

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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001. letter	Allen Glenn to Hillary Rodham Clinton [partial] (1 page)	11/04/1998	P6/b(6)
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COLLECTION:

Clinton Presidential Records
First Lady's Office
Shirley Sagawa
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FOLDER TITLE:

Old Scheduling Requests [1]

2013-0124-S

rc1100

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]



*Shirley -
Is she's here
23rd we'll
do.*

January 6, 2000

Ms. Melanne Verveer
Assistant to the President
Chief of Staff to the First Lady
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Melanne,

I am writing to follow up on several conversations we had about the possibility of Mrs. Clinton playing a role in the February 23 & 24, 2000 launch of DC Campaign to Prevent Teen Pregnancy. Let me say I recognize fully how very busy the First Lady's schedule is these days in light of her recent move to Chappaqua and that it may not be possible for her to participate in the launch, much as we would love for her to do so. Nonetheless, we are eager to get your thinking on ways the White House might be involved in the DC Campaign's February 23 & 24, 2000 launch.

DC Campaign to Prevent Teen Pregnancy knows how committed the President and First Lady are to improving life for young people in the District of Columbia. If the Administration embraces our efforts to cut teen pregnancy in half in the District by 2005, it would give us great momentum. One idea that is especially appealing to us is bringing a group of local service providers to the White House for a midday or early afternoon reception where exemplary programs would be honored. This reception would be a wonderful celebration of hardworking local efforts that rarely get any visibility. Programs like Teen Life Choices, a Catholic Charities supported program in Southeast Washington and Generations, a secondary prevention program at Children's Hospital have made a major difference in the lives of the young people they serve.

As we have learned from the National Campaign to Prevent Teen Pregnancy, honoring local programs is an excellent way to energize the field and acknowledge the many successful on-the-ground efforts to reduce teen pregnancy. While I understand it may not be possible for the First Lady to join us at the reception because of her busy schedule, we would be thrilled if it might still be possible to honor local programs at the White House. Labor Secretary Herman might host the reception because of her eloquence in expressing the connection between work place readiness and teen pregnancy prevention.

In the District of Columbia, each year there are enough pregnant teenagers to fill an entire high school, one in six DC girls will be pregnant during her teens. These shocking numbers have important economic repercussions. Families started when the parents were teens overwhelmingly come to rely on public assistance and about 80

percent of all teen parents become welfare recipients. Clearly, teen pregnancy prevention and employability go hand in hand.

The goal of DC Campaign to Prevent Teen Pregnancy is ambitious and we need everyone's help to reach that goal. I hope you will let me know what you think the best way to involve the White House in the launch might be. I have enclosed a brief description of the launch events, a fact sheet and a copy of our prospectus. DC Campaign's Director Brenda Rhodes Miller will contact your office early next week to follow up or you may reach her at 202-789-4666. Please call if you have any questions. Thank you for any assistance you can provide in the launch of DC Campaign to Prevent Teen Pregnancy.

Warm Regards,



Vicki Sant
Vice Chair
DC Campaign to Prevent Teen Pregnancy Board of Directors

Enclosures



February 23 - 24, 2000 Launch

February 23, 2000

Press Conference

11:00 a.m.

Reeves Center

- Release of Lake, Snell, Perry opinion research report
- Announcement of DC Campaign, goals, strategy, Board, support, Task Forces

February 23, 2000

Reception Honoring Exemplary Local Programs

Time: TBA

White House (*Requested*)

Programs to be honored:

- Children's Hospital National Medical Center
- Mary's Center for Maternal and Child Health
- Life Pieces to Masterpieces
- Teen Life Choices at St. Luke's Catholic Church
- Covenant House Washington

February 24, 2000

Teen Town Hall Meeting

5:00 to 7:00 p.m.

Children's Hospital

Teens from all over the city will be brought together to share with the mayor what it is like to be a teenager in DC. All participants will be asked to sign a card pledging to "Make Teen Pregnancy a Thing of the Past."

Facts About Teen Pregnancy in the District of Columbia

It's time to change the conversation.

DC Campaign to Prevent Teen Pregnancy

Each year nearly one million adolescent girls become pregnant. Roughly one-half of these pregnancies ends in a live birth. Recent declines in the rates of teen pregnancy, teen childbearing and teen abortion in the U.S. are encouraging. Despite these recent improvements, teen pregnancy remains an important problem. Early childbearing can diminish the long-term potential of teen parents, as well as the developmental and physical well-being of their children. Society also pays a cost in terms of higher expenditures on social and health services to support teen parents and their children.

For the District, data on teen pregnancy, teen childbearing, and early risk-taking are sobering.

Estimated Pregnancy Rates for Teens in the District of Columbia

In 1996 (the most recent year for which pregnancy rates are available), the teen pregnancy rate in the District was 165 per 1000, down 31% from a high of 239/1000 in 1993. The pregnancy rate for the District remains substantially higher than the rate for the nation as a whole, which was 97.3/1000 in 1996.

Estimated Birth Rates for Teens in the District of Columbia

Birth rates for teens in the District declined during the 1990's as well, 29% from 1993 when the rate was at its highest. However, the 1997 teen birth rate of 91/1000 remains almost twice the rate for the total U.S. (52.3/1000).

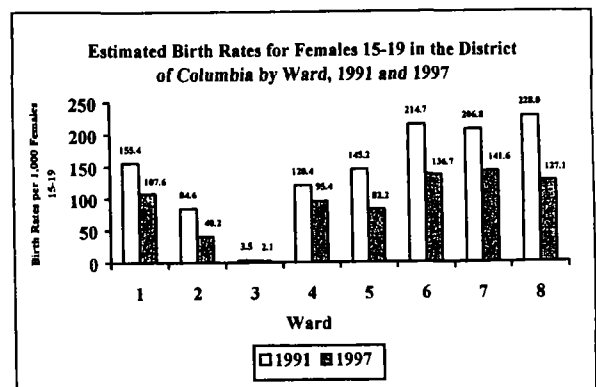
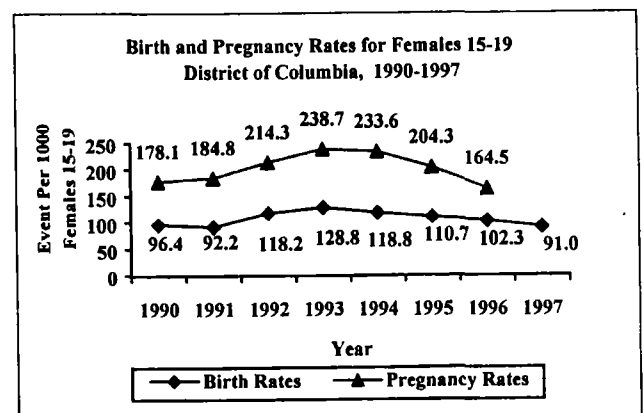
Number of Births to Teens

In 1997, 7,916 births occurred to women residing in the District.

- Roughly 16% or 1,233 births, were to girls under 20, most of them unmarried;
- 4%, or 50 births, were to girls under 15.

Teen Childbearing is Distributed Widely Across the District

Teen pregnancy and teen childbearing are occurring across all Wards in the District, although the rate of childbearing is greatest in Wards 6, 7, and 8. However, it is important to note that Wards 1 and 4 also show teen birth rates near or slightly above 100/1000.





PROSPECTUS

Many youngsters in the District of Columbia are thriving, some overcoming long odds to do so. By any measure, however, too many are being left behind: more than half of them living in families earning less than the poverty threshold, thousands living in foster care, nearly half dropping out of school before graduation, too many young men lost in the juvenile justice system.

At the root of these troubling facts lies another reality: a large proportion of the children trapped in this cycle of poverty and dysfunction come from families begun by teens. **Each year one in every five teenagers becomes pregnant. One in every ten has a child. Many of them will have a second child before they are 20.** Instead of enjoying adolescence, they are coping with adult pressures that far exceed their limited resources.

While teen pregnancy and birth rates in the nation's capital are beginning to come down from their peak in 1991, they are still nearly twice the national average. They are far higher than the rates in other Western countries, and indeed higher than some developing countries.

Recognizing the strong connection between the alarmingly high rate of teenage pregnancy and the social and economic health of the nation's capital, a large group of community leaders, organizations, and private foundations has worked together in a thoughtful and non-contentious coalition for the past two years. They are convinced that the District needs a powerful and innovative approach to attract a new concentration of resources and attention to this issue. They believe that preventing teen pregnancy is a high leverage intervention that is far more beneficial – and cost effective – than later efforts to cope with developmental disabilities, child abuse, school failure and poverty.

The momentum to respond to that challenge has now been established by the creation of a powerful partnership called the DC Campaign to Prevent Teen Pregnancy.

Mission

The DC Campaign to Prevent Teen Pregnancy has an ambitious mission to reduce the teenage pregnancy rate in Washington, DC by 50% by the year 2005.

Our most potent enemies are the fatalism that says nothing can be done about teen pregnancy and the myopia that says teen pregnancy affects only a limited number of families. In fact, solving the problem of teen pregnancy requires everyone's help.

Strategy

Experience tells us that young people will make healthy and responsible choices about delaying pregnancy until they are adults *if they have reason to believe that postponing it will have some benefit for them – in the immediate as well as the more distant future – as well as the skills to implement that decision.*

Research tells us that teen pregnancy is less likely when boys and girls, regardless of income or race, feel strongly connected with their parents and other caring adults, experience success in school from an early age, have a sense of belonging, are confident that they have safe places to learn and play and interact with their peers, have easy access to teen-friendly family planning information and services, and believe that they can reach economic security if they work for it.

Beyond that, however, all adults must recognize that they have a critical stake and role in making sure our teenagers are protected as they grow into healthy and productive adults. The high rate of adolescent pregnancy in Washington, DC limits our future workforce and the social and economic health of the city.

Messages and teaching about sex, love, relationships and pregnancy prevention must be embedded in a comprehensive, neighborhood-based youth development strategy that surrounds all young people with protection, support and opportunity for growth.

Going beyond the obvious remedies – abstinence or contraceptives – the DC Campaign will foster a multitude of positive connections between adults and children in this community so that every young person has the necessary support to finish high school and become self-sufficient before starting a family.

The leadership of the DC Campaign is in place, initial funding has been raised and has begun operations as of September 1999. The DC Campaign is poised to concentrate a powerful new synergy on the pervasive problem of teen pregnancy.

Leadership Task Forces

The DC Campaign will rely not only on its board and staff to accomplish its mission but also on the efforts of five task forces:

- Leadership Task Force on Business
- Leadership Task Force on Religion and Public Values
- Leadership Task Force on Media and Entertainment
- Leadership Task Force for Youth
- Leadership Task Force on Local Programs and Research

Each task force will be drawn from a diverse group of community and religious leaders, local service providers, researchers and activists, national organizations, the media and young people themselves. The task forces will operate in one or more fields of action.

- Working with the natural institutions – family, church, schools and neighborhoods – on which young people rely
- Attracting the attention of every segment of the community to the importance of preventing teen pregnancy and persuading each to play a role in the work
- Mobilizing District teenagers to guide and lead the work
- Building on the many good programs that already exist
- Creating a resource and clearinghouse for citizens, teenagers, colleagues and the media

Fields of Action

While the DC Campaign will neither run clinics nor programs, it will function as a catalyst for improved services across the spectrum of teen pregnancy prevention initiatives. The DC Campaign will act as a transfer agent for skills, a lever to increase financial support for effective programs, a convener of experts and networks, a promoter of best practices, a training resource, and a purveyor of powerful messages about teen pregnancy prevention that will shine a high voltage spotlight on the issue.

(1) Working with the natural institutions - family, church, schools and neighborhoods - on which young people rely

Parental guidance and support is still the best deterrent to teenage pregnancy. Learning from parents about sex, love, relationships and interpersonal communication should be a normal part of every child's life. Teens who have caring, consistent adults, safe and supervised places to hang out, and who can talk about love, sex, and relationships in the context of values are less likely to become pregnant or be responsible for a pregnancy than teens who lack these supports.

The DC Campaign will reinforce and multiply training opportunities for parents to help them make informed and deliberate efforts to teach children about healthy sexual behavior from their earliest years.¹ We will reach them in the workplace, in church and neighborhood settings, and will train community leaders to lead workshops using materials adapted to the District. Where parents are absent, or overwhelmed by the demands of survival, that guidance needs to come from other adult mentors, and be reinforced by community associations, organizations, schools, and churches that can have a positive effect on the climate that surrounds each child.

The DC Campaign has relationships with the eight neighborhood child and family support collaboratives, among other community based organizations, to provide them with materials and technical assistance on pregnancy prevention.

The DC Campaign will build on the existing Clergy Roundtable of the Mayor's Committee to develop a **Leadership Task Force on Religion and Public Values**. The task force will engage faith institutions to participate in pregnancy prevention discussions with young people and parents in their congregations. The DC Campaign will encourage faith leaders to make those discussions an integral part of all their programs, and to open their buildings more regularly to safe activities for young people.

Through collaboration with the Mayor's Committee to Reduce Teen Pregnancy, the DC Campaign is already working with students and teachers in District schools on making sex education classes more effective. We are supporting, with technical assistance and materials, those organizations that want to use effective curricula like "Wise Guys" or "Sneakers" in collaborative programs between schools and community organizations.

We plan to join with the Department of Recreation and other local organizations to employ youth to "map" community assets, to identify strengths and gaps, and to improve community-school connections.

¹ Ten Tips For Parents, National Campaign to Prevent Teen Pregnancy

(2) Attracting the attention of every segment of the community to the importance of preventing teen pregnancy and persuading each to play a role in the work

The DC Campaign intends to change the conversation about teenage pregnancy in the District. We will help everyone understand that our alarming teen pregnancy rates are as much a function of the climate that adults have created and the unavailability of adults in the lives of children as they are of irresponsible decisions by young people. We will create useful new ways for adults to spread the message that premature parenting is in no one's best interest, and to play a role in changing the situation.

The Leadership Task Force on Business will lead us in new strategies to increase the active engagement of businesses in the District with teenagers. Activities such as work place mentoring, adopting schools, and/or sponsoring brown bag lunches for employees about parent-child communication are all useful. We plan to enlist the DC Chamber of Commerce, the Board of Trade, and the Private Industry Council in our work. The DC Campaign will also seek to enlist one major employer each year in a workplace mentoring project. This will bring young people into the workplace to expose them to new opportunities and experiences that will help broaden their mindsets and create new options for their future.

The Leadership Task Force on Religion and Public Values will foster a local and regional discussion about how religion, culture, and public values influence both teen pregnancy and our responses to it, hoping to engage every citizen in shifting the tide of opinion and knowledge regarding the causes and consequences of teen pregnancy. In its role as catalyst, the DC Campaign will work with the faith community to expand "safe places" for young people. In many DC neighborhoods, there is a liquor store, a carry out and a church on every block. Unfortunately, in all too many situations, the latter is often closed when the former are open. Imagine for a moment how different the city might be if every church opened its doors to young people one more night a week.

The Leadership Task Force on Media and Entertainment, basing its work on the Lake, Snell, Perry research project, will help us design a professional media campaign that will communicate with the most powerful and influential voices in local radio, television, and newspapers to make sure they systematically and repeatedly emphasize the importance of preventing teen pregnancy. The DC Campaign has much to gain from the related work of the National Campaign.

Using proven materials, we will reiterate our messages in schools, sports arenas, churches, community forums and businesses, as well as in newspapers and on radio and television. We shall engage local and national sports celebrities and entertainers both to visit our schools and to cut ads, and we'll count on the District's vibrant music community to carry the word to its fans.

(3) Mobilizing District teenagers to guide and lead the work

District young people are already engaged in a number of projects connected to the Campaign's work, such as creating a video on male and female attitudes toward love, relationships and sex, and working on a pilot project in five District schools to define student views of better sex education programs.

The next step is convening groups of young people around the city to define their own views about sexuality and parenting, and to train them to implement their own recommendations. Through the combined efforts of the **Leadership Task Force on Media and Entertainment** and the **Leadership Task Force for Youth**, the DC Campaign to Prevent Teen Pregnancy will generate partnerships to produce two teen pregnancy prevention communications vehicles. In many developing countries, small, illustrated story books are used to communicate public health information. Using a similar comic book format, the DC Campaign will work through its partners to design families of characters. The experiences of the parents and urban teens, with a backdrop of hip hop culture, will stress delaying intercourse, delaying pregnancy, staying in school, preventing STD's, communication about values, and the importance of using condoms and contraceptives whenever sexually active.

Similarly, an ongoing melodrama will be developed as a way to reach teens through the media they consume the most: radio. Short episodes that are written by teens will be broadcast on popular teen radio stations.

There will also be internships, after school and summer jobs at the DC Campaign for District teenagers. Teens will serve as a sounding board and reality check for all Campaign activities, and will act as messengers to their peers on this issue.

(4) Building on the many good programs that already exist

The Leadership Task Force on Local Programs and Research will spark collaboration with local organizations that focus on youth development, mentoring, adolescent health care and family planning, peer support, skill and self-esteem development, school success, job training, recreation, abuse prevention, and responsible parenting. We want to establish additional two-way relationships with the growing number of community-building and neighborhood initiatives in this city. Rather than provide services directly, we shall seek to make local efforts less fragmented and isolated, more deeply rooted in neighborhoods, and more recognized by the larger community. Together the impact of these programs can be multiplied.

We will maintain a database of such programs and attempt to coordinate their work by sharing information, publicizing what works and what doesn't, and assessing opportunities in particular neighborhoods and wards. Demand for networks of such organizations is very strong. For example, the new Making Connections project unites in a network of information sharing and mutual reinforcement many local organizations, large and small, that work with girls. We will help to reinforce such efforts, and to highlight gaps in services. For example, on Tuesday, October 19, 1999, the DC Campaign to Prevent Teen Pregnancy, along with seven local and national partners, will convene a first of its kind meeting for the city, "Boys to Men: A Roundtable on Improving Access to Health Care." The impetus for the gathering is one simple but often overlooked reality: a healthy, sexually active teenage boy can cause multiple pregnancies over the course of one year, yet most teen pregnancy prevention efforts focus exclusively on girls.

(5) Creating a resource and clearinghouse for citizens, teenagers, colleagues and the media

We'll keep current articles, news and promising practices circulating through a newsletter and a Web site. We plan to have accessible several practical publications aimed at helping parents discuss sex, love and relationships with their children, at educating health care providers about teen friendly services, and at informing teenagers how to connect with health services.

The National Campaign to Prevent Teen Pregnancy and Advocates for Youth are here on our doorstep, and the DC Campaign will channel their knowledge and materials into local settings.

A major research resource to the DC Campaign is being contributed by a group of local foundations, led by the Summit Fund of Washington and the Margaret and Alexander Stewart Trust, that have supported extensive focus groups with local teens, parents and grandparents, conducted by Lake, Snell, Perry & Associates. A companion telephone survey will be carried out in mid-1999, and a report released in the fall.

With the help of Child Trends, Inc., we have begun to compile useful factual information, both national and local. Collecting and disseminating accurate data and statistics down to the neighborhood level will make it possible to sharpen our focus on parts of the city where the teen pregnancy rates are highest.

A "news desk" at the Campaign will provide a ready reference to facts, recent news, local activities, and access to expertise in the field.

Structure, Leadership and Allied Organizations

The DC Campaign to Prevent Teen Pregnancy is a non-profit organization that is beginning full operation in the fall of 1999.

Board of Directors

Joyce A. Ladner, Senior Fellow at the Brookings Institution and former President of Howard University, has agreed to serve as Chair of the Board of Directors.

