

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Memos with attachments re: Democratic National Convention (100 pages)	04/29/96	Personal Misfile
002. letter	To Maggie Williams from Donald L. Fowler re: National Presidential Gala (1 page)	04/02/96	Personal Misfile
003. fax	To Maggie Williams from Lottie/Jennifer re: meeting (2 pages)	04/26/96	Personal Misfile
004. invitation	Re: party (3 pages)	3/4	Personal Misfile
005. letter	[Note, letter and attachments re: management system] (5 pages)	n.d.	Personal Misfile
006. letter	To Maggie Williams from Donald L. Fowler re: request (1 page)	02/21/96	Personal Misfile
007. letter	To Maggie Williams from Beth Dozoretz re: campaign song (1 page)	04/17/96	Personal Misfile

COLLECTION:

Clinton Presidential Records
First Lady's Office
Maggie Williams (Subject Files)
OA/Box Number: 12632

FOLDER TITLE:

Maggie Williams Miscellaneous II [1]

2013-0359-S

ry1495

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

file dlc

'he DLC Update

Have you ordered your **1996 DLC Idea Book**—the most comprehensive compilation of New Democrat thinking around? Contact 800/546-0027 (202/544-6172 in the DC area) or info@dlcppi.org to have your *Idea Book* shipped today.

The Democratic Leadership Council

Tuesday, March 5, 1996

Helping Workers Navigate in the New Economy

Restoring opportunity and upward mobility for hard-working families is one of the critical challenges facing America. But while economic security rightly belongs at the top of the nation's political agenda this year, New Democrats can't let populists of the Buchanan stripe set the terms of the debate. Class warfare, sky-high tariffs, and thousand-mile fences may curry favor with certain voters but they won't raise wages.

We don't claim to have all the answers to raising wages. But one place to start to give workers the tools to navigate in the new economy. They should be able to manage their own careers and get the resources they need to do so. As one DLC member said recently, "it is time to give workers a trampoline, not a safety net." The following are some ideas we've been working on at DLC-PPI:

The GI Bill for Workers. Federal training programs are confusing, complex and take a "one size fits all" approach. The "GI Bill" proposed by President Clinton offers laid-off workers and low-income workers skill vouchers they can use to purchase relevant job skills from approved schools and training programs of their choice. First proposed by our own Progressive Policy Institute, this empowerment approach passed the House with strong bipartisan support and is now pending in a House-Senate conference committee.

Portable Health Insurance. Health insurance is the foundation of basic family security. When workers switch jobs, or are laid off, their health care coverage should follow, without prejudice. But this is more than just a matter of passing laws requiring portability. Most Americans with private health

coverage get it through employers because health benefits are not taxed. The unemployed and workers whose employers do not offer coverage do not benefit from this break. Instead, all workers should have access to the tax break through credits or vouchers.

Retirement Security. Many employees were once entitled to a pension if they devoted their life to a company. Today, many companies offer portable retirement savings through programs such as 401(k)s, to which both the employer and the employee contribute. As a result, the benefits follow the worker, not the job. Even so, 401(k)s aren't for everyone. We need to consider new approaches. One is making pensions portable. Another is converting Social Security into a two-tiered system so that over time the majority of the payroll tax would go not into Social Security but into mandatory private savings accounts.

To learn more about the policy PPI has crafted for middle-class American workers, see *Reinventing the Federal Unemployment and Training System: Helping Millions of Workers Secure New Jobs* (3/94) and *The DLC Idea Book: Talking Points: Empowering Workers to Succeed*, both of which can be ordered by calling 800/546-0027 (202/544-6172 in the DC metro area). The DLC-PPI Web site—<http://www.dlcppi.org/>—also houses past papers on this issue as well as transcripts from the 1995 DLC Annual Conference Plenary Session on *Pursuing the American Dream* with special presentations by the Progressive Foundation's **Doug Ross**, former assistant secretary of Labor, and PPI's Senior Analyst for Health Care **Dave Kendall**.

MARCH EVENTS

NATO Forum (3/7)

Join the Progressive Policy Institute, the Hudson Institute, and a distinguished forum of national political leaders and policy analysts, including Spkr. **Newt Gingrich**, Sens. **Sam Nunn** and **Joe Lieberman**, Rep. **Christopher Cox** and Gen. **William E. Odom**, for a discussion on the future of NATO and the transatlantic partnership. Entitled *NATO and the Transatlantic Future*, the forum runs from 8am-2pm, in the Hart SOB, Room 902. To RSVP, contact 202/547-0001 or info@dlcppi.org.

Flat Tax Debate on MSN (3/8)

For the past few months we've been arguing that the numerous iterations of the flat tax proposal have some serious flaws. But don't take our word for it. This Fri., 3/8, you'll have an opportunity to participate in a flat tax debate and discussion with PPI

Econ. Pol. Analyst **M. Jeff Hamond** and National Center for Policy Analysis Sr. Fellow **Bruce Bartlett** in the *Policy Street Forum* on *The Microsoft Network*. The debate, which begins at 2:30pm (est), is open to all MSN subscribers. Hamond and Bartlett will discuss the merits and pitfalls of the flat tax and offer their insights into why a flat tax may help or hurt our country. For more info, e-mail a2s2_da@msn.com.

Urban Empowerment (3/18)

The Progressive Policy Institute and Empower America invite DLC members to a conference on urban renewal, Mon, 3/18, from 9-11am, in Room 902 of the Hart SOB. Join an impressive cast of national political figures and commentators—former HUD Sec. and Empower America Pres. **Jack Kemp**, Sen. **Joe Lieberman** (D-CT), Harvard Prof. **Michael Porter**, DLC Pres. **Al From** and PPI Pres. **Will Marshall** as they present

a new approach to urban empowerment based on economic development and individual responsibility. To RSVP, contact 202/547-0001 or info@dlcppi.org.

1996 Spring Retreat

Board of Advisors, Roundtable, and Trustee Members! Have you made plans to join Sens. **Joe Lieberman** and **John Breaux** in New Orleans for the 1996 DLC-PPI Spring Retreat, May 2-5?

We encourage you to make your hotel reservations now. All working sessions will be held at the ITT Sheraton New Orleans Hotel and we've already reserved a block of rooms which are available on a first come first serve basis. Reservations must be made by 4/2. In addition to accommodations, the registration fee is \$1500—this includes charter air transportation from Washington Dulles, meals, and tickets to Jazz Fest. For more info, contact the Development Dept. at 202/546-0007.

This Fax is broadcast to thousands of public officials, citizen activists, and supporters in the DLC network nationwide.

c/o The DLC Update, Democratic Leadership Council, 518 O Street NE, Washington, DC 20002

P: 800/546-0027 (202/544-6172 in DC) F: 202/546-0628 E-MAIL: info@dlcppi.org WWW: <http://www.dlcppi.org/>

*New file
Residence - CD-ROM*

THE WHITE HOUSE
WASHINGTON

April 30, 1996

Mrs. Clinton,

Since we last talked about the prospects for a White House Historical Association (WHHA) produced computer CD-ROM of the Executive Residence at the White House, the project has moved quite rapidly. The objective of the CD-ROM, in keeping with the charter of the WHHA, is educational. The current marketing plan calls for the emphasis to be 70% educational (schools) to 30% fun (home). The production team for the CD-ROM includes the WHHA, the American Institute of Architects through their educational arm, the American Architectural Foundation, and Autodesk, Inc. - third largest producer of computer software.

The Usher's and Curator's offices are the quality control element of the project and review the content and context of the historical information. As a starting point, in early March, we provided the CD-ROM development team with a room by room guide of pertinent information and ideas, from our perspective. Since then they have moved toward the production of an "alpha, demonstration CD-ROM for us to review. This "alpha" product is due May 6 and will give us a look at the proposed product with glimpses of what is being developed - tour, history, games, thought provoking ideas, etc.

I have, since the inception of the project last year, requested that the project aim for an early fall 1996 release. We need to take advantage of the fall educational opportunities, expressed by the educational consultants, with the targeted age group being 7th - 9th grade students. Students in these grade levels study government with special emphasis during the Presidential election year.

Yesterday, the photography started. The basic photography is being done with new computer technology but using only a simple 35mm camera and only natural light - no supplemental lighting. Yesterday the photographer was able to complete the multiple shots required in all three state floor parlors and the cross hall in about 5 hours. In addition to photographing the principal public rooms on the ground and state floors, we talked about rooms that are in the WHHA guide book as well as a few other rooms. That would include the Map Room and kitchen on the ground floor; the Lincoln Bedroom suite, the Queen's Bedroom suite, East Sitting Hall, Treaty Room, Yellow Oval Room, Truman Balcony, and Center Hall on the second floor; and the Solarium on the third floor. Additionally, we would like to photograph in the Florist shop, Pastry kitchen and on the grounds to include the pool, tennis court, and the children's garden.

