

**Files of Melanne Verveer,
Assistant to the President and Chief of Staff to the First Lady
Box 4: File Folders**

Archived from OEOB 100 by Dee Lambert on January 3, 2001

International Culture Conference

Cultural Property Advisory Committee

Museum Services

Temporary Assistance for Needy Families (TANF)

Surgeon General

Dan Rather

Peru

Ted Koppel – Nightline

Intergovernmental Transfer Payment (IGT)

Arkansas's ARKids Program

Lori Berenson

Equity in Prescription Insurance and Contraceptive Coverage Act (EPICC)

Polio Eradication

WH Conference on Child Care

Adoption 2000

Health Security Plan

Hillary – Chicago Birthday Celebration

Accomplishments

Austin Speech – Politics of Meaning

Human Rights Day 2000

Enclosures filed in
Oversize Attachments # 20363
VARA # 17596

Latvia

Medicaid

Poland

Ukraine

Medicare

Kosovo

Argentina

Ireland

Legal Services

Washington, DC

Presidential Citizens Medal

Russia

Vietnam

Macedonia

Turkey

School to Work

Micro-credit/FINCA

Bankruptcy

International Child Abduction

Learning in the Primary Grades (Carnegie Corporation of New York)

Service

Gulf War Veterans' Illness

Annual Survey of American Law

Save America's Treasures

WH Millennium Council

Cost Containment

POTUS Administration (1/20/93 – 4/30/93)



Cynthia P. Schneider
Ambassador

file Culture conference
Embassy of the United States of America
The Hague, the Netherlands

October 6, 2000

Mrs. Melanne Verweer
Old Executive Office Building
Room 100
Washington, DC 20504

Dear Melanne,

It was great to see you if only briefly while I was in Washington. The meetings between The President and the Dutch Prime Minister went extremely well. Everyone was very pleased! The Secretary said that it was one of the most enjoyable and successful lunches she had attended. It was strange, though, to hear the President refer to things that would happen when he will not be here anymore.

I enclose a copy of the letter I sent recently to Evelyn Lieberman on the upcoming White House Conference on Culture and Diplomacy.

First of all, congratulations and thank you so very much for supporting this conference. I know that Evelyn Lieberman and Ellen Lovell also played crucial roles in getting this started. As someone, but certainly not the only one, who has been practicing cultural diplomacy all along, I am very interested in attending and, if at all possible, in participating in the conference. What do you think of my ideas about including some current examples of cultural diplomacy at work? In any event I am happy to help in whatever way would be useful on the conference.

It was great to see you if only for a few minutes. I hope things went well with the budget. Enjoy your last few months, and the feeling of accomplishment that all your good works over the course of the Administration should give you.

All the very best,

Cynthia P. Schneider

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Enclosure



Cynthia P. Schneider
Ambassador

Embassy of the United States of America
The Hague, the Netherlands

October 3, 2000

The Honorable Evelyn S. Lieberman
Under Secretary for Public Diplomacy
And Public Affairs (R)
Room 7325
Department of State
Washington, DC 20520

Dear Evelyn:

I am sorry that we were unable to meet while I was in Washington but I realize my time was short and your schedule very busy. I was grateful for the opportunity to speak with Helena Finn about the upcoming White House Conference on Culture and Diplomacy. An excellent initiative, the Conference should help to reinstate the importance of the role of culture in diplomacy. As you might guess, this is a subject that interests me very much. In fact, at my first Chief of Missions conference in Vienna in November of 1998, my comments in favor of a strong role for culture in diplomacy sparked not only a very lively, supportive discussion, but also the cable drafted by Nick Burns in consultation with me and several other ambassadors advocating a strong role for culture in diplomacy (Athens 7677 dtd Nov. 1998 - copy enclosed).

I noticed that in one part of the program, the session on culture and diplomacy to be chaired by you and Tom Pickering, there might be an opportunity for ambassadors to speak about their own experiences. I hope that you might consider allowing Nick Burns, plus another ambassador from a developing country, and myself to speak to this subject. We could each make very short comments and then perhaps field questions.

As a former art historian, I would be pleased to talk about how I have translated my background into the service of diplomacy. It is equally important, however, to have career ambassadors and ambassadors with other backgrounds speak about how they have used culture.

