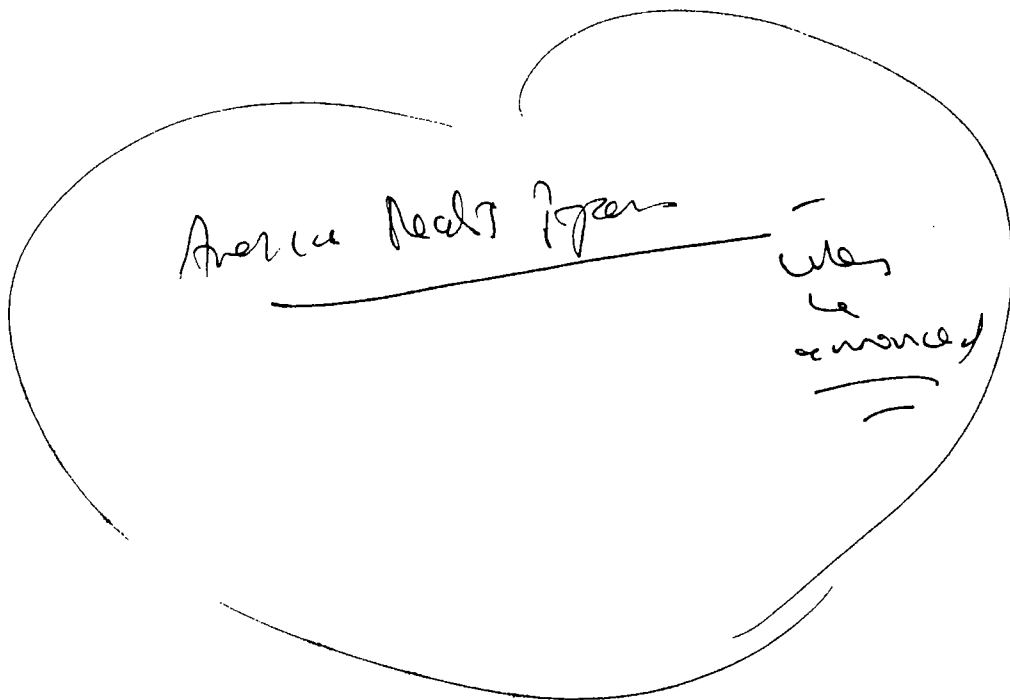




PHOTOCOPY
PRESERVATION

AMERICAN NEEDS YOU

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!*

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3150 45

Association of American Publishers, Inc.



60 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 dark 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 Lunch. Host: Linda Wertheimer, *All Things Considered*.
(State Room) 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 Knoy (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.

ROUTING SLIP

DATE:	5/1/00
FROM:	Stephanie Street Assistant to the President and Director of Presidential Scheduling

File option

Comments _____

SUBJECT: Drop by; Informal and brief remarks to the member publishers of the National Newspaper Publishers Association.

Kris Balderston	_____	Sean Maloney	_____
Lisa Berg	_____	Capricia Marshall	_____
Samuel Berger	_____	Thurgood Marshall Jr.	_____
Sidney Blumenthal	_____	Minyon Moore	_____
Chuck Brain	_____	Bob Nash	_____
Charles Burson	_____	Beth Nolan	_____
Mary Beth Cahill	_____	John Podesta	_____
Maria Echaveste	_____	Steve Ricchetti	_____
Terry Edmonds	✓	Bruce Reed	_____
George Frampton	_____	Dan Rosenthal	_____
Laura Graham	✓	Rozensky/Emrich	✓
Nancy Hemreich	_____	Dori Salcido	✓
Mickey Ibarra	_____	Patti Solis-Doyle	_____
Ben Johnson	_____	Doug Sosnik	_____
Joel Johnson	_____	Gene Sperling	_____
Neal Lane	_____	Carrie Street	✓
Ann Lewis	_____	Karen Tramontano	_____
Mark Lindsay	_____	Loretta Ucelli	✓
Bruce Lindsey	_____	Melanne Verveer	_____
Joe Lockhart	✓		

SCHEDULE PROPOSAL

March 8, 2000

☒ ACCEPT *option* ☐ REGRET ☐ PENDING

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

FROM: Joe Lockhart

REQUEST: Drop by; informal and brief remarks

PURPOSE: Greet the member publishers of the National Newspaper Publishers Association (NNPA) and thank them for the association's and their individual newspaper's editorials and articles in support of the Clinton-Gore Administration.

BACKGROUND: The National Newspaper Publishers Association (NNPA) was founded in 1940 to bring together publishers of African American-owned newspapers to advance their mutual interests and professional concerns. Headquartered in Washington DC, NNPA has more than 200 member newspapers which reach over 10 million African Americans, nationwide, each week.

PREVIOUS

PARTICIPATION: Early in the first Administration, the President hosted a reception with this group

DATE AND TIME: Thursday, March 16, 2000 at approx. 11:30 am

BRIEFING TIME: Five (5) minutes

DURATION: Five (5) minutes

LOCATION: Presidential Hall, EEOB 450

PARTICIPANTS: Approximately 50 newspaper publishers

OUTLINE OF EVENT: The event is from 10:30 am to 12:15 pm

NNPA member publishers are coming to the WH for briefing with senior WH and Administration officials on

the digital divide, the Clinton-Gore Administration's agenda for Africa, Labor initiatives including youth opportunity grants and Transportation initiatives including Access to Jobs.

The POTUS would drop by for very brief words of thanks, without taking questions.

REMARKS REQUIRED:

Brief remarks

MEDIA COVERAGE:

Closed press; WH specialty press photo release

FIRST LADY'S
ATTENDANCE:

No

VICE PRESIDENT'S
ATTENDANCE:

No

RECOMMENDED BY:

Joe Lockhart, Minyon Moore

DORINDA A. SALCIDO

03/08/2000 01:16:16 PM

Record Type: Record

To: Laura A. Graham/WHO/EOP@EOP, Laura K. Demeo/WHO/EOP@EOP
cc: Jennifer M. Palmieri/WHO/EOP@EOP, Victoria L. Valentine/WHO/EOP@EOP
Subject: Info on NNPA briefing/Drop by request

Let us know if a POTUS drop-by is possible for this. Thanks.

----- Forwarded by Dorinda A. Salcido/WHO/EOP on 03/08/2000 01:15 PM -----



Victoria L. Valentine
03/07/2000 06:36:52 PM

Record Type: Record

To: Dorinda A. Salcido/WHO/EOP@EOP
cc:
Subject: Info on NNPA briefing/Drop by request



nnpaSCHED.proposal

Drop-by request

National Newspapers Publishers Association Briefing

(Approx. 50 publishers of Black newspapers from around the country)

Thursday, March 16, 2000 (10:30 am - 12:15 pm)

Presidential Hall, OEOB 450

Similar to last year, this briefing is planned during Black Press Week (March 16-19) which is the time of year when the group's publishers from around the country descend upon Washington DC to host events, hear from and meet with various officials including the Hill, WH, orgs, etc.

Last year the group was briefed on the Budget, Social Security Reform and Education in addition to hearing from the VP.

Background on NNPA

The National Newspaper Publishers Association is a trade association founded in 1940 to bring together publishers of African-American owned newspapers toward the advancement of their mutual interest and professional growth. For over a half of a century the NNPA has been the voice of the Black Press across America, serving the mutual interests of Black America. From Capitol Hill to the halls of Corporate America, the NNPA has worked in the interests of its members and its readers. NNPA has over 200 member newspapers and claims to reach over 10 million African Americans each week.

Headquartered in Washington, D.C., the NNPA has two components: an Association and Foundation. Both operated from the same location, both are incorporated and both have non-profit status. The association executes a variety of services for its membership, including media liaison. Its news service compiles, edits and distributes editorial and other media materials to member publications. The foundation, formed in 1976, serves as a fund and administers a number of scholarship and internship programs.

PLEASE NOTE THIS IS DRAFT OF WHAT WE WOULD LIKE THE BRIEFING TO LOOK LIKE.

Slater, is in town this day, Kara Gerhardt wants him to do it, waiting for final confirmation, hopefully by tomorrow.

Herman, is currently on honeymoon, Michele Brown cant confirm until she returns end of week. Herman is in town this day. They are really interested in doing it.

For **Gail Smith**, Mike Hammer says sounds good and has forwarded my request to Dave Stockwell and Gail and they will get back to me hopefully by tomorrow.

Those that are underlined have confirmed.

THANKS

**WHITE HOUSE NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION (NNPA)
BLACK PRESS WEEK BRIEFING
March 16, 2000**

10:30 am - 10:35 am Welcome and Introduction
Joe Lockhart

10:35 am - 10:55 am Labor: Youth Opportunity Grants, Skills Summit, Small Business

Alexis Herman

10:55 am - 11:15 am Bridging the Digital Divide
Tom Kalil

11:15 am - 11:35 am Transportation: Access to Jobs, DOT Civil Rights Office
Rodney Slater

11:35 am - 11:55 am Clinton-Gore Adminstration's Agenda for Africa
Gail Smith

11:55 am - 12:10 pm Visually Documenting the Clinton-Gore Adminstration
Sharon Farmer

12:10 pm - 12:15 pm Closing remarks
Minyon Moore

ROUTING SLIP

DATE	3/17/00
FROM	Stephanie Street Assistant to the President and Director of Presidential Scheduling

File Accept

Comments 3/17 (T)

SUBJECT: FOR POTUS TO PARTICIPATE IN A ROUNDTABLE DISCUSSION WITH POLITICAL REPORTERS FROM THE NEW YORK TIMES AND THE WASHINGTON POST.