With your permission we would also like to photograph the bowling alley and the family theater, as children have expressed a high degree of interest in the personal recreational opportunities of the First Family. When we do the photography of the second floor we would also like your permission to have the doors to the West Hall open as the view to the west sunburst window is beautiful. I can work with Capricia to identify a time when we can do this without disturbing you, the President, or Chelsea - possibly during travel. Each room is photographed from multiple positions within the room and open doors permit a better spacial reference.

I will be sending a memorandum to Nancy Hernreich concerning the requirements for photographing the Oval Office and the Cabinet Room.

Like the video tour of the Executive Residence, the CD-ROM will be produced with a teachers and/or home instruction guide and the WHHA will distribute copies to libraries and schools at no cost. This may be something that you may want to think about for use with your educational based programs.

A handwritten signature in cursive script, reading "Gary Walters". The signature is written in black ink and is centered on the page.

Withdrawal/Redaction Marker

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OFFICE OF THE DIRECTOR

TO: **MAGGIE WILLIAMS**

FROM: USIA

SUBJECT: IRIS BURNETT

PLEASE JOIN US WEDNESDAY, MAY 7 AT 3:00PM

AS WE WISH A FOND FAREWELL
TO OUR CHIEF OF STAFF IRIS BURNETT

BEFORE SHE LEAVES FOR NEW YORK
AND THE USA NETWORK.

WHERE: USIA - 301 4th Street, SW - Room 840

For more info or to RSVP, call Sue Walitsky at 619-5629.



Georgetown Children's House Garden Tour

3224 N Street, NW
Washington, DC 20007

May 2, 1996

Ms. Margaret A. Williams
Chief of Staff for the First Lady
Old Executive Office Building
Washington, D.C. 20500

Dear Ms. Williams,

Please convey our thanks again to the First Lady Hillary Rodham Clinton. We know that her gracious patronage will assure the success of the 1996 Georgetown Garden Tour for the benefit of the Georgetown Children's House.

I am sending you the invitation which went out to our Tour participants. You may want it for your files.

You and Mrs. Clinton, of course, need no invitation. We know how busy you are but, if you are able to visit the Tour, please call me at the Georgetown Children's House (Tel. 202- 333-4953).

Cordially,

Graciela G. Olsen

Graciela G. Olsen
Chairperson

The Garden Tour Committee

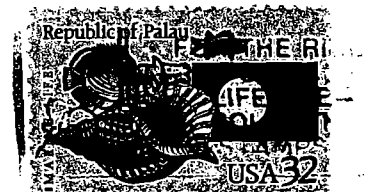
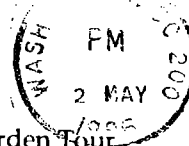
Forward -
to Tracy



G.G. O'Keefe

Georgetown Children's House Garden Tour

3224 N Street, NW
Washington, DC 20007



Ms. Margaret A. Williams
Office of the First Lady
Old Executive Office Building
17th and Pennsylvania Avenue
Washington, D.C. 20500



GEORGETOWN CHILDREN'S HOUSE

Georgetown Children's House, which was established in 1928 with funds from the very first Garden Tour, is one of Washington's oldest day care centers. At the present time, however, it seems remarkably greater than the sum of its parts - preschool, after school program, summer camp in the city, tutoring program, parent support program, and more. Over the years, Children's House has continued to provide services to families representing many nationalities, many incomes, many races, and those in special need. The welcoming old house at 3224 N Street represents a safe, nurturing and exciting child-sized world. It is a microcosm, reflecting all the variety and liveliness which exist in a city such as Washington. Our children learn valuable lessons from each other about the importance of cherishing their individual and differing ethnic backgrounds and customs. To learn love and respect for one's peers, teachers, parents, the community at large, and for oneself - this is our hope for our children.

The children range in ages from two to fourteen years, and, for those who come to us year after year, Children's House takes on a special meaning in their lives. It is a place where they can make long-lasting friendships, build self-esteem and self-discipline, and always find a sympathetic grown-up to advise and guide them whenever they need encouragement or support. Our experienced and dedicated staff helps prepare the children to enter the larger arenas of school and community with social and intellectual self-confidence, a creative spirit, and a readiness to contribute to the world around them.

Georgetown Children's House is supported by the Annual Garden Tour, graduated fees paid by parents, and contributions from friends.

GEORGETOWN CHILDREN'S HOUSE
3224 N St., NW, Washington, DC 20007
(202) 333-4953

*Under the Honorary Patronage of
First Lady Hillary Rodham Clinton*

The Board of Directors invites you to

The 68th Annual



SATURDAY, MAY 11, 1996
10:30 am to 5:00 pm

for the benefit of
GEORGETOWN CHILDREN'S HOUSE

GARDEN EXHIBITORS

Mr. Harry Belin
Hon. and Mrs. Robert H. Charles
Mr. and Mrs. Terence R. Collins
Mr. and Mrs. Stuart C. Davidson
Mr. and Mrs. Donald R. McClelland
Mr. and Mrs. Charles M. Meehan
Mrs. John U. Nef
Dede Petri
Mr. and Mrs. Robert Pyle
Mr. and Mrs. Joseph Rodrick
Gail Rogers

Also open to visitors will be

Halcyon House

The Renwick Chapel,
at Oak Hill Cemetery

and
Tudor Place,
which will feature a Flower Show
arranged by the members of the
Georgetown Garden Club

*Light refreshments will be served
at Keith Hall, Christ Church,
between 12:00 and 4:00 pm.*

PATRONS

Mrs. John W. Auchincloss
Mrs. Jacob D. Beam
Mr. Edward L. Emes, Jr.
Mr. and Mrs. Alfred Friendly, Jr.
Mrs. Lawrence R. Houston
Mrs. Joan McDaniel
Mr. and Mrs. Frederick H. Prince
Mr. and Mrs. Eben W. Pyne
Mr. and Mrs. John H. Schafer
Mr. and Mrs. J. Burke Wilkinson



PHOTOCOPY
PRESERVATION

ROUTING SLIP

DATE: ____/____/____

FROM: Stephanie Streett and Anne Walley
Deputy Assistants to the President and Directors of Scheduling

SUBJECT: *Dedicate Journalism Memoria /*

Don Baer X Mack McLarty _____

Peg Cusack _____ Leon Panetta _____

Rahm Emanuel _____ Jack Quinn _____

Jack Gibbons _____ Carol Rasco _____

Laura Graham _____ Paige Reffe _____

Marcia Hale _____ Patti Solis _____

Alexis Herman _____ Doug Sosnik _____

Nancy Hemreich _____ G. Stephanopoulos _____

Kitty Higgins _____ Todd Stern _____

John Hilley _____ Ann Stock _____

Harold Ickes _____ Kim Tilley X

Jennifer Jose X Jodie Torkelson _____

Ron Klain _____ Laura Tyson _____

Anthony Lake _____ Melanne Verveer _____

Evelyn Lieberman _____ Michael Waldman X

Bruce Lindsey _____ Maggie Williams _____

Mike McCurry X

FILE: *Regret w/ surrogate (see if VP is interested)*

COMMENTS: _____

per 4/17/96 short term mtg

ROUTING SLIP

DATE: 3/27/96

FROM: Stephanie Streett and Anne Walley
Deputy Assistants to the President and Directors of Scheduling

SUBJECT: Dedicate the Journalism Memorial

Don Baer	<u>✓</u>	Mack McLarty	<u> </u>
Peg Cusack	<u> </u>	Leon Panetta	<u> </u>
Rahm Emanuel	<u> </u>	Jack Quinn	<u> </u>
Jack Gibbons	<u> </u>	Carol Rasco	<u> </u>
Laura Graham	<u> </u>	Paige Reffe	<u> </u>
Marcia Hale	<u> </u>	Patti Solis	<u> </u>
Alexis Herman	<u> </u>	Doug Sosnik	<u> </u>
Nancy Hernreich	<u> </u>	G. Stephanopoulos	<u> </u>
Kitty Higgins	<u> </u>	Todd Stern	<u> </u>
John Hilley	<u> </u>	Ann Stock	<u> </u>
Harold Ickes	<u> </u>	Kim Tilley	<u> </u>
Jennifer Jose	<u>✓</u>	Jodie Torkelson	<u> </u>
Ron Klain	<u> </u>	Laura Tyson	<u> </u>
Anthony Lake	<u> </u>	Melanne Verveer	<u> </u>
Evelyn Lieberman	<u> </u>	Michael Waldman	<u>✓</u>
Bruce Lindsey	<u> </u>	Maggie Williams	<u> </u>
Mike McCurry	<u>✓</u>		

FILE: Pending

COMMENTS: Per SS and AW on 3/27/96

SCHEDULE PROPOSAL

Fy! Brenda Costello From May 3rd 1996

ACCEPT

REGRET

PENDING

TO: Stephanie Streett and Anne Walley,
Directors of Scheduling

FROM: Mike McCurry, Assistant to the President and
Press Secretary

REQUEST: For the President to dedicate the Journalism Memorial.

