



Eric P. Liu
03/10/2000 08:37:56 AM

Record Type: Record

To: Karin Kullman/OPD/EOP@EOP

cc:

Subject: Draft--AAP Video. Comments to Gottheimer ASAP 62554.

anna forwarding this from Eric's e-mail -- thought you might want to know it's out there.....

----- Forwarded by Eric P. Liu/OPD/EOP on 03/10/2000 08:36 AM -----



Joshua S. Gottheimer
03/09/2000 08:04:38 PM



Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: Draft--AAP Video. Comments to Gottheimer ASAP 62554.

Draft 03/09/00 8pm

Gottheimer/Silver

**PRESIDENT WILLIAM J. CLINTON
VIDEOTAPED REMARKS FOR THE ASSOCIATION OF AMERICAN PUBLISHERS
[LOCATION TBD]
[DATE TBD]**

I am pleased to have this opportunity to congratulate the Association of American Publishers on three decades of protecting publishers and promoting literacy. I also want to thank your President, and my good friend, Pat Schroeder for all her hard work and service on behalf of our nation's children.

Yeats once said that, "Education is not the filling of a pail -- but the lighting of a fire." For thirty years now, the AAP has been lighting the fire of reading for countless Americans -- both young and old. It's a gift you have long promoted -- and long protected. Your efforts have helped preserve the first amendment and the freedom to publish ... to fund education and our nation's libraries ... and to encourage the development of new technology and intellectual property rights.

But there are still too many Americans who aren't enjoying the benefits of reading.

Nearly [40] percent of our fourth graders still can't read at a basic level. Studies show that they are more likely to drop out of school and less likely to succeed in life. Without literacy, history books and job manuals are closed; the Internet is turned off; and the promise of America is much harder to reach. We can and must do better.

To make the most of the new century, we should ensure that all people have the opportunity and the tools to achieve their highest potential. That's what our America Reads challenge is all about. It marshals the resources of entire communities – schools and libraries, businesses and religious institutions – helping teachers and parents teach our children to read. As one of the original members of the First Lady's Prescription for Reading Challenge, you have been an important partner in these efforts. You were also one of the first groups to support the innovative early reading program "Reach Out and Read." Through discounts and donations, that effort is bringing the power of books to more than a million children annually.

In this new and exciting information age, we must invest in the minds of all Americans, and help more of them gain access to books, so they, too, can "get caught reading."

Thank you for all your hard work, and for your extraordinary commitment to education and literacy. Enjoy the rest of your convention.

Message Sent To:

Andy Rotherham/OPD/EOP@EOP
Eric P. Liu/OPD/EOP@EOP
Melissa G. Green/OPD/EOP@EOP
Lindsay R. Drewel/WHO/EOP@EOP
Loretta M. Ucelli/WHO/EOP@EOP
Patrick M. Dorton/OPD/EOP@EOP
Bruce N. Reed/OPD/EOP@EOP

Joshua S. Gottheimer
03/09/2000 08:06:04 PM

Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: DRAFT--NAESP Video. Comments pls to Gottheimer ASAP 62554.

Draft 03/09/00 5pm
Gottheimer/ Silver

15/4
**PRESIDENT WILLIAM J. CLINTON
VIDEOTAPED REMARKS FOR NAESP
[LOCATION TBD]
[DATE TBD]**

I am pleased to join the National Association of Elementary School Principals' as it opens its 79th annual convention – the first of the new millennium. For nearly eight decades, NAESP [nay-sip], has been a powerful voice for America's children – working day in, and day out, to build stronger schools so that every child begins school ready to learn and graduates ready to succeed.

Nothing is more important than the education of our children. President Kennedy once said that we should think of education as “the means of developing our greatest abilities, because in each of us,” he said, “there is a private hope and dream, which, fulfilled can benefit everyone and strengthen our nation.”

At the dawn of a new century, we know that our children's futures will be determined as never before by the quality of the education they receive. That's why, with your help, our Administration has made education our number one priority. We have not only invested more, we have targeted those investments to what we know works – greater accountability, greater choice for parents, and high standards.

My budget puts education first, by continuing our commitment to hire 100,000 highly qualified teachers to lower class size in the early grades. We also know that antiquated classrooms get in the way of learning. That's why this year's budget also calls for a new initiative to repair, renovate, and renew our nation's school buildings. And it includes, as it has in the past, a tax credit to help build or modernize 6000 schools nationwide—so we can take our children out of trailers and put them in the modern classrooms they need to learn to their full potential.

Together, we also need to engage students at an early age to get them excited about

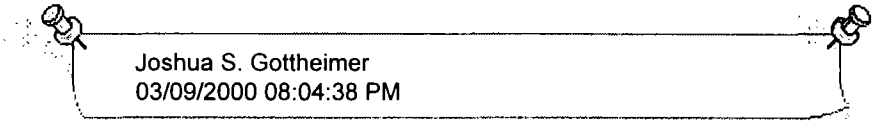
academic achievement. My GEAR-UP initiative does just that -- by reaching out to middle school students, and encouraging them to set high expectations, stay in school, study hard, and take the right courses to go to college.