Kris Balderston	—	Sean Maloney	—
Lisa Berg	—	Capricia Marshall	—
Samuel Berger	—	Thurgood Marshall Jr.	—
Sidney Blumenthal	—	Minyon Moore	—
Chuck Brain	—	Bob Nash	—
Charles Burson	—	Beth Nolan	—
Mary Beth Cahill	—	John Podesta	—
Maria Echaveste	—	Steve Ricchetti	—
Terry Edmonds	✓	Bruce Reed	—
George Frampton	—	Dan Rosenthal	—
Laura Graham	✓	Rozensky/Emrich	✓
Nancy Hernreich	—	Dori Salcido	✓
Mickey Ibarra	—	Patti Solis-Doyle	—
Ben Johnson	—	Doug Sosnik	—
Joel Johnson	—	Gene Sperling	—
Neal Lane	—	Carrie Street	✓
Ann Lewis	—	Karen Tramontano	—
Mark Lindsay	—	Loretta Ucelli	✓
Bruce Lindsey	—	Melanne Verveer	—
Joe Lockhart	✓	Jen Palmieri	✓

ROUTING SLIP

DATE	2/3/00
FROM	Stephanie Street Assistant to the President and Director of Presidential Scheduling

File Pending

Comments _____

SUBJECT: FOR POTUS to participate in a roundtable discussion with political reporters from the New York Times and the Washington Post.

Kris Balderston	_____	Sean Maloney	_____
Lisa Berg	_____	Capricia Marshall	_____
Samuel Berger	_____	Thurgood Marshall Jr.	_____
Sidney Blumenthal	_____	Minyon Moore	_____
Chuck Brain	_____	Bob Nash	_____
Charles Burson	_____	Beth Nolan	_____
Mary Beth Cahill	_____	John Podesta	_____
Maria Echaveste	_____	Steve Ricchetti	_____
Terry Edmonds	✓	Bruce Reed	_____
George Frampton	_____	Dan Rosenthal	_____
Laura Graham	✓	Rozensky/Emrich	✓
Nancy Hernreich	_____	Dori Salcido	✓
Mickey Ibarra	_____	Patti Solis-Doyle	_____
Ben Johnson	_____	Doug Sosnik	_____
Joel Johnson	_____	Gene Sperling	_____
Neal Lane	_____	Carrie Street	✓
Ann Lewis	_____	Karen Tramontano	_____
Mark Lindsay	_____	Loretta Ucelli	✓
Bruce Lindsey	_____	Melanne Verveer	_____
Joe Lockhart	✓	Jen Palmieri	✓

SCHEDULING REQUEST

02/28/00

00 FEB 28 P 3 : 47

☐ ACCEPT ☐ REGRET ☐ PENDING

TO: Stephanie Streett
Director of Scheduling

FROM: Joe Lockhart
Press Secretary

REQUEST: For the President to participate in a roundtable discussion with political reporters from the New York Times and the Washington Post.

BACKGROUND: At the end of the primary season, a number of White House correspondents will be returning for the spring and summer. A post-primary discussion with political reporters from the New York Times and the Washington Post would be a great opportunity for the President to re-emerge on the political scene and set an agenda for the spring and summer.

DATE: March 14, 2000

DURATION: 60 minutes - 30 minute briefing and 30 interview

LOCATION: The White House

RECOMMENDED BY: Joe Lockhart

CONTACT: Jennifer Palmieri (6-2987)

ROUTING SLIP

DATE	12/1/00
FROM	Stephanie Street Assistant to the President and Director of Presidential Scheduling

File pending

Comments _____

SUBJECT: For POTUS to meet with his economic team to discuss oil prices.

Kris Balderston	_____	Sean Maloney	_____
Lisa Berg	_____	Capricia Marshall	_____
Samuel Berger	_____	Thurgood Marshall Jr.	_____
Sidney Blumenthal	_____	Minyon Moore	_____
Chuck Brain	_____	Bob Nash	_____
Charles Burson	_____	Beth Nolan	_____
Mary Beth Cahill	_____	John Podesta	_____
Maria Echaveste	_____	Steve Ricchetti	_____
Terry Edmonds	✓	Bruce Reed	_____
George Frampton	_____	Dan Rosenthal	_____
Laura Graham	✓	Rozensky/Emrich	✓
Nancy Hemreich	_____	Dori Salcido	✓
Mickey Ibarra	_____	Patti Solis-Doyle	_____
Ben Johnson	_____	Doug Sosnik	_____
Joel Johnson	_____	Gene Sperling	✓
Neal Lane	_____	Carrie Street	✓
Ann Lewis	_____	Karen Tramontano	_____
Mark Lindsay	_____	Loretta Ucelli	✓
Bruce Lindsey	_____	Melanne Verveer	_____
Joe Lockhart	_____	melissa green	✓

Scheduling Proposal

00 FEB 6 P3:01

March 8, 2000

____ ACCEPT ____ REGRET ____ PENDING

TO: Stephanie Streett
Director of Scheduling

FROM: Gene Sperling

REQUEST: That the President meets with his economic team.

PURPOSE: To be briefed on the recent trends in oil prices and the effects on the overall economy

BACKGROUND: Within the past several weeks, the price of crude oil has risen significantly. Higher oil prices were passed through to the cost of home heating oil. As the heating oil crisis abated, higher oil prices are now affecting the price of gasoline, which is poised to rise significantly over the next few months as we head into the summer driving season. Moreover, OPEC is meeting on March 27th to discuss production quotas for the upcoming year. This meeting with the President would provide an opportunity to discuss the effects of upcoming OPEC and non-OPEC adjustments to oil quotas, and the effects that they would have on the price of gasoline and on the economy.

DATE AND TIME: March 13-18, 2000

LOCATION: Cabinet Room.

DURATION: One hour.

PARTICIPANTS: The President
The Vice President
John Podesta
Steve Ricchetti
Maria Echaveste
Gene Sperling
Secretary Albright
Secretary Richardson
Jack Lew
Sylvia Mathews
Karen Tramontano
Martin Baily
Larry Stein
Charles Burson
Chuck Brain
Sandy Berger
Larry Summers
Stu Eizenstat
Lael Brainard
Jim Steinberg

MEDIA COVERAGE: None.

RECOMMENDED BY: Gene Sperling.

CONTACT: Melissa Green, 6-2807.

Draft 03/09/00 5:30pm
Gottheimer/Silver

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

This congratulate
I am ~~so~~ pleased to have ~~the~~ opportunity to ~~join~~ the Association of American Publishers ~~for its annual meeting -- and to congratulate you~~ 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.

been lighting the fire of reading for
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 brought ~~the reward of~~ reading to countless Americans -- both young and old. It's a gift you have long promoted -- and long protected. Your efforts have helped ~~to~~ 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, ~~the~~ 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* to ~~work~~ with teachers and parents ~~to~~ teach our children to read. As ~~an enthusiastic participant in the program,~~ and 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.

On this new and exciting information age, it is we must
~~The challenges posed by the information-based economy are making it more important than ever that we invest in the minds of all Americans, and help more of them gain access to books, so they, too, can "get caught reading."~~

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

Draft 03/09/00 3:45pm
Gottheimer/Silver

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

I am so pleased to have the opportunity to join the Association of American Publishers for its annual meeting – and to congratulate you on three decades of protecting publishers and promoting literacy/reading. 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 brought the reward of reading to countless Americans – both young and old. It's a gift you have long promoted -- and long protected. Your efforts have helped to 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, the history books and job manuals are closed; the Internet is **SHUT DOWN**; 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 ~~the~~ entire communities – schools and libraries ... businesses and religious institutions ... to work with teachers and parents to teach our children to read. As an enthusiastic participant in the program, and 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 ~~recognize~~ 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.

The challenges posed by the information-based economy are making it more important than ever that we 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 commitment to education and literacy. Enjoy the rest of your convention.

Peter Jovanovich
Chairman
Patricia S. Schroeder
President and
Chief Executive Officer
Thomas D. McKee
Executive Vice President

Nicholas A. Veliotis
President Emeritus

November, 1998

Dear Colleague:

You may have heard that the Association of American Publishers (AAP) has launched an all-out national campaign to promote reading, magazine and book buying to a market sector that research has shown to be virtual NON book readers — 18-34 year-olds.

Everybody connected with "Get Caught Reading!" — celebrities, advertising agencies, publicists, photographers, book publishers and retailers, educational institutions — has lent unequivocal support, *pro bono*, in the form of scores of creative services. We've developed a marketing plan to tap into as many communication vehicles as possible — from rock stations to websites, from book catalogs and magazine ads to in-store promotions. ROSIE O'DONNELL and WHOOP! GOLDBERG have been photographed "caught" in the act of reading their favorite books. They, too, have donated their images as emblems of the campaign. And other celebrities have expressed enthusiasm for doing the same.

