

**PRESIDENT WILLIAM J. CLINTON
THE GREATEST AMERICAN HISTORY QUIZ**

Question:

Emma Lazarus wrote her famous poem in 1883, but it wasn't affixed to the Statue of Liberty until 1903. Complete her famous phrase: "Give me your tired, your poor, your huddled masses yearning to breathe free. . . . I lift my lamp _____"

- A) above your glorious harbor
- B) and glow with the light of liberty
- C) beside the golden door
- D) with pride and not prejudice

Answer:

Emma Lazarus wrote "I lift my lamp beside the golden door." The right answer is C. Lazarus was inspired to write this poem as she observed immigrants struggling to make a life in America. She believed that America is a place where everyone deserves a chance. In time, the statue -- so prominent in New York Harbor -- became a symbol for immigrants entering the United States, and a symbol of the ideal of freedom upon which this country was founded.

PRESIDENT WILLIAM J. CLINTON
MESSAGE FOR CONSUL GENERAL BOB FARMER'S BIRTHDAY

September 11, 1998

Good Evening all of you gathered in Chelston[#]. your Excellency Governor Masefield, Premier Pamela Gordon, my good friend Governor Michael Dukakis, Kitty Dukakis, and all the friends and family of Bob Farmer. Hillary and I wish we could be there to join in the celebration.

I'm not sure why to wonder this political
~~I'm sure it is quite a celebration.~~ Bob, I remember flying up from Arkansas to your 50th birthday in Boston. Many presidential "hopefuls" showed up to that party, hoping to make an impression and win your help some day. I guess you noticed because three years later, while I was still deciding, I heard that you were moving to Little Rock to help set up my campaign. I wasn't sure what that meant, but it made headlines in the Washington Post. As soon as you arrived things began to move fast: we made you Treasurer of the campaign, gave you an office and a phone, and the rest is history.

Called his Bermuda office Little Rock
Thousands of people helped out in that quest, but we will always remember those who were on board early -- when the odds were long and the going was all uphill. And although Bermuda is no Little Rock, I hear you're still getting things done in the same impressive way.

Bob, Hillary and I cannot thank you enough for your work on my behalf, and on behalf of the country. Happy Birthday.

PRESIDENT WILLIAM J. CLINTON
WHITE HOUSE FELLOWS VIDEO
September 11, 1998

One of the White House traditions I value most is the White House Fellows program. When President Johnson started this program more than 30 years ago, he said: "A society that cherishes freedom cannot be a spectator society." I believe wholeheartedly in those words.

How right he was. — with how I

Since 1965, the White House Fellows program has brought men and women from all walks of life to Washington to learn first-hand the arts of policy-making and public administration. The nearly 500 alumni of the program have gone on to make significant contributions to their communities and our nation.

Year after year, I have enjoyed working with the White House Fellows. Each and every one brings a variety of talents and energy into the government and, in many ways, represents my hopes for the future. As we prepare for the challenges of the 21st century, our need increases for informed participation in our government by all of its citizens. That's why I am encouraging others to apply for this fellowship program. Become a White House Fellow and join the ranks of America's future leaders.

Thank you.

Shared in an mme

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September 11, 1998

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Bob -- I remember flying up from Arkansas to your 50th birthday in Boston. Many presidential "hopefuls" showed up to that party, hoping ^{whether to run} to make an impression and win your help some day. Three years later, while I was still deciding, I heard that you were moving to Little Rock to help set up my campaign. I wasn't sure what that meant, but it made headlines in the Washington Post. As soon as you arrived things began to move fast: we made you Treasurer of the campaign, gave you an office and a phone, and the rest is history.

Thousands of people helped out in that quest, but we will always remember those who were on board early -- when the odds were long and the going was all uphill. And although Bermuda is no Little Rock, I hear you're still getting things done in the same impressive way.

Bob, Hillary and I cannot thank you enough for your work on my behalf, and on behalf of the country. Happy Birthday.

**PRESIDENT WILLIAM J. CLINTON
VIDEOTAPED REMARKS FOR
UNITED WAY'S FALL FUNDRAISING CAMPAIGN**

Every President since Calvin Coolidge has asked his fellow Americans to support their local United Way, and with good reason. For over 110 years, the United Way has worked to build a stronger, healthier, more compassionate America, by supporting service organizations -- community by community. Your support for this organization is more important than ever. This year the United Way is stepping up to one of our nation's most difficult challenges: reducing youth violence.

For many of us, ~~the images this year of~~ ^{earring} ~~vivid~~ reminders that nothing can destroy lives and extinguish hope faster than these senseless acts of rage. Unfortunately, there are no quick solutions or remedies. But the United Way is leading the way. Heeding the Justice Department's call, the United Way has formed a national alliance of service providers, called "5 Goals For Kids, a Coalition to Prevent Youth Violence." The coalition will work to increase after school care, drug abuse prevention, and other initiatives that help give children the support they desperately need.

Bringing our nation together behind a common goal is what the United Way does best. We can count on the United Way to effectively mobilize our schools, law enforcement agencies, child advocates, and community leaders. But, the United Way counts on you.

The United Way -- and so many children who need a little extra care -- rely on people like you to volunteer a little extra time and donate what you can. Together, we can accomplish what none of us could ever do alone. And together, we'll build a better, safer future for our children, free from fear and full of promise. This year, please support your United Way.

Take response

John

and I realized
Bob Farmer gets
results

hip.

PRESIDENT WILLIAM J. CLINTON
WHITE HOUSE FELLOWS VIDEO

September 11, 1998

the fellows are not a tradition perse.
Pres. Johnson ~~When President Johnson started this program more than 30 years ago, he said:~~
One of the traditions of the Presidency that I have come to value the most is the White House Fellows. ~~A society that cherishes freedom cannot be a spectator society.~~ "I believe wholeheartedly in those words." ~~weak~~

Since 1965, the White House Fellows program has brought men and women from all walks of life to Washington to learn first-hand the arts of policy-making and public administration. The nearly 500 alumni of the program have gone on to make significant contributions to their communities and our nation.

Year after year, I have enjoyed working with the White House Fellows. Each and every one brings a variety of talents and energy into the government and, in many ways, represents my hopes for the future. As we prepare for the challenges of the 21st century, our need increases for informed participation in our government by all of its citizens. That's why I am encouraging others to apply for this fellowship program. Become a White House Fellow and join the ranks of America's future leaders.

Thank you.

mention former fellows?
Colin Powell, etc.?

That is precisely why he started the White House Fellows

Program, as a way to

bring today one of the White House traditions ~~that~~ I value most.

PRESIDENT WILLIAM J. CLINTON
VIDEOTAPED REMARKS FOR
UNITED WAY'S FALL FUNDRAISING CAMPAIGN

Since
~~Since the days of Calvin Coolidge~~ every President has asked his fellow Americans to support their local United Way, and with good reason. For over 110 years, the United Way has worked to build a stronger, healthier, more compassionate America, by supporting service organizations -- community by community. ~~Your support for this organization is more important than ever.~~ *Set* This year the United Way is again leading the way, by stepping up to one of our nation's most difficult challenges: reducing youth violence.