Our Administration has also worked hard to make a college education available to every American, with increased Pell Grant scholarships, better student loan and work study programs, and the HOPE Scholarship tax credit to help more families pay for college tuition. And this January, in my State of the Union Address, I announced my landmark \$30 billion College Opportunity Tax Cut to help millions of middle class families pay for college.

The people who know best what our schools need are the people who make them work each and every day. I want to thank each of you for your dedication, leadership and unwavering commitment to our children, our schools, and our future. God bless you.

Message Sent To:

Eric P. Liu/OPD/EOP@EOP
Andy Rotherham/OPD/EOP@EOP
Loretta M. Ucelli/WHO/EOP@EOP
Lindsay R. Drewel/WHO/EOP@EOP
Melissa G. Green/OPD/EOP@EOP
Patrick M. Dorton/OPD/EOP@EOP
Michele Ballantyne/WHO/EOP@EOP
Bruce N. Reed/OPD/EOP@EOP



Joshua S. Gottheimer
03/09/2000 08:04:38 PM

Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: Draft--AAP Video. Comments to Gottheimer ASAP 62554.

Draft 03/09/00 8pm
Gottheimer/Silver

PRESIDENT WILLIAM J. CLINTON
VIDEOTAPED REMARKS FOR THE ASSOCIATION OF AMERICAN PUBLISHERS
[LOCATION TBD]
[DATE TBD]

I am pleased to have this opportunity to congratulate the Association of American Publishers on three decades of protecting publishers and promoting literacy. I also want to thank your President, and my good friend, Pat Schroeder for all her hard work and service on behalf of our nation's children.

Yeats once said that, "Education is not the filling of a pail – but the lighting of a fire." For thirty years now, the AAP has been lighting the fire of reading for countless Americans – both young and old. It's a gift you have long promoted -- and long protected. Your efforts have helped preserve the first amendment and the freedom to publish ... to fund education and our nation's libraries ... and to encourage the development of new technology and intellectual property rights.

But there are still too many Americans who aren't enjoying the benefits of reading. Nearly [40] percent of our fourth graders still can't read at a basic level. Studies show that they are more likely to drop out of school and less likely to succeed in life. Without literacy, history books and job manuals are closed; the Internet is turned off; and the promise of America is much harder to reach. We can and must do better.

To make the most of the new century, we should ensure that all people have the opportunity and the tools to achieve their highest potential. That's what our America Reads challenge is all about. It marshals the resources of entire communities – schools and libraries, businesses and religious institutions – helping teachers and parents teach our children to read. As one of the original members of the First Lady's Prescription for Reading Challenge, you have been an important partner in these efforts. You were also one of the first groups to support the innovative early reading program "Reach Out and Read." Through discounts and donations, that effort is bringing the power of books to more than a million children annually.

In this new and exciting information age, we must invest in the minds of all Americans, and help more of them gain access to books, so they, too, can “get caught reading.”

Thank you for all your hard work, and for your extraordinary commitment to education and literacy. Enjoy the rest of your convention.

Message Sent To:

Andy Rotherham/OPD/EOP@EOP
Eric P. Liu/OPD/EOP@EOP
Melissa G. Green/OPD/EOP@EOP
Lindsay R. Drewel/WHO/EOP@EOP
Loretta M. Ucelli/WHO/EOP@EOP
Patrick M. Dorton/OPD/EOP@EOP
Bruce N. Reed/OPD/EOP@EOP

VIDEO REQUEST PROPOSAL

2/28/00



 ACCEPT

 REGRET

 PENDING

TO: Stephanie Streett
Assistant to the President and
Director of Scheduling

FROM: Ann F. Lewis
Counselor to the President

REQUEST: Presidential Video

PURPOSE: A request for the President to deliver a video greeting to the annual meeting of the Association of American Publishers.

DATE AND TIME: March 22, 2000

BACKGROUND: The Association of American Publishers (AAP) invited the President to deliver the keynote address to its annual meeting, which will be held on March 22nd in Washington, DC. The First Lady addressed last year's annual meeting.

The theme for the event is "Content 2000," and awards will be given to individuals who have focussed on the rewards of reading. The AAP works to encourage reading and book buying for all Americans.

DURATION: 5 Minutes

REMARKS: Pat Schroeder prepared the attached draft remarks.

STAFF CONTACT: Aprill Springfield, x62669

ORIGIN OF PROPOSAL: Pat Schroeder, President & CEO of the AAP, submitted this request.

