

Personnel

Marian recommends the top 2
(indicated) - others are just being
forwarded as promised

January 29, 1998

MEMORANDUM TO THE FIRST LADY

FROM: BOBBIE GREENE

RE: MEDIA AND PUBLISHING PROJECTS UPDATE

CC: MELANNE, KAKI

- "Invitation to the White House"

Kaki, Capricia and I met on Friday and outlined a basic format for the book. It will mix formal and informal occasions, showing all aspects of the very broad range of entertaining that takes place in and around the White House (and possibly at Camp David).

Next Steps - Capricia will assemble sample invitations, programs, menus, photographs, etc. for the specific events we have identified. Kaki is drafting a conceptual outline. We will meet again early next week to coordinate the pieces and develop a portfolio that Bob can present to publishers. You, Melanne and I are scheduled to meet with Bob on February 11th to discuss this project. I have asked Patti to change it to the 9th so Kaki can participate since she is playing an important role in its development.

- The Sculpture Garden

Kaki, Betty Monkman and I met last week with the art and design team from Ruder and Finn. They are enthusiastic about the book although they share Bob Barnett's concern about its potential success in the marketplace. We have given them the necessary materials and agreed on a format that mixes poetry with the sculpture, adding dimension and interest to the project. Ruder and Finn is now informally surveying key museums and others likely to carry the book to test its marketability.

Next Steps - Ruder and Finn will deliver a written concept on Monday, February 2, and a dummy by the end of the week. They are willing to assume as large or small a role in the book's development as we want. One possibility is to let them pitch it to publishers rather than Bob since he is such a skeptic. Already, Abrams Publishing has told Ruder and Finn that it is interested -- you will recall that they published the crafts book, and already have submitted a proposal for Details of the White House (see below). In any case, once we have a complete package, we will share it with the White House Historical Association, and offer them the right of first refusal. This step was not taken with the crafts book resulting in unnecessary embarrassment and hard feelings.

- Details of the White House

To follow up on your expressed interest in moving forward on this book, Bob Barnett met

recently with Paul Gottlieb of Abrams Publishing. They mapped out what Bob believes will be a beautiful volume, including an HRC introduction. Barbara Lee Diamondstein has been proposed as the editor; they would hire a writer; and Kaki would serve as the in-house coordinator, a role for which she would be financially compensated.

Next Steps - If you agree in principle with this plan, Bob has 3-4 outstanding questions to discuss with you before drafting a letter of agreement. Abrams then will make an initial survey trip to the White House, develop a detailed outline and tender an official offer. Finally, Bob will draw-up the contract and review it with Cheryl. Publication would be scheduled for the Fall of 1999 or the Fall of 2000.

Note - Neither Kaki nor I are entirely sure of the scope of the proposed project, but as it develops, we must ensure that it does not overlap with the book Kaki is planning.

- Magazines

Kaki and I met with Marsha on Friday. We all agree on the basic publishing schedule outlined in Kaki's earlier memo. However, Marsha prefers to offer the major articles on the White House renovation to high circulation publications such as *National Geographic*, *Smithsonian* and/or *Life*, rather than to the design magazines, *Architectural Digest*, *House Beautiful*, and *House and Garden*, that Kaki, Melanne and I favor. Since this basic decision will determine our overall strategy and work plan, we need to know your views on the subject as soon as possible.

MARCH 19, 1998

MEMORANDUM TO MARSHA BERRY

FROM: KAKI HOCKERSMITH

RE: MAGAZINE MEETING

CC: Mrs. Clinton, Melanne Verveer, Bobbie Greene, Capricia Marshall

As a follow-up to our March 18 meeting I wanted to give you the names of the individuals at the publications we discussed who have expressed an interest in articles about our projects.

I liked Hillary's idea of flipping the order of the design pieces so that the more formal record of prominent spaces would be featured first and any more intimate story will be done at a time we deem appropriate.

There is an especially long lead time with Architectural Digest, so plans for such an article would have to begin now. As Hillary also pointed out, that time frame would allow us to complete the refurbishment of the State Dining Room and the Movie Theater.