Violence
Working with
For many of us, the images this year of violence in our schools and neighborhoods are clearly etched in our minds. As a nation we experienced the pain, the loss and the confusion of such senseless acts of rage. ~~And as a nation we must do all we can to make our schools, homes and streets safer for our children.~~ *Violence Safety* There are no quick fix solutions or remedies to the problem of youth violence. But ~~we do know where to begin~~ and the United Way has gotten started. Heeding the Justice Department's call for an all-out national effort, the United Way has formed a national alliance of service providers, called "5 Goals 4 Kids, a Coalition to Prevent Youth Violence." The coalition will work to increase after school care, drug abuse prevention, and other support systems *Initiatives* that help ~~kids grow up loved and cared for~~ *the support they desperately need*

Bringing our nation together behind a common goal is what the United Way does best. We can count on the United Way to effectively mobilize our schools, law enforcement agencies, child advocates, and community leaders. But ~~to do so, we need to count on you.~~ *The United Way* ~~The United Way relies on the tireless efforts of thousands of volunteers -- and on your generosity. The time you give or the contribution you make will impact your community positively and powerfully, reaching out to that troubled child who simply longs for a little extra care.~~

This year, please support your United Way. Together, we can accomplish what none of us could ever do alone. And together, we'll build a better, safer future for our children, free from fear and full of promise.

The United Way -- and so many children who need a little extra care -- rely on people like you to volunteer a little extra time.

In our neighborhoods and in our schools, nothing can destroy lives and extinguish hope faster than youth violence. The entire nation is still reeling from the senseless acts of rage in Oregon, Arkansas, Kentucky, and Mississippi.

and to donate generously what you can.

ROUTING SLIP

DATE: 9/3/98

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

SUBJECT: Video for History Channel's "The Great American History Quiz"

Virginia Apuzzo	_____	Mike McCurry	_____ ✓
Paul Begala	_____	Katie McGinty	_____
Lisa Berg	_____	Minyon Moore	_____
Samuel Berger	_____	Bob Nash	_____
Sidney Blumenthal	_____	OSTP	_____
Erskine Bowles	_____	Jennifer Palmieri	_____ ✓
Phil Caplan	_____	John Podesta	_____
Megan Delgleize	_____	Rachel Redington	_____ ✓
Maria Echaveste	_____	Bruce Reed	_____
Rahm Emanuel	_____	Dan Rosenthal	_____
Tim Emrich	_____ ✓	Charles Ruff	_____
Nancy Hernreich	_____	Patti Solis-Doyle	_____
Mickey Ibarra	_____	Craig Smith	_____
Ron Klain	_____	Doug Sosnik	_____
Lisa Levin	_____	Gene Sperling	_____
Ann Lewis	_____ ✓	Larry Stein	_____
Bruce Lindsey	_____	Todd Stern	_____
Capricia Marshall	_____	Melanne Verveer	_____
Thurgood Marshall, Jr.	_____	Michael Waldman	_____ ✓
		Brenda Anders	_____ ✓

FILE: Accept 9/11/98

COMMENTS: _____

VIDEO REQUEST PROPOSAL

TODAY'S DATE 09/01/98

98 SEP 1 11:59

☒ ACCEPT ☐ REGRET ☐ PENDING

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

FROM: Mike McCurry

REQUEST: For the President to participate in The History Channel's special
program: The Great American History Quiz.

PURPOSE: For the President to participate in a Presidential event.

DATE AND TIME: Next video session.

SOURCE OF PAYMENT: The History Channel

BACKGROUND: The President would ask a 20-second question on American history
and then provide a 40-second response. The one-hour special will
air on the history channel and tapes will be distributed to high
schools as a learning tool. Some other participants are: Mike
Wallace, Bob Costas, and Mrs. Clinton.

DURATION: 1-3 minutes

REMARKS: Suggested Q&A attached.

STAFF CONTACT: Brenda Anders x6-5654

ORIGIN OF PROPOSAL: The History Channel, Recommended by Gang of Four



THE HISTORY CHANNEL

The Great American History Quiz

Questions for President Bill Clinton

Category - Statue of Liberty

Question: Emma Lazarus wrote her famous poem in 1883, but it wasn't affixed to the Statue of Liberty until 1903. Complete her famous phrase: "Give me your tired, your poor, your huddled masses yearning to breathe free... I lift my lamp _____."

- A) above your glorious harbor
- B) and glow with the light of liberty
- C) beside the golden door
- D) with pride and not prejudice

Answer: Emma Lazarus wrote "I lift my lamp beside the golden door." The answer is C. Lazarus was inspired to write the poem as she became familiar with the plight of Russian Jews, and more involved in helping immigrants. In time, the statue--so prominent in NY harbor--became a symbol for immigrants entering the U.S.A.

Category - Firsts

Question: Who was the first U.S. President born in a hospital?

- A) Jimmy Carter
- B) John F. Kennedy
- C) Me!

Answer: The answer is A. Jimmy Carter. In the early 20th century, it was very uncommon for anyone to be born in a hospital. (Even in wealthy families, like the Kennedys). Most people were born at home. Jimmy Carter's mother was a nurse which may be why he was born in a hospital.

Schedule Proposal

Date: August 19, 1998

98 SEP 1 15:22

 ACCEPT REGRET PENDING

TO: Stephanie Streett
Deputy Assistant to the President, Director of Scheduling

FROM: Minyon Moore *mm/cc*
Assistant to the President, Director of Public Liaison

REQUEST: For the President to address the members of the American Academy of Family Physicians (AAFP) at their 50th Annual Scientific Assembly in San Francisco by video.

PURPOSE: To express thanks for the tremendous public support the group has given to this Administration's health policy initiatives.

BACKGROUND: The membership of AAFP includes 75% of the Nation's 82,000 family practice physicians. The group often serves as the strongest voice in the physician community on primary care and public health issues.

The AAFP has long had a strong working relationship with us, reflecting this Administration's focus on family physicians over specialist doctors. They have offered their support on several occasions, such as their work with the Health Security Act in 1993 and 1994, and their 1996 opposition to GOP Medicaid proposals. Most recently, they demonstrated commitment on behalf of the nomination of Dr. David Satcher (an AAFP member), and were a key group in the anti-tobacco issue. They have not, however, taken a position on the Patient's Bill of Rights.

With the chair of the board (Dr. Dennis Chagnon) and several representatives of the organization being former Georgetown classmates of the President, the group has forged strong ties to the White House.

DATE AND TIME: early September, 1998. TBD, for a Sept. 17th conference

DURATION: Approximately 20 minutes

LOCATION: video to be filmed at the White House, and shown in San Francisco

PARTICIPANTS: 5,000 AAFP members

OUTLINE OF EVENT: TBD

RECOMMENDED BY: Minyon Moore

CONTACT: Barbara Woolley
Ext. 6-5184

SCHEDULE PROPOSAL (VIDEO)

7/20/98

 ACCEPT REGRET PENDING

TO: Stephanie Streett
Director of Scheduling

FROM: Craig T. Smith 
Assistant to the President and
Director of Political Affairs

REQUEST: For the President to make a video to be played in recognition of the
retirement of Arkansas State Rep. John E. Miller of Melbourne.

DATE AND TIME: Video for September 17, 1998 event.

LOCATION: Convenient to the President's schedule

BRIEFING TIME: 5 minutes

DURATION: 5 minutes

RECOMMENDED BY: Craig T. Smith

CONTACT: Chris Lavery, 6-1125

ORIGIN OF THIS PROPOSAL: Linda Creighton, Chair Batesville Chamber of Commerce,
870-793-3061 (request attached)

38 JUL 20 12:34



Batesville Area Chamber Of Commerce

409 Vine Street, Batesville, Arkansas 72501 • (870) 793-2378 • Fax (870) 793-3061
Chamber's E-mail address: BACOFCA@ipa.net
Home Page address: <http://Batesville.dina.org/>

July 10, 1998

President & Mrs. William Clinton
President of the United States
1600 Pennsylvania Avenue
Washington, DC 20500

Dear President & Mrs. Clinton:

State Representative John E. Miller of Melbourne, now serving his 20th term in office, has announced retirement plans at the end of this year. An important era in Arkansas government will come to a close as Representative Miller ends a career that spans four decades in state government. Representing Izard County and portions of Independence and Sharp Counties in the Arkansas General Assembly, John Miller has been a strong leader and faithful servant for his constituents, and gained the respect and support of people all across our state.