The campaign will go into high gear early next Spring. Major magazine publishing groups have offered full-page ad space for Rosie's and Whoopi's photos with the "Get Caught Reading!" logo announcing "Get Caught Reading!" month — May, 1999. By next May, we predict the youth market will have discovered that it's chic, cool and even awesome to be "caught reading."

The campaign needs your help. The seed money to pay the basic production costs for press kits, buttons, bookmarks, and stickers is used up. Now we turn to you, friends of the book publishing industry, to help fund this vital all-inclusive industry effort.

There are three levels of sponsorship: Champion (\$10,000); Partner (\$5,000); and Underwriter (\$2,500). Of course, larger contributions will not be refused! Those supporting the campaign will be acknowledged at the AAP Annual Meeting and at BookExpo America.

We hope you will say yes to the very first industry effort to get people to buy more books! On behalf of the publishing and retailing communities, thank you in advance for your support. If you have comments or questions please call me at 202-232-3335 or call Barbara Meredith in our New York office, 212-255-0200, ext.223.

Sincerely,

Pat Schroeder
enclosure

PRESIDENT WILLIAM J. CLINTON
VIDEOTAPED REMARKS FOR THE ASSOCIATION OF AMERICAN PUBLISHERS
WASHINGTON, DC
March 22, 2000

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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.

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Professional Publishing Report**February 25, 2000****SECTION:** Vol.4, No.4**LENGTH:** 187 words**HEADLINE:** Attendance Rises As AAP/PSP Conference Focuses On Internet**BODY:**

Attendance at the 2000 **Association of American Publishers** Professional/Scholarly Publishing Division annual conference increased slightly from last year's total of 320 to roughly 330, according to Barbara Meredith, vice president of professional, trade and international for the AAP. The conference was held in Washington, DC, from Feb. 7 to Feb. 9.

"I am very gratified by the number [of attendees] mainly because of the consolidation [in the professional industry]," Meredith said. In addition to the conference attendees, there were 29 exhibitors and 90 to 95 attendees at the pre-conference seminar on online distance digital education.

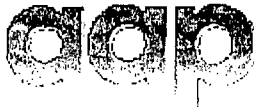
The link to the digital world didn't stop there as every session had relevance to the Internet. "We were looking back and it was 1994 when we did the first session on electronic publishing," Meredith said. "It's been growing ever since. This program was devoted entirely to digital."

Meredith said next year's conference is scheduled for Feb. 5 to Feb. 7, 2001, with the AAP annual meeting following from Feb. 7 to Feb. 8.

AAP can be contacted at 212-255-0200

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Conferences

Association of American Publishers

29th Annual Meeting

"Get Caught Reading in the New Millennium"

**Tuesday, March 21-Wednesday, March 22
At the Renaissance Mayflower Hotel
1127 Connecticut Avenue NW
Washington, D.C. 20036
202/347-3000**

Tuesday, March 21, 2000

- | | |
|----------------|--|
| 2:00 - 5:00 pm | Registration |
| 6:30 | Reception with members of Congress, featuring political books (Sponsored by the Country Music Association and AAP) |
| 7:30 | Dinner - Al Franken entertains (Sponsored by Berkery, Noyes & Co.) |

Wednesday, March 22, 2000

8:30 - 12:00 pm	Late Registration
8:30 - 9:00 am	Democratic Leader Richard Gephardt
9:00 - 9:30	AAP Business Meeting
9:30 - 10:15	Arthur Levitt - Chairman, Securities & Exchange Commission
10:15 - 10:30	Coffee Break
10:30 - 11:15	Andersen Consulting Findings
11:15 - 12:00 pm	George Vradenburg - Senior Vice President, Global & Strategic Policy, America Online, Inc.
12:00 - 1:45	Lunch - AAP honors Dolly Parton Award presented by Secretary of Education Richard Riley (Sponsored by netLibrary)
2:00 - 2:30	Leonard Riggio - Chief Executive Officer, Barnes & Noble
2:30 - 2:45	Get Caught Up on Get Caught Reading Michael Jacobs -Senior Vice President, Scholastic Inc.
2:45 - 3:15	Anita Hill - Law Professor, Brandeis University
3:15 - 4:00	TBD
4:00 - 5:00	Reception and Meeting Adjourned

Also invited to speak: Jesse Jackson

For additional information, please contact Kathryn Blough at
kblough@publishers.org.

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Patricia Schroeder

Former Congresswoman Patricia Schroeder is President and Chief Executive Officer of the Association of American Publishers (AAP), the national trade organization of the U.S. book publishing industry. Mrs. Schroeder left Congress undefeated in 1996 after serving in the House of Representatives for 24 years. From January to June 1997, she held the rank of Professor at the Woodrow Wilson School of Public and International Affairs at Princeton University, before assuming her post at AAP on June 1. She is currently leading New Century/New Solutions, an out-of-the-box think tank, for the Institute for Civil Society in Newton, Massachusetts.



Born in Portland, Oregon in 1940, Mrs. Schroeder graduated in 1961 from the University of Minnesota (working as an insurance claims adjuster to support herself through college). Mrs. Schroeder went on to Harvard Law School, one of only 15 women in a class of more than 500 men. She earned her J.D. in 1964 and moved to Denver, Colorado with her husband James, who encouraged her to challenge an incumbent Republican for Colorado's First Congressional District seat in 1972.

The mother of two young children at her election, Mrs. Schroeder went on to serve 12 terms in the House of Representatives. During her tenure in the House, she became the Dean of Congressional Women, co-chaired the Congressional Caucus on Women's Issues for 10 years, and served on the House Judiciary Committee, the Post Office and Civil Service Committee, and was the first woman to serve on the House Armed Services Committee. As chair of the House Select Committee on Children, Youth and Families from 1991 to 1993, Mrs. Schroeder saw the Family and Medical Leave Act and the National Institutes of Health Revitalization Act to fruition in 1993, a fitting legislative achievement for her lifetime of work on behalf of women's and family issues.

Mrs. Schroeder was an early supporter of legalized abortion and sponsored legislation making it a federal crime to obstruct access to abortion clinics. She was also active in military issues, expediting the National Security Committee's vote to allow women to fly combat missions in 1991, and working to improve the situation of military families through passage of her Military Family Act in 1985.

A leader in the cause of education and a champion of free speech, Mrs. Schroeder has never been a single-issue candidate. As Ranking Member of the House Judiciary Subcommittee on Courts and Intellectual Property she was one of the most knowledgeable members of Congress on copyright issues and a strong advocate for protecting intellectual property rights and for reinforcing the creative incentive for developing intellectual property. She continues this advocacy in her leadership of AAP.

Mrs. Schroeder is the author of two books: *Champion of the Great American Family* (Random House, 1989) and *24 Years of House Work...and the Place is Still A Mess* (Andrews McMeel, 1998).

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35 Weekly Comp. Pres. Doc. 1865Source: All Sources : / . . . / : **Presidential Documents**Terms: **american read** ([Edit Search](#))*Public Papers of the Presidents*

Public Papers of the Presidents

September 30, 1999

CITE: 35 Weekly Comp. Pres. Doc. 1865**LENGTH:** 3349 words**HEADLINE:** Remarks at the National Education Summit in Palisades, New York**BODY:**

Thank you very much. Good afternoon, Governors, education leaders, business leaders. I am delighted to be here. I thank my good friend, Governor Hunt, for his remarks. This year marks the 20-year anniversary from the time you and Secretary Riley and I started working together on education.

I want to thank Governor Thompson for his interest in this, and so many other issues. Tommy Thompson is the first Governor who told me that he thought that he could really move, literally, every able-bodied welfare recipient in Wisconsin to work. And I think they've had a 91 percent drop in the rolls. He nearly got it done. Congratulations, that's an amazing achievement.

And I want to especially thank Lou Gerstner and all the business leaders here, because you kept the idea of the summit alive and understood the importance of consistent and systematic followup with the Governors, with the educators. I am very grateful to you for doing this. Most people like you do a project like this for a year or 2 and then they forget it and go on to something else. And you haven't done it, and I'm very grateful.

And for all of you who were here 3 1/2 years ago, who stayed involved in this, I thank you.

Governor Hunt -- I was watching him on the monitor outside -- talked about the issuance of the "Nation At Risk" report 16 years ago, the meeting we had 15 years ago. The first National Education Summit was in Charlottesville 10 years ago this week. And some of us were there then. President Bush, his Education Department, education leaders from around the country, we were all together. And we came together to embrace the concept and specifics of national education goals.

At the second summit, here in Palisades 3 1/2 years ago, we supported the idea that every State should set standards. At this third summit I hope we will embrace with equal fervor the idea of accountability, for only by holding educators, schools, students, and ourselves accountable for meeting the standards we have set will we reach the goals we seek.

We have made significant progress, particularly in the ideas governing the way we look at this. More and more we're leaving behind the old divisions between one side saying "We need more money," and the other side saying "We shouldn't invest any more money in our public schools, it's hopeless." By and large, there is a new consensus for greater investment and greater accountability, greater investment and higher standards and higher quality teachers to help students reach the standards; holding the schools accountable for the results. That's the agenda of

Achieve, the agenda of our administration, clearly the right agenda for the United States.

