

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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001. fax	re:political (3 pages)	05/24/2000	Personal Misfile
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COLLECTION:

Clinton Presidential Records
First Lady's Office
Shirley Sagawa
OA/Box Number: 24340

FOLDER TITLE:

Arts Accomplishments [2]

2013-0124-S

rc1222

RESTRICTION CODES

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

- 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]
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- 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.

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

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White House Stewardship

Objective:

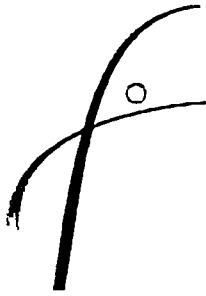
To continue to create national awareness of the importance of preservation, and to continue to bring new acquisitions and improvements to the White House and the permanent collection.

Accomplishments:

- Participated in the CNN/Ovation Tour of the State Floor with J. Carter Brown, a tour and discussion of the White House Art Collection (7/28/99)
- Brought White House endowment fund to \$25 mill goal through NYC and LA Fundraisers (1/98)
- Created 20th Century American Sculpture exhibits in the Jacqueline Kennedy Garden; eight exhibits through 1999
- Dedicated National Sculpture Garden (5/19/99)
- Acquired the Tanner (10/29/96) and O'Keeffe (10/23/97) paintings for White House permanent collection and held events marking significance of acquisitions
- With the Committee for the Preservation of the White House, refurbished rooms and objects in the White House (redecorated the Blue Room, East Room, Cross Hall, State Dining Room)
- Promoted WH Historical Association CD Rom
- Columns: Tanner acquisition (10/29/96), White House Endowment Fund (1/20/98)

Future Focus:

Science & Explorers evening "Presented at the President's House," WH and the Arts



R U D E R • F I N N

To: Ellen
Melanne
Caprice
Lissa
From: Shirley
Comments? ASAP

FAX MEMORANDUM

TO: Shirley Sagawa cc: Philippa Polskin
FROM: Shannon Crownover
SUBJECT: Draft Arts & Culture Brochure
DATE: July 21, 2000
FAX: 202-456-6244
#PAGES: 4

Please find attached a draft of a proposed brochure outline on the extraordinary role Mrs. Clinton has played in supporting the arts and cultural heritage of America during her years in the White House.

We have outlined the brochure's main sections and would like to use this template as a discussion document. We will call you on Monday to determine the most important focus areas and other suggestions you might have. Once we have agreed on the content, we will begin to draft the brochure and consult with Ruder Finn Design on recommended formats. We estimate a time frame of two weeks for the development of copy.

Thank you.

DRAFT

First Lady Hillary Rodham Clinton Arts & Culture Brochure

"Where there is imagination, there is always hope. Where there is potential for creative expression, there is always the possibility for human progress."

- Hillary Rodham Clinton

Since her first days in the White House, First Lady Hillary Rodham Clinton has shown a remarkable commitment to furthering the arts, humanities and culture of America. Her support is extensive and varied, from creating opportunities for the public to view diverse works of art at the White House and raising unprecedented monies for the White House Endowment Fund to leading initiatives to preserve America's historical and cultural heritage for future generations.

Celebrating American Art

Through exhibitions, acquisitions and the preservation and enhancement of The White House's and America's artistic treasures, Mrs. Clinton has been dedicated to creating innovative ways to showcase American art and protect the nation's rich cultural tradition.

Exhibitions

The First Lady created the *White House Sculpture Garden* to showcase 20th century American sculpture from museum collections around the country and to make these works accessible to thousands of White House visitors daily. (mention book)

Mrs. Clinton also assembled the *White House Crafts Collection*, a collection of more than 72 pieces by 77 artisans that toured to 11 cities and was displayed at the White House for several months. She was responsible for the publication of a book, The White House Collection of American Crafts, to showcase our American art forms.

Acquisitions

During the Clinton Administration, the White House has acquired nearly 25 works of art and countless works of historical and cultural importance, making it the most active administration for major acquisitions in the past 20 years.

Notable paintings acquired include Sand Dunes at Sunset, Atlantic City by Henry Ossawa Tanner, the first painting by an African American artist to be part of the White House permanent collection; John F. Kennedy by William Franklin Draper, the only life portrait of Kennedy; and Bear Lake, New Mexico by Georgia

O'Keeffe, the first painting by a major 20th century American woman artist to be exhibited in the state rooms of the White House.

White House Endowment Fund

As honorary chair of the White House Endowment Fund, Mrs. Clinton has led the fund-raising campaign since 1993 for this fund that supports the preservation and enhancement of the fine and decorative arts at the White House. Through her commitment, the fund has exceeded its goal of raising \$25 million. It took three previous administrations 17 years to raise half of the goal.

Preservation

Through the White House Endowment Fund and Trust, Mrs. Clinton has been responsible for many *White House Renovations* through the refurbishment of many of the historic areas of the White House, including the State Dining Room, Blue Room, Map Room, Entrance Hall, Cross Hall and the Grand Staircase.

Mrs. Clinton also led the effort for *Save America's Treasures*, a national public-private partnership to protect our nation's historical and cultural heritage.

Additional White House related projects include the Smithsonian Institution's *Star Spangled Banner Project* to perform important preservation work on the original flag by 2001; and the *National Archives Preservation Project* to ensure that important American documents, such as the Declaration of Independence, Constitution and Bill of Rights, survive through the next millennium.

Advocating Culture

Hillary Rodham Clinton has been a driving force for federal funding for the National Endowment for the Arts, the National Endowment for the Humanities, and the Public Broadcasting Corporation. She was also instrumental in the development of the President's Commission on the Arts and Humanities.

Mrs. Clinton has also honored the nation's leaders in the arts field through outreach efforts and events with institutions such as the Kennedy Center, National Gallery of Art, Metropolitan Museum of Art, Museum of Modern Art, National Symphony Orchestra, Library of Congress, Smithsonian Institution, Fords Theater, and more.

Recognizing Artists of Today and Tomorrow

First Lady Hillary Rodham Clinton is helping ensure that the arts in America will be remembered and will flourish for many generations to come. She is achieving this by creating unique opportunities for children to gain an appreciation for and love of art and through recognizing acclaimed artists for their contributions to the nation's diverse culture. The White House also has highlighted artistic achievement through the performances of many artists at official events who represent the richness and diversity of America's cultural traditions.

Bush

8 women
great
sites

created
millennium - leave for the future - greatest modern day pres. ever
15 this part 7 Save Am Treas?

preservation + meaning

NY Times op ed

enhancing the role of Congress

Honorary chair

initiated
nat'l
campaign
to restore arts in
the schools

from - to -

millennium
event

WH as a solemn-
created cultural
events
1000+ posts
bush

interview
X- under 7

Education and the Arts

Mrs. Clinton has been a tireless advocate on behalf of arts education. This effort has included releasing the President's Commission on the Arts and Humanities report on *Gaining the Arts Advantage: Lessons from School Districts that Value Arts Education* and launching *Coming Up Taller: Arts and Humanities Programs for Children and Youth At Risk*.

As a strong supporter of VH1's *Save the Music* project, Mrs. Clinton hosted a nationally-televised concert at the White House, appeared on the Today Show to collect donated musical instruments, and participated at public school events.

The Clinton Administration also has encouraged partnership programs within the government such as the youth program *Pathways to Success* funded by the Department of Justice and the National Endowment for the Arts.

Awards to American Artists and Scholars

In addition to the numerous awards bestowed by each American President and First Lady to distinguished and accomplished artists, scholars and cultural institutions, the President and Mrs. Clinton have initiated new events at the White House to recognize cultural achievements.

The First Lady hosted the first *National Heritage Awards* at the White House to honor non-traditional American folk artists and crafts people. The President and Mrs. Clinton also hosted at the White House for the first time the *Pritzker Prize Awards for Architectural Excellence*. Since 1993, the President and First Lady have hosted the *Arts & Humanities and Frankel Prize Awards*. In addition, they have presented the *National Award for Museum Services* and the *NEA Heritage Fellows*.

Note expansion
of Arts & Humanities
Awards
ceremony

Performing Arts

Hundreds of renowned artists have performed at White House events during the Clinton Administration including Isaac Stern, Yo-Yo Ma, Itzhak Perlman, the Limon Dance Company, Bernadette Peters, Maya Angelou, Eric Clapton, Elton John, Stevie Wonder, The Righteous Brothers, Mary J. Blige, B.B. King and more. Young artists also have been showcased including the St. Lawrence String Quartet, the Chicago Children's Choir and the Boys Choir of Harlem.

The PBS series, *In Performance at the White House*, has been greatly expanded by the First Lady in terms of quantity of performances and audience attendance.

not specific
concerts.

[Possibly close with another quote by Hillary Rodham Clinton]

mention
WH Conf. on
Philanthropy?

Major speeches
during address
at Ann Arbor
Art fairs - main coll. - 7
Spoken out or
what art are

add:

Millennium Council
- Sep. session?
- Millennium
evenings
- Save Am. Treas.

TAPE
create a
month to
celebrate
achievements
- invited in
hundreds of
people to share
Arts & Humanities
month -

Affirming Public Support

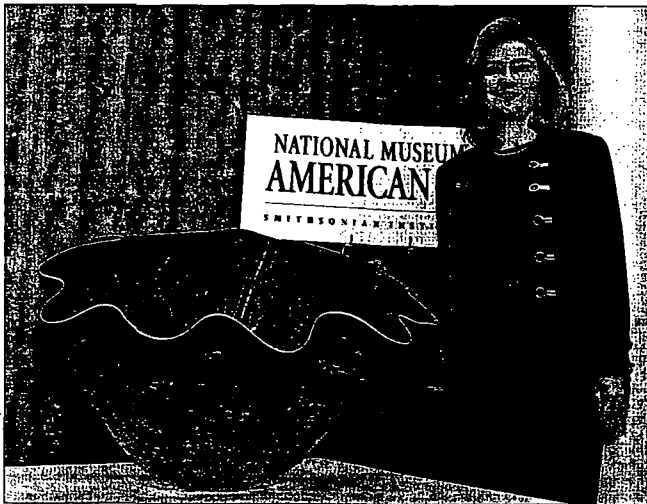
"America has flourished for over 200 years because of our willingness to cultivate the human spirit. In these challenging times, when some are questioning the value of public support for the arts and humanities, we must remember that these pursuits are not a luxury that we can live without - they are a vital part of our national character, the motivating force that makes us who we are."

President William J. Clinton, October 1995

President Clinton stood firm in his defense of the National Endowment for the Arts, the National Endowment for the Humanities and the Institute of Museum Services in the face of Congressional attempts to eliminate these agencies and to undermine our nation's rich cultural tradition. In vetoing the 1996 Interior Appropriations bill, he wrote to Congress in December of 1995:

"This bill is unacceptable because it would unduly restrict our ability to protect America's natural resources and cultural heritage...the bill represents a dramatic departure from our commitment to support for the arts and the humanities. It cuts funding of the National Endowments for the Arts and Humanities so deeply as to jeopardize their capacity to keep providing the cultural, educational and artistic programs that enrich America's communities large and small."

In his 1997 budget message and negotiations, the President strongly recommended restoring funding to the NEA, the NEH and the IMLS. He recognizes the critical role these agencies play in stimulating private funding for the arts, the humanities and museums.



President Clinton also supported full appropriations to our great federal cultural institutions such as the Smithsonian Institution, the Library of Congress, the National Gallery of Art and the Kennedy Center for the Performing Arts.

Celebrating America's Artists and Scholars

"Where there is imagination, there is always hope. Where there is potential for creative expression, there is always the possibility for human progress."

Hillary Rodham Clinton, June 15, 1994

Through events at the White House, the President and the First Lady convey the importance of the arts and the humanities, in their rich variety, to American society.

Each year the President honors the nation's leading artists, scholars and cultural institutions.

- ✓ The National Medal of Arts and the Frankel Prize for outstanding work in the humanities are awarded each year in a ceremony at the White House. Those honored have included: Ossie Davis and Ruby Dee, Charles Kuralt, David McCullough, Ray Charles and Arthur Miller.
- ✓ The National Award for Museum Services honoring museums for community involvement were presented by the First Lady in October 1994 and 1995.
- ✓ The National Heritage Awards, also presented by Mrs. Clinton, recognize great folk artists who enrich our culture.
- ✓ The Presidential Design Awards, hosted by the President and by the First Lady, showcase the best in federal design and construction.

The First Lady opened the White House for exhibits of American art that are on display for the visiting public to see.

- ✓ The First Lady created the White House Sculpture Garden to showcase 20th century American sculpture from museum collections all around the country, and to make these works accessible to the thousands of White House visitors every day.
- ✓ The First Lady assembled the White House Crafts Collection, a permanent collection of 72 pieces by 77 outstanding American artisans. The collection has also toured the U.S.

Hundreds of artists performed at the Inaugural ceremonies and at the White House during the last four years, including Maya Angelou, Aretha Franklin, Mstislav Rostropovich, Isaac Stern, Jessye Norman, Pinchas Zukerman, Kathleen Battle, Thomas Hampson and Dawn Upshaw. Also showcased were: Young artists such as the St. Lawrence String Quartet, young dancers from Jacques D'Amboise's National Dance Institute, and the Chicago Children's Choir. The four-part Public Broadcasting Service series, "In Performance at the White House," presented American talent in jazz, country and western, blues and soul music.



