

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. fax	Elaine Hollifield to Sabrina Corlette [Personally Identifiable Information] [partial] (1 page)	04/19/1996	b(6)

COLLECTION:

Clinton Presidential Records
Speechwriting
Lissa Muscatine
OA/Box Number: 12090

FOLDER TITLE:

HRC - Los Angeles Advertising Women Video 4/23/96

2017-1164-S

rc2451

RESTRICTION CODES

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

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

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

- b(1) National security classified information [(b)(1) of the FOIA]
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FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS FOR LOS ANGELES ADVERTISING WOMEN
50TH ANNUAL LULU AWARDS SHOW
APRIL 23, 1996

Thank-you so much Steve. It's a great honor to receive this award from you -- one of our country's outstanding communicators and entertainers. I'm just sorry I can't be with all of you at the 50th Annual LULU Awards Show.

I want to thank the Los Angeles Advertising Women, your president Lynn Eberhard, and past president Elaine Hollifield, for giving me this honor.

For more than 80 years, LAAW has dedicated itself to supporting and promoting women. You have carried on in the spirit of your founders, who believed, even before women won the right to vote, that women could empower themselves and take charge of their lives. Through your scholarships, you have helped young students get the education they need to become successful in the field of advertising.

Let me send my congratulations to all of the award winners, finalists and honorees tonight, especially to Susan Sarandon, whom I have long admired not only as an actress but also as an outspoken advocate for motherhood and human rights; and to Chris Pula [PULL-AH], who has brought American audiences some of our favorite movies.

~~Also~~ To Art Linkletter, who was the first LULU Master of Ceremonies fifty years ago: Congratulations on a long and illustrious career.

I applaud all of your creative achievements, your hard work, stamina and dedication to your profession. Each of you plays a vital role in making our national marketplace and society more vibrant and healthy. Best wishes for another 50 years of success.

Now, I'll give you back to Steve so he can introduce your next presenters.

###

FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS FOR LOS ANGELES ADVERTISING WOMEN
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Let me send my congratulations to all of the award winners, finalists and honorees tonight, especially to Susan Sarandon, whom I have long admired not only as an actress but also as an outspoken advocate for motherhood and human rights; and to Chris Pula, who has helped ~~bring~~ *bring* American audiences some of their ~~own~~ *own* favorite movies.

Also to Art Linkletter, who was the first LULU Master of Ceremonies fifty years ago ~~and will be joining you later tonight.~~ *me* Congratulations on a long and illustrious career.

I applaud each of your creative achievements, your hard work, stamina and dedication to your profession. Our national marketplace and our society are vibrant and thriving because of all of you at this ceremony tonight.

[While we have many reasons to celebrate, I hope that we will also use this occasion to remember the women in our country who are still struggling to succeed; women who are trying to raise children on the minimum wage; women who cannot afford health care or child care; women whose work is not appropriately valued or rewarded in the workplace or in the home.]

~~Thank you again, Los Angeles Advertising Women.~~ Best wishes for another 50 years of success.

Now, I'll give you back to Steve so he can introduce your next presenters.

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FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS FOR LOS ANGELES ADVERTISING WOMEN
50TH ANNUAL LULU AWARDS SHOW
APRIL 23, 1996

one of country's
Thank-you so much Steve. It's a great honor to receive this award from you Steve — an outstanding communicators and entertainer in your own right. I'm sorry I can't be with all of you at the 50th Annual LULU Awards Show, but my travel schedule takes me to Illinois tonight. . just

I want to thank the Los Angeles Advertising Women, your president Lynn Eberhard, and past president Elaine Hollifield, for honoring me with this year's Outstanding Communicator Award. ~~for the honor.~~

dedicated itself to
For more than 80 years, LAAW has been a vital organization dedicated to supporting and promoting women. You have carried on in the spirit of your founders, who believed long before women won the right to vote that women could empower themselves and take charge of their lives.