Sandra Allen, Human Services Committee, District Council Ward 8

Carol Thompson Cole, The Curtex Group

Amanda Deaver, Powell and Tate

Katherine Graham, The Washington Post

Vincent C. Gray, Covenant House Washington

Dr. Dorothy I. Height, National Council of Negro Women

Sheila Johnson, Black Entertainment Television

Mary Jo Lazear, USAID

Reverend Leon G. Lipscombe, Sr., Allen Chapel A.M.E. Church

C. Payne Lucas, Africare

Charles Ruff, Covington and Burling

Victoria Sant, Summit Fund of Washington

Marian Urquillo, Columbia Heights/Shaw Neighborhood Collaborative

James Wagoner, Advocates for Youth

The DC Campaign will also have two teens serving as members of the board.

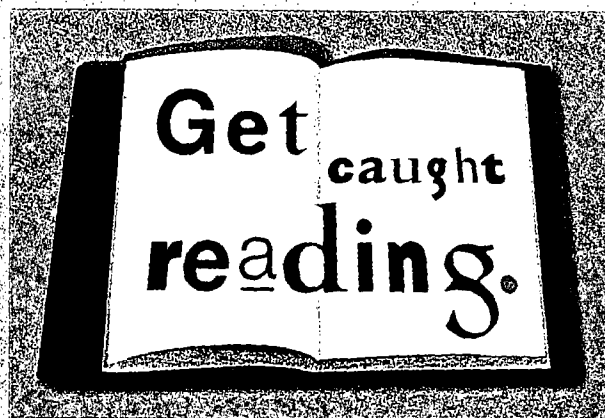
Virginia Fleming, retired from a senior position in the District Government and active in non-profit work locally, is the President.

The Director of the Campaign is Brenda Rhodes Miller, formerly Deputy Director of the National Campaign to Prevent Teen Pregnancy.

The reach of the central staff will be greatly extended by the task forces detailed above.

In addition to our on-going collaboration with over 30 local leaders and organizations, we have already established fruitful working alliances with key national organizations in the field. Advocates for Youth has selected the DC Campaign as one of five state coalitions to which it will give concentrated technical assistance and support during the coming year. Other national partners include the National Campaign to Prevent Teen Pregnancy, the Rutgers University Center for Family Life Education, the Opening Doors Project of the Robert Wood Johnson Foundation, the Academy for Educational Development, the Delta Research and Education Foundation, The National Family Planning and Reproductive Health Association, Child Trends Inc. and the Center for Law and Social Policy.

The DC Campaign has received a generous grant of \$250,000 over each of the next three years from the Summit Fund of Washington, a \$35,000 grant from the Consumer Health Foundation, as well as \$150,000 grant for the current year for general support from the Cafritz Foundation contributing partial support of its planned \$940,000 budget.



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1999 ANNUAL MEETING

**The Marketplace for Ideas:
*On Paper and Online***

Mayflower Hotel

**1127 Connecticut Avenue, N.W.
Washington, D.C.**

PRELIMINARY PROGRAM

NOTE: First Lady Hillary Clinton and Vice President Albert Gore have been invited

WEDNESDAY, MARCH 17 (St. Patrick's Day)

2:00 pm - 5:00 pm Registration

4:00 pm Board of Directors Meeting

6:30 pm General Reception in Celebration of Irish Authors, Members of Congress invited -- Entertainment - Irish Music in honor of St. Patrick's Day

7:30 pm Dinner (Sponsored by Berkery, Noyes & Co.)

 Speaker: Malachy McCourt

THURSDAY, MARCH 18

 It's About Education, Stupid

8:30 am - 9:30 am Two legislators: Senator James Jeffords (R-VT) and Senator Edward Kennedy (D-MA) invited

9:30 am - 10:30 am Michael Milken Keynote on Education

10:30 am - 10:45 am Annual Business Meeting

10:45 am - 11:00 am Coffee Break

11:00 am - 12:00 pm The Electronic Retailing Revolution

Keynote by Jeff Bezos, Amazon.com

12:00 pm Luncheon with Speaker

Host: Cokie Roberts

Honors Award to National Public Radio -- Kevin Klose, President and CEO. Also attending will be a number of NPR program hosts introduced by Scott Simon.

2:00 pm - 2:30 pm Get Caught Reading

Candy Lee, Troll Communications LLC
Robert Miller, Disney Publishing Company
Laurence Kirshbaum, Time Warner Trade Publishing

2:30 pm - 2:45 pm Break

2:45 pm - 3:30 pm Business Without Borders

Robert Rubin, Secretary of the Treasury

3:30 - 4:30 pm What is a Portal and Why Do I Need One?

Steve Case, AOL

Jake Winebaum, Disney Online

4:30 pm - 5:30 pm Reception (at hotel)

Meeting Adjourned



Association of American Publishers 1999 Annual Meeting

The Marketplace for Ideas: On Paper and Online

March 17-18, 1999

The Mayflower Hotel, Washington, DC

(Please use a separate form for each registrant)

Name/Title

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☐ AAP Member \$595

☐ Nonmember \$695

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Discount for multiple registrations! Companies that have four or more people attending the AAP Annual Meeting will receive a 10% discount on their registration fees. If ten or more attend, a 20% discount will be given. Discounts will be applied following the meeting to registrants actually attending and refunds issued at that time.

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HOTEL INFORMATION

For hotel reservations, please contact the Mayflower Hotel **directly** at (202) 347-3000 and request the Association of American Publishers group rate (\$189.00 single, \$210.00 double, \$250.00 1 BR Suite). The Mayflower is located at 1127 Connecticut Ave., NW, Washington, DC.

****the hotel reservation cutoff date is February 24, 1999****

Payment must accompany registration form. Faxed registrations will be accepted with credit card information and authorized signature only.

Please mail or fax to:

Mary Walling

Association of American Publishers

71 Fifth Avenue, New York, NY 10003-3004

FAX: (212) 255-7007

Patricia S. Schroeder

President and
Chief Executive Officer

Association of American Publishers, Inc.

1718 Connecticut Avenue, NW, Suite 700
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Get caught
reading.

Rosie O'Donnell reading THE BEAN TREES.

10

HHG1800



11

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Get caught
reading.

Whoopi Goldberg reading PETER PAN.

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

Get Caught Reading

Yes, I want to support the *Get Caught Reading* Campaign!

Name _____

Company _____

Address _____

Phone _____

Fax _____

E-Mail _____

1) Champion (\$10,000) _____

3) Underwriter (\$2,500) _____

2) Partner (\$5,000) _____

4) Other amount _____

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BOOK PUBLISHER & MAGAZINE GROUP SUPPORT

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BANTAM DOUBLEDAY DELL
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MAGAZINE GROUPS:

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READER'S DIGEST
SCIENTIFIC AMERICAN
TV GUIDE
TIME INC. MAGAZINES
US MAGAZINE

MediaTalk

With Celebrities in Tow, Publishers Go A-Courting

After months of fits and starts, the trade association for publishers is ready to do for books what milk producers accomplished with celebrity milk mustaches: make reading hip.

Today, the Association of American Publishers is announcing a monthlong campaign in May to court a younger generation of readers with a catchy slogan ("Get Caught Reading"), fashion magazine advertisements and celebrity volunteers (Rosie O'Donnell and Whoopi Goldberg) to promote reading, and most important, book buying.

"I've just been very impressed with how receptive everyone has been to the idea," said Patricia Schroeder, the former Colorado Congresswoman and the association's chief executive.

There were many hurdles before the association reached this point of showing off photos of Rosie O'Donnell musing over a copy of "The Bean Trees" by Barbara Kingsolver. At one point the association considered a campaign, but backed away from a price tag estimated in the millions of dollars. This newest campaign, which is being subsidized with volunteer labor and seed money of about \$60,000, also had to appeal to all publishers, who naturally would like celebrities to pose holding copies of their newest titles.

But on this detail, the association achieved unity by declaring that celebrities would promote only older, backlist titles of their choosing. The notion was that magazine publishers

would be more willing to devote free advertising space if the campaign dealt with titles of the past, Ms. Schroeder said. The publishers also were striving for a campaign that tries without eat-your-peas preachiness to reach their target group of 18-to-34-year-olds.



Rosie O'Donnell

"I think this is really needed," said Robert S. Miller, the publisher of Hyperion, who is on the campaign's steering committee. "We are in danger of losing the younger generation and we need to show them that books aren't just something like a flu shot."

DOREEN CARVAJAL

NEWS

AAP Woos Small Publishers; Looks to Promote Reading

FOLLOWING LAST year's revision of its dues structure in an effort to accommodate small book publishers, the Association of American Publishers is launching a broader campaign to attract small independent publishers into the association.

AAP president and CEO Pat Schroeder noted that 70% of AAP's members have annual sales of less than \$5 million, emphasizing that "their diversity and unique perspective give us a better understanding of publishers' concerns."

At the 1999 annual meeting in Washington D.C. in March, the AAP will present several new initiatives for small publishers. Among them are: a special full day small publishers annual meeting, to be held prior to the AAP annual meeting on March 17. It will focus on such industry topics as online book sales, sub rights, audiobooks, and wholesalers from a small and independent publishing perspective. The AAP also plans to add a seat to its board of directors (a publisher with sales under \$20 million) to represent smaller publishers. There are also plans to offer a variety of cost-saving benefits to prospective members.

At this year's annual meeting, the AAP revised its dues structure, establishing a flat membership rate of \$195 for publishers with annual sales under \$1 million; and a simplified rate of \$1



ROSIE THE READER: Celebrities will help front and center.

per thousand dollars for houses with annual sales up to \$40 million. For more information contact Tom McKee at (212) 255-0200 ext. 263; email: tmckee@publishers.org.

The AAP also announced plans to launch Get Caught Reading Month in May at the BEA show in Los Angeles. The program is designed to encourage reading and book buying among 18- to 34-year-olds. Whoopi

Goldberg and Rosie O'Donnell will serve as celebrity book readers and will be featured in a series of magazine ads in space donated by members of the Magazine Publishers Association of America. The ads will also show up in the catalogues of several publishers.

Schroeder said the effort was intended to "to get the book industry together to promote the sheer joy of reading."

—CALVIN REID

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Retailers and wholesalers to be announced.

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Chair, AAP Trade Committee

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Hearst Book Group

Association of American Publishers:

Pat Schroeder
Tom McKee
Barbara Meredith
Kathryn Blough

WHAT INDUSTRY LEADERS HAVE TO SAY ABOUT THE CAMPAIGN

Initial reaction from ABA members to the AAP "Get Caught Reading" campaign has been most enthusiastic. We look forward to hearing more about the AAP's plans and providing feedback about how we may all work together to promote books and reading.

Oren J. Teicher
Chief Operating Officer
American Booksellers Association

As a mother and a book lover I have never really understood why books were not considered more "cool." Let's face it, books can do so many positive things for people: books educate, entertain, and touch the soul. A national book campaign is long overdue! I am honored and thrilled to be working on a campaign that can enhance the lives of so many.

Courtney C. Muller
Industry Vice President and Show Manager
Book Expo America

PRO BONO SUPPORT

Advertising Agency:

Ogilvy and Mather Worldwide

Publicity and Public Relations:

Goldberg McDuffie Communications, Inc.

Celebrities:

Whoopi Goldberg

Rosie O'Donnell

Photographers:

Gregory Heisler

Timothy White

FUNDING SUPPORT

Berkery, Noyes, & Co.
Horizon Paper
Quebecor Printing

GREGORY·HEISLER

Bio • Gregory Heisler

Gregory Heisler is a New York-based photographer whose technical mastery and thoughtful responsiveness allow him to creatively interpret an unusually broad range of subjects.

He is perhaps best known for his trademark editorial portrait covers and essays for TIME, LIFE, SPORTS ILLUSTRATED, GENTLEMEN'S QUARTERLY (GQ), ESQUIRE, HOUSE & GARDEN and THE NEW YORK TIMES MAGAZINE. He has also photographed award-winning advertising campaigns including the "Dewar's Profiles" and those for Benson & Hedges, DuPont and Kodak.

His prior work has encompassed highly acclaimed annual reports and brochures for prestigious clients ranging from American Express to The American Ballet Theater. Gregory has been profiled in magazine articles in ESQUIRE, COMMUNICATION ARTS, LIFE, and numerous industry periodicals. Among the kudos he has received are the ASMP Corporate Photographer of the Year Award (1986), the Leica Medal of Excellence (1988), and the World Image Award (1991).

In 1991 TIME magazine set a precedent by calling upon Gregory to create the first commissioned photographic "Man of the Year" cover in the magazine's history. The resulting controversial portrait of President George Bush (as TIME's "Men" of the Year) paved the way for his subsequent "Man of the Year" commissioned portraits of Ted Turner (1992), "The Peacemakers" Yitzak Rabin, Nelson Mandela, F.W. deKlerk and Yasser Arafat (1994), Newt Gingrich (1995), AIDS researcher Dr. David Ho (1996) and most recently Andrew Grove (1997), CEO of Intel Corporation. He has, in fact, created six of the last seven "Man of the Year" portraits, among his more than 30 TIME covers over the last decade. And in 1990 the City of New York broke with its time honored tradition of oil paintings by selecting Gregory's portrait of Mayor Edward I. Koch. It was the first photographic Official Portrait (translated to ink-on-paper as a fine art lithograph) to hang on permanent exhibition alongside the prior works-on-canvas in City Hall.

Gregory is a sought-after lecturer and teacher at scores of international seminars. Nationally, he has taught at the International Center of Photography (ICP) and The New School for Social Research, both in New York City; the National Geographic and The Smithsonian Institution (Masters of Still Photography Program) in Washington, D.C., and in the William A. Reedy Memorial Lecture series. He most recently conducted a class in the Master of Fine Arts Program at New York's School of Visual Arts.

While his principal focus is portraiture, Gregory's enthusiasm, curiosity, and drive bring him an unconventional range of projects. His love of the craft, manifested in his "hands-on" approach to all aspects of the photographic process, keeps him intimately involved in the creation of his imagery.

566 BROADWAY • NEW YORK NY 10012

212-777-6100

FAX: 212-966-1794 • E-MAIL: GHPHOTOINC AOL.COM

TIMOTHY WHITE

PHOTOGRAPHY

Photographer Timothy White's signature celebrity portraiture has won him critical acclaim during his almost 20-year career, making him a favorite among Hollywood's elite.

White began his career as a photojournalist in 1980, after attending Rhode Island School of Design. He traveled abroad shooting for such publications as the New York Times, Travel and Leisure, and Geo. He later turned to the entertainment industry. After training with renowned industry photographers, White soon opened his own New York City studio. Early on, he learned the technical side of photography as well as the art of dealing with people. According to White, both sets of skills have played a key role in the success of his career.

White's work is omnipresent in the entertainment industry, appearing on movie posters, CD covers, in TV and print ads, and numerous entertainment magazines. Known for his ability to "connect with his subjects and pull something wonderful out of them," White has become one of Hollywood's most sought-after photographers. His signature "pin-up" work for Esquire magazine -- a unique photographic interpretation of 1940's painter Albert Vargas' illustrations -- earned him praise from fashion circles as well.

White is regularly written up in industry journals and has been presented with numerous awards. He was recently named one of the 100 most important people in photography by American Photo magazine.

During his limited free time, White takes to the open road either on his Harley motorcycle or in one of the many vintage cars he collects and restores. It was on one such excursion that he discovered the town of Amboy, CA, in the middle the Mojave Desert -- up for sale! White decided to purchase the town with a partner -- not only for preservation purposes, but because "it's a magical place...and perfect for photo shoots!" says White.

Spontaneity and risk-taking set White's photography and photo sessions apart as well, and explain why demand for his work in the entertainment industry continues to increase exponentially.

Setting himself apart once more, White is also at work on an atypical book for a photographer. Eyespeak (working title) is a unique, day-in-the-life memoir driven as much by his words as by his photos. In it, White manages to be both manic and poignant as he shares intimate and humorous, behind-the-scenes details of his working hours with some of Hollywood's most familiar faces.

While continuing his work in still photography, running and promoting his own town, and writing a book, White has also begun directing commercials and music videos. Having just signed with Villains, one of the country's hottest film production houses, he hopes to break as many molds in cinematography as he has in still photography.

White is also actively involved with such charities as Amnesty International, God's Love, We Deliver, The Nature Conservancy, The Pediatric Aids Foundation, and The Seeing Eye Society.

For more information, please call (212) 971-9039.

The *Get Caught Reading* campaign is picking up steam!
Here's a look at our progress so far.

- The following magazines groups will run the ad in their May issues *pro bono*:
 - *TV Guide* will run the ad in its May issue.
 - Condé Nast has donated full page ads in *The New Yorker*, *Vanity Fair*, and *Mademoiselle*.
 - Disney will run full page ads in *Discover*, *Family Fun*, *Disney Adventures*, and *Disney Magazine*.
 - Andrews McMeel will run the ad in *Mary Engelbreit's Home Companion Magazine*.
 - Reader's Digest, *US Magazine*, *Scientific American*, and *Explorations* will run the ad.
 - The ad will run in the magazines of Gruner & Jahr, Hearst, Time Inc., and Scholastic — specific titles to be determined.
- Magazine editors at the above magazines and others will feature *Get Caught Reading* in their May Letter from the Editor or run articles on the campaign in April or May.
- BEA will print the *Get Caught Reading* logo on name badges and use campaign artwork for all show signage and in the events program.
- Celebrity photographers Timothy White and Gregory Heissler have shot Whoopi Goldberg and Rosie O'Donnell, respectively, *pro bono*.
- Goldberg McDuffie Communications has created a public relations strategy and press releases to ensure coverage before and during the campaign. Pat Schroeder will be booked for interviews.
- The *New York Times*, *USA Today*, *Publishers Weekly*, *Book Publishing Report* and *Daily Variety* have run stories on the campaign. Media coverage from additional publications will follow
- Berkery Noyes has donated \$10,000 to help fund the campaign.
- Horizon Paper will supply paper for 10,000 posters and bookmarks, to be printed *gratis* by Quebecor Printing.
- Andrews McMeel, Avon Books, HarperCollins, Hyperion, John Wiley & Sons, Simon & Schuster and St. Martin's Press will run the Rosie ad in their Spring or Fall book catalogs.
- Readers Digest will print the *Get Caught Reading* logo on all cartons mailed in May.
- American Geophysical Union, Avon, Disney, Henry Holt & Co., Humanics Publishing Group, Hyperion, McClanahan Book Company, Pelican Publishing Co., Purdue University Press, Rainbow Books, Time Inc., Troll Communications, University Press of America, U.S. Congressional Handbook, and William Morrow will run the *Get Caught Reading* logo in their print ads during the month of May. Other publishers have agreed to do so as well, and Troll will include information on the campaign in a mailing to every school in the U.S.
- Barnes & Noble, Borders, Books-A-Million and Levy Home Entertainment will provide stores with promotional materials such as posters, stanchions, buttons, bookmarks, gift seal stickers, shopping bags, and banners.
- We are talking to Amazon.com about running a campaign banner on their home page.

For more information or to obtain logo or ad artwork, contact the AAP, 212/255-0200:
Barbara Meredith, ext. 223, bmeredith@publishers.org
Katie Blough, ext. 257, kblough@publishers.org



71 Fifth Avenue
New York, NY 10003-3004
Telephone 212 255-0200
Facsimile 212 255-7007

FOR RELEASE ON DECEMBER 7

CONTACT: Camille McDuffie
Goldberg McDuffie Communications
(212)446-5106

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

National Industry-Wide Campaign to Promote Buying and Reading Books

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

New York, New York - The Association of American Publishers (AAP) announces an ambitious 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 be launched at Book Expo America (BEA) in Los Angeles April 30 - May 2.

"Until now publishing has done very little to promote reading," said Pat Schroeder, 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."

"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, and Hearst Publishing, and the AAP has also gained the support of the magazine, library, and retail communities, many of whom are donating their resources to the cause.

"I am delighted that the AAP is spearheading a campaign to promote books and reading and think everyone in our industry will benefit, in addition to all those people who are inspired to pick up a good book," said Laurence J. Kirshbaum, Chairman of Time Warner Trade Publishing. "This is a project that everyone in publishing can wholeheartedly embrace."

"This is a signature effort for the book business," commented Bob Miller, Vice President and Group Publisher, Buena Vista Books, Inc.