NATIONAL MEDAL OF ARTS RECIPIENTS

1996

Edward Albee - Playwright; Sarah Caldwell - Opera conductor; Harry Callahan - Photographer; Zelda Fichandler - Theater director; Eduardo "Lalo" Guerrero - Composer/musician; Lionel Hampton - Jazz musician/bandleader; Bella Lewitzky - Dancer/teacher/choreographer; Vera List - Patron of the arts; Robert Redford - Actor, director, producer; Maurice Sendak - Author/illustrator of childrens' books; Stephen J. Sondheim - Composer/lyricist; Organizational recipient: Boys Choir of Harlem, New York City

1995

Licia Albanese - Opera Singer; Gwendolyn Brooks - Poet; B. Gerald and Iris Cantor - Patrons; Ossie Davis and Ruby Dee - Actors; David Diamond - Composer; James Ingo Freed - Architect; Bob Hope - Entertainer; Roy Lichtenstein - Painter; sculptor; Arthur Mitchell - Dancer; choreographer; William S. Monroe, Bluegrass musician; Urban Gateways, Arts education organization

1994

Harry Belafonte - Singer, actor; Dave Brubeck - Pianist, bandleader, composer; Celia Cruz - Singer; Dorothy DeLay - Violin teacher; Julie Harris - Actress; Erick Hawkins - Dance Choreographer; Gene Kelly - Dancer, singer, actor; Pete Seeger - Composer, lyricist, vocalist, banjo player; Catherine Filene Shouse - Arts patron; Wayne Thiebaud - Artist, teacher; Richard Wilbur - Poet, teacher, critic, literary translator; Young Audiences - Arts presenter

1993

Walter and Leonore Annenberg - Arts patrons; Cabell "Cab" Calloway - Singer, bandleader; Ray Charles - Singer, musician; Bess Lomax Hawes - Folklorist; Stanley Kunitz - Poet, educator; Robert Merrill - Baritone; Arthur Miller - Playwright; Robert Rauschenberg, Artist; Lloyd Richards, Theatrical director; William Styron, Author; Paul Taylor, Dancer/choreographer; Billy Wilder, Movie director/writer/producer

CHARLES FRANKEL PRIZE RECIPIENTS

1996: Rita Dove; Doris Kearns Goodwin; Daniel Kemmis; Arturo Madrid; Bill Moyers

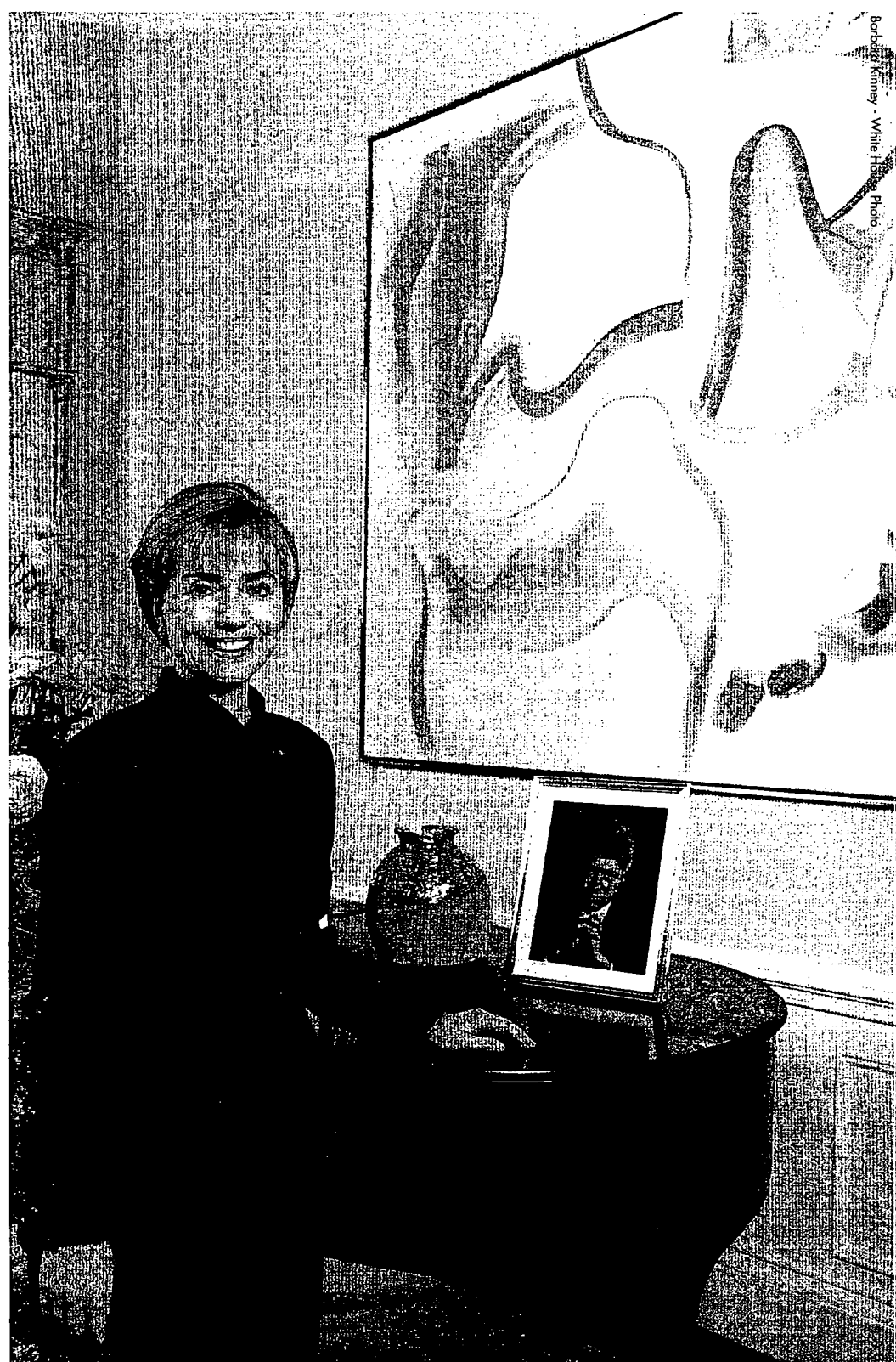
1995: William R. Ferris; Charles Kuralt; David Macaulay; David McCullough; Bernice Johnson Reagon

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THE PRESIDENT'S COMMITMENT TO THE ARTS AND THE HUMANITIES



For more than two centuries, the arts and the humanities have helped Americans transcend political, religious, racial and ethnic divisions by engaging us in the common task of interpreting and expressing the meaning of human experience. When we read each other's stories, discuss each other's ideas, and feel each other's emotions through dance, painting and song, we come to understand the complexity and texture of each other's lives. In doing so, we gain a greater appreciation and understanding of the breadth of human thought and emotion. And we gain a more profound sense of our common purpose as Americans."

President William J. Clinton, October 1994

President Clinton believes that a strong cultural life is the signature of a great nation. He has observed that the arts and the humanities stir our citizens' minds and senses, stimulating the learning and collective discourse we need in a participatory democracy.

Advocating Arts for Youth

"Exposure to the arts must be a part of every child's schooling. Whether a youngster grows up in a ghetto, on a farm, in a city or a suburb, the arts are a vehicle for self-expression and for building self-esteem. The arts enable children from all back-

grounds to develop their individuality and to contribute positively to the larger mosaic of American culture.

As part of our GOALS 2000 legislation, the arts will become a core subject in the school curriculum, along with English, math, science, history, civics, geography and foreign lan-

guage...If we plan wisely today, our children will enjoy a lifelong connection to the arts, to our collective spirit, and to the never-ending process of learning."

President William J. Clinton, April 14, 1994

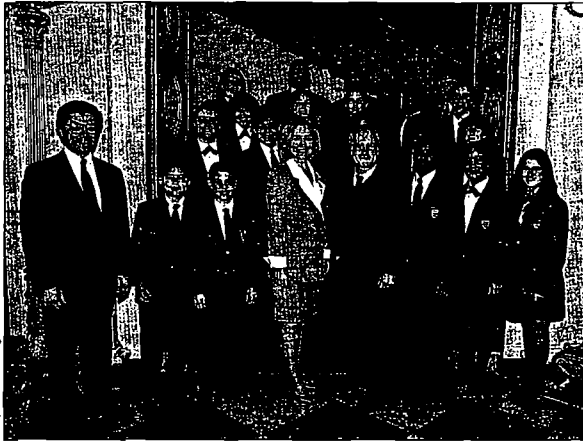
The President and Mrs. Clinton believe that all children should be able to explore their creative potentials through artistic and intellectual activities. They also have seen first hand how participation can transform *"any child, but especially those at risk, beyond the bounds that circumstance has prescribed."* (Hillary Rodham Clinton)

The First Lady continues to draw attention to the central role the arts and the humanities play in children's lives as she highlights programs that work around the country.

- ✓ She visited the Manchester Craftsman's Guild in North Pittsburgh and Gallery 37 in Chicago - programs for youth, including those at risk.
- ✓ In a White House ceremony recognizing the work of the National Endowment for the Arts, the National Endowment for the Humanities and the Institute of Museum Services, she released *Coming Up Taller: Arts and Humanities Programs for Children and Youth At Risk*, prepared by the President's Committee on the Arts and the Humanities.

The Administration encourages programs and partnerships within the government, such as the youth program "Pathways to Success" funded by the Department of Justice and the National Endowment for the Arts.

Ralph Alswang - White House Photo



Strengthening Federal Leadership

President Clinton believes that the federal government can be a leader in supporting and promoting our cultural traditions.

President Clinton appointed strong, energetic leaders to head the federal cultural agencies:

- ✓ Jane Alexander as Chair of the National Endowment for the Arts
- ✓ John Brademas as Chair of the President's Committee on the Arts and the Humanities
- ✓ Diane Frankel as Director of the Institute of Museum Services
- ✓ Sheldon Hackney as Chair of the National Endowment for the Humanities.

Barbara Kinney - White House Photo



Signaling his dedication to the importance of America's cultural life, the President revitalized the President's Committee on the Arts and the Humanities and charged the Committee with increasing private sector support for the arts and the humanities and the public's perception of their value to society.

Federal agencies with cultural programs expand the influence of the arts and the humanities at home and abroad.

- ✓ The General Services Administration improves the design of public buildings and incorporates art into federal architecture.
- ✓ The 1995 White House Conference on Travel and Tourism promoted tourism to cultural and historic sites in the United States.
- ✓ The Art in Embassies Program at the U.S. Department of State places over 2,200 works of art in more than 170 countries.
- ✓ The U.S. Information Agency artistic and scholarly exchange programs share America's cultural genius with people around the world.

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WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/395-7376

TO: RubyFAX: 66244

PHONE: _____

FROM: BethDATE: 5/23/00Number of Pages (Including Cover): ~~22~~ 5MESSAGE: ~~24~~

WHITE HOUSE MILLENNIUM COUNCIL

708 JACKSON PLACE, NW

WASHINGTON, DC 20503

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Michael Deavers - White House Photo

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 AND THE HUMANITIES**



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Affirming Public Support

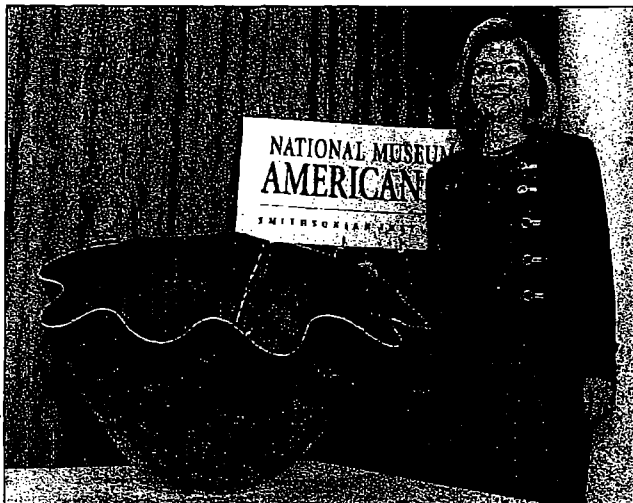
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Hundreds of artists performed at the Inaugural ceremonies and at the White House during the last four years, including Maya Angelou, Aretha Franklin, Mstislav Rostropovich, Isaac Stern, Jessye Norman, Pinchas Zukerman, Kathleen Battle, Thomas Hampson and Dawn Upshaw. Also showcased were: Young artists such as the St. Lawrence String Quartet, young dancers from Jacques D'Amboise's National Dance Institute, and the Chicago Children's Choir. The four-part Public Broadcasting Service series, "In Performance at the White House," presented American talent in jazz, country and western, blues and soul music.

