

Mary Ellen Thursday ~~early~~ afternoon
Tom - Eric - Gene - Bruce
I went to lunch about 12:15ish. I figure

I should eat now & by the time I'm
done I'll be back Monday the 31st

Glenn Edwards
914 332 4692 & Vikings Karen
Mskaper Judy Emily

TO: Caroline Newman

FROM: MaryEllen McGuire
Office of the First Lady

RE: Vikings Book Project

DATE: January 24, 2000

As a reminder to our previous conversations, the First Lady's name, title, image, or any reference to the preface she has prepared, may not be used in marketing or publicizing the Vikings book. Additionally, the First Lady's name, title, or image should not be listed or used on the cover of the book.

Any questions regarding these restrictions should be directed to myself, who will then send them on to White House Counsel. I can be reached at (202) 456-2016.

*** TX REPORT ***

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THE WHITE HOUSE

WASHINGTON

Office of the First Lady

Ph: (202) 456-6266

Fax: (202) 456-6244

To: Caroline NewmanPhone Number: 357-2682Fax Number: 357-2684From: Mary Ellen McGuireNumber of pages (including cover): 2

Comments: _____



THE WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/395-7376

TO: Mary Ellen . FAX: 66244
McGwire

FROM: Jane Englested PHONE: _____

DATE: 1.19.2000

Number of Pages (Including Cover): 13

MESSAGE: Background info faxed from
Smithsonian re: preface.

Ellen would like this to
happen. Jane

THE WHITE HOUSE MILLENNIUM COUNCIL

708 JACKSON PLACE, NW

WASHINGTON, DC 20503

The information contained in this facsimile is PRIVATE and intended for the recipient ONLY. Please call if there are any problems with our transmission.



Smithsonian
National Museum
of Natural History

Department of Anthropology
Arctic Studies Center
(202) 357-2682 Telephone
(202) 357-2684 Fax



To: Caroline Croft/ Jane Inglestad
Fax: 395-7376
From: Elisabeth Ward
Date: January 18th, 2000
Subject: Preface to Viking Volume

As an addendum to the fax you have received from Caroline Newman, SI Press, please find enclosed material relating to the request for permission to publish the First Lady's comments as a preface to our upcoming exhibition catalogue, "Vikings: The North Atlantic Saga."

Attached is the following, arranged in chronological order:

1. Official White House Letter of Support for this project, dated June 1, 1998
2. Invitation from Smithsonian Institution Secretary Heyman to First Lady Hillary Rodham Clinton to host our exhibition press announcement, dated December 2, 1998. The press announcement took place on April 8th, and perhaps there is more documentation regarding this event housed at the White House Millennium Council offices.
3. National Museum of Natural History's application for Partner status with the White House Council on the Millennium, dated September, 1999. Approval of this document allowed for our exhibition website to include the First Lady's speech.
4. Draft of the proposed Preface, first sent to WHCM in late November, 1999.

Please let me know of anything else I might be able to assist with.

cc: Caroline Newman

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

June 1, 1998

SUPPORT FOR SMITHSONIAN'S "WEST-VIKING" EXHIBIT

In celebration of the 1000th anniversary in the Year 2000 of Leifur Eiriksson's voyage to America, the Smithsonian Institution is creating a uniquely millennial exhibition entitled, *West-Viking: The North Atlantic Saga*. This unprecedented display is scheduled to open in Washington DC on April 15, 2000 and then travel over a two year period to eight North American venues where there are large Nordic communities -- including New York, Chicago, and Ottawa. To increase the impact of the exhibition, the Museum will produce smaller illustrated panel versions of *West-Viking* that will travel to libraries, community centers, and other non-traditional venues. Also in concert with private sector interest, the Smithsonian will develop an exhibition catalogue, an interactive website, symposia, educational materials, and translations of existing literature.

West-Viking will feature spectacular Viking ship replicas, gold treasures, church art, armor, saga books, runestones, and archeological artifacts from Viking settlements and contacts in North America. Because few of these materials have ever been seen in North America, information about these new discoveries will add an important chapter to public understanding of North American history.

