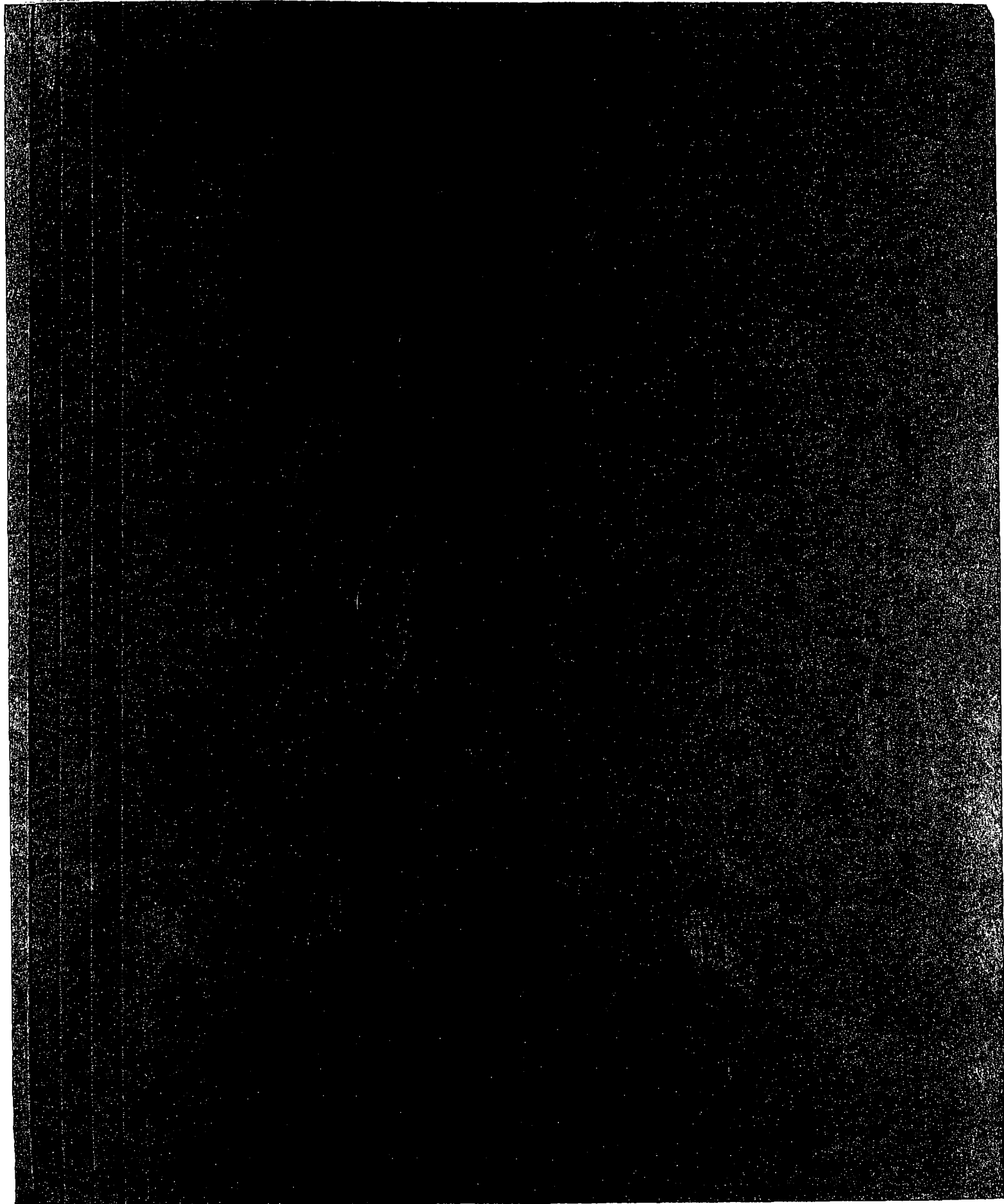




**FIRST LADY HILLARY RODHAM CLINTON
PUBLIC SERVICE ANNOUNCEMENT
FOR WHITE HOUSE MAMMOGRAPHY CAMPAIGN #3
JULY 15, 1999**

Be sure the first lady in your life knows about this important Medicare benefit and gets a yearly mammogram. It's a picture that can save her life.