The Batesville Area Chamber of Commerce is pleased to announce plans for a special evening to honor Representative Miller on Thursday, September 17th at Lyon College. It will be a time to reflect on his outstanding career. We hope you will mark your calendar now to attend this event. Invitations with complete details will be mailed at a later date.

As a lasting tribute to Representative Miller, the Chamber is establishing the John Miller Scholarship Award and will be making this presentation to Ozarka Technical College in Melbourne. The scholarship will be funded through private donations. We hope you will want to help us honor John Miller by contributing. Please send your check to John Miller Scholarship, Attn: Linda Creighton, Post Office Box 2156, Batesville, Arkansas 72503-2156. Your prompt attention to this matter will be greatly appreciated and will help us to be successful in making this scholarship award and evening a highlight in Mr. Miller's career.

Sincerely,

Linda Creighton
Linda Creighton, Chair

Public and Governmental Affairs Committee

Do video request

One of the 100 Best Small Towns in America

THE 100 BEST SMALL TOWNS IN AMERICA, BY NORMAN CRAMPTON, PUBLISHED BY PRENTICE HALL

July 29, 1998

MEMORANDUM

To: Stephanie Streett

From: Nancy Hernreich 
Mary Morrison

Re: Video in honor of State Representative John Miller

Bill Huddleston wrote the President a note regarding John Miller. He said that on Sept. 17, 1998 there will be a statewide (Arkansas) dinner in honor of Representative Miller on the occasion of his retirement. Mr. Huddleston requested that a video be done for that event - have you all seen a letter from him regarding this event? The President will want to do a video in honor of Representative Miller in the August 13 video taping session.

cc: Craig

PRESIDENT'S COMMISSION
ON WHITE HOUSE FELLOWSHIPS
THE WHITE HOUSE

Video Request Proposal

July 24, 1998

38 JUL 23 PM 1:18

☐ ACCEPT ☐ REGRET ☐ PENDING

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

FROM: Jackie Blumenthal, Director
President's Commission on White House Fellowships

THROUGH: Erskine Bowles, Chief of Staff

REQUEST: Videotaped message to attract applicants of diverse
backgrounds for the White House Fellowships.

PURPOSE: The video will be used by members of the President's
Commission on White House Fellowships, alumni of the
program, and others who make formal presentations
throughout the country during our Fall outreach season.
The video could also be used at the beginning of events
such as the annual alumni reunion, and other large
forums in which the Fellows participate.

DATE AND TIME: Before October 1.

SOURCE OF PAYMENT: The White House Fellows Program

BACKGROUND: Each October and November events are scheduled in several
cities to explain the fellowship opportunity to corporate and civic
leaders, university deans, association heads, and ethnic and
racial community leaders. In the past, such outreach events have
been held in Seattle, San Francisco, Chicago, New York, Boston,
Atlanta, and Miami. We have not finalized plans for this year
and much depends on the efforts of regional alumni groups.
However, we do expect to add a visit to Tucson, Arizona for
outreach to Native American and Hispanic constituencies and we
have strong alumni groups in Philadelphia and Los Angeles who
have expressed interest in hosting outreach events. We are also
working with Commissioners and alumni who have access to a
variety of constituencies (for example, Commissioner Antonia
Hernandez who is the President of the Mexican-American Legal
Defense and Education Fund) to set up special informational
events to expose representatives of various ethnic and racial
communities to the fellowship opportunity. A video message
from the President would greatly enhance the effectiveness of all
such gatherings, especially in attracting diverse candidates.

DURATION: Two minutes.

REMARKS: Suggested remarks attached.

STAFF CONTACT: Jackie Blumenthal x57474

ORIGIN OF PROPOSAL: The President's Commission on White House Fellowships

SUGGESTED REMARKS FOR VIDEO MESSAGE ABOUT WHITE HOUSE FELLOWSHIPS

One of the traditions of the Presidency that I have come to value the most is the White House Fellows. When President Johnson started this program more than 30 years ago, he said: "A society that cherishes freedom cannot be a spectator society." I believe wholeheartedly in those words.

Since 1965, the White House Fellows program has brought men and women from all walks of life to Washington to learn first-hand the arts of policy-making and public administration. The nearly 500 alumni of the program have gone on to make significant contributions to their communities and our nation.

I have enjoyed working with the White House Fellows every year. They bring a variety of talents and energy into the government and, in many ways, represent my hopes for the future. As we prepare for the challenges of the 21st century, our need increases for informed participation in our government by all of its citizens. That's why I am encouraging others to apply for this fellowship program. Become a White House Fellow and join the ranks of America's future leaders.

Thank you.

Laura - VP Also acknowledged Dukakis'

**Videotaped Remarks by Vice President Al Gore
Bob Farmer 60th Birthday
September 19, 1998**

I wish I could be there with you -- and given your location, I really mean it -- to help celebrate the birthday of a man who has been a great friend to our party and our country for so many years -- Bob Farmer.

President Clinton and I owe you a great deal... literally. After seeing what you've done for Democrats in your sixty years, it's hard to imagine that we actually had a party before 1938!

But your support has gone far beyond politics -- you have been a personal friend to me and to Tipper as well. And we both know that you have done all this hard work because you care not just about any one political party, but about the very idea of self-government -- and the ideal of what our country can become. Thanks to you, we've made an enormous amount of progress.

So happy 60th birthday, Bob. Here's to many more decades of success, and here's hoping we can get you back in the States very soon.



THE HISTORY CHANNEL

The Great American History Quiz

Questions for President Bill Clinton

Category - Statue of Liberty

Question: Emma Lazarus wrote her famous poem in 1883, but it wasn't affixed to the Statue of Liberty until 1903. Complete her famous phrase: "Give me your tired, your poor, your huddled masses yearning to breathe free... I lift my lamp _____."

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THE HISTORY CHANNEL

FLOOR FAX

TO Brenda Anders
COMPANY The office of The President of the United States
FAX # 202. 456. 6201
DATE 8-21-98
FROM Lori Levine
PHONE # 212. 644. 7563
Pages 1 of 3

MESSAGE



 THE HISTORY CHANNEL

Lori Dolney Levine
Talent Executive

July 6, 1998

The Office of The President of the United States
Attn: Brenda Anders
Phone: 202.456.7150
Fax: 202.456.6201

Dear Brenda,

It was a pleasure speaking with you this afternoon. Mark Neshis recommended I contact you regarding "The Great American History Quiz." We would like to invite **President Bill Clinton** to be a participant in this very important program.

videotapes As is outlined in the attached one-sheet, this program will need very little of his time. From start to finish the taping generally takes about 10 minutes. *December or January* The one hour special will air on The History Channel and then it will be serviced to High Schools all over the United States.

We have locations available in New York and Los Angeles or we can come to virtually any location he chooses. I am working with a very loose deadline. He can participate any time between now and mid-October.

I would love to discuss this matter further. Please call me at 212.654.6744 or on my cellular 908.794.8409 with any questions or comments.

Warm Regards,

Lori Dolney Levine
Lori Dolney Levine
Talent Executive

Mike Wallace
Bob Costas
Tom Selleck
Alan Alda

HRC

Possible

Kissinger
Carville
JFK, JR.
Rosa Parks

Walter Cronkite
Mario Cuomo
John Glenn

Maya Angelou

THE GREAT AMERICAN HISTORY QUIZ

We all know George Washington crossed the Delaware. But which way was he going?

