Stone magazine copies of the 27-year-old performer's death certificate and medical examiner's report. Readers were told to send checks to PostMortem Art. Other ads promoted "actual handwritten" Cobain suicide note T-shirts and "A Star Has Died. A Legend Is Born" bumper stickers. Rolling Stone's group publisher couldn't be reached, and its ad department declined to comment.

Iced tea, after all, is quintessen American beverage, and U.S. consum last downed more than 332.7 mil gallons of the stuff, not including ho brewed. Europeans, meanwhile, dr about half that amount and most of it consumed in Italy and Switzerland, wh hot tea isn't as popular. The rest of Eur has proved much harder to convince.

"I can't yet see it being an every shopping item at the supermarket," s Tim Potter, a food analyst with Sn New Court PLC. "Given the gener conservative taste of the average Bri consumer, it may be a bit difficult to vince them to drink something in form that they've been drinking for turies in hot form."

Nevertheless, companies that h made a splash with iced teas in the U Unilever Group and Snapple Bever Corp., believe they can eventually vince the British that iced tea isn't

'Thanks for Your Magnificent Gift, Which I Regret I Can't Use . . .'

By KATHERINE PFLEGER 7/22/94
Staff Reporter of THE WALL STREET JOURNAL

Here is one gift horse President Clinton has to look in the mouth: a 3½-foot-tall, woven wicker and reed horse given by Peter Kravchenko, the Belarussian minister of foreign affairs.

Mr. Clinton, like other federal employees, can't accept gifts for personal use, though he can take them on behalf of the government. He and Mrs. Clinton usually put their gifts in an archive. It's quite a trove: The first family received an estimated $120,000 of mementos from foreigners in 1993 alone, according to an annual report by the State Department's Office of Protocol.

Susana Higuchi Fujimori, the Peruvian president's wife, gave Hillary Rodham Clinton a silver bonbon dish valued at $600. Canadian Prime Minister Brian Mulroney presented Mr. Clinton with a bronze statue of a bearded man playing the saxophone, with an estimated value of $900. But Prince Abdulaziz bin Fahd Al-Saud of Saudia Arabia bestowed the biggest gift: a leather suitcase bearing 22-karat gold jewelry, a gold coffee service and a sterling-silver letter opener valued at $32,000 in all.

Foreign largess drops off sharply for lesser officials. Vice President Al Gore and his wife, Tipper, put gifts valued at $4,500 in an archive — including two Russian riding costumes, complete with a saddle, four saddle blankets and two whips bestowed on them by President Askar Akayev of the Republic of Kyrgyzstan. The Gores retained for official use gifts valued at $1,595.

Later this year, the government will auction off some 1,700 gifts for which no official use has been found. They include two silk robes in colors of pink, gray, blue and green given to Secretary of State Warren Christopher by Thai Prime Minister Chuan Leekpai; a ladies' Omega watch in a gold-colored casing that was presented to former Secretary of Defense Les Aspin by King Hussein I and Queen Noor Al Hussein of Jordan; and four leather-bound volumes of "The New Encyclopedias of Archaeological Excavations in the Holy Land" given to National Security Adviser Anthony Lake by Israeli Prime Minister Yitzhak Rabin.

But don't count on bidding for the contents of the three mahogany humidors that Philippine President Fidel Ramos gave Mr. Clinton last year. Mr. Clinton had the cigars destroyed.

WORKPLACE

Replaced by

By WILLIAM M. BU
Staff Reporter of THE WALL ST

When Bonnie Dunn, 20 years old, tr Great Western Bank in Chatsworth, Ca big jerks.

One young woman sputtered contra depositing a check, then blew her t wasn't handled fast enough. Another shorter fuse. "You people are unbeliev

Both tough customers appeared on a computer screen, as part of a 20-minute automated job interview. Ms. Dunn was seated in front of a PC, coping via a color touch-screen and a microphone. She was tested on making change and sales skills, as well as keeping cool in tense situations. Great Western says the test reveals more about applicants than a traditional job interview can. Those who perform well are ushered into a manager's office for a face-to-face talk. Ms. Dunn stayed calm and landed the job.

Some cor right) ins and make tellers tal

"Everyone goes through the same thing," so it's fairer to applicants, says Michele Maddock, a Great Western vice president who spearheade

And it's more efficient for manager cause the computer weeds out underqu Gray, manager of Great Western's N says that each month he used to interv applicants for at least 15 minutes each. absolute, total waste of time," he says. so selective, it reduces high turnover ar $4.50 an hour, thus saving both mana bank officials say.

Of course, being interviewed by a weary job hunters as even more depers job interview. Even Ms. Dunn, who pas view with flying colors, has doubts. Com

[DRAFT RESPONSE TO PFLEGER <u>WALL STREET JOURNAL</u> ARTICLE]

Katherine Pfleger's August 22, 1994, article entitled "Thanks for Your Magnificent Gift, Which I Regret I Can't Use . . . ," regarding gifts from foreign officials to the President and First Lady, contains several misleading statements that should be corrected.

The article's headline erroneously implies that the President and First Lady cannot use gifts sent to them by foreign officials. In addition, the quotation marks in that headline falsely suggest that the language used there is employed by the President and First Lady to acknowledge gifts. Gifts to the President and First Lady from foreign officials are often used for display in the President's library after he leaves office. The language in the headline is the author's own and is not used by the President or First Lady to thank for items they receive.

Ms. Pfleger states that "[l]ater this year, the government will auction off some 1,700 gifts for which no official use has been found." None of the gifts to be offered for auction, however, will include items presented to the President or First Lady; instead, they will be items that have been presented to other government officials who are prohibited from retaining the gifts under the ethical guidelines that govern executive branch employees.

The author also states that the President had cigars destroyed that had been presented to him by Philippine President Fidel Ramos. That is incorrect. Longstanding United States Secret Service policy cautions that all consumable items sent to the President or First Lady should be destroyed to safeguard the First Family's health and well-being.

I hope that you will clarify the record for your readers.

Wall Street Journal

9/21/94

Letters to the Editor

p. A15

For Us? Oh, You Shouldn't Have!

Your Aug. 22 Marketplace article "Thanks for Your Magnificent Gift, Which I Regret I Can't Use. . .," regarding gifts from foreign officials to the president and first lady, contains misleading statements.

The article's headline erroneously implies that the president and first lady cannot accept or use gifts sent to them by foreign officials. In fact, they may personally retain gifts from foreign officials that have values below that established by the applicable law. Furthermore, during Mr. Clinton's time in office, he and Mrs. Clinton may use, on loan, gifts with values above that allowed by the law for personal retention. Such gifts are returned to the possession and control of the federal government at or before the time the president leaves office and may then be used for display in the president's library.

You write that "[l]ater this year, the government will auction off some 1,700 gifts for which no official use has been found." None of the objects to be offered for auction, however, will include items presented to the president or first lady; instead, they will be items that have been presented to other government officials who are prohibited from retaining the gifts under the ethical guidelines that govern executive-branch employees. Furthermore, contrary to what the article states, none of the items will be objects presented to officials who are serving or who have served in the Clinton administration.

DANIEL W. BURKHARDT
Director
White House Gift Office
Washington