

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	re: WAVES [Personally Identifiable Information] [partial] (2 pages)	09/16/1996	b(7)(C), b(7)(E), b(7)(F), b(6)

COLLECTION:

Clinton Presidential Records
Speechwriting
Lissa Muscatine
OA/Box Number: 12088

FOLDER TITLE:

LM [Lissa Muscatine] - American University

2017-1164-S

rc2730

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]
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- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
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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)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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I. CHANGING NATURE OF SPEECHWRITING THROUGH THE LAST CENTURY

-- Why should we care about a President's speeches? As Emerson said, words are "the archives of history."

-- For most of our history speeches have been the President's primary form of communicating to the public, maintaining stability (George Washington talking his officers out of an insurrection when he was a general)

-- Over time, increasingly a way of disseminating information, persuading, campaigning -- whether it is FDR's fireside chats or when he declared War on Japan. Harry Truman blasting a "do-nothing" Congress. Nixon resigning from the Presidency. Reagan consoling the nation after the Challenger disaster.

-- These are epic moments in a country's history. How the words convey the message is important in the immediate sense; also how they stand the test of time.

EVOLUTION FROM NO SPEECHWRITERS TO A STAFF OF THEM

-- Warren Harding (Judson Welliver) to Bill Clinton (6-7 plus NSC)

-- Now increasingly part of a much larger, more sophisticated communications operation -- speechwriting but one part of the food chain, often the end of the food chain

II. CULTURE OF CRITIQUE

-- This evolution has taken place along with a growing cynicism about politics and a growing carelessness about the language of politics.

-- Deborah Tannen "The Culture of Critique"

-- Dustin Hoffman -- a good review from the critics is just another stay of execution.

-- Should speeches become a part of that culture, or should they remain above it?

-- It is especially hard to achieve civility in an election year. Henry Adams once said that "during a campaign the air is full of speeches and vice versa."

-- I argue for a civil tone of political discourse. I'm proud that I have never had to write one thing that was personally

negative about another politician or another person.

III. THE MECHANICS OF SPEECHWRITING

-- Have to have something to say and know what it is. "Before I start speaking I'd like to say something."

-- Everyone has at least one sermon in him or her

-- Often today how a speech is conveyed is as important as its content (unfortunately)

-- Speeches are thinking papers that help the speaker crystallize his or her thoughts

-- A good speech is like a good piece of architecture -- strong foundation, beautiful structure, and elegant, symmetrical details and finish.

-- Must navigate the political terrain of the moment while also informing, inspiring, educating and persuading.

At times you feel like a glorified stenographer, at other time a poet who influences policy.

constant exercise in humility

Words = archives of history

good speech = good piece of architecture

public discourse -

quality of -

To: Marsha, Lissa & Capricia
From: Peggy Lewis
cc: Maggie

Please read the attached request. Maggie asked me to ask the 3 of you to brief this group. Let me know your preference for Tuesday, February 11 or Thursday, February 13, or if both are okay..and whether morning's or afternoons are better for you. I will then try and find the best time to do this and call and set it up. Let me know as soon as you can. Thanks.

Washington Program in National Issues
Political Science
(330) 672-2060
Fax (330) 672-3362

Recgon
See if you can get Lissa and Marsha Capriccia to brief
Kent STATE UNIVERSITY
Maggio
P. O. Box 5190, Kent, Ohio 44242-0001

November 21, 1996

Ms. Margaret A. Williams
Chief of Staff
Office of the First Lady
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Ms. Williams,

I am writing to inquire if you or a member of your staff would once again consider giving a briefing in early February for our group of about 25 college students who are enrolled in the Washington Program in National Issues for spring term 1997.

Our students are mostly juniors and seniors majoring in political science, criminal justice or journalism, with an interest in careers in government, law, politics, business or the media. They are down-to-earth, hardworking young people from the Midwest, and for most of them this is their first residential experience out of state. All of the students have had some prior political science courses, although their preparation varies from just a few basic courses to senior majors who are thoroughly soaked with vocabulary and concepts. They will be living and interning in the D.C. area from late January until early May, with me as resident organizer and facilitator. Their work at internships is on Mondays, Wednesdays and Fridays, and they attend briefings on Tuesdays and Thursdays.

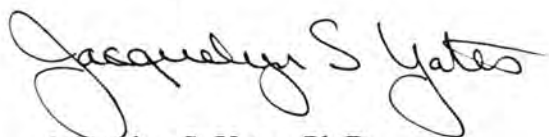
A topic of interest to the group would be the duties of First Ladies in general and the very special and new ways in which Mrs. Clinton has defined the position. We were wonderfully briefed by Ms. Verveer and Mr. Lattimore last spring. They dazzled our students, even the most unrepentant conservatives, because they were so obviously bright, well-spoken and committed to Mrs. Clinton. In their case, she really was judged by the company (and staff) she keeps, and she came off very well! The two best days for a briefing would be February 11 or 13, 1997, but as we depend entirely on the generosity of our briefers to give their time and their thoughts for no fee, we will be more than happy to work with any Tuesday or Thursday suggested.

If you are a willing briefer, you need only let us know that now, and Mr. Srinivasan, the assistant director, or I will call you at least six weeks ahead of time to schedule an exact time and place. Of course, we would be very happy to accommodate a specific appointment time you suggest now, if that would better suit you.

We can travel on public transportation to your meeting location, or space is available at the Oakwood apartments in Falls Church where the students and I will live. A third possibility is to meet somewhere in the District where a benefactor might provide us a meeting room.

Thanks ever so much for the time your office has given us in the past and for considering this request. The students are keen to participate in this program, and I can promise you their attentive ears and sincere interest in your presentation.

Very truly yours,

A handwritten signature in cursive script that reads "Jacquelyn S. Yates". The signature is fluid and elegant, with the first and last names being more prominent than the middle initial.

Jacquelyn S. Yates, Ph.D.
Director, Washington Program in National Issues

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we cannot dedicate—we cannot consecrate—we cannot hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember, what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased

devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth. ■

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*Washington Semester & World Capitals Programs
The American University — Tenley Campus
4400 Massachusetts Avenue, NW
Washington, DC 20016-8083
(202) 895-4900*

Dear Lissa:

Thanks so much again for speaking to my class. Two-thirds of the class asked questions which is quite remarkable and demonstrates that you were able to capture their attention.

The story about how you got your position at the White House resonates particularly among the women in the class. I still do not know how you manage it!

Thanks so much again for your terrific talk and your willingness to come back again and again.



