

THE PRESIDENT HAS SEEN

12-9-96

12/2/96

To: The President
Harry Truman

FYI

Hank

EMC

To: Dan Dutko, Finance Chairman, Inaugural Committee
 From: Ellen McCulloch-Lovell, Executive Director, President's Committee on the Arts and the Humanities
 Re: Inaugural Celebration - Themes and Ideas
 Date: November 29, 1996

The Inaugural is a time for celebration and also for reflection. It provides the president and the country with an occasion to remind all of our citizens of our "common creed," the principles and practices that bind Americans, as many peoples, together into one nation. The Inaugural can put the "unum" back in the "e pluribus."

The themes of this celebration and the reflection on its meaning for Americans often have been conveyed through the arts and the humanities.

By demonstrating the vitality and diversity of U.S. culture, and by presenting our history and ideals, we can give many Americans ways to enjoy and learn from the Inaugural events.

The arts and the ideas of the humanities can also convey other themes: they provide powerful examples of strengthening communities, bridging our differences and unlocking the talents of our youth.

The following are some themes and ideas for the Inaugural celebrations.

Celebrate America:

A showcase of America's many talents and unique cultures: from the amateur gospel choir to the opera singer; the Native-American drummers to the symphony orchestra; the clogger or tap-dancer to the modern dance group; a jazz ensemble, a film short, a mural created by inner city youth. All represent what is unique about American culture, which both preserves our heritage and creates new forms at the juncture of many expressions.

Music as a Metaphor for Mutuality:

We celebrate through music; we sing in sadness; we sing for ceremonies. Vocal music, especially, shows us that each person sings his or her part, with all voices combining to a higher purpose. Pete Seeger's song: "all God's children gotta sing in the choir; some sing low, some sing higher..." captures the concept perfectly. A celebration of America through our music would present all of our traditions, and represent all of our voices, varied yet still so recognizably American. Such a theme would give every citizen an entry-way into the Inaugural celebrations.

Masters (or Mentors) and Students (the Next Generation):

The Inaugural could showcase a series of established masters, who represent American excellence and accomplishment, who would perform with young artists - the new aspiring talents - whom they have mentored. Examples are:

- * Violinist Isaac Stern with students in the Harlem string program he helped establish

page 2

- * Dancer Jacques D'Amboise with some of the inner city dancers in his program. (Edward Villela of the Miami Ballet and Elliot Feld, director of the Feld Company, and the Alvin Ailey Company, also have wonderful opportunity programs.)
 - * New York City TV actors, with children from the 54th Street Theater
 - * Wynton Marsalis with student
 - * Rita Dove or Robert Haas (previous and present U.S. Poet Laureates) with young poet from WritersCorp Program
 - * National Heritage Award winning Kentucky fiddler with apprentices.
- There are hundreds of great examples to chose from, all well-documented, from many states, cultures and traditions.

The New Generation:

Throughout the events, children's talents and potentials should be showcased. From the Chicago Children's Choir to young dancers training with Lula Washington Dance Co. in East Los Angeles, to the young opera singers in the Cleveland Opera Theater's program, the country is bursting with children's creativity.

A Poem for the Future:

The reading of a poem at the Inaugural ceremony should become a tradition. There are too many great American writers to chose from! One should be identified now to write a poem for the occasion: someone with a true American voice. Another approach would be to have a famous writer read, along with a short original work, stanzas from other great Americans such as Emily Dickinson, Walt Whitman, Paul Lawrence Dunbar, William Carlos Williams, Langston Hughes, and a recent award winner such as Mary Oliver: the possibilities are almost endless.

The Humanities - a way to learn from the past and think about the future:

A famous historian - such as David McCullough or Arthur Schlesinger, Jr., - could offer a reflection on America at the turn of a new century. There could be a lecture and/or a forum of thinkers on themes such as: the presidency, the congress, or renewing American civic life. The news media could carry portions of the lecture or forum, using quotes to look ahead towards the next four years that lead us to a new millennium.

Notes:

These are some ideas which we would be happy to help research and flesh out. I realize that the millennium begins in 2001, but everyone will celebrate as the calendar turns to 2000.

