

GERMAN • FRENCH • SPANISH

1995 GOLD BOOK™
FALL-WINTER EDITION

\$2.00

TEACHER'S DISCOVERY

2500

Foreign Language Ideas

© 1994

At Last...
Disney Videos
in SPANISH!!

**“EL DÍA DE
LOS MUERTOS”**
Section Inside!

3 Secrets
for Keeping Kids'
Attention —

- Emotions Bingo!
- Action Verb Bingo!
- Reflexive Verb Bingo!

Need More Culture?
Cinco de Mayo Video!



me gusta

singular
yo gusta
tu gusta
él gusta
ella gusta
nos gusta
ellos gusta

plural
los gustan
las gustan
ellos gustan
ellas gustan

**HOT
NEW
GRAMMAR
CHARTS!**

Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a publication.

Publications have not been scanned in their entirety for the purpose of digitization. To see the full publication please search online or visit the Clinton Presidential Library's Research Room.

*Why is
the file
name for
stuff like this?
Maggie*

HC-legal

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

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

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.

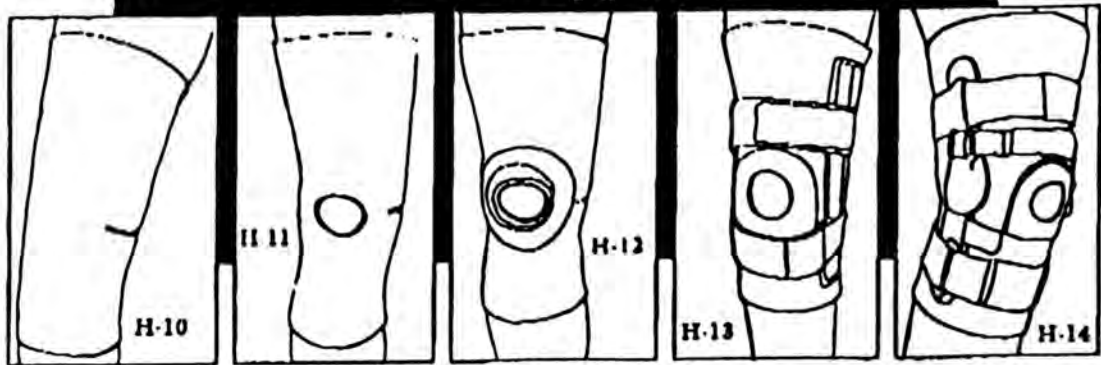
November
1984

Do's and Don'ts in Advertising Copy

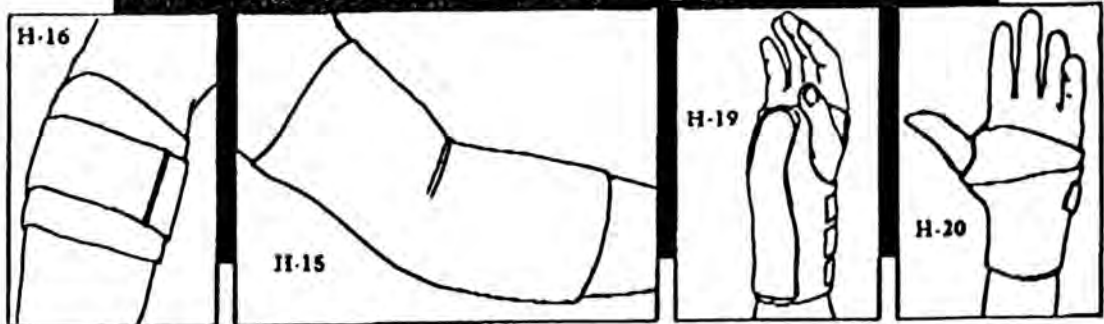
Copyright 1984, Council of Better Business Bureaus, Inc.

(Most recent update: Feb/Mar-1993)

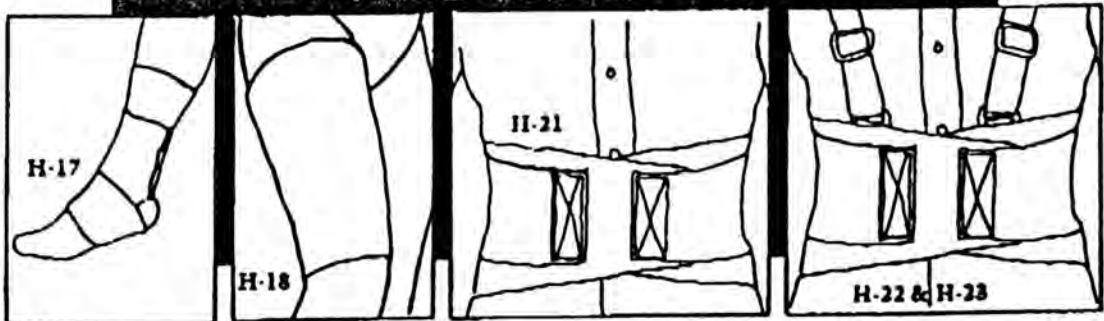
Knee Supports



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 1-800-527-5273, Ext. 217

HHC
Hillary Health Care

400 Union Tower Court • Suite 410 • Irving, Texas 75061 • 1-800-527-5273 Ext. 222 • FAX: 1-800-356-7169
The Hillary Health Care Line is made by Sports Supports, Inc., The Choice of Physicians, Therapists, Trainers and Athletes.
Visit us at NHHCE - Booth #2356

More information? Circle 149 on reply card.