I believe I told you about the rather undiplomatic handling of a proposed article in Architectural Digest in 1994. The name I have listed was involved at that time and is therefore the best initial contact.

Let's talk about scheduling meetings with the publishers or journalists so I can make economic travel plans. I look forward to working with you on these various projects.

Southern Accents

Melissa Bigner
1 (800) 366-4712 ext. 6386

Art News

Barbara McAdam
(212) 398-1690

Art and Antiques

Paula Rackow
752-5557

House and Garden

Wendy Moonan
(212) 880-8800 ext. 4705

Architectural Digest

Adele Cygleman
(213) 965-3713

Audio Visual Interiors

Maureen C. Jenson (818) 593-3900

9/15/98 - Phillipa / CPM / Kaku - Magazine Strategy

- Most to put max emphasis on high demographic, most influential cultural reporters
 - meet w them in their communities when travelling

Δ 3-4 challenges we face -

- turn the ship around / changes

Image Target Pub

- opportunity time to go to the New Yorker objectives / Strategy

- Construct events or use events already planned
- cultivate

Cultural Event History / HRC

Tools

- Background for
- Eubulus photography



Call / Syd 10; Rob Clark
for Fri / Sat 3

Make sure Patti knows about
9/25 party in SF

Betty ^{Fri eve:} Tours for
Cultural friends

Brochure Committee

Δ Cultural Talks Pts - Ellen
Δ Events list - Ellen & Sandy
Δ August list (Betty)
Δ Calendar

for
1/15
after party
appe

Cultural Accomplishments

- Sculpture Garden
- WH Environment
- Acquisit
- \$ Miller Eves
- arts edue.
- WH 200th anniv
- speaker engagements

WETA - Oct. 14

- Prepare a sculptural
brochure to tell about cultural
program.

• At every cultural event, there
must be photos of her w/
the art/ artists.

3RD STORY of Level 1 printed in FULL format.

Copyright 1997 The Washington Post
The Washington Post

November 23, 1997, Sunday, Final Edition

SECTION: FOOD; Pg. M01

LENGTH: 532 words

HEADLINE: Something From The Kitchen; Ann Stock and Walter Scheib Plan a White House Cookbook

BYLINE: Candy Sagon, Washington Post Staff Writer

BODY:

She planned the parties, he planned the menus, and together they helped the Clinton White House create what she calls a fresh, uniquely American style of food and entertaining.

Former White House social secretary Ann Stock acknowledged this week that she and current White House executive chef Walter Scheib are planning to gather those recipes and party-planning tips into a book they hope will be published in 1999 (just in time for all those millennium parties).

The book idea, hinted at for several months now, is still in "the most premature of stages," Stock says. "We've done the brainstorming. Walter's thought about the chapters. Now we're discussing what would be good to put in the initial proposal to publishers."

Obviously Stock, who in her 4 1/2 years at the White House oversaw some 2,000 get-togethers, from intimate teas to South Lawn picnics to state dinners, is not likely to lack for material.

Neither is Scheib, who's done a little of everything -- from cheeseburgers and pizza for a surprise "sock hop" birthday party one year for Hillary Clinton, to glitzy state dinner menus that featured organic and regional American products and have been likened to meals served at the popular District restaurants the Clintons like to frequent.

Scheib, however, has been tight-lipped about the book. When asked in September if it was true that he was working on a cookbook, he awkwardly avoided answering.

But Stock, no longer a White House employee, is more effusive. From her office at the Kennedy Center, where she now promotes events as vice president of institutional affairs, she says the Clintons deserve credit for "putting the spotlight on American food and wine," including more emphasis on health and nutrition.

Before them, the chef was French, the food was French, even the menus were in French. Now, she says, "it's American-style entertaining that's being showcased to the world."

For example, for the recent state dinner for Chinese president Jiang Zemin, Scheib's Asian-American menu featured a timbale of lobster poached in lime

The Washington Post, November 23, 1997

leaves and lemon grass with a corn-leek relish, followed by pepper-crusted Oregon beef.