Bulletin: Civil rights laws are passed over President Johnson's veto - did that happen during the 1860s or the 1960s?

Who was the last man to walk on the moon?

What is it?

The Great American History Quiz will challenge Americans on their knowledge of history touching on subjects from politics to pop culture. Celebrities from every corner of the public arena will pose questions and supply answers in a variety of entertaining ways. Anyone can be a contestant from the comfort of their living room. Answer sheets will be available over the internet and through a fax-on-demand system. It will air in December or January. As part of a History Channel initiative we will be making available a version of the quiz for school use.

What parts of history will be covered?

The show is broken down into categories of questions. Within each category, questions can then cover the full time-line of American History. Categories include: HISTORY 101 (Everything You Know is Wrong!), TROUBLEMAKERS(Social Change), SUPREME COURT, DISASTERS, STATUE OF LIBERTY, WHO SAID IT?, 1950'S, MANIFEST DESTINY, 1860...OR 1960?, PRESIDENTS, FASCINATING FIRSTS, and many others.

What will the celebrities do?

Celebrities will be asked to pose a question or two, and then give the answers. Each question is between :20 to :40 in length and will be on a cue card or prompter.

Where is the taping?

In New York, taping will be done on The History Channel stage at 235 E 45th Street. However, in many cases the taping can be done on the celebrity's set, or at a convenient mutually agreed upon location.

What is the time commitment?

Once tape rolls, 10 minutes or less!

the answers: 1. From Pennsylvania to NJ, 2. 1860-President Andrew Johnson, 3. astronaut Gene Cernan



THE HISTORY CHANNEL

FLOOR FAX

TO: Brenda Anders
COMPANY: The office of the President of the United States
FAX #: 202-456-10201
DATE: 7-8
FROM: Lori Levine
PHONE #: 212-654-6744
Pages: 1 of 3

MESSAGE:

Re: President Bill Clinton

VIDEO REQUEST PROPOSAL**TODAY'S DATE 09/01/98**

☐ ACCEPT ☐ REGRET ☐ PENDING

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

FROM: Mike McCurry

REQUEST: For the President to participate in The History Channel's special program: The Great American History Quiz.

PURPOSE: For the President to participate in a Presidential event.

DATE AND TIME: Next video session.

SOURCE OF PAYMENT: The History Channel

BACKGROUND: The President would ask a 20-second question on American history and then provide a 40-second response. The one-hour special will air on the history channel and tapes will be distributed to high schools as a learning tool. Some other participants are: Mike Wallace, Bob Costas, and Mrs. Clinton.

DURATION: 1-3 minutes

REMARKS: Suggested Q&A attached.

STAFF CONTACT: Brenda Anders x6-5654

ORIGIN OF PROPOSAL: The History Channel, Recommended by Gang of Four

ROUTING SLIP

DATE: 9/3/98

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

SUBJECT: Video for WH Fellowships

Virginia Apuzzo	_____	Mike McCurry	_____ ✓
Paul Begala	_____	Katie McGinty	_____
Lisa Berg	_____	Minyon Moore	_____
Samuel Berger	_____	Bob Nash	_____
Sidney Blumenthal	_____	OSTP	_____
Erskine Bowles	_____ ✓	Jennifer Palmieri	_____ ✓
Phil Caplan	_____	John Podesta	_____
Megan Delgleize	_____	Rachel Redington	_____ ✓
Maria Echaveste	_____	Bruce Reed	_____
Rahm Emanuel	_____	Dan Rosenthal	_____
Tim Emrich	_____ ✓	Charles Ruff	_____
Nancy Hernreich	_____	Patti Solis-Doyle	_____
Mickey Ibarra	_____	Craig Smith	_____
Ron Klain	_____	Doug Sosnik	_____
Lisa Levin	_____	Gene Sperling	_____
Ann Lewis	_____	Larry Stein	_____
Bruce Lindsey	_____	Todd Stern	_____
Capricia Marshall	_____	Melanne Verveer	_____
Thurgood Marshall, Jr.	_____	Michael Waldman	_____ ✓
Jackie Blumenthal	_____ ✓	Brenda Anders	_____ ✓

FILE: Accpt 9/11/98

COMMENTS: _____

PRESIDENT'S COMMISSION
ON WHITE HOUSE FELLOWSHIPS
THE WHITE HOUSE

Video Request Proposal

July 24, 1998

38 " 23 P 1: 18

☒ ACCEPT ☐ REGRET ☐ PENDING

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

FROM: Jackie Blumenthal, Director
President's Commission on White House Fellowships

THROUGH: Erskine Bowles, Chief of Staff

REQUEST: Videotaped message to attract applicants of diverse
backgrounds for the White House Fellowships.

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leaders, university deans, association heads, and ethnic and
racial community leaders. In the past, such outreach events have
been held in Seattle, San Francisco, Chicago, New York, Boston,
Atlanta, and Miami. We have not finalized plans for this year
and much depends on the efforts of regional alumni groups.
However, we do expect to add a visit to Tucson, Arizona for
outreach to Native American and Hispanic constituencies and we
have strong alumni groups in Philadelphia and Los Angeles who
have expressed interest in hosting outreach events. We are also
working with Commissioners and alumni who have access to a
variety of constituencies (for example, Commissioner Antonia
Hernandez who is the President of the Mexican-American Legal
Defense and Education Fund) to set up special informational
events to expose representatives of various ethnic and racial
communities to the fellowship opportunity. A video message
from the President would greatly enhance the effectiveness of all
such gatherings, especially in attracting diverse candidates.

DURATION: Two minutes.

REMARKS: Suggested remarks attached.

STAFF CONTACT: Jackie Blumenthal x57474

ORIGIN OF PROPOSAL: The President's Commission on White House
Fellowships

SUGGESTED REMARKS FOR VIDEO MESSAGE ABOUT WHITE HOUSE FELLOWSHIPS

One of the traditions of the Presidency that I have come to value the most is the White House Fellows. When President Johnson started this program more than 30 years ago, he said: "A society that cherishes freedom cannot be a spectator society." I believe wholeheartedly in those words.

Since 1965, the White House Fellows program has brought men and women from all walks of life to Washington to learn first-hand the arts of policy-making and public administration. The nearly 500 alumni of the program have gone on to make significant contributions to their communities and our nation.

I have enjoyed working with the White House Fellows every year. They bring a variety of talents and energy into the government and, in many ways, represent my hopes for the future. As we prepare for the challenges of the 21st century, our need increases for informed participation in our government by all of its citizens. That's why I am encouraging others to apply for this fellowship program. Become a White House Fellow and join the ranks of America's future leaders.

Thank you.

VIDEO REQUEST PROPOSAL

TODAY'S DATE 09/01/98

98 SEP 1 11:59

☐ ACCEPT ☐ REGRET ☐ PENDING

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

FROM: Mike McCurry

REQUEST: For the President to participate in The History Channel's special program: The Great American History Quiz.

PURPOSE: For the President to participate in a Presidential event.

DATE AND TIME: Next video session.

SOURCE OF PAYMENT: The History Channel

BACKGROUND: The President would ask a 20-second question on American history and then provide a 40-second response. The one-hour special will air on the history channel and tapes will be distributed to high schools as a learning tool. Some other participants are: Mike Wallace, Bob Costas, and Mrs. Clinton.

DURATION: 1-3 minutes

REMARKS: Suggested Q&A attached.

STAFF CONTACT: Brenda Anders x6-5654

ORIGIN OF PROPOSAL: The History Channel, Recommended by Gang of Four



THE HISTORY CHANNEL

The Great American History Quiz

Questions for President Bill Clinton

Category - Statue of Liberty

Question: Emma Lazarus wrote her famous poem in 1883, but it wasn't affixed to the Statue of Liberty until 1903. Complete her famous phrase: "Give me your tired, your poor, your huddled masses yearning to breathe free... I lift my lamp _____."