One major component of the campaign is print advertisements in a host of national magazines, which will donate the space to the AAP in support of the campaign. Already, Conde Nast has donated a page for the ad in Vanity Fair, The New Yorker, and Mademoiselle. Two major celebrities, Rosie O'Donnell and Whoopi Goldberg, both proud booklovers, have enthusiastically embraced the project and have been "caught reading" in striking photographs that will be used to promote the campaign. The ads communicate a love of books and promote the pleasures of reading, not a particular title.

The Magazine Publishers Association of America is behind the campaign and the AAP will be approaching specific magazines about running the ad in their May issues. Among the magazine groups which have offered support for the campaign are Gruner & Jahr, Hearst Magazines, Reader's Digest, Disney Magazine Group, National Geographic, and Time, Inc. Six major trade publishers will run the Rosie O'Donnell "Get Caught Reading" ad in their spring catalogs: HarperCollins, Hyperion, Simon & Schuster Childrens, Avon Books, John Wiley & Sons, and Andrews McMeel Publishing. Warner Books, Hyperion and William Morrow have committed to running the "Get Caught Reading" logo in all of the book advertisements appearing in May 1999 and other publishers are expected to join this effort.

Retailers are jumping on board as well: Barnes & Noble, Borders and the American Booksellers Association have all voiced their support and are eager to display posters and other signage to remind their customers that May is "Get Caught Reading Month." The AAP is encouraging booksellers around the country to plan their own "Get Caught Reading" promotions and special events during the month.

"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. "This is a major first for us."

Other elements of the campaign that have been confirmed are:

- a "Get Caught Reading" web site has been established, allowing retailers to link their home pages and use the site to highlight "Get Caught Reading" events at outlets around the country.
- an eye-catching logo has been created that will be used in advertisements, on stickers, bookmarks, posters, buttons, T-shirts and other promotional items.
- Ogilvy & Mather Worldwide has created the print ads pro bono and photographers Gregory Heisler and Timothy White have donated their remarkable talent to the project. Paper and printing costs have also been donated by Horizon Paper and Quebecor Printing, and Berkery Noyes has donated \$10,000 to help fund the campaign.

"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."

**A CONVERSATION WITH PAT SCHROEDER,
PRESIDENT AND CEO OF
THE ASSOCIATION OF AMERICAN PUBLISHERS,
ABOUT "GET CAUGHT READING" MONTH**

As President of the AAP it has been one of your goals to launch a nationwide campaign to promote books and reading. Why have you felt this was an important effort and what is the philosophy behind this particular campaign?

My goal was to get the book industry together to promote the sheer joy of reading for adults. I wanted a slogan with attitude that reminds people that even though they may have less discretionary time than they used to, there is no better way to use it than indulging in this Renaissance of wonderful writing going on in America right now. And, besides, one of the great things about books and magazines in 1999 is that they don't have a Y2K problem!

What is the message of "Get Caught Reading" and how will it appeal to the 18 - 34 year-old lapsed reader whom you hope to influence?

"Get Caught Reading" is meant to be a light, fun reminder of the joys of reading. The tone is not serious and preachy, but surprising and, I think, of great appeal to younger readers.

There are so many information and entertainment choices competing for peoples' time that often books, which require time, quiet, and focus, are put aside with an "I'll get to it when I have time" attitude. We want people to make time for books and to remember how satisfying and fun it is to browse a bookstore, hold a new book in your hands, and discover new worlds on the printed page.

Why did you choose Rosie O'Donnell and Whoopi Goldberg as celebrities for the campaign as opposed to, say, Tom Wolfe or Anne Rice?

We purposely wanted mainstream celebrities who would be recognizable to the majority of the population and, in particular, those under age 35. And while we did not want to use authors, we did want celebrities who are self-proclaimed booklovers. Rosie O'Donnell and Whoopi Goldberg fit the bill perfectly and we are honored that they agreed to be photographed for our campaign.

Did the celebrities pick the books they are seen reading in the ads?

Rosie and Whoopi are avid readers and were eager to be shown reading one of their personal old favorites. I think the fact that the books are picked by the celebrities adds a wonderful flavor and

certainly authenticity to the ads.

"Get Caught Reading" is an ambitious industry-wide campaign. How are all the different arms of publishing - the publishing houses, stores, magazines, and libraries - contributing to the campaign?

It is thrilling to see every facet of the publishing industry embrace this campaign. Publishers are running our "Get Caught Reading" logo in their ads for May books, retailers are agreeing to display "Get Caught Reading" signs, wear our "Get Caught Reading" buttons and create "Get Caught Reading" displays. "Get Caught Reading" will be the theme for the 1999 Book Expo, which will take place in Los Angeles in late April. Magazine publishers are donating pages in their publications for the ads and this is just the beginning. Everyone in publishing is being creative and coming up with clever ideas for spreading the word about the fun of reading. Everyone in the industry will reap the benefits of this energy and enthusiasm.

What will be happening in May 1999 "Get Caught Reading" Month?

"Get Caught Reading" will be a slogan that will be everywhere in May. When you open a magazine, there will be our ad; when you go in a bookstore, you'll see signs and displays. We want to localize the campaign and hope that governors, mayors, local celebrities and community bookstores will find different and creative ways to present this. Mother's Day in May presents another opportunity to encourage "Get Caught Reading." There are a number of events in the works that all come together for May. Our hope is that by reminding people over and over of the joy of reading, many lapsed readers will come back into the fold and experience again the satisfaction of a good book



71 Fifth Avenue
New York, NY 10003-3004
Telephone 212 255-0200
Facsimile 212 255-7007

MAY WILL BLOSSOM AS "GET CAUGHT READING MONTH"

*A Message from Pat Schroeder
President & CEO
Association of American Publishers*

At BookExpo '99 in Los Angeles, the Association of American Publishers will unveil a new nationwide campaign designed to fire up interest in reading and book buying. As the late April launch builds into a celebration of "May is *Get Caught Reading Month*," booksellers across the country will be able to take advantage of the high-profile campaign to plan their own promotions and special events. Let's work together to make the whole greater than the sum of its parts.

The "Get Caught Reading" Campaign

First, a bit of background on the campaign itself. As one of my first initiatives as AAP's new President and CEO, we brought together some of the best and brightest marketing, publicity and PR people in publishing to explore the possibility of developing a nationwide, institutional campaign for books. Admittedly, similar initiatives in the past had suffered from a notable lack of support and funding, with trade publishers unable to agree on a unified approach, target market, or even the proven value of a generic campaign. This time, however, my enthusiasm was more than matched by that of Mel Parker, Chairman of AAP's Trade Committee, whose team proposed a print-based national advertising campaign.

As the broad outlines of a book campaign began to emerge, it was clear that we needed to avoid a "literacy" or a "reading is good for you" tack, and to target the key 18- to 34-year-old market--a market inundated with competing entertainment and information choices. And we needed to hit them with the message that reading books for pleasure is easy, natural and "in."

After looking at a host of proposals, Ogilvy & Mather Worldwide was selected to develop the print campaign. The ads, which will appear in popular consumer magazines during the month of May, will feature film, sports, music, literary and other celebrities, at home or at work, reading a book (a classic backlist title carefully selected for or by them).

The campaign has the support of the AAP Board of Directors (which provided initial seed money) and is endorsed by AAP's major trade publishers. All of the pieces — funding, celebrity

commitments, creative talent — are falling into place. Rosie O'Donnell and Whoopi Goldberg have already enthusiastically embraced the project and have been “caught reading” in photographs that will be used to promote the campaign. The project has also gained the support of the magazine, book, library and retail communities, and we are grateful to those who have generously agreed to donate their resources to the cause.

Celebrating May as “Get Caught Reading Month”

Designating May as “Get Caught Reading Month” fits well with the new date for BookExpo. We can launch the campaign at BEA in Los Angeles at the end of April, and we hope many authors will travel out from BEA to bookstores to promote their books.

The whole idea behind the celebration of “May is Get Caught Reading Month” is to get people buying and reading books. We’re even thinking of creating a New York City cab driver audio message featuring a celebrity reading a line or two from a book and signing off with the statement, “Get Caught Reading.” Booksellers are encouraged to jump in with both feet. We’re challenging the bookselling community (a famously creative lot) to come up with more ideas on ways to celebrate “Get Caught Reading Month” than we could possibly imagine.



Goldberg McDuffie Communications, Inc.

PUBLICITY STRATEGY TO PROMOTE AAP'S "GET CAUGHT READING" CAMPAIGN, MAY 1999

The Association of American Publishers' "Get Caught Reading" campaign, which debuts May 1 1999, will promote the pleasure of reading and owning books. Through tasteful photographs of celebrities reading a favorite backlist title, the ads will be eye-catching and low-key and should appeal to the 18 – 34 age group, a group that needs to be wooed back into bookstores.

We are extremely excited about the campaign and believe it can be effective in making reading a "hot" activity. With Pat Schroeder as the energetic spokesperson and some terrific celebrity photographs, we believe we can secure widespread visibility for the campaign and "Get Caught Reading Month" beginning on May 1. Our publicity ideas and strategy for the "Get Caught Reading" campaign are as follows:

PUBLICITY IN THE TRADES

As plans for the campaign are confirmed (i.e., a few celebrities are "on board"), we will place brief stories in the publishing trade publications, including Publishers Weekly, BP Report, Subtext, American Bookseller, Library Journal, and AAP Monthly Report. We will approach these same trade publications for larger stories in late April/early May as the campaign kicks-off.

PRE-CAMPAIGN "BUZZ"

In the few months leading up to the campaign, we will work to place a few items in the gossip and entertainment press about the celebrities chosen for the ads and what books they are reading. One or two such items would heighten anticipation for the campaign and create a sense of excitement about it. For example, there may be an interesting item about why Rosie O'Donnell or Whoopi Goldberg is shown reading a particular book. We would approach the following about such an item:

Liz Smith
"Page Six" NEW YORK POST
"Jeannie Williams" USA TODAY
"People" ASSOCIATED PRESS
ENTERTAINMENT WEEKLY

LONG LEAD MAGAZINES

We will approach a range of major magazines in advance for stories and feature items to run in May issues about Get Caught Reading Month. Among the publications we will target are:

VANITY FAIR
VOGUE
ELLE
HARPER'S BAZAAR
TIME
NEWSWEEK
ENTERTAINMENT WEEKLY
ESQUIRE
REDBOOK
GOOD HOUSEKEEPING
FAMILY CIRCLE
MCCALL'S
PARENTS
CHILD
READER'S DIGEST
SEVENTEEN
YM
JANE
NEW YORK
PARADE
USA WEEKEND
THE NEW YORK TIMES MAGAZINE

PRESS MATERIALS

We will create a press release announcing the campaign as well as customized pitch letters to secure interviews with Pat Schroeder. In addition, we would like to include a quote from each celebrity featured in the campaign about the importance of reading and/or why they chose to be photographed with a particular book.

NATIONAL TELEVISION

We will approach the following national television programs in advance to secure interviews with Pat Schroeder on May 1 or soon thereafter:

"DATELINE" NBC TV (for a story on the importance of reading)
"20/20" ABC TV

"TODAY" NBC TV
"GOOD MORNING AMERICA" ABC TV
"CBS THIS MORNING" CBS TV
"EXTRA" SYNDICATED (it may be necessary to get a quick quote from one of the celebrities to secure an entertainment program)
"ACCESS HOLLYWOOD" SYNDICATED
"ENTERTAINMENT TONIGHT" SYNDICATED
"LIVE WITH REGIS AND KATHIE LEE" (would need a celebrity to go on with Pat Schroeder)
"ROSIE O'DONNELL"
"MORNING NEWS" CNN
"LARRY KING LIVE" CNN
CNBC
MSNBC
FOX NEWS CHANNEL
BLOOMBERG TV
"CHARLIE ROSE SHOW" PBS
"WEEKEND TODAY" NBC TV
"OPRAH"
"ABOUT BOOKS" C-SPAN
C-SPAN 2

In addition, we would work with MTV and VH-1 to secure mentions of "Get Caught Reading?" Month (again, one of the celebrities may have to be involved). We would also urge TV hosts to discuss "Get Caught Reading" month during the "host chat" segments of their programs (this would include Jay Leno, David Letterman, and Kathie Lee and Regis).

RADIO

We will approach select national and NYC and Washington local radio about interviews with Pat Schroeder on May 1 & 2. Among the programs we will approach:

"All Things Considered"/"Morning Edition" NATIONAL PUBLIC RADIO
"Diane Rehm Show" WAMU Radio
"New York & Co." WNYC Radio
"Spotlight" ABC Radio Network
"First Light" Westwood One/NBC Radio Network
AP Radio
"Jim Bohannon Show" Mutual Broadcasting System
"Bookworm" KCRW Radio

"Milt Rosenberg Show" WGN Radio
Wisconsin Public Radio

PRINT FEATURES

We will work to secure select print interviews for Pat Schroeder about the campaign and the importance of promoting reading. For some newspapers, this will be a publishing story; for others a culture or feature story. Among the publications we would approach are:

THE NEW YORK TIMES -- we would offer publishing reporter, Doreen Carvajal, the first story on the campaign to break in the Monday Business section before the campaign starts.

PUBLISHERS WEEKLY

THE WASHINGTON POST -- David Streitfeld may be interested in this for his Sunday Book World column.

THE WALL STREET JOURNAL

ASSOCIATED PRESS

REUTERS

USA TODAY

THE PHILADELPHIA INQUIRER -- Carlin Romano may want to interview Pat Schroeder.

NEWSDAY -- Paul Colford, publishing reporter, would probably be interested.

NEW YORK POST -- Media reporter Keith Kelly would be interested.

CHICAGO TRIBUNE

LOS ANGELES TIMES

SAN FRANCISCO CHRONICLE

ADVERTISING AGE

BP REPORT

ON-LINE PUBLICITY

There are a number of on-line chat programs that we would approach for interviews with Pat Schroeder, including Amazon.com, Barnes & Noble on line, and Borders.com. In addition we would work with these web sites to encourage running the Get Caught Reading tag-line each day when users access the site.

ADDITIONAL PROMOTIONS

AAP has some wonderful ideas for special promotions in bookstores around the country and through special polls to ask people what they are reading. If these promotions lend themselves to publicity, we would seek coverage for them.

###



Goldberg McDuffie Communications, Inc.

ABOUT LYNN GOLDBERG AND GOLDBERG MCDUFFIE COMMUNICATIONS

Lynn Goldberg has been immersed in publishing for twenty-five years. She was publicity director at Farrar, Straus & Giroux and Pantheon Books, and publicity manager of Random House before founding her own agency fifteen years ago.

Lynn Goldberg's recently renamed company, Goldberg McDuffie Communications, has promoted books for the major publishing houses, including Random House, Simon & Schuster, HarperCollins, Harcourt Brace, Doubleday, and Viking-Penguin. Among the best-selling publicity campaigns the firm has created are *UP ISLAND* by Anne Rivers Siddons; *DRINKING: A LOVE STORY* by Caroline Knapp; *PAULA* by Isabel Allende; *HAVING OUR SAY* by the Delaney Sisters; *THE ROYALS* by Kitty Kelley; and *THE DAY DIANA DIED* by Christopher Andersen.

The company's campaigns for *THE NATURALIST*, the memoirs of E.O. Wilson, and *THE ENCYCLOPEDIA OF NEW YORK CITY* won two LMP Awards, a prestigious publishing honor, in 1994 and 1995 respectively.

Other authors the firm has worked with are Umberto Eco, P.J. O'Rourke, Harold Bloom, Mary Gordon, Studs Terkel, George P. Shultz, Olivia Goldsmith, Dr. Juliet Schor, Arlie Hochschild, Joyce Carol Oates, William Wegman, Maurice Sendak.

Goldberg McDuffie has been successful in publishing several industry launches, such as the Everyman's Library for Knopf, the re-launch of The Modern Library for Random House, the launch of Metropolitan Books for Michael Nauman, and the launch of Perseus Books.

In addition to the agency's efforts on behalf of the book publishing industry, Goldberg McDuffie Communications has played a role in many successful magazine launches including: Elle, Mirabella, and Entertainment Weekly.

Lynn Goldberg is a member of the boards of Poets & Writers and The New School for Social Research Master of Fine Arts Program. She serves on the Advisory Boards of the Small Press Center and the Jerusalem Book Fair. She has been Treasurer of the Publishers Publicity Association and the program chair of the Women's Media Group. The company does pro bono projects for the Harlem School of the Arts and Heritage College, located on the Yakama Indian Nation Reservation in Washington state, for which Lynn Goldberg is a member of the President's Council.

Camille McDuffie, President, began her career at Viking before joining Lynn Goldberg's agency in 1987. She has handled most of the firm's major book and magazine campaigns. The firm's name was changed in 1997 to reflect her contributions. She is a member of the Women's Media Group.

RETAIL MARKETING CAMPAIGN

- Provide artwork to retailers for the creation of posters, window displays, buttons, gift stickers, bookmarks, T-shirts, inclusion of the logo in print ads, and other promotional items.
- Create *Get Caught Reading* staff picks sections in bookstores.
- A campaign Web site (<http://www.caughtreading.com>) has been established. Retailers will be able to link their home pages and use the site to highlight *Get Caught Reading* events at outlets around the country.
- Provide logo art to book clubs who wish to enclose *Get Caught Reading* statement stickers in mailings.

ADVERTISING, PROMOTION, PUBLICITY PLAN

- Provide artwork to publishers so they can include the campaign logo in all May 1999 ads.
- Develop story ideas and column items for broadcast and print promotions.
- Place the *Get Caught Reading* tag line in comic strips such as Jules Feiffer or "Cathy."
- Enlist MTV and VH-1 to do fifteen-second spots featuring celebrities reading from their favorite book and telling their viewers to "Get Caught Reading."
- Ask talk show hosts who feature book and author segments to use the tag line *Get Caught Reading* as a sign-off during the month of May.
- Create a New York City cab driver audio message featuring a celebrity reading a line or two from a book and signing off with the statement, "Get Caught Reading."
- Get David Letterman or Jay Leno to mention the campaign in their monologues and have Imus and Regis & Kathie Lee talk about it on the air.
- Focus on a particular day and get Congress to declare it *Get Caught Reading Day*.

Fax Cover Sheet

To: Shirley Sagawa
From: Betsy Williams for Cathy Kangas
Date: February 11, 1999
No. of Pages: 2 (including cover)
Fax Number: 202-456-6244

MEMORANDUM OF CALL

Previous editions usable

TO:

☐ YOU WERE CALLED BY— ☐ YOU WERE VISITED BY—

OF (Organization)

☐ PLEASE PHONE (Enter area code, if necessary)☐ DSN☐ WILL CALL AGAIN☐ IS WAITING TO SEE YOU☐ RETURNED YOUR CALL☐ WISHES AN APPOINTMENT

MESSAGE

RECEIVED BY

DATE

TIME

NSN 7540-00-834-4018
50363-111
UNICOR FPI-SST

OPTIONAL FORM 363 (Rev. 7-94)
General Services Administration

BETSY WILLIAMS

16 MORNINGSIDELANE • WESTPORT, CONNECTICUT 06880
Phone (203)761-3086 • Fax (203) 761-3343

February 11, 1999

Shirley Sagawa
Deputy Chief of Staff to the First Lady
The White House
Washington, DC

Dear Shirley,

It was a pleasure to speak with you this morning. I am following up as you requested with this fax, outlining the correct proposed dates for the possible Global Leaders for Tomorrow dinner hosted by the White House. The World Economic Forum is holding its annual regional summit in Washington on April 14 and 15, so either April 13, 14, or 15th would be dates for consideration. Cathy thinks that this event would definitely fit into Mrs. Clinton's *New Millennium* agenda and would be a great success. Please contact Cathy if you have any questions at (203) 972-3687.