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:

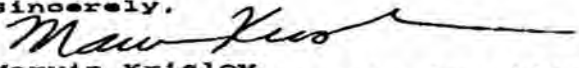
The attached advertisement was sent to our office in a complaint about the unauthorized use of the First Lady's name and image to promote a commercial product or service.

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

TRANSMISSION REPORT

THIS DOCUMENT (REDUCED SAMPLE ABOVE)
WAS SENT

** COUNT **
4

*** SEND ***

NO	REMOTE STATION I. D.	START TIME	DURATION	#PAGES	COMMENT
1	2145540357	12- 8-93 18:08	2'49"	4	

TOTAL 0:02'49" 4

XEROX TELECOPIER 7020

The Washington Post

1150 15TH STREET, N.W.
WASHINGTON, D. C. 20071
(202) 334-6000

MARY ANN WERNER
ASSISTANT COUNSEL
(202) 334-6575

September 27, 1993

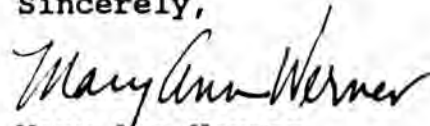
Francis Thomas Sobol, Esq.
Special Counsel to the President
Office of Counsel to the President
The White House
Washington, D.C. 20006

Re: Advertisement by Iomega Corporation

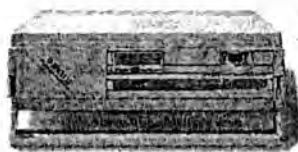
Dear Mr. Sobol:

This is to acknowledge receipt of your letter of September 22, 1993. By the time we received your letter, we had taken steps to have the advertisement changed. A copy of the new ad, which ran in today's Post, is enclosed.

Sincerely,


Mary Ann Werner

Presenting the most
talked-about cut in
Washington since THE PRESIDENT'S
trim on the tarmac.



Let's cut to
the chase:
Iomega
has just
trimmed

the price of Bernoulli® drives, some by
as much as 50 percent.

It's a new look at Iomega. And it's
permanent.

Product	Old SRP	New SRP
150MB Insider Drive and Disk	\$1099	\$599
150MB Transportable Drive and Disk	\$1225	\$699
90MB Insider Drive and Disk	\$ 799	\$499
90MB Transportable Drive and Disk	\$ 949	\$599
Single 150MB Disk (in 5-Pack)	\$ 159	\$109
Single 105MB Disk	\$ 169	\$ 99
Single 90MB Disk (in 5-Pack)	\$ N/A	\$ 99
Single 65MB Disk	\$ 129	\$ 59
Single 35MB Disk	\$ 79	\$ 39

That means you can take advantage
of the unmatched security, rugged-
ness—and now cost-effectiveness—of
Bernoulli drives
that can be used
with PCs, Macs
and workstations.



So call Iomega
at 1-800-937-5192 for full details.

Or see a GSA reseller listed below
for specific government pricing.
And see why Bernoulli is a cut-above
the rest.

IOMEGA®

Iomega's Authorized GSA Resellers: GTSI, Chantilly, VA (703) 631-3333; Falcon Microsystems, Landover, MD (301) 341-0100;
Boklan Assoc., Gaithersburg, MD (301) 258-2965; Compucom, McLean, VA (703) 761-2340; R00 Software, Rockville, MD (800) 888-4486;
Advanced Computer Concepts, Arlington, VA (703) 525-4200; Comp USA, McLean, VA (703) 761-2357.

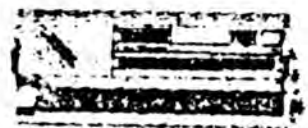
WASH. Post
Wed. 9/22/93

Presenting two of Washington's most fashionable cuts.

HRC



All Bernoulli®
products up to
**50%
OFF**



Let's cut to
the chase:
Iomega
has just
trimmed

the price of Bernoulli® drives, some by
as much as 50 percent.

It's a new look at Iomega. And it's
permanent.

Product	Old \$RP	New \$RP
150MB Insider Drive and Disk	\$1099	\$599
150MB Transportable Drive and Disk	\$1225	\$699
90MB Insider Drive and Disk	\$ 799	\$499
90MB Transportable Drive and Disk	\$ 949	\$599
Single 150MB Disk (in 5-Pack)	\$ 159	\$109
Single 105MB Disk	\$ 169	\$ 99
Single 90MB Disk (in 5-Pack)	\$ N/A	\$ 99
Single 65MB Disk	\$ 129	\$ 59
Single 35MB Disk	\$ 79	\$ 39

That means you can take advantage
of the unmatched security, rugged-
ness—and now cost-effectiveness—of
Bernoulli drives
that can be used
with PCs, Macs
and workstations.



So call Iomega
at 1-800-937-5192 for full details.
Or see a CSA reseller listed below
for specific government pricing.
And see why Bernoulli is a cut above
the rest.