- A) above your glorious harbor
- B) and glow with the light of liberty
- C) beside the golden door
- D) with pride and not prejudice

Answer: Emma Lazarus wrote "I lift my lamp beside the golden door." The answer is C. Lazarus was inspired to write the poem as she became familiar with the plight of Russian Jews, and more involved in helping immigrants. In time, the statue--so prominent in NY harbor--became a symbol for immigrants entering the U.S.A.

Category - Firsts

Question: Who was the first U.S. President born in a hospital?

- A) Jimmy Carter
- B) John F. Kennedy
- C) Me!

Answer: The answer is A. Jimmy Carter. In the early 20th century, it was very uncommon for anyone to be born in a hospital. (Even in wealthy families, like the Kennedys). Most people were born at home. Jimmy Carter's mother was a nurse which may be why he was born in a hospital.

ROUTING SLIP

DATE: 9/3/98

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

SUBJECT: Video for United Way Campaign

Virginia Apuzzo	_____	Mike McCurry	_____✓
Paul Begala	_____	Katie McGinty	_____
Lisa Berg	_____	Minyon Moore	_____✓
Samuel Berger	_____	Bob Nash	_____
Sidney Blumenthal	_____	OSTP	_____
Erskine Bowles	_____	Jennifer Palmieri	_____✓
Phil Caplan	_____	John Podesta	_____
Megan Delgleize	_____	Rachel Redington	_____✓
Maria Echaveste	_____	Bruce Reed	_____
Rahm Emanuel	_____	Dan Rosenthal	_____
Tim Emrich	_____✓	Charles Ruff	_____
Nancy Hernreich	_____	Patti Solis-Doyle	_____
Mickey Ibarra	_____	Craig Smith	_____
Ron Klain	_____	Doug Sosnik	_____
Lisa Levin	_____	Gene Sperling	_____
Ann Lewis	_____✓	Larry Stein	_____
Bruce Lindsey	_____	Todd Stern	_____
Capricia Marshall	_____	Melanne Verveer	_____
Thurgood Marshall, Jr.	_____	Michael Waldman	_____✓
		Brenda Andas	_____✓

FILE: Accept 9/11/98

COMMENTS: _____

Video Proposal

38 AUG 16 1998
7/27/98
P.3.15

☒ ACCEPT

☐ REGRET

☐ PENDING

TO:

Stephanie Streett
Deputy Assistant to the President &
Director of Scheduling

FROM:

Minyon Moore *mm/cc*
Doris Matsui

REQUEST:

For the President to tape a kick-off video the annual United Way campaign.

PURPOSE:

To demonstrate your support for United Way and its work in human services programs, especially youth violence prevention.

BACKGROUND:

The United Way Presidential message has been delivered by every American President since Calvin Coolidge (except during election years). This year the message will commence more than 2,000 local United Way campaigns across America and will be shown on prime time national network and cable television. In addition, local United Ways use the message in their local campaign presentations and board meetings.

United Ways are the largest providers of health and human services after the government. In light of increased demands for their not-for-profit services, the United Way aspires to reach even more people this year.

SOURCE OF PAYMENT:

United Way of America

VIDEO NEEDED:

mid-September

DATE AIRING/ SHOWING:

immediately upon completion

* original date requested was for Labor Day kick-off of United Way campaigns

DURATION:

2 minutes

REMARKS ATTACHED:

Yes

STAFF CONTACT:

Doris Matsui
x-62930

ORIGIN OF THIS PROPOSAL: Invitation
See attached draft script



United Way
of America

701 North Fairfax Street
Alexandria, Virginia 22314-20
Phone: (703) 683-7801
Fax: (703) 683-7846
betty.beene@uwa.unitedway.org

June 29, 1998

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

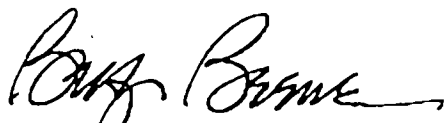
Dear Mr. President:

United Way has been the grateful recipient of your long-standing continued support demonstrated by your delivery of the annual United Way Presidential Message. I'm writing to ask for a continuance in that tradition.

Your prime time, nationally televised message on major networks and numerous cable stations is the official launch of United Way campaigns. Last year, your message kicked-off campaigns that ultimately raised more than \$3.25 billion, an increase of 3.2 percent over the previous year. As the largest non-government funder of health and human service programs, United Ways and the agencies and programs we support play a pivotal role to help improve the lives of millions across the country. Because of the heightened demand for human services, especially in regard to the prevention of youth violence, we aspire to reach even more people in need this year.

On behalf of the people whose lives you touch with your powerful words of compassion, thank you for your great gifts of time and commitment.

With appreciation,


Betty Beene

Betty Beene
President and CEO



United Way
of America

701 North Fairfax Street
Alexandria, Virginia 22314-2045
Phone: (703) 836-7100

UNITED WAY PRESIDENTIAL MESSAGE FACT SHEET

1. Purpose Of PSA and Sponsoring Organization History.

- United Ways, through the agencies they support, are the largest providers of health and human services after the federal government. Each year, United Ways and their funded agencies play a pivotal role in helping to improve lives of all Americans.
- The annual Presidential Message has been delivered by every American President since Calvin Coolidge. It is filmed each year except for presidential election years. Traditionally, the Presidential Message serves to kick-off the 2,000 local United Way campaigns across America.
- In addition to prime time national network and cable television coverage, local United Ways use videotapes of the message in their local campaign presentations and board meetings. Therefore, the message receives additional exposure with volunteers, corporations, labor unions, and donors.
- United Way of America (UWA), the national service and training center for local United Ways develops the script. UWA has an in-house film crew experienced in filming at the White House and understands the time constraints and protocol involved. UWA also volunteers to film any other messages the White House would like filmed at that time and provide raw footage of the filming to those organizations and to the White House. We are also prepared to work with a White House appointed film crew.
- The message is produced in 16mm film for quality purposes. Also, because the message would be inter cut with B-roll footage which is mostly in film, there would be consistency in the cutaways. This would also be consistent with past Presidential Messages. B-roll would be utilized to help provide transitions and provide emphasis. UWA has extensive file footage and would be able to offer a variety of choices for B-roll.

2. Plan for Distribution/Placement of the PSA.

- Each year UWA works closely with the major networks and cable stations to secure prime time placement of this public service message. Last year, UWA was able to obtain excellent prime time placement of President Clinton's message.

3. Suggested Script(s).

- The script will be forwarded shortly.

United Way of America Mission: To support and serve local United Ways to help increase the organized capacity of people to care for one another.

1998 Presidential Message
draft: 7/7

"And now a message from the President of the United States
on behalf of United Way:"

2:00 Version

On several occasions now I've addressed you at this time of year to urge your support for the United Way campaign.

This year is particularly significant. We are in the midst of the greatest economy the world has ever seen, but a nation is only as strong as its commitment to helping those still in need. With a flourishing economy we now have a greater wherewithal to ensure that all Americans have the basic support services they need like reliable day care, safe recreational facilities, devoted mentors, and the whole range of resources and services that keep families together.

The timing of this year's message is also especially relevant because of a new focus the United Way has taken on. In partnership with the Attorney General of the United States, Janet Reno, a new approach is underway to reduce crime and violence, especially among young people.

For many of us, the images this year of youth violence in our schools are still clearly etched in our memories. If nothing else, these events should serve as a signal that there are far too many children out there who need care but are going unattended to.