BACKGROUND: The Journalism Memorial is located at The Freedom Forum's
World Center in Arlington, Virginia. This memorial pays tribute
to at least 1,000 journalists killed around the world in the line of
duty. The opening of the memorial is May 20, 1996.

The dedication would be transmitted by live hook-up to the
delegates at the 49th World Newspaper Congress and 3rd World
Editor's Forum at the Washington DC Omni Shoreham Hotel.
This forum runs from May 20 - 22, 1996.

DATE AND TIME: May 20, 21, or 22, 1996

LOCATION: Journalism Memorial. Arlington, Virginia

PARTICIPANTS: POTUS
Mike McCurry
Owners and editors of many of the world's newspapers

OUTLINE OF EVENTS: N/A

REMARKS REQUIRED: Yes. To be provided by speechwriting.

MEDIA COVERAGE: TBD

RECOMMENDED BY: Mike McCurry

MARGARET A. WILLIAMS

Kitty -

Got d Read info
on operation
SMILE -

Ann and I will
talk - but the
calendar is getting
fairly full heading
up to election day -
We do host receptions
and teas for groups
but the group actually
pays for the event.

Kitty Higgins

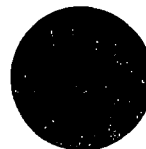
This is often a considera-
tion for non Profits -
We will consider -
but not in the immediate
future -

Thank
MAGGIE

THE WHITE HOUSE

WASHINGTON

April 29, 1996



NOTE TO: **MAGGIE WILLIAMS**
 MELANNE VERVEER

FROM: **KITTY HIGGINS**

Kitty

I want to make you and the First Lady aware of a wonderful organization, run by terrific people who truly embody the spirit of "It takes a Village..." Operation Smile has just been awarded the first Hilton Foundation Humanitarian Prize of \$1 million for their work in correcting deformities in children around the world. They were selected over 185 applicants, including CARE, Save the Children and the Bosnian Relief Project.

Operation Smile was founded by a husband and wife team; Bill and Kathy Magee in 1982. In the last fourteen years, they along with teams of doctors, nurses and other caring individuals have travelled to far flung corners of the world to help over 18,000 children and adults with reconstructive surgery to correct cleft palates, club feet and other physical deformities. There are now twenty-five teams who volunteer their time to perform these miracles. While Operation Smile's original focus was the third world, especially Asia, Latin America and Africa, they will use their prize money to expand activities in this country to help kids in need.

Operation Smile was nominated for the Hilton award by Charles Osgood, who featured their work on CBS Sunday Morning. Ambassador Thomas Pickering also endorsed Operation Smile's nomination, based on their work in Russia.

The Hilton Foundation prize will be awarded on June 20, in New York. The Hilton Foundation and Operation Smile would love to come to the White House for an event to recognize their work.

Do we ever host receptions, teas, or meetings for groups such as this? At a minimum it would be great to invite the Magees to one of the President's or First Lady's coffees.

This might be possible

You will love this program and the wonderful work they do. Kathleen Hennessey in the White House Photo Office, has gone on a mission and volunteers her time. Let me know if I can answer any questions.

cc: Ann Stock

Advertising | Stuart Elliott

Advertising agencies make a pitch to politicians and consultants, urging them to clean up their act.

INDIAN WELLS, Calif. **I**n an innovative initiative to reduce the personal attack and invective in political advertising, the nation's advertising agencies will urge broadcast and print media to assume watchdog duties during this year's election campaign season.

The initiative — and one agency's effort to encourage voters to boycott candidates running attack ads — was announced as the 78th annual meeting of the American Association of Advertising Agencies concluded Friday at the Renaissance Esmeralda Resort in this Southern California desert town. Both efforts are motivated by growing fear among agency executives that the product advertising they create for marketers is increasingly damaged by the growing public disdain for negative political advertising — even though most political advertising is produced by political consultants rather than by Madison Avenue.

"All advertisers whose brands are out there are under enormous hardship," Burt Manning, chairman and chief executive of the J. Walter Thompson Company unit of the WPP Group in New York, said at the closing general session.

"The massive distrust of the American people for advertising has been driven to dangerously high levels," he added, "by that other kind of advertising, political advertising, and specifically what I would call smear-and-scare advertising."

Lee Lynch, managing partner and chief executive at Carmichael Lynch in Minneapolis, the agency behind the boycott proposal, said: "Many of our advertisers do not want to be next to these dirty commercials. So we're going to get a couple hundred thousand people in Minnesota to sign a pledge not to give money to, nor vote for, any candidate who doesn't sign."

The candidates' pledge, called the Campaign Advertising Code, requires candidates to acknowledge that "an emphasis on near-personal attacks or sensational 'issues' and

demeaning photos or videos of my opponent increases public cynicism, decreases voter participation and degrades democracy."

Mr. Lynch acknowledged that the association seems to focus on political advertising in Presidential election years, then loses interest. But "this time we're not letting go," he promised.

Walter Isaacson, managing editor of Time, one of seven of that magazine's editors speaking on a panel about the 1996 Presidential campaign, said: "Negative political advertising has gotten worse. It tends to work in the short term and tends to hold down voter turnout in the long term. People should just shame candidates out of negative advertising."

Previous efforts by the association, known as the Four A's, to rein in negative advertising had focused on agency executives trying to put pressure on the political consultants to use more positive tactics. Mr. Manning, the 1995-96 chairman of the Four A's, said that the association "cannot be the conscience of political advertising," but could ask the consultants "to set up their own self-regulatory process like we have, with the same standards for truth, accuracy and fairness."

Kal Shoup, executive vice president of the Four A's and director of its Washington office, said attempts to put pressure on the consultants "have not been successful" because they "turn around and attack the advertising industry" on issues like the veracity of claims in product advertising. (Clearly, agencies are vulnerable on that because many consumers dislike nonpolitical advertising as much if not more than political advertising; which is more loathed, an attack ad or an auto dealer ad?)

"But we do know political consultants react to scrutiny of the most egregious examples of their work," Mr. Shoup said, "and don't like to see their campaigns assaulted. This has a chance of making a difference."

That is why the Four A's initiative,

named Political Advertising Repair, does not "set ourselves up as judge and jury," Mr. Shoup said, but rather "encourages our member agencies to encourage media to put more of their focus on specific political advertising campaigns" through so-called Ad Watch or Ad Track reports that judge candidates' claims on the basis of fairness and truthfulness.

Ad Watch reports have become popular features on national television network newscasts and in large daily newspapers. The initiative seeks to stimulate expanded media coverage, particularly on the local level, through "action kits" of materials to be sent to member agencies and local ad clubs. But some analysts of political advertising question the effectiveness of Ad Watch reports because they usually include repetition of the ads being dissected, thus disseminating the attacks once again.

The Four A's is being joined in the initiative to change political advertising by the American Advertising Federation in Washington. Wally Snyder, the federation's president, said, "While political speech does not largely require the same degree of substantiation as commercial speech, we believe it's appropriate that these political messages receive additional scrutiny through the local media."

The initiative is one of several efforts to overhaul political advertising for the 1996 elections, which include offers of free commercial time by cable television networks, cable systems and the Fox broadcast network.

Speaking of elections, the Four A's held two — free of attack ads — at the meeting, selecting for honors an advertiser for outstanding campaigns and two agencies for creativity. The advertiser was the Jeep line of vehicles marketed by the Chrysler Corporation, which received the John O'Toole Award. The Jeep agency is the Southfield, Mich., office of the Bozell Worldwide unit of Bozell, Jacobs, Kenyon & Eckhardt. Jeep bested two other finalists: Visa USA and the Healthtex division of the VF Corporation.

DeVito/Verdi in New York won the A+ Creative Award for agencies with billings up to \$30 million — for the second consecutive year — for campaigns for clients like Circuit City Stores and Time Out New York. The runner-up was the Cole & Weber unit of the WPP Group in Portland, Ore.