IOMEGA®

Iomega Authorized CSA Resellers: GSI, Dunell, VA; 703-631-3333; Falcon Microsystems, Landover, MD; 301-341-0100
Borden Assoc., Gaithersburg, MD; 301-256-2965; Compucon, McLean, VA; 703-761-2340; 800 Software, Rockville, MD; (800) 888-4488.
Advanced Computer Concepts, Arlington, VA; 703-525-4200; Comp USA, McLean, VA; 703-761-2357.
©1993 Iomega Corp. The Iomega logo and Bernoulli are registered trademarks of Iomega Corp.


ORIGINAL ADVT.

THE WHITE HOUSE

WASHINGTON

September 29, 1993

MEMORANDUM FOR MAGGIE WILLIAMS
CHIEF OF STAFF
OFFICE OF THE FIRST LADY

FROM: Frank Sobol
Counsel's Office 

SUBJECT: Small victories

I wanted to share the attached with you; maybe our message is getting out.

Whenever I do an "unauthorized use" letter for advertisements in the newspaper, I copy the letter to the newspaper as well as to the miscreant.

I've dealt with the Post on four previous occasions without a response. The attached is a pleasant change of practice!

cc: Bill Kennedy
Cheryl Mills
Steve Neuwirth

THE WHITE HOUSE

WASHINGTON

December 8, 1993

Dan Cerundolo, President
MED
396 Libbey Parkway
Weymouth, MA 02189

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

Dear Mr. Cerundolo:

This letter acknowledges your facsimile to the First Lady dated November 22, 1993, containing an advertisement for "Hillary Health Care Line." We appreciate receiving this information.

The Office of Counsel to the President has notified the advertisers that they appear to be in violation of long-standing White House policy prohibiting use of the President or First Lady's name to imply endorsement or approval of a particular commercial product or service.

Thank you very much for your interest.

Sincerely,



Marvin Krislov
Special Counsel to the President



Medical Equipment & Devices, Inc.

398 Libbey Parkway
Weymouth, Massachusetts 02189
(617) 337-3070 Massachusetts
(800) 448-1030 Other New England

Handwritten scribbles

FAX TRANSMITTAL COVERSHEET

TO: OFFICE OF MS. HILLARY CLINTON

FROM: DAN CERUNDOLO, PRESIDENT, M.E.D.

DATE: 11.22.93

TOTAL PAGES INCLUDING THIS PAGE: 2

OUR FAX NUMBER: (617) 337-9709

PLEASE NOTIFY DAN IF THERE ARE ANY TRANSMISSION PROBLEMS

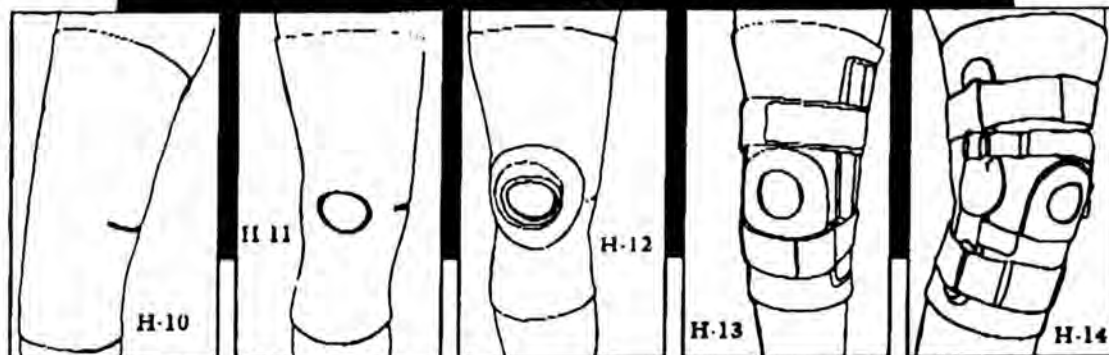
OUR OFFICE NUMBER IS (617) 337-3070

ATTACHED IS A FULL PAGE AD THAT APPEARED IN A MEDICAL JOURNAL. I WAS SURPRISED TO SEE THAT MRS. CLINTON HAS TAKEN A VESTED INTEREST IN A MEDICAL SUPPLY COMPANY.

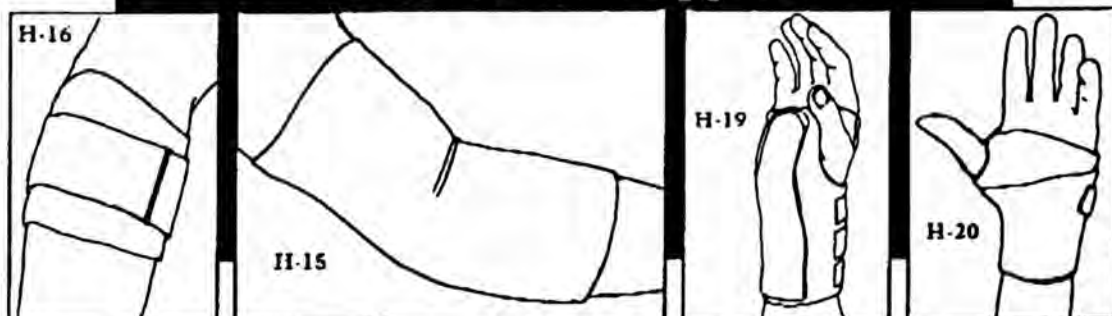
I BELIEVE AN EXPLANATION IS IN ORDER.

