

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR WHITE HOUSE AND EXECUTIVE BRANCH STAFF

FROM: Francis Thomas Sobol
Special Counsel To The President

SUBJECT: Policy Guidance on Non-White House Uses of the President's and First Lady's Likeness, Words, or Activities as well as Images of the White House and the Presidential Seal

Background

The President receives many requests from individuals, businesses, educational institutions, and others to use his name, likeness (pictures or video tape), activities, or words to promote a variety of endeavors. Businesses, individuals, and communities often propose to use pictures or references to the President's visits or words to promote their products, services, or potential. Various companies desire to use a likeness of the President, the First Family, the White House or the Presidential Seal to capture the attention of the public for their advertising and in the process create a linkage (intentionally or otherwise) between their products or services and the President.

White House Policy Against Commercial Entanglements for the President

The White House's long-standing policy is to refuse permission to use the name, likeness, words, or activities of the President, his family, or the White House itself, in advertising or commercial promotions in any way that suggests a connection between the President, his family, or the White House, and the advertising or promotion, notwithstanding the merits or reasons that accompany the request. The Vice President also subscribes to this policy and its implementing procedures.

Exceptions to the Policy

The reproduction of the likeness, words, or activities of the President, his family, the White House, or the Presidential Seal in educational materials or presentations may be allowed by the White House on a case by case basis. The test for approval is whether the use avoids creating an impression of a Presidential endorsement or approval of a commercial product, service, or enterprise. In addition, permission may be granted to use the President's likeness or that of the White House in fund raising activities conducted under Government auspices or involving a worthwhile charitable or philanthropic endeavor after a case by case review of the merits of the request.

Procedure for Policy Enforcement

Prior written approval must be obtained from the Counsel to the President for all non-White House uses of the likeness, name, words, or activities of the President, his family, or the White House itself. The same policy applies to proposed uses of the Presidential Seal; however, uses of the Seal are also governed by Federal law as codified at 18 U.S.C. § 713.

Violations of these policies will lead to appropriate legal action by the Office of the Counsel to the President.

All requests should be in writing and sent to the Office of the Counsel to the President, the White House, Washington, DC 20500.

April 13, 1993

File
Legal

763

Historical summary of White House policy concerning the use of the President's name or likeness based on the Council of Better Business Bureaus' "Do's and Don'ts in Advertising Copy," General Section 2, November, 1984.

USE OF THE NAME OR LIKENESS OF THE PRESIDENT OF THE UNITED STATES

236 Use of the President's Name or Likeness

President Reagan is adhering to a long-standing policy of refusing permission to use the name or likeness of the President of the United States, or of the First Lady, in advertising or commercial promotion in any way that suggests a connection between the President or First Lady and such advertising or promotion, notwithstanding the merits or reasons that accompany the request. The reproduction of the President's or First Lady's name or likeness for sale as such, or inclusion in an educational game, book, collection of portraits and/or biographies shall not be considered advertising or promotion if there is no indication or suggestion of endorsement or approval by the President or First Lady of a commercial product, service or enterprise.

The Counsel to the President has advised the Council of Better Business Bureaus, Inc. (CBBB) that exceptions to this rule, which has been adhered to by all Presidents, can be granted only after a request in writing has been submitted to and approved by the Counsel to the President.

The policy applies with equal force to the use of the name or likeness of the President, or of the First Lady, for any promotion or similar publicity purposes. The only instances where permission has been granted have been in connection with fund-raising campaigns sponsored by the Federal Government, or conducted under government auspices, such as those of the American National Red Cross. Even to such organizations, no overall permission is granted. Each individual case must be brought to the attention of the White House for approval and such exceptional cases could be considered only on their individual merits.

Exception may also be made with respect to advertisements promoting books or articles about the President authored by him or radio-TV programs featuring him, but only if such advertisements are submitted to the Counsel to the President for approval in advance.

This procedure must also be followed in connection with similar advertisements proposing to make use of the name or likeness of the First Lady. (See also 2-394 and 16-415.)

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

Use of the Presidential Seal

It is not permissible to use the Seal of the President of the United States in advertising copy. The Presidential Seal may be used only as authorized by Federal statute or by the Counsel to the President. 18 U.S.C. § 713 and Executive Order No. 11649 (1972).

Use of the Vice President's Name or Likeness

Counsel to Vice President Bush has informed the Council of Better Business Bureaus that the Vice President and his family would ask that their names and likenesses not be used for advertising commercial enterprises. The Vice President has adopted exactly the same policy on use of his or his family name or likeness as maintained by the President.

Office of the Counsel to the President

Following is a statement on references to the White House in advertising provided by the Office of the Counsel to the President November 1984.

REFERENCES TO THE WHITE HOUSE IN ADVERTISING

Neither the name nor the photograph or likeness of the White House should be used in advertising in any way that would suggest an endorsement or approval. If asked, the Counsel to the President would decline to give authorization for such use.

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

November
1984

Do's and Don'ts in Advertising Copy

Copyright 1984, Council of Better Business Bureaus, Inc.

(Most recent update: Feb/Mar-1993)

R. H. Macy & Co. Inc.

OFFICE OF THE GENERAL COUNSEL
151 WEST 34TH STREET • NEW YORK, NY 10001-2180

HERBERT M. HELLMAN
GROUP SENIOR VICE PRESIDENT -
GENERAL COUNSEL

TELEPHONE (212) 494-4454
TELECOPIER (212) 494-1968

*File
Macy's*

November 23, 1993

VIA FACSIMILE

Marvin Krislov, Esq.
Special Counsel to the President
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Marvin:

Confirming our earlier conversation, the Macy's
Holiday Windows featuring the President and First Lady
will not contain any reference to Chelsea Clinton and
will feature the following disclaimer:

The Holiday Windows are a Macy's
presentation and do not represent
an endorsement by the President, the
Vice President, the First Lady or
any governmental agency.

Thank you for your assistance.

Very truly yours,

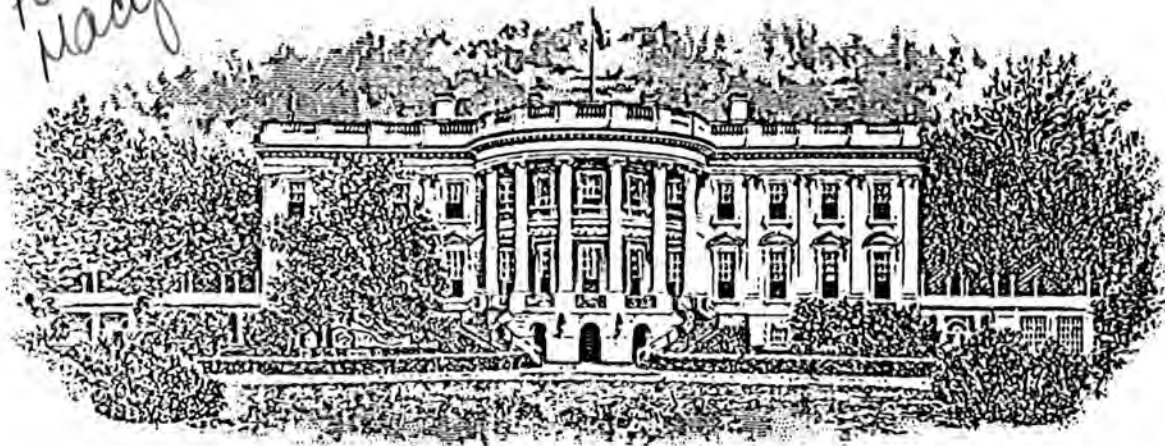
[Signature]

PRIVILEGED & CONFIDENTIAL**R.H. MACY & CO., INC.****151 WEST 34TH STREET
NEW YORK, NY 10001****FAX COVER SHEET****DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: Dy DATE: 8/21/13
2013-0359-5****TO: MARVIN KRISLOV, ESQ.****202-456-1647****FROM: HERBERT M. HELLMAN, ESQ.****TOTAL PAGES: 2 , INCLUDING COVER PAGE.****DATED: November 24, 1993****PLEASE CALL GABRIELLE DAWKINS AT 212-494-4454 IF ALL PAGES
ARE NOT RECEIVED.****RETURN FAX NO. (212-494-1968).**

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The White House

*File
Hacy's*



COUNSEL'S OFFICE

FACSIMILE TRANSMISSION COVER SHEET

DATE: November 22, 1993

TO: Herbert Hellman, Senior Vice President & General Counsel

FACSIMILE NUMBER: 212- 494-1968

TELEPHONE NUMBER: 212-695-4454

FROM: Marvin Krislov, Esq., Special Counsel to the President

TELEPHONE NUMBER: 202-456-7903

PAGES (WITH COVER): 5

COMMENTS: PLEASE DELIVER IMMEDIATELY/URGENT

PLEASE DELIVER AS SOON AS POSSIBLE

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THE WHITE HOUSE

WASHINGTON

November 22, 1993

Herbert Hellman
Senior Vice President and General Counsel
Macy's
151 West 34th Street
New York, NY 10001

VIA FACSIMILE

RE: Unauthorized Use of Likenesses of the President, Vice
President, and First Family in Commercial Advertising

Dear Mr. Hellman:

This letter concerns the holiday windows in your Herald Square store which, according to a New York Times story dated November 21, 1993, will contain likenesses of the President, Vice President and First Family.

Bernard W. Nussbaum, Counsel to the President, asked me to review with you the White House's long-standing policy that prohibits the use of likenesses, images, or activities of the President, the First Family, or the Vice President in commercial advertising. Specifically, this policy means that the name and likeness of the President, Vice President, and First Family may not be used to state or imply an endorsement or other linkage between them and a commercial product or service, regardless of its merits.

Enclosed please find a summary of the policy for your information and a summary of the Council of Better Business Bureaus' "Do's and Don'ts in Advertising Copy," which has provided similar advice to advertising executives for more than a decade.

The holiday windows violate this long-standing White House policy since Macy's has not received prior written permission from the Counsel to the President to use the likenesses of the President, Vice President and First Family in its advertising. Additionally, the holiday windows improperly and inaccurately suggest approval or endorsement by the President, Vice President and First Family of your products and services.

Accordingly, we request that your organization cease and desist all unauthorized uses of the likeness of the President, Vice President, and First Family in the advertising of commercial services or products. Thank you for your prompt attention to this matter.

Sincerely,

A handwritten signature in cursive script that reads "Marvin Krislov".

Marvin Krislov
Special Counsel to the President

Chairman and CEO of ^{File} Macy's
Macy's
Mark Ullman

212/ 494 - 4448

4094

4630

public affairs
Gloria Kreutzman

212/ 494 - 4414

*File
Macy's*

PRIVILEGED & CONFIDENTIAL

R.H. MACY & CO., INC.

**151 WEST 34TH STREET
NEW YORK, NY 10001**

FAX COVER SHEET

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: PL DATE: 8/21/13
2013-0359-5

TO: MARVIN KRISLOV, ESQ.

202-456-1647

FROM: HERBERT M. HELLMAN, ESQ.

TOTAL PAGES: 2 , INCLUDING COVER PAGE.

DATED: November 23, 1993

PLEASE CALL GABRIELLE DAWKINS AT 212-494-4454 IF ALL PAGES
ARE NOT RECEIVED.

RETURN FAX NO. (212-494-1968).

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R. H. Macy & Co., Inc.

OFFICE OF THE GENERAL COUNSEL
151 WEST 34TH STREET • NEW YORK, NY 10001-2180

HERBERT M. HELLMAN
GROUP SENIOR VICE PRESIDENT -
GENERAL COUNSEL

TELEPHONE (212) 494-4454
TELECOPIER (212) 494-1968

November 23, 1993

VIA FACSIMILE

Marvin Krislov, Esq.
Special Counsel to the President
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

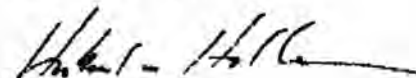
Dear Mr. Krislov:

This is in response to your letter of November 22, 1993 concerning Macy's holiday window, which will depict the first family in a holiday setting.