I think it is another mark of progress and something that many of you in this room can feel profoundly both proud of and grateful for, that 10 full years after Charlottesville and now more than 16 years after the issuance of the "Nation at Risk" report, there is still a passionate sense of national urgency about school reform and about lifting education standards. And there are people who get up every day full of energy about it, not cynical, not skeptical, not jaded, not tired, still eager to learn. People in Governors' offices, people in the schools of our country, business leaders, education leaders of all kind.

This is quite an astonishing thing. You cannot think of a single other issue that has had this long a life at this level of intense commitment. And I think it is a tribute to the love of the American people for their children, a tribute to the understanding of the American people of the importance of education in the global economy, and a sense that we know that we have both the largest and the most diverse student population in our history.

But if you just think about how people get tired of political issues, how everybody is supposed to want to read something new in the paper or seeing something new on the evening news, month-in and month-out, and you think about how long ago it was when Governor Caperton there decided to make all of his elementary students computer literate; how long Governor Engler has been in office; how long ago it was that Secretary Riley and Governor Hunt and I started fooling with all this -- and the country is as hot to do the right thing, to improve the education of our children today as it was the day after the "Nation At Risk" report was issued. And that's a great source of comfort to me, and reassurance. And the business leaders, the educators, and the political leaders here in this room and like-minded people throughout this country deserve a lot of credit for that.

When I came to Washington 6 1/2 years ago, all of you know that the number one problem I had to deal with was the deficit, because we quadrupled the debt in 4 years, interest rates were high, the economy was stagnant. We had to cut hundreds of programs, and we were determined to try to do it in a way that would increase our investment, not decrease our investment in education at the national level, and to do it in a way that, spearheaded by Secretary Riley, to give you more flexibility, but also to focus on the pressure points of reform that would likely give us the greatest returns.

I am very grateful that we have seen our deficit of \$ 290 billion turn into a surplus of \$ 115 billion. This year we'll have the first back-to-back surpluses in 42 years. And today we learned we have the lowest rate of poverty in America in 20 years. I am very grateful for that. But I'm also grateful that during this period we were able to early double the Federal investment in education, to help you provide your children and your schools with more of the tools they need. We've increased early childhood investment through Head Start. We've opened the doors of college wide by basically modeling a national version of Georgia's HOPE scholarship and providing tax credits for beyond the first 2 years of high school.

We have increased Pell grants and established education IRA's. We've begun to organize an army of tutors. We now have a thousand colleges and universities, I believe in every State in the country, involving themselves in America Reads, to try to make sure all 8-year-olds can read when they finish the third grade.

We've made an enormous amount of progress, and a lot of you have been active on this, in hooking up every school and library in the country to the Internet and with the e-rate making sure that the poorest schools can afford to participate in the information superhighway.

Last fall we fought for and won a big bipartisan consensus to make a downpayment of 30,000 teachers, on getting 100,000 more teachers out in the country to lower class sizes in the early grades. And we have supported a huge increase in the number of charter schools in America. When I became President in January of '93 there was only one charter school in the whole country, in the State of Minnesota. There are now 1,300.

We're in New York; the New York Legislature, I think, just authorized the establishment of the first charter schools here. In California, they just took the cap off the number of charter schools that they could have. We still have a lot of interest in magnet schools and other public school choice initiatives along with the other debates on this subject. But I think that we are well on our way to having 3,000 charter schools in the United States by next year, which is the goal that I set for our administration when we started down this path 6 years ago.

Now, in addition to what we've done, what's more important is what you've done and what the country's done. We have made truly remarkable progress in the standards movement, thanks in no small measure to the leadership of Governors and those of you who gathered here 3 1/2 years ago. Our Goals 2000 legislation and the reforms in Title I we made have supported that. Today, almost every State has standards for what children should know in English, math, science, history, social studies. Next year, virtually every State will be testing students to see if they're meeting the standards.

Now, that is all very good news. My friend, Hugh Price, who is sitting back there to my left, leader of the Urban League, recently observed that people didn't talk much about standards and test scores 50 years ago because the output of the schools, whether it was good, bad or indifferent, more or less matched with the demands of a blue collar economy that needed strong backs more than well-developed minds. The problem now is that the economy has changed much faster than the schools.

People used to say, "You know, the schools just aren't what they used to be." The problem may be that too many of our schools are too much like they used to be, but the world the children move out into is not at all as it used to be. And that, of course, is what a lot of you are trying to help to change.

Now, as we move into this period of not only having standards but having account-ability -- that is consequences for the failure to meet them -- there will be people who will, first of all, be elated at the evidence of improvement, which you can see all over the country where such things have been done from California to Houston to Chicago to Dade County to many other places in the country. Then there will be those who will want to shrink back because they fear the adverse consequences of failure and many people really don't believe all kids can learn. I think it would be a mistake to give into those fears.

And one of the things that I would hope will come out of this summit, Lou, is that all of you, in encouraging accountability, which is, I know, something you believe in, ask people not to be afraid when there are consequences.

I just saw the results in New York City, where the first group of children have gone -- didn't score at the appropriate level. They went to summer school. Many that went to summer school are being prompted, but a few that went to summer school aren't, and all the ones that refused to go aren't.

And there may be some mistakes made. But as long as we send the message to these kids that "We're doing this for you. This doesn't mean there's something wrong with you, but we'll be hurting you worse if we tell you you're learning something when you're not. We'll be basically participating in a fraud which, ultimately, will cost you more personally, psychically and, of course, eventually financially, than any pain that comes in the moment."

But in order to do this, this whole issue will have to be really taken out of and kept out of the closet. Governors will have to look dead in the eye of some child that was held back and say, "That's okay, you can do it," and lift them up. We won't have to pretend that there will never be a moment of pain for anybody in any of this.

And similarly, business people and Governors will have to know that we have done everything we absolutely can to give every kid we can the chance not to be taken down by the system. It's one of

the things that I liked about Chicago, where the summer school now for the children that don't make the grade is now the sixth biggest school district in the entire United States of America -- the Chicago summer school, the sixth biggest school district in America. Why? Because they don't want to brand the kids as failures when the system didn't do for them what it should have.

And Secretary Riley and I have met with parents whose children have been through the system there, including parents of children who were held back and had to go to summer school. I have been into a poor neighborhood there where virtually all the kids had to go to summer school in a couple of the classes. And because they believed the system is honest and because they believe that the purpose of what is being done is not for some politician or educator to look tough or run up numbers in the polls or, say, have some easy sloganeering answer, but the purpose is to make sure these kids learn what they need to learn to have good lives, they support it. They support the standards. They support the mandatory summer school. They support what's being done in the after-school programs.

And it will happen everywhere in America. But we all have to commit the truth about this. And we can't pretend there will never be any painful consequences. But where there are painful consequences, all the Governors can do a world of good by going into those schools and say, "I'm doing this because I want you to have a good life. I'm doing this because it's not too late for you. This is just the beginning of your life. I'm doing this because your teachers and your principals and your parents and the business leaders in this community, we care about your future, and we're going to make this work." And I hope we can do that.

Let me just say very quickly, I think we have to have these basic standards in every State, and we have to make it possible, as Achieve has recommended, not only know whether the standards are being met but to give the parents some comparative information about how children in other States and other nations are doing. I think we have to recommit ourselves to extra support.

And Congress, when I sent this Education Accountability Act to Congress, saying that school districts accepting Federal money must ensure that teachers know the subject they're teaching, have reasonable discipline codes, empower parents with report cards, have a strategy -- and I think this is very important -- to turn around failing schools or close them down and, finally, a strategy to end social promotion that empowers children who aren't making the grade through the after-school programs, the summer school programs, and all the rest.

Now, we're having a big argument in Washington on the budget today. I don't want to get into a partisan rerun of that, but let me just say this: We can have the kind of budget we need that will help you to do what you need to do without -- and we can meet the budget targets without coming up short in education, whether it's for Head Start or more teachers or the initiative to help States build and modernize 6,000 new schools or the **American Reads** program or this Gear Up program, all of which the Congress supported last year, by the way, to help mentor kids that are in trouble in junior high school, to try to get them into college by getting them over that rough patch. So I hope we can get that done.

I also wanted to say, emphasize something that I think is very important, our budget would provide \$ 200 million to help you turn around low-performing schools. I believe that it is not enough to say, no social promotion, strict accountability, and even summer school and after-school programs for kids, unless there is a strategy to turn around the low-performing schools. And I know that in North Carolina and in several other places where this has been done -- I mentioned them earlier, Houston, Dade County, Chicago, and there are other places -- but there is evidence now -- we don't have to question this either -- there is a lot of evidence that these low-performing schools can be turned around.

I went to an elementary school in Chicago, in the Robert Taylor housing project, where the reading scores had tripled and the math scores had doubled in 2 years. Were they on a low base? Yes. Were they where they ought to be? No. But does it prove you can turn things around, even in the most adverse circumstances? Absolutely. So I think that if we're going to have genuine

accountability for standards, it is important that we have something to turn the schools around.

And again, I say -- a lot of people in Congress don't want to adopt this accountability standard for Federal funds because they say that we shouldn't impose that on you. But I think all of you know that the five elements in the Federal bill were basically ideas we got straight out of local school districts and States. They weren't something that Dick Riley cooked up. It was something that the Education Department developed based on the proven experience and results of local school districts and States.

Finally, let me just give you something to feel good about again, at the end. In 1996, there were only 14 States with measurable standards. Today there are 50. That's the good news. Here's why you ought to focus on accountability. In 1996, there were only 11 States with systems that identify and sanction low-performing schools. Today there are only 16. This is the hard part.