For the annual Congressional picnic on the south grounds in September, Scheib and his kitchen crew got even more flamboyant with peppered mahi-mahi with roasted shiitake and eggplant salad and tomato-ginger dressing, and pork loin with mango-chili barbecue glaze.

Notes Stock, "Walter's menus always draw lots of attention."

If all goes according to plan, she says, they hope to have the book on the market "two years from now." Royalties from the book would benefit a nonprofit organization in the same way Hillary Clinton's book, "It Takes a Village," did.

"It's time," Stock adds. "There hasn't been a book on White House entertaining for years." Which is probably why another former White House social secretary, Letitia Baldrige, is coming out in May with "In the Kennedy Style" (Bantam/Doubleday), documenting with pictures and recipes many of the famous White House dinners and entertainments during the Kennedy years. Her collaborator is the French chef of the Kennedy-era White House, Rene Verdon.

GRAPHIC: Photo, susan biddle , Fomer White House social secretary Ann Stock.

LANGUAGE: ENGLISH

LOAD-DATE: November 23, 1997

Tour of The White House on Television

The Clintons could conduct a nationally televised tour of The White House, focusing on art, decorative art, and antiques in the context of history and education.

In a relaxed format, The President and First Lady would show paintings, sculpture, and antique furniture throughout The White House, discuss the individual works, the artists who created them and American history as it relates to the works in the collection.

The tone of the tour would be informative and educational rather than social and elitist. The public and youth of America would have the chance to view and be inspired by the works and by the First Family's excitement and knowledge regarding the collection.

Examples include Dolley Madison saving the Gilbert Stuart portrait of Washington before the fire of 1814, images of "family values" through works like Mary Cassatt's *Mother and Two Children*, and William Ranney's *Boys Crabbing*. Patriotic values of our country could be illustrated by the President's favorite painting, *Avenue in the Rain* by Childe Hassam. The recent acquisition of the Tanner and O'Keeffe paintings or the loan of a work by Kandinsky and de Kooning would also be an interesting addition.

The tour would include the First Ladies Garden, state rooms and selected rooms in the West Wing and the Residence.

The Clintons would walk through these rooms and talk about specific works of art and furnishings in the context of history. Personal anecdotes during their time in The White House will give a human view of this historic building.

An ideal time for the Clintons to share their home with America would be during the Spring of 1998. A pictorial magazine article would be timed to reinforce the positive impression of the television tour.

Coordinate with Architectural Digest article

Local Outreach

Key arts and cultural leaders should be identified in cities where the First Lady is traveling. Meetings could be scheduled as well as visits to major exhibitions, cultural events and architectural landmarks. By providing the First Lady's staff with current information on cultural happenings at each travel destination, the First Lady can demonstrate her broad and current knowledge. A small advisory group could be formed to make these suggestions. Efforts should be made to get local press coverage of the First Lady's meetings and visits.

"Details" book

Books

It is highly recommended that several books be published to create an awareness of American art, culture and design and the Clintons' interest and support of it. The major publishing house Abrams has already expressed interest in this idea.

White House Sculpture Garden

A coffee table photography book featuring the history of the garden should be published, providing an overview of 20th century sculpture and the exhibitions. The book would feature an introduction by the First Lady and would be written by curators who have been involved in the exhibitions. Documentation of all artwork should include photography of sculpture, biographies and photos of the artists, titles, dates and materials used in each work. In addition, photography should focus on events, that are held in the garden, and tour groups enjoying and interacting with the sculpture. Publication of the book should take place by late 1998. The book would include the next sculpture exhibition.

David
Tinn

Book by Kaki Hockersmith

This book would provide a look at the refurbishment of rooms in The White House from a designer's perspective. A major focus would be the participation of The President and First Lady in the design process. The book would explain the uniqueness of working in this living museum, using anecdotes to personalize this experience.