DRAFT REMARKS FOR PRESIDENT CLINTON'S VIDEO GREETING TO THE ASSOCIATION OF AMERICAN PUBLISHERS' ANNUAL MEETING

It's a particular pleasure to congratulate the Association of American Publishers on the occasion of your 30th Annual Meeting, to join in thanking Peter Jovanovich for his leadership as AAP's chairman, to welcome the Association's new chairman Bob Miller, and to say hello to my old friend Pat Schroeder.

Publishers are special people. They are responsible for providing us with books, which are in a very real sense "the carriers of civilization," as historian Barbara Tuchman described them. The founding father of Bob Miller's company Walt Disney once said that "There is more treasure in books than in all the pirates' loot on Treasure Island." I don't think anyone here would disagree.

Because we understand the power of books, this Administration has placed a high priority on efforts to bring reading into the lives of very young children, to help them develop a love of books and a desire to become good readers themselves. The Association of American Publishers has been a wonderful partner in these efforts, as an enthusiastic participant in the America Reads Challenge, and as one of the original members of the First Lady's Prescription for Reading Partnership. AAP was among the first groups to recognize and support the innovative early reading program, Reach Out and Read, a cornerstone of the Prescription for Reading Partnership. Twenty-one American publishers, many of whom are represented at your meeting today, are providing 2 million books a year to Reach Out and Read, through deep discounts or direct donation. The 600 Reach Out and Read sites around the country are serving more than a million children annually, and the program continues to grow.

As important as they are, young children are not the only ones who need to hear about the joys of reading. Young adults need to be reminded too, especially those "lapsed readers" who have forgotten how much fun can be found in a good book. This is the message of the "Get Caught Reading" campaign which you started last year with those eye-catching posters of Whoopi Goldberg and Rosie O'Donnell. I hear that a lot of big names, including Dolly Parton and Donald Duck, are going to "get caught reading" this year.

On another, more serious note, as I leave for India I will carry with me the important message that America's publishers, along with other creative industries, are determined to put an end to the international piracy of copyrighted works that last year drained more than \$8.6 billion from the U.S. economy. It's estimated that for every legitimate book sold in India, four or five pirated copies are sold. This situation must end. As the world's third largest publisher of books (after the U.S. and the U.K.), India has an enormous stake in protecting its own legitimate publishing operations and in defending the legal rights of foreign publishers. I applaud the Association of American Publishers for undertaking jointly with their British and Indian colleagues, a new anti-piracy program. I will urge the Government of India to put the full weight of its support behind these efforts.

As you begin another year in publishing, my best wishes go with you.

*and for those of you who live in New York
I have a great tip on a terrific Senate*

DRAFT REMARKS FOR PRESIDENT CLINTON'S VIDEO GREETING TO THE ASSOCIATION OF AMERICAN PUBLISHERS' ANNUAL MEETING

It's a particular pleasure to congratulate the Association of American Publishers on the occasion of your 30th Annual Meeting, to join in thanking Peter Jovanovich for his leadership as AAP's chairman, to welcome the Association's new chairman Bob Miller, and to say hello to my old friend Pat Schroeder.

Publishers are special people. They are responsible for providing us with books, which are in a very real sense "the carriers of civilization," as historian Barbara Tuchman described them. The founding father of Bob Miller's company Walt Disney once said that "There is more treasure in books than in all the pirates' loot on Treasure Island." I don't think anyone here would disagree.

Because we understand the power of books, this Administration has placed a high priority on efforts to bring reading into the lives of very young children, to help them develop a love of books and a desire to become good readers themselves. The Association of American Publishers has been a wonderful partner in these efforts, as an enthusiastic participant in the America Reads Challenge, and as one of the original members of the First Lady's Prescription for Reading Partnership. AAP was among the first groups to recognize and support the innovative early reading program, Reach Out and Read, a cornerstone of the Prescription for Reading Partnership. Twenty-one American publishers, many of whom are represented at your meeting today, are providing 2 million books a year to Reach Out and Read, through deep discounts or direct donation. The 600 Reach Out and Read sites around the country are serving more than a million children annually, and the program continues to grow.

As important as they are, young children are not the only ones who need to hear about the joys of reading. Young adults need to be reminded too, especially those "lapsed readers" who have forgotten how much fun can be found in a good book. This is the message of the "Get Caught Reading" campaign which you started last year with those eye-catching posters of Whoopi Goldberg and Rosie O'Donnell. I hear that a lot of big names, including Dolly Parton and Donald Duck, are going to "get caught reading" this year.

On another, more serious note, as I leave for India I will carry with me the important message that America's publishers, along with other creative industries, are determined to put an end to the international piracy of copyrighted works that last year drained more than \$8.6 billion from the U.S. economy. It's estimated that for every legitimate book sold in India, four or five pirated copies are sold. This situation must end. As the world's third largest publisher of books (after the U.S. and the U.K.), India has an enormous stake in protecting its own legitimate publishing operations and in defending the legal rights of foreign publishers. I applaud the Association of American Publishers for undertaking jointly with their British and Indian colleagues, a new anti-piracy program. I will urge the Government of India to put the full weight of its support behind these efforts.