But again, I say, we've got to give the schools the tools they need to do the job. And the Federal Government has an important role to play. We don't provide an enormous amount of the total funds for schools, but that amount was slipping for a while, and we got it going back up now. And I feel very strongly, as the Secretary of Education, that with the largest student population in history and with all this educational evidence about the benefits of smaller classes and with the imperative of ending the practice of social promotion, finishing the work of 100,000 teachers, helping you to build or remodel 6,000 schools so they'll be modern, and doing these other things are quite important.

Now, let me just make one other point. I'm encouraged by the movement to standards in the 3 1/2 years since you had your last summit here, and you should be, too. That's a rather astonishing move. And it shows what can happen if you meet in an environment where you've got business and education and the political leadership working together, and Republicans and Democrats leave the party labels at the door, and everybody just works on what's good for the kids.

But this is the hard part. It's not an accident that we've gone from 16 to 50 standards and 11 to 16 in genuine accountability. It's hard. But you also can take a lot of pride in the fact that you have evidence, even in big urban areas with a lot of trouble, where this has worked. And the consequences are good.

Now, last February when the Governors were in the White House, I just noted that it took 100 years for laws mandating compulsory, free elementary education to spread from a few States to the whole Nation. When it comes to this accountability agenda, will we follow the model of the last 3 1/2 years with standards and go from 16 to 50 in a hurry, or will we go back to the model of the earlier time? I think all of you know what we ought to do.

And I will say again, I think the fact that we have the largest number of children in our public schools in history, I think the fact that they are more diverse than ever before in terms of their backgrounds and their languages is a godsend for us for the 21st century in a global society if, but only if, we prove not only that they can all learn but that we can teach them all. We know they can all learn from -- you can do a brain scan and determine that. That's always been -- that's the wrong question. The question is, can we teach them all, and are we prepared to do it, and are we prepared to have constructive compassion for their present difficulties by having genuine accountability and also heartfelt support.

The reason that there is still so much enthusiasm for all this after -- 10 years after the Charlottesville Summit, 16 years after the "Nation at Risk," 20 or 30 years after all the Southerners figured out that it's the only way to lift our States out of the dirt -- is that everybody knows that deep down inside it's still the most important public work.

Thank you very much.

NOTE: The President spoke at 3:40 p.m. in the Watson Room at the IBM Palisades Executive

Conference Center. In his remarks, he referred to North Carolina Gov. James B. Hunt, Jr.; Wisconsin Gov. Tommy G. Thompson; Louis V. Gerstner, Jr., chairman and chief executive officer, IBM Corp.; former Gov. Gaston Caperton of West Virginia; Gov. John Engler of Michigan; and Hugh B. Price, president and chief executive officer, Urban League.

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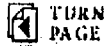
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Remarks on the **America Reads** Initiative,
October 21, 1997

Thank you very much. Secretary Riley, Dr. Corrigan, Senator Kennedy, Senator Specter, Congressmen Etheridge and Miller and Hoyer. And I thank the Members of Congress not here in both parties who support this program.

Thank you, Eric Castillo, for what you do and for representing a new generation of American college students, I believe among the most idealistic and community service-oriented young people we have ever had in the colleges and universities of this country—and a rebuke to the superficial and downright wrong characterizations of Generation X as not caring about the future of this country. And I thank you for that.

And thank you, Victoria, for reading the book with me and making me look good. [Laughter] You did an excellent job. Her mother is here. I'd like to ask her mother to stand. Thank you very much for coming. [Applause] And they did a great job. Thank you. I thank all the other young students and all the other college students who are here, and a special word of thanks to all the college and university presidents who have joined us today.

We have just seen a concrete and, I thought, very moving example of the difference reading can make in the lives of our children. We also ought to remember the difference that this can make in the future of our country as we move into a new century and a very different time.

In the last 5 years, together we have done a lot to prepare our country for the 21st century: a new economic policy that works, a new crime policy that works, a new welfare reform policy that works, expanding health care coverage to our children, improving the environment, now opening the doors of college to all who are willing to work for it. But to fundamentally succeed in having an America where opportunity is open to everyone who will work for it and

where everyone can be a part of a thriving American community, we must give all our children the world's best education.

By the year 2000, we should succeed in seeing that every 8-year-old can read independently, that every 12-year-old can log onto the Internet, that every 18-year-old can go on to college, and that every adult in our country can continue to learn for a lifetime.

We have made historic progress toward these goals. Last summer's balanced budget contained the biggest increased investment [p.1623] in education since 1965, the biggest increase in access to higher education since the GI bill 50 years ago. It will go a long way toward funding our mission to connect every classroom and library to the Internet by the year 2000. But all of this progress will be limited if our children do not first master the basics. The next major step is to make sure every 8-year-old can do what Secretary Riley's grandchild and Victoria can do—they can say, "I can read this book all by myself."

We know that children who don't read well by the end of the third grade are more likely to drop out of school and far less likely to realize their full potential. We know that children who receive the help they need are much more likely to succeed in school and in life.

Today, 40 percent of our Nation's 8-year-olds are not reading as well as they should. There are many reasons for this. We come from many different places, and we have more and more young children whose first language is not even English. But none of these reasons is an excuse for our inaction, particularly when we see that action can produce the kind of results that Victoria showed us today.

That is one of the reasons that I have supported high national standards for reading and national examinations to make sure our children are reaching those standards. And that is the main reason we have launched **America Reads**. Over a year ago, it began with a simple idea, that a well-trained, coordinated army of a million volunteers could be rallied to teach our children. I called on every sector of society to help us mobilize this citizen army, specifically challenging colleges and universities to use their new work-study slots to train tutors. There are 300,000 of those new slots that have been approved by our Congress in the last 2 years. And to help them do it, we waived the requirement that colleges pay 25 percent of work-study wages.

Our college and university presidents and our college students have more than risen to meet this challenge. Last December, 21

college presidents, led by President Corrigan, pledged to start these programs for their students and urge others to do the same. You heard President Corrigan say that now almost 800 colleges and universities have joined **America Reads**. These voluntary commitments will reach hundreds of thousands of children and help them to reach their dreams. And I might say that a lot of the colleges and universities are finding that they have more people who want to participate than they have work-study slots. They even have people who want to participate who aren't eligible for work-study and just want to do it because they think it's the right thing to do.

At Yale, 300 students applied for 60 work-study slots. At the University of Michigan, 400 applied for 84 slots. At Miami Dade Community College, our Nation's largest community college, more than 150 tutors have been trained and already are helping students throughout your hometown. In Boston, an energetic group appropriately called Jump Start teamed up with several local colleges to connect work-study students to children who need help. These are just a few examples.

I want to join Secretary Riley and thank my longtime friend Carol Rasco for the outstanding leadership she has given this program. I thank the Department of Education. But most of all, I thank the young people of this country who are responding to the challenge.

And I might say also, as we all know, the challenge is not wholly confined to our colleges and universities. I just received the quarterly report of the church that Hillary and I attend here in Washington. They have 45 members of the church involved in **America Reads**. This idea is catching fire in America. The interest is there, the concern is there, the commitment is there to meet our goal.

That's why it is so important for Congress to fund **America Reads**, as President Corrigan said. It was agreed as part of our balanced budget agreement. The proposal will pay for 25,000 reading specialists and coordinators to coordinate the tutor training and support we need to enlist, train, and put into action the entire army of **America Reads** volunteers to serve every child in America, like Victoria and the others who are here, who are out there waiting to meet a volunteer. [p.1624]

Also, because parents are our children's first and most important teachers, the proposal includes challenge grants to help parents do more to teach their children to read. I think that is critically important, and that is a part of the program that is in the budget. These approaches are the best things we know to do to teach our kids to read. They're already working in places like Simpson County, Kentucky, where AmeriCorps members help students jump an average of 3 grade levels in 8 months; working in Reading, Ohio, where trained parent volunteers are helping their kindergarten-aged children make 3 times the progress of children who don't get the extra help; working in my home State of Arkansas, where the Home Institution Program for Preschool Youngsters, HIPPYS, brings parents into their children's learning process with stunning results; working here in the District of Columbia, where this February we launched DC Reads to bring together literacy programs and local volunteer reading tutors. With **America Reads**, it can work all over the country for every child who needs it.

This reflects the commitment, I might add, that thousands of Americans made at the Presidents' Summit on Service in Philadelphia a few months ago, to marshal the resources of every part of our society to help our children get a good education, get basic health care, do it in a safe environment with adult mentors, and with a chance for all children themselves to serve.

We've made a lot of progress since the summit on all fronts. Especially, I want to note that we've increased the number of AmeriCorps scholarships, recognized high school service, encouraged private businesses to help parents move from welfare to work. But we have to give all children the chance to learn and all Americans the chance to serve. The great thing about **America Reads** is it serves two of the goals of the summit: It gives children a good education, and it gives young people the chance to serve.

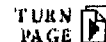
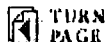
It would be a shame, with all the children out there who still need help learning to read and who want to get it, with all the parents who are yearning to do the best job they can as parents raising their children, with all the idealistic students and other American citizens who want to be a part of this program—it would be a shame if we did not reach the full goal of **America Reads**. We have to have a bipartisan commitment to education that transcends politics. We have to have a follow-through on the bipartisan commitment to fund **America Reads** to its full potential.