It is deeply appreciated.
Best wishes,
Rick

Washington Semester & World Capitals Programs
The American University — Tenley Campus
4400 Massachusetts Avenue, NW
Washington, DC 20016-8083
(202) 895-4900

Dear Lissa:

You were a big hit! The students were unanimous in their praise for your talk. You have a skill at communication which is rare among speakers in the White House and in this town. The answers you give are thoughtful and respectful to the students. Many individuals who reach your position frequently become arrogant and lose sight of themselves and others as people. Finally, I think that you changed some opinions regarding the First Lady from negative to positive. Thank you so much again for taking time →



out of your busy day to meet with us. We really
appreciate it.
Best wishes,
Rick

Washington Semester & World Capitals Programs
The American University — Tenley Campus
4400 Massachusetts Avenue, NW
Washington, DC 20016-8083
(202) 895-4900

Dear Ms. Muscatine:

Thanks so much for coming to speak to my class. Your talk was not only interesting, but also informative. A lot of the women in class talked to me afterwards and stated that there should be more role models like you in the government. To me, you were a role model for everyone. The reason I say that is you were direct but still circumspect about sensitive issues - that is not an easy task. Furthermore, you gave the class hope about what the Clinton administration was doing. Finally, you showed that working in the White House is more than mechanical - that people's lives can be →



respected.

Again, it was a wonderful talk and the students were effusive in their praise. Thank you,

Best wishes,

Rob Hall

WELLESLEY NOTES

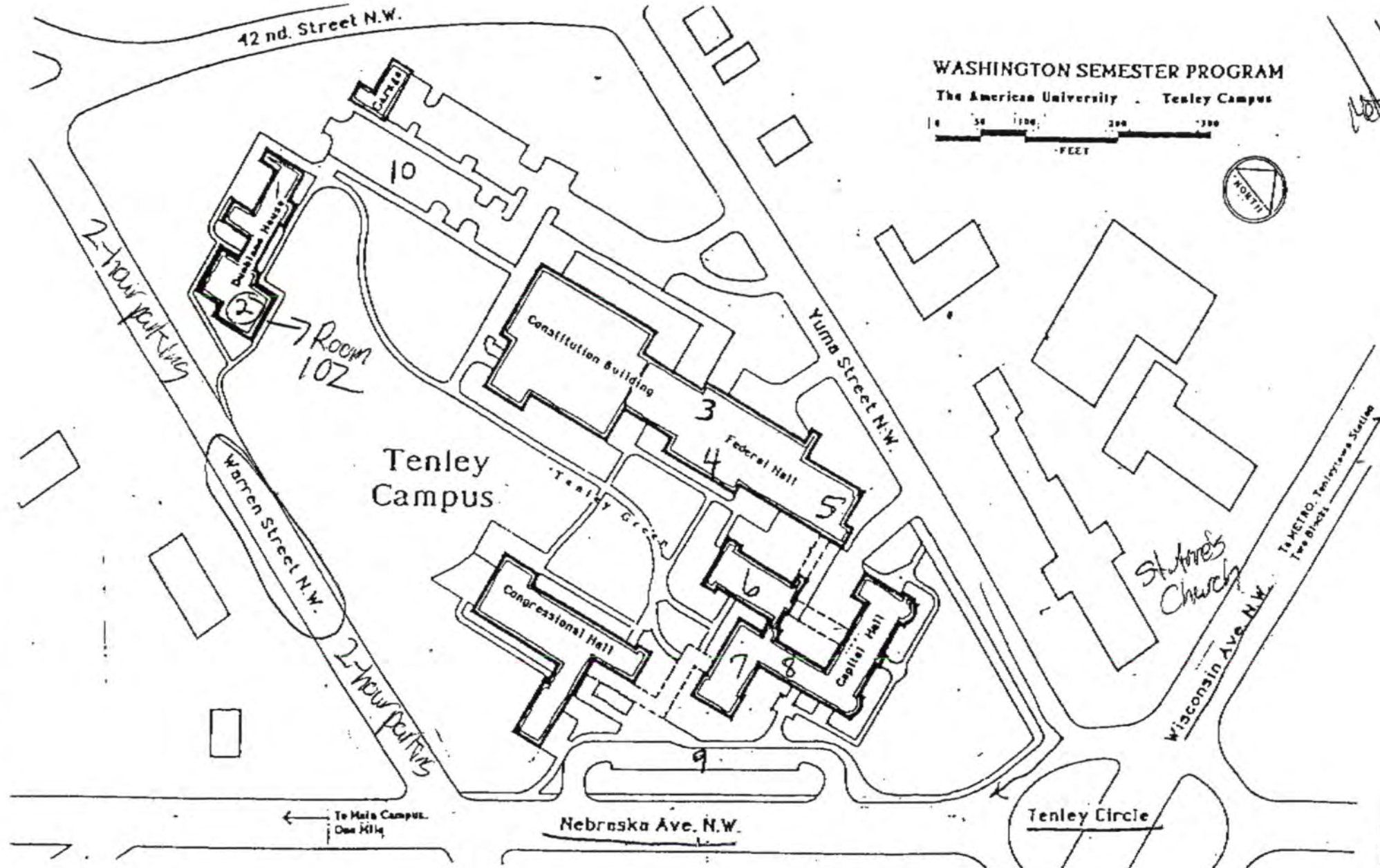
Constant Exercise in Humility

- Language is the archives of history - Emerson
- Words are slippery - Henry Adams
- Everyone has at least one sermon in him
- Before I start speaking, I'd like to say something

And most rewarding job is my life

SPEECH NOTES -- AMERICAN UNIVERSITY 10/5/94

1. Fantasy speech
2. Are we poets who influence policy or glorified stenographers?
3. Consider the impact a few words or phrases can have on a Presidency, or on history:
 - Read My Lips
 - We have nothing to fear but fear itself
 - Ask not what your country can do for you. . . ask what you can do for your country
 - Never negotiate out of fear, but never fear to negotiate
 - Ich bin ein Berliner
 - the Evil Empire
4. How do these words and phrases come to be
5. Start with the Gettysburg Address
6. Compare to Bill Clinton's remarks at the Israel-PLO Signing ceremony



WASHINGTON SEMESTER PROGRAM
The American University - Tenley Campus
0 50 100 200 300
FEET

- 1 - Administrative & Faculty Offices
- 2 - Classrooms (Dunblane 101, 102, 103, 104)
- 3 - Tenley Cafe (Dining Hall)
- 4 - Classroom (Federal 173)
- 5 - Computer Lab (Federal 151)
- 6 - Capital Auditorium (Evening & Weekend Study Room)
- 7 - Faculty Offices
- 8 - Reading Room (Capital 111)
- 9 - Visitor Parking (display Guest Parking Pass)
- 10 - Faculty & Staff Parking (by Restricted Permit only)

Handwritten note: 9 - Visitor Parking (display Guest Parking Pass)
Handwritten note: 10 - Faculty & Staff Parking (by Restricted Permit only)

September 12, 1994

Ms. Lissa Muscatine
Speechwriter
The White House
Old Executive Office Building
Room 190
Washington, D.C. 20500

Dear Ms. Muscatine:

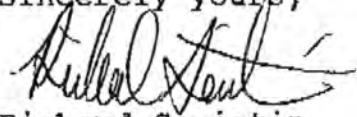
Thank you again for agreeing to speak to my class about speechwriting in the White House. As you may know, the Washington Semester Program brings together college juniors and seniors from nearly 200 schools from around the country. My class specializes in American politics.