Advocating Arts for Youth

"Exposure to the arts must be a part of every child's schooling. Whether a youngster grows up in a ghetto, on a farm, in a city or a suburb, the arts are a vehicle for self-expression and for building self-esteem. The arts enable children from all back-



grounds to develop their individuality and to contribute positively to the larger mosaic of American culture.

As part of our GOALS 2000 legislation, the arts will become a core subject in the school curriculum, along with English, math, science, history, civics, geography and foreign lan-

guage...If we plan wisely today, our children will enjoy a lifelong connection to the arts, to our collective spirit, and to the never-ending process of learning."

President William J. Clinton, April 14, 1994

The President and Mrs. Clinton believe that all children should be able to explore their creative potentials through artistic and intellectual activities. They also have seen first hand how participation can transform *"any child, but especially those at risk, beyond the bounds that circumstance has prescribed."* (Hillary Rodham Clinton)

The First Lady continues to draw attention to the central role the arts and the humanities play in children's lives as she highlights programs that work around the country.

- ✓ She visited the Manchester Craftsman's Guild in North Pittsburgh and Gallery 37 in Chicago - programs for youth, including those at risk.
- ✓ In a White House ceremony recognizing the work of the National Endowment for the Arts, the National Endowment for the Humanities and the Institute of Museum Services, she released *Coming Up Taller: Arts and Humanities Programs for Children and Youth At Risk*, prepared by the President's Committee on the Arts and the Humanities.

The Administration encourages programs and partnerships within the government, such as the youth program "Pathways to Success" funded by the Department of Justice and the National Endowment for the Arts.

Strengthening Federal Leadership

President Clinton believes that the federal government can be a leader in supporting and promoting our cultural traditions

President Clinton appointed strong, energetic leaders to head the federal cultural agencies:

- ✓ Jane Alexander as Chair of the National Endowment for the Arts
- ✓ John Brademas as Chair of the President's Committee on the Arts and the Humanities
- ✓ Diane Frankel as Director of the Institute of Museum Services
- ✓ Sheldon Hackney as Chair of the National Endowment for the Humanities.



Barbara Kinney - White House Photo

Signaling his dedication to the importance of America's cultural life, the President revitalized the President's Committee on the Arts and the Humanities and charged the Committee with increasing pri-

ivate sector support for the arts and the humanities and the public's perception of their value to society.

Federal agencies with cultural programs expand the influence of the arts and the humanities at home and abroad.

- ✓ The General Services Administration improves the design of public buildings and incorporates art into federal architecture.
- ✓ The 1995 White House Conference on Travel and Tourism promoted tourism to cultural and historic sites in the United States.
- ✓ The Art in Embassies Program at the U.S. Department of State places over 2,200 works of art in more than 170 countries.
- ✓ The U.S. Information Agency artistic and scholarly exchange programs share America's cultural genius with people around the world.

To be included in culture brochure:

-- The White House as a showcase for American art

Art acquisitions (see arts and culture chapter draft)

Tanner

O'Keeffe

Dolley Madison portrait

Craft Collection (see arts and culture chapter draft)

Sculpture garden (see arts and culture chapter draft)

-- Supporting the next generation of artists: HRC has been a tireless advocate on behalf of arts education, particularly youth at risk. This effort has included releasing the President's Commission on the Arts and Humanities report on "Gaining the Arts Advantage: Lessons from School Districts that Value Arts Education" and launching the "Coming Up Taller" awards for arts and humanities programs for children at risk. She has visited model programs like the Manchester Craftsmen's Guild in Pittsburgh, a multi-cultural arts education and performance organization located in one of the poorest neighborhoods in Pittsburgh, and Gallery 37 in Chicago, which offers a program providing training in the arts for students aged 14 to 21. She has also been a strong supporter of VH1's "Save the Music" project, agreeing to host a nationally televised concert at the White House in support of the program, appearing on the Today Show to collect donated musical instruments, and participate at related events at public schools.

-- Advocating for federal funding: HRC has been a leading proponent within the administration for funding for the National Endowment for the Arts, the National Endowment for the Humanities, and the Public Broadcasting Corporation. She was also instrumental in the creation and implementation of the President's Commission on the Arts and Humanities.

-- Honoring America's cultural heritage:

Millennium projects

Millennium evenings (see arts and culture chapter)

Save America's Treasures (see website printout)

Other Millennium projects (see website printout)

Rich array of entertainers who have performed at the WH (see list)

Expansion of arts and humanities award function (see honoring americans chapter)

WETA In Performance (see arts and culture chapter)

Organizing the first-ever White House Conference on Philanthropy (see printout)

Presenting awards, including National Award for Museum Services, NEA Heritage Fellows

-- Preserving the White House (see preservation chapter)

Blue Room renovation

State Dining Room renovation

Map Room

-- Supporting important cultural institutions: Through appearances, speeches, and White House events, HRC has worked to build support for and honor important arts institutions including the Kennedy Center, National Gallery of Art, MOMA, Metropolitan Museum of Art, National Symphony Orchestra, Library of Congress, Smithsonian Institution, Shakespeare Library, Fords Theater, FAPE (see arts and culture chapter), and the Pritzker Prize (see arts and culture chapter).

-- Encouraging cultural preservation abroad: HRC has articulated her belief in the importance of preserving local culture in developing countries and created a new collaboration toward this end (see World Bank and Turkey speeches)

THE WHITE HOUSE

Supporting the Arts

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▶ President &
First Lady

Vice President &
Mrs. Gore

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White House
for Kids

White House
History

White House
Tours

The study, practice and appreciation of the arts challenges, inspires and lifts up individuals and societies. As First Lady, Mrs. Clinton has dedicated herself to the celebration and recognition of all the arts. As Honorary Chair of the President's Committee on the Arts and Humanities (PCAH) she has led efforts to support the unique contributions that the arts and humanities make to American life, while acting as the Administration's leading advocate for public support of national arts initiatives through the National Endowment for the Arts and the National Endowment for the Humanities.

Mrs. Clinton has organized a series of 20th Century American Sculpture exhibits in the Jacqueline Kennedy Garden at the White House. She has worked hard to ensure the White House, often referred to as "The People's House," represents art from all Americans. Through her efforts the White House collection has acquired its first ever painting by an African American—a landscape by Henry Ossawa Tanner.

Mrs. Clinton is also involved in preserving many of the nation's most treasured arts and archives through the Millennium Council's Save America's Treasures initiative. In addition she has initiated a campaign to stress the value and importance of arts education as a necessary part of mainstream elementary and secondary school curriculum.

[Remarks on Cultural Preservation in Aspendos, Turkey \(11/18/99\)](#)

[Remarks by the President and First Lady at the VH-1 Save the Music Concert of the Century \(10/23/99\)](#)

[Remarks at the National Trust for Historic Preservation's 50th Anniversary Celebration \(10/21/99\)](#)

[Remarks at "Culture Counts: A Conference on Financing, Resources and the Economics of Culture in Sustainable Development," Florence, Italy \(10/7/99\)](#)

[Remarks at the Friends of Art and Preservation in Embassies Reception \(4/30/99\)](#)

[Art Education Event at Adrien Block Intermediate School #25, Queens, New York \(3/3/99\)](#)

[Remarks at the Massachusetts College of Art \(12/5/98\)](#)

[Column on the Sculpture Garden \(11/4/98\)](#)

[Remarks at the "Coming Up Taller" Arts Awards Ceremony \(10/7/98\)](#)

[Remarks on the Power of Arts in Education \(9/17/98\)](#)

[Column on the Marine Band \(7/8/98\)](#)

[Remarks at the Opening of the Elisabeth A. Kasser Wing of the National Museum of Women and the Arts, Washington D.C. \(11/8/97\)](#)

[Remarks at the NEA Heritage Awards Ceremony \(9/23/97\)](#)

[Remarks to the Friends of Art and Preservation in Embassies \(6/18/97\)](#)

[Remarks at the 65th Anniversary Celebration of the Folger Shakespeare Library \(4/22/97\)](#)

[Remarks at the Sculpture Garden Reception, the White House \(1/5/96\)](#)

[Remarks at the 125th Anniversary of the Metropolitan Museum of Art, New York City \(6/6/95\)](#)

[Remarks at the National Design Awards \(3/9/95\)](#)

[Remarks at the Opening of the 20th Century Sculpture Exhibit at the White House \(10/11/94\)](#)

[President and First Lady](#) | [Vice President and Mrs. Gore](#)

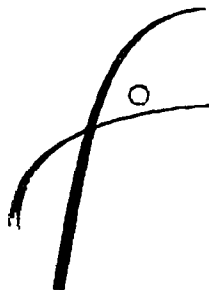
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R U D E R • F I N N

To: Ellen
Melanne
Caprice
Lissa

From: Shirley
Comments? ASAP

FAX MEMORANDUM

TO: Shirley Sagawa **cc:** Philippa Polskin
FROM: Shannon Crownover
SUBJECT: Draft Arts & Culture Brochure
DATE: July 21, 2000
FAX: 202-456-6244
#PAGES: 4

Please find attached a draft of a proposed brochure outline on the extraordinary role Mrs. Clinton has played in supporting the arts and cultural heritage of America during her years in the White House.

We have outlined the brochure's main sections and would like to use this template as a discussion document. We will call you on Monday to determine the most important focus areas and other suggestions you might have. Once we have agreed on the content, we will begin to draft the brochure and consult with Ruder Finn Design on recommended formats. We estimate a time frame of two weeks for the development of copy.

Thank you.

DRAFT

First Lady Hillary Rodham Clinton Arts & Culture Brochure

"Where there is imagination, there is always hope. Where there is potential for creative expression, there is always the possibility for human progress."

- Hillary Rodham Clinton

Since her first days in the White House, First Lady Hillary Rodham Clinton has shown a remarkable commitment to furthering the arts, humanities and culture of America. Her support is extensive and varied, from creating opportunities for the public to view diverse works of art at the White House and raising unprecedented monies for the White House Endowment Fund to leading initiatives to preserve America's historical and cultural heritage for future generations.

financial
resources

Celebrating American Art

Through exhibitions, acquisitions and the preservation and enhancement of The White House's and America's artistic treasures, Mrs. Clinton has been dedicated to creating innovative ways to showcase American art and protect the nation's rich cultural tradition.

Exhibitions

The First Lady created the *White House Sculpture Garden* to showcase 20th century American sculpture from museum collections around the country and to make these works accessible to thousands of White House visitors daily. (mention book)

Mrs. Clinton also assembled the *White House Crafts Collection*, a collection of more than 72 pieces by 77 artisans that toured to 11 cities and was displayed at the White House for several months. She was responsible for the publication of a book, The White House Collection of American Crafts, to showcase our American art forms.

has
been
toured

Acquisitions

During the Clinton Administration, the White House has acquired nearly 25 works of art and countless works of historical and cultural importance, making it the most active administration for major acquisitions in the past 20 years.

Notable paintings acquired include Sand Dunes at Sunset, Atlantic City by Henry Ossawa Tanner, the first painting by an African American artist to be part of the White House permanent collection; John F. Kennedy by William Franklin Draper, the only life portrait of Kennedy; and Bear Lake, New Mexico by Georgia

O'Keeffe, the first painting by a major 20th century American woman artist to be exhibited in the state rooms of the White House.

White House Endowment Fund

As honorary chair of the White House Endowment Fund, Mrs. Clinton has led the fund-raising campaign since 1993 for this fund that supports the preservation and enhancement of the fine and decorative arts at the White House. Through her commitment, the fund has exceeded its goal of raising \$25 million. It took three previous administrations 17 years to raise half of the goal.

Preservation

Through the White House Endowment Fund and Trust, Mrs. Clinton has been responsible for many *White House Renovations* through the refurbishment of many of the historic areas of the White House, including the State Dining Room, Blue Room, Map Room, Entrance Hall, Cross Hall and the Grand Staircase.

Mrs. Clinton also led the effort for *Save America's Treasures*, a national public-private partnership to protect our nation's historical and cultural heritage. That

Additional White House related projects include the Smithsonian Institution's *Star Spangled Banner Project* to perform important preservation work on the original flag by 2001; and the *National Archives Preservation Project* to ensure that important American documents, such as the Declaration of Independence, Constitution and Bill of Rights, survive through the next millennium.

Advocating Culture

Hillary Rodham Clinton has been a driving force for federal funding for the National Endowment for the Arts, the National Endowment for the Humanities, and the Public Broadcasting Corporation. She was also instrumental in the development of the President's Commission on the Arts and Humanities.

Mrs. Clinton has also honored the nation's leaders in the arts field through outreach efforts and events with institutions such as the Kennedy Center, National Gallery of Art, Metropolitan Museum of Art, Museum of Modern Art, National Symphony Orchestra, Library of Congress, Smithsonian Institution, Ford's Theater, and more.

Recognizing Artists of Today and Tomorrow

First Lady Hillary Rodham Clinton is helping ensure that the arts in America will be remembered and will flourish for many generations to come. She is achieving this by creating unique opportunities for children to gain an appreciation for and love of art and through recognizing acclaimed artists for their contributions to the nation's diverse culture. The White House also has highlighted artistic achievement through the performances of many artists at official events who represent the richness and diversity of America's cultural traditions.