As you begin another year in publishing, my best wishes go with you.

*and for those of you who live in New York
I have a great tip on a terrific Senate
candidate!*

DRAFT REMARKS FOR PRESIDENT CLINTON'S VIDEO GREETING TO THE ASSOCIATION OF AMERICAN PUBLISHERS' ANNUAL MEETING

It's a particular pleasure to congratulate the Association of American Publishers on the occasion of your 30th Annual Meeting, to join in thanking Peter Jovanovich for his leadership as AAP's chairman, to welcome the Association's new chairman Bob Miller, and to say hello to my old friend Pat Schroeder.

Publishers are special people. They are responsible for providing us with books, which are in a very real sense "the carriers of civilization," as historian Barbara Tuchman described them. The founding father of Bob Miller's company Walt Disney once said that "There is more treasure in books than in all the pirates' loot on Treasure Island." I don't think anyone here would disagree.

Because we understand the power of books, this Administration has placed a high priority on efforts to bring reading into the lives of very young children, to help them develop a love of books and a desire to become good readers themselves. The Association of American Publishers has been a wonderful partner in these efforts, as an enthusiastic participant in the America Reads Challenge, and as one of the original members of the First Lady's Prescription for Reading Partnership. AAP was among the first groups to recognize and support the innovative early reading program, Reach Out and Read, a cornerstone of the Prescription for Reading Partnership. Twenty-one American publishers, many of whom are represented at your meeting today, are providing 2 million books a year to Reach Out and Read, through deep discounts or direct donation. The 600 Reach Out and Read sites around the country are serving more than a million children annually, and the program continues to grow.

As important as they are, young children are not the only ones who need to hear about the joys of reading. Young adults need to be reminded too, especially those "lapsed readers" who have forgotten how much fun can be found in a good book. This is the message of the "Get Caught Reading" campaign which you started last year with those eye-catching posters of Whoopi Goldberg and Rosie O'Donnell. I hear that a lot of big names, including Dolly Parton and Donald Duck, are going to "get caught reading" this year.

On another, more serious note, as I leave for India I will carry with me the important message that America's publishers, along with other creative industries, are determined to put an end to the international piracy of copyrighted works that last year drained more than \$8.6 billion from the U.S. economy. It's estimated that for every legitimate book sold in India, four or five pirated copies are sold. This situation must end. As the world's third largest publisher of books (after the U.S. and the U.K.), India has an enormous stake in protecting its own legitimate publishing operations and in defending the legal rights of foreign publishers. I applaud the Association of American Publishers for undertaking jointly with their British and Indian colleagues, a new anti-piracy program. I will urge the Government of India to put the full weight of its support behind these efforts.

As you begin another year in publishing, my best wishes go with you.

*and for those of you who live in New York
I have a great tip on a terrific Senate
candidate!*

DRAFT REMARKS FOR PRESIDENT CLINTON'S VIDEO GREETING TO THE ASSOCIATION OF AMERICAN PUBLISHERS' ANNUAL MEETING

It's a particular pleasure to congratulate the Association of American Publishers on the occasion of your 30th Annual Meeting, to join in thanking Peter Jovanovich for his leadership as AAP's chairman, to welcome the Association's new chairman Bob Miller, and to say hello to my old friend Pat Schroeder.

Publishers are special people. They are responsible for providing us with books, which are in a very real sense "the carriers of civilization," as historian Barbara Tuchman described them. The founding father of Bob Miller's company Walt Disney once said that "There is more treasure in books than in all the pirates' loot on Treasure Island." I don't think anyone here would disagree.

Because we understand the power of books, this Administration has placed a high priority on efforts to bring reading into the lives of very young children, to help them develop a love of books and a desire to become good readers themselves. The Association of American Publishers has been a wonderful partner in these efforts, as an enthusiastic participant in the America Reads Challenge, and as one of the original members of the First Lady's Prescription for Reading Partnership. AAP was among the first groups to recognize and support the innovative early reading program, Reach Out and Read, a cornerstone of the Prescription for Reading Partnership. Twenty-one American publishers, many of whom are represented at your meeting today, are providing 2 million books a year to Reach Out and Read, through deep discounts or direct donation. The 600 Reach Out and Read sites around the country are serving more than a million children annually, and the program continues to grow.

As important as they are, young children are not the only ones who need to hear about the joys of reading. Young adults need to be reminded too, especially those "lapsed readers" who have forgotten how much fun can be found in a good book. This is the message of the "Get Caught Reading" campaign which you started last year with those eye-catching posters of Whoopi Goldberg and Rosie O'Donnell. I hear that a lot of big names, including Dolly Parton and Donald Duck, are going to "get caught reading" this year.