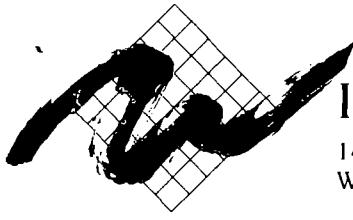
Warmest regards,

Betsy Williams

Melanne Verveer

Shirley
Can we talk
about this

—



INSTITUTE FOR WOMEN'S POLICY RESEARCH

1400 20th Street, NW, Suite 104
Washington, DC 20036

TO: Melanne Verveer
FROM: Heidi Hartmann, Chair
SUBJ: Cooperation of First Lady and White House
in Public Education on Women and Social Security
DATE: February 4, 1999

First, we'd like to thank you so much for your part in arranging for the First Lady to meet with us on January 21. It was a wonderful opportunity for us to discuss an important issue for women with Mrs. Clinton, you, and other staff members. We were extremely excited by the First Lady's commitment to the issue of women and Social Security and her willingness to help us launch and carry out a public education campaign around this issue.

Our proposed Schedule of Events looks like this:

**March 15-16, 1999. Women's Equality Summit-Congressional Action Day (WES CAD). The First of a Biennial NCWO event. Washington, DC.
Launch of our Campaign to Educate US Women about Social Security.**

This is our top priority for Mrs. Clinton's participation as a speaker as this would be the launch of the whole series of activities. We may be able to also organize satellite locations for the Social Security briefing session. (The 1.5 day meeting, from 3 p.m. Monday through Tuesday evening, includes meetings with legislators in Congress and briefings on several other topics as well as Social Security; Social Security is, however, the featured issue.)

**April 8, 1999. Pay Equity Day. Any City.
NCPE will be organizing meetings on equal pay in many states.**

With the participation of NCWO's other members, we can pick one of the larger meetings for an emphasis on Social Security as well and would like to have an Administration principal there. (As you may recall, in general we spoke of Mrs. Clinton, Mrs. Gore, Secretary Shalala or Secretary Herman.)

May 1999. Town Hall Meeting Organized to Focus on Social Security

AAUW, BPW, OWL, NOW, NCNW, MANA, and other large membership groups in NCWO have strengths in particular cities. We are reviewing these candidate cities and can

work with you to select one that works for your end. Again, we may be able to downlink to other sites.

June 19-22, 1999. AAUW Annual Meeting, Washington, DC.

AAUW already has extended invitations to the President and Vice President to speak and would be happy to add a focus on Social Security to their annual meeting addressed by one of the principals we spoke of.

July 14-18, 1999. BPW Annual Meeting, Rochester, NY

BPW's National Conference generally involves approximately 2000 people from across the country. There is a great opportunity to include a panel or a keynote address on Social Security.

August 1999. Most likely, no event.

September 1999. Black Family Day, Washington, DC and several other cities.

An annual event held by the National Council of Negro Women, which can include a focus on Social Security.

October 1999. NCWO Town Hall Meeting Organized to Focus on Social Security.

See note for May, same applies.

November 1999. NCWO Town Hall Meeting Organized to Focus on Social Security.

See note for May, same applies.

Also, for your information, BPW is holding their Legislative Session on February 11-12, and Social Security is the focus this year. Kenneth Apfel is speaking at lunch on the 11th in the Senate Office Building. The timing of this event was too soon for us to include many of our member organizations. However, as Gail Shafer mentioned at the January 21 meeting, if one of the principals we discussed could also participate that would be great as well since BPW has such a strong legislative presence on Capitol Hill through this regular annual meeting of theirs.

cc: Susan Bianchi-Sand
Jenny Luray



November 4, 1998

First Lady Hillary Rodham Clinton
Office of the First Lady
The White House
1600 Pennsylvania Ave.
Washington, DC 20500

Dear Mrs. Clinton:

AACTE would be honored if you would accept our invitation to keynote our 1999 Annual Meeting. The conference will be held at the Washington Marriott at Wardman Park, February 24-27, 1999. This presentation is currently scheduled for Thursday, February 25, from 9:15-10:15 a.m.

The AACTE Annual Meeting is our flagship event each year. Drawing more than 2,000 deans, chairs, and faculty of education, this conference is considered to be one of the key conferences of the teacher education profession. The theme of the 1998 conference, "Shaping Our Future," is designed to take a serious look at the role schools, colleges, and departments of education will play in preparing the teachers of our future.

AACTE has long respected the messages you offer to Americans about the importance of children, community, and schooling. Our membership is highly receptive to your ideas about child development and the role that all adults play in raising our next generation of citizens.

Schools of education are faced with particularly complex challenges as we approach the new millennium. The calls from many for alternatives to traditional education programs affects us in many ways. We are currently trying to understand the implications of "alternative" schools for elementary and secondary education while at the same try preparing beginning teachers who can function in sometimes vaguely-defined environments. We are grappling with challenges to the idea that teacher preparation should necessarily occur in a four-year college or university-based baccalaureate program and trying to develop responses to criticisms about the quality and substance of our programs.

At the same time, we continue to address some of society's most pressing problems from preparing teachers to work with our nation's increasingly diverse students to bringing technology

November 4, 1998

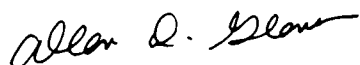
Page 2

into our classrooms to providing professional development for our more experienced teachers so that they can remain essential contributors to local reform efforts.

We anticipate that this lecture would be *the* highlight of our 1999 Annual Meeting, should you accept. It could provide a pivotal opportunity for our members to hear from the highest policy levels of the directions they must lead their programs in if they are to remain a vital part of our education system. I urge you to accept this invitation and to craft a forthright message that offers the kind of caring leadership for which you are so well known.

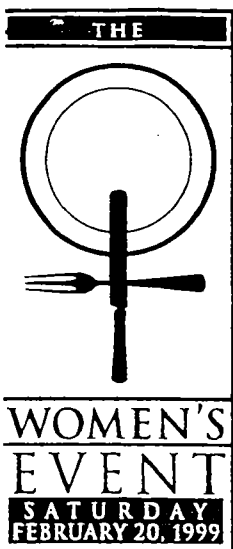
In closing, let me reiterate how honored we would be to have you accept this invitation. We believe you have much to contribute to our conference and to our profession as we struggle with the many issues facing teacher preparation and the future of American education. I look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script, reading "Allen D. Glenn".

Allen D. Glenn
President, AACTE and
Dean, College of Education
University of Washington

cc: Shirley Sagawa



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Judith E. Turkel, Esq.

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in memoriam
David ns
Steven J. Powsner, Esq.
in memoriam

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Lesbian & Gay
Community
Services
Center, Inc.
One Little West 12th St.
NY, NY 10014
212 620-7310
Fax: 212 924-2657

November 9, 1998

First Lady Hillary Rodham Clinton
The White House
Old Executive Office Building - Room 100
Washington, DC 20500

Dear Mrs. Clinton:

The Lesbian and Gay Community Services Center of New York City invites you to be our Guest of Honor and to offer opening remarks at The Women's Event on February 20, 1999. The evening begins at 7:00 p.m. with a reception for the evening's most generous donors, followed by dinner at 8:00 p.m.

As the only annual fundraiser of its kind in New York City targeting the lesbian community, The Women's Event attracted more than 400 professional and politically active women last year. Due to the overwhelming interest, The Women's Event will take place this year at the New York City Marriott Marquis where at least 600 attendees are expected.

It is my hope that you could attend a portion of the reception and open our dinner with brief remarks on any of the many issues of interest to the Center's population. These issues include the needs of our community in the areas of women's health; discrimination, civil rights and hate crime legislation; and the importance of building a visible constituency to ensure a voice in political arenas.

The Women's Event provides critical support for the Center's many services and programs. Center programs of particular benefit to women and children include: Center Kids, a health, advocacy and cultural program for families; Youth Enrichment Services, providing leadership development and skills training initiatives to young people; Project Connect, an award winning, substance abuse program funded in part by HHS' Center for Substance Abuse Treatment, offering peer-led recovery support groups and counseling services; Project Resolve, a HOPWA funded mediation program for people affected or infected with HIV/AIDS; and CenterBridge, a bereavement program offering counseling and outreach services to people in the community including women who have lost loved ones to AIDS and breast cancer.

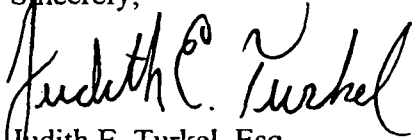
In addition, the Center is home to the largest lesbian and gay voter mobilization project in the country, Promote the Vote, which has been replicated in almost 50 other lesbian and gay community centers across America.

As you can see, the Center is a significant factor in improving the lives of lesbian and gay individuals by offering many opportunities to build a healthy and vibrant community. I hope you will be able to join us for The Women's Event and thank you for your consideration of this request.

Regret
cc: Shirley Segura
Patti - FYI
Could you let me know when a decision is made on this one?
Thanks!
Shirley

If you or office would like more information about the Center or the event, please do not hesitate to contact me at (212) 353-2200 or Andrew Shackett, the Center's Director of Development, at (212) 620-7310.

Sincerely,

A handwritten signature in black ink, reading "Judith E. Turkel". The signature is fluid and cursive, with the first name "Judith" and last name "Turkel" clearly legible. There is a small "E." in the middle.

Judith E. Turkel, Esq.
President

MEMORANDUM

TO MENTORING COMMUNITY COLLEAGUES

FROM SAVE THE CHILDREN

RE CONCEPT MEMO FOR WHITE HOUSE MENTORING EVENT

DATE NOVEMBER 17, 1998

INTRODUCTION:

Recently, Save the Children has been working with the First Lady's Office to secure a White House event upon the occasion of the rollout of the new Save the Children/Advertising Council mentoring PSA campaign.

As you all know, this initiative in partnership with the Advertising Council was undertaken by Save the Children over the past year as the fulfillment of our America's Promise commitment to increase mentoring opportunities. As most of you know, these broadcast and print ads are now ready for distribution in conjunction with an 800 number Hotline and an ever-growing data base that we will be turning over to the mentoring community in the near future.

As we brainstormed with the White House, we jointly concurred that the exciting venue of the White House and the participation of the First Lady offered an opportunity to present a broader portrayal of the actions and initiatives of the greater mentoring community upon the occasion of the Advertising Council rollout. Specifically, the event has the potential to offer our joint community the opportunity to honor and further challenge our long standing and potential media partnerships; and to recognize and further the outstanding initiatives of our organizations, local programs, the private sector, and national and local governments that demonstrate to the extent possible how our community is working together to vastly increase mentoring opportunities and fulfillment for America's at-risk youth.

EVENT OVERARCHING THEME AND MESSAGE:

The event's overall theme would be a "Mentoring Call to Action" -- presented to recognize the urgent need for mentors and to excite, encourage and challenge our community, the media, the public and private sectors, and the public-at-large to do more.

In that regard, Diana Aldridge, our consultant and White House event coordinator, has been in touch with you to develop this concept memo in keeping with her recent discussions with your organizations regarding your interest in the event and its appropriate framework.

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Page Two

The following reflects those discussions and is in keeping with the direction desired by the White House. We will follow up with you immediately to seek your thoughts and answer any questions you may have.

EVENT DATE:

The White House is exploring the possibility of a date within the first two weeks of December.

EVENT LOCATION:

The location most mentioned by the First Lady's office would be the White House's East Room.

DISCUSSION OF EVENT CONCEPT:

The event might be presented in two concurrent and complementary segments:

1) OUTREACH: RECOGNIZING AND CHALLENGING OUR MEDIA PARTNERS:

This opening segment would include:

The presentation of the new spots and the honoring and challenging of our media partners. Specifically, this would include a presentation of the positive accomplishments and impact of mentoring media campaigns (outreach, fulfillment, and potential coordination); and a challenge to our current media partners to stay the course, while challenging our potential media partners to come on board.

The Harvard Mentoring Project would be particularly helpful among our community in securing top level audience participation from the scores of networks, network affiliates, independents and cable outlets the Project continues to secure on behalf of our public service campaign efforts.

2) FULFILLMENT: RECOGNIZING AND CHALLENGING MENTORING EFFORTS AT KEY LEVELS OF INVOLVEMENT:

This would be a series of brief, key presentations and anecdotal examples (i.e.: youth and their mentors, caring adults; school program directors, corporate heads, etc.) featuring the following "levels" of mentoring outreach:

- One-on-One Mentoring

Anecdotal Example: Big Brothers/Big Sisters

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- **Group Mentoring/Caring Adults**

Anecdotal Example: Save the Children's Out-of-School Time Web of Support Initiative for At-Risk Youth

- **Community-wide Mentoring (It Takes A Village Approach)**

Anecdotal Example: Either the Twin Cities One-on-One or the Massachusetts Mentoring Partnership -- both outstanding examples demonstrating the interconnection of schools, non-profits, city governments, state legislatures and federal initiatives, private sector, etc. -- all working in tandem.

- **Private Sector/Corporate Support and Involvement**

Anecdotal Example: Too many outstanding ones for the purposes of this memo. Anecdotal example(s) to be discussed with input from America's Promise and others.

- **Mrs. Clinton's remarks (possibly opening, keynote, closing) and White House Announcements of Federal Support/Funding for Mentoring Initiatives.**

Mrs. Clinton's remarks would weave our recognition and challenge messages and would also include White House announcements of federal funding for mentoring efforts.

This overall concept would, of course, become more refined as we determine appropriate speakers and specific human interest anecdotal examples within the above potential framework.

Again, we will call you shortly to determine your interest and thoughts.



MEMORANDUM

TO JENNIFER KLEIN/NEERA TANDEM
THE OFFICE OF THE FIRST LADY

FROM DIANA ALDRIDGE/SAVE THE CHILDREN

RE FOLLOWUP "WORKING CONCEPT" MEMO FOR POTENTIAL WHITE
HOUSE MENTORING EVENT

DATE NOVEMBER 17, 1998

INTRODUCTION:

As promised, this is a concept memo that fleshes out our thoughts building on our last conversation regarding the messages and framework of a White House "Mentoring Call to Action" event hosted by and featuring the First Lady.

This memo represents Save the Children's outreach to and discussions with our greater youth-assistance/mentoring community. Specifically, we concur that this exciting opportunity can be presented to reach two overarching objectives:

- To honor and further challenge long standing and potential mentoring media partnerships on the occasion of the rollout of the Save the Children/Advertising Council campaign, and
- To recognize and further the outstanding initiatives of mentoring organizations, local programs, private sector partners, and national and local governments that demonstrate how the community is working together to vastly increase mentoring opportunities and mentoring fulfillment for America's at-risk youth.

EVENT OVERARCHING THEME AND MESSAGE:

Importantly, this event's overall theme would be a "Mentoring Call to Action" -- presented to recognize the urgent need for mentors and to excite, encourage and challenge the mentoring community, the media, the public and private sectors, and the public itself to do more.

PARTICIPANTS:

In person and/or by message, the event would represent the greater mentoring community which includes but is not limited to Save the Children; Big Brothers/Big Sisters, the Harvard Mentoring Project; the National Mentoring Partnership; America's Promise/Points of Light Foundation, and the Corporation for National Service.

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EVENT DATE:

We understand we are still exploring the possibility of a date within the first two weeks of December.

DISCUSSION OF EVENT CONCEPT:

We propose the event might be presented in two concurrent and complementary segments:

1) OUTREACH: RECOGNIZING AND CHALLENGING OUR MEDIA PARTNERS:

This segment would include:

The open airing of the new mentoring spots that build upon and enhance long media mentoring partnerships at the network and local levels. These spots would include the new Save the Children/Advertising Council spots and the new Harvard Mentoring Project spot. This presentation would include the long overdue honoring and challenging of our joint media partners and a discussion of fulfillment accomplishments, plans and challenges.

Specifically, this might feature a presentation of the positive accomplishments and impact of mentoring media campaigns (outreach, fulfillment, and current and potential coordination to streamline the community's initiatives and fulfillment); and a challenge to our current and potential media partners to do more.

The Harvard Mentoring Partnership (Jay Winsten) would be particularly helpful among our community in securing top level media audience participation from the scores of networks, network affiliates, independents and cable outlets with whom our youth assistance community is partnering in our public service campaign efforts. He has been in discussion with you regarding this, and we believe we could present an almost unprecedented opinion leader broadcast audience of those already participating and those who are being challenged through this potential event to do so.

2) FULFILLMENT: RECOGNIZING AND CHALLENGING MENTORING EFFORTS AT KEY LEVELS OF INVOLVEMENT

This would be a series of brief, key presentations and anecdotal examples (i.e.: youth and their mentors, caring adults; school program directors, corporate heads. Administration advocates etc.) featuring the following "levels" of mentoring outreach:

- o One-on-One Mentoring

Anecdotal Example: Big Brothers/Big Sisters pairs of the year honorees -- Brothers from Boise; Sisters from New York City.

S

Page Three

o Group Mentoring/Caring Adults

Anecdotal Example: Save the Children's Out-of-School Time Web of Support Initiative for At-Risk Youth. Group mentoring activities and examples of outstanding caring adults would be selected from Web of Support After School programs such as the urban site of Bridgeport, Connecticut; a rural site in the Appalachia area; and/or a Native American Southwest reservation program.

o School Based/Community-wide Mentoring (Outstanding pilots of "It Takes A Village Approach")

Anecdotal Example: Either Twin Cities Mentoring Partnership Program or the Massachusetts Mentoring Partnership Program -- both outstanding examples of the National Mentoring Partnership demonstrating the interconnection of school based programs, city governments, state legislatures, federal initiatives, local non-profits, the private sector, etc. -- all working together in these outstanding pilot sites.

o Private Sector/Corporate Support and Involvement

Anecdotal Example: Too many outstanding ones for the purposes of this concept memo. Anecdotal example(s) to be discussed with input from the White House and all concerned.

o And of course, Mrs. Clinton's opening and/or closing remarks and her announcements of federal support/funding for outstanding federally funded mentoring initiatives

This overall concept would, of course, become more refined as we determine appropriate speakers and specific human interest anecdotal examples in conjunction with the White House.

We look forward to further discussions with you tomorrow on the above.

6

The Moriah Fund

One Farragut Square South
1634 I Street, NW
Suite 1000
Washington, DC 20006

FAX TRANSMISSION

TO: Shirley Segawa ORGANIZATION: First Lady's Staff
DATE: 19 Jan 1999 FAX NUMBER: 202-456-6244
FROM: Shira Saperstein
OF PAGES INCLUDING COVER SHEET: 7

IF YOU ENCOUNTER PROBLEMS IN TRANSMISSION, OR THIS FAX IS NOT CLEAR, PLEASE CALL (202) 783-8488.

19 January 1999

Dear Ms Segawa

Thank you so much for agreeing to discuss these materials with Melanne and others involved in arranging Mrs Clinton's schedule. If you have any questions about CASA, Nadine Goodman, the Midwifery School, etc., I would be more than happy to discuss them with you. I can assure you that anyone who visits CASA comes away impressed and inspired. I know the President and the First Lady would find a visit worthwhile. If there's anything I can do to facilitate a visit, please let me know.

Thanks -

Phone 202-783-8488
Fax 202-783-8499

PS. Please give my best to Melanne!

FROM : Panasonic FAX SYSTEM

PHONE NO. :

Jan. 13 1999 21:12PM P3

CASA

Centro para los Adolescentes de San Miguel de Allende, A.C.

ATTENTION : JODY KAPLAN, RM. 19/OEOB

Hillary Rodman Clinton
The White House
Washington, D.C.

January 13, 1999

Dear Mrs. Clinton :

Yesterday I received a phone call from Barbara McMillan at the White House who requested that I once again fax to Ms. Jody Kaplan, Rm. 19, OEOB, the original invitation that our non-profit Mexican organization, CASA sent to you on November 5, 1998. Also attached is a follow-up letter that was faxed to Pat Solis on January 8, 1999.