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Millennium Project
Gift to future

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the culture of the

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Chair

how report?

Natl Campaign to restore arts in the schools

Cultural endeavors millennium - jazz, poetry, history, etc

Education and the Arts

Mrs. Clinton has been a tireless advocate on behalf of arts education. This effort has included releasing the President's Commission on the Arts and Humanities report on *Gaining the Arts Advantage: Lessons from School Districts that Value Arts Education* and launching *Coming Up Taller: Arts and Humanities Programs for Children and Youth At Risk*.

Combining w arts in schools

As a strong supporter of VH1's *Save the Music* project, Mrs. Clinton hosted a nationally-televised concert at the White House, appeared on the Today Show to collect donated musical instruments, and participated at public school events.

The Clinton Administration also has encouraged partnership programs within the government such as the youth program *Pathways to Success* funded by the Department of Justice and the National Endowment for the Arts.

Awards to American Artists and Scholars

In addition to the numerous awards bestowed by each American President and First Lady to distinguished and accomplished artists, scholars and cultural institutions, the President and Mrs. Clinton have initiated new events at the White House to recognize cultural achievements.

The First Lady hosted the first *National Heritage Awards* at the White House to honor non-traditional American folk artists and crafts people. The President and Mrs. Clinton also hosted at the White House for the first time the *Pritzker Prize Awards for Architectural Excellence*. Since 1993, the President and First Lady have hosted the *Arts & Humanities and Frankel Prize Awards*. In addition, they have presented the *National Award for Museum Services* and the *NEA Heritage Fellows*. *F A P E, [illegible]*

Note expansion of Arts & Humanities Awards ceremony

Performing Arts

Hundreds of renowned artists have performed at White House events during the Clinton Administration including Isaac Stern, Yo-Yo Ma, Itzhak Perlman, the Limon Dance Company, Bernadette Peters, Maya Angelou, Eric Clapton, Elton John, Stevie Wonder, The Righteous Brothers, Mary J. Blige, B.B. King and more. Young artists also have been showcased including the St. Lawrence String Quartet, the Chicago Children's Choir and the Boys Choir of Harlem.

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*not specific
concerts.*

[Possibly close with another quote by Hillary Rodham Clinton]

*mention
WH Conf. on
Philanthropy?*

*U.S. Michig
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add:

*Millennium Council
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- Save Am. Treas.*

*Expanded
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month*



WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/395-7376

TO: Shirley SagawaFAX: 66244

PHONE: _____

FROM: Ellen LorellDATE: 8/3/00Number of Pages (Including Cover): 4

MESSAGE:

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.

DRAFT

First Lady Hillary Rodham Clinton Arts & Culture Brochure

*must include
humanities*

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part of SAT
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41 SAT
visits to
historic sites &
collections all
over
this part of
Save Am
Treasures?

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Institute of
Museum &
Library Service

Folger Shakespeare Library

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ceremony

national medal for the Arts + National medal for the Humanities

+ the
first annual
Coming Up
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not specific
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mention
WH Conf. on
Philanthropy?

add Millennium Evening
at WH, created to
showcase our creators
in innovators in arts, ideas,
+ sciences.

Poetry Evening
Jazz Evening

add:
Millennium Council
Sep. section?
Millennium
evenings
Save Am. Treas.

Chronicles

Embassies Display America's Artistic Gifts

By SARAH BOOTH CONROY
Special to *The Washington Post*

✓ Hillary Rodham Clinton took time from her New York Senate race to welcome the Friends of Art and Preservation in Embassies to the White House on Friday and "express our heartfelt appreciation for all that you have done to bring America's rich culture to our embassies abroad."

FAPE, as the organization is known, has donated art and raised money to help the United States put its best diplomatic foot forward.

This year its millennium "Gift to the Nation" includes as many as 200 pieces of art—paintings, sculpture, works on paper, photography, decorative objects and folk art, including a Civil War-era quilt, a circa 1910 Federal wing armchair and other artworks—to be displayed in U.S. embassies.

"Our embassies represent our nation to the world," Clinton said as she thanked the group. "That is why it is so important that we showcase all of America—not only our government work and commercial activities, but also our artistic creativity."

Despite being delayed until a faulty airplane was repaired, Clinton made it back to Washington to accept FAPE's gift during a White House reception for the donors. The first lady unveiled a seven-color lithograph, "The Stars and Stripes at the Speed of Light," by internationally known American artist James Rosenquist.

A limited edition print of Rosenquist's work—as part of FAPE's original print collection—will be given to U.S. embassies, along with contributions from Frank Stella, Roy Lichtenstein, Robert Rauschenberg, Ellsworth Kelly, Andy Warhol, Chuck Close, Jasper Johns and many others.

The efforts of FAPE, a nonprofit foundation that works closely with the State Department, fill a deep and significant void. Unfortunately, citizens of many other countries—proud of their history of artists and arts—have little chance to

see that the United States is a vast and diverse treasure chest of great talents worthy of admiration.

At the White House reception, FAPE's first chairman, Lee Annenberg, thanked the Clintons, the honorary patrons of the gifts. In her speech, Annenberg also saluted founding members: Lee Kinche McGrath, now FAPE's executive director, and art benefactors Wendy Luers and Carol Price. Annenberg commended them for "bringing together the worlds of art, diplomacy and government."

Since 1986, FAPE has raised more than \$17 million in contributions and private donations of art.

FAPE Chairman Jo Carole Lauder announced a new legacy as part of this year's millennium contribution: outdoor sculpture. Sculptor Elie Nadleman's "Seated Woman With Raised Arm" will be installed at Winfield House, the ambassador's residence in London. The sculpture will be the center of a garden designed by landscape architect Morgan Wheelock. Louise Bourgeois donated her work "Spider," one of a series of cast-bronze-and-welded-steel monumental sculptures now in the White House Sculpture Rose Garden.

In her speech, Clinton added that "One of my special pleasures as first lady was to mount a series of exhibitions of outdoor sculpture here in the Jacqueline Kennedy Garden, which today displays a dozen works from Denver museums, including a powerful steel sculpture by Ellsworth Kelly. The 1.5 million visitors to the White House each year pass this garden as you did."

FAPE has also helped with large projects, including restoration of the Pet-

schek Palace, now the U.S. embassy residence in Prague.

A grant from philanthropist Betty Scripps Harvey will go to restore Hotel de Talleyrand's representational rooms. The 18th-century Paris building is the mansion where historic figures such as French foreign affairs minister Charles Maurice de Talleyrand and U.S. ambassador Thomas Jefferson held forth. The United States bought it after World War II to house consular and public affairs offices and the Marshall Center for Cultural Affairs. The building was used as the Marshall Plan's headquarters.

FAPE has also restored parts of U.S. embassy residences in Buenos Aires, Budapest, Madrid and Vienna.

Before the White House reception, members of Friends were invited to lunch at the British Embassy. (FAPE will hold a board meeting in London in October.)

After the White House reception, the members went on to dinner in the State Department's Benjamin Franklin Diplomatic Reception Room, where Bonnie Cohen, undersecretary of state for management, read a letter from Secretary of State Madeleine Albright saluting FAPE.

"... your 'Gift to the Nation' project makes a significant and commendable contribution to my initiative to make culture a more integral part of our overall foreign policy," wrote Albright, who was born in Prague and currently is touring Europe with the president. "Sharing the creativity of American artists with foreign guests who visit our embassies and residents abroad helps illustrate the strengths and dimensions of cultural diversity in the United States."

Proposal on Sanctions Rejected

Albright Says U.S. Is 'Pressing' Pakistan, Greece on Terrorism

Reuters

Secretary of State Madeleine K. Albright said yesterday that concerns about terrorism will not lead to sanctions against Greece and Pakistan, no matter what a new report to Congress may say.

The Washington Post reported yesterday that a congressionally appointed panel has recommended the United States change the way it tackles terrorism by taking several measures, among them threatening sanctions against friendly states such as Greece and Pakistan and increasing the power of the CIA and military to act in the United States.

But Albright said no sanctions against Greece and Pakistan are on the table. "We are pressing them" on terrorism, Albright said of the two countries. "But we are not considering sanctions."

The National Commission on Terrorism, set up by Congress two years ago in response to bombings of U.S. embassies in East Africa, also suggested relaxing restrictions on the Central Intelligence Agency and monitoring all foreign students.

"I obviously haven't seen the commission report and obviously we are very concerned with terrorism," Albright said on CNN's "Late Edition" from Moscow, where she had accompanied President Clinton. "But I think that in looking at how we fight it, we have to remember what kind of a society we are."

The American-Arab Anti-Discrimination Committee said that while it was concerned about terrorism, "such concerns cannot justify violating basic constitutional rights." It said the recommendations, if adopted, "would severely damage civil liberties and facilitate abusive behavior by the government" but might not increase security.

The report, to be released today, calls for more anti-terrorism spending, tighter controls on possible fundraising for what the United States considers terrorism



FILE PHOTO BY JOE MARQUETTI — ASSOCIATED PRESS

Secretary of State Madeleine K. Albright said she hasn't seen report proposing anti-terrorism measures.

and putting pressure on foreign countries for cooperation.

It suggests that Greece and Pakistan should be designated as "not cooperating fully" against terrorism—a move that would bar those countries from buying U.S. military equipment. Afghanistan, the report says, should be designated a "state sponsor" of terrorism.

The commission also said the U.S. military—not the FBI or the Federal Emergency Management Agency—should lead U.S. response efforts to terrorist attack at home because of its ability to put its vast resources into play quickly and efficiently.

On another topic, Albright renewed a call for Republican presidential candidate George W. Bush to meet with top Pentagon officials for a briefing on nuclear weapons policy. She also invited him to meet with her.

But a senior Bush adviser rebuffed the invitation, calling it a political move and saying such meetings could wait until the traditional time for such briefings, after the party conventions in July

and August.

The offer to Bush for a briefing was first made a week ago on a television talk show by Defense Secretary William S. Cohen, who disagreed with Bush's proposal for significant nuclear weapons cuts.

Albright said she thought Cohen's offer was "the appropriate thing to do."

"I hope that Governor Bush takes up the offer," she said, adding that it would make sense for Bush to have a briefing with her as well.

Albright said such briefings would help to enhance the foreign policy discussion during the campaign and could foster a "common approach to our national security."

However, speaking later on "Late Edition," Bush's top foreign policy adviser, Condoleezza Rice, said the fact that the offer was made on a Sunday talk show "suggested that it was really more political than substantive."

She added that Bush was well-informed on the issues of arms control treaties and strategic stability, as he was getting "very good advice" from former chairman of the Joint Chiefs of Staff Colin L. Powell and from former defense secretary Richard B. Cheney.

Rice said the right time for such a discussion would be after the conventions, when presidential nominees are typically briefed on a variety of issues.

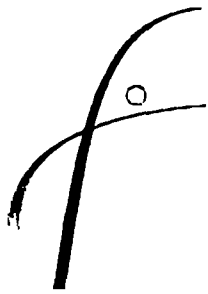
THE WHITE HOUSE
WASHINGTON

May 5, 2000

Shirley -

This is the type
of book that will
be done for the
Clinton years. There
will be many
more photos of rooms,
sculpture garden
exhibits, etc. The
WHHA will pay for
its printing.

Betty



R U D E R • F I N N

To: Ellen
Melanne
Caprice
Lissa
From: Shirley
Comments? ASAP

FAX MEMORANDUM

TO: Shirley Sagawa **cc:** Philippa Polskin
FROM: Shannon Crownover
SUBJECT: Draft Arts & Culture Brochure
DATE: July 21, 2000
FAX: 202-456-6244
#PAGES: 4

Please find attached a draft of a proposed brochure outline on the extraordinary role Mrs. Clinton has played in supporting the arts and cultural heritage of America during her years in the White House.

We have outlined the brochure's main sections and would like to use this template as a discussion document. We will call you on Monday to determine the most important focus areas and other suggestions you might have. Once we have agreed on the content, we will begin to draft the brochure and consult with Ruder Finn Design on recommended formats. We estimate a time frame of two weeks for the development of copy.

Thank you.

DRAFT

First Lady Hillary Rodham Clinton Arts & Culture Brochure

"Where there is imagination, there is always hope. Where there is potential for creative expression, there is always the possibility for human progress."

- Hillary Rodham Clinton

Since her first days in the White House, First Lady Hillary Rodham Clinton has shown a remarkable commitment to furthering the arts, humanities and culture of America. Her support is extensive and varied, from creating opportunities for the public to view diverse works of art at the White House and raising unprecedented monies for the White House Endowment Fund to leading initiatives to preserve America's historical and cultural heritage for future generations.

Celebrating American Art

Through exhibitions, acquisitions and the preservation and enhancement of The White House's and America's artistic treasures, Mrs. Clinton has been dedicated to creating innovative ways to showcase American art and protect the nation's rich cultural tradition.

Exhibitions

The First Lady created the *White House Sculpture Garden* to showcase 20th century American sculpture from museum collections around the country and to make these works accessible to thousands of White House visitors daily. (mention book)

Mrs. Clinton also assembled the *White House Crafts Collection*, a collection of more than 72 pieces by 77 artisans that toured to 11 cities and was displayed at the White House for several months. She was responsible for the publication of a book, The White House Collection of American Crafts, to showcase our American art forms.

