

Dorothy K. Craft

03/14/97 04:28:13 PM

Record Type: Record

To: Christa Robinson/OPD/EOP

cc: William R. Kincaid/OPD/EOP, Paul J. Weinstein Jr./OPD/EOP, Cathy R. Mays/OPD/EOP

Subject: Kean College Video Request

Mike Cohen has reviewed and approved the Kean College POTUS video request (on your chair). Paul has signed these in the past, but he thinks Bruce would like to sign them himself now. Paul asked me to give you the request so that you can take it through the process. Thank you.

THE WHITE HOUSE
WASHINGTON

VIDEO REQUEST PROPOSAL

Date: 3/5/97

☐ ACCEPT

☐ REJECT

☐ PENDING

TO:

Stephanie Streett
Deputy Assistant to the President &
Director of Scheduling

Anne Walley
Deputy Assistant to the President &
Director of Scheduling

FROM:

Bruce Reed, Assistant to the President for Domestic Policy

REQUEST:

Video message for Kean College's first national forum celebrating multiculturalism and diversity -- The American Tapestry: What Does It Mean To Be An American?

PURPOSE:

This video will enable the President to emphasize diversity as a strength for a promising America, a principle he broached in the State of the Union. Through a series of forums, Kean College, the most diverse public state college in New Jersey, hopes to create this understanding within its community. These forums will focus on ways government and citizens can work together to embrace diversity in our country. The video is an opportunity for the President to reiterate his support for a diverse America and to challenge its citizens.

DATE AND TIME:

Video requested by April 22. Video to be aired April 24, 1997.

SOURCE OF PAYMENT: Kean College will finance the video.

BACKGROUND: The video will be shown to nearly 1,000 students, faculty, administrators, and community members attending the Kean College forum in Union, New Jersey. After the forum, Kean College's cable station will air the forum into the fall, reaching viewers throughout New Jersey. The College also will share the video with local stations. Former Governor Mario Cuomo is the guest speaker. Senator Frank Lautenberg will greet the audience via video.

DURATION: Script reads six minutes. Speech writers can edit as appropriate.

REMARKS ATTACHED: Script is attached to this request.

STAFF CONTACT: Mike Cohen (6-5575) or Dorothy K. Craft (6-5571)

ORIGIN OF PROPOSAL: Kean College, Office of the President Presidential Charge

A PROPOSAL: THE SCRIPT FOR A VIDEO GREETING FROM PRESIDENT BILL CLINTON TO THE KEAN COLLEGE SYMPOSIUM ON "THE AMERICAN TAPESTRY: WHAT IT MEANS TO BE AN AMERICAN" APRIL 24, 1997

Dr. Ronald Applbaum, President of Kean College, Kean Trustees, Governor Mario Cuomo, Kean's student organizations, other distinguished participants and my fellow Americans:

First, let me congratulate Dr. Applbaum on his recent investiture as the sixteenth president of Kean College and on his vision for the future of New Jersey's oldest state college. The theme that you have chosen for your symposium is one that is close to my heart -- *The American Tapestry: What it Means to be an American*. You will recall that I spoke about the unique strength diversity brings to our great nation in my State of the Union address earlier this year.

During its 142-year history, Kean College has been a reflection of the American tapestry. Its campus community represents a bright mosaic of many races, religions, ethnic groups, and cultural experiences. You remain an institution dedicated to the pursuit of excellence and are recognized for opening educational doors for first generation college graduates and first generation American citizens.

The Kean College community has courageously embraced both the challenges and the rewards of diversity. You are fortunate to be served by two outstanding leaders in human rights and international affairs -- Senator Frank Lautenberg and Congressman Donald Payne. You have also benefited from one of America's preeminent educators and theologians, Dr. Samuel DeWitt Proctor, who has served as a distinguished visiting professor

on your campus. These leaders have provided you with sturdy, reliable bridges over the divide of race that has been America's failing.

In these uncertain times, I believe we must continue to focus on what we share in common rather than what separates us.