And Fallon McElligott in Minneapolis won the A+ Creative Award for agencies with billings of \$30 million or more, for work for clients like Time and Timex. The first runner-up was the Martin Agency unit of the Interpublic Group of Companies in Richmond and the second runner-up was the Martin/Williams unit of the GGT Group in Minneapolis.

THE NEW YORK TIMES,

MONDAY, APRIL 29, 1996

PHOTOCOPY
PRESERVATION

From
Evelyn

Maggie

see over
also

Media | Kenneth N. Gilpin

PUBLIC RELATIONS When cutting jobs, don't let the workers read about it in the paper first.

THE barrage of criticism that has rained down on executive suites at companies that have laid off workers has led a growing number of corporations to seek public relations help in developing their messages.

How best to communicate the merits of sweeping "restructuring" or "downsizing," the favored corporate buzzwords that provide a rhetorical umbrella to shield or mask big job cuts?

Identifying and communicating with the groups affected by the news quickly, honestly and completely is the bedrock piece of advice all the outside counselors come up with.

"Candor is important," said Howard G. Pastor, the chairman and chief executive of Hill & Knowlton. "The worst thing to do is not to tell people the truth."

At the firms in the business of burnishing corporate images, executives say that the last six months have brought a sharp increase in work and that many chief executives are listening much more closely to what they have to say.

"Downsizing has become one of the most radioactive issues of the 1990's," said Jeffrey Taufield, a partner at Kekst & Company.

"There is not a chief executive I know whose company is about to undergo a major restructuring that doesn't lose sleep over the issue."

Telling employees they are about to be ex-employees has never been easy. But the anxiety attached to that task has increased in this Presidential election year, as the weight of the layoffs has attracted increased scrutiny from the news media and politicians alike.

"The combination of the Newsweek 'Corporate Killers' cover and the Buchanan campaign has created a general notion in executive suites that downsizing has a downside as well as an upside," said James MacGregor, a partner at Abernathy MacGregor Scanlon.

Another public relations executive, who insisted on anonymity, said: "The question everybody gets asked now is whether they are going to be the next Bob Allen," referring to the chairman of the AT&T Corporation, Robert E. Allen, whose picture was on the cover of that Newsweek issue. "In that sense, Bob Allen has done a great service for everyone, because he has given them a standard they don't want to reach."

Mr. Allen was vilified by the press and AT&T shareholders alike after announcing late last year that tens of thousands of employees would be cut because of the telecommunications giant's plan to split itself into three companies.

In large measure, the development of a communications strategy that accompanies a layoff announcement continues to be handled in-house. But more and more companies are reaching out for additional help and advice.

"Last year, I'd guess that about half of the downsizings involved somebody from outside," said Thomas Bell, the president and chief executive of Burson-Marsteller. "In today's environment, most companies, even those with strong internal communications organizations, would look for an outside adviser. There is too much at stake."

Mr. MacGregor of Abernathy MacGregor Scanlon also noted a change in recent months.

"Before this year, the focus of most of these announcements was directed at Wall Street," Mr. MacGregor said. "The impact this year has had is that there is recognition there are other legitimate audiences who can have an impact on your business and who ultimately can have an impact on your stock price."

Mr. Bell at Burson-Marsteller said the groups that needed to be informed first of impending job cuts were the company's employees and

its suppliers, followed by local and national policy makers and community leaders.

When it is practical, Mr. MacGregor said, senior managers should not only outline their plans to these groups in person, but should accept responsibility for the need to change direction.

"When companies do this, it is usually to correct a past problem," he said. "Someone has to own up to the problem. How you do that depends on the circumstances."

A number of public relations executives said they advised companies that those being let go should not only leave with severance packages bigger than the law or contracts provided for, but with knowledge of why the cuts were necessary and the assurance that senior managers would share in the sacrifice.

"All the P.R. spin in the world is not going to do any good unless you demonstrate you are doing the right thing by those who are being let go," said Walter Montgomery, a partner at Robinson Lehrer Sawyer Miller.

Mr. Bell said that some clients, in a change from the past, were asking his firm to participate in discussions about job cuts before a final decision on the issue had been made. But once the choice has been made and the employees and others have been informed, the objective when the company makes the news public is clear.

"In today's environment, the goal should be to make a restructuring story a one-day story," Mr. Bell said. "You want all the information on the table immediately."

Despite all the requests for advice about how best to get the bad news out, public relations companies are not seeing heaps of additional revenue, the executives said.

"Addressing possible job cutbacks in the context of mergers, acquisitions and divestitures has become an important part of the planning and executional efforts of the communications business we do," Mr. Montgomery said. "But as a stand-alone business it is not that important."

Papers Seen in Deal In San Francisco

SAN FRANCISCO, April 28 (Reuters) — The San Francisco Chronicle and The San Francisco Examiner are close to an agreement to shut The Examiner and run a jointly owned morning paper, The San Jose Mercury News has reported.

The Mercury News said in its Saturday editions that the papers were "about a week away" from closing a deal that would result in the loss of hundreds of jobs.

The San Francisco Chronicle, owned by descendants of the DeYoung family, and The Examiner, owned by the privately held Hearst Corporation, have been splitting profits evenly under a joint operating agreement that extends to 2005.

In a move to restore profitability to the joint operating agreement, members of the DeYoung family will take a majority share of the combined newspaper — perhaps as much as 65 percent — but will turn over management control to Hearst, according to The Mercury News.

Hearst, which will hold a minority interest, will run the combined newspaper but will give DeYoung family members "significant input" on its editorial, page, the report said.

THE NEW YORK TIMES.

MONDAY, APRIL 29, 1996

*Maffie
see over
also*

PHOTOCOPY
PRESERVATION

Facsimile Transmission

**Committee for Roosevelt History Month
1250 24th St., NW Suite 300
Washington, DC 20037
(202) 857-7810
Fax: (202) 467-2781**

To:*Maggie Williams***Date:***April 11***Message/Comments:****Total # of pages, including this cover sheet:***3***Honorary Chairmen**Mrs. Hillary Rodham Clinton**Albert Gore Sr.**President Ronald Reagan**

Committee for Roosevelt History Month

1250 24th St. NW Suite 300 Washington, DC 20037 (202) 857-7810 Fax: (202) 467-2781 E-Mail: FDRHist@aol.com

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Mrs. Hillary Rodham Clinton
Alfred Gore, Sr.
President Ronald Reagan

Peter B. Kovler
Chairman

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Michael Barone
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Hugh Gregory Gallagher
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William vanden Heuvel
Geoffrey Ward
Susan Ware
Roger Wilkins
Sidney Yates
Elmo R. Zumwalt, Jr.

April 11, 1996

To: George Stephanopoulos

From: Peter Kovler *PK*

Given that you used Hyde Park for your meeting last year with Yeltsin, and given that you are about to go off to Russia, I would like to recommend that you consider using tomorrow, the anniversary of the death of FDR, as an opportunity to explain why you're going to Russia at this time.

I believe that if you use the calendar in this way that you will have a better chance of making yourselves understood by the press and by the American people.

Good luck!

*to Maggie
from Committee for
Roosevelt History Month*

*FAX copies
to George Stephanopoulos
from Peter Kovler*

cc:

Don Baer
Sheldon Cohen
Mack McLarty
Mary Bain/Sid Yates
Suzy Hubbell

Harold Ickes
Maggie Williams
Melanne Verveer
Ron Klain
Peter Edelman

Amb. Philip Kaiser
Doug Sosnik
Peter Knight
David Cohen
Bob Armstrong/Linda Aaker

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 President Ronald Reagan

Peter B. Kovler
 Chairman

April 11, 1996

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 M. J. Rosenberg
 James H. Rowe III
 Arthur Schlesinger, Jr.
 Paul Simon
 Richard Norton Smith
 John Sweeney
 Ted Van Dyk
 William vanden Heuvel
 Geoffrey Ward
 Warren Ware
 Roger Wilkins
 Sidney Yates
 Elmo R. Zumwalt, Jr.

To: George Stephanopoulos

From: Peter Kovler *PK*

I have just learned that C-SPAN has already scheduled the Supreme Court's three Roosevelt History Month lectures.

I continue to believe that the media is ready for this.

And I continue to believe that those who give this thought and schedule events in advance will benefit; but that those who try to celebrate at the last minute will miss the opportunity.

Good luck!

October 1 The Four Horsemen

The Chief Justice of the United States will introduce Professor Hadley P. Arkes (Amherst College) at 6:00 p.m. in the Supreme Court Chamber. Reception to follow.