The focus would be on:

- Design
- Research
- Permanent collection/Contemporary pieces
- Selection of materials and products
- Working with staff
- Overview of taste and style of the family
- Quotes from The President and First Lady
- Photographs of spaces

Small Books

A series of small books each focusing on a specific popular subject surrounding White House style and design would be an affordable mass-market alternative to the coffee table books. Topics could include the following:

Article on
Sculpture Garden
for Sculpture Magazine

Arts and Antiques Coverage

Priority should be given to the following publications: *Art & Antiques*, *ARTnews* and *Art in America*, with coverage appearing concurrently in newspapers such as *The New York Times* and other top ten newspapers.

Betty Monkman

Magazine and newspaper coverage of arts and antiques in selected rooms of The White House would include interviews with the First Lady and Kaki Hockersmith. An interesting focus would be the relationship between pieces in the permanent collection and the decorative decisions and styles chosen by the current family.

Coverage of arts and antiques in The White House should not appear at the same time as design coverage. To maximize exposure and prevent an obvious media blitz, arts and antiques stories should be featured in fall/winter 1998 issues or later in 1999. Meetings with magazine editors should be set up in January and February 1998, for coverage to appear later in the year.

Profiles

A feature by a writer such as Annette Tappert, author of the best seller *The Power of Style*, in a top general interest or women's magazine could profile the women behind The White House art and design including the First Lady, Kaki Hockersmith, Capricia Marshall and Betty Monkman.

Food

A cookbook with recipes from the chefs, favorite recipes of the First Family, and menus used for events. Photos of the kitchen staff at work and information about staging various events could be included.

China

The story of the china used in The White House including information about lost patterns and other anecdotes about the history of the china.

Christmas

A White House Christmas book could feature photographs of past and present celebrations including:

- trees
- ornaments
- volunteer efforts
- candlelight tours
- Christmas parties
- Clinton family Christmas traditions

Entertaining

“An Invitation to The White House”

A book about entertaining in The White House could include the following:

- Photography
- Descriptions of appropriate formal and informal dinners including:
 - Menus
 - Table settings
 - Decoration
 - Floral arrangements
 - Protocol
 - Anecdotes
 - Music
 - Entertainment

Descriptions of several formal events such as:

- The National Medal of Arts and The Charles Frankel Prize Awards
- The Governors Dinner
- Christmas Parties
- Olympic Committee luncheon
- State Dinners

Descriptions of informal events such as:

- Picnics
- Ball games
- Parties
- Concerts
- Small dinners
- Movie Screenings

A special focus could be on how the First Lady interacts with staff in planning events.

Entertainment

Highlights of performances by various entertainers including the Military bands and musicians could be featured.

Flowers

“Painting the Roses Red”

A book showing work by the floral staff could feature photography of the florists at work, as well as photography of centerpieces and bouquets in various rooms. Anecdotes from history relating to flowers and plants in The White House could also be included.

Conclusion

Over the period of the next three years, the Clintons have an opportunity to reinforce their leadership role in the arts and humanities. This can best be accomplished through the use of a combination of media, including books, top magazine and newspaper articles and television programming. The media must target different market segments so that influentials, opinion leaders, educators, outstanding individuals in the arts and humanities, etc. will be exposed to the depth of the Clintons' interest, knowledge and support. Key message points should be repeated and can overlap to fully penetrate target markets. All of these efforts, used together during the Clintons' remaining time in office, will help to establish a cultural legacy for the Clintons.

Kaki HockersmithI N T E R I O R S

FAX TRANSMITTAL COVER LETTER

TO:

NAME:

Bobbie

FIRM:

FAX NO.

202 456 6244

DATE SENT:

1-9

TIME:

YOU SHOULD RECEIVE 5 PAGES INCLUDING COVER SHEET.

If you do not receive the specified number of pages please call 501-666-6966.

MESSAGE:

I reviewed the media ideas and
expanded slightly as Marsha and I discussed.
I added a timetable to simplify looking at
strategy. Wanted you to have a copy of this
revision which has been sent to Marsha.

Hope you had some relaxation over
the holidays. Look forward to seeing you
Jan 18-23rd. Let's talk soon about a
schedule.