Acquisitions

During the Clinton Administration, the White House has acquired nearly 25 works of art and countless works of historical and cultural importance, making it the most active administration for major acquisitions in the past 20 years.

Notable paintings acquired include Sand Dunes at Sunset, Atlantic City by Henry Ossawa Tanner, the first painting by an African American artist to be part of the White House permanent collection; John F. Kennedy by William Franklin Draper, the only life portrait of Kennedy; and Bear Lake, New Mexico by Georgia

O'Keeffe, the first painting by a major 20th century American woman artist to be exhibited in the state rooms of the White House.

White House Endowment Fund

As honorary chair of the White House Endowment Fund, Mrs. Clinton has led the fund-raising campaign since 1993 for this fund that supports the preservation and enhancement of the fine and decorative arts at the White House. Through her commitment, the fund has exceeded its goal of raising \$25 million. It took three previous administrations 17 years to raise half of the goal.

Preservation

Through the White House Endowment Fund and Trust, Mrs. Clinton has been responsible for many *White House Renovations* through the refurbishment of many of the historic areas of the White House, including the State Dining Room, Blue Room, Map Room, Entrance Hall, Cross Hall and the Grand Staircase.

Mrs. Clinton also led the effort for *Save America's Treasures*, a national public-private partnership to protect our nation's historical and cultural heritage.

Additional White House related projects include the Smithsonian Institution's *Star Spangled Banner Project* to perform important preservation work on the original flag by 2001; and the *National Archives Preservation Project* to ensure that important American documents, such as the Declaration of Independence, Constitution and Bill of Rights, survive through the next millennium.

15 this part? Save Am Treas?

Advocating Culture

Hillary Rodham Clinton has been a driving force for federal funding for the National Endowment for the Arts, the National Endowment for the Humanities, and the Public Broadcasting Corporation. She was also instrumental in the development of the President's Commission on the Arts and Humanities.

Mrs. Clinton has also honored the nation's leaders in the arts field through outreach efforts and events with institutions such as the Kennedy Center, National Gallery of Art, Metropolitan Museum of Art, Museum of Modern Art, National Symphony Orchestra, Library of Congress, Smithsonian Institution, Fords Theater, and more.

Recognizing Artists of Today and Tomorrow

First Lady Hillary Rodham Clinton is helping ensure that the arts in America will be remembered and will flourish for many generations to come. She is achieving this by creating unique opportunities for children to gain an appreciation for and love of art and through recognizing acclaimed artists for their contributions to the nation's diverse culture. The White House also has highlighted artistic achievement through the performances of many artists at official events who represent the richness and diversity of America's cultural traditions.

Education and the Arts

Mrs. Clinton has been a tireless advocate on behalf of arts education. This effort has included releasing the President's Commission on the Arts and Humanities report on *Gaining the Arts Advantage: Lessons from School Districts that Value Arts Education* and launching *Coming Up Taller: Arts and Humanities Programs for Children and Youth At Risk*.

As a strong supporter of VH1's *Save the Music* project, Mrs. Clinton hosted a nationally-televised concert at the White House, appeared on the Today Show to collect donated musical instruments, and participated at public school events.

The Clinton Administration also has encouraged partnership programs within the government such as the youth program *Pathways to Success* funded by the Department of Justice and the National Endowment for the Arts.

Awards to American Artists and Scholars

In addition to the numerous awards bestowed by each American President and First Lady to distinguished and accomplished artists, scholars and cultural institutions, the President and Mrs. Clinton have initiated new events at the White House to recognize cultural achievements.

The First Lady hosted the first *National Heritage Awards* at the White House to honor non-traditional American folk artists and crafts people. The President and Mrs. Clinton also hosted at the White House for the first time the *Pritzker Prize Awards for Architectural Excellence*. Since 1993, the President and First Lady have hosted the *Arts & Humanities and Frankel Prize Awards*. In addition, they have presented the *National Award for Museum Services* and the *NEA Heritage Fellows*.

note expansion
of Arts & Humanities
awards
ceremony

Performing Arts

Hundreds of renowned artists have performed at White House events during the Clinton Administration including Isaac Stern, Yo-Yo Ma, Itzhak Perlman, the Limon Dance Company, Bernadette Peters, Maya Angelou, Eric Clapton, Elton John, Stevie Wonder, The Righteous Brothers, Mary J. Blige, B.B. King and more. Young artists also have been showcased including the St. Lawrence String Quartet, the Chicago Children's Choir and the Boys Choir of Harlem.

The PBS series, *In Performance at the White House*, has been greatly expanded by the First Lady in terms of quantity of performances and audience attendance.

note specific
concerts.

[Possibly close with another quote by Hillary Rodham Clinton]

mention
WH Conf. on
Philanthropy?

add:
Millennium Council
Sep. session?
- Millennium
evenings
- Save Am. Treas.



FM 2 top

FM 2, bottom

2000R

Foreword

Hillary Rodham Clinton

Perhaps you've heard the story of my first date with Bill Clinton. After standing in line to register for law school classes one afternoon many years ago, we took a walk that led us to the Yale University Art Gallery in New Haven, where a Mark Rothko exhibit was mounted inside and pieces by Henry Moore, including *Draped Seated Woman*, graced the Sculpture Garden. A labor dispute had closed the doors, but Bill managed to talk our way in by offering to pick up trash.

Even as a young girl, I loved sculpture. Contemporary sculpture particularly fueled my imagination. As I grew older, I came to understand that where there is imagination, there is hope. And where there is creative expression, there is the potential for human progress. This is why it ^{disappointed} struck me that among the masterpieces of the White House permanent collection, there was so little sculpture—especially on the grounds. And why I was determined to bring sculpture to this, the "People's House," where it could stir the imaginations of millions more each year.

As you turn the pages of this beautiful book, you will see some of the masterpieces that have graced the White House sculpture garden between 1994, when our first exhibit was mounted, and 2000, when the eighth exhibit was disassembled. What you will discover is not only the richness and diversity of contemporary American sculpture, but also a brilliant reflection of America's imagination, creativity, and progress over the last hundred years—the American century.

Shortly after Bill's 1993 inauguration, I spent a lot of time walking around the eighteen acres of grounds at the White House, where I ^{fell in love with} discovered the Jacqueline Kennedy Garden. It looked as if it had been designed for sculpture, and I found myself dreaming of ways to showcase favorite pieces of contemporary American sculpture. With the help of my friend and designer Kaki Hockersmith and J. Carter Brown, former director of the National Gallery of Art, the idea for a sculpture garden featuring works by contemporary American artists took shape.

This is a lovely image of the First Lady but is having her in front of a Rodin sculpture the best solution? Are there other great pictures of her with a different sculpture? or might there be a contemporary picture of the garden showing some of the sculptures in place (something to complement the title page or switch with it). This image could work nicely within the text.

Please advise

Keep photo but explain in the caption that the sculpture was part of the Exhibition VII: Inspired by Rodin

Hillary Rodham Clinton with Rodin's *The Three Shades* in the background (Photo by Todd Eherle © William J. Clinton Presidential Foundation)

The idea for these exhibitions was inspired, in part, by First Lady Jacqueline Kennedy, who believed that art should be a part of everyone's life. My much-too-brief friendship with her left an indelible impression, and when it came time to choose a site for the exhibitions, the decision was easy—the Jacqueline Kennedy ^{garden named for her.} Garden. I ~~kept returning to the garden in every season,~~ ^{thought} thinking about how wonderful sculpture would look amidst the beauty of the surroundings. As an added benefit, siting the sculptures in this garden would make them clearly visible to tourists and other guests moving along the glass-enclosed colonnade between the East Wing and the State Floor.

Our plan, to stage a series of exhibitions overseen by the White House Curators and organized around certain themes, was promptly approved by an enthusiastic Committee for the Preservation of the White House. It was J. Carter Brown who suggested that only outdoor sculpture from public collections be included. And it was Brown who took the idea to the Association of Art Museum Directors. Working together, we agreed initially on four shows, each representing a region of the country. In this way we could showcase not only the art, but some of our country's best public museums as well.

For the first show, we turned to George Neubert, Director of the Sheldon Memorial Art Gallery and Sculpture Garden at the University of Nebraska at Lincoln, and a sculptor himself. As curator of our inaugural effort, he chose to highlight the Midwest's finest museums and to offer an overview of sculpture in the twentieth century. A dozen pieces, spanning 70 years, illustrated the changing face of American art, from the strictly representational to the freer forms of the contemporary artist—from Paulanship to George Segal, Gaston Lachaise to Judith Shea. As I studied Lachaise's *Standing Woman*, I ~~had to wonder~~ ^{thought} about the reaction this very large and defiantly naked woman evoked when she was first unveiled in 1932.

This first exhibition, which we opened on a beautiful fall day in 1994, taught all of us a great deal about transporting and displaying sometimes large and unwieldy artistic masterpieces. Very quickly we came to learn that installations were complex undertakings requiring the advice and help of dozens of specialists.

Each show's curator thought long and hard about the selection of individual pieces, considering not just the theme, but the scale and aesthetics of the group as a whole. We wanted to position the works to be seen to their best advantage by visitors to the White House. Large pieces such as Auguste Rodin's *The Three Shades* and Deborah Butterfield's life-size bronze horses, *Willy, Argus, and Lucky*, fitted well in the open spaces at the ends of the garden. Heavy works, such as Isamu Noguchi's seven-ton basalt *Great Rock of Inner Seeking* and tall pieces such as George Rickey's 35-foot-tall *Two Lines Oblique, Atlanta*, required excavation for underground footings beneath their concrete pedestals.

Unlike typical museum exhibitions, the Secret Service had to examine each piece before allowing it to take its place in the garden. We also had to consider the

impact of the blustery winds that kick up on the South Lawn whenever the President's helicopter lands or takes off. We were especially pleased to watch Alexander Calder's *Five Rudders* flutter excitedly, suffering no ill effects as Marine One approached.

On each of the installation days, a large crane was moved into the garden to hoist the works onto their designated sites. We held our breaths as we watched Rodin's *The Thinker*, from the seventh exhibition, lowered onto a six-foot pedestal and as Alexander Calder's *Nenuphar* took its place as the anchor of the fifth exhibition. Wandering out to the garden alone in the evenings, I felt renewed and energized by the creative spirit of those who spend their lives bringing beauty to our surroundings and freeing our imaginations to take flight.

We chose an old friend, Townsend Wolfe, Director and Chief Curator of the Arkansas Arts Center in Little Rock, to curate the second show, featuring work from museums in the Southeast. Focusing on art created since 1965, Townsend chose twelve pieces to demonstrate the most modern stage in the evolution of twentieth-century American sculpture. I was especially pleased that eight of the twelve artists were able to join us for the opening reception in May of 1995.

Rounding out the four regional exhibitions, Peter Marzio, Director of the Museum of Fine Arts in Houston, chose eleven pieces representative of the West and the Southwest, and Marcia Tucker, Director of the New Museum of Contemporary Art in New York City, showcased works from the Northeast. Peter treated us to a rare opportunity to view a striking piece of sculpture by Georgia O'Keeffe. Known best for her paintings of the Southwest, her white, lacquered-bronze *Abstraction* is as graceful and serene as any of her paintings.

For the fifth exhibition, Earl A. (Rusty) Powell III, Director of the National Gallery of Art, chose some of the magnificent sculptures found in museums here in Washington. Every time I strolled through the garden, I found myself reaching out to set Henry Bertoia's *Tonal Sculpture* in motion. Bertoia is well known for introducing the dimension of sound into sculpture, in this case a distinctive chime that floated over the garden at the slightest touch of a breeze—or tweak from a passerby.

~~It was~~ Martin Sullivan, Director of the Heard Museum in Phoenix, Arizona, ~~who~~ collected pieces celebrating the rich diversity of contemporary Native American sculptors—a collection that will always hold a special place in my heart. I'll never forget the traditional blessings offered by Nez Percé Phil Minthorn on the clear, crisp November day when we hosted the opening reception. No one walking past the collection will soon forget Doug Coffin's brightly colored 28-foot *Earth Messenger Totem*, or the 26-foot *Cedar Mill Pole* crafted by R.E. Bartow, both of which were visible from every corner of the South Lawn. Once the pieces were installed, these two totems were, quite by accident, in exact alignment with our most famous local totem—the Washington Monument.

The collection unveiled in November of 1998 marked a distinct departure. Organized by Arnold Lehman, Director of the Brooklyn Museum of Art in New York and subtitled *Inspired by Rodin*, this group for the first time included work by a non-American, in this case, three pieces by the French master himself. Often called "the father of modern sculpture," Rodin worked in Paris in the late nineteenth and early twentieth centuries. But his influence on American artists has been dramatic and can be seen in several of the pieces in this group—among them, *De Kooning's Clamdigger*, Segal's *Girl Standing in Nature*, and Noguchi's *Woman*.