Per my conversation with Gabrielle, if you could talk about how the speechwriting office works, what are some of your experiences writing speeches for the President and First Lady, and perhaps, taking them through an example of what it was like preparing an important speech. That would be great. I would suggest speaking informally for about 35-40 minutes and then allowing the rest of the hour for questions and discussion.

Your talk is scheduled for Wednesday, October 5 at 10:30 AM in Dunblane House, Room 102, on the Tenley Circle campus. We are **not located on the main campus**. I have included a map and parking permit for your convenience.

Thank you again for agreeing to speak to my class. Please feel free to reach me at (202) 895-4934 for any reason.

Sincerely yours,



Richard Semiatin
Assistant Professor

For Immediate Release

October 4, 1994

REMARKS BY PRESIDENT CLINTON
AND PRESIDENT NELSON MANDELA OF SOUTH AFRICA
AT ARRIVAL CEREMONY

The South Lawn

11:15 A.M. EDT

PRESIDENT CLINTON: President Mandela, members of the South African delegation, distinguished guests, my fellow Americans. We are here to welcome Nelson Mandela back to the United States; but, first, to the United States as the President of his nation. (Applause.)

Now, all over the world, there are three words which, spoken together, express the triumph of freedom, democracy and hope for the future. They are "President Nelson Mandela." (Applause.) In you, sir, we see proof that the human spirit can never be crushed. For a half century, you pursued your ideals, keeping your promise never to surrender, risking all, despite danger. For 27 years, we watched you from your prison cell inspire millions of your people with your spirit and your words. And when you emerged, instead of retribution for past wrong, you sought peace and freedom and equality for your people.

You are living proof that the forces of justice and reconciliation can bridge any divide. (Applause.) Every day, you teach the world that those who build triumph over those who tear down; that those who tear down, that those who unite can actually prevail over those who would divide. Your presence here and the growth of a new South Africa are stern rebukes to both the destroyers and the cynics of this world.

The struggle in South Africa has always had a special place in the heart of America. For, after all, we fought our own most terrible war here in our own land over slavery. And our own civil rights movement has taken strength and inspiration from, and given aid to your fight for liberty. Americans take great pride in the role we played in helping to overturn apartheid, and in supporting the free elections which produced your presidency. (Applause.)

Now we are working with you to build the new South Africa. The challenges you face -- poverty, joblessness, homelessness, the despair borne of long years of deprivation -- are as large as they are

difficult. But we know you will forge ahead, and we know that we, here in the United States, will also be better for your progress for a thriving South Africa, spurring greater prosperity throughout the region, opening new markets. That makes us more prosperous, too. And a stable and democratic South Africa, working with its neighbors to restore and maintain the peace; that makes us more secure as well. And perhaps most important of all, in this age of ethnic, religious and racial strife the world over, you can be our partner and, together, our two nations can show the world that true strength is found when we come together despite our differences.

We know, and you know, that diversity and progress can go hand-in-hand. Indeed, that they must do so if we are to give all our people the chance to fulfill their God-given potential.

Mr. President, you have brought forth a new nation, conceived in liberty and dedicated to equality. Today, the American people welcome you here, and we salute your stunning achievement. We pledge, as you have pledged -- (applause) -- that we will walk every mile with you, and that we will not grow weary on the way.

I say to all of you here, "Nkosi, sikelele Africa." God bless Africa, and God bless America. (Applause.)

PRESIDENT MANDELA: South Africa is located many thousands of miles away from the United States. What happens there ought to be no interest to the people of this country. You fought the battles of freedom and won your independence. But a striking feature of what is happening today is that in almost every country men and women have emerged who will regard the entire world -- every part of the globe -- as the battlefield for their activities in the fight for the preservation of human rights. That fight is joined by people across the seas in whatever area of the world there is suppression of human rights. We are the beneficiaries of the generations that have chosen the world as the theater of their operations.

The people of the United States, black and white, have joined in the battle to liberate South Africa. The people of South Africa, after many years of peaceful struggle, when all channels of communications were closed, decided to resort to arms. We fought against the most brutal form of racial oppression the world has ever seen.

The international community joined in that battle in various ways. They applied sanctions, diplomatic and otherwise. They put a lot of pressure on the South African regime to abandon apartheid. Eventually, we won that battle. (Applause.)

That victory was your victory. We have now opened a new battle line to fight against poverty, against hunger, against joblessness,

against homelessness, against disease, illiteracy, lack of electricity, of running water, of health care. It may prove to be a more difficult battle than the one we fought with arms and other pressures. It needs, first and foremost, resources. I have said before, albeit in a light vein that, here the wealth of the entire universe is concentrated, and that I will not ask for donations; I'll ask for your checks so that I can write out the amount I want. (Laughter and applause.)

But I have not been here and went back home with empty hands. It matters not to us what government is in power in the United States of America. When I came out, the first head of state to telephone and welcome me back was the President of the United States of America -- a Republican, George Bush -- (applause) -- and invited me to come here. I responded to that invitation.

I then met the present President, at that time a common citizen of this country. Every request I made to him he responded very positively. He has done so now even with more authority after his inauguration. It matters not what government is in power in this country; they supported and still support our struggle to ensure a better life for all our people.

But we never forget our friends, our old friends. We have not forgotten that it was the masses of the people of the United States of America who supported us when we were all alone, when none of our officials could be seen by any government representative in the West. The people of the United States of America never forget.

I do not want on occasions like this to introduce any element of an ethnic nature. But the Afro-Americans never forgot that Africa is their continent. (Applause.) And wherever we went, they opened their arms, they opened the coffers, and set the environment for every citizen of the United States of the America to feel that this is a battle in which you should participate. And in moments of this nature, we think of all of you Afro-Americans because our victory is your victory. (Applause.)

We think of American business, who have supported the democratic process in our country, and who can play a decisive role in ensuring that there are enough homes, there are enough jobs, there are enough schools, there are enough hospitals and doctors for our country, there is electricity for everybody.