I am told along with your discussions of *The American Tapestry*, you have also begun the fellowship of working together on a *Kean College Unity Quilt*. The ideas from *The American Tapestry* and the discussions that will unfold from your *Unity Quilt* will, I am certain, enhance your efforts toward campus unity. I commend you, and I hope that you are encouraged by the words of Dr. Martin Luther King who reminded us that, "We are caught in an inescapable network of mutuality, tied in a single garment of destiny. . . ." I also believe that we must plan and build together, reconciling our differences and our inequities. Your *American Tapestry* theme and your *Unity Quilt* will endow the Kean community with dignity, trust, optimism and faith. As Americans, we may not always share the same ancestral history, but we all share a common future.

I am gratified that the Kean College community is committed to my call to action for American education. It is a plan to make all of our institutions for teaching and learning -- like America herself -- the envy of the world. In my State of the Union message, I explained that education is my number one priority. Secretary of Education Riley and I are resolved that Americans must have the best education in the world because we know that the strength of our democracy is bolstered through quality public education. Let me reiterate these goals: every 8-year-old must be able to read; every 12-year-old must be able to log onto the Internet; every 18-year-old must be able to go to college, and every adult American must be

able to keep on learning. I salute Dr. Applbaum's goal to make Kean College a comprehensive teaching university that is community-responsive and service-oriented. In the 21st century, education must be every citizen's birthright and Kean College will be a gateway to a better future for all of the citizens in its region.

With a great sense of pride, Congressman Payne has told me about Kean College's many partnerships with urban school districts in New Jersey, and the committed role Kean students have played in these collaborations. Projects such as Even Start, Advance, Adelante, Health Epic, Science Star, and the Newark Partnership activities give our young people opportunities for a bright and prosperous future. The Pathways to Teaching and EPIC Programs provide college opportunities for under served adult students. Attorney General Janet Reno and I applaud the work Kean is doing with the Department of Justice to take your CREST conflict mediation training into urban school districts. I certainly look forward to the involvement Kean's work-study students will have in the army of citizen-tutors that my *America Reads Initiative* will bring into our nation's schools.

I will continue to watch and support the progress of Kean College because you are a microcosm of America's best and brightest resources and talents. The 13th and 14th years of education must become as universal as high school is in America. Hope Scholarships, tuition tax credits and deductions, increases in Pell Grants, and improvements in our direct student loan programs will allow us to open the doors of college for all Americans. We must also prepare better teachers and bring more minorities into the teaching profession. Kean is already a pioneering institution in these areas. I hope I have inspired the Kean College community to continue on a path of growth and progress.

In closing, I congratulate all of you as you explore the theme, *The American Tapestry: What it Means to Be an American* and extend my warmest wishes to Kean College as it embarks on its journey into the 21st century.