Our ~~final~~ ^{exemplified} exhibition, titled *The View from Denver*, opened in October of 1999. Organized by Lewis Sharp, Director of the Denver Art Museum, this collection included pieces that, ~~in retrospect, offered a fitting finale~~ ^{exemplified} a microcosm of the trends that have shaped twentieth-century American art. In addition, the group included some of my favorite kinetic works—George Rickey's *Two Open Trapezoids Excentric V*, the wildly colorful *Windsong III* by Robert Mangold, and another Bertoia. Kinetic sculptures show off when they're exhibited outdoors—sometimes rocking and spinning garrulously, other times barely fluttering on the light breeze. When George Rickey's *Two Lines Oblique, Atlanta* was on display, Bill and I would often just sit on the Truman Balcony, looking down at the 35-foot stainless-steel sculpture as it quivered gracefully in the wind.

Although dozens of museums have been involved in choosing and lending appropriate pieces for these exhibits, none of them could have undertaken the expense of mounting such a series alone. For that, we turned to one of this country's most important arts patrons—and a dear friend—Iris Cantor. Along with her late husband, B. Gerald Cantor, and the Cantor Foundation, Iris agreed not only to underwrite the expense of the exhibits, but also to lend the anchors of the *Inspired by Rodin* group—castings of *The Three Shades* and *The Thinker*. At the beginning of the Administration, the Cantors also lent a small casting of *The Thinker* to the President, who keeps it in the Oval Office.

As many as 12 million visitors have walked past the Sculpture Garden since that October day in 1994 when the first exhibit opened. They have been treated to such American masterpieces as George Segal's *Walking Man* and Alexander Calder's *Five Rudders*. They have enjoyed works by Georgia O'Keeffe, Willem de Kooning, Roy Lichtenstein, Isamu Noguchi, and Allan Houser. The outpouring of appreciation has been overwhelming, with visitors frequently telling our guides how much it means to them to view this wonderful art while waiting to see the White House.

As I look back to January of 1993, when I first dreamed of bringing sculpture to the White House, I realize that one of the great pleasures of living here has been the opportunity to make this dream come true. It could never have happened without the inspiration, imagination, support, and dedication of Kaki Hockersmith; J. Carter Brown; Rex Scouten and Betty Monkman, along with their

already mentioned - another example

staff in the White House Curator's Office; Iris Cantor and the Cantor Foundation; the directors and staff of the eight museums that organized the exhibits; and the other lending institutions that so generously agreed to share cherished parts of their collections with us. But most of all, none of this would have been possible without the sculptors themselves. It is they, with their vision, their imagination, and their creative spirit who have given us enjoyment and inspiration.

The President and I understand that we are privileged tenants of this grand house and stewards of its history. We share a deep commitment to opening these doors as widely as possible, sharing the art and culture that is so uniquely American. The White House and its permanent collection of art and furnishings belong to the people of the United States. While we were able to enjoy these eight exhibitions for only a short time, I am grateful that, thanks to this book, they will be immortalized as part of the history of this house, which means so much to our country.

Slipping out to the sculpture garden to spend time alone among the work of some of this country's greatest contemporary artists has turned out to be one of the ^{special} great pleasures of living in the White House. Although now the pieces have returned to their permanent homes, what you will find in the pages that follow is not only a handsome catalogue of the eight exhibitions, but also a fitting tribute to America's rich artistic tradition.

Ellen - Could you please review the attached for significant errors? Please highlight changes and return by Oct 6th, COB. Thanks-Matthew

10/5 Beth/Matthew - the Treasure section is wrong + needs to be fixed. Joan can help if you have questions.

**RUDER FINN ARTS & COMMUNICATIONS COUNSELORS
FAX TRANSMISSION**

Number of pages including cover sheet: 5

To: Shirley Sagawa

Date: October 4, 2000

Fax #: 202-456-6244

Subject: Revised brochure copy

From: Philippa Polskin
Phone #: (212) 593-6488
Fax #: (212) 715-1507

EW
See other edits too.

Dear Shirley:

We have edited the arts brochure copy and have attached the latest version to this fax for your review. Please let us know if you have additional suggestions. We can also email this draft to you if that will help facilitate the process. Thank you.

Sincerely,
Philippa

"Where there is imagination, there is always hope. Where there is potential for creative expression, there is always the possibility for human progress."

Hillary Rodham Clinton

As a strong supporter of the arts, First Lady Hillary Rodham Clinton has celebrated and promoted American arts and culture. Her contributions are wide ranging, from raising unprecedented funds for the White House Endowment Fund to mounting sculpture exhibitions in the First Lady's garden. She has also championed arts education and federal funding for the arts and humanities, and opened the White House to honor Americans who have made significant contributions in these areas. And because the millennium presented a unique opportunity to focus America's attention on our history and culture, the First Lady created the Millennium Council to organize events and projects that would "honor the past, and image the future."

Showcasing American Art and Culture at the White House

Through exhibitions, acquisitions, and the preservation and enhancement of the White House's and America's artistic treasures, Mrs. Clinton has been dedicated to creating innovative ways to showcase American art and protect the nation's rich cultural heritage.

Exhibitions

The First Lady created the White House Sculpture Garden to showcase 20th century American sculpture from museum collections around the country and to make these works accessible to thousands of White House visitors daily. The eight exhibitions are featured in a full-color book, *20th Century American Sculpture in the White House Garden*.

Mrs. Clinton also assembled the White House Crafts Collection, featuring 72 works by America's leading artisans. In addition to an exhibition at the White House during 1993 in the Year of American Craft, the collection toured to 11 cities around the country and is showcased in the book, *The White House Collection of American Crafts*.

Performances

Hundreds of renowned artists have performed at the White House during the Clinton Administration – from classical artists Yo Yo Ma, Jessye Norman, and Itzhak Perlman; to jazz and gospel greats Wynton Marsalis, Lionel Hampton, and CeCe Winans; and rock and country stars Stevie Wonder, Eric Clapton, and Mary Chapin Carpenter. Mrs. Clinton has invited hundreds of young artists to perform, including the St. Lawrence String Quartet, the Chicago Children's Choir and the Boys Choir of Harlem. Mrs. Clinton also greatly expanded the public television series, *In Performance at the White House*.

Acquisitions

During the Clinton Administration, the White House acquired nearly 25 works of art and countless works of historical and cultural importance, making it the most active administration for major acquisitions in the past 20 years.

Significant paintings acquired include Henry Ossawa Tanner's *Sand Dunes at Sunset, Atlantic City*, the first painting by an African American artist in the White House permanent collection; *John F. Kennedy* by William Franklin Draper, the only life portrait of Kennedy; Gilbert Stuart's portrait of Dolley Madison; and *Bear Lake, New Mexico* by Georgia O'Keeffe, the first painting by a major 20th century American woman artist to be exhibited in the state rooms of the White House.

White House Preservation

As honorary chair of the White House Endowment Fund, initiated by Barbara Bush, Mrs. Clinton has led the fund-raising campaign since 1993 to support the preservation and enhancement of the fine and decorative arts at the White House. Through her commitment, the fund has exceeded its goal of raising \$25 million.

Mrs. Clinton has overseen the refurbishment of many historic areas of the White House, including the State Dining Room, Blue Room, Map Room, Entrance Hall, Cross Hall, and the Grand Staircase.

Building Support for the Arts

As the Administration's leading advocate for public support of the arts, Mrs. Clinton has elevated their importance and contributed to the lasting vitality of the arts. *and the humanities* *our cultural life.*

Federal Funding

The First Lady has been a driving force in preserving and increasing federal funding for the National Endowment for the Arts, the National Endowment for the Humanities, and the Public Broadcasting Corporation. She also has enhanced the role of the President's Commission on the Arts and Humanities.

Arts Education

Mrs. Clinton launched a national campaign to bring arts education back into the schools, developed an initiative to recognize exemplary arts programs for at-risk youth, and supported VH1's *Save the Music* project by hosting a nationally-televised concert at the White House.

Arts and Humanities Awards

To underscore their importance, Mrs. Clinton greatly expanded the ~~Arts and Humanities awards ceremonies~~, combining them into a large-scale White House event and welcoming ^{cultural} art supporters from across the country. Each year, the awards events have launched a month of local celebrations of the arts and humanities.

ceremonies to award to
National Medals
for the arts
+ the
humanities

NEA's

The First Lady hosted at the White House the ~~first~~ National Heritage Awards to honor non-traditional American folk artists and crafts people, and the presentation of the world-renowned Pritzker Prize for architecture. In addition, she presented the National Award for Museum Services honoring museums for community involvement, each year.

(not the
first!)

Arts Institution Support

Mrs. Clinton held the first White House Gala in support of the State Department's Art In Embassies program and its private-sector partner, Friends of Art and Preservation in Embassies. Through the efforts of these programs, American embassies have had the opportunity to bring the works of American artists to people around the world.

Mrs. Clinton has hosted a reception each year for Kennedy Center honorees, opened the National Gallery of Art sculpture garden, and participated in events with numerous leading arts institutions including the Metropolitan Museum of Art, Museum of Modern Art, National Symphony Orchestra, Library of Congress, Folger Shakespeare Library, Fords Theater and more.

I'm sure
these were
checked,
but I
do not recall
the met +
L of C
events.

White House Conference on Philanthropy

To preserve this great American tradition, Mrs. Clinton led the planning for the first-ever White House Conference on Philanthropy, intended to inspire Americans of all backgrounds to increase their giving.

Global Advocacy

Through a series of speeches around the country and world, Mrs. Clinton has articulated to a global audience the importance of the arts. In the United States, she has made addresses at educational institutions ranging from the University of Michigan and the Massachusetts College of Arts in Boston to an intermediate school in Queens, NY. At a World Bank convening in Florence, Italy, and at many cultural sites worldwide, the First Lady has emphasized the significance of cultural preservation in an era of globalization.

Celebrating the Millennium

The First Lady embraced the rare historical moment of the new millennium to invite all Americans to "honor the past and imagine the future." Through the White House Millennium Council, President and Mrs. Clinton launched a series of initiatives and hosted numerous events celebrating American arts and culture.

Save America's Treasures

Handwritten: National Park Service and with
Handwritten: this needs to be fixed
 In partnership with the National Trust for Historic Preservation and other non-profit organizations, the First Lady has helped to raise nearly \$50 million to stimulate new private efforts to preserve historically significant sites, documents, monuments and art. Mrs. Clinton has visited over 40 of these projects, which include Louis Armstrong's Archives, the Ferry Building on Ellis Island, the Cliff Dwellings of Mesa Verde, and the African Meeting House in Boston. She also helped secure a \$95 million federal appropriation for this effort.

Handwritten: must hold NPS!

*Handwritten: \$50m private
\$95m federal
\$145 fed + private*

Millennium Evenings

Cybercast from the East Room, these stimulating programs included readings by Poet Laureates and a discussion led by Nobel prize recipient Elie Wiesel on "The Perils of Indifference."

Millennium Partners

Federal agencies, large corporations, non-profits and local communities have responded to the President and First Lady's challenge that they give "gifts to the future" to begin the new century with an unique commitment to the people of America.

Through these many and varied efforts, First Lady Hillary Rodham Clinton has worked to ensure that the arts remain "the energy at the core of democracy."

Handwritten: and the humanities

Draft as of October 3, 2000

**RUDER FINN ARTS & COMMUNICATIONS COUNSELORS
FAX TRANSMISSION**

Number of pages including cover sheet: 5

To: Shirley Sagawa
Date: October 4, 2000
Fax #: 202-456-6244
Subject: Revised brochure copy
From: Philippa Polskin
Phone #: (212) 593-6488
Fax #: (212) 715-1507

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Sincerely,
Philippa

*Edited and
returned via Email
to Ruder Finn
Monday 10-9-2000*

Matthew

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Hillary Rodham Clinton

throughout the past 8 years.

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Mrs. Clinton has hosted a reception each year for Kennedy Center honorees, opened the National Gallery of Art sculpture garden, and participated in events with numerous leading arts institutions including the Metropolitan Museum of Art, Museum of Modern Art, National Symphony Orchestra, Library of Congress, Folger Shakespeare Library, Fords Theater and more.

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Through a series of speeches around the country and world, Mrs. Clinton has articulated to a global audience the importance of the arts. In the United States, she has made addresses at educational institutions ranging from the ~~University of Michigan and the~~ Massachusetts College of Arts in Boston to an intermediate school in Queens, NY. At a World Bank convening in Florence, Italy, and at many cultural sites worldwide, the First Lady has emphasized the significance of cultural preservation in an era of globalization.

and scholarship

and has written numerous columns and op-eds in support of the arts.

Celebrating the Millennium

The First Lady embraced the rare historical moment of the new millennium to invite all Americans to "honor the past and imagine the future." Through the White House Millennium Council, President and Mrs. Clinton launched a series of initiatives and hosted numerous events celebrating American arts and culture.