The White House Millennium Council fully endorses and encourages these activities as a means to showcase U.S. - Nordic achievements by highlighting our shared pioneer heritage and promoting our cooperation in culture, trade, scholarship, as well as scientific discovery and exploration.

For more information, please contact Mr. Robert Sullivan, Associate Director for Public Programs at the Smithsonian Institution's National Museum of Natural History, at (202) 786-2604.



Smithsonian Institution

300 1820

DEC 2 1998

Mrs. Hillary Rodham Clinton
Attention: Patty Solis-Doyle
Director of Scheduling for the First Lady
OEOB Room 185 1/2
Washington, DC 20500

Dear Mrs. Clinton:

The year 2000 marks the 1000-year anniversary of the Vikings' arrival in North America. According to historic documents and now confirmed by archeological finds, Vikings such as Leif Eriksson sailed west across the North Atlantic from their homelands in northern Europe, eventually reaching the northeast coast of North America in 1000 A.D. It was at that moment when Europeans and Native North Americans first met.

On behalf of the Smithsonian, I am pleased to share with you that our National Museum of Natural History will commemorate this historic event with a major traveling exhibition and educational initiative called *Vikings: The North Atlantic Saga*. Appealing to children and families, this interactive exhibit will emphasize the historical link between Europe and North America while exploring how we come to know our past and the relevance the past has for the future.

Over the last year, the Museum has been working closely with Nordic and North American scholars and embassy representatives to bring the vision of this exhibit to reality. The exhibit will open in Washington, D.C. in April 2000 and will then travel to six major national and international destinations including New York's American Museum of Natural History.

I am pleased to report that the project has already received significant support including a recent \$1 million commitment from Volvo. The Nordic Council of Ministers has also pledged \$1 million towards the \$3 million project.

Because this project has been endorsed by The White House Millennium Council, we would be deeply honored to have you announce this special millennium initiative. The media event we are planning will be held at the National Museum of Natural History in the Spring of 1999, almost a year from the exhibit's opening. Right now we are considering an early April announcement but would like to pick a date that is comparable with your schedule.

It is my privilege to invite you to participate as our honored guest. We assure you the utmost cooperation and coordination of all related activities and communications with your designated staff. We are certainly mindful of the many demands on your time and will accommodate your wishes as to the timing of these activities.

I hope your calendar will permit you to be part of this important event.

Sincerely,

I. MICHAEL HEYMAN

I. Michael Heyman
Secretary

cc: Ellen McCullough Lovell

ALW: December 1, 1998

bcc: Fitzhugh, Goode, Sullivan, Fri, O'Connor, SF, SRM, XF

§7.2 These guidelines are effective November 23, 1998, superseding guidelines revised as of September 7, 1998.

**PARTNERSHIP APPLICATION
FOR
WHITE HOUSE MILLENNIUM COUNCIL LOGO & MOTTOS**

PART I: APPLICANT'S ORGANIZATION

Name of Organization: National Museum of Natural History, Smithsonian Institution

Address of Organization: 10th & Constitution Ave, NW Washington, DC 20560-0106

President or Executive Director: Robert W. Fri, Director

Indicate Applicable Category:

Federal Agency

 Σ

Intergovernmental Association

Non-profit Organization

a. 501(c)(3)

b. Other

Please specify:

Contact Person: Kara Callaghan

Title: Program Specialist

Phone Number: 357-4077

Fax Number: 633-7494

E-Mail: callaghan-kara@umnh.si.edu

Address (if different from above):

**National Museum of Natural History Mission Statement:
To understand the natural world and our place in it.**

Goals for the National Museum of Natural History, 1995-2000:

- * to discover, describe, and interpret the significance of new facts, new organisms and patterns in the natural and cultural world.
- * to interpret the natural world as an interconnected, interdependent system and interpret the nature of the human connection to that system.
- * to identify the dynamics, causes and consequences of biological, cultural and geological change and evolution and communicate the importance of these patterns to research colleagues and the public.
- * to engage, enrich and educate visitors through first hand experiences with objects so that they discover the meaning and value of our collections as world class resources.
- * to actively engage benefactors and visitors in the process and results of the museum's research and demonstrate its meaning and relevance to their lives.
- * to generate research based and driven educational programs and materials that address global educational needs and act as models for other research and educational institutions.
- * to be a recognized and valued source of accurate, objective information to assist corporate, governmental or individual decision-makers in promoting responsible use and conservation of the world's cultural and natural resources.
- * to support public understanding of and commitment to science, and to inspire future scientists.
- * to collaborate with like institutions to exchange ideas, strategies, and solutions to common interpretive concerns.