President's Committee member Cynthia Schneider helped to develop the "masters and students" concept two years ago for a media idea that was never carried out.

THE PRESIDENT HAS SEEN

12-9-96

'96 DEC 5 PM5:10

2 December 1996

MEMORANDUM TO THE PRESIDENT

From: Harold Ickes *WJ*

Re: Participation by Jesse Jackson in the Inaugural activities

Jesse Jackson has requested that he play a role in the Inaugural activities. Specifically, he would like to give either the invocation or the benediction at your swearing in, otherwise he would like to participate in any church service that you may be attending pre-Inaugural. For example, he specifically mentioned the metropolitan AME service which apparently was held on Tuesday morning prior to the last Inaugural.

Let's discuss.

cc: Alexis Herman

*Is he going
to be a part of
the church service?*

PHOTOCOPY
WJC HANDWRITING

THE PRESIDENT HAS SEEN

12-9-96

'96 DEC 5 PM 6:25

DETERMINED TO BE AN ADMINISTRATIVE

December 4, 1996

MARKING INITIALS: M

DATE: 2/5/20

2016-0990-5

MEMORANDUM FOR THE PRESIDENT
THE VICE PRESIDENT
THE FIRST LADY
MRS. GORE

~~CONFIDENTIAL~~

CC: LEON PANETTA
EVELYN LIEBERMAN
MAGGIE WILLIAMS
RON KLAIN
SKILA HARRIS
ALEXIS HERMAN
BRUCE LINDSEY
NANCY HERNREICH
DON BAER
ANDREW FRIENDLY
ANN STOCK
ANN JORDAN
TERRY MCAULIFFE
DAN DUTKO
DEBORAH WILLHITE
CRAIG SMITH
LAURA HARTIGAN
DEBORAH ASHFORD
MIKE BERMAN
HARRY THOMASON
BRAD MARSHALL
JEFF KING

FROM: Harold Ickes 

SUBJECT: Inaugural

This summarizes the status of the planning and implementation of certain elements for Inaugural weekend, which is expected to begin Saturday (18 January) and end Monday night.

Monday 20 January, the date of the Inauguration, is also Martin Luther King's birthday, an official federal holiday. Thus this will be a 3 day holiday weekend for much of the nation. The

King family will be involved in ceremonies in Atlanta honoring Dr. King.

We understand that most hotels/ airlines are requiring a 4 day package for discount rates/fares. Thus many from out of town will begin arriving on Friday, 18 January.

1. Theme/concept

Proposed theme:

“An American Journey: Building A Bridge to the 21st Century”

Concept: Short, simple and elegant.

2. Proposed events: The preliminary proposed schedule of official events (there will be many non-official events as well) include (note: most times are very approximate):

Saturday (18 January):

1. 10:00am-4:30pm: The Mall (open to public- free). “Harmony in America” Various musical performances showcasing a history of American music. There will be approximately 8-10 different venues in heated tents on 2 of the 4 sections of the Mall, each venue with a different production at the same time. Each venue is expected to present about 5 performances during the 10am-4:30pm period. The tents will be able to hold approximately 60,000-70,000 people at one time.

2. Daytime: Museums (open to public - charges up to each museum). Led by the Smithsonian, museums around the Mall will be encouraged to have presentations/exhibits/events focusing on American music and history.

3. 6:00 pm: Various locations in DC (open to public - free). 3 minutes of fireworks at various locations in the city.

4. 7:30 pm: U.S. Air Arena (open to the public - free). - The rehearsal of the Gala “The American Gala.”

Sunday (19 January):

5. 8:30am: Foundary Methodist Church (selected invitees - free). The President and First Lady to attend.

6. 10:30am: Site tbd (selected invitees -free). Diplomatic

THE PRESIDENT HAS SEEN

12-9-96

reception.

7. 10:00am-4:00pm: The Mall (open to the public - free). "Celebrating The Journey". Various exhibits, seminars, lectures about the progress of America to the 21st Century to be held in the same tents as in numbered 1 above.

could be done
major money
city goes to it

8. (Not settled yet) 12:15pm: Site tbd (selected invitees - free). Governors lunch.