Save America's Treasures — National Park Service, 50

In partnership with the National Trust for Historic Preservation and other non-profit organizations, the First Lady has helped to raise nearly \$~~50~~60 million to stimulate new private efforts to preserve historically significant sites, documents, monuments and art. Mrs. Clinton has visited over 40 of these projects, which include Louis Armstrong's Archives, the Ferry Building on Ellis Island, the Cliff Dwellings of Mesa Verde, and the African Meeting House in Boston. She also helped secure a \$~~20~~ million federal appropriation for this effort.

95

Millennium Evenings

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Through these many and varied efforts, First Lady Hillary Rodham Clinton has worked to ensure that the arts remain "the energy at the core of democracy."

and humanities

Draft as of October 3, 2000

Erika - Please ask Lisa to review and return w/ changes to Shirley + I by COB Friday the 6th. Thanks - Matthew

**RUDER FINN ARTS & COMMUNICATIONS COUNSELORS
FAX TRANSMISSION**

Number of pages including cover sheet: 5

To: Shirley Sagawa

Date: October 4, 2000

Fax #: 202-456-6244

Subject: Revised brochure copy

From: Philippa Polskin
Phone #: (212) 593-6488
Fax #: (212) 715-1507

Dear Shirley:

We have edited the arts brochure copy and have attached the latest version to this fax for your review. Please let us know if you have additional suggestions. We can also email this draft to you if that will help facilitate the process. Thank you.

Sincerely,
Philippa

"Where there is imagination, there is always hope. Where there is potential for creative expression, there is always the possibility for human progress."

Hillary Rodham Clinton

throughout the past 8 years.

As a strong supporter of the arts, First Lady Hillary Rodham Clinton has celebrated and promoted American arts and culture. Her contributions are wide ranging, from raising unprecedented funds for the White House Endowment Fund to mounting sculpture exhibitions in the First Lady's garden. She has also championed arts education and federal funding for the arts and humanities, and opened the White House to honor Americans who have made significant contributions in these areas. And because the millennium presented a unique opportunity to focus America's attention on our history and culture, the First Lady created the Millennium Council to organize events and projects that would "honor the past, and image the future."

Showcasing American Art and Culture at the White House

Through exhibitions, acquisitions, and the preservation and enhancement of the White House's and America's artistic treasures, Mrs. Clinton has been dedicated to creating innovative ways to showcase American art and protect the nation's rich cultural heritage.

Exhibitions

The First Lady created the White House Sculpture Garden to showcase 20th century American sculpture from museum collections around the country and to make these works accessible to thousands of White House visitors daily. The eight exhibitions are featured in a full-color book, *20th Century American Sculpture in the White House Garden*.

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Draft as of October 3, 2000

THE WHITE HOUSE
WASHINGTON

Oct 5, 2000

Shirley -
I've made a
few comments /
additions.

Betty

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*Jacqueline
Kennedy
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*- also Red Room - 2000
East Room - 1995*

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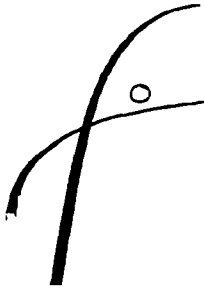
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cc: [unclear]
[unclear]
the → [unclear]

R U D E R • F I N N | A r t s & C o m m u n i c a t i o n s C o u n s e l o r s

FAX TRANSMISSION

Number of pages including cover sheet: 4

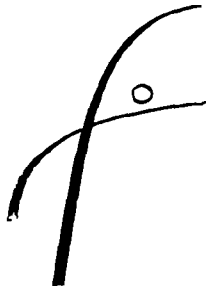
To: Capricia Marshall

Date: March 20, 2000

Fax #: 202-456-6771

Subject: Strategy for Sculpture Garden event

From: Philippa Polskin
Phone #: (212) 593-6488
Fax #: (212) 715-1507



R U D E R - F I N N | A r t s & C o m m u n i c a t i o n s C o u n s e l o r s

MEMORANDUM

TO: Capricia Marshall
Shirley Sagawa

FROM: Philippa Polskin

SUBJECT: Strategy for White House Sculpture Garden event

DATE: March 10, 2000

Following our recent discussion, please find our thoughts on plans for the next White House Sculpture Garden reception.

Event Summary

As we discussed, the next Sculpture Garden reception will include a special tour of the White House for a select group of invitees, which will focus on art and design. Opinion leaders and select members of the media would be invited to participate in this tour, which could be held before or after the Sculpture Garden reception. While Betty Monkman and Capricia would play major roles in this tour, we would strongly recommend Mrs. Clinton's personal participation, possibly through providing the introduction of the tour. We would also recommend that Kaki Hockersmith be available to answer questions or comment during the tour.

Ruder Finn will work with you to develop a detailed event scenario and speaking points that emphasize Mrs. Clinton's aesthetic sense and her commitment to and respect for our natural heritage as exemplified by the White House; her knowledge of restoration; and her understanding of fine quality in period and contemporary design.

The objectives of the tour on art and design would be to:

- Raise awareness of Mrs. Clinton's genuine interest in and commitment to the arts among key influencers in the arts community and mainstream and cultural press
- Communicate Mrs. Clinton's long-term dedication to the arts by incorporating information on key cultural initiatives she has undertaken during the administration

- Offer a unique opportunity for opinion leaders and high demographic media to have a viewing of the White House that specifically focuses on their areas of interest – art and design

The scenario for the reception itself would continue as it has in the past, with viewing of the exhibition and a speech by Mrs. Clinton welcoming guests followed by refreshments.

Tour Invitees

We will work with you to compile a list of key individuals to be invited to participate in the special tour of the art and design of the White House. Following are our preliminary suggestions, which we will expand or refine upon further discussion with you.

Media

- Elizabeth Baker, Editor in Chief, *Art in America*
- John Bence, Senior Producer, A&E Network
- Diane Bolz, Associate Editor, *Smithsonian* magazine
- Michael Boodro, Arts Editor, *Vogue*
- Robin Cembalest, *ARTnews*
- Jane Chesnutt, Editor, *Woman's Day*
- Lou Gropp, Editor-in-Chief, *House Beautiful*
- Linda Hales, Editor of Home Section, *Washington Post*
- Eve MacSweeney, Editor, *Harper's Bazaar*
- Marian McEvoy, Editor-in-Chief, *Elle Décor*
- Wendy Moonan, Contributor, *New York Times* and *House & Garden*
- Nicolai Ourousoff, Architecture Critic, *Los Angeles Times*
- John Pancake, *Washington Post*
- Alexandra Peers, Arts Editor, *Wall Street Journal*
- Peter Plagens, Art Critic, *Newsweek*
- David Remnick, Editor, *The New Yorker*
- Paige Rense, Editor-in-Chief, *Architectural Digest*
- Mayer Rus, Editor, *Interior Design*
- Christine Schwartz Hartley, Executive Editor, *Art & Auction*
- Sandra Soria, Executive Editor, *Better Homes & Gardens*
- Susan Szenasy, Editor, *Metropolis*
- Martha Teischner, Senior Producer, *CBS Sunday Morning*
- Calvin Tomkins or Dodie Kazangian, *The New Yorker*
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Opinion Leaders

- J. Carter Brown
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- Kitry Carlisle Hart
- Glenn Lowry, Director, The Museum of Modern Art

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- Ellen Futter, Director, Museum of Natural History

Cultural Brochure

We would welcome the opportunity to work with you to develop a publication similar to the White House exhibition brochure that would summarize all of the major cultural initiatives in which Mrs. Clinton has been involved. The brochure would convey Mrs. Clinton's overall commitment to the arts and could be distributed to guests at the Sculpture Garden reception. Following the event, the brochure could be accompanied by a special letter and sent to cultural leaders around the country. It would also be available to select visitors to the White House and at those institutions whose programs Mrs. Clinton has supported.

Ruder Finn would be pleased to work with the White House to draft the content and design for this brochure and underwrite printing costs on a pro bono basis.

General Media Relations

As part of our ongoing efforts to encourage additional articles on the art and design of the White House, we would like to approach the following high demographic hospitality publications. Our experience with these publications for other cultural projects has been very positive, and it may also be important to invite the individuals listed below to the White House for the tour on art and design. I have attached an article on the Miho Museum that we secured in *Collections* magazine that is evidence of this in-depth, positive coverage. Magazines we would like to approach include:

- Philip Herrera, Executive Editor, *Town & Country*
- Catherine Sabino, Editor, *Four Seasons Hotels & Resorts* magazine
- Gary Walther, Editor-in-Chief, *Departures*
- Juliana O'Rourke, Senior Editor, *Collections* (ITT Sheraton high-end magazine)

As we discussed in our meeting, we would also be available to Mrs. Clinton for any cultural activities she would like to become involved with in New York.

We look forward to working with you, as always. Please do not hesitate to contact me if you have any questions. Many thanks.



cc: [unclear]
[unclear]
[unclear] → [unclear]

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We would welcome the opportunity to work with you to develop a publication similar to the White House exhibition brochure that would summarize all of the major cultural initiatives in which Mrs. Clinton has been involved. The brochure would convey Mrs. Clinton's overall commitment to the arts and could be distributed to guests at the Sculpture Garden reception. Following the event, the brochure could be accompanied by a special letter and sent to cultural leaders around the country. It would also be available to select visitors to the White House and at those institutions whose programs Mrs. Clinton has supported.

Ruder Finn would be pleased to work with the White House to draft the content and design for this brochure and underwrite printing costs on a pro bono basis.

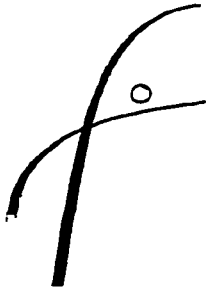
General Media Relations

As part of our ongoing efforts to encourage additional articles on the art and design of the White House, we would like to approach the following high demographic hospitality publications. Our experience with these publications for other cultural projects has been very positive, and it may also be important to invite the individuals listed below to the White House for the tour on art and design. I have attached an article on the Miho Museum that we secured in *Collections* magazine that is evidence of this in-depth, positive coverage. Magazines we would like to approach include:

- Philip Herrera, Executive Editor, *Town & Country*
- Catherine Sabino, Editor, *Four Seasons Hotels & Resorts* magazine
- Gary Walther, Editor-in-Chief, *Departures*
- Juliana O'Rourke, Senior Editor, *Collections* (ITT Sheraton high-end magazine)

As we discussed in our meeting, we would also be available to Mrs. Clinton for any cultural activities she would like to become involved with in New York.

We look forward to working with you, as always. Please do not hesitate to contact me if you have any questions. Many thanks.



cc: [unclear]
[unclear]
[unclear] → [unclear]

R U D E R • F I N N | A r t s & C o m m u n i c a t i o n s C o u n s e l o r s

FAX TRANSMISSION*Number of pages including cover sheet: 4*

To: Capricia Marshall

Date: March 20, 2000

Fax #: 202-456-6771

Subject: Strategy for Sculpture Garden event

From: Philippa Polskin
Phone #: (212) 593-6488
Fax #: (212) 715-1507



R U D E R - F I N N | A r t s & C o m m u n i c a t i o n s C o u n s e l o r s

MEMORANDUM

TO: Capricia Marshall
Shirley Sagawa

FROM: Philippa Polskin

SUBJECT: Strategy for White House Sculpture Garden event

DATE: March 10, 2000

Following our recent discussion, please find our thoughts on plans for the next White House Sculpture Garden reception.

Event Summary

As we discussed, the next Sculpture Garden reception will include a special tour of the White House for a select group of invitees, which will focus on art and design. Opinion leaders and select members of the media would be invited to participate in this tour, which could be held before or after the Sculpture Garden reception. While Betty Monkman and Capricia would play major roles in this tour, we would strongly recommend Mrs. Clinton's personal participation, possibly through providing the introduction of the tour. We would also recommend that Kaki Hockersmith be available to answer questions or comment during the tour.

Ruder Finn will work with you to develop a detailed event scenario and speaking points that emphasize Mrs. Clinton's aesthetic sense and her commitment to and respect for our natural heritage as exemplified by the White House; her knowledge of restoration; and her understanding of fine quality in period and contemporary design.

The objectives of the tour on art and design would be to:

- Raise awareness of Mrs. Clinton's genuine interest in and commitment to the arts among key influencers in the arts community and mainstream and cultural press
- Communicate Mrs. Clinton's long-term dedication to the arts by incorporating information on key cultural initiatives she has undertaken during the administration

- Offer a unique opportunity for opinion leaders and high demographic media to have a viewing of the White House that specifically focuses on their areas of interest – art and design

The scenario for the reception itself would continue as it has in the past, with viewing of the exhibition and a speech by Mrs. Clinton welcoming guests followed by refreshments.

Tour Invitees

We will work with you to compile a list of key individuals to be invited to participate in the special tour of the art and design of the White House. Following are our preliminary suggestions, which we will expand or refine upon further discussion with you.