The renowned African-American educator Mary McLeod Bethune once said, "The whole world opened up to me when I learned to read." We read "The Carrot Seed" today. Instead of the carrot, think about Victoria. Think about a million Victorias. Think about millions and millions more. We are the planters of the seed. We have to first plant the seed, and then we have to tell the doubters it will grow.

Thank you very much.

Note: The President spoke at 1:43 p.m. in the East Room at the White House. In his remarks, he referred to Robert A. Corrigan, president, San Francisco State University; Eric Castillo, tutor, **America Reads** Foundation; Victoria Adeniji, second-grade student tutored in the **America Reads** program, and her mother, Felicia; and Carol H. Rasco, Director, **America Reads** Foundation.

Source: United States. Executive Office of the President, Weekly Compilation of Presidential Documents, Week Ending Friday, October 24, 1997 (Washington, D.C.: U.S. Government Printing Office, 1997), 33:1622-1624



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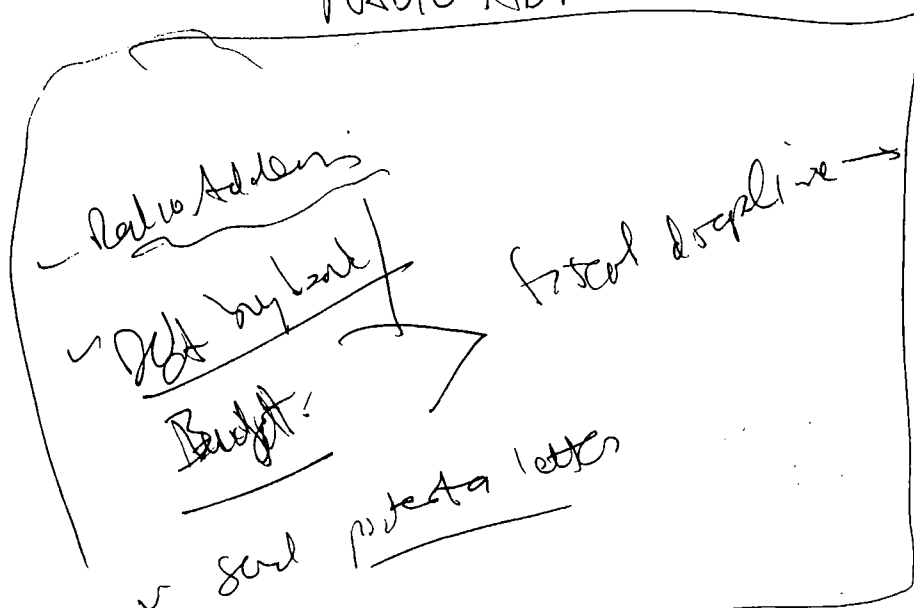
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I was proud to announce, in my State of the Union Address, the single largest budget increase – nearly \$1.2 billion – for new and existing programs that assist tribal nations. This bipartisan budget proposal includes funding to increase economic opportunity, health care, education, and law enforcement for our Indian communities – in a cooperative effort with all the agencies of our government.

One of our first steps must be to make sure American Indian children – and children everywhere in America -- have the education they need to succeed. My budget more than doubles last year's funding to replace and repair schools on reservations, and to address the growing digital divide, with grants to tribal colleges for information and technology training.

The information superhighway links people and communities across great distances. But we can't abandon our old highways. My budget includes unprecedented funding to improve roads and bridges in Indian Country. It also takes steps to strengthen tribal communities through improved public safety and health care. My budget increases funding for law enforcement officers and alcohol and substance abuse programs. Finally, it includes a ten percent increase for the Indian Health Service, so that they can expand access to high quality health care.

Working with members from both parties, representatives from the tribal communities, and leaders from the private sector, I am confident that together we can pass this budget, and give the people in Indian Country the tools they need to succeed. These are important steps, and we have an historic opportunity to get them done this year. I hope the Congress will work with me to seize this vital opportunity.

An old adage of the Sioux Indians says, "Each of us were created in these lands ... [and from them] will spring the future generations of our peoples." We should all begin this new century by honoring our historic responsibility to empower the first Americans.

Anti-Defamation League

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- Organizational Overview/History
- Historical Timeline
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 - b. 1913-1920
 - c. 1960-1970
 - d. 1990-2000
- Major Initiatives
- Organizational Press Releases

II. Mentions by President Clinton

- Radio Address – January 18, 1997
- Remarks to the ADL Dinner – October 29, 1999
- Hate Crimes Prevention Act – April 6, 1999
- Public Service Announcements on Youth Violence – October 15, 1999

III. Other Relevant Speeches

- Anti-Semitism
- Hate Crimes
- Religious Freedom

IV. ADL Press Coverage

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Today is a happy day for me. This is my seventh anniversary as President of the United States. I am profoundly grateful for the long way we have come as a nation in these last 7 years, that today we have the lowest poverty rate in 20 years, the lowest unemployment and welfare rates in 30 years, the first back-to-back budget surpluses in over 40 years. I am grateful that we are coming together, that we have the lowest African-American and Hispanic unemployment rates we have ever recorded, that we have the lowest female unemployment rate in 40 years, the lowest single-parent household poverty rate in 46 years, and that in the last couple of years we have finally begun to see a reversal in the increase in inequality of incomes of working people, which was going on for nearly three decades.

So the family of America is growing stronger, and that is fundamentally a tribute to the hard work and adaptability of the American people. It has also been helped along the way by our hard-won economic strategy of increasing trade, getting rid of the deficit, and investing in the education of our people and in the economy in which they will live.

More than ever, with globalization and the information-based economy, investing in the minds of our people is the most important thing we can do to assure our continued success as a nation. But that has been the American policy for quite a long time now. The land grant college system was established under Abraham Lincoln; the GI bill after World War II; the Pell grants in the 1970's; and the HOPE scholarship in 1997. We have made education and access to higher education a bipartisan, national priority for quite a long while.

You heard the other stories that were told. I was sitting here thinking, I was the first person in my family to go to college. And I remember when I was accepted to Georgetown -- rather late, I might add, in the year. *[Laughter]* And they gave me a \$ 500 scholarship, for which I was very grateful. And I think the tuition back then was about \$ 6,000, which 37 years ago, -6 years ago, seemed like all the money in the world to me. And I was literally guilt-ridden when I went off to college to think of the burden I was imposing on my family.

And I remember we had a family meeting about it. I remember my high school guidance counselor called me in the office and said I was nuts, that I'd pay it back many times over in the future. But it bothered me a lot. And then later, as I stayed in school and went on to law school, I was able to do it all because I had the help of scholarships and loans and jobs. And if I hadn't had that help, there's no way in the world I would be standing here today. I know that.

And because of the changes in the financial costs of higher education that Senator Schumer talked about and because of the changes in the economy, it's even more important that we do more today, not only for individual students but for the health and well-being of the American system. So that's why we're here. You have already heard that we have been working on this hard for 7 years. We've more than doubled college aid in those 7 years, increasing Pell grants by more than 50 percent, rewriting the student loan program to make it easier and cheaper to get student loans, and then importantly, to let students pay off their loans as a percentage of their income, so there would never be an incentive for people who had those loans to drop out of school for fear that they could never repay them anyway.

We established AmeriCorps, which now has allowed 150,000 of our fellow citizens to serve in their communities and earn some money to go to college. We've expanded the work-study program from 700,000 to a million work-study slots. We've allowed families to save more in their IRA's and then to withdraw the money tax-free if it's being used to pay for a college education. And of course, as Secretary Riley said, we created the \$ 1,500 HOPE scholarship tax credit to make 2 years of high school after education through a community college just as universal as a high school education is today.

That HOPE scholarship tax credit and the lifetime learning tax credit, which helps families pay for the last 2 years of college, graduate schools, or going back to school or to a training program, were designed to open the doors of college to all, and to recognize that in this economy, learning must go on for a lifetime. And it's working.



More About AAP



About AAP

Conferences & Publications

Press Center

Industry Issues

About Book Publishing

Industry Statistics

AAP Mission Statement

AAP's mandate covers both the general and the specific — broad issues important to all publishers as well as issues of specific concern to particular segments of the industry. The Association's "core" programs deal with matters of general interest: intellectual property; new technology and telecommunications issues of concern to publishers; First Amendment rights, censorship and libel; international freedom to publish; funding for education and libraries; postal rates and regulations; tax and trade policy. Directed by standing committees of the Association, these programs, along with a host of membership services including government affairs, a broad-based statistical program, public information and press relations, are the "core" activities of the Association.

Each of AAP's divisions and industry-wide committees deals with a specific market area: general trade and mass market paperbacks; elementary and secondary instructional materials; higher education publishing; professional and scholarly publications; and the international marketplace. Each division has its own executive body with an elected chair, providing guidance for the division within the framework of AAP's overall program.

Core activities and services including the industry committees are funded by the membership as a whole. Divisional activities are funded by an assessment voted by members of each division.