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a Millennium Partner. What kinds of partnerships will you pursue, how will your organization ensure these projects are consistent with the mission and guidelines of the White House Millennium Council? How will you pursue projects (mailings, newsletters, etc.)?

As the Smithsonian holds a special role in the cultural heritage and education of our nation, it wishes to be recognized as an official partner in the Millennium celebration. The Smithsonian and the White House Millennium Council naturally share similar goals and objectives. The Smithsonian has very strict guidelines for all of its projects, incorporating much of the Council's criteria. A Programming Task Force has been formed to review and evaluate the project. A member of the White House Millennium Council has been invited to sit on this task force to ensure that the project remains consistent with the Council's mission and guidelines.

PART III: MILLENNIUM PROJECT PROPOSAL

Please describe your program or project. Include the following information: When, where and over what period of time will this project take place? What is the estimated cost? What is the main theme and objective of project? What kind of audience and how many people do you expect this project to reach? How do you think this project will enhance and further the Millennium Council's goals and objectives? Has your organization sponsored a similar project in the past? If so, please explain briefly. Will funds be raised or contributions solicited in connection with this project? If so, please explain how they will be raised and allocated. Does this project meet the criteria set forth in Section VI of the Guidelines?

The Smithsonian was proud to have the First Lady announce *Vikings: The North Atlantic Saga*, an important educational program of the Smithsonian Institution and a key component of the Smithsonian's Millennium Celebration, at its press announcement in April 1999. The National Museum of Natural History's traveling exhibition *Vikings: The North Atlantic Saga* is more than just an exhibition. It is a three year educational initiative which will include classroom curricula and programs, web sites, scholarly symposia, publications, community programs, performing arts, film and television. Millions of people across North America will be introduced to the rich cultural heritage of the Nordic countries and the direct connection between that cultural history and North America.

The exhibit will open at the National Museum of Natural History on April 29, 2000. Beginning in Fall 2000 it will travel to 5 other venues across North America (tentatively to New York, Los Angeles, Chicago, Houston and Ottawa) through 2002. The exhibit is designed to draw a museum audience of families, students grades 4-8. The website will be launched in conjunction with the exhibit and, at a minimum, its life will extend through the end of the exhibit's tour.

The current budget for the entire initiative is \$2.5 million and most of the funding has been secured through the Smithsonian's partners the Nordic Council of Ministers and Volvo. Other Nordic based corporations have been approached to donate in-kind services and/or money.

The National Museum of Natural History has produced and traveled many exhibits in the past, but is producing no other exhibit in conjunction with the celebration of the millennium. *Vikings: The North Atlantic Saga* will enhance the Council's goals by allowing the public to explore millennium themes of discovery, heritage, heroism, and futurism and learn of the 1000 year anniversary of Leif Erickson arriving in North America. *Vikings* meets the Council's criteria in that the Smithsonian supports many of the same objectives as the Council, and supports the Council's mission. *Vikings* will attract a diverse group of citizens - both those of Nordic decent and those wishing to learn more about Nordic history, heritage and culture. This project celebrates an important aspect of American history and will give it's audience a broader understanding of the Viking history and Nordic culture.

Context:

- The Viking millennium anniversary and our millennium celebration share themes of discovery, heritage, heroism, and futurism.
- It is the first time ever that these issues have been brought before a broad North American public.
- *Vikings* will be a broad-based educational venture with real relevance to the modern world. The material will be based on exciting new scholarship and new scientific and archeological evidence.