9. Day: Museums (open to the public - charges determined by each museum). "Celebrating The Journey". Museums adjacent to the mall to be encouraged to present performances/events/exhibits focusing on American history.

10. 6:00-8:00pm: US Air Arena (tickets from \$3000 per to \$100 per). The Gala.

11. 8:00-10:00pm or 9:00-11:00pm: TV broadcast of the Gala (open to the public - free). To be broadcast by CBS.

12. 8:15-10:00pm: US Air Arena (selected invitees - free). Post Gala reception at tent outside US Air arena for performers and VIP's.

Monday (20 January):

13. 8:30am: Metropolitan AME church (selected guests - free). Church service.

14. 10:00am: White House (selected guests - free). The President, Vice President, First Lady and Mrs. Gore to have coffee with Congressional Inaugural Committee and, thereafter, proceed to the Capitol.

Need to
quick

15. 11:30am: Capitol (ticketed (free) about 6,000 seats and 34,000 preferred standing). Inauguration ceremonies to begin:

-Prelude: The United State Marine Band

-Call to order: Senator John Warner

-Invocation: Reverend Bill Graham
Reverend Franklin Graham also to be on the platform

-Pledge of allegiance: An Eagle Scout

-Music: The Children of the Gospel: The Next Generation

-V.P. oath: Administered by Justice Ruth Bader Ginsberg

-Music: Jessye Norman

-Introduction of the President: Senator Wendell Ford

-Oath: Administered by Chief Justice Rehnquist

-Address: President Clinton

-Music: Emanuel Baptist Church Sanctuary Choir and Orchestra

-Poet: Miller Williams

-Benediction: Reverend Gardner Taylor

The National Anthem: Santita Jackson (The Battle Hymn of the Republic) and The Resurrection Choir

16. 1:15-2:00pm: Capitol (250 selected invitees - free). Congressional lunch

17. 12:30pm: Capitol (selected invitees - free). Presidential review of the military colors.

18. 2:00pm-end: Parade (bleacher seats \$100/\$50/\$10/ each - - standing room free). Inaugural parade Capitol to White House.

19-30. 8:00pm-midnight: Various locations (tickets \$150/ each). 12 Inaugural balls.

[This ends the official Inaugural events]

THE PRESIDENT HAS SEEN

12-9-96

Tuesday (21 January):

31. (Not settled yet) White House (selected invitees - free). Open house

32. 10:30am: Hotel tbd (open to the public - free). DNC meeting to elect new Chair and conduct other business.

X 33. (Not settled yet) 1:00-3:00pm: White House (selected invitees - free). Reception for friends of Arkansas.

• 34. (Not settled yet) 3:15-4:15pm: White House (selected invitees - free). Reception for DNC members/families/friends.

35. (Not settled yet) 6:30pm: White House (selected invitees - free). Reception for Georgetown/Yale/Wellesley friends.

2. Very preliminary estimate of income/expenses:

Estimated income (millions):

\$14.4 - ticket sales to Gala (tickets range from \$3,000 to \$100).
Based on actual seats and ticket prices, as much as \$16.95 million could be raised. (approximately 12,000 tickets)

3.2 - license fee to be paid to PIC by CBS for broadcast rights to the Gala

10.5 - Inaugural balls tickets (\$150/each) to 12 Inaugural balls (approximately 70,000 tickets)

1.7 - parade tickets (\$100/\$50/\$10/each)
(approximately 35,000 tickets)

____.8 - souvenirs
30.7 - total

Estimated expenses:

\$3.6 - personnel
10.3 - administrative
5.1 - 12 balls
5.5 - Gala and reception

PHOTOCOPIED
WJC HANDWRITING

2.3	- parade
3.8	- Saturday's Mall events
1.0	- Sunday's Mall events
.5	- other
<u>2.4</u>	<u>- 10% contingency</u>
\$34.5	- million

3. Invitations:

There are 2 kinds of invitations. The commemorative invitation will be sent to everyone, approximately 500,000-600,000 people.

The commemorative invitation alone does not make the recipient eligible to purchase tickets to any of the ticketed events (e.g. the Gala on Sunday night, seating at the Swearing-In on Monday, the Inaugural Parade, or any of the twelve Inaugural Balls Monday evening).