I have come here with a message -- people of the United States of America, open your markets to us. People of the United States of America, come and invest in our country. You have no idea how your involvement in the anti-apartheid struggle in our country actually helped us to facilitate the transformation, because the message was, if one of the most powerful states in the world, its citizens have come to

the assistance of the people of South Africa -- in particular, the democratic movement led by the African National Congress -- its policies must be right to deserve that support. That is the role that you have played -- all of you, without exception. And I come here in that spirit knowing I will not go back with empty hands.

I think, speaking in the United States of America, I should go to something I've been quoting in the run-up to the elections in our country. An American, you'll immediately recognize this, has said, a person who does what all others can do is a normal person; a person who does what only a few others can do is exceptional; but a person who does what no other person has done is a genius, an asset, a national institution. We want the men and women who are going to strive to be geniuses in fighting to ensure a better life for all people; and that the people of the United States of America have the capacity to be geniuses, to be national assets, to be institutions.

I thank you very much. God bless Africa. Thank you.
(Applause.)

END11:33 A.M. EDT

D. Gettysburg Address

1. Spoken Text (?)

Fourscore and seven years ago our fathers brought forth upon this continent a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. *[Applause]*

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We are met to dedicate a portion of it as the final-resting place of those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But in a larger sense we cannot dedicate, we cannot consecrate, we cannot hallow this ground. The brave men, living and dead, who struggled here, have consecrated it far above our power to add or detract. *[Applause]* The world will little note nor long remember what we say here, but it can never forget what they did here. *[Applause]* It is for us, the living, rather to be dedicated here to the unfinished work that they have thus far so nobly carried on. *[Applause]* It is rather for us to be here dedicated to the great task remaining before us,—that from these honored dead we take increased devotion to the cause for which they here gave the last full measure of devotion,—that we here highly resolve that the dead shall not have died in vain *[Applause]*, that the nation shall, under God, have a new birth of freedom, and that the government of the people, by the people, and for the people, shall not perish from the earth. *[Long continued applause]*

1720

Sept. 10 / Administration of William J. Clinton, 1993

Exchange With Reporters Prior to a Meeting With Congressional Leaders September 10, 1993

Israeli-Palestinian Declaration

Q. Mr. President, are you going to invite Arafat and Rabin to the ceremonies on Monday?

The President. The parties will decide, as they've made all the other decisions, who will come to the ceremony. Whatever their decision is is fine with me.

Q. Can you give us an idea of what the United States is prepared to do to help this agreement work?

The President. I'll be talking a little more about that later, and I'll have a statement as soon as this meeting is over. I want to talk to the Members here about it first.

Q. Well, can you give us an idea of what this meeting is all about?

The President. Well, we're going to brief them on—the Secretary of State and I are—about, obviously, our strong support for the agreement, what America's responsibilities will be, what our allies and friends around the world are interested in doing about it, and where we go from here.

NOTE: The exchange began at 9:18 a.m. in the State Dining Room at the White House. A tape was not available for verification of the content of this exchange.

Remarks on the Israeli-Palestinian Declaration and an Exchange With Reporters

September 10, 1993

The President. Ladies and gentleman, today marks a shining moment of hope for the people of the Middle East and, indeed, of the entire world. The Israelis and the Palestinians have now agreed upon a declaration of principles on interim self-government that opens the door to a comprehensive and lasting settlement.

This declaration represents an historic and honorable compromise between two peoples who have been locked in a bloody struggle for almost a century. Too many have suffered

for too long. The agreement is a bold breakthrough. The Palestinian Liberation Organization openly and unequivocally has renounced the use of violence and has pledged to live in peace with Israel. Israel, in turn, has announced its recognition of the PLO.

I want to express my congratulations and praise for the courage and the vision displayed by the Israeli and Palestinian leadership and for the crucially helpful role played by Norway.

For too long the history of the Middle East has been defined in terms of violence and bloodshed. Today marks the dawning of a new era. Now there is an opportunity to define the future of the Middle East in terms of reconciliation and coexistence and the opportunities that children growing up there will have whether they are Israeli or Palestinian.

I want to express the full support of the United States for this dramatic and promising step. For more than a quarter of a century our Nation has been directly engaged in efforts to resolve the Middle East conflict. We have done so because it reflects our finest values and our deepest interests, our interests in a stable Middle East where Israelis and Arabs can live together in harmony and develop the potential of their region, which is tremendous. From Camp David to Madrid to the signing ceremony that will take place at the White House on Monday, administration after administration has facilitated this difficult but essential quest. From my first day in office, Secretary Christopher and I have made this a priority. We are resolved to continue this process to achieve a comprehensive Arab-Israeli resolution.

In 1990, the United States suspended the U.S.-PLO dialog begun 2 years earlier following an act of terrorism committed against Israel by a faction of the PLO. Yesterday Yasser Arafat wrote to Prime Minister Rabin, committing the PLO to accept Israel's right to exist in peace and security, to renounce terrorism, to take responsibility for the actions of its constituent groups, to discipline those elements who violate these new commitments, and to nullify key elements of the Palestinian covenant that denied Israel's right to exist. These PLO commitments justify a resumption of our dialog. As a result

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Administration of William J. Clinton, 1993 / Sept. 10

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and in light of this week's events, I have decided to resume the dialog and the contacts between the United States and the PLO.

The path ahead will not be easy. These new understandings, impressive though they are, will not erase the fears and suspicions of the past. But now the Israelis and the Palestinians have laid the foundations of hope. The United States will continue to be a full and an active partner in the negotiations that lie ahead, to ensure that this promise of progress is fully realized.

All the peoples of the Middle East deserve the blessings of peace. I pledge to join them in our help and our support to achieve that objective. I look forward to joining with Russia, our cosponsor in the Middle East peace process, and with the people of the world in witnessing the historic signing on Monday.

I also want to say I am very grateful for the overwhelming support this agreement has generated among members of both parties in the United States Congress. I especially thank leaders in the Congress from both parties who have foreign policy responsibilities who have come to meet with me this morning in the White House, many of whom have stayed on for this statement.

This is a time for bipartisan support for this agreement and, indeed, a bipartisan effort to reassert and define America's role in a very new world. We were talking today in our meeting about how this period is not unlike the late 1940's, a time in which America was the first nation to recognize Israel, in which we formed the United Nations and other international institutions in an attempt to work toward the world which everyone hoped would follow from World War II.

Once again we must develop a strong philosophy and a practical set of institutions that can permit us to follow our values and our interests and to work for a more peaceful, a more humane, and a more democratic world. This is an enormous step toward that larger goal. And I think all Americans should be grateful for the opportunity that we have been presented to help to make this historic peace work.

Helen [Helen Thomas, United Press International].

Recognition of Palestinians

Q. Mr. President, does the start of the dialog with the Palestinians also mean that you will recognize the Palestinians as Israel has?

The President. Well, it means that we're going to—

Q. I mean the Palestinian entity.

The President. I understand that. We expect to work with the Palestinians and the Israelis in implementing the agreement. And we expect the dialog to produce further and clearer expressions of our policy on that.