Daniel Cerundolo

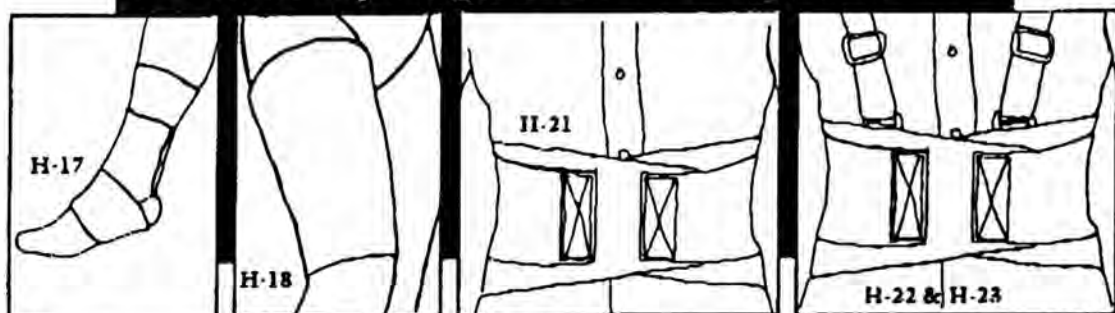
Knee Supports



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 1-800-527-5273, Ext. 217.

HHC
Hillary Health Care

400 Union Tower Court • Suite 410 • Irving, Texas 75061 • 1-800-527-5273 Ext. 222 • FAX: 1-800-356-7169
The Hillary Health Care Line is made by Sports Supports, Inc., The Choice of Physicians, Therapists, Trainers and Athletes.
Visit us at NHHCE - Booth #2356

More information? Circle 149 on reply card.

THE WHITE HOUSE

WASHINGTON

December 7, 1993

DRAFT

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

VIA FACSIMILE

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 may have a financial interest in your line of products. Given the First Lady's role in promoting the Presidential initiative on health care reform, this inaccurate advertising and promotion is especially significant.

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

THE WHITE HOUSE
WASHINGTON

December 7, 1993

Dan Cerundolo, President
MED
396 Libbey Parkway
Weymouth, MA 02189

~~DRAFT~~
DRAFT

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


Dear Mr. Cerundolo:

This letter acknowledges your facsimile to the First Lady dated November 22, 1993, containing an advertisement for "Hillary Health Care Line." We appreciate receiving this information.

Please rest assured that the First Lady does not have any financial interest in or connection with these particular products. Additionally, the Office of Counsel to the President has notified the advertisers that they appear to be in violation of long-standing White House policy prohibiting use of the President or First Lady's name to imply endorsement or approval of a particular commercial product or service.

Thank you very much for your interest.

Sincerely,



Marvin Krislov
Special Counsel to the President



Medical Equipment & Devices, Inc.

396 Libbey Parkway
Weymouth, Massachusetts 02189
(617) 337-3070 Massachusetts
(800) 448-1030 Other New England

FAX TRANSMITTAL COVERSHEET

TO: OFFICE OF MS. HILLARY CLINTON

FROM: DAN CERUNGOLO, PRESIDENT, M.E.D.

DATE: 11-22-93

TOTAL PAGES INCLUDING THIS PAGE: 2

OUR FAX NUMBER: (617) 337-9709

PLEASE NOTIFY DAN IF THERE ARE ANY TRANSMISSION PROBLEMS

OUR OFFICE NUMBER IS (617) 337-3070

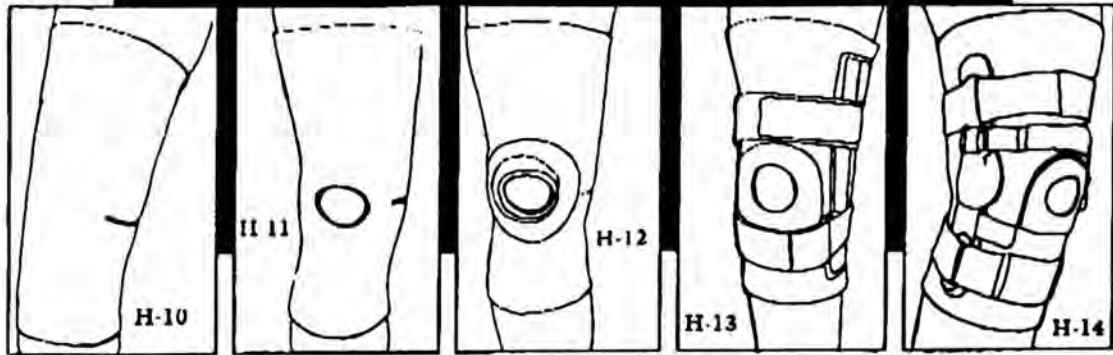
ATTACHED IS A FULL PAGE AD THAT APPEARED IN A MEDICAL JOURNAL. I WAS SURPRISED TO SEE THAT MRS. CLINTON HAS TAKEN A VESTED INTEREST IN A MEDICAL SUPPLY COMPANY.

I BELIEVE AN EXPLANATION IS IN ORDER.