On another, more serious note, as I leave for India I will carry with me the important message that America's publishers, along with other creative industries, are determined to put an end to the international piracy of copyrighted works that last year drained more than \$8.6 billion from the U.S. economy. It's estimated that for every legitimate book sold in India, four or five pirated copies are sold. This situation must end. As the world's third largest publisher of books (after the U.S. and the U.K.), India has an enormous stake in protecting its own legitimate publishing operations and in defending the legal rights of foreign publishers. I applaud the Association of American Publishers for undertaking jointly with their British and Indian colleagues, a new anti-piracy program. I will urge the Government of India to put the full weight of its support behind these efforts.

As you begin another year in publishing, my best wishes go with you.

*and for those of you who live in New York
I have a great tip on a terrific Senate
candidate!*

Association of American Publishers, Inc.



50 F Street, N.W., 4th Floor
Washington, D.C. 20001
Telephone: (202) 347-3375
Fax: (202) 347-3690
<http://www.publishers.org>

Patricia S. Schroeder
President and
Chief Executive Officer

August 20, 1999

Verbally regretted
want to do
video
March

Honorable William J. Clinton
President of the United States
The White House
Washington, DC 20500

Dear Mr. President:

On Wednesday, March 22, 2000, the Association of American Publishers (AAP) will hold its annual meeting at the Mayflower Hotel in Washington, D.C. The AAP members are responsible for 85% of the books published in America. Our members are both commercial and non-profit. They produce educational, professional, and trade books. The New England Journal of Medicine, University Presses, Microsoft, McGraw Hill and Random House exhibit the publishing diversity represented. Because you are such a voracious reader, our members are your number one fan.

Your legacy and your vision for the new century fit squarely into our annual meeting's theme of "Content 2000." At the meeting, we also honor Americans who have focused on the rewards that reading can bring. Our members sincerely hope you can find time in your busy schedule to keynote our meeting on Wednesday, March 22. Obviously, we would tailor our meeting schedule to fit your schedule.

I have attached a copy of last year's program. The First Lady wowed us. AAP's first choice for 2000 is "the other Clinton" - You! We are so hopeful you will be able to come.

AUG 23 1999

Honorable William J. Clinton
The White House
August 20, 1999
Page 2

Because of space, we limit attendance to heads of house and key executives so the audience is around 300 people. Please do hesitate to contact me or my assistant, Bert Marie Ramlow, at 202/347-3375 regarding any questions.

Sincerely,

A handwritten signature in cursive script that reads "Pat Schroeder". The signature is written in black ink and is positioned below the word "Sincerely,".

Patricia Schroeder
President & CEO

cc: Stephanie Streett, Director of Appointments and Scheduling

Enclosure

PS/bmr

*Belated
Birthday greetings -
I always beat you by
several years!*

WEDNESDAY, MARCH 17

St. Patrick's Day

- 2:00 - 5:00 pm Registration
(Mezzanine)
- 4:00 pm Board of Directors Meeting
(Massachusetts Room)
- 6:30 pm General Reception in Celebration of Irish Authors.
(Grand Ballroom) Members of the House and Senate invited.
Authors attending: Alice McDermott, Dennis Smith, Tom Grace, Frederick Quinn, Patrick O'Brien
Irish music in honor of St. Patrick's Day.
- 7:30 pm Dinner (Sponsored by Berkery, Noyes & Co.)
(Grand Ballroom) Speaker: Malachy McCourt
Introduced by: Robert Miller, Buena Vista Books

THURSDAY, MARCH 18

It's About Education, Stupid

(All meetings and breaks to take place in the Colonial Room unless otherwise noted.)

- 8:30 - 12:00 pm Late registration
- 8:30 - 9:00 am Senator Edward Kennedy (D-MA)
Introduced by: William P. Sisler, Harvard University Press
- 9:00 - 9:30 am Business Meeting
- 9:30 - 10:15 am Keynote on Education: Michael Milken, Knowledge Universe
Introduced by: Brian J. Knez, Harcourt Brace
- 10:15 - 10:45 am Senator James Jeffords (R-VT)
Introduced by: June Smith, Houghton Mifflin
- 10:45 - 11:00 am Coffee Break
- 11:00 - 12:00 pm The Electronic Retailing Revolution

THURSDAY, MARCH 18

12:00 pm
(State Room)

Lunch. Host: Linda Wertheimer, *All Things Considered*.
Honors Award to NPR. Kevin Klose, President and CEO.
NPR program hosts attending (introduced by: Scott Simon,
Weekend Edition, bagpiper Wayne Penley performing):

Faith Middleton (Connecticut Public Radio), Laura
Knay (New Hampshire Public Radio), Marc Steiner
(WJHU Baltimore), Marcie Sillman (KUOW
Seattle), Steve Scher (KUOW Seattle), Michael
Krasny (KQED San Francisco), Bob Edwards
(*Morning Edition*), Diane Rehm (WAMU,
Washington), Susan Stamberg (NPR Special
Correspondent), Nina Totenberg (NPR Legal
Affairs Correspondent)