Andrea [Andrea Mitchell, NBC News].

Q. Mr. President, are there any circumstances under which Yasser Arafat might come to the ceremony? And if not, when would you expect that he might come to the United States and might meet with you or your representatives?

The President. Well, let me say in terms of the ceremony, the people who will be here representing the United States and Israel—I mean, excuse me, the PLO and Israel—are the people that the PLO and Israel decide will come. That is entirely up to them. We are a sponsor of the peace process, and we understand that we must play a major role in trying to ensure its success. And the Secretary of State worked very hard to keep it going at difficult moments along the way in the last few months. But the thing that made it work was: They got together and agreed; they made decisions for themselves, face to face, on matters that they could never have taken an intermediary suggestion on because they were so sweeping.

I think that's the system that works. So what I have said and what I communicated personally to Prime Minister Rabin is that they should decide who is going to show up and sign, and whoever they decide will be here is fine with us, and we will welcome them.

The gentleman from Norwegian Television. I think we ought to—

Norway's Role

Q. Mr. President, could you please elaborate on the Norwegian mediating role in this process? And then, one more question: How and when were you informed about the secret process going on in Oslo?

Then, 14 years ago, the past began to give way when, at this place and upon this desk, three men of great vision signed their names to the Camp David accords. Today we honor

the memories of Menachem Begin and Anwar Sadat, and we salute the wise leadership of President Jimmy Carter. Then, as now, we heard from those who said that conflict would come again soon. But the peace between Egypt and Israel has endured. Just so, this bold new venture today, this brave gamble that the future can be better than the past, must endure.

Two years ago in Madrid, another President took a major step on the road to peace by bringing Israel and all her neighbors together to launch direct negotiations. And today we also express our deep thanks for the skillful leadership of President George Bush.

Ever since Harry Truman first recognized Israel, every American President, Democrat and Republican, has worked for peace between Israel and her neighbors. Now the efforts of all who have labored before us bring us to this moment, a moment when we dare to pledge what for so long seemed difficult even to imagine: that the security of the Israeli people will be reconciled with the hopes of the Palestinian people and there will be more security and more hope for all.

Today the leadership of Israel and the Palestine Liberation Organization will sign a declaration of principles on interim Palestinian self-government. It charts a course toward reconciliation between two peoples who have both known the bitterness of exile. Now both pledge to put old sorrows and antagonisms behind them and to work for a shared future shaped by the values of the Torah, the Koran, and the Bible.

Let us salute also today the Government of Norway for its remarkable role in nurturing this agreement. But above all, let us today pay tribute to the leaders who had the courage to lead their people toward peace, away from the scars of battle, the wounds and the losses of the past, toward a brighter tomorrow. The world today thanks Prime Minister Rabin, Foreign Minister Peres, and Chairman Arafat. Their tenacity and vision has given us the promise of a new beginning.

What these leaders have done now must be done by others. Their achievement must be a catalyst for progress in all aspects of the peace process. And those of us who support them must be there to help in all as-

pects. For the peace must render the people who make it more secure. A peace of the brave is within our reach. Throughout the Middle East, there is a great yearning for the quiet miracle of a normal life.

We know a difficult road lies ahead. Every peace has its enemies, those who still prefer the easy habits of hatred to the hard labors of reconciliation. But Prime Minister Rabin has reminded us that you do not have to make peace with your friends. And the Koran teaches that if the enemy inclines toward peace, do thou also incline toward peace.

Therefore, let us resolve that this new mutual recognition will be a continuing process in which the parties transform the very way they see and understand each other. Let the skeptics of this peace recall what once existed among these people. There was a time when the traffic of ideas and commerce and pilgrims flowed uninterrupted among the cities of the Fertile Crescent. In Spain and the Middle East, Muslims and Jews once worked together to write brilliant chapters in the history of literature and science. All this can come to pass again.

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Together let us imagine what can be accomplished if all the energy and ability the Israelis and the Palestinians have invested into your struggle can now be channeled into cultivating the land and freshening the waters, into ending the boycotts and creating new industry, into building a land as bountiful and peaceful as it is holy. Above all, let us dedicate ourselves today to your region's next generation. In this entire assembly, no one is more important than the group of Israeli and Arab children who are seated here with us today.

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The President. We have been granted the great privilege of witnessing this victory for peace. Just as the Jewish people this week celebrate the dawn of a new year, let us all go from this place to celebrate the dawn of a new era, not only for the Middle East but for the entire world.

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Now let each of us here today return to our portion of that effort, uplifted by the spirit of the moment, refreshed in our hopes, and guided by the wisdom of the Almighty, who has brought us to this joyous day.

Go in peace. Go as peacemakers.

NOTE: The President spoke at 11:15 a.m. on the South Lawn at the White House.

Interview With the Arab News Media on the Middle East Peace Process September 13, 1993

Q. Mr. President, thank you very much for this chance to speak to the Arab nation and Arabic television through NBC television on this very historic day. What would you like to say to the Arab world at the—

The President. I would like to say that I hope all the people in the Arab world will support this agreement. It is the beginning of a new relationship not only between Israel and the PLO and the Palestinians, but I hope it will lead to a comprehensive peace in the Middle East. And if that occurs, it would mean a whole range of presently unimaginable opportunities for the nations of the Middle East to work together and for the United States to work with all of them and for us to work together to help people in other parts of the world who are troubled and need our help.

Q. You pledged during the signing ceremony your full support for the peace process in the Middle East. How involved are you prepared to stay in this process?

The President. Extremely involved. After the ceremony I met for a few moments with Mr. Arafat. And then I came back here and had a quick meal with Prime Minister Rabin. And I told both of them clearly that I wanted to begin immediately to help to implement the peace accord. I think the United States can help them in the practical ways to shore up the political decisions that have to be made. I think that clearly we can assist in raising funds necessary to carry this out. I believe that we can continually reassure the people of Israel about their security. And they must feel more secure in this in order to go forward. And again, I hope that over the long run we can fulfill the objective of a comprehensive peace.

Q. Mr. President, you spoke recently to President Asad of Syria and King Hussein of Jordan. Are you hopeful of any breakthrough on the Jordanian, Syrian tracks?

The President. Of course. As a practical matter, I think it's easier now for a breakthrough on the Jordanian track. And I would hope that would come quickly. But I believe we'll have continued and very serious nego-

Happy Valentine's Day

What ^{qualifies as} a president's speech.