In order to help you evaluate this suggestion, let me enumerate below some of the programs and initiatives I have taken. Nick Burns and others, I am sure, have their own very impressive lists of accomplishments.

- On several occasions, I have given the lecture "State of the Art: Art of the State" in which I discuss the importance of art and literature in the evolution of American identity in the 19th and 20th centuries, and then discuss current aspects of arts policy and funding.
- I frequently refer to aspects of Dutch art and history in speeches, including in the keynote speech on the National Liberation Day, May 5, 2000. Many of my Dutch listeners confessed that they had never realized the relevance of Dutch art to the formation of their social and political entity.
- I sponsor performances by, and dinners and receptions for American figures in art and culture, including Isaac Stern, Leonard Slatkin, Michael Graves, Winton Marsallis, Peter Sellars and The Boston Camerata (Joel Cohen).
- I have initiated the annual collaboration between the Embassy and the North Sea Jazz Festival that results in a "jam session" at the Residence with American and Dutch artists performing at the festival. This year's event - a special celebration of jazz in Chicago - was attended by over 500 and featured Mayor and Mrs. Daley as honored guests.
- I have published a catalogue of the Art in Embassies collection at my residence (copy for you enclosed) which I distribute to guests. The collection itself has aroused significant interest for the connections it illustrates between American artists and The Netherlands.
- I make a guided tour by me through a Dutch museum a part of every Congressional visit and that of as many distinguished guests as possible. Not only are these tours enjoyable, but they help the visitors to understand The Netherlands better.
- We collaborate with local arts entities to support their American programs such as, for example, the Concertgebouw's American Adventures Festival in June of 1999, or the John Adams Institute program of speakers, or the Leiden University Lecture Series on the American Election.

I would be happy to help in any other way with the conference, such as in suggesting speakers for other sessions, or attendees, if that would be helpful. I look forward to hearing further from you about this.

On another subject, I would be grateful for an update on the possibility of The Secretary writing a foreword for the publication of the biotech papers from

our conference last January in the journal Biolaw and Business. I shared my invitation to The Secretary with Tony Wayne, and he appeared interested in pursuing it. Perhaps he has already spoken to you about it. Thank you again for your support of the publication.

Thank you for your time, with all good wishes,

Sincerely yours,

Cynthia P. Schneider

Cynthia P. Schneider

Enclosure

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cc: Melanne Verweer
Ellen Lovell

ROUTINE

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INCOMING

DEPARTMENT OF STATE
EUROPEAN AFFAIRS

PAGE 01 ATHENS 07677 080403Z 041231 S073821
INFO: EUR (05) USIA (01) PA (01)
-----08/1305Z AI SS (TOTAL COPIES: 007)

ACTION SS-00

INFO LOG-00 A-00 EUR-00 UTE-00 TEDE-00 IO-00 ADS-00
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SAS-00 /003W

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FM AMEMBASSY ATHENS
TO SECSTATE WASHDC 1217
INFO EUROPEAN POLITICAL COLLECTIVE
USMISSION UNVIE VIENNA
USMISSION GENEVA

UNCLAS ATHENS 007677

FOR DEPUTY SECRETARY TALBOTT; UNDER SECRETARIES PICKERING, CONLEN,
AND LOY; AND USIA DIRECTOR DUFFY FROM AMBASSADORS AT EUR MISSIONS

E.O. 12958: N/A
TAGS: AMGI, GR
SUBJECT: THE FUTURE OF PUBLIC DIPLOMACY IN THE STATE DEPARTMENT

1. AT THE RECENT EUR CHIEFS OF MISSION CONFERENCE IN VIENNA, THE
ASSEMBLED AMBASSADORS AND EUR LEADERSHIP HAD A SPIRITED AND
PRODUCTIVE DISCUSSION OF THE FUTURE OF PUBLIC DIPLOMACY IN THE
STATE DEPARTMENT. IN FACT, IT MAY HAVE BEEN THE SINGLE MOST
PROVOCATIVE AND IMPORTANT DISCUSSION OF OUR TWO DAYS TOGETHER.

2. THE ASSEMBLED CHIEFS OF MISSION DECIDED IT MAY BE HELPFUL TO
GIVE YOU A SENSE OF HOW WE VIEW THE CHALLENGES TO THE

DEPARTMENT'S PUBLIC DIPLOMACY STRATEGY IN THE YEARS AHEAD,
ESPECIALLY AS YOU CONFRONT CRITICAL DECISIONS ON THE INTEGRATION
OF THE STATE DEPARTMENT AND USIA.