Sharks!Kaki

Addendum to Discussion Document

Submitted by Kaki Hockersmith

January 8, 1998

Proposed Print Media Coverage Timetable

Summer 1998

House & Garden or House Beautiful

"At Home with the Clintons"

This major design-driven piece would feature a warm personal story about the President's family at home including:

- Family Spaces with accent on personal style
- Family Room with the President, First Lady and Chelsea
- Solarium
- Guest Bedrooms (2)
- Music Room with the President
- Family Dining Room with the First Lady

ARTnews

"New Acquisitions at The White House"

This news story would focus on recent acquisitions and the reframing of paintings from The White House collection in period frames. Quotes from the First Lady, the Curator's office and members of the Committee for the Preservation of The White House could be included.

To further enhance this coverage and reach a larger target market, complementary stories should be developed for major top ten newspapers including *The New York Times*, *The Chicago Tribune* and other newspapers as well as wire services.

Fall 1998

Art & Antiques

"White House Treasures"

A major feature on the art and antiques of The White House would include interviews with the First Lady and Kaki Hockersmith. The focus would be on the "co-mingling" of the permanent collection with the President and First Lady's personal collection, State gifts, new acquisitions, etc.

Winter 1998

Town & Country or House & Garden or House Beautiful

"The White House Sculpture Garden"

This major feature would introduce readers to The White House Sculpture Garden and its uses including entertaining in the East and West Gardens.

Audio Visual Interiors

An insider's look at the music room and movie theater at The White House, with key design trade details including research, product selection, construction, etc.

Spring 1999

Ladies Home Journal

"Memories at The White House"

This major feature would focus on the personal/decorative treasures at The White House belonging to the President and First Lady. An interview with the First Lady would include her reflections on their personal collection of boxes, frogs, etc. as well as souvenirs and mementos from their travels around the world.

Summer 1999

Better Homes and Gardens

"Entertaining at The White House"

A detailed pictorial of how the Clintons entertain their guests. Rather than major events, personal entertaining both casually and formally would be the focus. To make the story accessible to readers, recipes and directions for floral arrangements would be included so that readers can replicate some of the menu and decorations at home. Quotes from the First Lady and Capricia Marshall would add to the impact of this piece.

Fall 1999

Architectural Digest

"The Clinton White House"

The story would unveil a definitive look at the completed Clinton White House for public record and would include the following locations:

Blue Room

Cross Hall

State Dining Room with the President and First Lady

Movie Theater

Center Hall

Yellow Oval/Truman Balcony with the President and First Lady

Lincoln Bedroom (if redone)

Guest Rooms on Third Floor (2)

Master Bedroom

To further enhance this coverage and to target a larger audience, complementary articles should be arranged in the home/style sections of *The Washington Post*, *The Los Angeles Times* and other top ten newspapers as well as with wire services. Story angles could include interviews with Kaki Hockersmith from the perspective of designing in a "living museum." These stories should be timed to coincide with the publication of the AD feature and should reference them.

Proposed Print Media Coverage Timetable

Summer 1998

House & Garden or House Beautiful
At home with the Clintons.

ARTnews
Acquisitions/reframing of paintings.

Fall 1998

Art & Antiques
Tasteful display of decorative items from the permanent collection with personal collections, State gifts, new acquisitions, etc.

Winter 1998

Town & Country or House & Garden or House Beautiful
Introduce the Sculpture Garden and entertaining in the Gardens.

Audio Visual Interiors
Look at the Music Room and Movie Theater

Spring 1999

Ladies Home Journal
Focus on personal/decorative treasures belonging to the President and First Lady.

Summer 1999

Better Homes and Gardens
Focus on the Clintons entertaining.

Fall 1999

Architectural Digest
"The Clinton White House"

Spring 2000

Television Tour

Addendum to Discussion Document

Submitted by Kaki Hockersmith

January 8, 1998

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- Solarium
- Guest Bedrooms (2)
- Music Room with the President
- Family Dining Room with the First Lady

ARTnews

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This news story would focus on recent acquisitions and the reframing of paintings from The White House collection in period frames. Quotes from the First Lady, the Curator’s office and members of the Committee for the Preservation of The White House could be included.