- ① 81 second Gettysburg Address
81 State of the Union
- ② FDR declaring war on Japan on Dec. 8 1941
a day after Pearl Harbor was bombed
George Washington talking his officers out of
an insurrection (actually he was a
general then)
WW among his ideas for a League of Nati.
- ③ Jimmy Carter saluting Hubert Humphrey
Bill Clinton eulogizing Richard Nixon
- ④ JFK praising the poet Robert Frost
in a celebration of the arts
Harry Truman blasting a "do-nothing Congress"
- ⑤ Thomas Jefferson appealing for unity among ^{Federalists} Republic
Nixon Resigning from the Presidency

It can be a Three-line toast at a state dinner
Congratulations to the Super Bowl champ
a Press conference, Sat. a.m. radio address

Can be almost anything a Pres might say in public
because most likely a lot of people thought
about the content of his statement

Which is why writing a Pres' speeches is such a great job
Not always the case → Gettysburg Address

A.U. (2) 2/14/95

Given so many occasions for Pres speeches →
also many considerations that go into them

- ① Purely political → a political landscape (as in St. of Union or campaign speech) Nixon rally "right majority" to support war
- ② Message speech (re 6 principles of h.c. reform)
Foster - - -
- ③ Inspirational - Lincoln's 2nd Inaugural.

Roast of journalists or fellow politicians

Drive by nuptials → metaphor for ss in the world of political communications

Homogenisation

Sound bites

Instant analysis

Proliferation of news media outlets

} all will distill
a Pres. msg

Clinical accomplishments lost in Whitewater & Paula Jones
Hillary's hair gets more into than her work
for children & manna grows for older women.
(you should care bc sb you know will get br. cancer)

Pressure to communicate that must now
challenge

Culture & critique

→ Their task is Wash.

WELLESLEY NOTES

Constant exercise in humility

(In the best sense)

Privilege of the job and working with and
for someone you respect, admire and
believe can change the world for the better

Daring

Words are slippery - Adams

Language is the archives of history - Emerson

Message etc. crucial in this context

Speeches = thinking papers that allow for a
crystallization of thoughts

Can't just sound good; it has to say something
(More than style involved - "Before I start sply I'd
like to say sth")

A good speech is one that navigates the political
terrain while also informing, inspiring, educating and
persuading

~~The~~ Variety of remarks, op-eds, talking pts, magazine
pieces, book forwards;
message to fire Scouts to the speech - Begin

Beijing

Never written a speech

Had not ~~been~~ worked for Clinton

Was preoccupied with this

ent Agencies. Independent requested to adhere to the review. This order is the element of the executive create any right or benefit procedural, enforceable in the United States, its agencies, its officers or employees.

William J. Clinton

of the Federal Register 13, 1993]

order was published in the September 14.

Streamlining the

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Leads of Departments and

ing the Bureaucracy

the National Performance adation to reduce the ex-ivilian work force by s than 12 percent, by the 1999, I hereby direct each ve department or agency t step, a streamlining plan the Director of the Office d Budget not later than

plans shall be prepared the following:

e department's and agen-ld address, among other ns by which it will reduce inagers and supervisors to el, with a goal of reducing e who are supervisors o halving the current ratio

ing plans should be char- u) delegation of authority, zation, (c) empowerment

of employees to make decisions, and (d) mechanisms to hold managers and employees accountable for their performance.

3. Each plan shall address ways to reduce overcontrol and micromanagement that now generate "red tape" and hamper efficiency in the Federal Government. Each streamlining plan should also propose specific measures to simplify the internal organization and administrative processes of the department or agency.
4. The streamlining plans should further seek to realize cost savings, improve the quality of Government services, and raise the morale and productivity of the department or agency.
5. All independent regulatory commissions and agencies are requested to comply with the provisions of this memorandum.

The Director of the Office of Management and Budget is authorized and directed to publish this memorandum in the *Federal Register*.

William J. Clinton

[Filed with the Office of the Federal Register, 11:40 a.m., September 15, 1993]

NOTE: This memorandum was published in the *Federal Register* on September 16.

Appointments of Members of the White House Conference on Small Business Commission

September 12, 1993

The President today appointed 11 members to the White House Conference on Small Business Commission and designated New York businessman Alan Patricof to be the Commission's Chair. The Commission is responsible for developing recommendations for Executive and legislative action to encourage the economic viability of small business and for convening the 1994 White House Conference on Small Business.

"I am very proud to have put together this outstanding group of people to serve on this Commission," said the President. "I am committed to expanding opportunities for small

business and look forward to receiving this Commission's advice."

In addition to the Chairman, the members of the Commission are: Merle Catherine Chambers; Rudolph I. Estrada; Clark Jones; Mary Francis Kelly; Peggy Zone Fisher; Larry Shaw; C. Hough Friedman; Brian Lee Greenspun; Josie Natori; and Gary M. Woodbury.

NOTE: Biographies of the appointees were made available by the Office of the Press Secretary.

Remarks at a Signing Ceremony for the Israeli-Palestinian Declaration of Principles

September 13, 1993

The President. Prime Minister Rabin, Chairman Arafat, Foreign Minister Peres, Mr. Abbas, President Carter, President Bush, distinguished guests.

On behalf of the United States and Russia, cosponsors of the Middle East peace process, welcome to this great occasion of history and hope.

Today we bear witness to an extraordinary act in one of history's defining dramas, a drama that began in the time of our ancestors when the word went forth from a sliver of land between the river Jordan and the Mediterranean Sea. That hallowed piece of earth, that land of light and revelation is the home to the memories and dreams of Jews, Muslims, and Christians throughout the world.

As we all know, devotion to that land has also been the source of conflict and bloodshed for too long. Throughout this century, bitterness between the Palestinian and Jewish people has robbed the entire region of its resources, its potential, and too many of its sons and daughters. The land has been so drenched in warfare and hatred, the conflicting claims of history etched so deeply in the souls of the combatants there, that many believed the past would always have the upper hand.

Then, 14 years ago, the past began to give way when, at this place and upon this desk, three men of great vision signed their names to the Camp David accords. Today we honor

the memories of Menachem Begin and Anwar Sadat, and we salute the wise leadership of President Jimmy Carter. Then, as now, we heard from those who said that conflict would come again soon. But the peace between Egypt and Israel has endured. Just so, this bold new venture today, this brave gamble that the future can be better than the past, must endure.

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2. Final Text

*Address delivered at the dedication of the cemetery at
Gettysburg.*

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.

November 19, 1863.

ABRAHAM LINCOLN.

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the memories of Menachem Begin and Anwar Sadat, and we salute the wise leadership of President Jimmy Carter. Then, as now, we heard from those who said that conflict would come again soon. But the peace between Egypt and Israel has endured. Just so, this bold new venture today, this brave gamble that the future can be better than the past, must endure.

Two years ago in Madrid, another President took a major step on the road to peace by bringing Israel and all her neighbors together to launch direct negotiations. And today we also express our deep thanks for the skillful leadership of President George Bush.