~~It is a privilege to be counted among such a distinguished group of prior and current awardees.~~
I am very flattered to be counted among such a distinguished group of prior and current awardees. Let me send my congratulations to Susan Sarandon who is accepting the Outstanding Humanitarian Award tonight. Susan, I have long admired you not only as an actor but also as an outspoken advocate for motherhood and human rights. Congratulations on your long-overdue Academy Award, too.

I also want to congratulate Chris Pula, President of Marketing for New Line Cinema and Fine Line Feature films who is being honored for his outstanding creative and marketing talent. ~~Turning a movie about a "pet detective" into a blockbuster takes real talent. It's no mean feat.~~

Also to ~~my~~ Art Linkletter, who was the first LULU Master of Ceremonies fifty years ago and will be joining you later tonight; a congratulations on a long and illustrious career.

may other do
To the LULU Award winners and finalists, I applaud your creative achievements, your hard work, stamina and dedication to your profession. Our national marketplace is vibrant and thriving because of you and everyone at this ceremony tonight.

Thank you again, Los Angeles Advertising Women, for giving me this opportunity to join you tonight. The President and I wish only the best and another 50 years of success. ~~for~~ ~~best wishes~~

Now, I'll give you back to Steve so he can introduce your next presenters.

###

Fax cover letter from

Elaine Hollifield

450 17th Street
Santa Monica
California 90401
310-395-1861
Fax 310-395-5847

URGENT!

To Sabrina Corlette

Company FIRST LADY'S OFFICE

Fax # 202-456-5709

Date 4/19/96

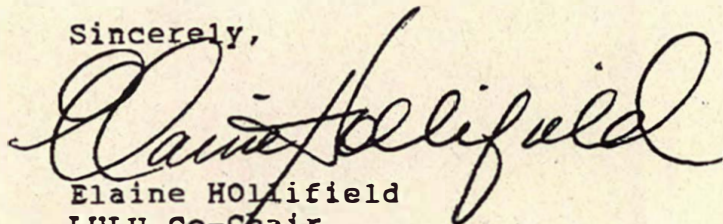
Pages 4 (Includes Cover Sheet)

Message

I spoke with Barbara Woolley today and she suggested
I send a copy of the script for the First Lady's taping
on Tuesday, April 23, 1996. We need the video for our
event on April 25, 1996.

Thank you for your help in this matter.

Sincerely,



Elaine Hollifield
LULU Co-Chair
LAAW Past President

Withdrawal/Redaction Marker

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**50TH ANNUAL LULU AWARDS SHOW
INFORMATION SHEET FOR FIRST LADY VIDEO**

1. Need video by Thursday, April 25, 1996.
2. Steve Allen will introduce video unless you can provide someone else in Los Angeles. Also, if you have someone to suggest for acceptance that would be great since we didn't have time to do so. Mr. Art Linkletter will be also be Best of Show presenter. Presentation will happen before the last of 3 teams present. Linda Alvarez and Brad Goode, Anchor Reporters from KCBS Actions News, will follow with their LULU Awards presentation.

3. Attendance: 400-500. Over 100 awards given out at event. Among our guests, there will be creative professionals —art directors, copywriters, producers, directors, photographers, illustrators, account executives — from the Los Angeles Advertising Community, Portland Oregon, Seattle Washington, Santa Barbara and San Diego Ad communities. They are finalists and will find out who wins a LULU statue or an Award of Excellence (2nd place) or Finalist Certificate (3rd place).

Other guests will be heads of major advertising agencies, both men and women. Corporate executives from companies for whom the award-winning advertising was done will also attend. In other words, clients!

4. Susan Sarandon and Chris Pula are other special awardees. Joel Schumacher and Karen Sartito are attending. Joel is presenting to Susan. Karen is Senior Vice President, Worldwide Promotions and Corporate Sponsorships for MGM/UA.