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Winter 1998

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This major feature would introduce readers to The White House Sculpture Garden and its uses including entertaining in the East and West Gardens.

Audio Visual Interiors

An insider’s look at the music room and movie theater at The White House, with key design trade details including research, product selection, construction, etc.

Spring 1999

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Better Homes and Gardens

“Entertaining at The White House”

A detailed pictorial of how the Clintons entertain their guests. Rather than major events, personal entertaining both casually and formally would be the focus. To make the story accessible to readers, recipes and directions for floral arrangements would be included so that readers can replicate some of the menu and decorations at home. Quotes from the First Lady and Capricia Marshall would add to the impact of this piece. **This article will be timed to reinforce the book.**

Fall 1999

Architectural Digest

“The Clinton White House”

The story would unveil a definitive look at the completed Clinton White House for public record and would include the following locations:

- Blue Room
- Cross Hall
- State Dining Room with the President and First Lady
- Movie Theater
- Second Floor Center Hall
- Yellow Oval/Truman Balcony with the President and First Lady
- Lincoln Bedroom (if redone)
- Queen’s Bedroom
- Guest Rooms on Third Floor (2)
- Master Bedroom
- Treaty Room with the President

To further enhance this coverage and to target a larger audience, complementary articles should be arranged in the home/style sections of *The Washington Post*, *The Los Angeles Times* and other top ten newspapers as well as with wire services. Story angles could include interviews with Kaki Hockersmith from the perspective of designing in a “living museum.” These stories should be timed to coincide with the publication of the *Architectural Digest* feature and should reference them.

Need to meet with *Architectural Digest* about proposed article. Reach an agreement with them about general content and time frame. Make them aware that there are other articles planned related to the House. Our goal is for the *Architectural Digest* piece to be the final, comprehensive look at the most important design projects. We are positioning the best for last. The prestigious State Floor and residential refurbishment’s will be reserved for *Architectural Digest*.

Proposed Print Media Coverage Timetable

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ARTnews
Acquisitions/reframing of paintings.

Fall 1998

Art & Antiques
Tasteful display of decorative items from the permanent collection with personal collections, State gifts, new acquisitions, etc.

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Introduce the Sculpture Garden and entertaining in the Gardens.

Audio Visual Interiors
Look at the Music Room and Movie Theater

Spring 1999

Ladies Home Journal
Focus on personal/decorative treasures belonging to the President and First Lady.
ie: Personal collections-travel mementos and gifts

Entertaining Book

Southern Accents
Features special parties in each issue--could do something timed with our book

Summer 1999

Better Homes and Gardens
Focus on the Clintons entertaining.

Fall 1999

Architectural Digest
"The Clinton White House"
A more formal record of projects regarding state rooms and rooms within the residence which are more formal or of historic significance.

Spring 2000

Television Tour
Timed with 200th Anniversary of The White House

Sculpture Garden Book

KEY PUBLICATIONS

Architectural Digest

Total Audience: 2,761,000 (57% women, 43% men)

Media Age: 43.5

As the category's most distinguished publication, *Architectural Digest* is capable of providing lengthy and substantive feature coverage in a formal manner. It provides an excellent opportunity to show The White House renovations as a matter of public record. In the past, I have found them to be very concerned about the issue of exclusives.

House Beautiful

Total Audience: 3,573,000 (75.6% women, 24.4% men)

Median Age: 43.1

Perceived to have a younger demographic and published by Hearst Magazine group, this magazine is capable of producing the "glitziest" coverage. When the Guggenheim Museum reopened in New York City, they did an entire issue devoted to Frank Lloyd Wright. Publisher Lou Gropp loves the arts and culture and is committed to giving extensive coverage to the subject.