We cannot generate instant answers or solutions, but we can offer a place to begin. To get us started, United Way has agreed to help lead a national coalition

→ Name is currently under revision.

of service providers The Safe Kid's Coalition to address key childhood needs, like health care, nutrition, and after-school enrichment.

The United Way is a natural partner because of its focus on the family and its unique capability to bring together the best minds in a given community. No other organization can mobilize the schools, law enforcement, child and family advocates, local government, and others as can the United Way.

You probably don't have to look far in your school, office, church or synagogue to see the face of someone counting on a United Way funded agency. When you give to your United Way you can be sure that your money is well spent because it goes to health and human service agencies that serve your community and address your priorities.

You can also trust United Way with your contribution because they keep fundraising costs so low that way nearly all your donation goes to the charity and the people who really need help. You can literally see the impact on your community right before your eyes.

And one other thing about United Way. The giving of your time is as valued as the giving from your pocketbook. This year, really make it a point to get to know your United Way by volunteering. You'd be surprised how you they may match your interests and your schedule with the campaign.

If you've given before and intend to give again, know that your support is appreciated. If you've never given, call your United Way and find out the many ways your dollars and your time can have an impact on someone in your community. United Way works only because you help make it work. So pitch in today and find out just how much we can achieve by working together.

Thank you and God bless you.

#

1:00 Version

On several occasions now I've addressed you at this time of year to urge your support for the United Way campaign.

This year is particularly significant. We are in the midst of the greatest economy the world has ever seen, but a nation is only as strong as its commitment to helping those still in need. With a flourishing economy we now have a greater wherewithal to ensure that all Americans have the basic support services they need like reliable day care, safe recreational facilities, devoted mentors, and the whole range of resources and services that keep families together.

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And one other thing about United Way. The giving of your time is as valued as the giving from your pocketbook. On behalf of everyone counting on your support, your contribution...no matter how its made is appreciated.

Thank you and God bless you.

#

:30 Version

On several occasions now I've addressed you at this time of year to urge your support for the United Way campaign.

This year is particularly significant. We are in the midst of the greatest economy the world has ever seen, but a nation is only as strong as its commitment to helping those still in need. With a flourishing economy we now have a greater wherewithal to ensure that all Americans have the basic support services they need like reliable day care, safe recreational facilities, devoted mentors, and the whole range of resources and services that keep families together.

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:20 Version

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Thank you and God bless you.

ROUTING SLIP

DATE: 9/3/98

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

SUBJECT: Video for Close Up Foundation's Video

Virginia Apuzzo	_____	Mike McCurry	<u>✓</u>
Paul Begala	_____	Katie McGinty	_____
Lisa Berg	_____	Minyon Moore	_____
Samuel Berger	_____	Bob Nash	_____
Sidney Blumenthal	_____	OSTP	_____
Erskine Bowles	_____	Jennifer Palmieri	<u>✓</u>
Phil Caplan	_____	John Podesta	_____
Megan Delgleize	_____	Rachel Redington	<u>✓</u>
Maria Echaveste	<u>✓</u>	Bruce Reed	_____
Rahm Emanuel	_____	Dan Rosenthal	_____
Tim Emrich	<u>✓</u>	Charles Ruff	_____
Nancy Hernreich	_____	Patti Solis-Doyle	_____
Mickey Ibarra	_____	Craig Smith	_____
Ron Klain	_____	Doug Sosnik	_____
Lisa Levin	_____	Gene Sperling	_____
Ann Lewis	<u>✓</u>	Larry Stein	_____
Bruce Lindsey	_____	Todd Stern	_____
Capricia Marshall	_____	Melanne Verveer	_____
Thurgood Marshall, Jr.	_____	<u>Michael Waldman</u>	<u>✓</u>
		<u>Brenda Anders</u>	<u>✓</u>

FILE: Accept 9/11/98

COMMENTS: _____

Video Proposal

7/28/98

☒ Accept

☐ Regret

☐ Pending 98-01-28 A10:41

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

FROM: Maria Echaveste
Assistant to the President and Deputy Chief of Staff

REQUEST: Tape a video message for the Close Up Foundation's new video

PURPOSE: The President's message would be the opening or closing of the Foundations new video. The video is used in high schools around the country to educate students about the Close Up program.

PREVIOUS PARTICIPATION: None

DATE AND TIME: September

DURATION: 1 minutes

LOCATION: White House

PARTICIPANTS: The following are also taping segments: Senator Daschle, Senator Landrieu, Senator Abraham, Senator Levin, Congresswoman McKinney, Congressman Upton, Congressman Adam Smith, Senator Enzi, Senator Thomas, Brian Lamb of C-Span, Charles Overby, Chairman of Freedom Forum

REMARKS REQUIRED: Script attached

CONTACT: Maria Echaveste

VIDEO SCRIPT



CLOSE UP PROMOTIONAL VIDEO
PRESIDENT CLINTON SCRIPT
JULY 14, 1998

EACH YEAR THE CLOSE UP FOUNDATION BRINGS THOUSANDS OF STUDENTS AND TEACHERS TO WASHINGTON, DC FOR AN EXCITING AND INSPIRING EXPLORATION OF AMERICAN DEMOCRACY.

AND I KNOW THROUGH FIRST-HAND EXPERIENCE THAT THE CLOSE UP PROGRAM WORKS AND WORKS WELL. BACK IN ARKANSAS, FIRST AS ATTORNEY GENERAL AND LATER AS GOVERNOR, I HAD MANY OPPORTUNITIES TO MEET WITH CLOSE UP STUDENTS TAKING PART IN ONE OF THE FOUNDATION'S STATE PROGRAMS. THE STUDENTS WERE ALWAYS EAGER TO LEARN AND WILLING TO BECOME MORE INFORMED AND ACTIVE CITIZENS. I OFTEN LEARNED MORE FROM THEM THAN THEY LEARNED FROM ME.

BUT THE CLOSE UP STORY DOESN'T END HERE IN WASHINGTON. THROUGH ITS PROGRAMS ON C-SPAN, ITS ACADEMIC MATERIALS, AND ITS VOTER EDUCATION AND REGISTRATION PROGRAM, CLOSE UP CHALLENGES AND MOTIVATES MILLIONS OF AMERICANS TO BECOME ACTIVE PARTICIPANTS IN OUR DEMOCRACY.

IN RECENT YEARS WE'VE SEEN REPORTS AND SURVEYS THAT DESCRIBE WIDESPREAD APATHY AMONG AMERICA'S YOUNG PEOPLE. WE NEED TO CHANGE THAT. CLOSE UP'S EDUCATIONAL PROGRAMS PROVIDE AN IMPORTANT SOLUTION TO THE PROBLEM OF APATHY AND CAN HELP LEAD US TO AN AGE OF CIVIC RENEWAL.

SO WHETHER YOU'RE A PARENT, A STUDENT, AN EDUCATOR, OR A CORPORATE OR CIVIC LEADER, I INVITE YOU TO EXPLORE AND PARTICIPATE IN THE WORK OF CLOSE UP. BECAUSE LIKE CLOSE UP, I BELIEVE THAT EACH ONE OF US HAS A ROLE TO PLAY AND THE POTENTIAL TO MAKE A DIFFERENCE IN THE CIVIC LIFE OF THIS GREAT NATION.