Ever since Harry Truman first recognized Israel, every American President, Democrat and Republican, has worked for peace between Israel and her neighbors. Now the efforts of all who have labored before us bring us to this moment, a moment when we dare to pledge what for so long seemed difficult even to imagine: that the security of the Israeli people will be reconciled with the hopes of the Palestinian people and there will be more security and more hope for all.

Today the leadership of Israel and the Palestine Liberation Organization will sign a declaration of principles on interim Palestinian self-government. It charts a course toward reconciliation between two peoples who have both known the bitterness of exile. Now both pledge to put old sorrows and antagonisms behind them and to work for a shared future shaped by the values of the Torah, the Koran, and the Bible.

Let us salute also today the Government of Norway for its remarkable role in nurturing this agreement. But above all, let us today pay tribute to the leaders who had the courage to lead their people toward peace, away from the scars of battle, the wounds and the losses of the past, toward a brighter tomorrow. The world today thanks Prime Minister Rabin, Foreign Minister Peres, and Chairman Arafat. Their tenacity and vision has given us the promise of a new beginning.

What these leaders have done now must be done by others. Their achievement must be a catalyst for progress in all aspects of the peace process. And those of us who support them must be there to help in all as-

pects. For the peace must render the people who make it more secure. A peace of the brave is within our reach. Throughout the Middle East, there is a great yearning for the quiet miracle of a normal life.

We know a difficult road lies ahead. Every peace has its enemies, those who still prefer the easy habits of hatred to the hard labors of reconciliation. But Prime Minister Rabin has reminded us that you do not have to make peace with your friends. And the Koran teaches that if the enemy inclines toward peace, do thou also incline toward peace.

Therefore, let us resolve that this new mutual recognition will be a continuing process in which the parties transform the very way they see and understand each other. Let the skeptics of this peace recall what once existed among these people. There was a time when the traffic of ideas and commerce and pilgrims flowed uninterrupted among the cities of the Fertile Crescent. In Spain and the Middle East, Muslims and Jews once worked together to write brilliant chapters in the history of literature and science. All this can come to pass again.

Mr. Prime Minister, Mr. Chairman, I pledge the active support of the United States of America to the difficult work that lies ahead. The United States is committed to ensuring that the people who are affected by this agreement will be made more secure by it and to leading the world in marshaling the resources necessary to implement the difficult details that will make real the principles to which you commit yourselves today.

Together let us imagine what can be accomplished if all the energy and ability the Israelis and the Palestinians have invested into your struggle can now be channeled into cultivating the land and freshening the waters, into ending the boycotts and creating new industry, into building a land as bountiful and peaceful as it is holy. Above all, let us dedicate ourselves today to your region's next generation. In this entire assembly, no one is more important than the group of Israeli and Arab children who are seated here with us today.

Mr. Prime Minister, Mr. Chairman, this day belongs to you. And because of what you have done, tomorrow belongs to them. We must not leave them prey to the politics of

extremism and derail this process. Come the fear, must not betray the young of caught in a war making. For to from the chron them the cha peace. For the ecy of Isaiah no more be h nor ruin with of Abraham, Ishmael, have journey. Toget and all our so laam, peace.

[At this point, of Israel and A tive Committee Following the Peres and Mr. and Secretary and Foreign Russia signed tophers and F made remarks Yitzhak Rabin Arafat of the P

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extremism and despair, to those who would derail this process because they cannot overcome the fears and hatreds of the past. We must not betray their future. For too long, the young of the Middle East have been caught in a web of hatred not of their own making. For too long, they have been taught from the chronicles of war. Now we can give them the chance to know the season of peace. For them we must realize the prophecy of Isaiah that the cry of violence shall no more be heard in your land, nor wrack nor ruin within your borders. The children of Abraham, the descendants of Isaac and Ishmael, have embarked together on a bold journey. Together today, with all our hearts and all our souls, we bid them shalom, salaam, peace.

[At this point, Foreign Minister Shimon Peres of Israel and Mahmoud Abbas, PLO Executive Committee member, made brief remarks. Following their remarks, Foreign Minister Peres and Mr. Abbas signed the declaration, and Secretary of State Warren Christopher and Foreign Minister Andrey Kozyrev of Russia signed as witnesses. Secretary Christopher and Foreign Minister Kozyrev then made remarks, followed by Prime Minister Yitzhak Rabin of Israel and Chairman Yasser Arafat of the PLO.]

The President. We have been granted the great privilege of witnessing this victory for peace. Just as the Jewish people this week celebrate the dawn of a new year, let us all go from this place to celebrate the dawn of a new era, not only for the Middle East but for the entire world.

The sound we heard today, once again, as in ancient Jericho, was of trumpets toppling walls, the walls of anger and suspicion between Israeli and Palestinian, between Arab and Jew. This time, praise God, the trumpets herald not the destruction of that city but its new beginning.

Now let each of us here today return to our portion of that effort, uplifted by the spirit of the moment, refreshed in our hopes, and guided by the wisdom of the Almighty, who has brought us to this joyous day.

Go in peace. Go as peacemakers.

NOTE: The President spoke at 11:15 a.m. on the South Lawn at the White House.

Interview With the Arab News Media on the Middle East Peace Process September 13, 1993

Q. Mr. President, thank you very much for this chance to speak to the Arab nation and Arabic television through NBC television on this very historic day. What would you like to say to the Arab world at the—

The President. I would like to say that I hope all the people in the Arab world will support this agreement. It is the beginning of a new relationship not only between Israel and the PLO and the Palestinians, but I hope it will lead to a comprehensive peace in the Middle East. And if that occurs, it would mean a whole range of presently unimaginable opportunities for the nations of the Middle East to work together and for the United States to work with all of them and for us to work together to help people in other parts of the world who are troubled and need our help.

Q. You pledged during the signing ceremony your full support for the peace process in the Middle East. How involved are you prepared to stay in this process?

The President. Extremely involved. After the ceremony I met for a few moments with Mr. Arafat. And then I came back here and had a quick meal with Prime Minister Rabin. And I told both of them clearly that I wanted to begin immediately to help to implement the peace accord. I think the United States can help them in the practical ways to shore up the political decisions that have to be made. I think that clearly we can assist in raising funds necessary to carry this out. I believe that we can continually reassure the people of Israel about their security. And they must feel more secure in this in order to go forward. And again, I hope that over the long run we can fulfill the objective of a comprehensive peace.

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THE AMERICAN UNIVERSITY
WASHINGTON, DC

January 10, 1995

Ms. Lissa Muscatine
Speechwriter
The White House
Old Executive Office Building
Room 190
Washington, D.C. 20500

Dear Lissa:

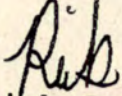
Thank you so much again for agreeing to speak to my class this spring about speechwriting in the White House and the Clinton administration. You were a big hit last fall and rated among the students one of the top five speakers.