We are somewhat puzzled by your letter since the concept and presentation was developed in concert with members of the White House staff. Our portrayal of the first family in a holiday setting is intended to link the presidency with the national spirit of the holiday season in a tasteful way, in keeping with the dignity of the Office of the President.

Having relied on the cooperation of the White House, Macy's has devoted significant time and resources to develop this presentation, and we respectfully ask that we not be requested to remove it at this late date.

Sincerely,



HMH/gd

THE WHITE HOUSE

WASHINGTON

August 26, 1993

Mr. Joseph F. Pauley
President
Kahler Communications
6701 Democracy Boulevard
Suite 300
Bethesda, Maryland 20817

*Draft
Frank - let's
send
Maggie*

RE: Proposed use of the President's and the First Lady's name
in promotional materials for Kahler Communications

Dear Mr. Pauley:

Thank you for writing the White House about your company's proposed references to President and Mrs. Clinton in your promotion materials. I am responding to your letter because such uses are reviewed by the Counsel to the President under the White House's long-standing policy to avoid commercial entanglements for the First Family.

Bernard W. Nussbaum, Counsel to the President, asked me to review this policy with you. The goal of the policy is to avoid any uses the President's and the First Lady's name, image, words, or activities in association with a commercial enterprise. Specifically, the White House will not permit the President's or the First Lady's words, name, image, or activities to be used to state or to imply their endorsement or any other linkage between them and a commercial product or service, for example, Kahler Communication's seminar program.

I have attached to this letter a statement of White House policy on such matters and an historical summary of the policy dating to Mr. Reagan's first Administration.

Let me say as a personal note that I found your proposal to be creative and tastefully done. Nonetheless, the overriding concern we must share is making sure that the President, the First Lady, and the White House stay as free from commercial ventures as is humanly possible. I appreciate your help in this matter.

Sincerely,

Francis Thomas Sobol
Special Counsel to the President
Office of the Counsel to the President

THE WHITE HOUSE
WASHINGTON

8/13/93

Maggie:

What are your
thoughts on this?

Lisa says no but is
concerned because he

is a friend/supporter
from the

I say no too -
MAG

THE WHITE HOUSE
WASHINGTON

8.25.93

Hi Frank

Maggie agrees that we should
say no to this but, because
he is a friend of the Clinton's
she thinks we need a "softer"
letter telling them ~~to drop dead~~
we can't do it.

Thank you for your help
(as always),

Emelyn

7
Eric send
to Frank Sobot
in counsel's office
leave — Karen
Note



Kahler Communications (Washington, D.C.)

A Division of Process Communications Inc.

International Management Communications

PCM Graduate Elected President

Process Communication works! Just ask President Bill Clinton.

President Clinton and First Lady Hillary Rodham Clinton attended a 3-day Process Communication Seminar in Little Rock, Arkansas in 1984. Impressed by the power of Process Communication and the ability it gave him to communicate effectively with everyone, then Governor Clinton worked to develop his communication skills so that he could reach everyone and get things done. Some believe this ability to reach out to all people was President Clinton's secret weapon during the 1992 election campaign.

Although many CEO's and other corporate executives have attended Process Communication Management (PCM) seminars and many other graduates have parlayed the improved communication and management skills they acquired in PCM seminars to rise to the top of the corporate ladder, the election of President Clinton marks the first time a PCM graduate has been elected President of the United States.

After the First Lady attended the seminar she wrote a note to Sandi Kahler, vice president of Kahler Communications Inc., thanking her and Dr. Taibi Kahler, the President of Kahler Communications Inc. for running the seminar. In the note she said, "The Process Communication Model provides a framework for evaluating the information one wishes to communicate and the best means for doing so with various recipients of that information. I appreciate Taibi taking the time to provide the special seminar for us and look forward to many years of making use of what I learned."

She learned her lessons well. She used PCM for several years in her law practice and continues to use it in her new role at the White House.

ROSE LAW FIRM

A PROFESSIONAL ASSOCIATION

ATTORNEYS

120 EAST FOURTH STREET
LITTLE ROCK, ARKANSAS 72201

TELEPHONE (501) 375-9131
TELECOPIER (501) 375-1309

U. M. ROSE
1834-1813

RONALD M. CLARK
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C. BRANTLY BUCK
TIM BOE
H. JANE DICKET
WILLIAM H. KENNEDY, III
KENNETH R. SHERIN
DAVID A. KNIGHT

February 8, 1985

Ms. Sandra Kahler
Vice President, Operations
TAIBI KAHLER ASSOCIATES, INC.
Seven Shackelford Plaza
Little Rock, AR 72211

Dear Sandi:

I am pleased to respond to the inquiry from your trainer in Chicago regarding my experience at the Process Communications Seminar you held recently for attorneys. I found the information about process communications pertinent to my work in litigation. The ability to communicate effectively with all kinds of people and particularly with witnesses and jurors is key to a trial lawyer's success. The Process Communication Model provides a framework for evaluating the information one wishes to communicate and the best means for doing so with various recipients of that information.

I appreciate Taibi taking the time to provide the special seminar for us and look forward to many years of making use of what I learned.

Sincerely yours,

Hillary Rodham Clinton
HILLARY RODHAM CLINTON

/j kf

File
Legal

THE WHITE HOUSE
WASHINGTON

September 8, 1994

M. Patricia Shelhamer
Executive Director
Family Assistance Program
"For the Homeless"
1654 Ivar Avenue
Los Angeles, CA 90028-6305

Dear Ms. Shelhamer:

Maggie Williams of the First Lady's Office has asked me to respond to your letter of August 15, 1994.

It is with regret that I inform you that the First Lady must decline your request for her participation. A long-standing White House policy discourages charitable fundraising by the President and First Family, regardless of its merit. Accordingly, this office must deny your requests.

The First Lady extends her best wishes in your endeavor.

Sincerely,



Marvin Krislov
Assistant Counsel to the President

cc: Maggie Williams



FAMILY ASSISTANCE PROGRAM "FOR THE HOMELESS"

1654 IVAR AVENUE • LOS ANGELES, CALIFORNIA 90028-6305 • (213) 461-9632 • FAX (213) 461-4558
M. PATRICIA SHELHAMER
Executive Director

August 15, 1994

Margaret A. Williams
Chief of Staff for the First Lady
Office of the President
The White House
Washington, D.C. 20500

Dear Ms. Williams:

The purpose of this letter is two fold. First we need to advise you that the premier of the movie "It Runs In The Family", for which Mrs. Clinton has agreed to serve as honorary chair, has once more been postponed from August 25, to a date yet to be set, probably sometime in October. As soon as a new date has been set we will notify you immediately in the hope that Mrs. Clinton might be able to attend.

Secondly, this will act as a cover letter to a proposal submitted by Kathleen Garfield of the Garfield Foundation. The proposal will explain itself in detail, but essentially, the Garfield Foundation project would raise \$300,000 to be split between this agency and The Children's Hospice in London.

marion Her Royal Highness Princess Diana has agreed to provide a letter in support of the project to be included in the prospectus and we would be so honored if Mrs. Clinton might do the same representing our part in the project.

Naturally, we would submit the brochure and all other printed material mentioning Mrs. Clinton prior to publication. If there are questions or if you need more information please do not hesitate to call.

Thank you again for your time and consideration.

Sincerely yours,

M. Patricia Shelhamer
Executive Director

cc: Garfield Foundation

The Irwin E. & Kathleen Garfield Foundation

7-27-94

Hillary Rodham Clinton
Office of the First Lady
Old Executive Office Building
Room 100
Washington, D.C. 20500

Dear Mrs. Clinton:

I am writing to you on behalf of a very special fund raising project which is being sponsored by the Irwin E. & Kathleen Garfield Foundation, Los Angeles, California.

The purpose of the project is to raise \$300,000.00 for two charities, the Family Assistance Program in Los Angeles, California and the Children's Hospice, Milton, Cambridge, U.K. A prospectus for the project is enclosed with this letter along with a mission statement for the Garfield Foundation.

Mrs. Clinton, I respectfully ask you to read the description for our project and consider my request of you. I am hopeful you will give us a brief statement of support for this endeavor which we can incorporate into the brochure we are designing. I am also requesting that you might provide us with a letter of thanks which we would have printed and present to each donor to the project who gives \$3,000.00, or more.

As you read our prospectus you will see we have a unique opportunity to tie our fund raiser to the UK/LA Cultural Festival which takes place in Los Angeles September 7th to November 7th, 1994. This transatlantic appeal to aid children and families in need is a collaboration between British artist Deryck Healey and the Irwin E. & Kathleen Garfield Foundation. We are most anxious to make a resounding success of this appeal for two reasons. The money we raise will enable these two organizations to continue their invaluable work. Equally important, we foresee this as the first in a series of creative programs between Foundation and artist to raise money for charity.

This is the Foundation's first attempt at raising money for charity as prior to this we have supported charitable institutions solely by writing checks. My husband and I established our foundation in 1990. We have been very fortunate. Our lives have been blessed with financial security and our children have grown up happy and healthy. Through our foundation we have endeavored to share our good fortune with others in the community. However, because the Foundation's financial base is limited, we have chosen to focus attention on small charities outside the mainstream institutions; charities which disperse the money they raise as quickly and directly as possible to the good of the people they serve. The Foundation prefers to direct its assistance to small charities with the lowest percentage of operating expenses to capital dispersed. We generally do not contribute to fund raising which includes expenses for dinners, parties, celebrity involvement or unreasonable administrative expenditures.

It is crucial that we make a success of this fledgling project. Though it is modest, if we attain our goal we plan to repeat this program every two years with a different artist. Each time half the money raised will go to a public charity in California and half will go to a charity in the artist's home area. Your participation will allow us to realize our goal of raising \$300,000.00 for two very worthy charities and possibly more.

This project has also been presented to Her Royal Highness, The Princess of Wales. We have asked the same endorsement from Her Royal Highness and have received a preliminary affirmative reply. A copy of the letter from the Private Secretary to the Princess of Wales, Mr. Patrick Jephson, is enclosed.

My husband and I have been blessed with prosperity, family, health and happiness. It is our most sincere desire to share some of our bounty with people who've not been so fortunate. Your endorsement of this project can mean it's success, Mrs. Clinton. I look forward to your reply.

I'm available at your convenience to answer any questions.

Sincerely,

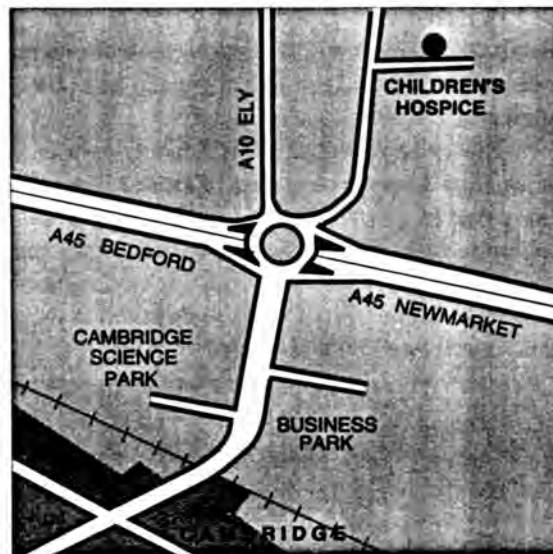

Kathleen Garfield

KG/rh

Why I Like Cambridge

My name is Glenn Stafford. I'm 11 years old. I go to Cambridge because of my brother Barry who will be 13 in October. He has got Adrenoleukodystrophy which has made him very poorly.

I really like going to the hospice because they are kind people. I like the ball pool and the swings out side and I like the Hydrotheraph pool because it is nice and warm. I like beanie, Suss dog. Beanie is dog. For the brothers and Sisters of the Handicapped Children Jane, Gill and Hilary organised a day of doing different things. We done nature trail, because that and we made a bird box and all different things. My brother Barry gets special when he goes down train and so do I. I call Cambridge the Holiday home, I call it the Holiday home because it's a holiday for him and I think it's a fun place.