44 Canal Center Plaza • Alexandria, Virginia 22314-1592

703-706-3300
Fax: 703-706-0000
www.closeup.org

MEMORANDUM

TO: María Echaveste
Deputy Chief of Staff, The White House

FROM: José Villarreal *Jose*
Member, Board of Directors, Close Up Foundation

RE: Suggested Script for President Clinton for Close Up Foundation Video

DATE: July 15, 1998

Following up on our discussion, I have enclosed a draft of a suggested script for President Clinton for our new Close Up video. The video is in the editing stage and is scheduled to be finished and ready for duplication by the end of the first week in August. It will be approximately ten minutes in length. The President's remarks would certainly make a dramatic opening or a powerful close. I realize that we have run into a deadline problem and I thank you for whatever you can do. Close Up is a wonderful organization and I'm very proud to serve on the Board.

Just for your information, some of the other folks who are in the video include Senator Daschle, Senator Landrieu (Close Up alumna), Senator Abraham, Senator Levin, Congresswoman McKinney, Congressman Upton, Congressman Adam Smith (Close Up alumnus), Senator Enzi, Senator Thomas, Brian Lamb of C-SPAN, and Charles Overby (Chairman of the Freedom Forum). There are other shots of Washington speakers and a number of teachers and students taken during program weeks. Teachers have some pretty powerful things to say about Close Up, as do some of the folks mentioned above.

The video will be used in high schools all across the country—primarily as a promotional video for the next three to four years. I realize that if the President does something, these words will be reworked, but this at least is a suggested start.

The President, of course, would be wonderful to have in the video. He is so unbelievably good on camera in the way in which he communicates with people that it would be the highlight of the video. He knows Close Up—being on the Board of Advisors for about nine or ten years and speaking for our Arkansas State Close Up Program before he went to the White House.

This is greatly appreciated and I certainly hope it works out. If you have any questions just give me a call at the office here in Washington, 202-416-5058.

Best personal regards.



Tamara Monosoff <TMonosoff @ whf.gov>

07/13/98 12:47:31 PM

Record Type: Record

To: Laura K. Capps/WHO/EOP

cc:

Subject: WH FELLOWS VIDEO SCRIPT

Hi Laura,

My name is Tamara Monosoff. I am the new Education Director at the White House Fellows (WHF) office. Beverly Barnes suggested that I contact you. We are submitting a video request for POTUS. The purpose is to use it as an outreach tool to promote the WH Fellows program. Beverly thought the script (below) should be passed through speech writing before it is forwarded to POTUS. Would you mind taking a look? Thank you.

I have wanted to tell you for quite some time that I am truly sorry about your father. He was a professor of mine at UCSB for four courses.

I took every class he taught -- Vietnam, Voices of a Stranger... I also was a teaching assistant to him for one of his classes. He was such a powerful, impressionable, and kind professor. His classes are the only courses I remember that had any meaning during my years at UCSB.

I also did advance for Mrs. Clinton on the trip that she went to SB to support his candidacy for office. At that time, I spoke with him and thanked him for what he had taught me and met your mother and brother. You have such a lovely family. I hope to meet you in person some time. Tamara

SUGGESTED REMARKS FOR VIDEO MESSAGE ABOUT WHITE HOUSE FELLOWSHIPS

One of the traditions of the Presidency that I have come to value the most is the White House Fellows. When President Johnson started this program more than 30 years ago, he said: "A society that cherishes freedom cannot be a spectator society." I believe wholeheartedly in those words.

Since 1965, the White House Fellows program has brought men and women from all walks of life to Washington to learn first-hand the arts of policy-making and public administration. The nearly 500 alumni of the program have gone on to make significant contributions to their communities and our nation.

I have enjoyed working with the White House Fellows every year. They bring a variety of talents and energy into the government and, in many ways, represent my hopes for the future. As we prepare for the challenges of the 21st century, our need increases for informed participation in our government by all of its citizens. That's why I am

encouraging others to apply for this fellowship program. Become a White House Fellow and join the ranks of America's future leaders.

Thank you.

VIDEO REQUEST MEETING
Wednesday, September 2, 1998

Message to 17th Congress of the World Energy Council

Staff Contact: Todd Stern

Location: Houston, TX

-Duration: 5-7 minutes

-To speak directly to decision-makers in the energy industry and other nations about our commitment to confront the issue of climate change through technological development and market mechanisms.

-Event will be attended by about 8000 public and private sector energy leaders from around the world.

Sept. 13

[Yes]
maybe
Sat the late

Message for First Class of HUD's New "Urban Peace Corps"

Staff Contact: Thurgood Marshall, Jr.

Location: Washington, D.C.

-Duration: 2-3 minutes

-To issue a Presidential proclamation thanking HUD's Community Builder Fellows for their commitment to public service and revitalizing America's communities.

-To be shown to 200 fellows and HUD employees at HUD's first training session in the Washington, D.C. area.

Sept. 14

[NO]
letter

Message Honoring Merv Adelson at Simon Wiesenthal Center's 20th Anniversary Dinner

Staff Contact: Craig Smith

Location: Los Angeles, CA

-Duration: 5 minutes

-Adelson is receiving the Center's Humanitarian Award for his lifelong commitment to human rights and his leadership role in the Jewish community.

-This dinner will be attended by 1,200 to 1,500 California leaders.

[Sat the late]

Retirement Video for Arkansas State Rep. John E. Miller

Staff Contact: Craig Smith

Location: Lyon College, Arkansas

-Duration: 5 minutes

-Rep. Miller is retiring at the end of this year, after his 20th term in office.

-The President has expressed an interest in taping a video for this event.

Sept. 17

Yes

Nancy
Craig

Opening General Session of the Lions Club International USA/Canada Forum

Sept. 17

Staff Contact: Minyon Moore, Doris Matsui

Location: Lexington, KY

-Duration: 3 minutes

-To demonstrate support for the International Association of Lions Clubs, and recognize their leadership in community service.

-Video will be shown to over 3,000 Lions clubs volunteer leaders.

community service

drug control policy

(NO)

American Academy of Family Physicians (AAFP) 50th Annual Scientific Assembly

Sept. 17

Staff Contact: Minyon Moore

Location: San Francisco, CA

-Duration: tbd

-To express thanks for the tremendous public support the group has given to this Administration's health policy initiatives.

Healthcare policy

Tobacco

\$,000

*Chris Jennings
Barbara*

(yes)

Message for Consul General Robert Farmer's 60th Birthday

Sept. 18

Staff Contact: Craig Smith, Jake Siewert

Location: Bermuda, United Kingdom

-Duration: 2 minutes

(yes)

National Summit on Africa / Chicago Regional Conference

Sept. 23-27

Staff Contact: Samuel Berger

Location: Chicago, IL

-Duration: 5 minutes

-As a follow-up activity to the President's trip to Africa, this regional conference can be used to further underscore the importance of the new U.S.-Africa partnership and highlight his Partnership for Economic Growth and Opportunity Initiative and the African Growth and Opportunity Act.

pending

Message for Prof. and Amb. John Kenneth Galbraith's Birthday Celebration

Sept. 30

Staff Contact: Ann Lewis

Location: Harvard University, MA

-Duration: tbd

-To wish Galbraith a happy 90th birthday, and to celebrate the 50th anniversary of his tenure at Harvard.

-The JFK School of Government and the Houghton Mifflin Corporation are hosting a gala celebration.

Validates for an economic party

(no)

OCTOBER

Kick-off Message for Annual United Way Campaign

Sept. TBD

Staff Contact: Minyon Moore, Doris Matsui

Location: Prime Time National and Cable Television

-Duration: 2 minutes

-To demonstrate support for United Way and its work in human services programs, especially youth violence prevention.