Per our conversation, please talk about how the speechwriting office works, what are some of your experiences writing speeches for the President and First Lady, and perhaps, taking them through an example of what it is like to prepare for an important speech. You may also want to use this opportunity to get their views on the Clinton administration. Since these students are so demographically and politically diverse, you might find that information helpful to what college student attitudes are like towards Clinton and the First Lady. I would suggest speaking informally for about 35-40 minutes and then allowing the rest of the hour for questions and discussion.

Your talk is scheduled for Tuesday, February 14 at 9:30 AM in Dunblane House, Room 104 on the Tenley campus. I have included a map along with this letter. You can park on Warren Street, as noted for two hours.

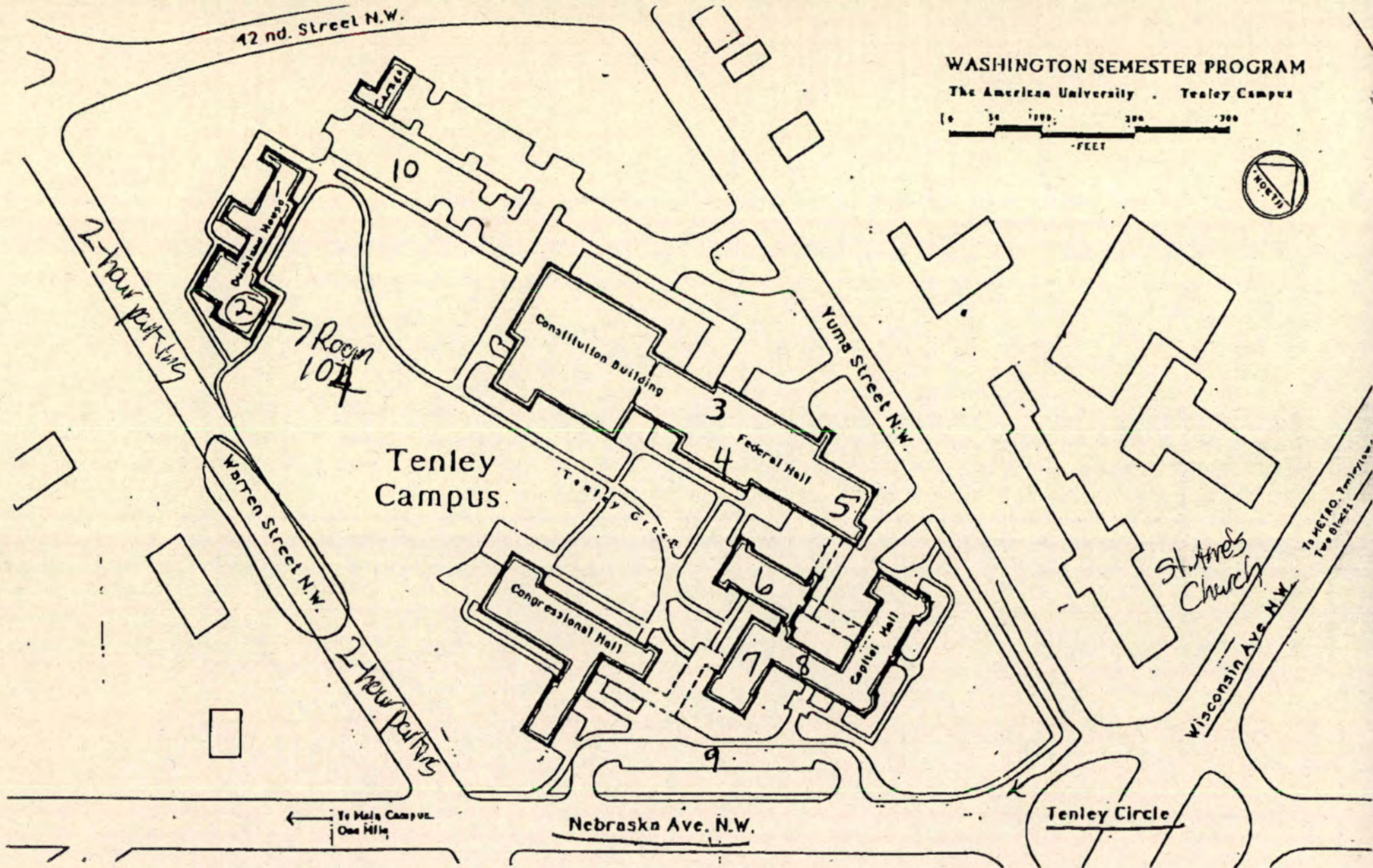
Thank you so much again. If a situation arises where you cannot come, then perhaps another speechwriter in your office could come in your place. Please feel free to call me at (202) 895-4934 for any reason.

Sincerely yours,



Rick Semiati
Assistant Professor

Washington Semester and World Capitals Programs



- 1 - Administrative & Faculty Offices
- ② - Classrooms (Dunblane 101, 102, 103, 104)
- 3 - Tenley Cafe (Dining Hall)
- 4 - Classroom (Federal 173)
- 5 - Computer Lab (Federal 151)

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- 7 - Faculty Offices
- 8 - Reading Room (Capital 111)
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- 10 - Faculty & Staff Parking (by Restricted Permit only)

← ⑨
Parking Permit



THE AMERICAN UNIVERSITY
WASHINGTON, D.C.

TRANSMITTAL FAX FORM

DATE: 1/10/95
TO: Ms. Lissa Muscatine
RECEIVER'S FAX #: 456-5709
FROM: Rick Semiatin
SENDER'S FAX #: 202-895-4939
SENDER'S PHONE #: 895-4934
NUMBER OF PAGES: 3 (including header)
MESSAGE: Talk on February 14th.

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AMERICAN UNIVERSITY

W A S H I N G T O N , D C

September 19, 1996

Ms. Lissa Muscatine
Speechwriter
The White House
1600 Pennsylvania Ave., NW
Washington, D.C. 20500

Dear Lissa:

Thank you so much again for speaking to my class. They loved your talk as usual. More than that, the setting made it extra special for them. It is something they will remember for a very long time.

You really provide a role model for young men and women, particularly the latter, who worry about balancing a career with family. Furthermore, I always like the fact that you talk about your work in a non-partisan way. The students find that very credible.

I want you to know how much I appreciate the fact that you have given so much of your time to edify my students about what it is like to work in a high profile position, maintain your sanity, to be friendly and kind to other people. The latter is often missing in the professional world and, as you so eloquently discussed with my students, the lack of civility in public and personal discourse today.

Thanks so much again.

Best Wishes,

Rick Semiati

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