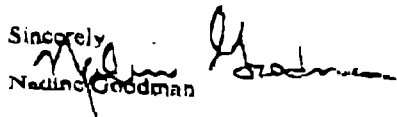
Here I reiterate our invitation. As I wrote in my original November 5, 1998 letter to you, your participation in our February 14th opening of Mexico's first midwifery school and our new child development center is most important to us because of your life long record as a woman working on the behalf of women and children. In my January 8, 1999 letter I spoke of you as a role model. I also referred to the invaluable political support your visit to San Miguel would generate - support that will enable us to continue our work on behalf of poor Mexican women and children far into the future.

During the past few days we have received disappointing news. First, U.S. Ambassador Davidow, who has been very supportive of CASA, has advised that he will not be able to attend CASA's February 14th opening as he had previously planned. On December 11, 1998 we were advised that Governor Fox, the governor of our state of Guanajuato and presidential candidate would attend the opening. On January 6, we received a letter advising us that the governor will not be able to join us. Yesterday we were advised by the Guanajuato State Education Ministry that there is to be yet another evaluation and revision of the CASA midwifery curriculum. There was an evaluation done of the curriculum a half a year ago, precisely at the same time when the state health ministry requested the removal of our midwives from our hospital (please see January 8, 1999 letter).

Again, I know that your presence at the February 14th inauguration ceremony would have a long-lasting, powerful effect that will permit CASA to continue to pursue its health care, reproductive rights and child care work in Mexico, serve as a replicable model and continue to launch national pilot projects such as our midwifery school. Your participation will once again show the world your firm commitment to the protection and well-being of all children and women, especially our most vulnerable. In our state of Guanajuato there are literally hordes of young Mexican women who struggle to find dignity for themselves and their children. They work to improve their own self-esteem, prop up their daughters against the odds. These women who are bombarded with injustice find the time and energy to look for faith in their government, the world order. Precisely at CASA we teach the importance of participating in the democratic process. If you and Mrs. Zedillo could join us, the impact would be immeasurable, especially for these young Mexican women.

We are available to work with members of your staff to arrange your trip to San Miguel, our beautiful colonial city with impeccable weather. We understand you are under many time constraints and if you cannot join us on Saturday evening, February 13th, we ask that you consider arriving in San Miguel on Sunday, February 14th for the opening ceremony, scheduled for 12:00 noon. My home phone is 011 52 415 2 20 54, office phone, 011 52 415 2 26 88 or 2 61 81; office fax, 011 52 415 2 61 21 and email casa@junisono.net.mx. Thank you.

Sincerely,


Hillary Rodman Clinton


Umarán No. 82 Tel./Fax (415) 2-26-88
San Miguel de Allende, Guanajuato, México, 37700.

FROM : Panasonic FAX SYSTEM

PHONE NO. :

Jan. 13 1999 01:13PM

CASA

Centro para los Adolescentes de San Miguel de Allende, A.C.

Mrs. Hillary Rodman Clinton
The White House
Washington, D C

January 8, 1999

Dear Ms. Clinton:

On November 5, 1998, I sent you an invitation to be the guest of honor at our February 14, 1999 inauguration of the CASA new educational and vocational training center for young people in the Mexican city of San Miguel de Allende. Now I am delighted to learn that you and your husband will be in Mexico, in Merida, February 13-15. I would like to renew my invitation, and explain why such a visit would afford you an excellent opportunity to highlight yours and your husband's concern for accessible health care, reproductive rights, and child care.

Our non-profit organization (CASA) has done pioneering work in training midwives and providing low-cost health and child care to poor women and children in San Miguel since 1981. Most recently, in 1997 CASA opened the first professional midwifery school in all of Mexico. The importance of CASA's work is recognized both nationally and internationally. When the state health authorities, under pressure by physician groups, tried to ban our trained midwives from working in the CASA hospital recently, we obtained 10,000 signatures on a petition in 2 days, got 200 letters of support from all over the world, received public support from a number of state legislators, and the American Ambassador spoke to the state governor on our behalf. We were successful in stopping this effort to deny poor women and their babies a vital, affordable health service.

But Mexico is a conservative country and we are engaged in an on-going struggle against those who would deny accessible health, education and social services to those most in need. In the meantime our organization continues to serve more than 50,000 people a year. You are much admired here in Mexico, both as a role model and for advancing the rights of women and children the world over. The kind of political support your visit to San Miguel would generate would be of incalculable value in protecting the well-being and rights of poor Mexican women and children far into the future.

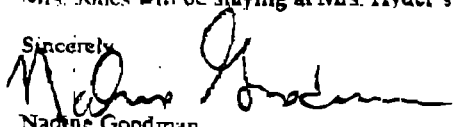
Our small city of San Miguel de Allende is at once charming, colonial and vibrant with many American residents. Your dedication speech would be attended by a diverse group of hundreds of Mexican health and government officials, the local Mexicans and the many foreign residents. Not only will you be able to highlight issues that you support but underscore the positive US interest in Mexico - that which brings President Clinton and you to Mexico.

San Miguel has many hotels and interesting tourist sites. Mrs. Martha Hyder, longtime CASA supporter has a magnificent colonial residence with 9 bedrooms. We would be honored to have you stay at the Hyder residence the night of February 13, 1999. Mrs. Hyder has arranged a dinner that night for the Mexican health officials and politicians who have supported CASA and others. On Sunday morning, there would be an opportunity to see the skills of the local craftspeople. We would like to ask you to join us on Sunday before the noon dedication to tour the CASA midwifery hospital, meet with rural women who have been served, speak with adolescent girls who have come to realize that the best contraceptive is self-education. The national and international press and television have been invited. We have also invited President Zedillo's wife and U.S. Ambassador Davidow's wife to join us both at Martha Hyder's house and for the dedication.

Travel from Merida to San Miguel would probably have to be accomplished by helicopter as the nearest international airport is an hour and 15 minutes away by car. There are small airports closer. I would be happy to work with members of your staff to arrange your trip to San Miguel. I can be reached at my home phone in San Miguel at 415 2 20 54 or work numbers - 2 26 88 and 2 61 81. Direct fax line- 2 61 21 and email is casac@univision.net.mx.

Again, thank you in advance for your consideration. The previous US ambassador to Mexico, Mr. Jim Jones and his wife Olivia are intimately acquainted with CASA's work, San Miguel and Martha Hyder. Mrs. Jones will be staying at Mrs. Hyder's home next Tuesday, January 12. The phone is 2 10 69.

Sincerely,


Nadine Goodman

CASA

Centro para los Adolescentes de San Miguel de Allende, A.C.

Ms. Hillary Rodman Clinton
The White House
Washington, D.C.

November 5, 1998

Dear Ms. Clinton:

I am an American who has had the pleasure and honor of living in Mexico since 1981. My Mexican husband, Alejandro and I founded a non-profit health and social service agency called CASA - Centro para los Adolescentes de San Miguel de Allende. We have worked and done our best for the past 17 years. Today the organization employs more than 100 people and provides multiple services such as reproductive health programs, child development centers for preschool age kids, adolescent programs, family planning and more to some 30,000 persons a year. The majority of our services are provided at no cost to our clients or a minimal donation is requested such as \$1.50 U.S. dollars to see a physician. We currently have to raise approximately \$1 million U.S. dollars a year in donations to economically support our on-going programs.

I write to invite you to participate as a guest of honor at the February 14, 1999 inauguration of CASA's Educational and Vocational Training Center in San Miguel de Allende, Mexico. The Center includes the first professional midwifery school in Mexico, and a child development center where 200 needy preschool age children of working mothers will be provided with all day care.

I was recently in Mexico City and had the pleasure of meeting Ambassador Davidow at the U.S. Embassy in Mexico City, as well as Ambassador Gooch at the Canadian Embassy. With all humility, I presented CASA to them as an inspiring example of kind, effective, humanitarian collaboration between our three countries. The Mexican non-profit organization, CASA works closely with a Texas based foundation called *San Miguel - CASA, Incorporated* and also with a Toronto-based, Canadian Foundation called *Canadians for CASA*. We have many volunteers from all three countries.

Both Ambassador Davidow and Ambassador Gooch have agreed to come to the February 14th, 1999 opening. From my perspective this is especially wonderful because all too often, good deeds go unrecognized. Also, it appears that recently the international press can only find problems between our three neighboring countries, as opposed to positive exchanges.

In conclusion, your participation at the February 14th opening is most important to us because you have a life long record as a woman working on the behalf of women and children. It appears to us that your work, like ours, is based on the beliefs that:

- *A child's first right is to be planned and welcomed*
- *All children and young persons need to be treasured for their own sake.*
- *The future of any nation is dependent on the quality of its human capital.*
- *All people, including adolescents, should have equal access to quality health care, particularly reproductive health services*

It would be an honor to have you join us at noon on February 14th, 1999 in San Miguel de Allende, Guanajuato, Mexico. In advance, we thank you for your consideration.

Sincerely,


Nadine Goodman

home telephone 011 52 415 (2 20 54), fax line (2 62 21), email: casa@unisonn.net.mx



CASA Building Its Most Ambitious Project Yet

On the outskirts of San Miguel on 8,000 square meters of land, CASA is now constructing a huge, impressive center devoted to the health and well-being of children.

There is a carefully planned training, health, family planning, laboratory, and daycare center, lying the hospital, educational hangars and reaching out to rural communities with information, help and support. CASA is not heavily involved in

in 18 years there has been a lot of growth of ambitious plans, income for the non-profit organization, construction of buildings, and enlistment of help from among the people of the area.

The Centro Para Adolescentes de San Miguel de Allen de (CASA) was started by Nadine Goodman, an American woman with apparently boundless energy—or perhaps dedication—with a single office and center on Calle Boyaran.

See CASA on page 32

CASA, from page 1

In the intervening years, that center has sprouted arms, legs and a head. It now includes a living-in and general hospital for rural and low-income people and an outreach program for family planning that reaches some 50,000 people a year with health, social and educational services to the adolescent and poor populations of the State of Guanajuato.

CASA also has the first government-accredited school in the nation for training midwives. At present the school is housed temporarily in CASA's family health clinic and the CASA maternity hospital.

Last year, picking up even more steam, Goodman went ahead with plans for a major center in San Miguel. One feature is a child care program for 200 infants and pre-school children. It will serve as a training site in education and child development for students and parents. Staff and volunteers at the center will include teachers, peer counselors, midwives, physicians, nurses, social workers, lawyers, psychiatrists, psychologists and other therapists.

Over the years, Goodman and her staff have surmounted some heavy odds in making CASA achieve its goals. However, with the momentum of dedicated work and planning, CASA's programs have expanded to meet more and more of the needs of poor and rural communities and urban families.

"The first major focus of the center's activity will be promoting children's access to quality health care from *before* birth through adolescence," says Goodman. "Other areas of focus are child development and child abuse and neglect."

In the area of child development there is emphasis on children under age three, Goodman says. Recent neuroscience research shows that the most important year is the first, she reports.

Center Is Focus For Whole Community

The CASA Center has a formidable list of features. Included will be the midwifery school with dormitories and clinical offices, the child care

facility, a multipurpose space with a conference and training area, a library for the youngest children and a library for teenagers, with a 24-hour hotline where information on AIDS and other important subjects will be available, and an ecological, recreational park surrounding the center on an 8,000 square meter piece of property (about two acres) in a working-class neighborhood close to CASA's family health center and maternity hospital.

The multipurpose space will be open to the public and will be used by all of CASA's staff. Its chief purpose is for the large and still-growing peer counselor training program, which prepares rural villagers for reproductive health and environmental sciences.

In December last year, thanks to many donors including the Kresge Foundation, CASA successfully met its 1.3 million dollar endowment campaign for the first phase of the project.

Some six hundred thousand dollars have gone into the center's construction so far. It is estimated another US\$350,000 is needed to complete the building, develop the park around the center and buy minimal furniture and educational materials, Goodman says. It's hoped that people and groups with experience in the arts and in children's museums will collaborate.

Alejandro Gonzales, Goodman's husband, is builder of the entire center, working with crews of bricklayers, finishers, wrought-iron workers and stone carvers. He is also respon-

sible for the appearance of the Center — a massive, modern, thoroughgoing colonial building with myriad arches, curved brick ceilings, *portales*, various patios, long corridors, rooms for midwives and nurses, layout of streets and the separate buildings that are integrated around an enormous patio. He also is installing the electric wiring and plumbing. Gonzales works without pay.

Said Goodman, speaking of the salaries for CASA's work: "Forty dollars a month will pay for an infant or pre-school child to spend all day in the child development program and have two hot meals. One hundred dollars a month for two years will pay for a young woman to acquire her government-accredited degree as a child development specialist. And US\$130 a month makes it possible for a young woman to acquire a government-accredited degree as a professional midwife."

Goodman says all US and Canadian dollars and Mexican pesos donated to CASA are tax deductible. US checks should be made out to San Miguel de las Casas, A.C. and should be made out to Canadians For CASA. Mexican peso donations should be mailed to CASA, A.C. All donations should go to Umanin 62 in San Miguel — the original offices that marked the start of CASA 18 years ago.

Information may be obtained from Goodman, Gonzales or Irma Salas at 2-26-88, 2-61-81 or 2-20-54. Fax: 2-61-21. Or you can reach CASA through their e-mail address: casa@unisono.net.mx.

Lynn G. Cutler
12/28/98 10:45:00 AM

Record Type: Record

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

cc: Maria Echaveste/WHO/EOP

Subject: women mayors

we are doing a special briefing with women mayors on Jan. 26th at 5:00 in 450. I'd like to have your input--I am doing a scheduling request for the First Lady to do a rundown on our upcoming legislative agenda. She had asked me about doing more with the women electeds to have them involved in our agenda. While we talked about a plan that would involve regional meetings of women elected officials, this could be a beginning. Certainly that will be the general theme of the briefing.

I anticipate that we will get a good turnout--they are coming in for the US Conference of Mayors meetings.

Message Sent To:

Jennifer M. Luray/WHO/EOP
Ann F. Lewis/WHO/EOP
Stacie Spector/WHO/EOP
Shirley S. Sagawa/WHO/EOP
Patricia M. Ewing/OVP @ OVP



Katharine Button

01/04/99 08:50:03 AM

Record Type: Record

To: Lynn G. Cutler/WHO/EOP, Patricia Solis-Doyle/WHO/EOP, Jennifer L. Klein/OPD/EOP, Nicole R. Rabner/WHO/EOP
cc: Shirley S. Sagawa/WHO/EOP
bcc:
Subject: Re: HRC and elected women

Maybe this could be tied in to whatever HRC does with social security and women?
Lynn G. Cutler

Lynn G. Cutler
12/28/98 10:51:47 AM

Record Type: Record

To: Shirley S. Sagawa/WHO/EOP
cc: Katharine Button/WHO/EOP
Subject: HRC and elected women

As you can see from the reference in my earlier e-mail, HRC and I had talked about a plan to do more outreach and education of the state and local elected women as a way of mobilizing them to get our legislative priorities on the national screen. If you and I could sit down with her schedule, I think we could organize some meetings out on the ground during her travel that would be very productive. I know we could pull women from surrounding states, if we gave them enough notice. We could do a half-dozen regional forums and really get a big return on it. Call me when you get this. 6-2896.

National School Boards Association



Fax Transmission Cover Sheet

Date:

December 29, 1998

To:

Shirley Bayawa and Patty Jones-Dyke

Fax #

303-456-6241

From:

Adrian Thomas

Phone:

703-838-6736You should receive 2 pages, including this page.

Remarks:

For information on NSBA's upcoming meetings, visit
NSBA's Web Site: <http://www.nsba.org>

National School Boards Association

1680 Duke Street, Alexandria, Virginia 22314-3493 (703) 838-NSBA FAX: (703) 683-7590

December 29, 1998

First Lady Hilary Rodham Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Dear Mrs. Clinton:

The National School Boards Association invites you to be a keynote speaker at our annual leadership meeting in Washington, D.C., on Saturday, January 30, 1999, from 3:00-4:00 p.m. Let me tell you why we hope you will accept our invitation.

The public schools remain the foundation of healthy communities, a vibrant economy and vital democracy. It is imperative that we make schools work. Political pressure and public demands for increased performance of public schools emphasize the urgency for school boards—the policymakers who govern the schools—to lead their fellow citizens in strengthening America's commitment to public education.

We appreciate efforts by the President and you to expand this commitment by advocating for higher standards, better teachers, more modern facilities and wider horizons for students through use of the Internet. We share your conviction that community is critical if schools are to be places where children will feel safe, valued and motivated to learn.

This conviction is the driver of an exciting, bold, and ambitious initiative by the National School Boards Association. With our members, we are going to put student achievement at the center of the work of school boards across the nation. While there already are successes—as you have seen, written and spoken about—many school boards will have to adopt a different mindset, engage in new roles and build new skills. The result will be powerful.

At this conference, we will hear from national leaders—the National Alliance of Business, the Public Education Network, and the AARP—what they believe school-community partnerships can and should do on behalf of children. But, no one has spoken more eloquently than you, Mrs. Clinton, on what community can do. Help us inspire our members to embrace and celebrate this key work of school boards as conveners of community around student learning. We would like you to speak for approximately 20 minutes, and then, with my assistance, open the session up for an informal dialogue. We usually have around 200 executive and elected state school boards associations representing the 50 states and the District of Columbia, the U.S. Virgin Islands and Guam.

We very much hope you will join us and would be happy to provide additional information if needed. On behalf of the board of directors, staff and members of the National School Boards Association, I thank you for considering our invitation.

Sincerely,


Anne L. Bryant
Executive Director

cc: Barbara M. Wheeler, president, NSBA
Patty Solis-Doyle
Shirley Sagawa

ALB:alt.g/leadcon/991c/rodclia

National School Boards Association

1680 Duke Street ■ Alexandria, Virginia 22314-3493 ■ (703) 838-NSBA ■ FAX (703) 683-7590 ■ <http://www.nsba.org>



*Excellence and Equity
in Public Education
through School Board
Leadership*

Requested Activities for Ms. Clinton

As a special guest, Ms. Clinton is requested:

- to deliver a 30 minutes speech to commemorate the World Conference on Global Commons Japan '99 (*June 5*)
- to attend and deliver a 3 minutes remark at the World Environment Day (WED) Celebration (*June 5*)
- to attend the Opening and Closing sessions (including when the Conference Appeal is adopted) of the Junior Eco-Club Asia Conference (*June 6*)
- to make a special speech in the Opening of the Junior Eco-Club Asia Conference (*June 6*)
- to participate in 'Town Hall Meeting' (*June 6*).

Saturday, June 5, 1999

- | | |
|-------------|---|
| 11:00-11:30 | World Conference on Global Commons Japan '99 (Appendix 1)
Commemorative Speech |
| 14:00-16:00 | World Environment Day Celebration (Appendix 2)
Congratulatory address |

Sunday, June 6, 1999

- | | |
|-------------|---|
| 9:30-10:10 | Junior Eco-Club Asia-Pacific Conference (Appendix 3)
Opening. (Speech) |
| 10:30-12:30 | Town Hall Meeting (Appendix 4) |
| 15:30-16:00 | Junior Eco-Club Asia-Pacific Conference
Conference Appeal adopted
Closing |

- Note : 1. All events will be held in Tokyo.
2. Time schedule of all activities requested, except WED, can be negotiable.

World Environment Day(WED) Celebration,GEA Conference and Associated Events

As of Jan.20th '99

Date	WED Celebration	GEA Conference and Others
June 2 Wed.		(Arrival of Participants)
June 3 Thu. Morning	(Arrival of Participants)	Opening Ceremony
Afternoon		Plenary Session
Evening		Welcome Reception
June 4 Fri. Morning	Associated Events	Plenary Session
Afternoon		Sub Sessions
Evening		Dinner Reception
June 5 Sat. Morning		Plenary Session
Afternoon	WED Celebration(14:00-16:00)	Commemorative Speech(11:00-11:30) Closing Ceremony
Evening		Commemorative Symposium GEA Press Conference Joint Reception
June 6 Sun. Morning	Excursions and Other Activities	Junior Eco Club Asia-Pacific Conference Opening Ceremony (9:30-10:10) Presentations Discussions Adoption of Declaration Closing Ceremony (15:30-16:00)
Afternoon		Town Hall Meeting (10:30-12:30)
June 7 Mon.	(Departure of Participants)	

Note: Ms. Clinton is invited to the activities identified by  above.