October 10 Court-Packing and the Constitutional Revolution

Associate Justice Anthony M. Kennedy will introduce Professor William E. Leuchtenburg, Jr. (University of North Carolina, Chapel Hill). 6:00 p.m. in the Supreme Court Chamber. Reception to follow.

October 22 The New Deal in the 1940s: A Constitutional Legacy

Associate Justice David H. Souter will introduce Professor David P. Currie (University of Chicago Law School). 6:00 p.m. in the Supreme Court Chamber. Reception to follow.

In addition, the closing three lectures in the series will be part of a national observance of Roosevelt History Month in October 1996, culminating in the dedication of the Roosevelt Memorial in Washington, D.C.

Cc:	Sheldon Cohen	Harold Ickes	Amb. Philip Kaiser
	Don Baer	Maggie Williams	Doug Sosnik
	Mack McLarty	Melanne Verveer	Peter Knight
	Mary Bain/Sid Yates	Ron Klain	David Cohen
	Suzy Hubbell	Peter Edelman	Bob Armstrong/Linda Aaker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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002. letter	To Maggie Williams from Donald L. Fowler re: National Presidential Gala (1 page)	04/02/96	Personal Misfile
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COLLECTION:

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First Lady's Office
Maggie Williams (Subject Files)
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FOLDER TITLE:

Maggie Williams Miscellaneous II [1]

2013-0359-S
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The Washington Post

1150 15TH STREET, N. W.

WASHINGTON, D. C. 20071

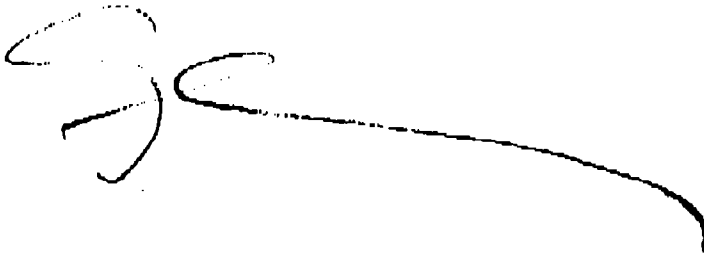
(202) 334-6000

December 4, 1995

For Maggie Williams

From Lloyd Grove

Lunch was great fun. It helped me get through the rest of my day much more pleasantly than I ordinarily would have, and I hope the same was true for you. Hillary's book sounds intriguing, and I would like to make a bid now to interview her for the Style section for a piece pegged to its publication in January (could this be right? I amazed I remember this stuff!). This would be a cover-the-waterfront sort of interview as she looks forward to a year of campaigning and other stuff. The message of her book, obviously, would be the jumping-off point and the theme of the piece. It's been a long time since I have done such an interview—not since Korea in July 1993.



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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
003. fax	To Maggie Williams from Lottie/Jennifer re: meeting (2 pages)	04/26/96	Personal Misfile

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Facsimile Cover Sheet

1920 L Street, N.W.
Washington, D.C. 20036
Suite 700
FAX# (202) 659-5559

To:

Maggie Williams

Company:

Fax Number:

456.6244

From:

Lynn Cutler

Date:

May 3

Client Number:

Number of pages including this cover: 2. If you do not receive all pages, contact sender by telephone at (202)223-8700.

MESSAGE:

Pls. deliver ASAP

To: Ann Lewis, Maggie Williams, Melanne Verveer, Betsey Myers
From: Lynn Cutler
Re: Mother's Day
May 3, 1996

LM
5.6.96

In giving further thought to possible Mother's Day events for the week preceding the 12th, I wondered about an event in which HRC honors older women and features Mrs. Rodham?

It could focus on health care, etc., but also celebrate the "new" older woman who does more and works longer than the earlier generations. I love the 90 year old who took a balloon ride, and those women in their seventies who run in marathons.

I'm sure that OWL and the retirees at the different unions would help to organize something. There's the person at the DNC who is doing seniors and just had a newsletter out.

I'd be glad to help.

What do you think?

No
HRC w/4
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— mon

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004. invitation	Re: party (3 pages)	3/4	Personal Misfile

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Congresswoman Rosa DeLauro

CONNECTICUT DISTRICT OFFICE
ONE CENTURY TOWER
265 Church Street, Room 303
New Haven, CT 06510

Tele: 203/562-3718

Fax: 203/772-2260

SENT TO : Peggy Lewis

FROM : Maura

FAX # : 1-(203)436-6244

DATE : 3-12-96 TOTAL PAGES INCLUDING COVER PAGE
3

MESSAGE

This information was originally faxed on March 5th. Please consider one invitation and contact me regarding the First Lady's possible attendance. Thank you!

Congresswoman DeLauro has spoken to Mazy Williams regarding this event as well.

438 CANNON BUILDING
WASHINGTON, DC 20515-0703
(202) 225-3861

ONE CENTURY TOWER
285 CHURCH STREET
NEW HAVEN, CT 06510
(203) 862-3718

KILLINGWORTH/CLINTON
(203) 608-1181

STRATFORD
(203) 378-8006

*Children's
Conference*



UNITED STATES
HOUSE OF REPRESENTATIVES

ROSA L. DELAURO

3D DISTRICT, CONNECTICUT

March 12, 1996

CHIEF DEPUTY WHIP

COMMITTEE ON NATIONAL SECURITY

SUBCOMMITTEES:

MILITARY PROCUREMENT

MILITARY PERSONNEL

Mrs. Hillary Rodham Clinton
Office of the First Lady
The White House
1600 Pennsylvania Avenue, NW
Washington, D.C. 20006-9900

Dear Mrs. Clinton:

I am writing to invite you to participate in a "Beat the Odds" Celebration here in New Haven, Connecticut on Friday, April 19th, 1996. I know that you have been extremely supportive of the Children's Defense Fund and its efforts to uplift our nation's youth and hope that you will consider attending this event.

The Anti-Crime Youth Council, a youth organization that I formed in order to give students a voice on issues related to youth violence, has been working with the Children's Defense Fund to sponsor this celebration. "Beat the Odds," as you know, honors outstanding high school seniors who have overcome significant challenges and achieved success. As one of our nation's most outspoken advocates for children, your participation in the April 19th event would be an incredible honor to the Connecticut teenagers who we will be recognizing that evening.

The Children's Defense Fund established the "Beat the Odds" program in 1990 as a means of highlighting the positive potential of our nation's youth. Acknowledging young people and stressing their promising achievements sends a positive message, especially at a time when so many communities around the country are bombarded with images of young people expressing hopelessness and frustration. Too seldom do we hear of the children who are beating the odds despite the daunting conditions in which so many live. The Anti-Crime Youth Council is dedicated to supporting the achievements of children, bringing a heightened sense of awareness to the issues facing today's youth.

The Anti-Crime Youth Council and I are excited to bring the "Beat the Odds" program to Connecticut for the first time since its inception and hope that you will be able to join us. The event will be held on Friday, April 19th, 1996 at Dodds Hall at the University of New Haven from 7:00 - 9:00 p.m. I will be contacting you soon to discuss whether or not you will be able to attend. Thank you for considering this request and I look forward to speaking with you.

Sincerely,

ROSA L. DeLAURO
Member of Congress

RLD/mp

*How is
with
April 9th
down*

**The Children's Defense Fund
in collaboration with
the Anti-Crime Youth Council
and
WYBC Radio**

Presents

"Beat the Odds" Celebration
Honoring Youth who have Overcome and Gone Beyond

Applications due February 16, 1996

The Children's Defense Fund developed the "Beat the Odds" program in 1990 in Los Angeles as means to celebrate and underscore the positive potential of our nation's youth. Too often we hear about young people getting into trouble, dropping out of school, becoming involved with drugs or crime or gangs or becoming parents too soon. In contrast, too seldom do we hear of the young people who are beating the odds despite the daunting conditions in which so many live, and the tremendous obstacles in the way of even their smallest achievements.

Since its inception, CDF has hosted "Beat the Odds" celebrations in seven major U.S. cities. The students who were honored demonstrated academic excellence, personal achievements in their struggles to improve their own lives and the lives of others, and the strength and determination to accomplish this by beating the odds. The Children's Defense Fund celebrates the remarkable lives of these young people as well as the family, friends, teachers, and counselors who help them to achieve. The celebration has now arrived in Greater New Haven!

Do You Know a Student who has Beaten the Odds?

When thinking of a student deserving of such an honor, keep in mind the following guidelines. These guidelines were created by the Anti-Crime Youth Council which will review applications and select 5-10 students to receive monetary awards to support their post-graduate pursuits. Awards will be presented at a ceremony in April.