Only Approximately 49,000 of the 500,000-600,000 commemorative invitations will also specifically invite the recipients to purchase a package of tickets (described below) to various ticketed events. The "package" of tickets to events which each of these 49,000 recipients are permitted to purchase will be predetermined for each person. That is not to say that modest adjustments can not be made or that additional people can not be added to purchase tickets if there is not a full subscription by the original 49,000 invitees to ticketed events. But it is important to understand that 49,000 is the approximate total universe of people who will receive invitations that permit them to purchase tickets to various events.

It is estimated that the total number of seats/positions for each category of events are as follows:

- Gala 12,000 tickets
- Swearing in 40,000 tickets (free) (6,000 seats/34,000 preferred standing)
- Inaugural Balls 70,000 tickets
- Parade 35,000 tickets

In addition to the above, it is estimated that the following numbers of tickets must be given complimentary to various individuals.

- Gala 150 tickets
- Parade 150 tickets

-Inaugural Balls 300 tickets

Each individual who receives one of the 49,000 invitations that permit the invitee to purchase tickets will receive the right to purchase one of the following packages. The number of tickets in each "package" are the maximum the invitee is permitted to purchase. If, however, there is less than full subscription by all invitees, the remaining tickets will be made available to others. The invitee is not required to purchase the full package, rather he/she may purchase as few tickets as he/she wants.

<u>Package</u>	<u>Invitee</u>	<u>Eligible to purchase</u>
A	500	6 gala, \$3,000/ ticket (3,000 tickets) 6 ball, \$150/ ticket (3,000 tickets) 6 parade, \$100/ ticket (3,000 tickets)
Cost of full package \$19,500		
B	650	6 Gala, \$3,000/ ticket (3,900 tickets) 6 ball, \$150/ ticket (3,900 tickets) 6 parade, \$100/ ticket (3,900 tickets)
Cost of full package: \$19,500		
C	900	4 Gala, \$1,000 to \$100/ ticket (3,000 tickets) 4 ball, \$150/ ticket (3,000 tickets) 4 parade, \$100/ ticket (3,600 tickets)
Cost of full most expensive package: \$5,000 Cost of full least expensive package: \$400		
D	2,500	2 Gala, \$1,000/ ticket (5,000 tickets) 2 ball, \$150/ ticket (5,000 tickets)

		tickets)
		2 parade, \$100/ ticket (5,000
		tickets)
	Cost of full package: \$2,500	

E	2,700	2 Gala, \$1,000-\$100/ ticket (5,400 tickets)
		2 ball, \$150/ ticket (5,400 tickets)
		2 parade, \$100/ ticket (5,400 tickets)

Cost of full most expensive package: \$2,500
Cost of full least expensive package: \$600

F	5,500	0 Gala
		2 ball, \$150/ ticket (11,000 tickets)
		2 parade, \$50/ ticket (11,000 tickets)

Cost of full package: \$400

G	2,000	0 Gala
		2 ball, \$150/ ticket (4,000 tickets)
		2 parade, \$10/ ticket (4,000 tickets)

Cost of full package: \$320

H	34,000	0 Gala
		2 ball, \$150/ ticket (68,000 tickets)
		0 parade

Cost of full package: \$300

Craig Smith is overseeing the organizing of the master computer list of some 600,000 names. The first order of business is to assemble the list of 49,000 names which must be given to the mail house no later than this Saturday (7 December). The mail house (Hal Malchow) will have the 49,000 envelopes stuffed and ready to be put in the mail by Saturday 14 December, which

means that invitations will begin to be received no later than Monday 16 December.

PIC has contracted with TicketMasters to handle the processing of ticket orders. Each of the 49,000 invitees will be assigned a specific number, and each invitee will be assigned to one of Craig's staff people or Dan Dutko's finance people, who will work with the invitee and Ticket Masters on any problems that may arise, and who will also assist invitees with respect to information regarding the Inaugural, housing, transportation, etc.

PIC expects to have the balance of the commemorative invitations, approximately 551,000 (600,000 minus 49,000) in the mail no later than 24 December.