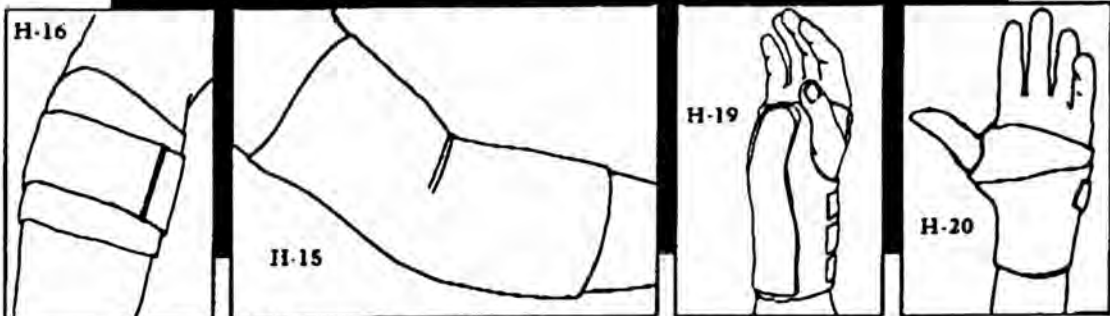
Daniel Cerungolo

*Marvin
Pls address
ASAP*

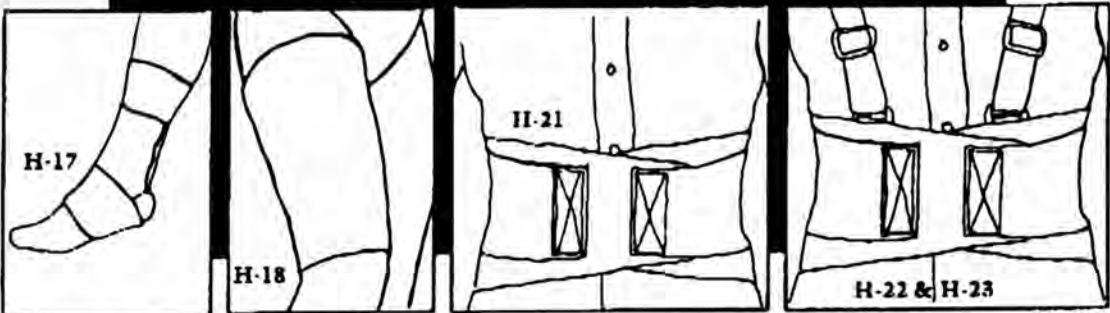
Knee Supports



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 1-800-527-5273, Ext. 217.

HHC

Hillary Health Care

400 Union Tower Court • Suite 410 • Irving, Texas 75061 • 1-800-527-5273 Ext. 222 • FAX: 1-800-356-7169
The Hillary Health Care Line is made by Sports Supports, Inc., The Choice of Physicians, Therapists, Trainers and Athletes.
Visit us at NHHCE - Booth #2356

*file: legal opinions Eric
For your file
F.*

THE WHITE HOUSE

WASHINGTON

September 29, 1993

MEMORANDUM FOR MAGGIE WILLIAMS
CHIEF OF STAFF
OFFICE OF THE FIRST LADY

FROM: Frank Sobol
Counsel's Office *Frank*

SUBJECT: Small victories

I wanted to share the attached with you; maybe our message is getting out.

Whenever I do an "unauthorized use" letter for advertisements in the newspaper, I copy the letter to the newspaper as well as to the miscreant.

I've dealt with the Post on four previous occasions without a response. The attached is a pleasant change of practice!

cc: Bill Kennedy
Cheryl Mills
Steve Neuwirth

The Washington Post

1150 15th STREET N W
WASHINGTON, D. C. 20071
(202) 334-6000

MARY ANN WERNER
ASSISTANT COUNSEL
(202) 334-8575

September 27, 1993

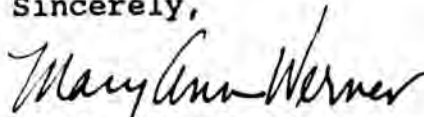
Francis Thomas Sobol, Esq.
Special Counsel to the President
Office of Counsel to the President
The White House
Washington, D.C. 20006

Re: Advertisement by Iomega Corporation

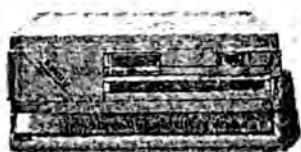
Dear Mr. Sobol:

This is to acknowledge receipt of your letter of September 22, 1993. By the time we received your letter, we had taken steps to have the advertisement changed. A copy of the new ad, which ran in today's Post, is enclosed.

Sincerely,


Mary Ann Werner

Presenting the most
talked-about cut in
Washington since **THE PRESIDENT'S**
trim on the tarmac.



Let's cut to
the chase:
Iomega
has just
trimmed
the price of Bernoulli® drives, some by
as much as 50 percent.

It's a new look at Iomega. And it's
permanent.