Nominees should be:

- *Seniors enrolled in a public or private high school in the Third Congressional District
- *Maintaining a grade point average showing marked effort, improvement or success.
- *Succeeding despite, but not limited to, hardships such as poverty, disability, homelessness or personal tragedy.
- *Participating in activities helpful to others such as volunteerism or other forms of community involvement.

The Anti-Crime Youth Council would like the honorees to be representative of South Central Connecticut as well as a diversity of racial and ethnic backgrounds and gender.

Please encourage your nominee to fill out the attached "Beat the Odds" application, along with a personal statement and nomination letter, and send it to the address indicated by Friday, February 16, 1996.

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005. letter	[Note, letter and attachments re: management system] (5 pages)	n.d.	Personal Misfile
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3-6-96

PRESS STRATEGY FOR "WOMEN IN TRADE" BUSINESS
DEVELOPMENT MISSION

April 21-25, 1996

Mexico City and Monterrey, Mexico

I. Message (See Attached)

- A. Jobs, Contracts, Women
- B. MOU
- C. NAFTA

II. Markets

- A. Hispanic (Vicki)
- B. Business / Trade / Associations (Vicki, SBA, Commerce)
- C. Women (Mary Dixon, SBA, Commerce)
- D. Mainstream (Mary Dixon)
- E. African American (Brenda)
- F. Texas
- G. Mexico (Holly)

III. Outlets

- A. TV (BET, CNN-Mexico)
- B. Radio
- C. Print (newspapers and magazines-Fortune)

IV. Timing

- A. Before Trip
- B. During Trip
- C. After Trip

V. Next Meeting

Wednesday, March 14, 1996, 3:00 pm
Room tba

IMPORTANT POINTS FOR PITCHING "WOMEN IN TRADE" BUSINESS DEVELOPMENT MISSION

- **Why Mexico?**
Mexico is the third most important market for U.S. products, and the time is right for U.S. firms to establish business relationships with Mexican firms, relationships which will be increasingly profitable as Mexico's economy grows. With Mexico importing \$44 billion from the U.S., there is no question that opportunities exist for new and innovative products or services in all areas of the Mexican economy.
- **Why a trade mission and what is it?**
Trade Missions are a vehicle for promoting U.S. businesses abroad. Meetings and appointments are arranged by the U.S. Embassy with potential buyers, agents, distributors, licensees and / or joint venture partners. Mission members also receive comprehensive briefings on how to do business in the countries visited from both U.S. Embassy officials and local business leaders.
- **Generates contacts and contracts for American businesses.**
- **Results of first "Women in Trade" Business Development Mission**
September, Amsterdam and London
 - Immediate sales and orders totalled almost \$10 million for short to mid-term deliveries, and another \$30-\$35 within the next 12 months.
 - The 21 firms involved had 265 business appointments
 - ~~Signed 5 agent / distributor agreements and reported another 10 under negotiation~~
 - Firms reported a total of 11 joint venture and licensing agreements under negotiation
 -
- **Creates jobs through exports.**
- **Only the second, ever, all women trade mission**
- **MOU**
- **See attached for background**

**Women In Trade Business Development Mission
To Mexico**

- o "I am launching a bold federal initiative to promote the role of women business owners nationwide. Businesses owned by women constitute one of the fastest growing sectors of the economy. Federal agencies should be committed to the advancement of economic opportunities for women."
--President Bill Clinton
- o The National Foundation for Women Business Owners (NFWBO) and Dun & Bradstreet report that the number of women-owned firms grew by 1.2 million between 1992 and 1994, a rise of nearly 20 percent.
- o Women-owned business number about 7.7 million and employ 35 percent more than the Fortune 500 companies employed worldwide. The latest statistics show that women-owned businesses had \$1.4 trillion sales and employed 15.5 million people.
- o In 1992, women-owned firms accounted for 34 percent of all firms in the country.
- o Revenue for women-owned businesses is outpacing overall business growth. In 1992 it was 19.3 percent of all 1992 business revenue.
- o Women-owned businesses are primarily in the services sector (54 percent), however, between 1991 and 1994 the largest increase in women-owned businesses was in construction, transportation/communications, financial services, and real estate.
- o Women owned-businesses are more likely to have remained in business over the past three years than other U.S. firms.
- o Women-owned firms which employ 100 or more people are expanding at 6 times the rate of all firms.
- o Women-owned firms involved in international trade tend to be older, have more employees, higher sales, and are more likely to be in goods production industries, or in the wholesale or retail trade.
- o According to NFWBO, 13 percent of women-owned firms are active in the global market place. A survey by the National Association of Women Business Owners (NAWBO) sees this number growing to 29 percent in the next five years.
- o The Department of Commerce, in conjunction with the White House, and with the support of many women's business organizations, is organizing a Women In Trade Business Development Mission to Mexico City and Monterrey, Mexico between April 21 and 25, 1996 in order to help increase the number of women-owned businesses in the global marketplace.
- o Why Mexico? Mexico is the third most important market for U.S. products, and the time is right for U.S. firms to establish business relationships with Mexican firms, relationships which will be increasingly profitable as Mexico's economy grows. With Mexico importing \$44 billion from the U.S., there is no question that opportunities exist for new and innovative products or services in all areas of the Mexican economy.

- o Why a Trade Mission and what is it? Trade Missions are a promotion vehicle organized to take a group of up to 20 U.S. firms to a foreign country for the purpose of putting these firms into direct contact, via pre-arranged appointments, with potential buyers, agents, distributors, licensees and/or joint venture partners. Mission members also receive comprehensive briefings on how to do business in the countries visited from both U.S. Embassy officials and local business leaders.
- o In September 1995, Ms. Alexis Herman--Assistant to the President and Director of Public Liaison--led a similar mission to Amsterdam and London. This mission was extremely successful for those involved. The 21 firms involved had a total of 265 business appointments, they signed 5 agent/distributor agreements, and reported another 10 under negotiation. The firms also reported a total of 11 joint venture and licensing agreements under negotiations. Immediate sales or orders reported by the group totalled almost \$10 million for short to mid-term deliveries, and another \$30-35 within the next 12 months.

THE WHITE HOUSE
WASHINGTON

THE HONORABLE ALEXIS M. HERMAN

Assistant to the President
Director of the White House Office of Public Liaison

Alexis M. Herman was appointed Assistant to the President of the United States and Director of the White House Office of Public Liaison in January 1993.

She brings over two decades of nationally and internationally recognized leadership skills and experience in management and public policy development to her position. The Office of Public Liaison is charged with facilitating advice and policy guidance for Administration initiatives, as well as building support for domestic and international Presidential priorities through public policy meetings and briefings.

The Office of Public Liaison is popularly known as the President's "eyes and ears," while carrying his message to the public. Because of its broad outreach to constituency groups and leaders, the office has been key to the success of several Presidential initiatives. Among these are: an economic plan that has cut the deficit in half and created over 7.3 million jobs, a tough crime bill to make our streets and schools safer, a School-to-Work initiative that better prepares our youth for jobs of the future, the Summit of the Americas which has opened trade markets in Latin America, North American Free Trade Agreement (NAFTA), and the restoration of democracy in Haiti.

Before joining the Administration, Ms. Herman served as Deputy Director of the Presidential Transition Office. In 1991, she was named Chief Executive Officer of the 1992 Democratic National Convention Committee where she was responsible for overall strategic management and production of the convention. Prior to that position, she served as Deputy Chair of the Democratic National Committee and Chief of Staff.

From 1977 to 1981, Ms. Herman served in the Carter Administration as Director of the Women's Bureau of the Department of Labor. She also served as the White House representative to the Organization of Economic Cooperation and Development (OECD) on the role of women in the economy in Paris, France.

Ms. Herman has also had a successful private sector career. She founded A.M. Herman & Associates, a Washington, D.C.-based marketing and management firm, serving as its Chief Executive Officer for more than a decade. She also owned and operated a New York-based manufacturing company. She has served on several boards including Adams National Bank and the District of Columbia Economic Development Finance Corporation.

Alexis Herman
page 2

The recipient of numerous awards and honors, Ms. Herman was selected as one of the ten Most Outstanding Young Women in America, and named one of the Women of the Future by Ladies Home Journal. She has also received several honorary doctorate degrees, including her alma mater Xavier University in New Orleans, Louisiana.

Born in Mobile, Alabama, Ms. Herman now resides in Washington, D.C.