House & Garden

Total Audience: 2,100,000

Media Age: 43

This Conde Nast publication reopened with the September 1996 issue, after going out of publication in July, 1993. The new *House & Garden* is trying to present a high level of taste in a way that is more accessible and approachable than *Architectural Digest*.

Town & Country

Total Audience: 3,370,000

Media Age: 43

This Hearst publication consistently provides excellent, positive arts coverage. Executive Editor Philip Herrera provides substantial and lengthy articles on numerous art, design and cultural subjects.

Overview of Key Books

Designs on The White House

This coffee table book would chronicle, through numerous photographs and designer illustrations, the history of design in The White House during this century and up until the Clinton White House. The focus of the book would be on the professional designers who have contributed their expertise to The White House and their relationships with the first families of The White House.

For a historical perspective on design, the book will feature comparisons of each First Family's styles and different uses of the rooms. Highlights would include a magnificent selection of photography of the renovations, and many historical anecdotes about the inhabitants of The White House.

Brief anecdotes from the 19th century inhabitants such as Mary Todd Lincoln, James Monroe, and Dolley Madison would be included in the introduction. The last chapter would be a teaser of The Clinton Years.

White House Design: The Clinton Years

This pictorial coffee table book would take a personal approach to the design and renovation of a selection of rooms in The White House at the end of the century. The reader will become involved in the making of design decisions, with a blend of both the serious and humorous side of decorating this "living museum."

A major focus of the book will be the participation of the President and the First Lady in the design process. Anecdotes from the First Family including direct quotes from the President and First Lady will personalize the story. Special emphasis will be made on how design decisions respect the traditions of White House design yet emphasize the personal style of the Clintons.

Key chapters will focus on the details of the design process including: White House historical design research, the selection of materials and products, working with White House staff as well as the issues of funding and the role of politics. An overview of the taste and style of the First Family will feature an insider's look at life in The White House. The Clinton's style will be highlighted through photography and descriptions of their family rooms, entertaining ideas and art collection. (Kaki can we add something about Socks and Buddy?)

The White House Sculpture Garden

This coffee table book will feature the history of The White House Sculpture Garden, providing an overview of 20th century sculpture in the context of The White House Sculpture Garden exhibitions.

The book would begin with an introduction by the First lady, highlighting her interest in 20th century sculpture, her participation in the garden exhibitions and her reflections on meeting the sculptors and living with the sculpture. The book should include essays by several curators from major museums who have been active in curating the exhibitions. All of the artwork shown will be carefully documented through photography as well as biographies and photographs of the artists, titles, dates and materials used in each work.

A discussion of the many events that have been held in the sculpture garden will give readers further perspective on the uses of The White House Sculpture Garden. Anecdotes by the First Family and some of their guests expressing their appreciation of the sculpture garden will add a personal tone to the book.

December 22, 1997

MEMORANDUM

TO The First Lady
Melanne Verveer
Capricia Marshall
Marsha Berry
Robert B. Barnett
Kaki Hockersmith

FROM Bobbie Greene
RE Media and Publishing Goals and Workplan

To ensure that we are all in agreement on what was decided at Tuesday's meeting, I have outlined my understanding of how we plan to proceed and what has been requested from each of us in terms of next steps. Please get back to me as soon as possible with any corrections or changes.

BOOKS

Entertaining

We agreed that the priority project will be a volume with the working title, "An Invitation to the White House". It will be a rich presentation of the full range of social events held during the Clinton presidency.

Next Steps

- Kaki will draft and circulate for comment a conceptual outline of the publication.
- Capricia will prepare a packet of materials for Bob to present to prospective publishers, including representative samples of invitations, programs, menus, photos, etc.
- Bob recommends a meeting with Simon & Schuster to finalize the concept.

Sculpture Garden

Despite Bob's skepticism, he has agreed to take a packet of materials on the sculpture garden exhibits to publishers for their consideration. As envisioned, this book will go beyond a presentation of the art to tell the story of creating the sculpture garden. It will include information on the related receptions and profiles of the rich variety of artists whose work has been showcased in the first seven exhibits.