3. FIRST, OUR DISCUSSION REVEALED A RESOUNDING AFFIRMATION OF
SUPPORT FOR THE IMPORTANCE OF PUBLIC DIPLOMACY IN OUR WORK
OVERSEAS. WE HAVE A UNIQUE OPPORTUNITY NOW TO REDEFINE THE CORE
OF FOREIGN SERVICE WORK TO INCLUDE PUBLIC DIPLOMACY AS A PRIORITY
ON A PAR WITH ECONOMIC AND POLITICAL WORK. ALL OF US SUPPORT A
QUICK, DECISIVE AND COMPLETE INTEGRATION OF STATE AND USIA USING
AS MODELS THE COUNTRY TEAM IN EVERY OVERSEAS MISSION AND THE
INTEGRATION OF USIA IN THE EUR BUREAU DURING THE PAST YEAR.
INTERESTINGLY, OUR DISCUSSION CULMINATED WITH A STATEMENT BY ONE
PARTICIPANT THAT THE REAL CHALLENGE BEFORE US IS NOT JUST HOW TO
INTEGRATE USIA INTO STATE BUT HOW TO INTEGRATE STATE INTO USIA.

4. WITH THAT IN MIND, WE AGREED THAT WE NEED TO MOVE QUICKLY TO
ENSURE THAT STATE OFFICERS ARE GIVEN THE OPPORTUNITY AND
ENCOURAGEMENT TO TAKE ON PUBLIC DIPLOMACY ASSIGNMENTS AS JUNIOR
OFFICERS AND UP THROUGH THE RANKS. AS AMBASSADORS, MANY OF US
ARE ALREADY ENCOURAGING
OUR OFFICERS AT ALL LEVELS TO SEEK OUT OPPORTUNITIES TO ENGAGE
WITH THE PUBLIC, INCLUDING UNIVERSITIES, THINK TANKS, NGO'S AND
BUSINESS. IN ADDITION, WE ARE ASKING OUR OFFICERS TO ENGAGE
DIRECTLY WITH THE LOCAL PRESS IN THE BELIEF THAT WE ARE FAR
BETTER OFF TALKING TO JOURNALISTS TO COMMUNICATE OUR POLICY
RATHER THAN AVOIDING THEM. EMBASSY MAJRID, FOR EXAMPLE, PLANS TO
HAVE NEWLY ARRIVED POLITICAL AND ECONOMIC OFFICERS BEGIN THEIR
TOURS WITH A BRIEF DETAIL TO THE PUBLIC AFFAIRS OFFICE. ALL OF
THIS WILL REQUIRE A DETERMINED EFFORT BY DEPARTMENT LEADERSHIP TO
ENCOURAGE A SHIFT IN OUR FOREIGN SERVICE CULTURE TOWARD A MORE

OPEN ATTITUDE TO PUBLIC DIPLOMACY. WE HAVE A PERFECT MODEL TO
EMULATE IN THE EFFORTS OF SECRETARY ALBRIGHT TO COMMUNICATE
POLICY CLEARLY TO THE AMERICAN PUBLIC.

5. THE SECOND STRIKING ASPECT OF OUR DISCUSSION WAS AGREEMENT

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THAT ALL OF US AT STATE NEED TO WORK MUCH MORE EFFECTIVELY TO
COMMUNICATE OUR POLICIES OVERSEAS. ONE AMBASSADOR WITH
SIGNIFICANT PRIVATE SECTOR EXPERIENCE COMMENTED THAT STATE IS AN
INSTITUTION WITH TERRIFIC RESEARCH AND DEVELOPMENT AND A GREAT
PRODUCT BUT WITH LONELY MARKETING. ANOTHER COMMENTED THAT THE
REAL CHALLENGE AHEAD IS TO REFINE AN EFFECTIVE AND SHARP PUBLIC
MESSAGE ON OUR MAJOR ISSUES WITH DECENTRALIZED DISTRIBUTION OF
THAT MESSAGE. IN THIS RESPECT, ALL OF US WANT TO BE SALESPeOPLE
FOR THE STATE DEPARTMENT. IT WOULD BE HELPFUL IF THE DEPARTMENT
COULD CLARIFY WHEN WE CAN SPEAK PUBLICLY AND TO WHOM, ESPECIALLY
IN DEALINGS WITH THE PRESS. AND WE WILL BE GRATEFUL FOR
CONTINUED GUIDANCE ON MAJOR ISSUES CONFRONTING U.S. FOREIGN
POLICY THAT WE CAN USE PUBLICLY AT OUR POSTS.