10/95

MICHELLE DENISE HORD

2371 Jones Lane · Wheaton, MD 20902 · (301) 942-7104

WORK EXPERIENCE

- **PRODUCER, TWENTIETH TELEVISION'S, "FINAL JUSTICE," (3/95 - 2/96)**
Responsible for researching, writing, and producing half-hour, nationally syndicated, reality television show. Expected to write all talent standups as well as write and produce show teases and outbumps.
- **FREELANCE PRODUCER, FOX TELEVISION'S, "AMERICA'S MOST WANTED," (8/94 - 3/95)**
Hired on a story-by-story basis to report, write, and produce breaking news packages.
- **ASSOCIATE PRODUCER/MISSING CHILD COORDINATOR, FOX TELEVISION'S, "AMERICA'S MOST WANTED," (7/93 - 8/94)**
Responsible for defining criteria for new cases and maintaining regular contact with all national child agencies and the FBI. Responsible for participating in child safety prevention programs on behalf of John Walsh and "America's Most Wanted." Responsible for researching and producing news and feature packages for all child-related stories on the program, as well as producing missing child PSA's and coordinating feeds for all FOX affiliates to receive the PSA's.
- **ASSISTANT PRODUCER, FOX TELEVISION'S, "WHO KILLED MARTIN LUTHER KING?," (7/92 - 1/93)**
Responsible for background research, obtaining footage and licensing, conducting interviews, and casting for recreation portion of docudrama, which was nominated for 1994 NAACP IMAGE AWARD.
- **PRODUCTION ASSOCIATE, FOX TELEVISION'S, "AMERICA'S MOST WANTED," (9/91 - 7/93)**
Responsible for researching new story ideas, coordinating freelance crews, coordinating and hiring all interns, obtaining news footage, and producing short news packages.
- **DESK ASSISTANT, WTTG, "10 O'CLOCK NEWS," (6/91 - 9/91)**
Responsible for hourly beat calls, transcribing tapes, distributing all show formats, field producing for news packages, and assisting in set-up for live shots.

Call her
for on-line
interview -

EDUCATION

- **HOWARD UNIVERSITY; Washington, D.C.**
B.A. received May 1991
Cum Laude Graduate
Broadcast Journalism/English major

HONORS

- *National Association of Minority Media Executives Fellow to the Albert Fitzpatrick Leadership Development Institute (1995)*
- *National Dean's List (1991)*
- *National Competitive Scholarship Recipient (1987-1991)*

Mr. Darryl G. Pernell
1045 N. Molinar Avenue
La Puente, CA 91744
(818) 333-4328 FAX (818) 917-5010

The First Lady Hillary Clinton
C/O: Ms. Margaret Williams
Chief of Staff
Office of The First Lady
The White House
1600 Pennsylvania Ave.
Washington D.C. 20500

March 11, 1996

Dear Mrs. Clinton:

This letter is to introduce you to my school uniform funding project.

We are on the leading edge of a major change in school attire. Many schools across this nation especially in the intercity are considering mandating students to wear school uniforms. This encourages student safety and creates a more cohesive and harmonious study environment. I, in addition to many parents, teachers, school administrators and government officials support you and first lady for your endorsement of this policy. What I am proposing is that my Uniform Funding Project be developed and implemented to effectively demonstrate your efforts of reform in a tangible manner.

Manufacturers and distributors in the clothing industry are preparing for this new trend with an eye on markup, profit and capitol gains. The markup between manufacturer, distributor and end customer I conservatively estimated at 70%. The program I propose could reduce this markup and return 25% of every dollar on uniforms back to the school that child attends through an organization similar to the PTA (Parent Teacher Association).

Currently when the distribution companies receive capitol from the sale of school uniforms it is not returned to the schools the way this program advocates. For example; when a parent spend a \$ on a uniform for a child the profit from that transaction can and should go directly to the school where that child attends. With planning and forethought we can develop an organization to actively recruit school districts to join our UFP (Uniform Funding Partnership) and distribute the uniforms necessary for each school through the UFP from a regional distribution center.

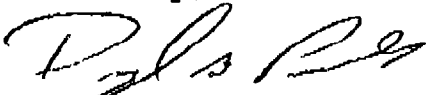
RE: School Uniform Funding

March 11, 1996

The enormity of this program will require a tremendous amount of manpower nationally. It is my suggestion, since we are embarking on a uncharted, ground breaking procedure of public revenue production, we incorporate welfare reform and train and employ welfare recipients as the primary labor pool for this program.

I believe we can put school children in uniforms, train and employ welfare recipients and provide non-tax produced revenue to the schools by implementing this partnership. Thank you for your interest, rapid response and support of this plan. And I look forward to working with you on this project in the near future.

Sincerely,



Mr. Darryl G. Pernell



OFIELD DUKES & ASSOCIATES
PUBLIC RELATIONS COUNSELOR

FACSIMILE COVER SHEET

Telephone Number: (202) 488-4948

Fax Number: (202) 488-1086

DATE: 3/7/96

TO: Massie Williams

COMPANY NAME: _____

FAX NUMBER: 456-2983

FROM: Fulicia

TOTAL NUMBER OF PAGES INCLUDING THE COVER SHEET: 2

Comments:

Please call (202) 488-4948 if this transmission is unclear or incomplete.



O'FIELD DUKES & ASSOCIATES
PUBLIC RELATIONS COUNSELOR

*call me again
next
time*

To: **Members of Executive Committee
Black Women's Voter Crusade**

From: **Dr. Dorothy Height, Dr. C. Delores Tucker
Co-Chairs**

Subject: **Next Meeting of Crusade**

Date: **March 7, 1996**

The next working session of the Black Women's Voter Crusade will be on **Thursday, March 14 at 10 a.m.** in the lower conference room of the National Council of Negro Women, 633 Pennsylvania Avenue, Northwest.

The agenda will include:

- o progress report on convening of Black Women's Leadership Conference
- o a Washington-area training session - providing training at conventions of Black women's organizations
- o review and approval of strategic plan and monthly program activities
- o report on fundraising
- o development of local coalitions
- o recruitment of entertainers/sports celebrities for public service announcements

Please confirm your attendance by calling: (202) 488-4948.

*10:00 AM
Thursday
March 14*

Happy for you I don't have this invitation so I don't know who have

THE WHITE HOUSE
WASHINGTON

February 21, 1996

MEMORANDUM FOR (SEE DISTRIBUTION BELOW)

FROM: KATHLEEN M. WHALEN *Kmw*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Women's Campaign Fund "Party of Your Choice" Dinners

You may have received an invitation to participate in the "Party of Your Choice" dinners sponsored by the Women's Campaign Fund (WCF). You are permitted to participate in your personal capacity, provided that WCF does not use your title in its invitation, program, or publicity.

In past years, WCF used government officials' titles despite our advice that they not do so. To prevent that from happening again this year, we have written to the Executive Director of WCF advising that titles may not be used (copy attached).

If you have any questions, please call me at 6-6229.

Attachment

cc: Carol Rasco

DISTRIBUTION:

Marcia Hale
Alexis Herman
Nancy Hernreich
Kitty Higgins
Evelyn Lieberman
Betsy Myers
Jodie Torkelson
Laura Tyson
Maggie Williams

Wheeler's invite

—

THE WHITE HOUSE
WASHINGTON

February 21, 1996

Ms. Amy S. Conroy
Executive Director
Women's Campaign Fund
734 15th Street, N.W.
Suite 500
Washington, D.C. 20005

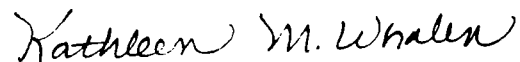
Dear Ms. Conroy:

Carol Rasco, Assistant to the President for Domestic Policy, informed me that you have invited her to participate as a celebrity guest at the "Party of Your Choice" dinners on April 30.

We have advised Ms. Rasco that she may participate as a celebrity guest provided that the Women's Campaign Fund (WCF) does not use her title or position with the White House in its publicity, invitation, or program. However, WCF is not prohibited from using "The Honorable" before Ms. Rasco's name. We will provide similar advice to other senior women appointees in the White House, who may have been invited to participate also.

Any use of appointees' titles in prior years was not approved by this office. If you have any questions, please call me at (202) 456-6229.