Award given by: William Wright, Hearst Book Group

- 12:15 - 1:00 pm First Lady Hillary Clinton
Introduced by Brian J. Knez, Harcourt Brace
- 2:00 - 2:30 pm Get Caught Reading
Candy Lee, Troll Communications LLC
Robert Miller, Buena Vista Books
Lynn Goldberg, Goldberg, McDuffie Communications
Courtney Muller, BookExpo America
Introduced by: Patricia Schroeder, AAP
- 2:30 - 2:45 pm Break
- 2:45 - 3:30 pm Business Without Borders
Robert Rubin, Secretary of the Treasury
Introduced by: Peter Jovanovich, Pearson Education
- 3:30 - 4:30 pm What is a Portal and Why Do I Need One?
Jake Winebaum, Buena Vista Internet Group
Jesse Kornbluth, AOL
Introduced by: John Sargent, Holtzbrinck Publishers
- 4:30 - 5:30 pm Reception (at hotel).
(East Room)
- Meeting Adjourned.



Facsimile Transmittal

National Association of Elementary School Principals

Development and Special Projects

1615 Duke Street

Alexandria, VA 22314-3483

Phone: (703) 684-3345

Fax: (703) 518-6281 - Development and Special Projects

Date: *03 / 1 / 2000*

Attention:: *JB Buxton*

Company: *The White House*

Fax:

202-456-5581

From: *Deborah B. Reeve, Ed.D./dls (703) 518 - 6267*

Number of pages in
addition to cover page: *5*

☐ Reply requested

Comment(s): *Re: Request for Videotaping at the NAESP Annual National Convention*

Diana Stanley - billing contact
(703) 684-3345

→ \$40 mil. budget init. for principals leadership training

Confidentiality Notice - The material in this facsimile transmission is either private, confidential, legally privileged or constitutes work product and is intended solely for the use of the individual/entity named above. If you are not the intended recipient, be advised that unauthorized use, disclosure, copying, distribution or the taking of any action in reliance on this information is strictly prohibited. If you have received this transmission in error, please immediately notify us to arrange for return of this material to us.

**Facsimile Transmittal****National Association of Elementary School Principals***Development and Special Projects**1615 Duke Street**Alexandria, VA 22314-3483**Phone: (703) 684-3345**Fax: (703) 518-6281 - Development and Special Projects*

Date: *03 / 1 /2000***Attention::** *JB Buxton***Company:** *The White House***Fax:**
202-456-5581

From: *Deborah B. Reeve, Ed.D./dls*

Number of pages in
dition to cover page: *5*☐ **Reply requested**

Comment(s): *Re: Request for Videotaping at the NAESP Annual National Convention*

Confidentiality Notice - The material in this facsimile transmission is either private, confidential, legally privileged or constitutes work product and is intended solely for the use of the individual/entity named above. If you are not the intended recipient, be advised that unauthorized use, disclosure, copying, distribution or the taking of any action in reliance on this information is strictly prohibited. If you have received this transmission in error, please immediately notify us to arrange for return of this material to us.

**NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS***Serving All Elementary and Middle School Principals*

February 29, 2000

MEMORANDUM

To: Will Tanner
OIIA

From: Deborah B. Reeve 
Deputy Executive Director

Re: Request for Videotaped Message from President Clinton
NAESP 2000 Convention
March 18 – 21, 2000
New Orleans, LA

Hello Will ---- I'm following up on our January 6, 2000 request. Each year during the opening General Session, a videotaped message from the President is presented to the 7,000 – 8,000 elementary and middle school principals who are in attendance. This year's message will be presented prior to the address by Archbishop Desmond Tutu.

We want to be sure to use this opportunity to get the President's proposed funding for principal training scripted as an important part of the message. As you know, this is an important opportunity for us to underscore NAESP's support of the President's agenda for children and their education with our members.

Should you need additional information, please let me know. Many thanks for your time and assistance!

Cc: J.B. Buxton
The White House



NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

Serving All Elementary and Middle School Principals

DATE: January 6, 2000

TO: Stephanie Streett
Assistant to the President and
Director of Presidential Scheduling

FROM: Deborah B. Reeve, Ed.D. 
Associate Executive Director

REQUEST: A videotaped message from the President to the 8,000 elementary and middle school principals who will be attending the National Association of Elementary and Middle Schools Principals 79th annual convention in New Orleans, Louisiana

PURPOSE: To underscore the important leadership that school principals bring to quality schools in the early years of learning and to thank principals for the important job they do everyday on behalf of our nation's children. Our society and our system of education are facing far-reaching changes. The entire nation is working together to answer President Clinton's Call-to-Action for American Education—to prepare our children for the New Millennium and the 21st century. This requires the strong, dedicated and visionary leadership of America's elementary and middle school principals.