Media

- Elizabeth Baker, Editor in Chief, *Art in America*
- John Bence, Senior Producer, A&E Network
- Diane Bolz, Associate Editor, *Smithsonian* magazine
- Michael Boodro, Arts Editor, *Vogue*
- Robin Cembalest, *ARTnews*
- Jane Chesnutt, Editor, *Woman's Day*
- Lou Gropp, Editor-in-Chief, *House Beautiful*
- Linda Hales, Editor of Home Section, *Washington Post*
- Eve MacSweeney, Editor, *Harper's Bazaar*
- Marian McEvoy, Editor-in-Chief, *Elle Décor*
- Wendy Moonan, Contributor, *New York Times* and *House & Garden*
- Nicolai Ouroussoff, Architecture Critic, *Los Angeles Times*
- John Pancake, *Washington Post*
- Alexandra Peers, Arts Editor, *Wall Street Journal*
- Peter Plagens, Art Critic, *Newsweek*
- David Remnick, Editor, *The New Yorker*
- Paige Rense, Editor-in-Chief, *Architectural Digest*
- Mayer Rus, Editor, *Interior Design*
- Christine Schwartz Hartley, Executive Editor, *Art & Auction*
- Sandra Soria, Executive Editor, *Better Homes & Gardens*
- Susan Szenasy, Editor, *Metropolis*
- Martha Teischner, Senior Producer, *CBS Sunday Morning*
- Calvin Tomkins or Dodie Kazangian, *The New Yorker*
- Amei Wallach, Contributor, *New York Times*.

Opinion Leaders

- J. Carter Brown
- Rusty Powell
- Kitty Carlisle Hart
- Glenn Lowry, Director, The Museum of Modern Art

- Agnes Gund, former Chairman, The Museum of Modern Art
- Philippe de Montebello, Director, The Metropolitan Museum of Art
- Thomas Krens, Director, Guggenheim Museum
- David Levy, Director, Corcoran Gallery of Art
- Evan M. Maurer, Director, The Minneapolis Institute of Arts
- Larry Wheeler, Director, North Carolina Museum of Art
- Ellen Futter, Director, Museum of Natural History

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We look forward to working with you, as always. Please do not hesitate to contact me if you have any questions. Many thanks.



WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/395-7376

TO: Shirley Sagawa FAX: 66244

PHONE: _____

FROM: Ellen LovellDATE: 9/18/00Number of Pages (Including Cover): 5

MESSAGE:

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.

Shirley

"Where there is imagination, there is always hope. Where there is potential for creative expression, there is always the possibility for human progress."

Hillary Rodham Clinton

As a strong supporter of the arts, Hillary Rodham Clinton has used her position as First Lady to celebrate and promote American arts and culture at home and around the world. Her contributions are wide ranging, from raising unprecedented funds for the White House Endowment Fund to mounting sculpture exhibitions in the First Lady's garden. She has championed arts education and federal funding for the arts and humanities, and honored Americans at the White House who have made significant contributions in these areas. And because the millennium presented a unique opportunity to focus America's attention on our history and culture, the First Lady created the Millennium Council to organize events and projects that would "honor the past, and imagine the future."

Showcasing American Art and Culture at the White House

Through exhibitions, acquisitions, and the preservation and enhancement of the White House's and America's artistic treasures, Mrs. Clinton has sought innovative ways to showcase American art and protect the nation's rich cultural tradition.

Exhibitions

The First Lady created the White House Sculpture Garden to showcase 20th century American sculpture from museum collections around the country and to make these works accessible to thousands of White House visitors daily. The eight exhibits are featured in a full-color book, *20th Century American Sculpture in the White House Garden*.

Mrs. Clinton also assembled the White House Crafts Collection, featuring 72 pieces by America's leading artisans. The collection was displayed at the White House during 1993, The Year of American Craft, was exhibited in 11 cities, and is documented in the book, *The White House Collection of American Crafts*.

Performances

Hundreds of renowned artists have performed at the White House during the Clinton Administration – from classical artists YoYo Ma, Jessye Norman, and Itzhak Perlman, to jazz and gospel greats Wynton Marsalis, Lionel Hampton, and CeCe Winans, to popular music and country stars Stevie Wonder, Eric Clapton, and Mary Chapin Carpenter. Mrs. Clinton has invited hundreds of young artists to perform at the White House, including the St. Lawrence String Quartet, the Chicago Children's Choir, and the Boys Choir of Harlem.

In addition, Mrs. Clinton also greatly expanded the public television series, *In Performance at the White House*. Nationally televised concerts have featured jazz, gospel, and the blues.

Acquisitions

During the Clinton Administration, the White House acquired nearly 25 works of art and countless works of historical and cultural importance, making it the most active administration for major acquisitions in the past 20 years.

Notable paintings acquired include Henry Ossawa Tanner's *Sand Dunes at Sunset, Atlantic City*, the first painting by an African American artist to be part of the White House permanent collection; *John F. Kennedy*, by William Franklin Draper, the only life portrait of Kennedy; Gilbert Stuart's portrait of Dolley Madison; and *Bear Lake, New Mexico* by Georgie O'Keeffe, the first painting by a major 20th century American woman artist to be exhibited in the state rooms of the White House.

White House Preservation

As honorary chair of the White House Endowment Fund, initiated by Barbara Bush, Mrs. Clinton has led the fund-raising campaign since 1993 to support the preservation and enhancement of the fine and decorative arts at the White House. Through her commitment the fund has exceeded its goal of raising \$25 million.

Mrs. Clinton has been involved actively in the Preservation Committee of the White House and has overseen the refurbishment of many of the historic areas of the White House, including the State Dining Room, Blue Room, Map Room, Entrance Hall, Cross Hall, and the Grand Staircase.

Building Federal Support for the Arts *and the Humanities* *and the humanities*
As the Administration's leading advocate for public support of the arts, Mrs. Clinton has used her influence to elevate their importance in American life.

Federal funding

The First Lady has been a driving force for preserving and increasing federal funding for the National Endowment for the Arts, the National Endowment for the Humanities, and the Public Broadcasting Corporation. Her opinion piece for the *New York Times*, at a crucial time for NEA funding, argued that efforts to eliminate public support for the arts "not only threatens irrevocable damage to our cultural institutions but to our sense of ourselves and what we stand for as a people."

*the Institute of
Museum
and
Library
Service*

As honorary chair of the President's Commission on the Arts and Humanities, she was instrumental in enhancing its role. And she has worked behind the scenes to ensure that highly qualified individuals are appointed to lead federal arts institutions.

Arts education

Mrs. Clinton is helping to ensure that the arts in America will flourish for many generations to come. She initiated a national campaign to bring arts education back into the schools, launched the *Coming Up Taller* program to recognize exemplary arts programs for at-risk youth, and supported VH1's *Save the Music* project by hosting a

nationally televised concert at the White House and making public appearances on behalf of the program.

As hon Chair of the President's Committee, she launched its art-education study, Gaining the Arts Advantage, describing how successful arts ed programs in school systems.

Arts and humanities awards

To underscore the importance of American culture, Mrs. Clinton greatly expanded the Arts and Humanities awards ceremonies, combining them into a large-scale White House event and welcoming arts supporters from across the country. The events kicked off a month of local events celebrating the arts and humanities.

In addition, the First Lady hosted the first National Heritage Awards at the White House to honor non-traditional American folk arts and crafts people, presented the National Award for Museum Services honoring museums for community involvement, and hosted at the White House the presentation of the world-renowned Pritzker Prize for architecture.

Supporting arts institutions

The Clintons held the first White House Gala in support of the State Department's Art In Embassies program and its private-sector partner, Friends of Art and Preservation in Embassies. Through this program, American embassies have had the opportunity to showcase the works of American artists around the world.

Mrs. Clinton has hosted a reception each year for Kennedy Center honorees, opened the National Gallery of Art sculpture garden, and participated in events with numerous leading arts institutions, including the Metropolitan Museum of Art, Museum of Modern Art, National Symphony Orchestra, Library of Congress, Folger Shakespeare Library, Fords Theater and more.

Making the case

Through a series of speeches – at sites such as the University of Michigan, the Massachusetts College of Arts in Boston and Adrien Block Intermediate School #25 in Queens, Mrs. Clinton has articulated the reasons why the arts are so important to our future. She has taken this message around the world. She addressed the importance of cultural preservation in an era of globalization at a World Bank conference in Florence, Italy, and has visited cultural sites around the world to stress this theme.

Celebrating the Millennium

The First Lady sought to use the rare historical moment represented by the turn of the millennium to invite all Americans to “honor the past and imagine the future.” In launching the White House Millennium Program, Mrs. Clinton reminded us that “when we look back on the last 2,000 years to gain a deeper understanding of history, we rely on the paintings, sculpture, architecture, literature, philosophy, and ideas of those times.” Future generations, too, will look at our creative pursuits to tell them the story of our country and our era.

Through the newly created White House Millennium Council, President and Mrs. Clinton

launched a series of initiatives and hosted numerous events celebrating American arts and culture. These include:

Save America's Treasures

Through Save America's Treasures, which Mrs. Clinton initiated in partnership with the National Trust for Historic Preservation and other nonprofit partners, she has helped to raise almost \$50 million to stimulate new private efforts to preserve historically significant sites, documents, monuments, and art. Mrs. Clinton has visited over 40 of these projects -- from Louis Armstrong's Archives to the Ferry Building on Ellis Island; from the Cliff Dwellings of Mesa Verde to the African Meeting House in Boston. In addition, Mrs. Clinton worked to secure a \$60 million federal appropriation for this effort.

National Park Service and

*50 million
in private
\$60 m
in federal
fund - SAT grants through the NPS (new money requested in Pres. Budget)*

Millennium Evenings

Cybercast from the East Room, these stimulating programs have included readings by Poet Laureates, the relationship of jazz to democracy, and a discussion led by Nobel prize recipient Elie Wiesel about "The Perils of Indifference." Each of the nine evening events featured a discussion w/ Pres + Mrs Clinton and

Millennium Partners

Other partners -- from federal agencies and large corporations to small nonprofits and local communities -- have responded to the President and First Lady's challenge that they give "gifts to the future." These "gifts" have included "My History is America's History," sponsored by the National Endowment for the Humanities to help families trace their roots; "Millennium Trails," sponsored by the Department of Transportation, NEA, and their nonprofit partners, to create trails of discovery; and efforts by "Millennium Communities" from Oakland, California, to North Providence, Rhode Island.

*historians
add: special
MM. Grants
given by the
National Endowment for the Arts*

*record
over 550
official*

The White House Conference on Philanthropy

To preserve the great American tradition of giving, Mrs. Clinton led the planning for the first-ever White House Conference on Philanthropy, intended to inspire Americans of all backgrounds to become involved in philanthropic activities. The conference focused on diverse populations of new givers -- including young people and individuals who have benefited from the new economy -- and new strategies for reaching them, including the use of the internet.

Through these many and varied efforts, the First Lady has worked to ensure that the arts remain "the energy at the core of democracy."

+ the humanities

Ruby - Would you please have Melanne
review and return w/ Changes by COB
the 6th. Thanks - Matthew

**RUDER FINN ARTS & COMMUNICATIONS COUNSELORS
FAX TRANSMISSION**

Number of pages including cover sheet: 5

To: Shirley Sagawa

Date: October 4, 2000

Fax #: 202-456-6244

Subject: Revised brochure copy

From: Philippa Polskin
Phone #: (212) 593-6488
Fax #: (212) 715-1507

Dear Shirley:

We have edited the arts brochure copy and have attached the latest version to this fax for your review. Please let us know if you have additional suggestions. We can also email this draft to you if that will help facilitate the process. Thank you.

Sincerely,
Philippa

"Where there is imagination, there is always hope. Where there is potential for creative expression, there is always the possibility for human progress."

Hillary Rodham Clinton

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Mrs. Clinton has overseen the refurbishment of many historic areas of the White House, including the State Dining Room, Blue Room, Map Room, Entrance Hall, Cross Hall, and the Grand Staircase.

Building Support for the Arts

As the Administration's leading advocate for public support of the arts, Mrs. Clinton has elevated their importance and contributed to the lasting vitality of the arts.

Federal Funding

The First Lady has been a driving force in preserving and increasing federal funding for the National Endowment for the Arts, the National Endowment for the Humanities, and the Public Broadcasting Corporation. She also has enhanced the role of the President's Commission on the Arts and Humanities.

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There were given out on 10/11 + still are - not new

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Global Advocacy

Through a series of speeches around the country and world, Mrs. Clinton has articulated to a global audience the importance of the arts. In the United States, she has made addresses at educational institutions ranging from the University of Michigan and the Massachusetts College of Arts in Boston to an intermediate school in Queens, NY. At a World Bank convening in Florence, Italy, and at many cultural sites worldwide, the First Lady has emphasized the significance of cultural preservation in an era of globalization.

On the open page 7, the N.Y. Times, she wrote "Arts for our Sake."

Celebrating the Millennium

The First Lady embraced the rare historical moment of the new millennium to invite all Americans to "honor the past and imagine the future." Through the White House Millennium Council, President and Mrs. Clinton launched a series of initiatives and hosted numerous events celebrating American arts and culture.

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Federal agencies, large corporations, non-profits and local communities have responded to the President and First Lady's challenge that they give "gifts to the future" to begin the new century with an unique commitment to the people of America.

Through these many and varied efforts, First Lady Hillary Rodham Clinton has worked to ensure that the arts remain "the energy at the core of democracy."

Draft as of October 3, 2000