World Conference on Global Commons, Japan '99

GEA (Global Environmental Action) is going to host a conference entitled, "World Conference on Global Commons, Japan '99" on June 3, 4 and 5, 1999 on the occasion of the commemorative ceremony of World Environment Day which will be jointly held by UNEP and the government of Japan on June 5 in the same year.

1. Date and Venue

June 3(Thurs.), 4(Fri.) and 5(Sat.), 1999
Tokyo, Japan (Tokyo Prince Hotel)

2. Objective

To disseminate the results of the conference as political messages towards Rio + 10 both domestically and internationally and show a direction for the new scheme in the international society of the 21st century.

3. Agenda for discussions

- Financial Mechanisms and Empowerment of International Organizations
- Science/Technology and Information/Communication
- Resources Management and Energy-related Technology Development
- Urban Environmental Problems and Regional Cooperation

GEA Secretariat
Nippon Press Center Building 8F
2-2-1 Uchisaiwaicho, Chiyoda-ku
100-0011 Tokyo
Phone: 81-3-3503-7484
Fax: 81-3-3503-6953
e-mail: gea@gea.or.jp
<http://www.gea.or.jp>



Global Environmental Action

In 1991, the year before the "UN Conference on Environment and Development"(UNCED), i.e., the Earth Summit, it was becoming clear that the Conference's success depended on raising the funds needed to reconcile the ends of preservation of the global environment and sustainable development. In the same year, the former Prime Minister Noboru Takeshita formed a committee of NGO composed of persons of key standing in government, industry and academia together with the former Prime Minister Toshiki Kaifu and then Chairman of Keidanren Gaishi Hiraiwa. Its mission is contribution to the resolution of global environmental problems and to sustainable development. In March 1992, the committee hosted the "Eminent Persons Meeting on Financing Global Environment and Development" in Tokyo in cooperation with the UNCED secretariat. The results of this conference as set forth in the Tokyo Declaration were announced at a special session of the Earth Summit and did much to pave the way for the Summit's success. As a follow-up to the Eminent Persons Meeting and the Earth Summit, the same committee hosted the "Tokyo Conference on Global Environmental Action" in October 1994. Assimilating the conclusions of this conference, the '94 Tokyo Declaration was sent around the world and called for a deepening of international dialogue on sustainable development.

In November 1995, it was officially decided to change the name of the organizing committees for the aforementioned Eminent Persons Meeting and Tokyo Conference to "Global Environmental Action (GEA), on its expansionary reorganization. GEA, jointly with the UN Committee on Sustainable Development (UNDPDSD) held the "Global Partnership Summit on Environment" in March 1997 in order to indirectly support the "Special Session of the UN General Assembly" scheduled for June 1997.

Mr. Hiraiwa is the GEA's third chairman, succeeding Mr. Takeshita, the first and Mr. Kaifu, the second. The former President of the United States of America, Mr. Jimmy Carter, is our honorary advisor.

**The World Environment Day Celebration
(Global 500 Award Ceremony)
Tokyo Prince Hotel, Tokyo
June 5, 1999**

Purpose of the Event

The World Environment Day Celebration is held to commemorate the World Environment Day designated by UN in 1972. The annual WED celebrations have been hosted in various regions in the World. 1999 celebration, organized by UNEP and the Government of Japan, will be held in June 5, 1999 in Tokyo.

In the celebration, "The Global 500 Roll of Honor" is awarded to those who have made significant contributions to the welfare of the global environment. Most past celebrations had the honor of the presence of the heads of host states, and Japan is most likely to follow the precedents.

Tentative Schedule

June 5, 1999

14:00-16:00

- Opening Address by Host government (Japan)
- Congratulatory Address by Secretary General of UN (To be confirmed)
- Awarding of Global 500 Roll of Honor
- Congratulatory Address by Guests

Junior Eco-Club Asia-Pacific Conference

Tokyo

June 5-6, 1999

The Purpose of the Conference

The Junior Eco-Club Asia-Pacific Conference, organized by the Environmental Agency, Tokyo Metropolitan Government and environmental NGOs, is to promote communication and cooperation between the members of the Junior Eco-Clubs in Japan and the children involved in environmental activities in Asia-Pacific region. The conference is also designed to send the message from the children who wish the sound global environment to all over the world. The conference has met annually since 1996, and this is the fourth meeting.

Junior Eco-Clubs

A Junior Eco-Club is a community-based voluntary group composed of 5-20 students in the 1st-9th grades and some adults to assist the children. The club members are involved in various activities to protect the environment. The Junior Eco-Clubs have been established throughout Japan under the initiative of the Environment Agency. As of 1998, there are around four thousand Junior Eco-Clubs with sixty-five thousand members.

Tentative Schedule

June 5, 1999

Excursion

June 6, 1999

9:30-10:10

Opening

Presentation of GLOBE

10:10-10:25

Presentation by Children

13:30-15:30

Discussion

15:30-16:00

Conference Appeal adopted

Closing

Participants (Tentative)

- Twenty children from nine Asia-Pacific countries (Two from Hawaii, US, are included.)
- Twenty to thirty children from Junior Eco-Clubs in Japan.
- In June 6, two hundred elementary and Junior-high school students will also participate in the program.

TELEVISED TOWN HALL MEETING WITH THE FIRST LADY

Tokyo Broadcasting System (TBS), one of the major Japanese television networks, proposes to broadcast Mrs. Clinton participating in a town hall meeting with the Japanese citizens in one of its studios, similar to the one President Clinton took part in during his last visit to Japan in November last year. The meeting with the President was broadcast nationwide on television through JNN (a network of TBS affiliates), thanks to the support and understanding of the White House and Mr. President himself.

The basic scheme for the program is as follows:

- Length: 1hour 30minutes (plus 30 minute preparation time)
 - Date of Broadcast: June 6, 1999
 - Broadcasting Network: JNN, Japan News Network (28 stations nationwide)
 - Location: TBS studio in Akasaka, Tokyo
 - Contents:
 - Part 1 "Environmental Problems"*
 - Talks between the First Lady and various persons involved in environment-protection movement etc. throughout Japan, using communication satellite broadcast.
 - Part 2 "Town Hall Meeting with the First Lady"*
 - in which Mrs. Clinton will discuss international issues, issues on women in politics, the role of the First Lady, etc. in a franc and direct talk with the Japanese citizens in studio.
 - Emcees:
 - Tetsuya Chikushi ("News 23" anchorperson)
 - Misuzu Tamaru ("Houdou Tokushu (News Special)" anchorperson)
- (NOTE: "News 23" is TBS's daily nighttime news program and "Houdou Tokushu" is TBS's equivalent to "60 Minutes")



地球環境行動会議

In 1991, the year before the "UN Conference on Environment and Development"(UNCED), i.e., the Earth Summit, it was becoming clear that the Conference's success depended on raising the funds needed to reconcile the ends of preservation of the global environment and sustainable development. In the same year, the former Prime Minister Noboru Takeshita formed a committee of NGO composed of persons of key standing in government, industry and academia together with the former Prime Minister Toshiki Kaifu and then Chairman of Keidanren Gaishi Hiraiwa. Its mission is contribution to the resolution of global environmental problems and to sustainable development. In March 1992, the committee hosted the "Eminent Persons Meeting on Financing Global Environment and Development" in Tokyo in cooperation with the UNCED secretariat. The results of this conference as set forth in the Tokyo Declaration were announced at a special session of the Earth Summit and did much to pave the way for the Summit's success. As a follow-up to the Eminent Persons Meeting and the Earth Summit, the same committee hosted the "Tokyo Conference on Global Environmental Action" in October 1994. Assimilating the conclusions of this conference, the '94 Tokyo Declaration was sent around the world and called for a deepening of international dialogue on sustainable development.

In November 1995, it was officially decided to change the name of the organizing committees for the aforementioned Eminent Persons Meeting and Tokyo Conference to "Global Environmental Action (GEA), on its expansionary reorganization. GEA, jointly with the UN Committee on Sustainable Development (UNDPSCD) held the "Global Partnership Summit on Environment" in March 1997 in order to indirectly support the "Special Session of the UN General Assembly" scheduled for June 1997.

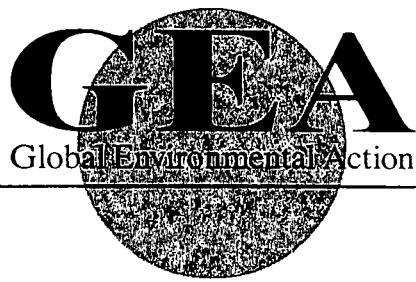
Mr. Hiraiwa is the GEA's third chairman, succeeding Mr. Takeshita, the first and Mr. Kaifu, the second. The former President of the United States of America, Mr. Jimmy Carter, is our honorary advisor.

Clinton Presidential Records Digital Records Marker

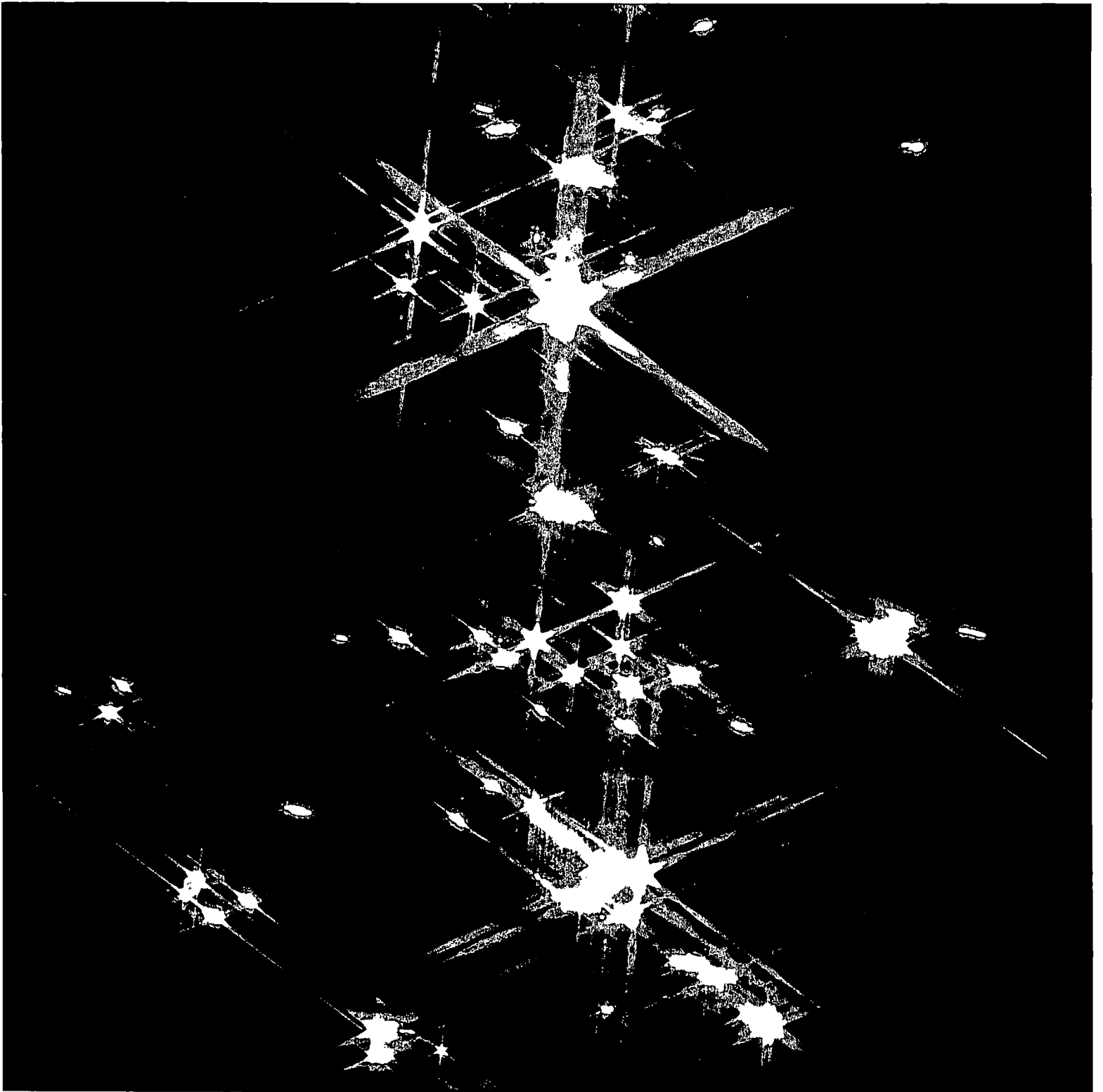
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地球環境行動会議



Nicole - —

Any reason to do?
If not I want to
regret. quickly
be as known.

Shirley

Shirley, I don't think
we need to do the event
as they've proposed, but
this wd be a good group
to wk w/ to do a families
agenda roundtable with
in the coming months (if
we select Boston).
~~April seems unlikely~~ → Nick



Parents United for Child Care

30 Winter Street, Boston MA 02108-4720 • (617) 426-8288 • MA toll free (800) 264-7001 • FAX (617) 542-1515

January 18, 1999

Ms. Shirley Sagawa, Deputy Chief of Staff
Office of the First Lady
The White House
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Dear Ms. Sagawa:

I am writing to you at the suggestion of Joan Lombardi about the enclosed invitation to Mrs. Clinton to preside over a public hearing where parents from across Massachusetts will offer testimony on their need for quality, affordable pre-school and after school care. This event is being sponsored by Parents United for Child Care, a grassroots organization of low and moderate income parents that have been working for more than a decade to increase the supply of quality, affordable child care in Boston and across the state.

As the attached invitation details, Parents United for Child Care has filed a piece of legislation in Massachusetts which will augment the state's current efforts to address the long term need for more affordable child care. There are currently more than 13,000 children in Massachusetts eligible for child care subsidies but are unable to access them because of some existing policies and lack of resources. The **ACE** legislation, ***Affordable Child Care for Everyone***, offers several different strategies to increase access for low, moderate, and middle income families. Also, as the letter indicates, more than seventy (70) Massachusetts legislators have signed on as sponsors and more than seventy (70) child care, labor, religious, children's and other community-based organizations are co-sponsors of the **ACE** campaign.

The work of Parents United for Child Care is well known locally and nationally. Our organization has a strong working relationship with Boston Mayor Thomas Menino and with many members of the state legislature. We have also worked closely with Senator Kennedy's office on legislation and in jointly sponsoring several child care public events in Massachusetts. Joan Lombardi has also indicated her willingness to speak with you about this event and the overall work of Parents United for Child Care. She can tell you firsthand about the **ACE** kick-off event we held two years ago when she served on our panel of distinguished leaders to hear the parent testimony.

Should Mrs. Clinton be willing to consider this invitation, we would look forward to working closely with you to plan the format and finalize the other members of the guest panel. We hope to invite leaders from the Massachusetts legislature, the Governor, and Senator Kennedy and/or potentially other members of our congressional delegation.

I would greatly appreciate your prompt consideration of this invitation. As I indicated in Mrs. Clinton's invitation, we have some flexibility at this time to consider a date in late February or March. It is critical for us to have the event prior to the state budget debate and ideally before the bill is discussed in Committee. The timing for both of those is likely to be in April. It is essential however that the event be held in the evening to insure strong parent participation. Two years ago, more than 500 parents attended--even in bad weather!

Ms. Shirley Sagawa

Page 2

I look forward to speaking with you soon, and hope that Mrs. Clinton will favorably consider our invitation. Her leadership will greatly enhance our efforts to win public and legislative support and will give her a wonderful opportunity to continue to demonstrate hers and the administration's strong support for quality, affordable child care for all working families.

Thank you.

Sincerely,

A handwritten signature in cursive script, appearing to read "Elaine Ferish".

Elaine Ferish, Director

Attachments



Parents United for Child Care

30 Winter Street, Boston MA 02108-4720 • (617) 426-8288 • MA toll free (800) 264-7001 • FAX (617) 542-1515

January 18, 1999

First Lady Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Dear Mrs. Clinton:

I have met you several times over the past year or so in connection with my work as the Director of Parents United for Child Care (PUCC), a grassroots organization of low and moderate income parents committed to increasing the supply of quality, affordable child care in Massachusetts. I attended the White House Conference on Child Care in the Fall of 1997 and the announcement of the President's Child Care agenda in January 1998, and I was one of Redbook Magazine's "Mothers and Shakers" awardees, honored at a White House Luncheon and Ceremony this past June. At that event, I had the honor of being seated at your table, and truly treasure the delightful experience of participating in a lively conversation with you, Senator Patty Murray, Helen Thomas, and the other Redbook guests and honorees.

I am writing you on behalf of our more than 3,000 members to invite you to preside over a panel of local, state, and national leaders who will gather to hear parent testimony about the need for quality, affordable child care. This public event will launch Parents United for Child Care's campaign to win passage of its newly filed **ACE** legislation, *An Act to Promote Affordable Child Care for Everyone*. The proposed Massachusetts legislation has already attracted more than seventy (70) sponsors in the state's house and senate, and the bill offers a series of proposals that would greatly address low, moderate, and middle income parents' ability to access affordable child care, and expand the use of child care subsidies to cover children through the age of 14 enrolled in an out-of-school time program. Parents United for Child Care has led the effort to expand out-of-school time programming in Boston for the past decade, and now, with the addition of 21st Community Learning Centers funding, PUCC has expanded its work to meet the needs of middle school-age children. I have enclosed a complete summary of the bill which details the proposed legislative components.

We would like to schedule the launching event for a weekday evening in late February or during March 1999, and have the flexibility at this time to work around your schedule if you would consider presiding over the hearing. We are planning an event similar to the one we had more than two years ago when we originally launched the **ACE** Campaign. On a snowy evening in January 1997, more than 500 parents from across Massachusetts packed historic Faneuil Hall to show local and state elected leaders how critical quality, affordable child care was to them for their economic self-sufficiency and for the well-being of their children. More than forty parents testified before Boston Mayor Thomas Menino, Congressman Joseph Kennedy, Senate President Thomas Birmingham, House Ways and Means Chairman Paul Haley, Joan Lombardi, former Director of the Administration for Children and Families Child Care Bureau, and Lynn Torto, former Assistant Secretary of the State's Executive Office of Health and Human Services.

The evening was a memorable one because it underscored the power of hearing from parents directly about what they need and want for their children. While we were not successful in passing the original **ACE** legislation during the last legislative session, the

First Lady Hillary Rodham Clinton

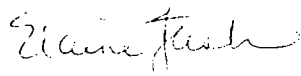
Page 2

Massachusetts legislature increased child care subsidy funding for low income working parents by \$25 million each year for the past two years, and the **ACE** bill was specifically cited in the House of Representative's budget language summarizing the increase in funding in the state's FY'99 budget.

We believe that your presence and leadership in this year's launching event will greatly add to the momentum we have built over the past two years to make Massachusetts a leader in meeting the child care and early education needs of its residents. Your participation would also provide a wonderful opportunity to highlight the Clinton Administration's strong commitment to expanding the supply and access to early childhood and school-age care through the Administration's budget proposals, the launching and expansion of the 21st Community Learning Centers program, and the proposed Tobacco Tax Legislation, as well as by the Administration's efforts to help parents who choose to stay at home to access benefits through the Family and Medical Leave Act and the President's recent proposal for a tax-credit for stay at home mothers.

The members of Parents United for Child Care, and the more than seventy organizations who are sponsors of the ACE Campaign statewide, would be honored to have you join us in our efforts to put parents at the front of the child care debate locally and nationally. We hope that you will positively consider our invitation to preside over this important hearing, and we are ready to work closely with your staff to make the necessary arrangements for your participation.