Sincerely,



Kathleen M. Whalen
Associate Counsel to the President

cc: Carol Rasco

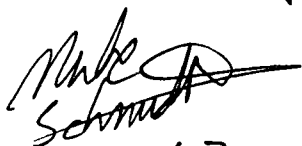
DATE: February 20, 1996
TO: Maggie Williams
FROM: Mike Schmidt, DPC
RE: The First Lady's Involvement with the American Indian College Fund

I just talked to Loretta about the request from the American Indian College Fund to have the First Lady be an Honorary Chair and to attend their dinner sometime next week. Loretta feels very strongly (and I wholeheartedly agree) that, while it would be OK for the First Lady to be listed as an Honorary Chair if she wants to be, she should not attend the dinner for a number of reasons -- most importantly, that the 550 elected Tribal leaders will her attendance at this function as a disrespect to them and the government to government relationship and therefore as a slap in the face politically. Loretta's sense is that they will go absolutely crazy. The reason for this reaction is complicated, but boils down to two facts: that no secrets are ever kept in Indian Country; and that news travels at the speed of light in Indian Country. It is known that the women with the American Indian College Fund -- Shannon Finley -- is good friends with someone on the First Lady's staff, and if the First Lady attends this function, the word in Indian Country will be that the only way to get the First Lady to participate in a function with Indians, or even meet with Indians, is to have an inside connection on her staff. From a Tribal leader's perspective, this is insulting, especially when they cannot get a meeting with the First Lady (and obviously she cannot meet with all 550!). So for this reason, Loretta feels (and I agree) that attending this function would be a mistake. With all of the other difficult issues in Indian Country we have to deal with, we do not need the additional problems that this would bring.

Please do not hesitate to call me at 6-5567 if you have any questions on this.

Maggie,

Loretta Avent asked me to
pass this message to you.
She said you should feel free
to call her about this
(WH Counsel has ruled that we can
call & talk to Loretta on any issue
without running afoul of any
ethics laws or regs).


6-5567


and write
NO -



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

DEPUTY DIRECTOR
FOR MANAGEMENT

February 6, 1996

Ms. Margaret A. Williams
Assistant to the First Lady
and Chief of Staff to the First Lady

Dear *Maggie* Williams,

RE: Women's History Month Panel Invitation

The Equal Employment Opportunity components of the Office of Administration and Office of Management and Budget annually sponsor a program for Executive Office of the President (EOP) staff in observance of Women's History Month in March. As currently planned, this year's observance program will feature a panel of women working in the EOP. We would appreciate it very much if you would serve as one of the program panelists. Your presence would contribute significantly to the success of the program and we hope you will be able to participate. Further details about the program are provided below.

The program is scheduled for **March 20, 1996, 2:00 - 3:00 p.m.** It will be held in the **Truman Room** of the White House Conference Center and will be open to all interested EOP employees. The invited panelists are identified below. The theme for the program is "EOP Women: Sharing Their Stories." We would like each panelist to talk for 10 minutes about their lives, work, challenges and strategies for achieving success.

Alexis M. Herman
Assistant to the President and
Director for Public Liaison
Budget

Alice M. Rivlin (moderator)
Director
Office of Management and

Jodie R. Torkleson
Assistant to the President
and Director for Management
and Administration

Laura D'Andrea Tyson
Assistant to the President
for Economic Policy

*on your life,
10 minute presentation
experience*

Margaret A. Williams

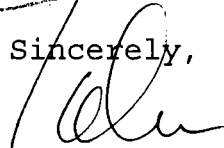
Assistant to the First Lady and
Chief of Staff to the First Lady

Carol Rasco

Assistant to the President
for Domestic Policy

We appreciate your consideration of this invitation. Please let me know if you can participate by February 9, 1996. If you have any questions or need more information, please call either Sharon Solomon (OA/X5-3996) or Yvonne Bowlding (OMB/X5-7515).

Sincerely,



John A. Koskinen
Deputy Director for Management

JK
with Sharon Solomon

Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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006. letter	To Maggie Williams from Donald L. Fowler re: request (1 page)	02/21/96	Personal Misfile
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COLLECTION:

Clinton Presidential Records
First Lady's Office
Maggie Williams (Subject Files)
OA/Box Number: 12632

FOLDER TITLE:

Maggie Williams Miscellaneous II [1]

2013-0359-S

ry1495

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Shelia Mahoney (??)
Cablevision Systems, Long Island

Charlynn Goins
Senior V.P. International Marketing and Sales (Member WLF)

Marva Smalls
Senior V.P. of Public Affairs, Nickelodeon

Judy McGrath
President, MTV

Gail Knox
Director of Business Development, Consumer Health Group, Pfizer

Carol Robinson
Senior V.P., MTV (instrumental in MTV Ball)

Caroline Jones
President & CEO, Caroline Jones Advertising

Melissa James (??)
Vice President, Morgan Stanley

Suzanne DuBose
Executive Director of Public Relations, NYNEX

Caroline Blitz
Senior V.P. of Corporate Affairs, NBA

Elizabeth Coleman (??)
Chairman, Maidenform

Sandra Lee
Harold L. Lee & Sons, Inc. (Member WLF)

Barbara Smith
B. Smith's (Member WLF)

Theresa Lang (??)
Senior V.P., Merrill Lynch & Co.

PURPOSE OF MEETING: To provide businesswomen an opportunity to discuss
Administration initiatives and the upcoming campaign.

SITE SUGGESTION: The Carlyle Hotel (on the Upper East Side)

*See memo
4.22.94
Jue*

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
007. letter	To Maggie Williams from Beth Dozoretz re: campaign song (1 page)	04/17/96	Personal Misfile

COLLECTION:

Clinton Presidential Records
First Lady's Office
Maggie Williams (Subject Files)
OA/Box Number: 12632

FOLDER TITLE:

Maggie Williams Miscellaneous II [1]

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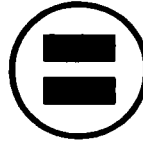
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- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]



National Urban League, Inc.

The Equal Opportunity Building
500 East 62nd Street, New York, N.Y. 10021-8379
Telephone (212) 310-9000

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April 22, 1996

Dear Mrs. Clinton:

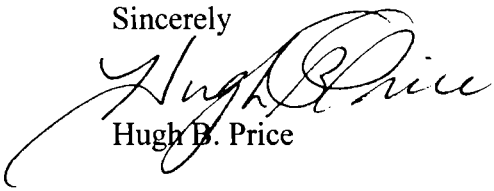
It is with extraordinary pride and pleasure that we at the National Urban League invite you to speak at the launching of our National Youth Celebratory Campaign on April 30, in Washington, D. C. We will kick off this youth initiative at Coolidge High School, between 10 and 11:30 a.m., and it will be repeated by the media efforts of our affiliates in 114 cities. Represented with us in this event will be some of our partners in this campaign, including: Secretary Richard Riley, Allan Ginsburg and Adriana DeKanter, of the Department of Education; Joan Dykstra, president National PTA; Dr. Eva L. Evans, Supreme Basileus, Alpha Kappa Alpha; Dr. Charlie Knight, president, National Association of Black School Educators, and others.

As you know, every day, millions of America's children are excelling in school, making genuine academic progress, and are engaged in constructive extracurricular activities and community service. Their stories are too often unreported in the media. They deserve to have their success stories told--loudly and proudly--that they're doing the right thing.

The National Urban League will honor these youngsters next fall with "Doing the Right Thing" parades up and down the main streets of America, with rallies, street festivals, assemblies, block parties, recognition lunches, and more.

We sincerely hope that your demanding schedule will permit you to again show your support and energy to these vital efforts for our children. We look forward to hearing from you and hope you will join us in this great cause.

Sincerely


Hugh B. Price

Mrs. Hillary Rodham Clinton
The White House
Room 100
OEOB
Washington, DC 20500

Contributions to the National Urban League are tax deductible.

Pres List Km. 163

All again
Answer

2 weeks

Sue
Vogelsinger

Sue
Vogelsinger

347-2666

All the rest is
a go -

5/1/96

Maggie:

Here is the suggested line up for St. Louis media:

10 minute interview with KSDK, Karen Voss. KSDK is the NBC affiliate, has the biggest television audience in the market and Karen is referred to as the "queen" of television in St. Louis. She was recommended by Gephard's press secretary and others I have talked to recommend equally highly. She is described as being a child advocate in addition to everything else good that can be said about a person.

Radio:

Mrs. Clinton has already done interviews with the biggest station in the market which is KMOX. KMOX is also the station which carries Rush Limbaugh and in protest, 16 staffers left and went to another station, WIBV which has now become KMOX's biggest competitor. So one of the interviews is with WIBV.

1. WIBV - described above, interview for their morning show.
2. WIL - number one FM morning show in town. Audience is 75% Democratic.
3. KATZ - "Good Morning St. Louis." The station is relatively new. It is the first 24-hour all black talk radio station and only the fourth in the country.
4. WKBQ-FM (Q-107), "Steve and D.C. Show" -- morning show with pretty high ratings in a number of demos. The show is heard in Missouri, Illinois, Alabama and Mississippi.

this amounts
to an
exclusive
for Karen Voss
Do we
can we survive
the rest
of affiliates

is she
sure
no political
questions

Sue Vogelinger