

ARMS Email System
RECORD TYPE: PRESIDENTIAL (NOTES MAIL)

CREATOR: Alan M. Levitt (CN=Alan M. Levitt/OU=ONDCP/O=EOP [ONDCP])

CREATION DATE/TIME:17-MAY-1999 14:13:08.00

SUBJECT: More intel re: CBC

TO: Mary Fibich (CN=Mary Fibich/OU=CEA/O=EOP @ EOP [CEA])
READ:UNKNOWN

TO: Charles A. Blanchard (CN=Charles A. Blanchard/OU=ONDCP/O=EOP @ EOP [ONDCP])
READ:UNKNOWN

TO: Donald R. Vereen (CN=Donald R. Vereen/OU=ONDCP/O=EOP @ EOP [ONDCP])
READ:UNKNOWN

TO: Daniel Schecter (CN=Daniel Schecter/OU=ONDCP/O=EOP @ EOP [ONDCP])
READ:UNKNOWN

TO: Michele A. Manatt (CN=Michele A. Manatt/OU=ONDCP/O=EOP @ EOP [ONDCP])
READ:UNKNOWN

CC: Kevin P. Cichetti (CN=Kevin P. Cichetti/OU=ONDCP/O=EOP @ EOP [ONDCP])
READ:UNKNOWN

CC: Jill A. Bartholomew (CN=Jill A. Bartholomew/OU=ONDCP/O=EOP @ EOP [ONDCP])
READ:UNKNOWN

CC: Walter L. Holton (CN=Walter L. Holton/OU=ONDCP/O=EOP @ EOP [ONDCP])
READ:UNKNOWN

CC: Robert F. Housman (CN=Robert F. Housman/OU=ONDCP/O=EOP @ EOP [ONDCP])
READ:UNKNOWN

CC: Peter B. Bechtel (CN=Peter B. Bechtel/OU=ONDCP/O=EOP @ EOP [ONDCP])
READ:UNKNOWN

CC: Alejandra Y. Castillo (CN=Alejandra Y. Castillo/OU=ONDCP/O=EOP @ EOP [ONDCP])
READ:UNKNOWN

TEXT:

Heida Gardner, VP at American Advertising Federation (one of our partners in our campaign) reports about a meeting of the Minority Media Coalition in NY last Thursday and Friday. About 30 members of group met with Rev. Al Sharpton (and I believe Reps. Menendez and Rangel). Coalition is largely minority and ethnic ad agencies and media outlets, mostly broadcasters with some mags and newspapers - represents African American, Hispanic and Asian media. Our media campaign came up in meeting and Sharpton indicated that he is sending letter to BRM requesting a meeting to discuss our campaign. Heida reported quite a lot of misinformation that she tried to correct (that only minority media had to comply with

the match, that we are spending \$185M for ads, etc.). Hispanic broadcasters are likely to be next to raise their issues with ONDCP. Also said she got impression that CBC had negative perception of Gen McCaffrey.

ARMS Email System
RECORD TYPE: PRESIDENTIAL (NOTES MAIL)

CREATOR: Andrew R. Feldman (CN=Andrew R. Feldman/OU=CEA/O=EOP [CEA])

CREATION DATE/TIME: 9-FEB-2000 10:25:12.00

SUBJECT: moniker mentioned

TO: Hayden.P.Smith@frb.gov (Hayden.P.Smith@frb.gov [UNKNOWN])
READ:UNKNOWN

TEXT:
HP, below is Maureen Dowd's opinion piece in today's times. In the forth
para. or so, she uses "moniker"; one
of the words on your cards.

Talk to you soon!
A.

February 9, 2000

LIBERTIES / By MAUREEN DOWD

She's Dropping Names!

WASHINGTON -- I just love the perky campaign slogan.

HILLARY!

It evokes all those shiny divas who need only one name -- Cher
and
Madonna and Charo and Ann-Margret. It also has a whiff of
royalty.
Those House of Windsor gals never bother with last names.

And yet there's something very "That Girl" about it. (Remember
how
Marlo Thomas, a struggling actress, had this inexplicably huge
New York
apartment? And now Hillary, a struggling candidate, has this
inexplicably
huge New York house?)

The familiarity of it makes you want to just call out to her,
over the white
picket fence in Westchester: "Hey, HILLARY, heard any hot
commodities tips?"

Her new moniker crystallizes the question posed by the first
lady's
campaign: Is it possible to wipe out everything people know

about you
and start over again?

"In this moment of McCain, in this day of authenticity and character and personality driving much of the presidential race, can HILLARY wipe out the CLINTON in her life?" wonders Paul Costello, a crisis-management expert who worked as a press secretary for both Rosalynn Carter and Kitty Dukakis.

It is the ultimate in re-branding, as they say in the ad biz. If you thought it would be tough for ValuJet to leave behind grisly images of the Everglades by changing its name to AirTran, that was nothing compared with this bit of name-dropping.

Hillary is the first Cubist politician. All you see are the parts, not the whole, because she's always rearranging and changing the perspective. Different names and hairstyles and clothes and issues are deployed to send the message of the day, and we're left with a fractured jumble of pink and black, frizzy and straight, Cubs and Yankees, staff firings and tossed salads, second fiddle and first string, two for the price of one and one for the price of two.

I picture her corner office at campaign headquarters in New York with four incoming phone lines: Hillary Rodham, Hillary Clinton, Hillary Rodham Clinton and HILLARY.

Suha Arafat can send kisses on the H.R.C. line, while her new Jewish relatives can say "Shalom" on the HILLARY line.

Hollywood can come in on all four lines. So can Al Sharpton, but he goes straight to voice mail.

It's hard keeping all those lines from getting crossed. The blond Hillary Rodham Clinton wears pastels and pumps and plans state dinners. The blonder HILLARY wears black pantsuits and black androgynous shoes and brings chicken and rice casseroles to suburban potluck

dinners.

H.R.C. always lived in taxpayer-financed housing. HILLARY can't believe how much she has to pay in taxes. H.R.C. was the great liberal hope. HILLARY believes the era of big government is over. H.R.C. believes in redemption. HILLARY believes in the death penalty.

H.R.C. is introduced by her husband on stage. HILLARY doesn't introduce her husband on stage. H.R.C.'s husband is the president. HILLARY's husband needs a caddy.

HILLARY told The Times's Adam Nagourney that she was stung when some of her early Senate supporters deserted her when the going got rough. But H.R.C. and her husband are famous for turning friends and supporters into roadkill when the going gets rough.

The last few years, H.R.C. acted as though her loftiest goals were decorating at Christmas and lunching with gossip columnists. But now HILLARY's aides are busy spinning that backstage she has been, as Newsweek put it, "a West Wing fixer . . . an aggressive and committed policymaker and strategist."

What HILLARY really wants is a time warp where everyone would forget the last eight pesky years. If only she could recapture her age of innocence, before her tacky brothers tainted the name Rodham and before her husband tarnished the name Clinton.

Maybe, as the campaign wears on, the candidate formerly known as first lady will shed her first name also and, Prince-like, adopt a symbol instead of a name.

Maybe, given the voters she most desperately needs, she could use the circle and cross that designates Woman. Or have just a perky "!"

Given that she is such a puzzle, there is really only one perfect symbol: "?"