Sincerely,

A handwritten signature in cursive script, appearing to read "Elaine Ferish".

Elaine Ferish, Director

Attach.



Parents United for Child Care

30 Winter Street, Boston MA 02108-4720 • (617) 426-8288 • MA toll free (800) 264-7001 • FAX (617) 542-1515

Affordable Child Care for Everyone (ACE) Bill Outline

Lead Sponsors: Representative John Slattery

Senator Robert Travaglini

Goals of the Bill

The goals of the ACE Bill are to expand access to affordable child care for all working families and provide the Commonwealth with tools to assess and build its capacity to provide high quality, affordable child care – with the ultimate goal of providing working families with affordable child care, thereby eliminating the State's waitlist for child care subsidies.

Problem Statement

As more families move into the low-wage workforce, the Commonwealth's child care system will be challenged to provide subsidies for families on the waitlist, increase the supply of quality programs, and expand the workforce of qualified, well-trained providers.

- ◆ There are more than 13,000 children on the statewide waiting list for child care subsidies in Massachusetts. While this number is very high, it probably *underrepresents* the real number of low-income working families who need help with child care costs.
- ◆ In Massachusetts, affordable, high quality child care costs an average of \$5,000-\$8000 per child per year.
- ◆ The federal government has eliminated its guarantee of child care support for welfare recipients engaged in education and training programs and those in their first year of work. Those who do receive transitional child care during their first year of work are required to pay parent fees – a big expense for a family trying to get on its feet.

Proposed Provisions of the Revised ACE Bill

Revised Sliding Fee Scale: Child care subsidy programs administered under the Office of Child Care Services currently require parent fee payment according to a scale based on the state median income (SMI) from 1992. Because the SMI has gone up since 1992, using this outdated scale unnecessarily limits eligibility to families who are at or just below 50% of the current SMI – families who should be eligible for subsidies under the law. This provision would require OCCS to update the sliding fee scale using the most current State Median Income available.

Estimated Cost: \$0 [This provision updates eligibility but does not mandate serving all eligible families.]



Parents United for Child Care

30 Winter Street, Boston MA 02108-4720 • (617) 426-8288 • MA toll free (800) 264-7001 • FAX (617) 542-1515

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Estimated Cost: \$0 [This provision updates eligibility but does not mandate serving all eligible families.]

Eligibility for middle-school aged children: This provision would extend eligibility for all OCCS-administered child care subsidies to 13 and 14 year old children. Currently, children lose their eligibility for child care subsidies on their 13th birthdays, leaving families with limited options for their middle-school aged children during before and after-school hours.

Estimated Cost: [This provision extends eligibility for children already receiving subsidies. Cost estimate is being developed.]

OCCS Data Collection, Reporting, and Planning: One of the difficulties in designing effective child care policy in Massachusetts stems from a desperate lack of accurate information about the families who need care, and the industry that provides it. This provision would mandate OCCS to regularly collect important information about the families on the statewide waiting list for child care subsidies, the supply of care in the state (including the need for additional and/or renovated facilities), the quality of child care programs, and the child care workforce (training, salaries, etc.). This provision would also require and establish a timeline within which OCCS must report to the legislature on the data collected, and use the data to develop a plan for building the child care system, eliminating the statewide waiting list for child care subsidies, and maintaining the system at a level that will serve all working families who need high quality affordable child care.

Estimated Cost: [Administrative costs; Cost estimate is being developed.]

Expanded Child Care Tax Deduction: Most child care policies in Massachusetts are targeted at low-income families. Even middle-income families, however, often have a difficult time paying the costs of high quality care. The current State Child Care Tax Deduction helps ease that cost by allowing families to receive a percentage of their annual child care costs up to \$2,400 (\$4,800 for two or more children), with a maximum benefit of \$143 (\$286 for two or more children). This proposed provision of the ACE Bill would make the Tax Deduction more effective by expanding the allowable child care costs claimed up to \$8,000 per child -- the average cost of licensed care in Massachusetts.

Benefit to Working Families: Early estimates indicate that this provision would provide approximately \$30m in tax relief to working families in the Commonwealth.

Welfare-Related Guarantee: Using the language from the original ACE Bill (H. 1909), this provision would put into statute the guarantee of a child care subsidy for all welfare recipients who are participating in approved education or training programs, or who are in their first year of employment after leaving welfare (Transitional Child Care). The Department of Transitional Assistance's current policy is to provide these child care subsidies, but they are no longer guaranteed under federal or state law.

Estimated Cost: \$0 [This provision would codify the Commonwealth's current practice.]

For more information, contact Beverley in Rep. Slattery's office, Christian in Sen. Travaglini's office, or Christine Johnson-Staub at Parents United for Child Care, 617-426-8288.

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. letter	Allen Glenn to Hillary Rodham Clinton [partial] (1 page)	11/04/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Shirley Sagawa
OA/Box Number: 23244

FOLDER TITLE:

Old Scheduling Requests [1]

2013-0124-S
rc1100

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

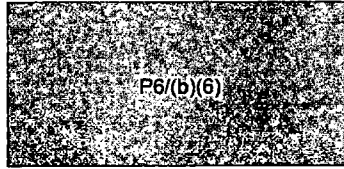
PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.



Shirley -
This is
in HEC cannot
do this at
this time.

November 4, 1998



Pate

Is she in Mexico?

Pate -
Any decision on
this? In conjunction
with some ideas we
have on education,
it would be good to
have HEC do a
couple education
speeches this year -
This could be one - do
you have other ed
group invites pending?
Shirley

First Lady Hillary Rodham Clinton
Office of the First Lady
The White House
1600 Pennsylvania Ave.
Washington, DC 20500

Dear Mrs. Clinton:

AACTE would be honored if you would accept our invitation to keynote our 1999 Annual Meeting. The conference will be held at the Washington Marriott at Wardman Park, February 24-27, 1999. This presentation is currently scheduled for Thursday, February 25, from 9:15-10:15 a.m.

The AACTE Annual Meeting is our flagship event each year. Drawing more than 2,000 deans, chairs, and faculty of education, this conference is considered to be one of the key conferences of the teacher education profession. The theme of the 1998 conference, "Shaping Our Future," is designed to take a serious look at the role schools, colleges, and departments of education will play in preparing the teachers of our future.

AACTE has long respected the messages you offer to Americans about the importance of children, community, and schooling. Our membership is highly receptive to your ideas about child development and the role that all adults play in raising our next generation of citizens.

Schools of education are faced with particularly complex challenges as we approach the new millennium. The calls from many for alternatives to traditional education programs affects us in many ways. We are currently trying to understand the implications of "alternative" schools for elementary and secondary education while at the same try preparing beginning teachers who can function in sometimes vaguely-defined environments. We are grappling with challenges to the idea that teacher preparation should necessarily occur in a four-year college or university-based baccalaureate program and trying to develop responses to criticisms about the quality and substance of our programs.

At the same time, we continue to address some of society's most pressing problems from preparing teachers to work with our nation's increasingly diverse students to bringing technology

November 4, 1998

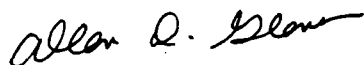
Page 2

into our classrooms to providing professional development for our more experienced teachers so that they can remain essential contributors to local reform efforts.

We anticipate that this lecture would be *the* highlight of our 1999 Annual Meeting, should you accept. It could provide a pivotal opportunity for our members to hear from the highest policy levels of the directions they must lead their programs in if they are to remain a vital part of our education system. I urge you to accept this invitation and to craft a forthright message that offers the kind of caring leadership for which you are so well known.

In closing, let me reiterate how honored we would be to have you accept this invitation. We believe you have much to contribute to our conference and to our profession as we struggle with the many issues facing teacher preparation and the future of American education. I look forward to hearing from you.

Sincerely,



Allen D. Glenn
President, AACTE and
Dean, College of Education
University of Washington

cc: Shirley Sagawa

THE WHITE HOUSE
WASHINGTON

October 25, 1998

Ms. Felicia Lowe
Board Vice President
Angel Island Immigration Station Foundation
330 Townsend Street
Suite 235
San Francisco, CA 94107

Dear Ms. Lowe:

Thank you for writing to the First Lady and inviting her to visit Angel Island Immigration Station. We are excited by your work and have learned of the history of Angel Island and the work of the state and the Foundation to preserve and interpret the site from other sources, including your web site. We will forward your request to the First Lady's scheduling office and will keep this information for consideration as we plan future "Save America's Treasures" tours.

The overall theme of the White House Millennium Council is "Honor the Past - Imagine the Future." The President and First Lady are inviting states, communities, nonprofit organizations, federal agencies, youth groups and all citizens to join together to participate in activities that strengthen democracy, improve communities and give lasting gifts to the future.

The First Lady's recent "Save America's Treasures" Tour highlighted both the challenge and the promise of historic preservation. Your efforts with the Angel Island Immigration Station Foundation also illustrate the importance of preparing for the future by actively remembering the past.

For frequent updates on the many programs of the Millennium Council, please visit our web site at <http://www.whitehouse.gov/Initiatives/Millennium>.

Thank you again for writing and best of luck with your efforts.

Sincerely,



Ellen McCulloch-Lovell
Deputy Assistant to the President and
Advisor to the First Lady on the Millennium

FYI

from

Ellen

Lovell

The D.C. Public Charter School Resource Center
and
The D.C. Board of Education
and
The D.C. Public Charter School Board

Invite you to attend

A Town Meeting: Dialogue on Charter School Accountability

“GETTING ANSWERS TO TOUGH QUESTIONS”

Who's responsible for charter schools?
What should charter schools be held accountable for?
What should happen to schools that are not accountable?

Sessions are designed to encourage audience participation with local and national media panelists, charter experts, policy makers, community representatives, parents, supporters and critics of charter schools. Scenarios taken from practical experiences at charter schools will be improvised by attendees and form the basis for afternoon discussions.

Keynote Address: Dwight Evans
Pennsylvania House of Representatives
Founder, Ogontz Avenue Revitalization Corporation
Sponsor, West Oak Lane Charter School
Pennsylvania Legislative Commission on Restructuring the Philadelphia School District

Thursday, February 11, 1999

8:30 a.m. to 4 p.m.

National Association of Home Builders
15th and M Streets, NW
Washington, D.C. 20005

District of Columbia
Public Charter School
Resource Center

1155 15th Street, NW
Suite 701
Washington, DC 20005
Phone: 202,655-9044
Fax: 202,659,9021
www.dchartercenter.org

R.S.V.P. via Fax to Shirley Monastra
D.C. Public Charter School Resource Center
202-659-8621
deadline: February 1, 1999

REGISTRATION FORM

**A TOWN MEETING: DIALOGUE ON CHARTER SCHOOL
ACCOUNTABILITY**

When: Thursday, February 11, 1999

8:30 a.m. to 4 p.m.

Where: National Association of Home Builders

15th and M Streets, NW

Washington, DC

**Sponsored by: DC Public Charter School Resource Center,
DC Board of Education and DC Public Charter School Board**

Name: _____

Title: _____

Organization: _____

Address: _____

City/State/Zip _____

Telephone: _____ **Fax:** _____

**Please return VIA FAX TO (202) 659-8621 by February 1,
1999.**

**Contact Person: Shirley Monastra (202) 835-9011
DC Public Charter School Resource Center
1155 15th Street, NW -- Suite 301
Washington, DC 20005**



WELLESLEY

European Alumnae Forum

London ♦ 8-10 October 1999

Please reply to:
30 Highbury Place
London N5 1QP, England
Tel: 44-171-226 6581 Fax: 44-171-226 8643

Shirley Sagawa
Deputy Chief of Staff
Office of the First Lady of the United States
The White House
WASHINGTON, DC 20500
U S A

6 January, 1999

Dear Ms Sagawa

I attach a copy of a letter which I have sent today to Mrs Clinton. I know how very busy she is, but would be most grateful if you could bear this invitation in mind while designing her schedule for the year.

Yours truly

Stephanie Williams Knight

Please reply to:
30 Highbury Place
London N5 1QP, England
Tel: 44-171-226 6581 Fax: 44-171-226 8643

Hillary Rodham Clinton
First Lady of the United States
The White House
Washington, D.C 20500
U S A

6 January 1999

Dear Hillary

Please will you be the keynote speaker at Wellesley's second European Alumnae Forum in London on the weekend of 8-10 October 1999? Your presence would attract a large number of Wellesley women living in Europe, Africa and the Middle East and would do the college a great service.

This Alumnae Forum is an event which we would really like to put on the map. It has one main goal: providing a forum targeted at international alumnae -- who often sense a greater connection with other foreign-based alumnae than with their own classmates. For most of the 700 Wellesley alumnae living in Europe, the Middle East and Africa, reunions are too far away, expensive to attend and of little relevance to their lives. Consequently, alumnae over here, who are fond of the college, often feel out of touch. The Alumnae Forum's steering committee feel that if we have an intellectually chewy agenda, and could persuade you to join us for a couple of hours, we would succeed in attracting a very great many of them. Moreover, the event is another extension of the college's expanding efforts to stress and develop the college's international perspective and profile.

The theme of the weekend is *Crystal Ball Gazing: Scenarios for the Future*.

Speakers will be invited to imagine our world in 2025. We are in the process of asking a number of distinguished speakers to consider the impact of genetic, biochemical and neurobiological research on our minds and bodies, and the future for the family, work and religion. Further information on the Forum is attached.

As for your part in this: people here have a huge amount of sympathy for what you have experienced over the past year. We wanted to offer you a friendly European/international testing ground where you would be able to experiment with themes you might like to develop in future for use elsewhere. Your sharp and independent thinking on international themes which you have displayed in venues from Beijing, to Davos to the Palestinian Authority would be particularly well-received by this diverse group of foreign and foreign-based alumnae. We are open to any ideas you may have and want

you to feel free to range as widely as you wish from your own views: from the future for the family to more controversial areas, such as the future for democracy in a world marked by globalisation, the proliferation of increasingly "illiberal" democracies and unrestricted Internet communication.

We would very much like you to speak on Saturday evening, October 9 but we would be delighted to offer you a slot at any time Saturday, or Sunday morning if that would be more convenient. The speech could be publicised or not, as you wished.

I know how very busy you must be, but would be very grateful if you could give us an early indication of whether you might be able to join us. Please do not hesitate to have your office contact me with any questions you might have. I look forward to hearing from you.

With very best wishes for a happy New Year.

Yours sincerely

Stephanie Williams Knight '70

cc.

Patti Solis Doyle

Shirley Sagawa

Melanne Verveer

Graduates of Wellesley College living in London are planning a Wellesley European Alumnae Forum for the weekend of October 8-10, 1999, in London. This will be the second Forum to be held in Europe, following on the successful first one in Paris in 1996. Sponsored by the Alumnae Association, the event will feature distinguished Wellesley professors, graduates and other speakers addressing the theme *Crystal Ball Gazing: Scenarios for the Future*.

Preliminary plans include a cocktail reception Friday night at the House of Lords; Forum talks, panel discussions and group discussions at the Lansdowne Club in Mayfair on Saturday before and after lunch; a keynote speaker at a dinner Saturday night; and a more Wellesley-focused program again at the Lansdowne Club on Sunday morning. A farewell party Sunday noon will close the event

In developing the theme of *Crystal Ball Gazing* speakers will invite participants to imagine our world in 2025, when Wellesley will celebrate its 150th anniversary. Starting with a talk on the future of our minds and bodies as indicated by genetic research, we will consider the impact on the future of the family, work, and religion. How far, if at all, will we have diverged from traditional expectations of raising children in the home, working in the office and turning to the church, mosque and synagogue for our spiritual needs?

All graduates from Europe, the Middle East and Africa are invited, with about 150 expected to attend. Guests are welcome at the social functions. Among representatives from the College will be the President of the Alumnae Association, two professors and senior staff.

For questions please contact Barbara Ilias, '63.
Tel. +44 171 937-7928; Fax +44 171 912-0906; e-mail: bilias@aol.com



OFFICE OF THE PRESIDENT
BROWN UNIVERSITY
BOX 1860
PROVIDENCE, RHODE ISLAND 02912

Date: Dec. 15, 1998

Fax No.: (401) 863-7737

TELECOPY TO: Attention: Ms. Shirley Sagawa

NAME: Mrs. Hillary Rodham Clinton

DEPARTMENT: The Office of the First Lady **FAX#:** (202) 456-6244
or FIRM:

FROM:

NAME: Dr. Nancy Uecher

SUBJECT: Greetings- book project

NUMBER OF PAGES (INCLUDING THIS PAGE) 3

If difficulties occur, please call (401) 863-2234.

COMMENTS / SPECIAL INSTRUCTIONS:

Dear Ms. Sagawa:

Thank you for bringing this letter to
Mrs. Clinton's attention when she
returns from Jerusalem.

Thank you!
N. Uecher

Nancy Ellen
Keep copy

✓



Office of the President

BROWN UNIVERSITY

Box 1860 • Providence, Rhode Island 02912

Telephone 401 863-2234 • Fax 401 863-7737

December 15, 1998

Mrs. Hillary Rodham Clinton
The Office of the First Lady
The White House
Washington, D.C.
Attention: Ms. Shirley Sagawa
FAX (202) 456-6244

Dear Mrs. Clinton:

It was a great pleasure to meet you briefly in Prague in October at Forum 2000. Now, two months later, as I write this note you are visiting Jerusalem, where I lived (as principal violist of the Jerusalem Symphony) for six years. One of my favorite experiences was in organizing a chamber music concert that included Palestinian and Israeli musicians. The spirituality of that city made an indelible impression on my spirit. I hope visiting Jerusalem has been a special time for you and your family – a place where one gathers important insights and perspectives about life.

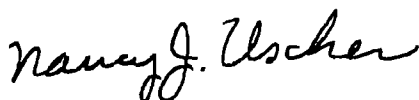
Last week I met with the president of the Ford Foundation and she recalled that on a visit to one of the poorest areas on earth, she walked into a hut and in the midst of the squalor was a wall -- unbelievably -- decorated with a bottle cap and a piece of ribbon. She reflected that art held that kind of power – to express human identity in the most fundamental ways.

I am working on a book project that deals with the vast potential of the arts to address basic needs of society. It would be a very great honor to be able to chat and brainstorm about this book with you. Anytime. But I will be in Washington for meetings connected to my American Council on Education fellowship in February and March. I leave Brown University and go back to the University of New Mexico at the end of the week.

USCHER to MRS. CLINTON (cont.)

I wish you and your family a peaceful and joyous holiday. Please know that you are greatly admired around the world for your caring about humanity and all that you do to better this world. I don't remember ever writing a fan letter before – but I must tell you that my eight year old daughter Alessandra and I think you are the greatest!

Sincerely,



Nancy Uscher
A.C.E. Fellow
Office of the President, Brown University
(401) 863-2130
Fax (401) 863-7737
Nancy_Uscher@Brown.edu

after December 18:

A.C.E. Fellow
Office of the President, The University of New Mexico
(505) 277-7601
Fax (505) 246-9831
nuscher@unm.edu

July 30 - Chomo doing home event in SD

Pine Ridge
Rosebud



CHIP, Medicaid, Medicare
Teachers — 1000 new Indian Teachers
Indian school construction

At The Table
more push

Domestic Violence
to V. Jones

find new leaders →

Can't be too partisan

Unfinished agenda → new millennium
report

in the 21st Century

Building advocacy



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NATIONAL TRUST FOR HISTORIC PRESERVATION

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FAX TRANSMITTAL

Date:

1/4/99

To:

Shirley Sagawa

Fax Number:

456-6244

From:

Robbie Greene

Subject:

92nd Street Y

Number of Pages Including Cover Sheet:

4

Comments:

Pls. let me know what happens with this ~~one~~
keep me updated in case
Steve wants a status
report.

Many thanks,
Robbie

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December 22, 1998

Bobbie Greene
Save America's Treasures
1785 Massachusetts Avenue, N.W.
Washington, DC 20036-2117

Dear Bobbie,

The enclosed request comes from the 92nd Street Y, one of New York's most prominent Jewish organizations, and is signed by Fred Mack, one of our best friends.