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Mr John Howard FRICS
Mr Gordon Laurie FASl, FInstD
Mr Geoffrey Newman
Mrs Alison Williams

Rector of Milton, Canon of Ely (Chairman)
Partner, Winters Solicitors, Cambridge
(Hon Secretary)
Partner, Grant Thornton, Bedford, (Treasurer)
Consultant Paediatrician
Addenbrooke's Hospital, Cambridge
Consultant Paediatrician (Retired)
Forum Architects, Cambridge
Chartered Surveyor, Cambridge
Quantity Surveyor, Cambridge (Retired)
Company Director
Managing Editor, BBC Radio, Cambridge

MEDICAL ADVISERS TO THE HOSPICE

Dr Peter A Bailey BSc, MB, BS, DCH, MRCP
Dr Martin Hughes BSc, PhD, MB, B.Chir

HOSPICE DIRECTOR

Miss Susan F Potter RSCN RGN



The Children's Hospice for the Eastern Region
Church Lane, Milton, Cambridge CB4 6AB
Telephone 0223 860306

A Company Limited by Guarantee No. 2776381
Registered Charity No. 1017495

The CHILDREN'S HOSPICE for the EASTERN REGION



*A home caring for sick children
and their families*



Produced by Glyn Davies, Cambridge



Kahler Communications
(Washington, D.C.)

A Division of Process Communications Inc.

International Management Communications

13 July 1993

Ms. Lisa Caputo
Press Secretary for the First Lady
Old Executive Office Building
Room 100
Washington, D.C. 20500

Dear Ms. Caputo,

I am the President of Kahler Communications (Washington, D.C.), the local representative/distributor for Kahler Communications Incorporated in Little Rock, Arkansas.

President Clinton and the First Lady both attended a seminar on Process Communication taught by Dr. Taibi Kahler in Little Rock in 1984 and the First Lady very kindly provided an endorsement letter (attached) in 1985. She also allowed Dr. Kahler to quote from her letter in an endorsement which appeared in the Second Edition of his book "The Mastery of Management" which was published in March 1993.

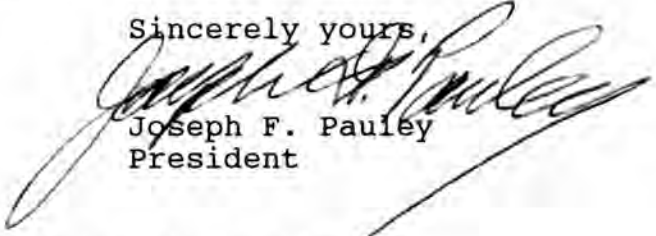
I publish a newsletter for Dr. Kahler which is sent to my clients and to all Kahler distributors and trainers throughout the country. Some of them make copies of some of the articles in the newsletter and send them to their clients.

The news of the year for us is that a graduate of one of our seminars has been elected president and I would like to include an article about that in the newsletter. I am enclosing a draft of the article. When Dr. Kahler took a copy to Linda Dixon in the President's Little Rock office, Linda suggested he have me run it by you for you to clear with the President and the First Lady. Will you do that please and let me know if they agree or if they have any changes they would like made? Thank you.

Shortly after the inauguration Dr. Kahler received a hand written note from President Clinton thanking him for his role as an advisor during the campaign. While I would like to use that in the article, Dr. Kahler will not authorize it because of his friendship with the President. This is my attempt at a compromise.

Thank you for your assistance.

Sincerely yours,


Joseph F. Pauley
President

The Hospice was opened in August 1989 by HRH The Princess of Wales, thanks to the generosity of many people who raised money to help children suffering from life threatening/life limiting illnesses and their families.

It is situated in the village of Milton just off the A45, 4 miles from the centre of Cambridge.

The Hospice is a registered charity and gives palliative care, friendship and practical help to sick children and to their families. Children from 0-17 years are welcome. Referrals are considered from eight counties in the Eastern Region, South Lincolnshire, Cambridgeshire, Norfolk, Suffolk, Essex, Hertfordshire, Bedfordshire and Northamptonshire.



Children with a progressive illness such as Metabolic disorders or CNS degenerative disorders, inoperable cardiac disease, malignancy and other, often rare, conditions are accepted.

The Hospice provides total family care in a home from home environment. Families who stay can relax in peaceful surroundings. They can choose to care for their sick child or may take the opportunity of a break, perhaps a weekend away or a holiday with the rest of their family knowing their child is well cared for and is safe.



There are seven bedrooms for the sick children, designed to be as homely as possible. Two bedrooms are double. Family accommodation includes 3 bedrooms, sitting room, kitchen and 2 bathrooms providing comfort and privacy.

A Hydrotherapy pool is frequently used and enjoyed both by the sick children and their families. Outside there is the garden which is in constant use, weather permitting and a play area with different types of swings and a slide.



The care team includes nurses, physiotherapist, play leader, home support nurse, sibling support leader, a nurse with special responsibilities for supporting bereaved families and a chaplain. No-one wears uniforms.

A local G.P. practice provides medical care in conjunction with the children's own doctors.



Our aim is to create an environment where children and their families can find help, hope and encouragement. The care team can assist in the control and prevention of pain and unpleasant symptoms which cause distress. Sometimes children stay with us at the end of their lives. When the time comes for a child to die we do our best to ensure that this happens with dignity, surrounded by family and people he or she knows, and loves best. We continue to support families thereafter, if that is their wish.

We can also offer support to the family in the home along with paediatric community nurses and other services.

Further individual help is offered to siblings in a variety of ways under the guidance of our sibling support leader.

The Irwin E. & Kathleen Garfield Foundation

PROJECT OPEN STUDIO

The **Irwin E. & Kathleen Garfield Foundation** wishes to introduce the **Family Assistance Program** in Los Angeles and the **Children's Hospice**, Milton, Cambridge, U.K.

The Garfield Foundation has combined its resources with the artistic talent of British artist **Deryck Healey** to develop a unique project to assist small, non-profit organizations dedicated to serving and protecting the interests of children and encouraging and promoting the interests of children and encouraging and promoting the importance of the family.

Each of the charities chosen for this project provides a critically important service to the community they serve. In Los Angeles the **Family Assistance Program** finds shelter, job training and counseling for homeless adults and their dependent children, resulting in permanent non-reliance on welfare. The **Children's Hospice** in the U.K. provides a loving environment for children with life threatening/life limiting illnesses and conditions where these children and their families can find help, hope and encouragement.

It is our goal to raise \$300,000.00. We are seeking donations of \$3,000.00 each from one-hundred community-minded patrons in both Los Angeles and the U.K. who understand the value of the work being done by the **Family Assistance Program** and **Children's Hospice** and who wish to assure through their financial support that this work continues to enrich the communities these charities serve.

Each contributor of \$3,000.00 will receive as thanks from the **Garfield Foundation**, a signed, limited edition copy of **OPEN STUDIO**. This magnificent one-hundred twenty- four page book has been created for our project by renowned artist Deryck Healey. Healey's contemporary works are held in some of the most esteemed art collections in the world, such as the Hess Collection, Switzerland. **OPEN STUDIO** will be enclosed in a handsome presentation case and our patrons will be first to receive this book, before it is released for sale in the bookstores. To further express the gratitude of the Foundation and artist, Healey has traveled to California to produce a special set of original art works on paper and with each book one set of these art works will be included. Though the art works are similar each is an original.

Project **OPEN STUDIO** was conceived as a way to raise a large amount of money for small but extremely important charities which must constantly struggle for the funds to keep their critical work alive. By bringing together artist, foundation and the business community, the resources of all three elements combine to nurture this project to fruition.

HOW THE CHARITY BENEFITS:

Family Assistance Program and **Children's Hospice** will each receive half the money raised, as much as 50% of the annual operating budget. Each of the two organizations will be introduced to patrons whose charitable interests may continue to be pledged to them.

HOW THE PATRON BENEFITS:

Through his or her financial contribution, each patron can be assured that children and families in critical situations are being helped and that the money is reaching the people who most need it. The patron is further assured that the **maximum percentage** of his contribution is applied directly to the work of the charity. These two organizations maintain a very cost effective office overhead, using volunteers whenever possible. In addition, the patron receives an important piece of art and is introduced to or reacquainted with, an outstanding artist.

HOW THE ARTIST BENEFITS:

The artist chooses a charity in his home area which fits the parameters of the Foundation's mission. The artist then produces an art work, in this case **OPEN STUDIO**, which is financed by the Foundation. The art work is used to encourage philanthropical citizens to help these charities continue their work. In producing his particular work, the artist is able to showcase his creative talents as well as share his personal philosophy with an audience of sophisticated art connoisseurs.

HOW THE FOUNDATION BENEFITS:

We achieve our goal. Two charities whose work parallels the Foundation's mission each receive a substantial amount of money. An artist with a brilliant future creates a remarkable work of art and is introduced to new art collectors. The art collectors not only meet a new artist but are also introduced to two outstanding charitable organizations.

BUT MOST IMPORTANTLY:

Children who are living in hopelessness, without shelter, education; adults with dependent children who are facing the dangers of life on the streets, unemployment and poverty; families with meager financial resources trying to cope with the overwhelming medical expenses and devastating emotional impact of a child facing terminal illness; all of these are helped through this project.

Family Assistance Program (FAP), established in 1984, serve homeless families with dependent children through carefully planned, comprehensive and long-term intensive case management services of up to five years. FAP is not a shelter, its hands-on, personal, yet professional, approach, is credited with moving families from hopelessness and despair to self-sufficiency and renewed self-esteem. Approximately 80% of clients were teenage parents; an estimated 66% were sexually abused in the home, as children. FAP believes that the most effective way to deal with child abuse, poor performance of children in school, delinquency, youth violence/crime, drug/alcohol use and pregnancy in teenagers is to keep the child in the home and strengthen the parents, who will then create a wholesome, nurturing atmosphere within the home, allowing the child to develop to his full potential.

FAP services include:

- (1) location of emergency shelter, then permanent housing, providing financial aid for deposits or Section 8 certificates;
- (2) individual and group psychotherapy by professional therapists for adults and children, to offset the trauma of homelessness;
- (3) parenting classes to reinforce parenting skills or to reestablish parent-child bonds;
- (4) creating employability through schooling or vocational training, counseling and assistance;
- (5) child care while parents attend training, counseling or search for work, and referral for long term child care;
- (6) referral for medical or developmental assessment and treatment, the various 12-Step programs, or for placement in residential drug or alcohol rehabilitation programs.

FAP also acts as an advisor and advocate for clients, helping to empower them in their dealings with County Departments of PSS and Probation, employment supervisors, school personnel, disputes between clients/landlords, and/or client/Section 8 regulators. FAP staff also works with the Dept. of Childrens Services to satisfy requirements of the Court. FAP's goal is to motivate and transform homeless families into self-sufficient, independently living members of society.

With an annual budget of \$300,000.00, FAP provides these comprehensive services to approximately 100 families a year. More than 75% of those receiving FAP services will achieve independent living and be self-sufficient following "graduation" from the program, as measured by a minimum of six months permanent residency with adult family members either employed or in school. School age children will be enrolled in an appropriate program. Outcome measures thus include:

- (1) permanent non-reliance on welfare;
- (2) ability to support family;
- (3) children performing well in school and social situations; and,
- (4) a safe, wholesome, nurturing home environment for the children.

FAP is inundated with requests for services. Currently new program admissions occur on a quarterly basis, since no more than 100 families can be accommodated with present budget constrictions. With your help FAP can continue to provide hope and skills to young homeless families and expand our enrollment to more and more of those in need.

...We Don't

"...effective programs such as F.A.P. are an invaluable asset to the City and to families and individuals in need. Please accept my commendation for the fine work you are doing."

- TOM BRADLEY, Mayor

"Our support of F.A.P. has become an important part of our lives. We hope that, more and more, others will feel that way, too."

- BOB CLARK, Film Director and LANIE CLARK

"THE FAMILY ASSISTANCE Program is a much needed system of support for families in crisis...I am pleased to recommend (it) as a possible recipient of any funding."