6. FINALLY, THE RL WAS UNANIMITY IN OUR MEETING THAT WE NEED MUCH
GREATER FREEDOM AND TACTICAL FLEXIBILITY AS CHIEFS OF MISSION IN
DECIDING HOW TO APPORTION FUNDS FOR PUBLIC DIPLOMACY ACTIVITIES
AT POST. CURRENTLY, WE ARE TOLD BY WASHINGTON WHICH PROGRAMS WE
SHOULD MANAGE AND HOW MUCH TO SPEND ON EACH. AS YOU WORK THROUGH
THE INTEGRATION PROCESS, WE WOULD APPRECIATE YOUR EFFORTS TO GIVE
TO CHIEFS OF MISSION THE RIGHT TO DECIDE COUNTRY BY COUNTRY WHAT
OUR PUBLIC DIPLOMACY PRIORITIES SHOULD BE. WE BELIEVE THAT OUR
EMBASSIES WILL WORK MOST EFFECTIVELY IF WE ARE ABLE TO RETAIN OUR
CURRENT USIA BUDGETS AT POST IN ORDER TO PROTECT OUR PUBLIC
AFFAIRS PROGRAMS.

7. THE STRONGEST SENTIMENT IN OUR DISCUSSION WAS FOR US TO BE
PERMITTED TO REINVIGORATE OUR VASTLY REDUCED CULTURAL PROGRAMMING
OPPORTUNITIES. FOR MANY YEARS NOW, WE HAVE HEARD FROM WASHINGTON
THAT EUROPEAN POSTS SHOULD NOT PROGRAM CULTURAL EVENTS. WE
RESPECTFULLY DISAGREE WITH THAT SENTIMENT AND WISH TO BE GIVEN
THE GREEN LIGHT TO MAKE SUCH DECISIONS ON OUR OWN AT POST.

8. INTEGRATION GIVES US A UNIQUE OPPORTUNITY TO RESHAPE THE
STATE DEPARTMENT AND TO MAKE IT MORE MODERN AND EFFECTIVE. ALL
OF US IN EUR ARE PREPARED TO WORK WITH YOU TO MAKE THAT VISION A
REALITY.

BURNS

UNCLASSIFIED

*Jane Alexander**file international
culture
conf'ce*

By FAX: 202-456-6244

October 3rd, 2000

TO: Melanne Vermeer
Chief of Staff
Office of the First Lady

Dear Melanne,

Unfortunately I am unable to be at the meeting on October 5th to strategize with you, Under Secretary Evelyn Lieberman and others regarding the White House Conference on Cultural Diplomacy in November. A prior commitment to speak in Des Moines keeps me away. Noreen Tomassi, the director of Arts International, will be at the meeting and she is articulate and thoughtful on the issues.

Above and beyond a discussion of the impact of globalization and world trade, it is important to note that the exchange of living artists between nations can do more good at a local level than almost anything except humanitarian aid. We need this three dimensional experience desperately as the world is viewed more and more two dimensionally, and individuals, be they in Angola, Bangladesh or Siberia feel estranged from the "real" Americans. We need to know them "up close and personal" too and protect the best in their cultures. It is through diversity in "the marketplace of ideas" as Oliver Wendell Holmes said, that we will find world strength for the future.

On another note: I was in San Antonio recently and a woman, a good Democrat, named Carol Lee Klose, said she would like to give HRC help if she needs it. I believe she is an heiress to Dairy Queen. Tel. 210-226-5084. I'm just passing on the information, as she asked me to.

All the best at the meeting, and I hope to see you soon again.

Jane Alexander, tel. 914-225-4544 fax 914-225-6620



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Enclosure

THE UNITED STATES OF AMERICA

OFFICIAL BUSINESS

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PSC 71 Box 001
APO AE 09715



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Mrs. Melanne Verweer
Old Executive Office Building
Room 100
Washington, DC 20504

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