Next Steps

Bobbie and Kaki will work with Betty Monkman, the White House photo office, and Ruder and Finn to put together a packet of sample photos and text. Kaki will arrange for Phillipa Polskin, president of the arts division of Ruder & Finn, and Michael Schubert, the firm's director of creative services, to guide us in assembling and presenting this material. Bob then

1/21
1130

will meet with prospective publishers.

White House Details

There is a proposal from Abrams Publishing for a possible book on the architectural details of the White House. HRC has been asked to add her personal perspective in the introduction or forward, if the project goes forward.

Next Steps

Kaki and the curators would coordinate with Abrams. Bob would handle the contract.

Other Potential Book Projects

The White House Odd Couple: Socks and Buddy.

Bob has recommended a meeting on concept with Simon & Schuster.

Other volumes for consideration individually or as a series down the road:

- Christmas at the White House.
- Food in the President's House.
- White House Art and Renovation.
- Entertaining at the White House.

MAGAZINES

Bsb
- McCalls is prepared to move forward with a proposal for HRC to author 3-4 articles a year on subjects of her choosing. The format could vary and include columns, articles, Q&A, etc. Bob will finalize the contract as soon as HRC gives the green light.

We also discussed top magazine projects for 1998, which could include:

- discuss w/ Marsha + Kaki
- A House Beautiful piece on the President's family at home, featuring a behind-the-scenes look at the newly renovated living quarters.
 - A House and Garden feature on spring in the White House gardens. The magazine has expressed interest in such a piece that would look at the beauty and use of the Rose Garden and the Sculpture Garden.
 - An Architectural Digest article on the restoration of the state rooms, including before and after photos.

Next Steps

- If we decide to proceed with these publications, Kaki and Marsha will meet with the publisher/editor of Architectural Digest to propose the project, a late 1998, or early 1999, feature that could include the newly-renovated State Dining Room and Cross Hall.
- Kaki and Marsha then will meet with House Beautiful and House and Garden to present the story ideas described above.
- Although not discussed in detail, we also agreed that Kaki and Marsha will work with

several major daily newspapers (e.g.: The New York Times, The Washington Post and The Los Angeles Times) to develop stories on the White House as a "living museum" that both reference and coincide with the magazine features.

Other Magazine Ideas

We also agreed to meet again to discuss other concepts for magazine articles that Marsha and her staff can develop and market. As appropriate (e.g. if HRC is the author,) the articles must be covered by contracts handled by Bob. These could include but not be limited to:

- Clinton Collectibles for Collection Magazine.
- Travel features on selected aspects of HRC's overseas trips for Life, etc.
- An article or articles on the Socks-Buddy relationship for a women's/family publication.
- Renovation and art in the White House for Art News, Connoisseur, and/or other high-quality specialty magazines.
- FYI: Mary Lynn Kotz is nearing completion of an article on the sculpture garden for Sculpture Magazine. (She wrote an excellent feature on HRC and art for Art News in December 1994.)

RADIO AND TELEVISION

Radio Column

According to Bob, ABC Radio Network is prepared to move forward with an HRC radio column that could, but doesn't have to, parallel her newspaper column. These would be distributed by ABC to the 3,200 stations in its Radio Network.

Next Steps

- Bob recommends a 30-minute meeting with HRC, Bob, and Bernie Gershon, et al, to discuss and finalize the agreement.

White House Tour

- Although we did not have a detailed discussion on the subject, we seemed to agree that serious consideration should be given to finding an appropriate vehicle for a televised tour of the White House with President and Mrs. Clinton, perhaps under the Millennium umbrella and to coincide with the House's 200th anniversary. The program would emphasize the White House as an historic living museum and the home of the country's First Family. It would spotlight the Clinton's imprint on the House and include interesting and amusing historic and contemporary anecdotes.

- Marsha, her staff, and Bob will have to explore possible avenues for this program once the concept is approved.

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[The President's Commitment to
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Ralph Alswang - White House Photo

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COMMITMENT TO THE ARTS
AND THE HUMANITIES*