- DAVID ROBERTI, State Senator



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JERRY ZUKOWSKI & ASSOCIATES
Elisa Celli Wallace
INTERNATIONAL MULTI MEDIA

THE FAMILY ASSISTANCE PROGRAM
1654 IVAR AVE. HOLLYWOOD, CA 90028 • 213 461-9632

*When You're Homeless, People Seem
To Look Right Through You...*



The Family Assistance Program helps homeless families, not through handouts, or token measures, but through a carefully planned, long term, support system, to

- locate adequate permanent housing, and provide financial aid for deposits
- receive individual and group psychological counseling, adults and children, to offset the trauma of homelessness.
- receive medical treatments
- locate employment and/or job training
- have child care while looking for work or in training
- attend support groups, such as AA, NA or OA, Acting Classes as therapy, Arts and Crafts groups

- receive tutoring to overcome illiteracy, or to bring children up to grade level

...has a goal to transform families in crises, into the self-sufficient self-respecting members of society that they long to be. Clients, many of whom are single parents or families where parents have had limited educational opportunities, must commit to establishing independent economic stability and enriching the quality of life for their families.

Allow your mind to imagine what it would be like to be a parent and/or parents with children, without the security of shelter, without knowing where, when or if you might eat, or the opportunity to wash yourself, your clothes, or your children, to live with the constant threat of illness and of attack from almost everyone. Now you can begin to understand the devastating destructiveness of homelessness. The impact on children is most damaging.

Today, in America, 1 in 4 children is born in poverty. Studies show that these children have serious lags in social, motor and language skills, the majority over age 5 are severely depressed and most of the depressed children had suicidal thoughts. The first priority for homeless children is stability, that means a permanent home and a nurturing atmosphere.

Moving a family into an unfurnished apartment is only the first step. Help us to provide the support so necessary to develop self-esteem, trust, knowledge, learning and love.

The Family Assistance Program of Hollywood was incorporated in 1984 as a charitable non-profit California corporation, designated 501 (c) 3 by the Internal Revenue.

Photos by: EDDIE GARCIA





ST. JAMES'S PALACE
LONDON SW1A 1BS

From: The Private Secretary to H.R.H. The Princess of Wales

18th March, 1994

Dear Mr. Wiltshire

The Princess of Wales has asked me to thank you for your letter of 9th March.

Recalling with pleasure her visit to the Children's Hospice in Milton, Her Royal Highness would be very happy to help in any way she can with the Los Angeles fundraising initiative. Perhaps, when convenient, you would telephone me to discuss possibilities. My number is 071-930 4832.

Yours sincerely

Patrick Jephson

Jeremy Wiltshire, Esq.

Patrick Jephson

The Irwin E. & Kathleen Garfield Foundation

MISSION STATEMENT

THE IRWIN E. AND KATHLEEN GARFIELD FOUNDATION WAS ESTABLISHED TO SUPPORT THE EFFORTS OF NON PROFIT ORGANIZATIONS DEDICATED TO PUBLIC SERVICE. OF PARTICULAR INTEREST TO THE FOUNDATION ARE ORGANIZATIONS WHICH SERVE AND PROTECT THE INTEREST OF CHILDREN AND ENCOURAGE AND PROMOTE THE IMPORTANCE OF THE FAMILY.

BECAUSE THE FOUNDATION'S FINANCIAL BASE IS LIMITED, ATTENTION IS FOCUSED ON CHARITIES OUTSIDE THE MAINSTREAM INSTITUTIONS; CHARITIES WHICH DISPERSE THE MONEY THEY RAISE AS QUICKLY AND DIRECTLY AS POSSIBLE TO THE GOOD OF THE PEOPLE THEY SERVE. THE FOUNDATION PREFERS TO DIRECT ITS ASSISTANCE TO SMALL CHARITIES WITH THE LOWEST PERCENTAGE OF OPERATING EXPENSES TO CAPITAL DISPERSED. WHILE THE FOUNDATION DOES NOT SPECIFY A MAXIMUM PERCENTAGE TO OVERHEAD, THE LOWER THE COST OF RUNNING THE ORGANIZATION THE BETTER.

WHEN THE RESOURCEFUL AND CREATIVE MEMBERS OF A COMMUNITY POOL THEIR COMBINED TALENTS TO HELP EDUCATE, HOUSE AND PROVIDE HEALTH CARE, AMONG MANY OTHER SERVICES, FOR THEIR PEOPLE IN NEED, THE ENTIRE COMMUNITY IS ENRICHED. IN THAT SPIRIT, PROJECTS WHICH MELD THE RECIPROCAL EFFORTS OF VISUAL OR MEDIA ARTISTS, BUSINESS INSTITUTIONS AND LOCAL CHARITIES, RECEIVE SPECIAL CONSIDERATION FROM THE FOUNDATION.

THE IRWIN E. AND KATHLEEN GARFIELD FOUNDATION WAS ESTABLISHED IN 1990 IN LOS ANGELES, CALIFORNIA.

File issue

THE WHITE HOUSE
WASHINGTON



DATE: 9/8/94

TO: *MAGGIE WILLIAMS*

FROM: White House Counsel
Room 128, OEOB, x7900

- ☐ FYI
- ☐ Appropriate Action
- ☐ Let's Discuss
- ☐ Per Our Conversation
- ☐ Per Your Request
- ☐ Please Return

☒ Other *PLEASE REVIEW.
OK?*

*Great
thanks*

Draft of
letter from
WH Counsel

DRAFT

September 8, 1994

Robert J. Stankey, Jr.
11201 Cranbrook Lane
Oakton, VA 22124

Dear Mr. Stankey:

The White House Counsel's office has received your request for documents made under the Freedom of Information Act (FOIA), 5 U.S.C. § 552.

The FOIA applies only to records maintained by "agencies" within the Executive Branch. *See* 5 U.S.C. § 552(a)(3). The Office of the President, including the President's immediate personal staff and units in the Executive Office whose sole function is to advise and assist the President, is not an "agency" for the purposes of FOIA. Thus, the White House is not an "agency" for the purposes of FOIA. Consequently, FOIA does not establish a statutory right to the documents that you have requested from the Executive Office of the President.

Nonetheless, Ms. Williams has asked that the requested information be forwarded to you. A description of her position is attached.

Thank you for your letter.

Sincerely,

Marvin Krislov
Assistant Counsel to the President

Position: Assistant to the President/Chief of Staff to the First Lady

Description: Ms. Williams manages, directs and advises a staff of thirteen individuals who support the activities of the First Lady. Areas of support include press relations, health care policy, White House events/social activities, scheduling and correspondence. She facilitates selected health care administrative and policy issues across White House departments and the Cabinet. Ms. Williams participates, as directed by the Chief of Staff to the President, in management, issue and communications meetings and work groups.

Full
Representation

THE WHITE HOUSE

WASHINGTON

January 24, 1994

James A. Pikel, P.C.
Vial, Hamilton, Koch & Knox
1717 Main Street
Suite 4400
Dallas, TX 75201

Dear Mr. Pikel:

The Office of Counsel to the President has received your letter of December 17, 1993. We continue to believe that your advertising suggests endorsement or approval of your products by the First Lady in violation of White House policy. First, the First Lady is associated in the public's mind with health care since she has testified before numerous Congressional committees and has played a leading role in advocating the President's health care reform initiative and there is no other "Hillary" closely associated with health care reform. Second, the phrasing of your advertisement suggests that the products are "new," thus linking the products to the health care initiative. Third, the name and spelling of "Hillary" clearly suggest the First Lady's connection with your products.

Accordingly, we ask either that you withdraw the use of the name "Hillary" or else clarify in your advertising and promotion the complete absence of any connection with the First Lady. To clarify these issues, we would be interested in learning the history of the products' name and this advertising campaign. We hope that this matter can be resolved promptly, and would welcome any proposals you might make.

Sincerely yours,



Marvin Krislov
Special Counsel to the President

VIAL, HAMILTON, KOCH & KNOX

A PARTNERSHIP INCLUDING PROFESSIONAL CORPORATIONS
ATTORNEYS AND COUNSELORS

1717 MAIN STREET
SUITE 4400
DALLAS, TEXAS 75201
TELEPHONE: (214) 712-4400

JAMES A. PIKL, P.C.
(214) 712-4578

D/FW METRO TEL.: 988-7375
FAX: (214) 712-4402

17 December 1993

Mr. Marvin Krislov
Special Counsel to the President
The White House
Washington, DC 20500

Re: Your letter of 8 December 1993

Dear Mr. Krislov:

Our firm represents Sports Supports, Inc. In that capacity, we have been forwarded your letter of 8 December 1993 and its attachments. A copy of your letter and those attachments is attached to this letter for your ease of reference.

We have reviewed both the advertisement for the Hillary Health Care Line you enclosed with your letter, and the Better Business Bureau, Inc. and White House memoranda concerning uses of the names or likenesses of the President, First Lady, etc. We also reviewed 18 U.S.C. § 713 and Executive Order 11649 concerning proposed uses of the seal of the President of the United States, although that statute and order appear to be inapplicable to our present discussion.

Our client is somewhat at a loss regarding your letter and its allegations that the client's advertisement somehow "violates" any of the policies or rules referred to above. It is difficult to believe that the mere use of the name "Hillary" is somehow automatically attached to the First Lady. We find it very unlikely that your office is sending similar letters to every company or advertiser in the United States who use the name "Bill" in any of their marketing or advertising materials. Granted, the name Hillary is somewhat less common than the name Bill, but that fact alone seems to us less than sufficient cause for your allegations and demands.

If we are overlooking the basis for your complaints and demands, we would certainly appreciate further response from your office pointing out to us how, exactly, our client's advertisement is in any way contrary to the policies and other materials you forwarded to our client in this matter.

Mr. Marvin Krislov
17 December 1993
Page 2

Unless and until we hear from you differently, we will assume your office is withdrawing its allegations and demands made in your letter of 8 December 1993, and we will proceed accordingly.

Thank you for your time and attention to this matter.

Very truly yours,



James A. Piki

JAP/wc
Enclosures

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR WHITE HOUSE AND EXECUTIVE BRANCH STAFF

FROM: Francis Thomas Sobol
Special Counsel To The President

SUBJECT: Policy Guidance on Non-White House Uses of the President's and First Lady's Likeness, Words, or Activities as well as Images of the White House and the Presidential Seal

Background

The President receives many requests from individuals, businesses, educational institutions, and others to use his name, likeness (pictures or video tape), activities, or words to promote a variety of endeavors. Businesses, individuals, and communities often propose to use pictures or references to the President's visits or words to promote their products, services, or potential. Various companies desire to use a likeness of the President, the First Family, the White House or the Presidential Seal to capture the attention of the public for their advertising and in the process create a linkage (intentionally or otherwise) between their products or services and the President.

White House Policy Against Commercial Entanglements for the President

The White House's long-standing policy is to refuse permission to use the name, likeness, words, or activities of the President, his family, or the White House itself, in advertising or commercial promotions in any way that suggests a connection between the President, his family, or the White House, and the advertising or promotion, notwithstanding the merits or reasons that accompany the request. The Vice President also subscribes to this policy and its implementing procedures.

Exceptions to the Policy

The reproduction of the likeness, words, or activities of the President, his family, the White House, or the Presidential Seal in educational materials or presentations may be allowed by the White House on a case by case basis. The test for approval is whether the use avoids creating an impression of a Presidential endorsement or approval of a commercial product, service, or enterprise. In addition, permission may be granted to use the President's likeness or that of the White House in fund raising activities conducted under Government auspices or involving a worthwhile charitable or philanthropic endeavor after a case by case review of the merits of the request.

Procedure for Policy Enforcement

Prior written approval must be obtained from the Counsel to the President for all non-White House uses of the likeness, name, words, or activities of the President, his family, or the White House itself. The same policy applies to proposed uses of the Presidential Seal; however, uses of the Seal are also governed by Federal law as codified at 18 U.S.C. § 713.

Violations of these policies will lead to appropriate legal action by the Office of the Counsel to the President.

All requests should be in writing and sent to the Office of the Counsel to the President, the White House, Washington, DC 20500.