AAP policy is set by a 20-member Board of Directors, elected by the membership for four-year terms, under a Chair who serves for two years. There is an Executive Committee composed of the Chair, Vice-Chair, Secretary and Treasurer and a minimum of two at-large members. Management of the Association, within the guidelines set by the Board, is directed by the AAP President and Chief Executive Officer, Patricia S. Schroeder. AAP maintains an office in New York and one in Washington, with a total of approximately 31 professional and support staff members.

AAP Agenda

- To expand the market for American books and other published works in all media;
- To promote the status of publishing in the United States and throughout the world;
- To nurture creativity by protecting and strengthening intellectual property rights, especially copyright;
- To foster public understanding of the unique value of books and other published materials in the cultural and political life of our

nation;

- To promote intellectual freedom and to oppose all forms of censorship, at home and abroad;
- To provide members with useful current information on trade conditions, government activities and policies, legislative proposals, and other matters of special concern;
- To aid AAP member publishers in exploring the challenges and opportunities of the emerging technologies;
- To offer practical programs, education, and information to assist members in the management and administration of their companies; and
- To stand as a framework within which publishers from all sectors can work together to advance their particular and common interests; to serve as a single authoritative voice for American publishing, at home and abroad.



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**ASSOCIATION OF AMERICAN PUBLISHERS DESIGNATES
MAY 1999 AS "GET CAUGHT READING MONTH"**

CRISTIN! National Industry-Wide Campaign Promotes Buying and Reading Books

**Rosie O'Donnell and Whoopi Goldberg
Star in Campaign**

New York, New York - The Association of American Publishers (AAP) launches the first national industry-wide program designed to encourage reading and book buying, particularly among 18 to 34 year-olds. The campaign, entitled "Get Caught Reading Month," will take place throughout May 1999 and will feature advertisements in national magazines, bookstore promotions, and national publicity to promote the joy of reading. "Get Caught Reading Month" will kick-off at the annual booksellers convention, Book Expo America (BEA), which will be held in Los Angeles April 30 - May 2, where the prominent theme will be "Get Caught Reading."

"Until now publishing has done very little to promote reading," said Pat Schroeder, the former congresswoman and President and Chief Executive Officer of the AAP. "'Get Caught Reading Month' is directed at infrequent or lapsed readers and will serve as a surprising, eye-catching reminder of the joys of reading, particularly among 18 to 34 year-olds who often don't make time for books when the internet, television and so much other media compete for their attention. The campaign will be fun and light - not preachy."

Schroeder cites a recent survey by the Book Industry Study Group, which revealed that adults age 55 and over are responsible for 32% of book purchases in this country. Those under age 35 make up only 20% of book purchases, which is one reason the AAP campaign targets the younger age group.

"'Get Caught Reading Month' " involves the cooperative efforts of every arm of the book publishing industry. All major trade publishers have endorsed the campaign, including Random House, Simon & Schuster, Warner Books, Penguin Putnam, Disney/Buena Vista, and Hearst Publishing, and the AAP also has the support of the magazine, library, and retail communities, many of whom have donated their resources to the cause.

GET CAUGHT READING -- AROUND NTL
CAMPAIGN TO PROMOTE READING

National Advertising

Two major celebrities, Rosie O'Donnell and Whoopi Goldberg, both proud booklovers, enthusiastically embraced the project and have been "caught reading" in striking photographs that will be used in the campaign's national advertising. The ads communicate a love of books and promote the pleasures of reading, not a particular title (both celebrities are shown reading a backlist title of their own choosing: O'Donnell is reading Barbara Kingsolver's *The Bean Trees* and Goldberg is reading *Peter Pan*).

The full-page advertisements featuring O'Donnell and Goldberg are a major component of the campaign. More than 25 national magazines have donated space to the AAP in support of the campaign. Among the publications that will be running the ads during May are: TV Guide, People, The New Yorker, Vanity Fair, Newsweek, Mademoiselle, George, US Magazine, Business Week, Harper's Bazaar, Redbook, Esquire, Good Housekeeping, Publishers Weekly, Discover, Family Fun, Reader's Digest, Scientific American, and Nickelodeon (a complete list is attached). Also, USA Today and The New York Times Book Review will be running the ads.

In addition to magazine advertising, the "Get Caught Reading" logo will appear in book advertisements during May from a range of publishers, including Disney, Henry Holt, Scholastic, Time Inc., and William Morrow. The campaign has also been touted in the fall and/or spring catalogs for Andrews McMeel, Avon Books, HarperCollins, Hyperion, John Wiley & Sons, Simon & Schuster, and St. Martin's Press.

Support from Retailers

Retailers have jumped on board to help spread the campaign's message. Barnes & Noble will promote the campaign with window displays, bookmarks, signs and other materials during the month of May, while Borders, Books-A-Million, and Levy Home Entertainment will feature posters, buttons, shopping bags, and banners. Local bookstores around the country are enthusiastic and are planning their own "Get Caught Reading" promotions and special events.

"AAP has been thrilled by the broad-based support of everyone in the industry from the book manufacturers and book publishers to booksellers and librarians," said Schroeder. "It will benefit everyone involved, not to mention all those people who are inspired to pick up a good book. This is a major first for us and, hopefully, the beginning of an annual campaign."

Other elements of the Campaign

Other elements of the campaign that have been confirmed are:

-- an eye-catching "Get Caught Reading" logo has been created that will be used in advertisements, on stickers, bookmarks, posters, buttons, T-shirts and other promotional items.

-- At the 1999 BEA, the "Get Caught Reading" logo will be printed on all name badges, and campaign artwork will be used for all show advertisements, signage and in the events program.

-- Readers Digest will print the "Get Caught Reading" logo on all cartons mailed in May.

There has been an outpouring of support for the campaign from companies that are offering their services pro bono, including Horizon Paper, which has supplied paper for 15,000 posters and bookmarks, while Quebecor Printing is printing the materials gratis. Berkery Noyes has also donated money to help fund the campaign. Celebrity photographers Timothy White and Gregory Heisler donated their remarkable talent to the campaign with their photos of O'Donnell and Goldberg, as did Ogilvy & Mather, which created the print ads (a complete list of pro bono support is attached).

"It is enormously significant that so many companies have felt the campaign of such vital importance that they would donate valuable time, talent and resources to ensure its' success," said Schroeder.

"A national book campaign sends an overwhelmingly positive message throughout this country and is long overdue," said Mel Parker, Chairman of the AAP trade executive committee. " 'Get Caught Reading' Month is a historic and monumental effort by every aspect of the book publishing industry and, we hope, one that will become an annual celebration of our greatest love - reading."

The Association of American Publishers is the principal trade association of the U.S. book publishing industry. Its members publish hardcover and paperback books in every field, including general fiction and non-fiction, poetry, children's books, textbooks, religious works, reference works, scientific, medical, technical, professional and scholarly books and journals, and a range of educational materials for the elementary, secondary, postsecondary and professional markets. AAP members also produce computer software and a variety of multimedia digital products, such as online journals, interactive databases and CD-ROMS. Among AAP's primary concerns is the protection of intellectual property rights at home and abroad, in all media.

*Visit the AAP's web site:
<http://www.publishers.org>*

rec'd 4-7-97
4:15 pm

PRESIDENT WILLIAM J. CLINTON
NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS
CONVENTION
SAN ANTONIO, TEXAS
APRIL 12, 1997

Good afternoon. Although I cannot be with you today, I'm pleased to have this chance to thank you for the outstanding work you do for America's children, and to talk about my number-one priority as President: making sure all Americans have the best education in the world.

As America's principals know so well, there has never been a more challenging time to meet these goals. Enrollments are rising, reaching an all-time record this school year. We need to rebuild and modernize our schools. We need to make sure they are safe, and drug-free. We need to connect every classroom and school library to the Internet. We need tax cuts to make the first two years of college as universal as high school is today. That is why I have an aggressive education plan that will help us do all of these things.

But if we truly want to prepare our children for the knowledge economy of the 21st Century, nothing is more important than the things our children learn in school each day. We will never get the highest performance from our children until we set the highest standards. That is why I have challenged every state in America to adopt high national standards in the basics, and by 1999, to test every 4th grader in reading and every 8th grader in math to make sure these standards are met.

Just last week, California's educational leadership and hundreds of high-tech industry leaders endorsed my call for standards -- joining with Maryland, Michigan, North Carolina, and the hundreds of schools run by the Department of Defense. I urge you to do everything you can to encourage your own states to join in this crusade. By challenging our children to meet national standards, we can inspire them to new heights of excellence, and truly give them the tools to make the most of their God-given potentials.

I also urge you to take a strong leadership role in my America Reads challenge, which will build a citizen army of one million volunteer tutors to make sure every child can read independently by the end of the 3rd grade. You know -- and I know -- that these volunteer tutors can work very well with our outstanding teachers and principals, to make a real difference for our children.

In closing, I thank Sam Sava, Carole Kennedy, your Board of Directors and each and every one of you for your partnership. I urge every Principal to work together with your communities to answer my Call to Action for American Education. That is how we will make sure that our children get the best education in the world. Thank you.

COPY

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.

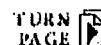
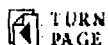
Because we understand the power of books, this Administration has placed a high priority on efforts to bring reading into the lives of very young children, to help them develop a love of books and a desire to become good readers themselves. ~~The Association of American Publishers has been a wonderful 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~~ ^{is} 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*



The President's Radio Address,
April 26, 1997

Good morning. Tomorrow I will be in Philadelphia at the Summit for America's Future. Together with Presidents Bush, Carter, and Ford, and General Colin Powell, I will [p.600] issue a call to citizen service to all Americans. For 3 days we'll explore how we can all play a role in helping America's young people build a better future and, just as important, how all our young people can help to build a better America.