5. PLEASE MAKE SURE THE TAPE IS 3/4". PLEASE DELIVER PRIORITY DELIVERY BY THURSDAY MORNING TO:

KATHLEEN WHITTLE
BEVERLY HILLS HOTEL
9641 Sunset Blvd.
Beverly Hills, CA 90210

Can you please add delivery charges to our bill? If not, please use this credit card for delivery, American Express # (b)(6) - Elaine [001] Hollifield.

6. Please send video bill to: Los Angeles Advertising Women
8379 Topanga Canyon Blvd. Suite #103
West Hills, CA 91304

LOS ANGELES
ADVERTISING
W O M E N

50th ANNUAL LULU AWARDS SHOW
Thursday, April 25, 1996
presented by
Los Angeles Advertising Women

Script
LAAW Outstanding Communicator
Hillary Rodham Clinton

(Introduction by Steve Allen)

First Lady: Thank you so much, Steve. The name Steve Allen has been an entertainment icon for as long as I can remember. I'm sorry I can't be with all of you tonight at the 50th Annual LULU Awards Show at the lovely Beverly Hills Hotel. Unfortunately, my travel schedule is pretty hectic these days.

But I'm very honored to accept the prestigious Outstanding Communicator Award from the Los Angeles Advertising Women. I admire the fact that after 80 years, LAAW, a volunteer non profit organization, is still going strong supporting and promoting women. The 34 women who began the group in 1914 didn't even have the right to vote, but they pressed on with strength and courage.

I also want to thank the Awards Committee headed by President Lynn Eberhard and Past President Elaine Hollifield for choosing me. I've seen the impressive list of prior awardees and I'm proud to join them.

I understand I am in good company tonight with Susan Sarandon who is accepting the Outstanding Humanitarian Award tonight. Susan, I admire your advocacy for motherhood and human rights. Congratulations on your Academy Award and fine performance. I've been a fan of yours for some time!

I also congratulate Chris Pula, President of Marketing for New Line Cinema and Fine Line Feature films who is also being honored for his outstanding creative and marketing talent. Chris, I can't (can) say I've seen all of Jim Carry's movies, but I've seen "Home Alone" and some of your other accomplishments.



-Page 2-

First Lady'S Script
LULU Awards Show April 25, 1996

*Lula
Eberhard*

I understand Mr. Art Linkletter, who was the LULU Master of Ceremonies at the first LULU Show in 1946 will be presenting later on tonight. I congratulate Mr. Linkletter on his long and famous career.

To all of you guests here at the LULU's tonight, I applaud your creative achievements in the advertising, marketing and public relations fields. If it weren't for your efforts in communicating to the public about the vast array of goods and service from which they have to choose, our great nation's marketplace wouldn't be the success that it is.

826-5253

In closing, I'd like to congratulate the LULU winners who are also being honored. Your excellence in your work reflects the hard work and stamina I so admire. And I can relate to your frustration when the client rejects your cherished ideas. Try presenting them to Congress and you'll see what I mean!

Thank you again, Los Angeles Advertising Women, for giving me the chance to participate in your 50th Annual LULU Awards Show. The President and myself wish you all the best and hope you enjoy another 50 years of success.

Now, I'll give you back to Steve so he can introduce your next presenter team.

OFFICE OF SCHEDULING FOR THE FIRST LADY

DATE 4/4/96

ORGANIZATION/ EVENT	Los Angeles Advertising Women
DATE	April 25, 1996
LOCATION	Santa Monica, CA
EVENT DESCRIPTION	50th Annual Lulu Awards Show - ^{free to make} Video for court
STATUS	ACCEPT ☐ REGRET ☐ PENDING ☐ VIDEO ☒ LETTER ☐
CONTACT	Elaine Hollifield
NOTES	To Helly for possible video

Fax cover letter from
Elaine Hollifield

450 17th St
Santa Monica
California 904
310-395-18
Fax 310-395-58
Fax 805-582-23

To Patty Solis

Company

The White House

Fax #

202-456-5340

Date

4/9/96

Pages

4

(Includes Cover Sheet)

Message

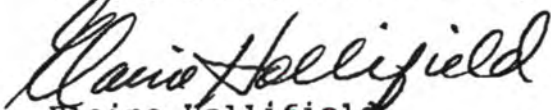
I have included all communications since December, 1995.