It is self-explanatory and fits in beautifully with so many of the appearances which Hillary makes every year to family service organizations whose principal focus is enhancing and uplifting the lives of diverse children and their families.

I would appreciate it if you would sponsor this request and I would be delighted to provide you with additional details in the near future.

Barbara and I send you our warmest regards for a happy, healthy and peaceful New Year.



Steven Grossman

SG:psf

Encl.



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*Past Presidents

December 16, 1998

Ms. Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue NW
Washington, DC 20500-0002

Dear Mrs. Clinton:

I am writing to you in my capacity as a Trustee of the 92nd Street Y to request the honor of your presence at an upcoming event. The 92nd Street Y is an institution that means a great deal to me, as I have the honor of serving as its Vice President, Chairman of its Development Committee, and am an enthusiastic supporter as well.

To give you some brief background, the 92nd Street Y is a multi-faceted cultural and community service organization, serving tens of thousands of children and their families each year, children and families from mixed racial, social and economic backgrounds -- including more than five thousand public school children and 1,500 young campers each year, with emphasis on those with special needs in our summer camp programs. The Y also offers innovative teen programs introducing teens to community service, after-school programs, classes in art, music, dance, sports and fitness for young children and teens, and parenting advice to parents of the very young. The Y also houses one of the nation's most respected nursery schools.

In addition to its programs for children and families, the 92nd Street Y's concert hall stage attracts a stellar roster of speakers and artists. Elie Wiesel, Margaret Thatcher, Itzhak Rabin, Robert F. Kennedy, Jr., Yo-Yo Ma, Emanuel Ax and Alicia de Laroccha are just a few of the luminaries who have graced the 92nd Street Y's stage.

The 92nd Street Y has recently been honored by a prominent New York family who has recognized the important work that is done here on a daily basis for children and their families. The Goldman family has given the 92nd Street Y a five million-dollar gift and allowed the Y to add their name to those of the Bronfman, Tisch, May and Simon families as pillars of support for the institution. You may recall that the late Sol Goldman and his widow Lillian came from modest beginnings in Brooklyn to build one of the nation's most prominent real estate empires.

Ms. Hillary Rodham Clinton
December 16, 1998
Page 2

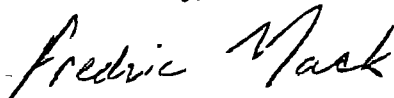
The Y is planning a gala opening event for the "Lillian and Sol Goldman Family Center for Youth and Family," and we would be deeply honored if you would deliver the opening address or consider being interviewed by an interviewer of your choice. I believe that the 92nd Street Y could not hope to find a more suitable public figure than you to be a part of this gala evening, as you so fully embody the mission and goals of the Goldman Center in your commitment to the health, welfare, education, and advocacy for this nation's children and families.

Given my knowledge of you as First Lady, and of the 92nd Street Y and its audience, I can assure you that you would have an appreciative and enthusiastic welcome here. It would be so very meaningful for me to have the opportunity to bring you to the 92nd Street Y, and I can tell you that both the Y and I would be deeply indebted to you for this honor.

We hope that you would find the time in your schedule for such an event. We have not yet scheduled its date and, in hopes that you can attend, we are ready to make every effort to accommodate your busy calendar.

Many thanks for your consideration.

Sincerely,



Fredric Mack



Maureen T. Shea

11/20/98 02:53:22 PM

Record Type: Record

To: Patricia Solis-Doyle/WHO/EOP, Shirley S. Sagawa/WHO/EOP, Katharine Button/WHO/EOP

cc:

Subject: May 10-12

Working Woman magazine is going to be honoring its top 500 women owned businesses May 10-12 in DC. They expect 100-150 to come. They remembered the luncheon honoring Mrs. Clinton that was put on by their sister publication, Working Mother, and would like to do a similar event - luncheon at the WH honoring the First Lady - if that is possible. If not, we'll try and arrange something else with them, but their first preference would of course be for the First Lady - and also, of course, they have just contacted us but would like this confirmed in the next two weeks.

Memorandum for The First Lady

From: Shirley Sagawa
Re: AmeriCorps visibility
Date: December 23, 1998

Here's a plan that has been developed by the White House working group on AmeriCorps visibility and the Corporation for National Service. It does not reflect the work that Eli Segal is doing, but I think the two parts fit together well and support each other.

Two questions:

1. I'd like to put together a small meeting for you with Eli and some of the key people who will help him (Dan Dutko, Nick Bollman of the Irvine Foundation) as well as Harris Wofford and Ann Lewis for early January to make sure everything fits with your vision. OK?
2. Do you want to do a service event for Martin Luther King Day?

Let me know if you have any comments on the plan.



Shirley S. Sagawa
01/26/99 04:11:51 PM

Record Type: Record

To: Patricia Solis-Doyle/WHO/EOP

cc:

Subject: Scheduling requests

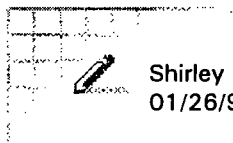
I heard we may have a scheduling meeting tomorrow? Here are some items for February/March -- I think I've talked to you about most of them.

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2. Sacajawea coin design. Lynn Cutler requests an East Room event to unveil the design of the Sacajawea dollar coin, which will be the first coin of the new Millennium. Tribes along the Lewis & Clark trail would be invited. Depending on the timing of the event, we could either highlight budget increases for Indian country (including 1,000 new teachers and an increase for the Indian Health Service) or tie the event to women's history month. The Mint for the first time involved the public in choosing the design, including an internet site that received 8 million hits and 125,000 votes, and a children's outreach program, engaging children in choosing designs and writing about their choices. (Late February or March)
3. Association of American Publishers annual meeting at the Mayflower Hotel. Good opportunity to speak to the CEOs of all major publishing houses and challenge them to do more to promote reading to children. Invitation from Pat Schroeder. (March 18 -- may have some flexibility)
4. Save America's Treasures video/film shoot. Request from the Trust on behalf of Warner Brothers to tape two PSAs and a video to be used in conjunction with the release of the CD produced to benefit Save America's Treasures. (To be shown March 8, must be taped mid-February)
5. DC College Access. Event as part of FY 2000 budget roll-out to highlight new initiative to allow DC residents to pay in-state tuition at public colleges in Maryland and Virginia. Originally proposed by Washington Post publisher Don Graham, it has the support of the city's business community and bipartisan support in Congress. Could be held at a DC high school. (First week of February)

Other --

Need time for issues meeting to discuss our strategy on several HRC domestic policy issues, including education.

92nd Street Y -- do we have a date?



Shirley S. Sagawa
01/26/99 05:45:01 PM

Record Type: Record

To: Patricia Solis-Doyle/WHO/EOP

cc:

Subject: Scheduling requests, revised

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Other --

Need time for issues meeting to discuss our strategy on several HRC domestic policy issues, including education.

Rosabeth Moss Kanter is requesting 20 minutes with HRC on February 17 to discuss followup to her business partnership on education and welfare-to-work, as well as a new idea.

92nd Street Y -- do we have a date?



S I M O N & S C H U S T E R

Simon & Schuster Consumer Group
1230 Avenue of the Americas
New York, NY 10020
212-696-7315 • Fax 212-695 7433
E-Mail: sydney_miner@princeton.com

Sydney Weinberg Miner
Vice President, Senior Editor
Trade/Editorial

January 26, 1999

Ms. Shirley Sagawa
Office of the First Lady
Old Executive Office Building
Room 100
Washington, D.C. 20500
By fax: 202/456-6244

Dear Shirley,

We were excited to learn that the First Lady would like to explore adding an online component to the publicity campaign for *Dear Socks*, *Dear Buddy*.

Following is a promotion proposal we think would combine maximum exposure with a unique bookselling opportunity. It asks the First Lady to be available for a Q&A and a live chat (with pre-screened questions; this can be done by Mrs. Clinton by telephone), to run on America Online's highly visited Kids Only area. With its 13 million subscribers, America Online is undoubtedly the most visible online presence in the country. The promotion would be structured as follows:

- ⇒ Simon & Schuster will conduct a Q&A with Mrs. Clinton, focusing on life in the White House with Socks and Buddy, her personal experiences as a pet owner, the contributions pets make to their owner's lives, and the importance of letter writing.
- ⇒ America Online will launch a week-long promotion of *Dear Socks*, *Dear Buddy*, with the Q&A as the centerpiece of the promotion. Components of the feature will include:
 - Q&A with the First Lady
 - Excerpt from *Dear Socks*, *Dear Buddy*
 - A "Buy the Book" button linking to Barnes and Noble.com
 - An area where children (and adults) will be invited to share their own pet stories
 - Ongoing mention of the live chat, to happen at the conclusion of the week

Please
call
Marsha
@this

Marsha + Toby
This sounds
really good to me.
HRC agreed to do
in concept a
while ago - I'm
going to try to get a
date - what do you think?
Shirley



- ⇒ A pre-determined number of those children who submit their pet experiences will be randomly selected by AOL to win a signed copy of *Dear Socks, Dear Buddy*. The autographed copies will come from Simon & Schuster's stock of bookplates.
- ⇒ During the promotion, the feature will be highlighted across several areas of AOL:
 - The Welcome Screen, seen by all AOL subscribers when they sign on
 - Category channels (e.g. Families, Interests, and Entertainment)
- ⇒ Everywhere the promotion is highlighted, there will be a link to AOL's online bookselling partner, BarnesandNoble.com, who will also feature the book on their homepage, a guaranteed sales boost.
- ⇒ The conclusion of the promotion will come in the form of a live online chat with the First Lady, in the Kids Only area of AOL. Mrs. Clinton may determine:
 - the duration of the chat, usually between a half hour and one hour
 - the types of questions she'd like to answer
- ⇒ During the chat, Mrs. Clinton will be asked questions by a moderator which she may answer or not, as she sees fit. Live chats are normally conducted with the interviewee on the telephone. This means that the First Lady can conduct a chat from virtually anywhere in the world, as long as she is near a telephone. The moderator will type in the answers. We will suggest to America Online that the promotion run for four to five days, concluding with the chat, on an evening that will give us maximum exposure in terms of viewership.

Please contact me with questions you may have about the proposal. We look forward to working with the First Lady on this opportunity.

Best regards,

SWM: gd

MEMORANDUM FOR HILLARY RODHAM CLINTON

FROM: Neera Tanden

CC: Melanne Verveer, Shirley Sagawa

RE: D.C. College Access Proposal

DATE: January 25, 1999

New Initiative

As part of the FY 2000 budget, the Administration will propose the D.C. Resident Tuition Support Initiative, a new initiative that will allow residents of the District to attend public universities and community colleges in Maryland and Virginia at in-state tuition rates. Under this initiative, the Federal government would provide funds, either directly or indirectly, to reimburse these institutions for the difference between in-state and out-of-state tuition for District residents who are admitted to and attend those schools.

This proposal is meant to address the inequity that residents of the District face: while all states provide their residents with a variety of choices in affordable, publicly subsidized post-secondary education, D.C. high school graduates have only one choice, the University of the District of Columbia. Indeed, almost all states have more than one public four-year institution, and all states have a variety of community colleges. These choices allow high school graduates in states to attend a public college or university whose curriculum and approach best matches their own interests, abilities, and career goals. The Administration's D.C. Resident Tuition Support Initiative is meant to enable D.C.'s high school graduates access to a similar variety of public universities that high school graduates in other states enjoy.

The *Washington Post* publisher Don Graham has initiated the proposal, and it has the support of a number of members of the business community in the city. As designed by OMB, in consultation with the Education Department, District officials, and Congressional staff, the policy will allow students in both public and private high schools in the District to be eligible to benefit from the program, though it will be means tested. Although we are in the process of finalizing details, we believe the proposal will cost roughly between \$10 million and \$17 million.

Event

We propose that you take part in an event at a local high school at which you would announce this initiative. Such an event would take place in the days after the budget is announced, with members of the D.C. business community as well as a bipartisan group of Members of Congress.

Request from Karen Mulhauer
to Melanne - March 15+16
Congressional day,
with briefing 15th
Discussed at Soc Sec mtg
Nat'l Council of F orgs
Now, AAUW
200+

Time for book interviews
Deadline

Except

+ the previous cancellable date

 Shirley S. Sagawa
01/27/99 02:46:18 PM

Record Type: Record

To: Patricia Solis-Doyle/WHO/EOP

cc:

Subject: Scheduling requests, revised, revised

Need to add to this list a request by Belle Sawhill of Brookings for HRC to be the keynote speaker for a 1/2 day National Issues Forum, tentatively scheduled for March 4. The topic is child care and early childhood policy. Audience of 150, journalists, experts, advocates, policymakers. Could be a good venue to highlight our families agenda.

✓ Also, the date Rosabeth Moss Kanter will be in town is going to change (she's coming for the Ron Brown awards and I guess the date is being changed).

thanks.

----- Forwarded by Shirley S. Sagawa/WHO/EOP on 01/27/99 02:48 PM -----

 Shirley S. Sagawa
01/26/99 05:45:01 PM

Record Type: Record

To: Patricia Solis-Doyle/WHO/EOP

cc:

Subject: Scheduling requests, revised

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WOMEN'S HISTORY MONTH 1999
Events at the White House

March 4, 1999 (Confirmed)

Screening of HBO's Dare to Compete: The Struggle of Women in Sports

- ▶ This 75 minute film explores the history of women in sports
- ▶ The documentary was inspired by Billie Jean King and includes a wide range of famous woman athletes.
- ▶ The audience will be a combination of women athletes - former and present - and great woman pioneers and leaders
- ▶ Screening will be followed by a reception at the White House

March 4, 1999 (Tentative)

Event off site celebrating girls in sports

- ▶ HBO is interested in taking Billie Jean King and some of the athletes with Mrs. Clinton to an event in Washington D.C. promoting Women's sports

March 15, 1999 (Confirmed)

Millennium Lecture #6: Turning Points in Women's History (not official title)

This lecture may focus on the following:

- ▶ The dramatic changes in Women's lives reflecting on various themes such as economic changes, women's health advances, family, women in the arts and entertainment, politics, etc.
- ▶ The major movements in women's history such as suffrage and the vote.
- ▶ Prominent turning points in women's lives such as WWI, WWII, Title IX, etc.

The lecture may take the following format:

- ▶ A conversational structure, such as a panel discussion
- ▶ The use of video and audio clips
- ▶ More audience involvement throughout the lecture
- ▶ More internet questions answered throughout the lecture



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SPORTS

For Immediate Release

HBO SPORTS BEGINS PRODUCTION ON DOCUMENTARY EXPLORING
THE HISTORY OF WOMEN IN SPORTS

Billie Jean King, Donna De Varona And Mary Carillo Serve As Consultants
On New Film, To Air In March 1999 During Women's History Month

NEW YORK, Nov. 17, 1998 – HBO Sports has begun production on a documentary exploring the history of women in sports, it was announced today by Ross Greenburg, HBO Sports senior vice president and executive producer. Scheduled to air Monday, March 8, 1999 during Women's History Month, the 90-minute film will follow the format of HBO's Peabody-award-winning "The Journey of the African American Athlete."

"HBO has hired athlete-activist-broadcasters Billie Jean King, Donna de Varona and Mary Carillo to serve as consultants on this comprehensive undertaking, which will document the evolution of the female athlete in our society," said Greenburg. "The film will highlight the struggles and triumphs of many of this century's greatest female athletes, showing how each generation paved the way for future women athletes to close the gender gap on and off the field of play."

"Dare to Compete: The Struggle of Women in Sports" will chronicle the history of women in sports dating back to the Victorian Age, when women were limited to "ladylike" sports such as tennis and croquet, in part because it was widely believed that physical exertion could damage their reproductive capacities. Using moments in American history as a backdrop for women's athletic achievements, the documentary will look at how the suffrage movement, the '60s and Title IX helped set the stage for the ABL, WNBA and today's female athlete superstars.

(more)

Contact: Ray Stallone (212) 512-1987 or Lisa Knight-Gibby (310) 229-9692

hbo.com

The exclusive presentation will feature HBO's acclaimed combination of rare footage, archival photos and revealing interviews. Female athletes interviewed for the program include tennis stars Chris Evert, Billie Jean King, Mary Carillo and Martina Navratilova; basketball greats Nancy Lieberman-Cline, Ann Meyers, Sheryl Swoopes and Lynette Woodard; Negro League baseball star Mamie "Peanut" Johnson; marathon runner Kathrine Switzer; and Olympians Anita DeFrantz (rowing), Donna de Varona (swimming), Pat McCormick (swimming), Dianne Holum (speedskating) and Mae Faggs (track and field). Women's Sports Foundation president Donna Lopiano, athletic director Carole Oglesby, historian Joan Hult, writers Nancy Williamson and Gai Berlage, and women's college basketball coach Pat Summitt are among the other notable figures who will appear in the film.

"We hope to inform and inspire our viewers with the personal stories, challenges and achievements of female athletes," said Kendall Reid, senior producer, HBO Sports. "This documentary will be an educational resource, as well as an entertaining 90 minutes of television."

Recognized as "the best sports documentary house in the business" (*Baltimore Sun*), HBO Sports' most recent "Sports of the 20th Century" presentations were "Sugar Ray Robinson: The Bright Lights and Dark Shadows of a Champion," "Babe Ruth," "City Dump: The Story of the 1951 CCNY Basketball Scandal," "Reflections on Ice: A Diary of Ladies' Figure Skating," "Where Have You Gone, Joe DiMaggio?" and "Long Shots: The Life and Times of the American Basketball Association."

The executive producer of the project is Ross Greenburg. Kendall Reid is senior producer. Julie Anderson is producer. Original music score composed by Brian Keane.



THE BROOKINGS INSTITUTION

1775 MASSACHUSETTS AVENUE, N.W. WASHINGTON, D.C. 20036-2188
ECONOMIC STUDIES PROGRAM

FAX TRANSMISSION

DATE: January 25, 1999

TO: Shirley Sagawa

FROM: Isabel Sawhill

FAX: 456-6244

FAX: (202) 797-~~6118~~ 6181

PHONE:

PHONE: (202) 797-6118

NUMBER OF PAGES (including cover page): 2

COMMENTS:

Thanks for agreeing to look at this. Hope it works out. If you could give me an early indication, it would be very helpful (202-797-6118).

Draft Agenda for Brookings National Issues Forum on Child Care and Early Childhood Education

Tentative date: Thurs. March 4, 1999

Audience: about 150 journalists, advocates, congressional and admin staff, experts

Where: Brookings Institution auditorium

Note: The following agenda is quite tentative and we are in various stages of contacting the speakers; there may be substitutes

9:00 a.m. Continental breakfast and registration

9:10 a.m. Welcome from Mike Armacost, President of Brookings

9:15 Keynote by Mrs. Clinton

9:45 Overview of the Issues: Isabel Sawhill, Senior Fellow and Director of Brookings Roundtable on Children

10:00 a.m. Panel: What Kind of Care is Best for Children?

Moderator: Susan King

**Panelists: Deborah Phillips, NAS
Douglas Besharov, AEI**

10:45 Panel: State Responses to Welfare Reform: Who's taking care of the children?

Moderator: Judy Woodruff

**Panelists: Mark Greenberg, Center for Law and Social Policy
Someone from GAO or NGA
Someone from Wisconsin or Illinois**

11:30 Panel: Federal Policy for the Millenium

Moderator: Carol Simpson

**Panelists: Isabel Sawhill: How Should We Spend the Surplus?
Two Views from the Hill: one Democrat and one Republican
View from the Advocacy Community: CDF**

12:30 Lunch

Speaker: Senator John Chafee

Draft Agenda for Brookings National Issues Forum on Child Care and Early Childhood Education

*Neera/Nicole -
Any ideas? Belle
Sawhill is eager
for input*

Tentative date: Thurs. ~~March 4, 1999~~

April

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