This is the right time to enlist in America. We're on the verge of a new century filled with promise and challenge. ~~But to make the most of it, we must ensure that all our people, and especially all our children, have the opportunity to reach their highest potential. And we must understand that we can do that only if we all join hands, reaching across the lines that divide us, to build one America together.~~ That's an enormous job, but it's a job we'll have to do if we really want to prepare our country for the 21st century.

Citizen service is neighbor helping neighbor. It's part-time volunteers and full-time community service workers. It's communities coming together to solve common problems. And it is an essential part of what it means to be an American. We all have to promote it.

That's why I was so proud to launch our AmeriCorps program 4 years ago. Since then, 50,000 young people have taken a year or two to work full-time, mobilizing hundreds of other volunteers, helping the old and the young, the environment, helping communities afflicted with disaster, as I saw in North Dakota just a couple of days ago. And in the process, they also earn some money for college tuition, as they give back to their country.

But one of the important ways our AmeriCorps volunteers have found to give back is to help our children learn to read. Their success has been remarkable. To give just one example, 25 young AmeriCorps members went to work in Simpson County, Kentucky, where second graders' reading scores were disturbingly low. With the help of AmeriCorps volunteers, second graders all across that county jumped three full reading levels in just one year. The AmeriCorps volunteers made all the difference in those students' lives, and the service changed the lives of the AmeriCorps volunteers.

We know that intensive tutoring like this works. Now we have to do for all America's children what the AmeriCorps volunteers did for the children of Simpson County. That's what our **America Reads** challenge is all about. It's spearheaded by our Secretary of Education, Dick Riley, and Carol Rasco, my former Domestic Policy Adviser here in the White House. **The America Reads** challenge marshals the resources of entire communities, schools and libraries, religious institutions, universities, college students and senior citizens, all working together with teachers and parents to teach our children to read.

We need **America Reads**, and we need it now. Studies show that students who fail to read well by the fourth grade are more likely to drop out of school and less likely to succeed in life. But 40 percent of our fourth graders still can't read at a basic level. We can, and we must, do better than this.

With me today are AmeriCorps members, tutors, and parents from four different organizations who are helping to make a real difference in our children's lives: First, the Home Instruction Program for Preschool Youngsters, or HIPPPY, an early learning program involving parents and children; second, Hands On Atlanta, from Georgia; then, Reading One on One from Texas; and Oregon's SMART. All help to recruit volunteers and teach our children to read. Together these groups reach thousands of children every year. **America Reads** will help them and others to reach millions more.

This Monday I will send my **America Reads** legislation to the Congress so that we can mobilize the citizen army of one million **America Reads** tutors I called for in my State of the Union Address, to make sure that every 8-year-old child in America can pick up a book and say, "I can read this all by myself." This legislation is part of my balanced budget. It will fund 25,000 reading specialists and tutor coordinators, including 11,000 AmeriCorps members and many others. They will recruit and train our **America Reads** citizen army, bringing reading help to the 3 million children who need it the most.

It will also help parents to instill a lifelong learning of reading in children. Parents are our children's first teachers, and we have to do everything we can to make their jobs easier. Community groups like HIPPIY, which Hillary and I worked hard to bring to Arkansas, are doing exactly that. The plan I'm sending to Congress will expand their ability to reach more families. My balanced budget also increases Head Start funding, to reach one million 3- and 4-year-olds, and expands title I to aid teaching and learning in classrooms and the Even Start Family Literacy Program.

But it will take more than money to make sure that all our children can read. It will take a commitment from our entire community. That's why I'm pleased to announce that as part of the service summit, many of our major corporations and nonprofit organizations will help us to recruit tens of thousands of additional tutors for **America Reads**. One hundred sixty-six colleges all across America already have answered the challenge I issued in December and pledged thousands of their students to be reading tutors. I thank them for their support.

Last summer in Wyandotte, Michigan, when I announced the **America Reads** program, I sat with two young children and read "The Little Engine That Could," a book that has taught countless children that they can do anything they think they can. I want every child in America to know that he or she can read. And **America Reads** will make sure that all those children can.

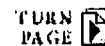
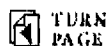
I hope some of you who are listening will consider being part of **America Reads**. After all, we need a million citizen servants, and we're not there yet. If you're interested, call 1-800-USA-Learn, the Department of Education's hotline, or just contact your local elementary school or library.

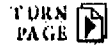
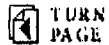
All of us can help. All you really need to do is roll up your sleeves, sit with a child, and open a book together. And remember, you'll be doing more than just reading, you'll be writing an exciting new chapter in America's progress.

Thanks for listening.

Note: The President spoke at 10:06 a.m. from the Oval Office at the White House.

Source: United States. Executive Office of the President, Weekly Compilation of Presidential Documents, Week Ending Friday, May 2, 1997 (Washington, D.C.: U.S. Government Printing Office, 1997), 33:599-601





The President's Radio Address,
December 21, 1996

In just a few days we celebrate the miracle of Christmas, the gift of light and hope that has lasted for nearly 2,000 years. I'd like to talk about how we can share that gift by shining the light of literacy on millions of precious children and families.

Literacy is about reading, but it's about much more, too. It's about opportunity, giving people the tools to make the most of their God-given potential. It's about preparing people for the 21st century, when a fully literate work force will be crucial to our strength as a nation. Without literacy, the history books and job manuals are closed, the Internet is turned off, and the promise of America is much harder to reach.

To achieve our full potential as a nation, we must make sure everyone can read, adults as well as children. I'm proud that we're increasing the assistance we give to States for adult education and literacy by more than 50 percent, the largest increase in more than 30 years. This will help hundreds of thousands of adults to rise to the obligations of family and community and to make the most of their own lives.

When it comes to children, the first teachers must always be their parents. Hillary and I still talk about the books we read to Chelsea when we were so tired we could hardly stay awake. I urge all of America's parents, make sure there are books beneath your Christmas tree. Share the joy of reading as a family.

Of course, parents can't do it alone. Our country has outstanding teachers and educators on the frontlines of the literacy crusade, but all the rest of us must work with them to make sure that every child and every adult can read.

This summer in Wyandotte, Michigan, I announced a national literacy campaign called **America Reads** that begins with a clear national goal: Every American child should be able to read on his or her own by the third grade. I proposed to meet that goal by using 30,000 reading specialists and volunteer coordinators to mobilize a million volunteer reading tutors all across America. This week I announced that my Domestic Policy Advisor, Carol Raseo, will move to the Education Department with Secretary Riley to head this effort, to make absolutely sure we have the highest level attention to get the job done.

We know that individualized tutoring works. Here in the Nation's Capital there are many remarkable tutoring programs, such as the St. Ann's Infant Home; Growing Together, which helps public school children to double their rate of learning; and the Academy of Hope, which teaches adults to read.

Yesterday some of these students joined me for my annual reading of " 'Twas the night before Christmas," and they're here with me now. If more Americans could see their joy in reading and learning, we'd have our one million volunteers overnight.

Today we're taking the next major step in our **America Reads** campaign, to build our army of reading tutors on college campuses all across America. This fall, at my request, Congress created over 200,000 new work-study jobs on America's college campuses. Work-study helps young people to work their way through college, often by serving their school. I want a large portion of work-study to be devoted to community service and especially to teaching our children to read.

[p.2538]

Today I'm happy to announce that 20 of our Nation's leading college presidents, from San Francisco to Texas to Southern Illinois, are unleashing the energy and enthusiasm of their students to help every 8-year-old learn to read. As members of a new **America Reads** college presidents steering committee, they will each dedicate half of their new work-study slots to students who work as reading tutors. Right away this should give us thousands of new tutors, a downpayment toward our goal of enlisting 100,000 work-study students to help America read.

The steering committee members will also recruit at least five more college presidents to join the effort. To help them I am making an important change in the work-study program. If a student works as a reading tutor, colleges will no longer be required to pay one-quarter of that student's work-study costs. With today's actions by these college presidents, and with the steps we are taking to help them, college students can now work their way through school by teaching our children to read. That is how we will take more responsibility, create more opportunity, and build a stronger, more united community for all Americans.

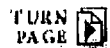
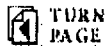
These students will create a whole new culture of service, working alongside our AmeriCorps volunteers who will be doing the same, inspiring hundreds of thousands of Americans to tutor not just children but adult learners as well.

There is simply no better way to serve your country and your community than by helping children and adults to read. And there is no better time to start than Christmas, the season of enlightenment. By reading to your own children, by giving your time so that others might learn to read, you can light a spark that keeps the spirit of Christmas burning every day of the year.

Thanks for listening.

Note: The address was recorded at 5:36 p.m. on December 20 in the Roosevelt Room at the White House for broadcast at 10:06 a.m. on December 21.

Source: United States. Executive Office of the President, Weekly Compilation of Presidential Documents, Week Ending Friday, December 27, 1996 (Washington, D.C.: U.S. Government Printing Office, 1996), 32:2537-2538



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.

capture all of my own reports into here
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.