By Friday morning (6 December) Craig will have paired down the approximately 60,000 initial list of people to receive invitations to about 49,000. Each of those 49,000 will be assigned one of the ticket packages A-H described above.

There are approximately 45-50 different categories of invitees (e.g., finance, African Americans, women leaders, Hispanics, etc.) within the 49,000 who will receive the right to purchase tickets to various ticketed events. It is impossible at this point to determine how many invitees will be in each category. Craig estimates, however, that approximately 4,500 of the 49,000 will be to Arkansans.

The specific list for many of the categories have been given to key people to review to make sure that they are as inclusive as possible, and, more importantly, that all key people have been included.

There will be approximately 2,000 sets of extra invitations that can be used for adjustments.

4. Time lines: Critical time lines include:

-Thursday, 5 December, final review of list for the computer tape of 49,000 people who will receive invitations to purchase tickets

-Ticket design/ art approved

-Close of business Saturday, 7 December, master tape of 49,000 delivered to mail house (Hal Malchow)

- Close of business Friday, 6 December, printer to deliver to mail house
51,000 envelopes, 51,000
commemorative invitations and
51,000 complete sets of materials to
be included in the mailing to those
invited to purchase tickets.
- Saturday, 14 December, mail house to deliver to post
office the 49,000 invitations.
- 8:00 am Monday, 16 December, Ticket Masters ready to receive phone
calls, mail, etc. to purchase
invitations.
- Friday, 13 December to Tuesday, 24 December, approximately 551,000
commemorative invitations only to
be processed and mailed.
- Friday 27 December, ticket stock printed and delivered to Ticket Masters
- Friday 3 January, Postmark for UPS delivery (mail orders only)
- Wednesday 8 January, deadline for mailorders for UPS delivery (phone
orders)
- 16-20 January, Will Call open
- 20 January, 12:00 noon sharp, swearing in of the President
- 21-24 January, ticket services office opened

5. Contractors: PIC has entered or will enter into contracts with the following contractors:

- a) Copenhaver (Washington DC): For printing of the commemorative invitations.
- b) Financial Innovations of Providence, (Rhode Island): Mark Weiner's company will produce commemorative memorabilia, including the medallion.
- c) The November Group (Hal Malchow) (Washington DC): The direct

mail house.

d) TicketMasters, Inc. (New York, NY): They will handle all of the ticket processing and will be assisting on troubleshooting by Craig Smith's political, and VIP staff as well as by Dan Dutko's finance staff.

e) Daily Record (Baltimore, MD) - invitation printer.

f) US Air Arena: For the Gala.

g) Smith/Hemion - Gary Smith will assist in producing the Gala.

h) Harry Thomason - Harry will serve pro bono as Executive Producer.

i) WWL, Inc. (Ft. Smith, Arkansas), ticket printer. (NOTE: PIC may select Globe Printers instead of WWL.)

j) CBS - License agreement to broadcast the Gala.



THE 53RD PRESIDENTIAL INAUGURAL



AN AMERICAN JOURNEY
BUILDING A BRIDGE TO THE 21ST CENTURY

CALENDAR OF PUBLIC EVENTS

HARMONY IN AMERICA

THE MALL

SATURDAY, JANUARY 18, 1997

10:00 AM



SHARING THE LIGHT

INAUGURAL CELEBRATION FIREWORKS

SATURDAY, JANUARY 18, 1997

6:00 PM



AN AMERICAN GALA

USAIR ARENA

SATURDAY, JANUARY 18, 1997

7:30 PM



CELEBRATING THE JOURNEY

THE MALL

SUNDAY, JANUARY 19, 1997

11:00 AM



INAUGURAL CEREMONY

UNITED STATES CAPITOL

MONDAY, JANUARY 20, 1997

11:30 AM

OPEN TO THE PUBLIC FOR STANDING ROOM



PRESIDENTIAL INAUGURAL PARADE

SALUTE TO OUR JOURNEY

UNITED STATES CAPITOL TO THE WHITE HOUSE

MONDAY, JANUARY 20, 1997

2:00 PM

ALL EVENTS ARE FREE – AN AMERICAN GALA REQUIRES TICKETS.