Product	Old SRP	New SRP
150MB Insider Drive and Disk	\$1099	\$599
150MB Transportable Drive and Disk	\$1225	\$699
90MB Insider Drive and Disk	\$ 799	\$499
90MB Transportable Drive and Disk	\$ 949	\$599
Single 150MB Disk (in 5-Pack)	\$ 159	\$109
Single 105MB Disk	\$ 169	\$ 99
Single 90MB Disk (in 5-Pack)	\$ N/A	\$ 99
Single 65MB Disk	\$ 129	\$ 59
Single 35MB Disk	\$ 79	\$ 39

That means you can take advantage
of the unmatched security, rugged-
ness—and now cost-effectiveness—of
Bernoulli drives
that can be used
with PCs, Macs
and workstations.



So call Iomega
at 1-800-937-5192 for full details.
Or see a GSA reseller listed below
for specific government pricing.
And see why Bernoulli is a cut-above
the rest.

IOMEGA®

Iomega Authorized GSA Resellers: GISA, Chantilly, VA (703) 631-3333; Falcon Microsystems, Landover, MD (201) 341-0100;
Boklan Assoc., Gaithersburg, MD (301) 258-2965; Compucom, McLean, VA (703) 761-2340; R00 Software, Rockville, MD (800) 888-4486;
Advanced Computer Concepts, Arlington, VA (703) 525-4200; Comp USA, McLean, VA (703) 761-2357.

WASH. STATE
Wed. 9/22/72

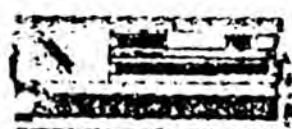
Presenting two of Washington's most fashionable cuts.

HRC



All Bernoulli
products up to

50% OFF



Let's cut to
the chase:
Iomega
has just
trimmed

the price of Bernoulli® drives, some by
as much as 50 percent.

It's a new look at Iomega. And it's
permanent.

Product	Old SRP	New SRP
150MB Insider Drive and Disk	\$1099	\$599
150MB Transportable Drive and Disk	\$1225	\$699
90MB Insider Drive and Disk	\$ 799	\$499
90MB Transportable Drive and Disk	\$ 949	\$599
Single 150MB Disk (in 5-Pack)	\$ 159	\$109
Single 105MB Disk	\$ 169	\$ 99
Single 90MB Disk (in 5-Pack)	\$ N/A	\$ 99
Single 65MB Disk	\$ 129	\$ 59
Single 35MB Disk	\$ 79	\$ 39

That means you can take advantage
of the unmatched security, rugged-
ness—and now cost-effectiveness—of
Bernoulli drives
that can be used
with PCs, Macs
and workstations.



So call Iomega
at 1-800-937-5192 for full details.
Or see a GSA reseller listed below
for specific government pricing.
And see why Bernoulli is a cut above
the rest.

IOMEGA®

Iomega Authorized GSA Resellers: GSI, Chesler, VA (703) 631-3333; Falcon Microsystems, Landover, MD (301) 341-0100;
Borden Assoc., Gaithersburg, MD (301) 258-2965; Computer, McLean, VA (703) 781-2340; BOC Software, Rockville, MD (800) 888-4488;
Advanced Computer Concepts, Arlington, VA (703) 525-4200; Comp USA, McLean, VA (703) 781-2357.
©1983 Iomega Corp. The Iomega logo and Bernoulli are registered trademarks of Iomega Corp.

ORIGINAL ADVT.

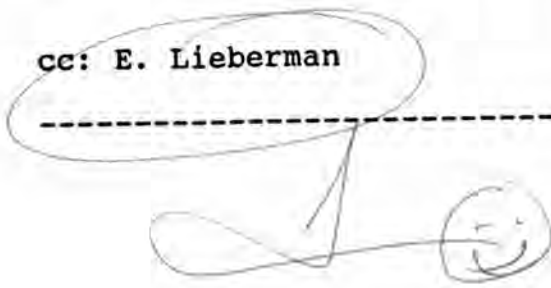
file: legal opinions

9/28/93

Joanne--Here is some language for your letter.

cc: E. Lieberman

Frank



You asked about the possibility of using Mrs. Clinton's comments in advertising your product. While this is certainly a creative idea, it is not possible because of the White House's long-standing policy of avoiding all commercial involvements for the President and the First Lady.

This policy prohibits the use of the images, words, or activities of the President or the First Lady in commercial enterprises. Specifically, use of the First Lady's words, name, image, or activities will not be permitted by the White House where such use states or implies her endorsement or other linkage between her and a commercial product or service, regardless of its merits.

I have enclosed with this letter a copy of this policy and an historical summary of the policy publicized by the Council of Better Business Bureaus for at least the last two decades.

Thanks you, etc., etc.

THE WHITE HOUSE
WASHINGTON

September 24, 1993

TO: Frank Sobel, Office of the Counsel
to the President

FROM: *JMA* Joanne Manning Anderson, Office of
the First Lady, Room 18

Attached is a letter received by the
First Lady which accompanied a gift and
requests an endorsement. If you could send
me a copy of the language appropriate
for turning down the request for endorsement
I'll combine it with a thank-you and send it
all up to the gift unit and ~~them~~ out.
THEN

Thank you. If you have questions,
just call me at x2941.



McIlhenny Company

ESTABLISHED 1868

Avery Island, Louisiana 70513 / Telephone 318-365-8173

September 15, 1993

MANUFACTURERS OF
TABASCO
BRAND PRODUCTS

Hilary Clinton
Office of the First Lady
O.E.O.B.
Room 100
Washington, D.C. 20500

Dear Mrs. Clinton:

On behalf of the McIlhenny family, I would first like to thank you for the loyalty you have shown our product, TABASCO® brand pepper sauce, over the years.