As you can see by the April 25th date of our event, time is slipping away.

We would appreciate a reply as soon as you can arrange one.

Thanks for taking this matter into your busy schedule.

I look forward to hearing from you,



Elaine Hollifield
Past President, Los Angeles Advertising Women
LULU Co-Chair



Fax cover letter from
Elaine Hollifield

450 17th Street
Santa Monica
California 90402
310-395-1867
Fax 310-395-5847

To Lisa Ross



Company The White House

Fax # 202456-7311

Date 4/1/96

Pages 3 (Includes Cover Sheet)

Message

Dear Lisa:

Per our conversation, here is paperwork regarding Los Angeles Advertising Women's 50th Annual LULU Awards Show.

Since the First Lady will not be able to attend, we were told that we may have a video addressed to our event for a cost of between \$300-\$700.

Because we are a nonprofit organization, we would appreciate the cost to stay around \$300-\$400.

We would also like to know if a surrogate person could present the video for added impact. Do you have someone you would suggest?

We appreciate any help you can give us. Our event is a prestigious one as you can see by the people whom we honor. Also attending will be our very first Master of Ceremonies, Art Linkletter along with Steve Allen serving as Master of Ceremonies.

Thank you for your help. We believe any recognition from Mrs. Clinton would be an honor.

I'll call on Wednesday morning.

Elaine Hollifield

P.S. LAAW is also an affiliate of the National Association of Women Business Owners (NAWBO)

Elaine Hollifield

450 17th Street

Santa Monica

California 90402

310-395-1867

Fax 310-395-5847

Fax 805-582-2378

hollifieldcreative@interromb.com

To: Barbara Woolley, White House Liaison Office

From: Elaine Hollifield, 1996 LULU Co-Chair, LAAW Past President

Re: LULU AWARDS SHOW, April 25, 1996

Date: April 1, 1996

I am including the original MEMO I sent to you last December.

I spoke with you again and you said to contact you again about one month out.

Since then, I have called but haven't received any reply. So I thought I would fax this note with the understanding of your busy schedule.

I also understand that the First Lady will be attending an EMILY List Luncheon in Washington on April 26. Taking into account travel time, I would assume that Mrs. Clinton will not be on the West Coast during the week?

In lieu of an appearance, the Los Angeles Advertising Women would like to request a video or letter from the First Lady regarding our event.

To update your previous MEMO, we will also be honoring Academy Award Winner, Susan Sarandon as Outstanding Humanitarian along with Chris Pula, Marketing Director of New Line Cinema.

We would greatly appreciate any recognition from the First Lady. Thank you for your consideration.

I will call again in the upcoming week.



LOS ANGELES ADVERTISING WOMEN

To: Barbara Woolley, White House Liaison Office

From: Elaine Hollifield, Hollifield Creative (LULU Co-Chair)

Re: Nomination of Mrs. Clinton for Los Angeles Advertising Women 1995 Outstanding Communicator

Date: December 11, 1995

Los Angeles Advertising Women would like to honor Mrs. Clinton with the LAAW 1995 Outstanding Communicator Award. We believe her ongoing contributions to education, humanitarian causes and to the welfare of this country make The First Lady a deserving awardee.

The award will be presented at our 50th Annual LULU Creative Achievement Awards Show on Thursday, April 25, 1996. This year's event will be held at The Beverly Hills Hotel and Steve Allen is scheduled to host the show.

Los Angeles Advertising Women was founded in 1914 and is the second oldest women's business organization in the country. Our membership is heavily comprised of agency executives and entrepreneurial businesses in advertising and related communications fields. The LULU Awards honor excellence by both men and women in advertising, marketing, public relations, public service and a variety of electronic media.