April 13, 1993

THE WHITE HOUSE
WASHINGTON

December 8, 1993

Chief Executive Officer
Hillary Health Care
400 Union Bower Court
Suite 410
Irving, TX 75061

VIA FACSIMILE and U.S. MAIL

RE: Unauthorized Use of the First Lady's Name and Image for
Commercial Advertising

Dear Sir or Madam:

The attached advertisement was sent to our office in a complaint about the unauthorized use of the First Lady's name and image to promote a commercial product or service.

This advertisement violates a long-standing White House policy against use of the President or First Lady's name to suggest an endorsement or approval of a product or service, regardless of its merits. Your advertising creates the false and misleading impression that the First Lady endorses your health care products. Moreover, the advertising erroneously suggests that she has a financial interest in your line of products.

Enclosed for your information is a copy of the White House policy as well as guidelines developed by the Council of Better Business Bureaus.

We therefore demand that you immediately cease and desist engaging in this false and misleading advertising. Thank you for your prompt attention to this matter.

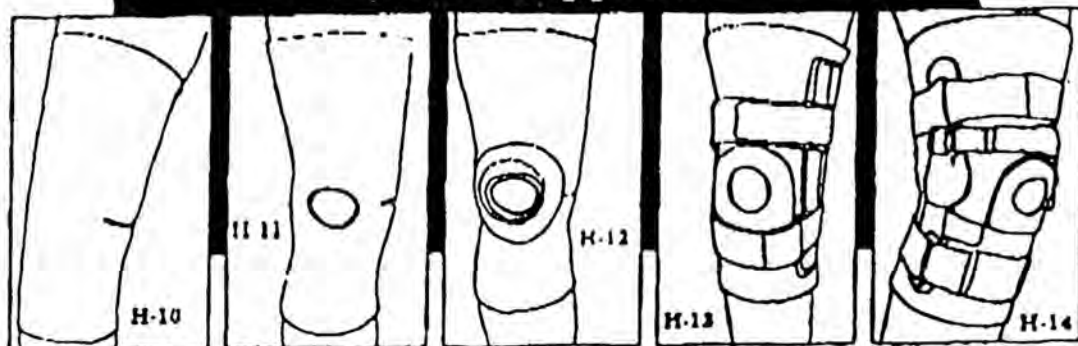
Sincerely,



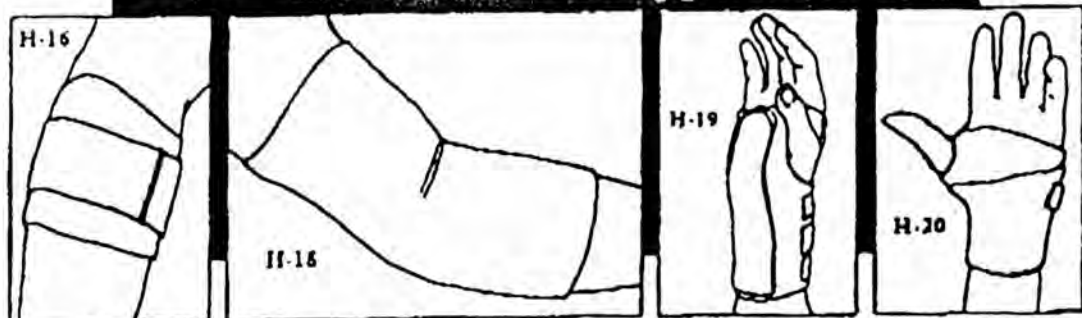
Marvin Krislov
Special Counsel to the President

Attachment

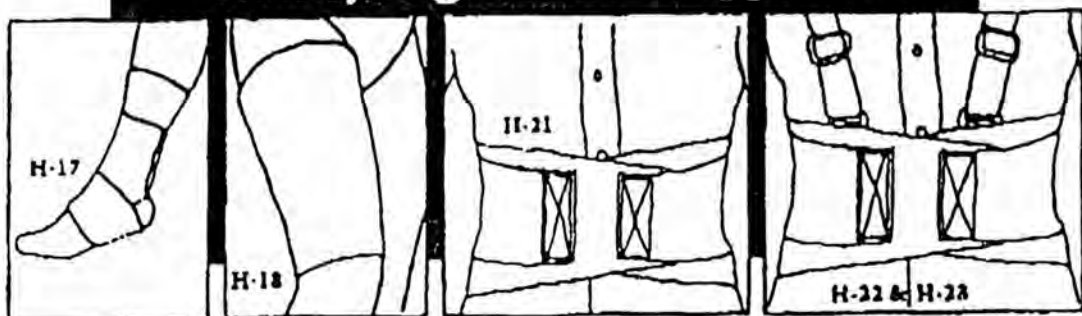
Knee Supports



Elbow & Wrist Supports



Ankle, Thigh & Back Supports



Keep Your Customer's Health Care Cost Down With The New Hillary Health Care Line

Our new line of the 14 most frequently prescribed rubber and elastic support products offers American materials and quality workmanship at affordable prices.

To learn more about Hillary Health Care Products, or to order direct call [REDACTED]

HHC
Hillary Health Care

The Hillary Health Care Line is made by [REDACTED]

The Choice of Physicians, Therapists, Trainers and Athletes.

Visit us at NHHCE - Booth #2856

More Information? Circle 149 on reply card.

Historical summary of White House policy concerning the use of the President's name or likeness based on the Council of Better Business Bureaus' "Do's and Don'ts In Advertising Copy," General Section 2, November, 1984.

USE OF THE NAME OR LIKENESS OF THE PRESIDENT OF THE UNITED STATES

236

Use of the President's Name or Likeness

President Reagan is adhering to a long-standing policy of refusing permission to use the name or likeness of the President of the United States, or of the First Lady, in advertising or commercial promotion in any way that suggests a connection between the President or First Lady and such advertising or promotion, notwithstanding the merits or reasons that accompany the request. The reproduction of the President's or First Lady's name or likeness for sale as such, or inclusion in an educational game, book, collection of portraits and/or biographies shall not be considered advertising or promotion if there is no indication or suggestion of endorsement or approval by the President or First Lady of a commercial product, service or enterprise.

The Counsel to the President has advised the Council of Better Business Bureaus, Inc. (CBBB) that exceptions to this rule, which has been adhered to by all Presidents, can be granted only after a request in writing has been submitted to and approved by the Counsel to the President.

The policy applies with equal force to the use of the name or likeness of the President, or of the First Lady, for any promotion or similar publicity purposes. The only instances where permission has been granted have been in connection with fund-raising campaigns sponsored by the Federal Government, or conducted under government auspices, such as those of the American National Red Cross. Even to such organizations, no overall permission is granted. Each individual case must be brought to the attention of the White House for approval and such exceptional cases could be considered only on their individual merits.

Exception may also be made with respect to advertisements promoting books or articles about the President authored by him or radio-TV programs featuring him, but only if such advertisements are submitted to the Counsel to the President for approval in advance.

This procedure must also be followed in connection with similar advertisements proposing to make use of the name or likeness of the First Lady. (See also 2-394 and 16-415.)

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

Use of the Presidential Seal

It is not permissible to use the Seal of the President of the United States in advertising copy. The Presidential Seal may be used only as authorized by Federal statute or by the Counsel to the President. 18 U.S.C. § 713 and Executive Order No. 11649 (1972).

236a

Use of the Vice President's Name or Likeness

Counsel to Vice President Bush has informed the Council of Better Business Bureaus that the Vice President and his family would ask that their names and likenesses not be used for advertising commercial enterprises. The Vice President has adopted exactly the same policy on use of his or his family name or likeness as maintained by the President.

236b

Office of the Counsel to the President

Following is a statement on references to the White House in advertising provided by the Office of the Counsel to the President November 1984.

REFERENCES TO THE WHITE HOUSE IN ADVERTISING

Neither the name nor the photograph or likeness of the White House should be used in advertising in any way that would suggest an endorsement or approval. If asked, the Counsel to the President would decline to give authorization for such use.

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

November
1984

Do's and Don'ts In Advertising Copy

Copyright 1984, Council of Better Business Bureaus, Inc.

(Most recent update: Feb/Mar-1993)

Misrepresentation

THE WHITE HOUSE
WASHINGTON

*copy of letter
from Marvin
Krislov to Rep.
Hinchey Re:
"Hillary bag"*

January 27, 1994

The Honorable Maurice D. Hinchey
United States House of Representatives
1313 Longworth Building
Washington, DC 20515

Dear Congressman Hinchey:

Margaret Williams, the First Lady's Chief of Staff, asked me to respond to your letter dated October 12, 1993, concerning the production of a woman's briefcase by your constituents at AmeriBag in Kingston, New York. I apologize for the delay in responding to your letter.

While we certainly appreciate the good wishes of your constituent, we must decline the request for the First Lady to accept a briefcase called the "Hillary Bag." The White House has a long-standing policy against engaging in any activities that would suggest that a member of the First Family approves or endorses a particular product, regardless of its merits.

Enclosed for your constituent's information are guidelines developed by this Administration, and those developed by the Council of Better Business Bureaus.

On our behalf, please inform your constituent that the First Lady therefore cannot accept its offer. We also ask that it cease referring to her in any commercial advertising or promotion of its product. We do congratulate the company on its success, and wish it the best of luck in exploring new markets for American goods.

Sincerely yours,



Marvin Krislov
Special Counsel to the President

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR WHITE HOUSE AND EXECUTIVE BRANCH STAFF

FROM: Francis Thomas Sobol
Special Counsel To The President

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The White House's long-standing policy is to refuse permission to use the name, likeness, words, or activities of the President, his family, or the White House itself, in advertising or commercial promotions in any way that suggests a connection between the President, his family, or the White House, and the advertising or promotion, notwithstanding the merits or reasons that accompany the request. The Vice President also subscribes to this policy and its implementing procedures.

Exceptions to the Policy

The reproduction of the likeness, words, or activities of the President, his family, the White House, or the Presidential Seal in educational materials or presentations may be allowed by the White House on a case by case basis. The test for approval is whether the use avoids creating an impression of a Presidential endorsement or approval of a commercial product, service, or enterprise. In addition, permission may be granted to use the President's likeness or that of the White House in fund raising activities conducted under Government auspices or involving a worthwhile charitable or philanthropic endeavor after a case by case review of the merits of the request.

Procedure for Policy Enforcement

Prior written approval must be obtained from the Counsel to the President for all non-White House uses of the likeness, name, words, or activities of the President, his family, or the White House itself. The same policy applies to proposed uses of the Presidential Seal; however, uses of the Seal are also governed by Federal law as codified at 18 U.S.C. § 713.

Violations of these policies will lead to appropriate legal action by the Office of the Counsel to the President.

All requests should be in writing and sent to the Office of the Counsel to the President, the White House, Washington, DC 20500.

April 13, 1993

Historical summary of White House policy concerning the use of the President's name or likeness based on the Council of Better Business Bureaus' "Do's and Don'ts in Advertising Copy," General Section 2, November, 1984.

USE OF THE NAME OR LIKENESS OF THE PRESIDENT OF THE UNITED STATES

Use of the President's Name or Likeness

236 President Reagan is adhering to a long-standing policy of refusing permission to use the name or likeness of the President of the United States, or of the First Lady, in advertising or commercial promotion in any way that suggests a connection between the President or First Lady and such advertising or promotion, notwithstanding the merits or reasons that accompany the request. The reproduction of the President's or First Lady's name or likeness for sale as such, or inclusion in an educational game, book, collection of portraits and/or biographies shall not be considered advertising or promotion if there is no indication or suggestion of endorsement or approval by the President or First Lady of a commercial product, service or enterprise.

The Counsel to the President has advised the Council of Better Business Bureaus, Inc. (CBBB) that exceptions to this rule, which has been adhered to by all Presidents, can be granted only after a request in writing has been submitted to and approved by the Counsel to the President.

The policy applies with equal force to the use of the name or likeness of the President, or of the First Lady, for any promotion or similar publicity purposes. The only instances where permission has been granted have been in connection with fund-raising campaigns sponsored by the Federal Government, or conducted under government auspices, such as those of the American National Red Cross. Even to such organizations, no overall permission is granted. Each individual case must be brought to the attention of the White House for approval and such exceptional cases could be considered only on their individual merits.