ice of the President

FAX TRANSMISSION

KEAN COLLEGE OF NEW JERSEY

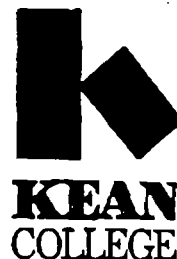
OFFICE OF THE PRESIDENT

1000 MORRIS AVENUE

UNION, NEW JERSEY 07083

Telephone: (908) 527-~~2222~~ X 2733

Fax: (908) 558-4681

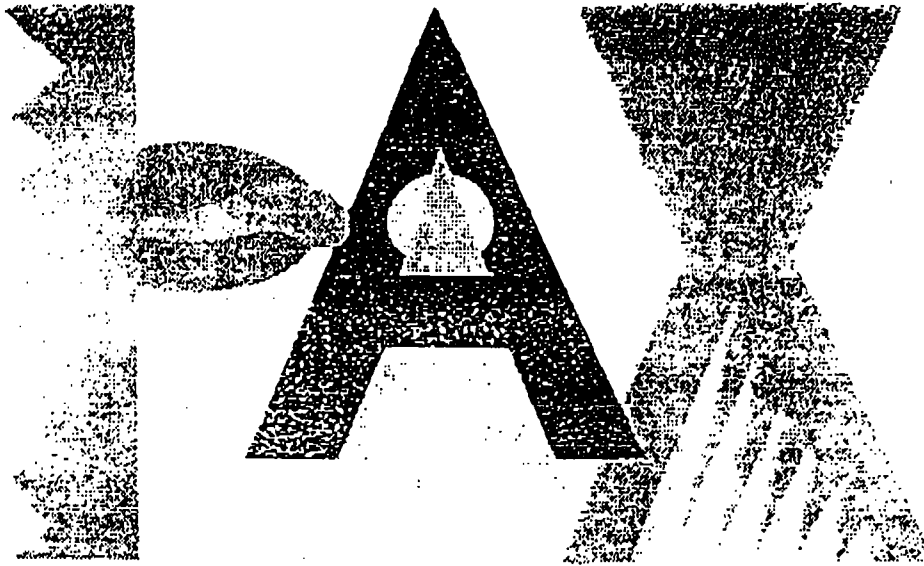


To: Ms. Dorothy Craft Date: 2/27/97
Fax #: 202-456-7028 Pages: 5, including this cover sheet.
From: Mr. Louis C. Richardson
Subject: Script Proposal

COMMENTS: dear Ms.

This is a copy of the proposed script
for the videotape presentation on 4/24/97. Thank
you for your assistance. Please call me at
(908) 527-2082 and/or (908) 527-2222.

Louis



- MEX 800

TO: White House Scheduling Office

FROM: Human Relations and Counseling Center *Dr. Lois C. Richardson*

DATE: 2/6/97

FAX #: 202-395-1232



PAGES INCLUDING COVER: 3



Scheduling Request

*1000 students, from the Providence
limited schedule...
Sund. 2/10 9:00 AM - 11:00 AM*

908 527-~~527~~ - 2082

** NJ eldred college, most diverse*

KEAN COLLEGE
OF NEW JERSEY
Union, New Jersey
07083
908/527-2000

Office of the President



February 6, 1997

The Honorable William Jefferson Clinton
President
United States
Washington, D.C. 20500

Dear Mr. President:

Today, the United States is becoming the most culturally and racially diverse country in the world. Kean College of New Jersey, the oldest of New Jersey's state colleges continues to be the gateway for first generation college students to bridge the gap to the future. Kean is the most diverse public state college in New Jersey. At Kean College, we recognize the importance of understanding and improving our multicultural environment.

We also recognize our educational and moral responsibility to find new and better ways of fostering the spirit of community in times of racial and ethnic tension. Under the new presidential leadership of Dr. Ronald L. Applbaum, our efforts to build community are continuing. Dr. Applbaum is committed to fulfilling the mission of the College and working toward development of a multicultural interactive university based upon the virtues of diversity, excellence and opportunity that are hallmarks of public higher education in the nation.

In April, Kean College will hold what we hope is the first in a series of national symposia on the topic - "The American Tapestry: What Does It Mean To Be An American." According to Dr. Applbaum, "We are attempting to create a forum for developing greater understanding and shaping strategies that permit government and the citizenry to deal with diversity as a key strength for the future."

I would like to extend an invitation for President Applbaum and the entire Kean College Community for you to deliver a satellite transmission and/or video-tape presentation at the symposium Thursday, April 24, 1997 at 7:30 p.m.. The symposium that will be held on April 24 and 25 will also pay special tribute to Dr. Samuel Proctor, former Director of the Peace Corps, former President of North Carolina A&T, visiting distinguished professors at Kean and a major contributor toward the development of constructive race relations. ←

I listened attentively to your State of the Union Address where you spoke about the positiveness of the diversity in our country. I have watched your actions in striving for a more

KEAN COLLEGE
OF NEW JERSEY
Union, New Jersey
07083
908/527-2929

just and better society. It would be an honor to have you make a presentation on our campus and a privilege to have you share your thoughts on any aspect of our symposium topic.

President Applbaum has delegated the responsibility of coordinating the symposium to me. Please don't hesitate to contact me at my office (908) 527-2222 if you have questions or need additional information.