(yes)

Message for Close Up Foundation's Video

Sept. TBD

Staff Contact: Maria Echaveste

Location: High Schools Nationwide

-Duration: 1 minute

-This message would be the opening or closing of the Foundation's new video, used to educate students about the Close Up program.

yes

Message for White House Fellowship Video

Sept. TBD

Staff Contact: Jackie Blumenthal

Location: WH Fellow Presentations Nationwide

-Duration: 2 minutes

-To be used by members of the President's Commission on White House Fellowships, alumni of the program, and others who make formal presentations to attract applicants of diverse backgrounds.

yes

Participate in The History Channel's Special Program "The Great American History Quiz"

Sept. TBD

Staff Contact: Mike McCurry

Location: The History Channel and High Schools Nationwide

-Duration: 1-3 minutes

-The President would ask a 20-second question on American history, and then provide a 40-second response.

yes

Message for Treasures from Mount Vernon: George Washington Revealed

Sept. TBD

Staff Contact: Ellen Lovell

Location: Shown with traveling exhibit

-Duration: TBD

-This is a traveling exhibition sponsored by the Mount Vernon Ladies' Association. The purpose is to educate Americans about George Washington and the office of the President through the thoughts and opinions of the sitting President.

Video Proposal

38 AUG 16 1998
7/27/98
P3:15

___ACCEPT

___REGRET

___PENDING

TO:

Stephanie Streett
Deputy Assistant to the President &
Director of Scheduling

FROM:

Minyon Moore *mm/cc*
Doris Matsui

REQUEST:

For the President to tape a kick-off video the annual United Way campaign.

PURPOSE:

To demonstrate your support for United Way and its work in human services programs, especially youth violence prevention.

BACKGROUND:

The United Way Presidential message has been delivered by every American President since Calvin Coolidge (except during election years). This year the message will commence more that 2,000 local United Way campaigns across America and will be shown on prime time national network and cable television. In addition, local United Ways use the message in their local campaign presentations and board meetings.

United Ways are the largest providers of health and human services after the government. In light of increased demands for their not-for-profit services, the United Way aspires to reach even more people this year.

SOURCE OF PAYMENT:

United Way of America

VIDEO NEEDED:

mid-September

DATE AIRING/ SHOWING:

immediately upon completion

* original date requested was for Labor Day kick-off of United Way campaigns

DURATION:

2 minutes

REMARKS ATTACHED:

Yes

STAFF CONTACT:

Doris Matsui
x-62930

ORIGIN OF THIS PROPOSAL: Invitation
See attached draft script



United Way
of America

701 North Fairfax Street
Alexandria, Virginia 22314-2046
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June 29, 1998

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

Dear Mr. President:

United Way has been the grateful recipient of your long-standing continued support demonstrated by your delivery of the annual United Way Presidential Message. I'm writing to ask for a continuance in that tradition.

Your prime time, nationally televised message on major networks and numerous cable stations is the official launch of United Way campaigns. Last year, your message kicked-off campaigns that ultimately raised more than \$3.25 billion, an increase of 3.2 percent over the previous year. As the largest non-government funder of health and human service programs, United Ways and the agencies and programs we support play a pivotal role to help improve the lives of millions across the country. Because of the heightened demand for human services, especially in regard to the prevention of youth violence, we aspire to reach even more people in need this year.

On behalf of the people whose lives you touch with your powerful words of compassion, thank you for your great gifts of time and commitment.

With appreciation,


Betty Beene

*Wanda
703
683-7831*

Betty Beene
President and CEO



United Way
of America

701 North Fairfax Street
Alexandria, Virginia 22314-2045
Phone: (703) 836-7100

UNITED WAY PRESIDENTIAL MESSAGE FACT SHEET

1. Purpose Of PSA and Sponsoring Organization History.

- United Ways, through the agencies they support, are the largest providers of health and human services after the federal government. Each year, United Ways and their funded agencies play a pivotal role in helping to improve lives of all Americans.
- The annual Presidential Message has been delivered by every American President since Calvin Coolidge. It is filmed each year except for presidential election years. Traditionally, the Presidential Message serves to kick-off the 2,000 local United Way campaigns across America.
- In addition to prime time national network and cable television coverage, local United Ways use videotapes of the message in their local campaign presentations and board meetings. Therefore, the message receives additional exposure with volunteers, corporations, labor unions, and donors.
- United Way of America (UWA), the national service and training center for local United Ways develops the script. UWA has an in-house film crew experienced in filming at the White House and understands the time constraints and protocol involved. UWA also volunteers to film any other messages the White House would like filmed at that time and provide raw footage of the filming to those organizations and to the White House. We are also prepared to work with a White House appointed film crew.
- The message is produced in 16mm film for quality purposes. Also, because the message would be inter cut with B-roll footage which is mostly in film, there would be consistency in the cutaways. This would also be consistent with past Presidential Messages. B-roll would be utilized to help provide transitions and provide emphasis. UWA has extensive file footage and would be able to offer a variety of choices for B-roll.

2. Plan for Distribution/Placement of the PSA.

- Each year UWA works closely with the major networks and cable stations to secure prime time placement of this public service message. Last year, UWA was able to obtain excellent prime time placement of President Clinton's message.

3. Suggested Script(s).

- The script will be forwarded shortly.

United Way of America Mission: To support and serve local United Ways to help increase the organized capacity of people to care for one another.

1998 Presidential Message
draft: 7/7

"And now a message from the President of the United States
on behalf of United Way:"

2:00 Version

On several occasions now I've addressed you at this time of year to urge your support for the United Way campaign.

This year is particularly significant. We are in the midst of the greatest economy the world has ever seen, but a nation is only as strong as its commitment to helping those still in need. With a flourishing economy we now have a greater wherewithal to ensure that all Americans have the basic support services they need like reliable day care, safe recreational facilities, devoted mentors, and the whole range of resources and services that keep families together.

The timing of this year's message is also especially relevant because of a new focus the United Way has taken on. In partnership with the Attorney General of the United States, Janet Reno, a new approach is underway to reduce crime and violence, especially among young people.

For many of us, the images this year of youth violence in our schools are still clearly etched in our memories. If nothing else, these events should serve as a signal that there are far too many children out there who need care but are going unattended to.

We cannot generate instant answers or solutions, but we can offer a place to begin. To get us started, United Way has agreed to help lead a national coalition

Name is currently under revision.

of service providers ~~The Safe Kid's Coalition~~ to address key childhood needs, like health care, nutrition, and after-school enrichment.

The United Way is a natural partner because of its focus on the family and its unique capability to bring together the best minds in a given community. No other organization can mobilize the schools, law enforcement, child and family advocates, local government, and others as can the United Way.

You probably don't have to look far in your school, office, church or synagogue to see the face of someone counting on a United Way funded agency. When you give to your United Way you can be sure that your money is well spent because it goes to health and human service agencies that serve your community and address your priorities.

You can also trust United Way with your contribution because they keep fundraising costs so low that way nearly all your donation goes to the charity and the people who really need help. You can literally see the impact on your community right before your eyes.

And one other thing about United Way. The giving of your time is as valued as the giving from your pocketbook. This year, really make it a point to get to know your United Way by volunteering. You'd be surprised how you they may match your interests and your schedule with the campaign.

If you've given before and intend to give again, know that your support is appreciated. If you've never given, call your United Way and find out the many ways your dollars and your time can have an impact on someone in your community. United Way works only because you help make it work. So pitch in today and find out just how much we can achieve by working together.

Thank you and God bless you.

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1:00 Version

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We cannot generate instant answers or solutions, but we can offer a place to begin. To get us started, United Way has agreed to help lead a national coalition of service providers The Safe Kid's Coalition to address key childhood needs, like health care, nutrition, and after-school enrichment.

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And one other thing about United Way. The giving of your time is as valued as the giving from your pocketbook. On behalf of everyone counting on your support, your contribution...no matter how its made is appreciated.

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#

:30 Version

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