Exception may also be made with respect to advertisements promoting books or articles about the President authored by him or radio-TV programs featuring him, but only if such advertisements are submitted to the Counsel to the President for approval in advance.

This procedure must also be followed in connection with similar advertisements proposing to make use of the name or likeness of the First Lady. (See also 2-394 and 16-415.)

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

Use of the Presidential Seal

It is not permissible to use the Seal of the President of the United States in advertising copy. The Presidential Seal may be used only as authorized by Federal statute or by the Counsel to the President. 18 U.S.C. § 713 and Executive Order No. 11649 (1972). 236a

Use of the Vice President's Name or Likeness

Counsel to Vice President Bush has informed the Council of Better Business Bureaus that the Vice President and his family would ask that their names and likenesses not be used for advertising commercial enterprises. The Vice President has adopted exactly the same policy on use of his or his family name or likeness as maintained by the President. 236b

Office of the Counsel to the President

Following is a statement on references to the White House in advertising provided by the Office of the Counsel to the President November 1984.

REFERENCES TO THE WHITE HOUSE IN ADVERTISING

Neither the name nor the photograph or likeness of the White House should be used in advertising in any way that would suggest an endorsement or approval. If asked, the Counsel to the President would decline to give authorization for such use.

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

November
1984

Do's and Don'ts in Advertising Copy

Copyright 1984, Council of Better Business Bureaus, Inc.

(Most recent update: Feb/Mar-1993)

MAURICE D. HINCHEY
56TH DISTRICT, NEW YORK

COMMITTEE ON BANKING,
FINANCE AND URBAN AFFAIRS

SUBCOMMITTEE
FINANCIAL INSTITUTIONS SUPERVISION
CONSUMER CREDIT AND INSURANCE
GENERAL OVERSIGHT AND INVESTIGATIONS

COMMITTEE ON
NATURAL RESOURCES

SUBCOMMITTEE
NATIONAL PARKS AND PUBLIC LANDS
GENERAL OVERSIGHT

Congress of the United States
House of Representatives
Washington, DC 20515-3228

October 12, 1993

Margaret Williams, Chief of Staff
Office of the First Lady
The White House
1600 Pennsylvania Ave., N.W.
Washington, D.C. 20500

Dear Ms. Williams:

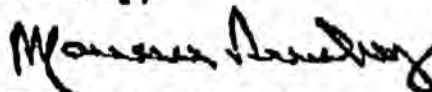
I am writing to share with you and the First Lady the phenomenal success currently being experienced by AmeriBag of Kingston, New York, which has one of the top thirty new import products in the Japan at this time. A small manufacturer located in upstate New York, AmeriBag has grown in a challenging economic climate and is contributing in a very real way to the reduction of our trade deficit with Japan.

AmeriBag recently completed production prototypes for a new product directed toward the growing market of business women in both the U.S. and Japanese markets. This women's briefcase has been named the "Hillary Bag" by AmeriBag's Japanese clients in large measure because of the respect that Mrs. Clinton commands in Japan. The recent rise of the Japanese woman in that culture is in large measure to such role models as Mrs. Clinton and the new Empress of Japan, both well educated and forward thinking inspirations for this new cultural movement.

AmeriBag has been asked by its Japanese clients to present the original "Hillary Bag" to the First Lady. This show of good will and mutual exchange would be a fine example of American ingenuity and products being exported to Japan. I hope you will consider making this opportunity available to Mrs. Clinton, or in providing some indication of her support and interest in this endeavor.

I look forward to hearing from you in this regard and thank you in advance for your assistance.

Sincerely,



MAURICE D. HINCHEY
Member of Congress

MDH/AL

WASHINGTON OFFICE
1818 LONGWORTH BUILDING
WASHINGTON, DC 20540
(202) 225-4100

KINGSTON OFFICE
891 WALL STREET
KINGSTON, NY 12401
(518) 321-4400

BINGHAMTON OFFICE
100A FEDERAL BUILDING
BINGHAMTON, NY 13901
(607) 728-2700

ITHACA OFFICE
CARRIAGE HOUSE TERRACE N.
ITHACA, NY 14850
(607) 878-1800



Callman 12/20/83 941

Business

'Hillary' bag heads for Japan

Kingston firm sends its creation to nation's First Lady

By CYNTHIA WERTHAMER
Correspondent

KINGSTON — The Japanese market is ready for Ameribag's latest creation, the "Hillary" bag — and so is the First Lady, says U.S. Rep. Maurice Hinchey.

Hinchey, D-Saugerties, received the black leather bag from Irwin Gaffin, Ameribag president, and Margery Gaffin, vice president, with the promise that he would deliver it to Hillary Rodham Clinton.

"I think she'll like it very much," he told the Gaffins at the presentation Friday. "She has a definite sense of style, and she will appreciate it even more because of her interest in promoting American business and small business in particular."

The large square handbag-cum-briefcase is designed to be carried over the shoulder on short straps that ease tension on the back, said Margery Gaffin. It was designed by a design team that included the Gaffins.

It is also designed to fill a niche in the Japanese market created by the success of the Kingston firm's first export, the "Margery" bag, which is selling well in Japanese catalogs, said Louise Giuliano, president of US Export in Albany.

"The 'Healthy Back Bag' was difficult to say in Japanese," laughed Giuliano, who markets Ameribag's products in Japan. "The Japanese like the fact that it is ergonomic, and that it is American, with a prestigious symbol on the front."

The newest bag's name came from a Japanese businessman who met with Giuliano as part of a marketing team that tried to hone in on a name that would target the Japanese market.

"We wanted to represent a



Pressman photo by Bill Madden

Ameribag owners Margery and Irwin Gaffin show U.S. Rep. Maurice Hinchey the "Hillary" bag.

reasonable, a role model for career women," Giuliano said. "He looked at me and said, 'Hillary!'"

The "Hillary" bag will be marketed in upscale Japanese catalogs in the spring, with retail merchandising to follow, Giuliano said.

The Japanese market garnered 60 percent of all Ameribag sales last year, Margery Gaffin said. Some 10,000 of the "Margery" bags were sold through catalogs.

"Japan is an enormous market ripe for American products," Hinchey said. "Even without the General Agreement on Tariffs and Trade, the Japanese markets are opening up in an excellent way — and businesses like Ameribag are in a position to take advantage of it."

The Norm Thompson catalog, here at home, also carries the "Margery" bag, which has been ranked its first and third best

said. But there's a difference: in the States, the small "Margery" bag sells for \$130, the medium for \$160. In Japan, the same bags sell for \$280 and \$320 respectively.

While no appointment has yet been set for the White House presentation, Hinchey said he was certain the First Lady would accept the bag — and use it.

"It is her style," he said. "I noticed last time I was with her, she was carrying a good-sized black bag, an over-the-shoulder briefcase."

"She also recognizes the responsibility of being a role model."

Noting the "ingenious" inside pockets of the "Hillary" bag, which are designed to carry everything from pencils to computer disks, he added, "This is a great example of the kind of impact small business can have, by being very creative and seeing ahead to the world

THE WHITE HOUSE
WASHINGTON

DATE: 1-3-74

TO: *Maggie Williams*

FROM: *Marvin Krislov*
White House Counsel
Room 128, OEOB, x7900

☒ FYI

☐ Appropriate Action

☐ Let's Discuss

☐ Per Our Conversation

☐ Per Your Request

☐ Please Return

☐ Other

VIAL, HAMILTON, KOCH & KNOX
A PARTNERSHIP INCLUDING PROFESSIONAL CORPORATIONS
ATTORNEYS AND COUNSELORS

File Representation

1717 MAIN STREET
SUITE 4400
DALLAS, TEXAS 75201
TELEPHONE: (214) 712-4400

JAMES A. PIKL, P.C.
(214) 712-4578

D/FW METRO TEL.: 988-7375
FAX: (214) 712-4402

17 December 1993

Mr. Marvin Krislov
Special Counsel to the President
The White House
Washington, DC 20500

Re: Your letter of 8 December 1993

Dear Mr. Krislov:

Our firm represents Sports Supports, Inc. In that capacity, we have been forwarded your letter of 8 December 1993 and its attachments. A copy of your letter and those attachments is attached to this letter for your ease of reference.

We have reviewed both the advertisement for the Hillary Health Care Line you enclosed with your letter, and the Better Business Bureau, Inc. and White House memoranda concerning uses of the names or likenesses of the President, First Lady, etc. We also reviewed 18 U.S.C. § 713 and Executive Order 11649 concerning proposed uses of the seal of the President of the United States, although that statute and order appear to be inapplicable to our present discussion.

Our client is somewhat at a loss regarding your letter and its allegations that the client's advertisement somehow "violates" any of the policies or rules referred to above. It is difficult to believe that the mere use of the name "Hillary" is somehow automatically attached to the First Lady. We find it very unlikely that your office is sending similar letters to every company or advertiser in the United States who use the name "Bill" in any of their marketing or advertising materials. Granted, the name Hillary is somewhat less common than the name Bill, but that fact alone seems to us less than sufficient cause for your allegations and demands.

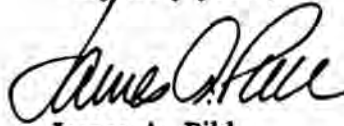
If we are overlooking the basis for your complaints and demands, we would certainly appreciate further response from your office pointing out to us how, exactly, our client's advertisement is in any way contrary to the policies and other materials you forwarded to our client in this matter.

Mr. Marvin Krislov
17 December 1993
Page 2

Unless and until we hear from you differently, we will assume your office is withdrawing its allegations and demands made in your letter of 8 December 1993, and we will proceed accordingly.

Thank you for your time and attention to this matter.

Very truly yours,



James A. Piki

JAP/wc
Enclosures

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR WHITE HOUSE AND EXECUTIVE BRANCH STAFF

FROM: Francis Thomas Sobol
Special Counsel To The President

SUBJECT: Policy Guidance on Non-White House Uses of the President's and First Lady's Likeness, Words, or Activities as well as Images of the White House and the Presidential Seal

Background

The President receives many requests from individuals, businesses, educational institutions, and others to use his name, likeness (pictures or video tape), activities, or words to promote a variety of endeavors. Businesses, individuals, and communities often propose to use pictures or references to the President's visits or words to promote their products, services, or potential. Various companies desire to use a likeness of the President, the First Family, the White House or the Presidential Seal to capture the attention of the public for their advertising and in the process create a linkage (intentionally or otherwise) between their products or services and the President.

White House Policy Against Commercial Entanglements for the President

The White House's long-standing policy is to refuse permission to use the name, likeness, words, or activities of the President, his family, or the White House itself, in advertising or commercial promotions in any way that suggests a connection between the President, his family, or the White House, and the advertising or promotion, notwithstanding the merits or reasons that accompany the request. The Vice President also subscribes to this policy and its implementing procedures.

Exceptions to the Policy

The reproduction of the likeness, words, or activities of the President, his family, the White House, or the Presidential Seal in educational materials or presentations may be allowed by the White House on a case by case basis. The test for approval is whether the use avoids creating an impression of a Presidential endorsement or approval of a commercial product, service, or enterprise. In addition, permission may be granted to use the President's likeness or that of the White House in fund raising activities conducted under Government auspices or involving a worthwhile charitable or philanthropic endeavor after a case by case review of the merits of the request.

Procedure for Policy Enforcement

Prior written approval must be obtained from the Counsel to the President for all non-White House uses of the likeness, name, words, or activities of the President, his family, or the White House itself. The same policy applies to proposed uses of the Presidential Seal; however, uses of the Seal are also governed by Federal law as codified at 18 U.S.C. § 713.

Violations of these policies will lead to appropriate legal action by the Office of the Counsel to the President.

All requests should be in writing and sent to the Office of the Counsel to the President, the White House, Washington, DC 20500.

April 13, 1993

THE WHITE HOUSE
WASHINGTON

December 8, 1993

Chief Executive Officer
Hillary Health Care
400 Union Bower Court
Suite 410
Irving, TX 75061

VIA FACSIMILE and U.S. MAIL

RE: Unauthorized Use of the First Lady's Name and Image for
Commercial Advertising

Dear Sir or Madam:

The attached advertisement was sent to our office in a complaint about the unauthorized use of the First Lady's name and image to promote a commercial product or service.