Content targets:

- **Origins and History of the Vikings:** the exhibit will highlight the New World discovery, Viking ship building and navigation, long-distance trading and raiding, and art and technology.
- **Global Change:** warming made the Viking westward expansion possible. It is the clearest example of climate/environment/human interaction of any that has been historically and archeologically documented.
- **First Christianity in the New World:** the peaceful adoption of Christianity in Norway and Iceland was a momentous event considering the long and painful process that occurred elsewhere in Europe. It produced the first Christian churches in North America and the first "Christian" born in the New World (Snorri, Gudrid's son).
- **First Native-European Contacts:** it is an exciting and morally-positive story that has never before been told. The story can be told from detailed first-person accounts from Viking sagas and enhanced by many Norse artifacts excavated from Native sites in Greenland, Canada and the U.S.

PART IV: USE OF THE MILLENNIUM COUNCIL LOGO AND MOTTOS

Do you plan on using the Millennium Logo in conjunction with your proposed project? If so, please describe specifically how you envision using the Logo:

Vikings: The North Atlantic Saga proposes to use the Millennium Logo on the official exhibit website, on all educational materials that are produced in conjunction with the exhibit and potentially in any publicity that the *Vikings* initiative might receive.

Do you plan on using any of the Millennium Council's Mottos (see Guidelines) in conjunction with your proposed project? If so, please identify each Motto you would like to use and the specific manner in which you will use the Motto(s):

At this time, there are no plans to use any of the Mottos in conjunction with *Vikings*.

I hereby certify that above information contained in this application is accurate.

Signature of Applicant/Representative



Full Name Kara Callaghan

Date 9/8/99

Title Program Specialist

Upon completion, please mail this application to:

The White House Millennium Council
708 Jackson Place, NW
Washington, DC 20503
ATTN: Logo Applications

PREFACE

BY HILLARY RODHAM CLINTON

Historic occasions are few enough, and the arrival of a new millennium is certainly one of them! This millennium has special significance for us here in North America because it signifies the arrival of the first Europeans on the northeastern shores of this continent in A.D. 1000. In 1992 we had the opportunity to reflect on five hundred years of European settlement in America that began with the voyages of Christopher Columbus. Now the thousandth anniversary of Leif Eriksson's visit gives us reason to reflect upon a deeper strand in our history. The discovery in 1960 of what scholars believe is Leif Eriksson's base camp in northern Newfoundland proves beyond any doubt that Nordic peoples explored and at least briefly settled North America five hundred years before Columbus.

I am personally very excited about this exhibition and the information presented in this book because it is something that is long overdue. The kind of information and excitement that is being conveyed to readers and to visitors to this exhibition as it travels around the country will further understanding of the contributions made by Nordic peoples and culture to our North American heritage. I am particularly pleased because of the way *Vikings: The North Atlantic Saga* fits into the White House Millennium Council's celebration, which was created to help mark this historic passage. We knew this was not just a moment to watch a ball drop down in Radio City in New York or to greet the New Year with ephemeral frivolities, but an opportunity to really take stock of who we are, where we come from, what we hope and want for the future. This unique moment in history gives us an opportunity not just for a celebration but for a conversation—about history and science, culture and art, and the common values that bind us together as human beings. And that is particularly true for the United States—a nation that owes so much to so many cultures, and one that every day celebrates the diversity that makes it a unique and very special place.

In keeping with our theme for the millennium—"honor the past, imagine the future"—we have been encouraging Americans to look back at our history to appreciate how America became the society it is today. Certainly the story of Viking explorations can help us realize that goal, turning our attention to events that took place around one thousand years ago when two vastly different people met for the first time on the shores of North America.

When the Millennium Council began its work, we realized the exhibition the Smithsonian had planned about the Vikings and their pioneering and lasting role in creating the world we enjoy today provided many opportunities to broaden our understanding of the past and to link it to our aspirations for the future. The Vikings, after all, are more than an historical presence in North America; they also represent the spirit of discovery that Americans, especially, can relate to.