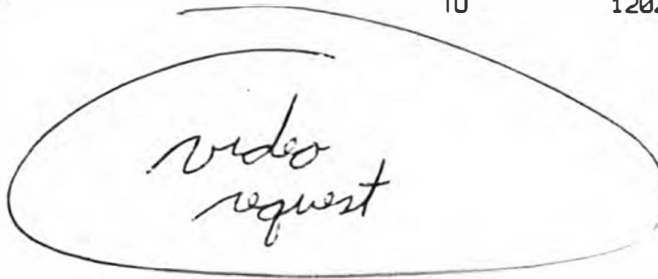
Past Outstanding Communicator recipients have been: Linda Bloodworth Thomason, Professor Anita Hill, Steve Case (Founder, America Online), Linda Lo Re (Giorgio Beverly Hills), Gertrude Crain (Crain Communications), Norman Lear, Sherry Lansing (Paramount Pictures), Greer Garson, and Lynda Rae Resnick (CEO The Franklin Mint), to name a few.

In addition to the awards, we will again donate money to our scholarship fund, The Mardi May Memorial Scholarship, AIEF (Advertising Industry Emergency Fund) and the Student Competition sponsored by the American Advertising Federation.

The debate on advertising censorship issues seems to be an ongoing one. Therefore, we believe this would be an ideal opportunity for the First Lady to appear before a friendly audience of advertising professionals.

Thank you for your consideration. We look forward to an acceptance in the near future.

Fax cover letter from
Elaine Hollifield



450 17th Street
Santa Monica
California 9040
310-395-186
Fax 310-395-584
Fax 805-582-237

To The First Lady's Scheduling Office

Company Attn: Greg

Fax # 202-456-2317

Date 4/11/96

Pages 10 (Includes Cover Sheet)

Message

Per your phone call, here is the paperwork concerning my request dating back to September of last year.

First, I contacted Betsy Myers whom I know. Then, I was sent to Peggy Lucier. Then Barbara Woolley. Then I was referred to Lisa Ross, who then referred me to your office and specifically, Patty Solis or Katie Butz.

I've also included our printed invitation copy. As you can see, our organization is very professional and our event is top drawer.

We are producing an Audio/Visual show much like the Oscars. So we would need a presenter for the video. If not, I'm sure Steve Allen wouldn't mind the responsibility!

Thank you for your immediate consideration. We can produce a nice insert for our catalog and/or program which carries the same theme as our invitation.


Elaine Hollifield





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Elaine Hollifield

450 17th Street
Santa Monica
California 90402
310-395-1867
Fax 310-395-5847
Fax 805-582-2370

To: Betsy Myers, White House Women's Office

From: Elaine Hollifield, Hollifield Creative (LULU Co-Chair)

Re: Nomination of Mrs. Clinton for Los Angeles Advertising Women
1995 Outstanding Communicator



Date: September 25, 1995

Hi Betsy,

Congratulations on your new job! I heard from Vivian Shimoyama last June when I expected to see you at the Women Incorporated Conference in Long Beach.

I'm writing you to see if the First Lady would accept the Los Angeles Advertising Women's 1995 Outstanding Communicator Award. We believe her ongoing contributions to education, humanitarian causes and to the welfare of this country make her a deserving awardee.

The award will be presented at our 50th Annual LULU Creative Achievement Awards Show on Thursday, April 25, 1996. This year's event will be held at The Beverly Hills Hotel.

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In addition to the awards, we will again donate money to our scholarship fund, The Mardi May Memorial Scholarship and AIEF (Advertising Industry Emergency Fund).

We are looking forward to a response to our nomination by November 15, 1995. I'd appreciate any help you can give us in this matter.