This advertisement violates a long-standing White House policy against use of the President or First Lady's name to suggest an endorsement or approval of a product or service, regardless of its merits. Your advertising creates the false and misleading impression that the First Lady endorses your health care products. Moreover, the advertising erroneously suggests that she has a financial interest in your line of products.

Enclosed for your information is a copy of the White House policy as well as guidelines developed by the Council of Better Business Bureaus.

We therefore demand that you immediately cease and desist engaging in this false and misleading advertising. Thank you for your prompt attention to this matter.

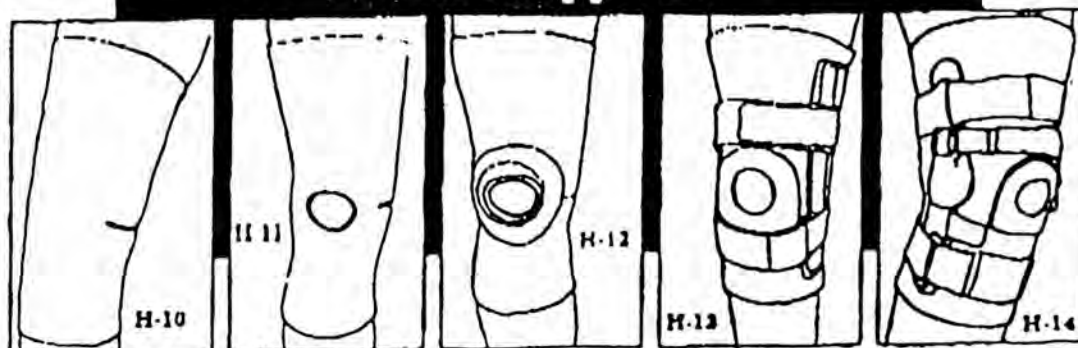
Sincerely,



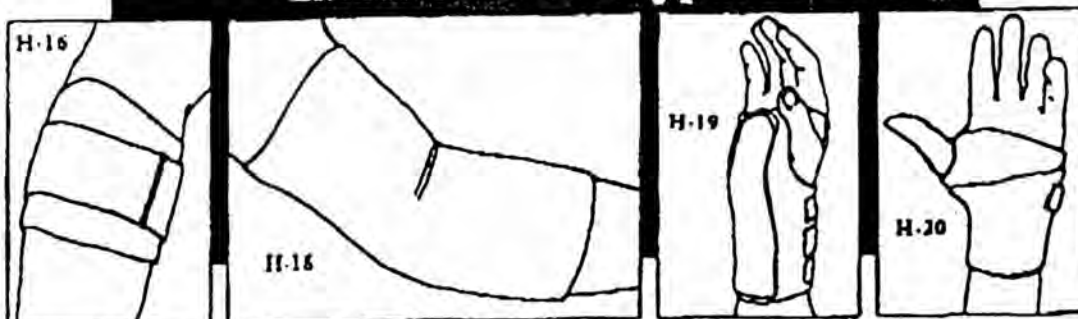
Marvin Krislov
Special Counsel to the President

Attachment

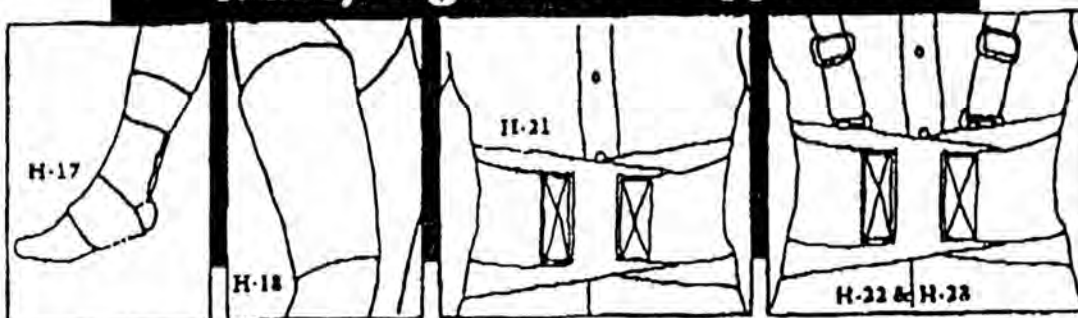
Knee Supports



Elbow & Wrist Supports



Ankle, Thigh & Back Supports



Keep Your Customer's Health Care Cost Down With The New Hillary Health Care Line

Our new line of the 14 most frequently prescribed rubber and elastic support products offers American materials and quality workmanship at affordable prices.

To learn more about Hillary Health Care Products, or to order direct call [REDACTED]

HHC
Hillary Health Care

The Hillary Health Care Line is made by [REDACTED]

The Choice of Physicians, Therapists, Trainers and Athletes.
Visit us at NHHCE - Booth #2856

More Information? Circle 149 on reply card.

THE WHITE HOUSE

WASHINGTON

Historical summary of White House policy concerning the use of the President's name or likeness based on the Council of Better Business Bureaus' "Do's and Don'ts In Advertising Copy," General Section 2, November, 1984.

USE OF THE NAME OR LIKENESS OF THE PRESIDENT OF THE UNITED STATES

Use of the President's Name or Likeness

236

President Reagan is adhering to a long-standing policy of refusing permission to use the name or likeness of the President of the United States, or of the First Lady, in advertising or commercial promotion in any way that suggests a connection between the President or First Lady and such advertising or promotion, notwithstanding the merits or reasons that accompany the request. The reproduction of the President's or First Lady's name or likeness for sale as such, or inclusion in an educational game, book, collection of portraits and/or biographies shall not be considered advertising or promotion if there is no indication or suggestion of endorsement or approval by the President or First Lady of a commercial product, service or enterprise.

The Counsel to the President has advised the Council of Better Business Bureaus, Inc. (CBBB) that exceptions to this rule, which has been adhered to by all Presidents, can be granted only after a request in writing has been submitted to and approved by the Counsel to the President.

The policy applies with equal force to the use of the name or likeness of the President, or of the First Lady, for any promotion or similar publicity purposes. The only instances where permission has been granted have been in connection with fund-raising campaigns sponsored by the Federal Government, or conducted under government auspices, such as those of the American National Red Cross. Even in such organizations, no overall permission is granted. Each individual case must be brought to the attention of the White House for approval and such exceptional cases could be considered only on their individual merits.

Exception may also be made with respect to advertisements promoting books or articles about the President authored by him or radio-TV programs featuring him, but only if such advertisements are submitted to the Counsel to the President for approval in advance.

This procedure must also be followed in connection with similar advertisements proposing to make use of the name or likeness of the First Lady. (See also 2-394 and 16-415.)

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

Use of the Presidential Seal

It is not permissible to use the Seal of the President of the United States in advertising copy. The Presidential Seal may be used only as authorized by Federal statute or by the Counsel to the President. 18 U.S.C. § 713 and Executive Order No. 11649 (1972).

236a

Use of the Vice President's Name or Likeness

Counsel to Vice President Bush has informed the Council of Better Business Bureaus that the Vice President and his family would ask that their names and likenesses not be used for advertising commercial enterprises. The Vice President has adopted exactly the same policy on use of his or his family name or likeness as maintained by the President.

236b

Office of the Counsel to the President

Following is a statement on references to the White House in advertising provided by the Office of the Counsel to the President November 1984.

REFERENCES TO THE WHITE HOUSE IN ADVERTISING

Neither the name nor the photograph or likeness of the White House should be used in advertising in any way that would suggest an endorsement or approval. If asked, the Counsel to the President would decline to give authorization for such use.

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

November
1984

Do's and Don'ts In Advertising Copy

Copyright 1984, Council of Better Business Bureaus, Inc.

(Most recent update: Feb/Mar-1993)

Clarity Coverdale Rueff

*New -
File
Misrepresentation*

August 11, 1993

Francis Thomas Sobol
Special Counsel to the President
Office of the Counsel to the President
The White House
Washington D.C.

Dear Mr. Sobol:

I have received your August 11 letter regarding the "use of the First Lady's picture" along with copies of the Policy Guidelines on Non-White House Uses.

We were not aware of these policies and I appreciate you sending them to us.

Our agency and our client are not using and will not use the advertisement you attached in your letter. We will certainly comply with your request to "cease and desist all unauthorized uses of the First Lady" and will follow your guidelines in the future.

Sincerely,



Kevin Horrocks
V.P./ Director of Client Services

Clarity Coverdale Rueff

FACSIMILE MESSAGE COVER SHEET

FROM: CLARITY COVERDALE RUEFF
415 First Avenue North, Suite 400
Minneapolis, Minnesota 55401

Main Phone Number: (612)339-3902
FAX Phone Number: (612)339-7358

DATE: 8/11/93 **TIME:** _____

Please deliver the following page(s) to FAX number: (202) 456-1647

TO: Frank Sobol

FROM: Kevin Horrocks
(Diane Middleton)

Total number of pages including this cover letter is: 2

If you do not receive any of the following pages, please call our agency at (612)339-3902.

ADDITIONAL COMMENTS:

New
File
Misrepresentation/
Legal Issue

THE WHITE HOUSE
WASHINGTON

August 2, 1993

Copy of ltr.
Sent to an
advertising co.
re: Use of 1st Lady
Image for advertising
purposes

TO: Frank Sobol, Office of White House Counsel
FROM: *Pam Barnett*
Pam Barnett, Executive Assistant to the First Lady

I am attaching an article from a recent edition of Adweek magazine that appears to represent Mrs. Clinton or has an actual picture of Mrs. Clinton. Maggie Williams asked that I pass it on to you. Can we do anything about this?

cc: Maggie Williams

8/11/93

Pam + Maggie -

I faxed TL attached today.

Frank

THE WHITE HOUSE

WASHINGTON

August 11, 1993

Ms. Diane Middleton
Office Manager
Clarity Coverdale Rueff Advertising
Minneapolis, Minnesota

FACSIMILE: 612-339-7358

RE: Unauthorized Use of the First Lady's Image for Commercial
Advertising

Dear Ms. Middleton:

The attached advertisement for your client, Northwestern National Life, was sent to the Counsel to the President in a complaint about the use of the First Lady's picture to promote your client's service.

Bernard W. Nussbaum, Counsel to the President, asked me to review with you the White House's long-standing policy that prohibits the use of the White House or images, words, or activities of the President, the First Family, or the Vice President in commercial advertising. Specifically, the use of the First Lady's name or image is not permitted where such use states or implies an endorsement or other linkage between her and a commercial product or service.

I have enclosed with this letter a copy of the White House policy on this matter and a summary of the Council of Better Business Bureaus' "Do's and Don'ts in Advertising Copy," which has provided similar advice to advertising copywriters for more than a decade.

Your advertising copy for Northwestern National Life violates this long-standing White House policy in a number of respects. First, neither your firm nor Northwestern National Life has received prior written permission from the Counsel to the President to use the image of the First Lady for advertising purposes. Second, the advertising copy presents Mrs. Clinton in a context that demeans her role as First Lady and the seriousness of the health care issues with which she is associated.

The purpose of this letter is to request that the your firm and Northwestern National Life cease and desist all unauthorized uses of the First Lady in your advertising endeavors. I expect that your firm and Northwestern National Life will honor this policy without requiring the White House to take further legal action. However, if it becomes necessary, the Office of the Counsel to the President will seek to enforce the policy through all appropriate legal procedures.

Sincerely,



Francis Thomas Sobol
Special Counsel to the President
Office of the Counsel to the President

cc: B. Nussbaum, Counsel to the President

612-555-1212
6 339-3902**BEYOND COOKIES***Yes, It Takes a Lot of Crust to Mess With Hillary Clinton*

Maybe Hillary Rodham Clinton doesn't care to stay home and bake cookies, but that hasn't stopped Northwestern National Life from suggesting she's eager to serve baked goods in her own special way. The photo serves as cover teaser for a multi-page mailer introducing Northwestern National's current print campaign, created by Minneapolis-based Clarity Coverdale Rueff and aimed at corporate benefit managers.