BACKGROUND: Over the past 79 years, NAESP has become the most powerful voice of the pre-k principals across America. NAESP has been dedicated to ensuring that all children receive the best education possible. America's elementary and middle school principals are truly leaders of leaders—they foster and promote leadership among students, teachers, and parents while they direct the schooling of 33 million children in our public, private and parochial schools. Our nation's principals care about America by caring deeply about our children. They also believe that no barrier should separate a child from the best possible education—that neither race nor sex nor ethnic heritage nor geography nor social nor economic status may be used to deny a child the opportunity to acquire a solid foundation in reading, writing, mathematics and the arts—in critical thinking—and in the values of friendship, compassion, honesty and self-esteem. America's principals are committed to instructional excellence and they support the aspirations of our nation's teachers to give every child a quality school experience during the crucial years of childhood. They also accept the challenge of the research showing that quality education in every school depends upon the expertise, dedication and leadership of that school.

Page 2-

NAESP has publicly voiced strong support for President Clinton's agenda for children and their education since the President's first year in the White House. NAESP has partnered with Secretary Riley and the Department of Education on programs such as the Blue Ribbon Schools Program, Drug-Free Schools Program, the President's Education Awards Program, the Family Involvement Initiative, and the President's America reads Challenge. Through NAESP's 50 state affiliate organizations and direct ties to school communities throughout the nation, the association has rallied support for the President's education agenda.

PREVIOUS

PARTICIPATION: The White House has provided a special videotaped message each year for the opening General Session. President Clinton addressed NAESP State Leaders during the Leaders' Conference in Washington, DC, July 1996. Mrs. Clinton addressed the same group in July 1995.

DATE and TIME: The video will be shown during the opening General Session on Saturday, March 18, 2000. NAESP President, Lynn Babcock, will open the session. Lyn is an elementary school principal from Livonia, Michigan.

DURATION: 5 minutes

LOCATION: Ernest N. Morial Convention Center
New Orleans, Louisiana

PARTICIPANTS: 7,500 - 8,000 elementary and middle school principals, representing public, private, and parochial—rural, suburban and urban schools from communities across America and approximately 1000 other educators.

**OUTLINE OF
EVENTS:**

The convention will be held March 18-21, 2000, with the opening General Session on Saturday, March 18th. Featured speakers include, Doris Kearns Goodwin, author, *No Ordinary Time: Franklin and Eleanor Roosevelt*; Archbishop Desmond Tutu, Nobel Peace Prize Winner; Howard Gardner, author, *The Unschooled Mind: How Children Think and How Schools Should Teach* and special entertainment by Peter Yarrow, of Peter, Paul and Mary. Over 150 professional development workshops will be offered along with opportunities for sharing ideas and best practices and for visiting area model schools.

Page 3-

REMARKS

REQUIRED:

A special message from the President to America's elementary and middle school principals who are responsible for assuring a quality education for every child during their critical, early years and during the transitional years of early adolescence. A message which underscores the important and critical leadership that the principal brings to a school community and thanks America's principals for their commitment to our nation's children.

MEDIA

COVERAGE:

Open

RECOMMENDED

BY:

Richard W. Riley, U.S. Secretary of Education

CONTACT:

Dr. Deborah B. Reeve, Associate Executive Director
National Association of Elementary School Principals
Telephone: (703) 684-3345
FAX: (703) 518-6281
E-mail: dreeve@naesp.org

Attachment



NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

Serving All Elementary and Middle School Principals

FACT SHEET

The National Association of Elementary School Principals (NAESP) founded in 1921, is a professional organization serving more than 28,500 elementary and middle school principals and other educators throughout the United States, Canada, and overseas.

The Association believes that the progress and well-being of the individual child must be at the forefront of all elementary and middle school planning and operations. Further, NAESP members accept the challenge inherent in research findings that the development of quality education in each elementary and middle school depends on the expertise, dedication, and leadership of the principal.

- As a national organization, NAESP operates through a network of affiliated associations in every state and the District of Columbia.
- As the representative of principals serving some 30 million children in grades pre-kindergarten through 8, the Association seeks
- To serve as an advocate for children and youth, especially by ensuring them access to an excellent education
- To sustain and promote high professional standards and creative leadership among principals
- To heighten public awareness of elementary and middle school education as the foundation for all future academic achievement
- To serve as a national representative for elementary and middle school education to Congress, the Executive Branch, state and federal agencies, the news media, researchers, educators, and other education and child advocacy groups
- To serve as an advocate for the professional tenets and priorities of elementary and middle school principals in the nation's capital and in state capitals throughout the country

To work toward assuring that education continues to be recognized as a matter of national priority.

Among the Association's many services are the award-winning *Principal* magazine and *Communicator* newsletter, along with seven other publications per year that address the specific needs of practicing school administrators; a Legal Assistance Program; an annual convention; a variety of professional development training programs including the National Fellows, Certificate of Advanced Proficiency, and Professional Development Inventory. Services for students are offered through NAESP's American Student Council Association. Together with the U.S. Department of Education, NAESP brings national recognition to principals through the annual National Distinguished Principals awards program.



NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

Serving All Elementary and Middle School Principals

DATE: February 17, 2000

TO: J.B. Buxton
The White House

FROM: Deborah B. Reeve, Ed.D.
Deputy Executive Director

REQUEST: For President Clinton to join Secretary Riley in addressing 8,000 elementary and middle school principals during the annual convention of the National Association of Elementary School and to use the national NAESP convention as an excellent venue for announcing his proposal for \$40 million dollars for principal training.

PURPOSE: To underscore the important leadership that school principals bring to quality schools in the first eight years of schooling and to thank principals for the important job they do everyday on behalf of our nation's children. Our society and our system of education are facing far-reaching changes which require the strong, dedicated and visionary leadership of America's elementary and middle school principals. The President's proposal for \$40 million in principal training addresses the critical need for current and new principals to be trained in the leadership skills needed to meet the higher levels of academic standards emanating from the states.

BACKGROUND: Over the past 79 years, NAESP has become the most powerful voice of the pre-K-8 principals across America. NAESP has been dedicated to ensuring that all children receive the best education possible. America's elementary and middle school principals are truly leaders of leaders — they foster and promote leadership among students, teachers, parents and community members while they direct the schooling of 38.3 million children attending public, private and parochial schools. Our nation's principals care about America by caring deeply about our children. They also believe that no barrier should separate a child from the best possible education — that neither race nor sex nor ethnic heritage nor geography nor social nor economic status may be used to deny a child the opportunity to acquire a solid foundation in reading, writing, mathematics and the arts — in critical thinking — and in the values of friendship, compassion, honesty and self-esteem. America's principals are committed to instructional excellence and they support the aspirations of our nation's teachers to give every child a quality school experience during the crucial years of childhood. They also accept the challenge of research showing that quality education in every school depends upon the expertise, dedication and leadership of the school principal.

Page 2

NAESP has publicly voiced strong support for President Clinton's agenda for children and their education since the President's first year in the White House. NAESP has partnered with Secretary Riley and the Department of Education on programs such as the Blue Ribbon Schools Program, the Drug-Free Schools Program, the President's Education Awards Program, the Family Involvement Initiative, and the President's America Reads Challenge. Through NAESP's 50 state affiliate organizations and direct ties to school communities throughout the nation, the association has consistently rallied support for the President's education agenda.

PREVIOUS

PARTICIPATION: President Clinton addressed NAESP State Leaders during the annual Leaders Conference, July 1997. The First Lady addressed NAESP State Leaders during the annual Leaders Conference, July 1996.

DATE and TIME: Sunday, March 19, 2000
Anytime between 9:00 am – 12:00 noon

Monday, March 20, 2000
Anytime between 3:00 pm – 5:00 pm

DURATION: Approximately one hour

LOCATION: Ernest N. Morial Convention Center
New Orleans, Louisiana

PARTICIPANTS: 8,000 elementary and middle school principals, representing public, private, and parochial — rural, suburban and urban schools from every state and other education leaders representing major education organizations.

OUTLINE OF
EVENTS:

The convention will be held March 18-21, 2000, with the opening General Session on Saturday, March. Featured General Session Speakers include: Doris Kearns Goodwin, author, *No Ordinary Time: Franklin and Eleanor Roosevelt*; Archbishop Desmond Tutu, Nobel Peace Prize Winner; Howard Gardner, author, *The Unschooled Mind: How Children Think and How Schools Should Teach*; and an address by Richard W. Riley, U.S. Secretary of Education. Over 150 professional development workshops will be offered along with opportunities for sharing ideas and best practices and for visiting area model schools.

Page 3

REMARKS**REQUIRED:**

A special message from the President to America's elementary and middle school principals who are responsible for assuring a quality education for every child during their critical early years and during the transitional years of early adolescence. A message which underscores the important and critical leadership that the principal brings to a school community and thanks America's principals for their commitment to our nation's children.

MEDIA**COVERAGE:**

Open

RECOMMENDED**BY:**

Richard W. Riley, U.S. Secretary of Education

CONTACT:

Dr. Deborah B. Reeve, Deputy Executive Director
National Association of Elementary School Principals
Telephone: (703) 684-3345
FAX: (703) 518-6281
E-mail: dreeve@naesp.org

Attachment

ASSOCIATION OF AMERICAN BUSINESSMEN - DC

- MAR. 22 (INDIA)
- HUMANITARIAN LAW
- PAKISTAN SECURITY
- AMERICAN LAWS

NATIONAL ASSOCIATION OF ECONOMIC STATE PRINCIPLES - N.O.

- MAR. 18, (CHINA)
- COMMON AFRICA
- SOUTH AFRICAN INITIATIVE
- 79th ANNUAL CONFERENCE
- 7000 - 8000 ATTENDEES
- THE DOCS THIS YEAR TOTAL