Please accept this TABASCO® gift box as a symbol of our appreciation.

Secondly, I'd like to ask if you would be willing to share your thoughts about our product in some advertising we are considering. All we would need of your time would be a quote (via fax) about your favorite use of TABASCO® sauce and of course, your permission to air/publish this quote. In return, we would like to donate \$1,000 in your name to your favorite charity and send you a case of TABASCO® sauce with our compliments.

We would be most honored if you were able to participate in this endeavor. It would certainly put the finishing touch on our 125th Anniversary celebration.

Mrs. Clinton, thank you for your time and consideration. We will be following up soon with the details.

I hope you enjoy the enclosed gift. And if you're ever in the area, I'd love for you and your family to be our guest on Avery Island.

Best Personal Regards,

Paul C.P. McIlhenny
Vice President & Secretary

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

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)

THE WHITE HOUSE
WASHINGTON

Ever-
FYI
F.

September 22, 1993

Mr. Fred Wenninger
Chief Executive Officer
Iomega Corporation
1821 W. 4000 S.
Roy, Utah 84067-3130

Facsimile: 801-778-3190

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

Dear Mr. Wenninger:

The attached advertisement for Iomega Corporation was sent to the Counsel to the President in a complaint about the use of the First Lady's picture to promote your company's products.

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 image, words, or activities of the First Lady in commercial advertising. Specifically, the First Lady's name, image, or words are not permitted to be used to state or imply her endorsement or other linkage between her and a commercial product or service, regardless of its merits.

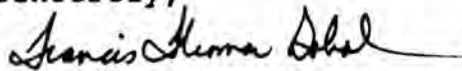
I have enclosed with this letter a summary of the policy for your information and a summary of the Council of Better Business Bureaus' "Do's and Don'ts in Advertising Copy," which has provided similar advice to advertising copy writers for more than a decade.

The purpose of this letter is to request that Iomega Corporation cease and desist all unauthorized uses of the First Lady's picture, name, or words in the advertising of its products. I expect that your organization will honor this policy without requiring the White House to take further action. However, if it becomes necessary, the Office of the Counsel to the President will seek to enforce the policy through all appropriate means.

Many times in cases such as this, the unauthorized use stems from a general lack of knowledge of White House policy in this area. I assume this was just an honest mistake by Iomega Corporation in its attempt to get its message out in a creative way. Nonetheless, I hope you share the concern of all Administrations that the President and the First Family be kept as far removed from commercial entanglements 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

cc: Jane Jensten, Counsel: The Washington Post

WASH. POST
Wed. 9/22/93

Presenting two of Washington's most fashionable cuts.



All Bernoulli®
products up to
**50%
OFF**



Let's cut to
the chase:
Iomega
has just
trimmed

the price of Bernoulli® drives, some by
as much as 50 percent.

It's a new look at Iomega. And it's
permanent.

Product	Old SRP	New SRP
150MB Insider Drive and Disk	\$1099	\$599
150MB Transportable Drive and Disk	\$1225	\$699
90MB Insider Drive and Disk	\$ 799	\$499
90MB Transportable Drive and Disk	\$ 949	\$599
Single 150MB Disk (in 5-Pack)	\$ 159	\$109
Single 105MB Disk	\$ 169	\$ 99
Single 90MB Disk (in 5-Pack)	\$ N/A	\$ 99
Single 65MB Disk	\$ 129	\$ 59
Single 35MB Disk	\$ 79	\$ 39

That means you can take advantage
of the unmatched security, rugged-
ness—and now cost-effectiveness—of
Bernoulli drives
that can be used
with PCs, Macs
and workstations.



So call Iomega
at 1-800-937-5192 for full details.
Or see a GSA reseller listed below
for specific government pricing.
And see why Bernoulli is a cut above
the rest.

IOMEGA®

Iomega Authorized GSA Resellers: GSI, Chantix, VA (703) 631-3333; Falcon Microsystems, Landover, MD (301) 341-0100;
Borden Assoc., Gaithersburg, MD (301) 258-2965; Compucom, McLean, VA (703) 761-2340; BCG Software, Rockville, MD (800) 888-4488;
Advanced Computer Concepts, Arlington, VA (703) 525-4200; Comp USA, McLean, VA (703) 761-2357.

©1993 Iomega Corp. The Iomega logo and Bernoulli are registered trademarks of Iomega Corp.

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)

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
September 20, 1993

fill
legal

MEMORANDUM FOR JANET SHIMBERG
OFFICE OF THE FIRST LADY'S CORRESPONDENCE

FROM: CHERYL MILLS *cm*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Proposed Hillary Rodham Pin by Open Communications

This memorandum responds to your memorandum of September 10, 1993. In your memorandum, you requested Counsel's recommendation as to whether the White House should permit the creation of a Hillary Rodham Clinton pin as a fundraiser for Open Communications' youth programs.

We have received a number of requests for guidance on matters such as these. As a legal matter, the First Lady is permitted to lend her name or likeness to any cause, organization or event. However, as a policy matter, we are opposed to the use of the First Lady's name and likeness in this way, without regard to the worthiness of the cause.