The Viking saga is not only about the past but suggests values that we can continue to learn from in creating our future. As we commemorate the courage of these seafaring pioneers, we honor the spirit of exploration that has fueled the progress of both the Nordic countries and the United States. And as we focus through the long lens of history, we can

discover other common traditions that we will want to continue to carry forward with us into the new millennium.

I've been interested to learn, for example, that within Viking society women had a good deal of freedom to engage in trade and to become active participants in the political and religious lives of their communities. We've also been learning about the way that the Viking explorers sought to preserve their history and accomplishments through their beautiful poetry and sagas, new forms of literature that were developed in Viking and the medieval periods.

The experience of the Vikings can also teach us how to be mindful of our interaction with our environment. No one knows, I am told, exactly what caused the Norse settlers to die out or disappear in Greenland, for example; but scholars believe that environmental factors played a central role in their demise. That should be a very sobering reminder that each of us must do our part to protect and preserve our fragile environment for the generations of the next millennium.

This Viking Millennium project speaks to us in other ways. It is important to take this time and really contemplate our duty to the past, if indeed we mean to honor it. Preservation and restoration efforts like those represented by this exhibition and publication are models for such initiatives. If we don't preserve what we know of our past, if we don't continue to try to discover that past, we will lose countless treasures and a lot of information that perhaps could tell us about who we are and where we came from. This Viking exhibition will remind us that there are places on our own continent where you can see traces of human exploration and settlement that date back one thousand years.

Viking explorers navigated the rivers of eastern Europe as far as the Caspian Sea and brought back all kinds of treasures from surrounding lands, including silver and precious stones like lapis lazuli, to trade. Their fleets reached Constantinople and sailed into the Mediterranean. The Vikings traveled far and wide, and with them brought their own ideas and their own experiences. But because they were such restless explorers, the Vikings were among the earliest conveyors of information and experience and culture from one part of the known world to another. In a way, the Viking longship was the Internet of the year 1000, connecting places and people who themselves could not even imagine what lay beyond that wide sea or that mountain range.

Our children and grandchildren will only learn about the courage and ingenuity of these explorers who came to our shores one thousand years ago, and touched so many other shores as well, if we are prepared to help them learn. They will discover through these stories, perhaps, something about what happened in faraway places. They will hear about adventures and they will learn about the sagas. And perhaps—just perhaps—some young person will have his or her own spirit sparked. Because, after all, what the Vikings really convey to us over all these centuries is the power of the human spirit and the universal urge to find and cross new horizons.



Smithsonian Institution Press

January 18, 2000

2 PAGES & COVER VIA FAX TO:

Jane Ingstad
Caroline Croft
White House Council on the Millennium
Fax #395-7376

Dear Jane and Caroline:

Thank you very much for talking with me about the potential inclusion of a preface by the First Lady in our publication *Vikings: The North Atlantic Saga*. As you know, the Vikings exhibition and catalog has been officially endorsed by the White House Council on the Millennium. We are very grateful for this support, and for that of the Nordic Council of Ministers and Volvo.

Mrs. Clinton graciously announced the show and tour at a press conference held at the Natural History Museum on April 8, 1999. I am writing to ask your permission to publish an edited version of the First Lady's remarks as the preface to the exhibition catalog. I believe a draft of the preface was sent to your office in November. For easy reference I am sending a draft of what we wish to include along with this permissions request. We would of course welcome any changes you wish to suggest.

It may be helpful to note that the Natural History Museum applied for and received official permission to include Mrs. Clinton's press conference speech on the Vikings web site, along with the White House Council on the Millennium logo, and photographs of Mrs. Clinton (www.si.edu/exhibits/vikings/). I have asked Elisabeth Ward, co-curator of the Vikings exhibition, to fax you these documents directly, along with the White House's official letter of support dated June 1, 1998.

Please note that we are not requesting permission to feature the logo or any photographs in the exhibition catalog, but only the edited text of Mrs. Clinton's press conference remarks. I am requesting nonexclusive world rights to publish this material in all languages and for all editions. The book will be published as a companion volume to the exhibition and be made available at the venues during the 3-year tour. The book will also be sold to libraries, scholars, and bookstores. In fall 2000, the Smithsonian Institution's Office of Contributing Membership will distribute 33,000 copies of the book as a gift to major donors.