Video Proposal

April 7, 1999

___ Accept

___ Regret

___ Pending

TO: Patti Solis Doyle
Director of Scheduling and Advance for the First Lady

FROM: Mary Beth Cahill *mbc*
Assistant to the President
and Director for Office of Public Liaison

REQUEST: For the First Lady to do a Public Service Announcement for the Medicare Mammography Initiative.

PURPOSE: To promote the Medicare mammography benefit and to educate women about the importance of detecting breast cancer early.

BACKGROUND: This is the 3rd PSA that the First Lady has taped. The previous PSAs included the Baldwin Brothers and Candice Bergen.

In May 1995, the First Lady kicked off the Medicare Mammography Campaign with an event at the White House to unveil the slogan, "Get a mammogram- it's a picture that can save your life" and to release a series of PSAs. It also included the TV Public service announcements featuring President Clinton and the First Lady. Mrs. Clinton's PSA included women over 65 who were successfully treated for breast cancer after getting mammograms. The President's PSA featured his mother who died of breast cancer.

SOURCE OF
PAYMENT: National Sponsors

VIDEO NEEDED: Open

DATE AIRING/
SHOWING: TBD

DURATION: 3 minutes

REMARKS
ATTACHED: Yes

STAFF CONTACT: Barbara Woolley, Office of Public Liaison
202-456-2155

taping 9/24 (this script is on file in computer)
6-12-99

Neera - should we do this? Patti

Definitely - she's done this before - she's committed - never

10 sec.

9 var video Patti

*1 Digital Beta
2 Beta SP*

Medicare Mammography Initiative Barbara Woolley 62155

843 768 9666

908 806 ⁴⁸²⁰ ~~3111~~ #1 Tamar Small
908 489 2200

Contact:

Tamar Small, President
215-321- 4000 X101

To: BW 2 of 2 pages

(OPEN ON GRANDMOTHER PLAYING WITH GRANDCHILD)

Sissy Houston:

Honey, how was the baby's check-up?

Whitney:

Just fine Mama. More importantly how about your mammogram?

Sissy:

Everything was just fine. . . and my Medicare benefit helped pay for it too.

Whitney:

Great Mama. Just remember ^{now} that Medicare helps pay for mammograms every year SO make an appointment now for your mammogram for next year.

Sissy:

Girl . . . you can be such a nag. I guess it must be true. We all turn into our mothers eventually.

Whitney:

Then it's a good thing that my mama's so awesome.

(OPEN ON DAUGHTER READING NEWSPAPER AT BREAKFAST TABLE)

Rosie Perez:

Ma, look at this! For women over 65, the government helps pay for mammograms ^{every year} yet 60% of eligible women don't take advantage of this Medicare benefit. (Que lastima!)

RP's mom:

Maybe its complicated. You know, with a lot of paperwork in fancy words that nobody understands.

Rosie:

Nope. There's nothing to it. Just call your provider and schedule an appointment. It's a snap.

RP's mom (under her breath):

Like when your gum snaps or when my nerves snap?

(MOTHER ATOP A LADDER VIGOROUSLY PAINTING HER HOUSE TALKING TO HER SON STANDING BELOW)

MRS. J:

Son, I read that most ladies my age don't get regular mammograms even though age is the leading risk factor for breast cancer. There will be an estimated 180,000 new cases of breast cancer this year and over half will be in women over 65. There's just no excuse! Especially since Medicare helps pay for mammograms. How can we take care of everyone else in our lives if we don't take care of ourselves? ^{every year.}

Michael Jordan:

Mom, how's the air up there? (I've always wanted to ask somebody that)

MRS. CLINTON:

Be sure the first lady in your life knows about this important Medicare benefit and gets a regular mammogram. It's a picture that can save her life.

yearly