I have attached a memorandum from Frank Sobol in our office that outlines some of the practical reasons behind our policy advice. I hope it will be helpful in illuminating some of the issues we seek to avoid by adhering to this policy.

Please contact me if I can be of further assistance.

cc: Maggie Williams
Evelyn Lieberman
Capricia Marshall


THE WHITE HOUSE

WASHINGTON

September 15, 1993

MEMORANDUM FOR CHERYL D. MILLS
ASSOCIATE COUNSEL TO THE PRESIDENT

FROM: Frank Sobol
Counsel's Office



SUBJECT: HRC Pin for Commercial Sale

The White House policy has been to avoid all commercial ventures, regardless of merit, for the First Family.

This general policy has been guided by at least two concerns: (1) the administrative burden caused by trying to satisfy all the requests for First Family support of worthy projects along with the PR problems caused by rejected requests and (2) the potential that the endorsed activity could subsequently get into things that embarrass the First Family or the Administration.

An example of #1: The Childwatch Foundation used a complimentary letter from Vice President Bush in one of its fund raising campaigns. Then the National Safe Kids Campaign protested this "endorsement" to the White House. Childwatch was told to stop because it did not have prior written approval for use of the President Bush's name. The reason for the stop order isn't germane here. More importantly, this example demonstrates one of the pitfalls of getting involved in fund raising--other charities will expect the same consideration and will be prepared to take issue with the WH when it appears to favor someone else. This almost forces us to agree to help all bona fide requests because it is almost impossible to differentiate one charity from another.

An example of #2: Barbara Bush was the honorary chair of the National Alliance to End Homelessness. She was asked to endorse an Alliance book that would use the profits for the homeless. Counsel's Office recommended that she not agree to endorse the book because it was possible the Alliance and the Administration might have different policy objectives in the future and this could cause the WH problems.

With regard to current proposal, the HRC endorsement and pin could wind up in the same dilemma--the marketing group could get into projects or activities that conflict with HRC's and the WH's views. Yet they would have her endorsement and her "product."

In addition, once the precedent is established that the First Family will become a fund raiser for charities, we'll have to establish rules and procedures for treating all requests equally. More approvals will be expected or there will be hell to pay.

So on the basis of prior WH policy on such matters, I do not recommend that HRC get involved in this activity. Its potential for helping kids is speculative at best; even long established charities have a hard time getting a large percentage of their donations to the needy. Its potential for administrative and public relations problems for the First Family are sizeable.

Change of Topics

The question of First Family charitable support comes up frequently and gets treated on a case-by-case basis in light of my tight reading of existing policy. It might be worth the time for you and HRC staff to sit down and re-consider the policy. Does the First Family want to use its position to support worthwhile causes? If it does, what range of activities might be administratively manageable and "fair" in a public relations sense?

Its possible that such a review will merely confirm the value of the current policy. But at least if the new Administration discusses it, everyone may feel more comfortable with its implementation.

If you have any other perspectives you'd like me to explore, let me know.

THE WHITE HOUSE

WASHINGTON

September 10, 1993

TO: CHERYL MILLS

FROM: JANET SHIMBERG *JS*
OFFICE OF FIRST LADY'S CORRESPONDENCE

Evelyn Leiberman asked that we forward this to you for your recommendation. Please let me know if you think we can do anything to assist them. If you have any questions you can contact me at extension 2941. Thank you very much.

>Open< Communications

August 5, 1993

First Lady

Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

wants this to
take place
around holiday
season

Dear Hillary:

After reading the May 25th Los Angeles Times Magazine cover story - "Hillary on the Hot Seat" - I came up with an idea which promises to rekindle the spirit of American volunteerism and financially strengthen our youth programs. It's all about using your golden angel's wings pin as a symbol for protecting our nation's promise - it's youth. A Los Angeles based accessory designer/manufacturer - Steel Threads - and I would like to reproduce your pin, market it and donate all of the profits to the future of our nation - it's children.

I've spoken to a program consultant for the Points of Light Foundation here in Orange County, Wendy Lecot, and she thinks such a project has tremendous potential. Some of the marketing strategies we've discussed include:

Enclose with the pin a printed message from the First Lady and other well-known children's advocates/protectors who wear the pin;

Promote the pin as "inspired by a pin worn by Hillary Rodham Clinton;"

Target the American business community, asking for their commitment to protect, nurture and provide hope to the next generation work force;

Tie-in an uplifting social message such as "Protect America's Kids."

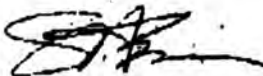
If you would be willing to lend your name and support to such an effort, please send your written approval, along with a photo of the pin and any other information you think would be important to the success of this project.

First Lady
Hillary Rodham Clinton
August 5, 1993
Pg. 2

The marketing and advertising would be done by my company, Open Communications, which specializes in socially responsible marketing and advertising strategies. (See enclosed articles.) If successful, the pin would be the first in a line of socially conscious jewelry.

My partner and I look forward to hearing from you soon, and continue to be two of the millions of American women who gain inspiration and strength every day from your shining example of pure motives in action.

Sincerely,



Shelley H. Ervin
Partner

encls.