Smithsonian Institution Press agrees not to reference the Preface or to use the First Lady's name or likeness in any advertising or promotion of the book.

Thank you for your consideration of this request. I can be reached at 202-287-3738, ext. 362, or by fax at 202-287-3637. I am very sorry for the urgency, but we would need approval by this Friday, January 21, when the last set of proofs go to the printer. I appreciate your help in

SMITHSONIAN INSTITUTION PRESS
470 L'Enfant Plaza Suite 7100
Washington DC 20560-0950
202.287.3738 Telephone
202.287.3184 Fax

expediting this request or letting me know of anyone else I might contact today in case there are questions. We will need to write an alternative preface in the next few days if approval is not received, so I would appreciate hearing from you at your earliest convenience.

Sincerely,

Caroline Newman
Executive Editor

We hereby grant the permission for rights as requested in the use of the above-mentioned material.

Permission authorized by:

Name

Date



Smithsonian Institution Press

Fax

To Mary Ellen McGuireFax 456-6244

Telephone _____

Date 1/21/00From Candice NewmanSubject Preface - VikingsTotal pages 2

Message

Please hand deliver to
Mary Ellen McGuire.

Thank you!

SMITHSONIAN INSTITUTION
470 L'Enfant Plaza Suite 7100
Washington DC 20560-0950
202.287.3738 Telephone
202.287.3184 Fax



Smithsonian Institution Press

January 21, 2000

VIA FAX TO:

Mary Ellen McGuire
Office of the First Lady
The White House

Dear Mary Ellen:

I can't thank you enough for expediting the permission process for the inclusion of the First Lady's remarks in *Vikings: The North Atlantic Saga*. We are delighted that your counsel deems Mrs. Clinton's speech of April 8, 1999, announcing the Vikings exhibition program and national tour, to be in the public domain.

Here is the language we propose to include as a note to the Preface text:

"The National Museum of Natural History was honored to have the the First Lady present at the press conference announcing the Vikings exhibition program and tour. This Preface has been adapted from her remarks on that occasion."

We hope this seems appropriate, but please let me know if you prefer alternate wording. As I mentioned, we will be releasing the electronic files to the printer tomorrow afternoon.

At your convenience kindly forward me your mailing address so I can send you copies of *Vikings: The North Atlantic Saga* on publication in April. Again, we deeply appreciate your extraordinary responsiveness and the record turnaround time.

Sincerely,

Caroline Newman
Executive Editor
Museum Publications

Fax/cover & 1 page total

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Washington DC 20560-0950
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TOTAL P.02

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THE WHITE HOUSE

WASHINGTON

August 2, 1995

MEMORANDUM FOR PHIL CAPLAN

DEPUTY ASSISTANT TO THE PRESIDENT AND DEPUTY STAFF
SECRETARY

FROM:

KATHLEEN M. WHALEN *KMW*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT:

Document No. 123544 -- Preface to North-South
Center's Summit of the Americas Book

As we discussed, in the letter transmitting the President's forward for the North-South Center's Summit of the Americas book, language should be included that restricts the Center's use of the President's name, title, or image for purposes of marketing the book. Suggested language is:

As you previously agreed [or if appropriate: As we previously discussed], the President's name, title, or image or any reference to the preface he has prepared may not be used in marketing or publicizing the book. Additionally, the President's name, title, or image should not be listed or used on the cover of the book. [optional: Any questions regarding these restrictions should be directed to Kathleen Whalen, Associate Counsel to the President, at (202) 456-6229.]

If you have any questions, please call me at 6-6229.

cc: Abner J. Mikva

Lamont . Johnson @mail.de.ga

*** TX REPORT ***

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THE WHITE HOUSE

WASHINGTON

Office of the First Lady

Ph: (202) 456-6266

Fax: (202) 456-6244

To: Lisa Lytton

Phone Number: _____

Fax Number: 202-429-5727

From: Mary Ellen

Number of pages (including cover): 2

Comments: Here's the standard memo