527-2082

Sincerely,



Lois C. Richardson, Ph.D.

Special Assistant to the President

MEMORANDUM TO SENIOR STAFF

FROM: ERSKINE BOWLES
DON BAER
MIKE McCURRY
TODD STERN
STEPHANIE STREETT
ANNE WALLEY

SUBJECT: PRESIDENTIAL VIDEO REQUESTS

As part of our continuing effort to make the best use of the President's time, the Scheduling Office is instituting a new process for the submission of video requests. Effective immediately, all staff must provide the following:

- 1) Complete all the information on the attached scheduling form including whether the organization has agreed to pay for the video. (The White House does not have a budget for this service.)
- 2) Attach a proposed script that has been reviewed by White House staff for appropriate content.
- 3) Designate a staff contact to write and submit a clear and concise briefing memo to the Staff Secretary. If the video is accepted, the briefing memo should include:
 - a. The organization or person requesting the video.
 - b. The basis for deciding to do the video.
 - c. Appropriate background so that the President is well-informed about the organization and event.

The staff contact will also be required to brief the President before the video.

Video proposals must be received in the Scheduling Office at least two weeks in advance of the date requested. Staff members who wish to request a video message for an event that was regretted by the Scheduling Office must submit a new proposal with the above information attached. Any requests sent to the Media Affairs Office directly will be returned to you. There will be no exceptions to these procedures.

If you have any questions, please contact Margo Spiritus at 6-2823. Thank you for your cooperation.

VIDEO FOR (name of organization or person)

This attachment should include the following information. It may be laid out in this order, but that isn't required:

***The organization or person that the video is for.**

***The purpose for doing the video.** Why have we decided to do it? In what way is doing it beneficial to the President's objectives?

***Background information about the organization and event.**

Tell the President what he needs to know to be properly informed, but be concise.

[This attachment will be appended to an event memo prepared by Media Affairs that will list all the videos the President is doing on a given day. This attachment should in no event exceed one page.]

Once your video has been accepted, please return this portion of the memo to the Staff Secretary's office.

VIDEO REQUEST PROPOSAL

TODAY'S DATE

___/___/___

ACCEPT

REGRET

PENDING

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

Anne Walley
Deputy Assistant to the President &
Director of Scheduling

FROM: Assistant to the President

REQUEST: Video for which group or individual?

PURPOSE: Reason why the President should honor request?
What is the desired outcome?

DATE AND TIME: Drop dead date by which the video is needed?
Date the video will be shown?

SOURCE OF PAYMENT: Has the group agreed to pay for the video?

BACKGROUND: * How big is the viewing audience?
* Where will the video be shown (city/state)?
* Will the video be used anywhere else?

DURATION: How many minutes should the video be?

REMARKS ATTACHED: Is the script attached to the request? (If it is not
it will be automatically returned to you.)

STAFF CONTACT: White House contact responsible for the video
and their phone number.

ORIGIN OF PROPOSAL: Invitation or White House staff generated?

THE WHITE HOUSE
WASHINGTON

VIDEO REQUEST PROPOSAL

Date: 3/5/97

☐ **ACCEPT**

☐ **REJECT**

☐ **PENDING**

TO:

Stephanie Streett
Deputy Assistant to the President &
Director of Scheduling

Anne Walley
Deputy Assistant to the President &
Director of Scheduling

FROM:

Bruce Reed, Assistant to the President for Domestic Policy

REQUEST:

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This video will enable the President to emphasize diversity as a strength for a promising America, a principle he broached in the State of the Union. Through a series of forums, Kean College, the most diverse public state college in New Jersey, hopes to create this understanding within its community. These forums will focus on ways government and citizens can work together to embrace diversity in our country. The video is an opportunity for the President to re-iterate his support for a diverse America and to challenge its citizens.

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BACKGROUND: The video will be shown to nearly 1,000 students, faculty, administrators, and community members attending the Kean College forum in Union, New Jersey. After the forum, Kean College's cable station will air the forum into the fall, reaching viewers throughout New Jersey. The College also will share the video with local stations. Former Governor Mario Cuomo is the guest speaker. Senator Frank Lautenberg will greet the audience via video.