**WHAT DO YOU SUPPOSE
THE GOVERNMENT
IS GOING TO THROW
AT YOU NEXT?**



For the 10th year, Northwestern National Life has been serving up a special treat for corporate benefit managers. The 10th Annual Corporate Benefit Manager's Conference is a two-day event that brings together the top executives of the nation's leading corporations to discuss the latest in corporate benefit management. The conference is held at the Ritz-Carlton in Minneapolis, Minnesota, and is a must-attend event for anyone involved in corporate benefit management.

Taking time out from her formulation of health-care reform to throw out the first pie.

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR WHITE HOUSE AND EXECUTIVE BRANCH STAFF

FROM: Francis Thomas Sobol
Special Counsel To The President

SUBJECT: Policy Guidance on Non-White House Uses of the President's and First Lady's Likeness, Words, or Activities as well as Images of the White House and the Presidential Seal

Background

The President receives many requests from individuals, businesses, educational institutions, and others to use his name, likeness (pictures or video tape), activities, or words to promote a variety of endeavors. Businesses, individuals, and communities often propose to use pictures or references to the President's visits or words to promote their products, services, or potential. Various companies desire to use a likeness of the President, the First Family, the White House or the Presidential Seal to capture the attention of the public for their advertising and in the process create a linkage (intentionally or otherwise) between their products or services and the President.

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Exceptions to the Policy

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Violations of these policies will lead to appropriate legal action by the Office of the Counsel to the President.

All requests should be in writing and sent to the Office of the Counsel to the President, the White House, Washington, DC 20500.

April 13, 1993

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USE OF THE NAME OR LIKENESS OF THE PRESIDENT OF THE UNITED STATES

236 Use of the President's Name or Likeness
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The Counsel to the President has advised the Council of Better Business Bureaus, Inc. (CBBB) that exceptions to this rule, which has been adhered to by all Presidents, can be granted only after a request in writing has been submitted to and approved by the Counsel to the President.

The policy applies with equal force to the use of the name or likeness of the President, or of the First Lady, for any promotion or similar publicity purposes. The only instances where permission has been granted have been in connection with fund-raising campaigns sponsored by the Federal Government, or conducted under government auspices, such as those of the American National Red Cross. Even to such organizations, no overall permission is granted. Each individual case must be brought to the attention of the White House for approval and such exceptional cases could be considered only on their individual merits.

Exception may also be made with respect to advertisements promoting books or articles about the President authored by him or radio-TV programs featuring him, but only if such advertisements are submitted to the Counsel to the President for approval in advance.

This procedure must also be followed in connection with similar advertisements proposing to make use of the name or likeness of the First Lady. (See also 2-394 and 16-415.)

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

Use of the Presidential Seal
It is not permissible to use the Seal of the President of the United States in advertising copy. The Presidential Seal may be used only as authorized by Federal statute or by the Counsel to the President. 18 U.S.C. § 713 and Executive Order No. 11649 (1972). **236a**

Use of the Vice President's Name or Likeness
Counsel to Vice President Bush has informed the Council of Better Business Bureaus that the Vice President and his family would ask that their names and likenesses not be used for advertising commercial enterprises. The Vice President has adopted exactly the same policy on use of his or his family name or likeness as maintained by the President. **236b**

Office of the Counsel to the President
Following is a statement on references to the White House in advertising provided by the Office of the Counsel to the President November 1984.

REFERENCES TO THE WHITE HOUSE IN ADVERTISING

Neither the name nor the photograph or likeness of the White House should be used in advertising in any way that would suggest an endorsement or approval. If asked, the Counsel to the President would decline to give authorization for such use.

For additional guidance, contact the Office of the Counsel to the President, the White House, Washington, D.C. 20500; telephone (202) 456-1414.

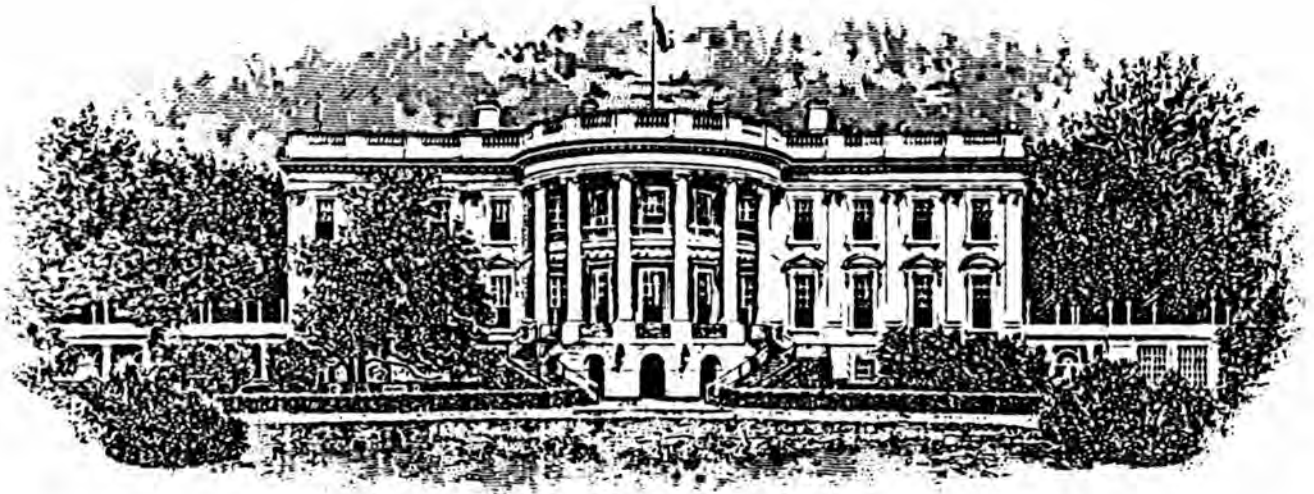
November
1984

Do's and Don'ts in Advertising Copy

Copyright 1984, Council of Better Business Bureaus, Inc.

(Most recent update: Feb/Mar-1993)

The White House



COUNSEL'S OFFICE

FACSIMILE TRANSMISSION COVER SHEET

TO: Diane Middleton of County Coverdale Ruff

FAX NUMBER: 612-339-7358

TELEPHONE NUMBER: _____

FROM: FRANK SOBOL

TELEPHONE NUMBER: 202-456-7901

PAGES (INCLUDING COVER): 6

COMMENTS: _____

THE WHITE HOUSE
WASHINGTON

September 20, 1994

South Florida
Subscriber Services
P.O. Box 2051
Marion, Ohio 43305

To Whom It May Concern:

Margaret Williams has asked me to inform you that she has not ordered, nor has authorized anyone to order on her behalf, a subscription to South Florida. Accordingly, please immediately cease sending her copies of your magazine and do not bill her for any previously sent copies. A copy of the invoice is enclosed for your reference.

Thank you for your prompt attention to this matter.

Sincerely,



Marvin Krislov
Assistant Counsel to the President

Enclosure

South FloridaTM

THE MAGAZINE SOUTH FLORIDA LIVES BY

SF692

Welcome to SOUTH FLORIDA!

Your first issue of SOUTH FLORIDA magazine is on it's way (or you may already have it). I know you're anxious to take a look at it. Because your first issue, and each one to follow, can be the key to many of the great experiences happening only in South Florida. Your town. Our magazine.

SOUTH FLORIDA magazine is the guide to Miami's pulsating nightlife. To Fort Lauderdale's showcase galleries along Las Olas Boulevard. To Palm Beach's finest hotels and beaches. And shopping galore...tri-county style!

Looking for a place to dine? Open up to our Dining Guide for a listing of some of the finest restaurants in your neighborhood. Or if you're in the mood for cool evening breezes while you dine, hop into your car and check out Miami Beach's Ocean Drive; or Fort Lauderdale's best along the Inter-coastal Waterway.

Interested in the arts and theatre? South Florida is home to many dance and music companies: the world-renowned Miami City Ballet, the New World Symphony, the Palm Beach Opera, to name a few. And the Broadway Series of South Florida presents theatre like you've never seen...all local, all fresh, all entertaining. Our monthly Calendar tells you what's playing, when and where.

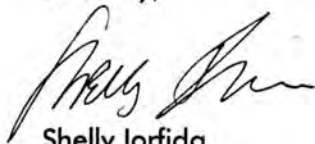
And in addition to all this, SOUTH FLORIDA's regular features on business, local politics, sports, and the arts keep you informed of local news and events.

Need I say more? If you live in South Florida, and you want to enjoy the good life, then you need the only magazine that helps you live that lifestyle: SOUTH FLORIDA magazine.

So send us your payment today. And get the scoop on what's happening in SOUTH FLORIDA.

Our town...your magazine!

Sincerely,



Shelly Iorfida
Publisher

Florida Media Affiliates, Inc.
P.O. Box 019068 • Miami, Florida 33101
Customer Service: (800) 347-6969

PLACE
STAMP
HERE

South Florida

P O Box 2051
Marion Ohio 43305-2051

South Florida

THE MAGAZINE SOUTH FLORIDA LIVES BY

SUBSCRIPTION INVOICE

SUBSCRIBER SERVICES, P.O. BOX 2051, MARION, OHIO 43305

IMPORTANT: Please return this invoice with your payment so your account will be credited properly.

Please make your check payable to *SOUTH FLORIDA* or charge to
AMEX VISA MC Ex. Date # Sig.

AMOUNT DUE
\$12.00

SF WLLSPN600M009 WND 20006 171 1200 3

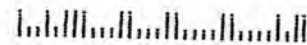
MARGARET SHRED WILLIAMS
1600 PENNSYLVANIA AVE NW
WASHINGTON DC 20006-9900ISSUES
12
PKG
4

PREPAID
FIRST CLASS



Thank you for your order!

20006-1600 1A



South Florida

THE MAGAZINE SOUTH FLORIDA LIVES BY

P.O. Box 019068
Miami, Florida 33101

THE WHITE HOUSE
WASHINGTON

*File
Legal*

DATE: 12/1/94

TO: Marge Tarmey
FROM: Marvin Krislov
White House Counsel
Room 128, OEOB, x7900

- ☒ FYI / FILES
- ☐ Appropriate Action
- ☐ Let's Discuss
- ☐ Per Our Conversation
- ☐ Per Your Request
- ☐ Please Return
- ☐ Other

THE WHITE HOUSE

WASHINGTON

November 30, 1994

Ms. Laura McWilliams
Teacher's Discovery
2741 Paldan
Auburn Hills, MI 48326

Dear Ms. McWilliams:

The White House Counsel's office has received your request for an open letter from the First Lady and the use of her photo as a cover for the next Teacher's Discovery catalog. Long-standing White House policy discourages members of the First Family, including the First Lady, from endorsing a commercial product or service, regardless of its merits. We, therefore, cannot grant you permission for use of the photo or a letter from the First Lady.

I am enclosing the most recent guidelines by the Council of Better Business' "Use of the Name or Likeness of the President of the United States," as well as, "Policy Guidance on Non-White House Uses of the President's and First Lady's Likeness, Words, or Activities as well as Images of the White House and the Presidential Seal."

We appreciate your wanting to use the First Lady's photo and do hope the enclosed materials will be helpful. Thank you for your cooperation in this matter.

Sincerely,



Marvin Krislov
Assistant Counsel to the President

Enclosures

November 8, 1994

Ms. Margaret Williams
The White House
Rm. 100
Old Executive Office Bldg.
Washington, D.C. 20500

Dear Ms. Williams,

Teacher's Discovery has been providing foreign language teachers with fun and inovative material for their classrooms for many years. We feel these teachers need all the help and encouragement they can get.

An open letter from Mrs. Clinton to all foreign language teachers congratulating and encouraging them on their important work would mean something special to them. This letter would be featured in our next catalog which is mailed to every foreign language teacher in the country.

We would also like to request a photo of Mrs. Clinton to accompany the letter and perhaps be used on the cover.

We look forward to your favorable response.

Sincerely,



Laura McWilliams
Teacher's Discovery

/lm