LOS ANGELES ADVERTISING WOMEN

To: Barbara Woolley, White House Liaison Office

From: Elaine Hollifield, Hollifield Creative (LULU Co-Chair)

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Suite 1000

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310-395-1867

Fax 310-395-5847

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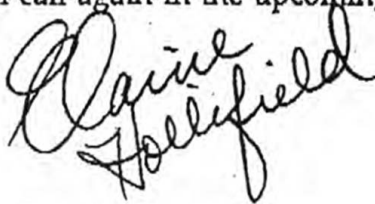
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To Lisa Ross



Company The White House

Fax # 202-456-7311

Date 4/1/96

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Elaine Hollifield

450 17th St
Santa Monica
California 90404
310-395-1111
Fax 310-395-5111
Fax 805-582-2111

To Patty Solis

Company The White House

Fax # 202-456-5340

Date 4/9/96

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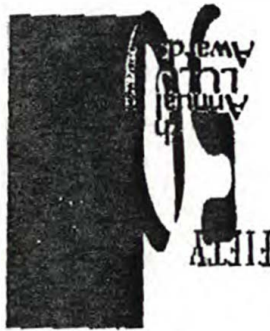
Thanks for taking this matter into your busy schedule.

I look forward to hearing from you,



Elaine Hollifield
Past President, Los Angeles Advertising Women
LULU Co-Chair





Back:

Reservation Deadline
April 18, 1996

FRONT:
Gold
+ white



*Invitation
Inside*

Honoring

1995 LULU Award Winners

& Outstanding Communicator

Chris Pula

President of Marketing

NEW LINE CINEMA

Benefiting

The Advertising Industry Emergency Fund (AIEF)

The Mardi May Scholarship Fund

AAF Student Competition

Thursday, April 25

Master of Ceremonies - Steve Allen

Special Presenter - Art Linkletter

Beverly Hills Hotel - Crystal Ballroom

9641 Sunset Boulevard (Beverly & Sunset)

6:00 No-host cocktails

Winners' & Finalists' work on display

7:00 Sit-down dinner

7:30 Awards Ceremony

Black tie optional

Reservation Deadline

April 18, 1996

For more information, call: 818/712-0802

or fax: 818/346-1888



LOS ANGELES
ADVERTISING
WINNER

th
Annual
LULU
Awards

Will
Insert
Because of
late acceptance
by Susan.



Outstanding Communicator

Chris Pula

President of Marketing NEW LINE CINEMA

Outstanding Humanitarian

Susan Sarandon

Award-Winning Actress

LOS ANGELES ADVERTISING WOMEN was founded in 1914

as a nonprofit organization to enhance the role of women in

- Advertising. Membership in LAAW is now open to women and men in creative or administrative positions in all phases of Advertising, Public Relations, Media, Graphics and related services.

open to men and women in the 13 Western States Alaska and Hawaii.

LULU attracts entries in every phase of Advertising Print to TV, from Direct Mail to Corporate Communication from Sales to Public Relations. There's even a category "A Rough Business" for campaigns that were scratch before ever being seen by a consumer's eye. Students also invited to participate.

LAAW AND THE LULU

LAAW is affiliated with the American Advertising Federation, one of the largest grass roots industry organizations in the United States. LAAW promotes education with its Mardi May Scholarship Fund, Educational Seminars and support of the AAF Student Competition.

Los Angeles Advertising Women look forward to hosting the top creative talent West of the Mississippi for many years to come.

In 1946, LAAW decided to initiate an Advertising Awards Competition and began the Frances Holmes Achievement Awards (Holmes was the first woman owner of an Advertising Agency in 1909). The first show was held at the Coconut Grove where Barbara Stanwyck was the first Mistress of Ceremonies.

Why LULU? In 1952, the golden LULU statue was designed by Norma-Jean Wright Trietsch. Rumor has it that when the LAAW Board of Directors first contemplated our naked female "Oscar", one of them exclaimed, "Now, that's a LULU!" Thus the competition was dubbed the LULU Awards. For whatever reason, the name stuck.

The Annual LULU Awards Show is the biggest yearly event and fund-raiser for the club's educational endeavors. It is