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ice of the President

FAX TRANSMISSION

KEAN COLLEGE OF NEW JERSEY

OFFICE OF THE PRESIDENT

1000 MORRIS AVENUE

UNION, NEW JERSEY 07083

Telephone: (908) 527-2222 X 2733

Fax: (908) 558-4681

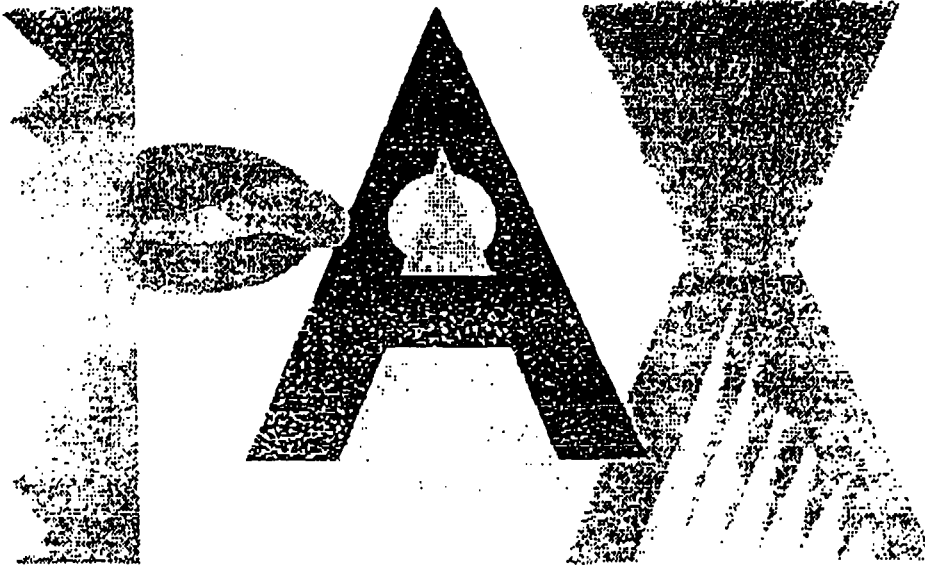


To: Ms. Dorothy Craft Date: 2/27/97
Fax #: 202-456-7028 Pages: 5, including this cover sheet.
From: Dr. Lois Richardson
Subject: Script Proposal

COMMENTS: Lois,

This is a copy of the proposed script
for the videotape presentation on 4/24/97. Thank
you for your assistance. Please call me at
(908) 527-2082 and/or (908) 527-2222.

Lois



- max 800

TO:

White House Scheduling Office

FROM:

Human Relations and
Counseling Center Mr. Lois C. Richardson

DATE:

2/6/97

FAX #:

202-395-1232



PAGES INCLUDING COVERS 3



Scheduling Request

1000 students, faculty, from community,
militar students, etc.

Sent to go spreading

908 527
~~527~~ - 2082

* NE oldest college, most diverse

SEAN COLLEGE
OF NEW JERSEY
Union, New Jersey
07083
508/527-2000

Office of the President



February 6, 1997

The Honorable William Jefferson Clinton
President
United States
Washington, D.C. 20500

Dear Mr. President:

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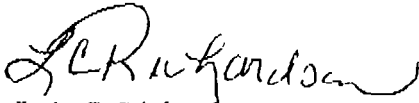
KEAN COLLEGE
OF NEW JERSEY
Union, New Jersey
07083
908527 2929

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527 2082

Sincerely,



Lois C. Richardson, Ph.D.
Special Assistant to the President

MEMORANDUM TO SENIOR STAFF

FROM: ERSKINE BOWLES
DON BAER
MIKE MCCURRY
TODD STERN
STEPHANIE STREETT
ANNE WALLEY

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TODAY'S DATE

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ACCEPT

REGRET

PENDING

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

Anne Walley
Deputy Assistant to the President &
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and their phone number.

ORIGIN OF PROPOSAL: Invitation or White House staff generated?