
Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a tabbed divider. Given our digitization capabilities, we are sometimes unable to adequately scan such dividers. The title from the original document is indicated below.

Letter Samples

Divider Title: _____

REGRET

March 11, 1999

Mr. John M. Doe
Address Line 1
Address Line 2
City, State 20001-Zip

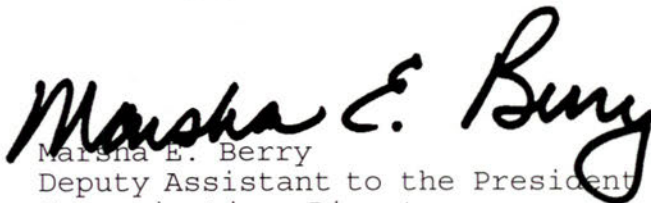
Dear John:

Thank you for your letter requesting .

The many demands on the First Lady's official schedule allow us to accommodate only a limited number of the requests received. Therefore, I regret that we are unable to comply with your request.

Thank you again for your interest. Please contact my office if we can be of assistance to you in the future.

Sincerely yours,


Marsha E. Berry
Deputy Assistant to the President
Communications Director
to the First Lady

BOOK REQUESTS

March 11, 1999

Mr. John M. Doe
Address Line 1
Address Line 2
City, State 20001-Zip

Dear John:

Thank you for your recent letter asking that the First Lady \$asking that hrc...\$. Mrs. Clinton appreciates the interest that your request represents. I regret, however, that we are unable to accommodate your request.

The First Lady receives many requests for her endorsement of or participation in worthwhile projects. Because of the demands of her official schedule, Mrs. Clinton would be able to accommodate only a few of these requests. Therefore, in order to be fair, all such requests are declined. In addition, certain legal constraints prevent the involvement of the First Family in commercial projects.

I know that the First Lady would want me to extend to you both her best wishes and her thanks for your thoughtfulness and understanding.

Sincerely yours,


Marsha E. Berry
Deputy Assistant to the President
Communications Director
to the First Lady

DATE PASSED

March 11, 1999

Mr. John M. Doe
Address Line 1
Address Line 2
City, State 20001-Zip

Dear John:

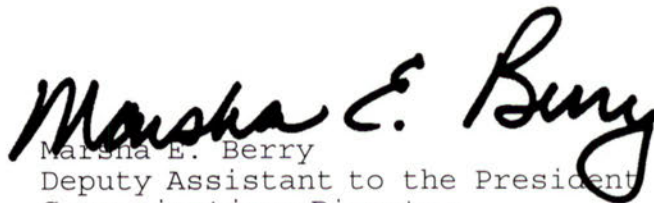
Thank you for your letter requesting .

I apologize for the delay in responding to your inquiry, but because of the unprecedented amount of mail we have received, I have been unable to answer as promptly as I would prefer.

The many demands on the First Lady's official schedule allow us to accommodate only a limited number of the requests received. Therefore, I regret that we were unable to comply with your request.

Thank you again for your interest. Please contact my office if we can be of assistance to you in the future.

Sincerely yours,

A handwritten signature in black ink, reading "Marsha E. Berry". The signature is written in a cursive, flowing style. The first name "Marsha" is written in a larger, more prominent script, followed by "E." and "Berry". The signature is positioned above the printed name and title.

Marsha E. Berry
Deputy Assistant to the President
Communications Director
to the First Lady

THE WHITE HOUSE
WASHINGTON

August 15, 2000

Mentorn Barraclough Carey
43 Whitfield Street
London W1P 6TG
ENGLAND

Dear Sir or Madam:

The Office of Counsel to the President has received the request on behalf of Discovery Communications, Inc. (DCI), Mentorn Barraclough Carey, and British Broadcasting Corporation (BBC) to use footage filmed at the White House for your forthcoming program entitled *Hillary Rodham Clinton Profile*.

We are pleased to grant you permission to use this footage for the *Hillary Rodham Clinton Profile*, and for the promotional materials for that program. You should be aware, however, that longstanding White House policy prohibits the use of the names, likeness, image, activities or words of the President, the First Family, or the White House in advertising or commercial promotions in a way that suggests Presidential endorsement or approval of the product. I have enclosed a copy of the policy for your information. Also be advised that this authorization applies only to the use of the White House image, and does not cover individuals who may also be in the footage.

Thank you for contacting the White House. If you have any questions, or if I can be of further assistance to you, please feel free to contact me at (202) 456-2024.

Sincerely,



Michelle Aronowitz
Associate Counsel to the President

cc: Jennifer Smith

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR WHITE HOUSE AND EXECUTIVE BRANCH STAFF

FROM: Robert W. Schroeder III
Special Assistant to the Counsel to the President

SUBJECT: Policy Guidelines on Non-White House Uses of the Likenesses, Images, Words, or Activities of the President and First Lady, as well as Images of the White House and the Presidential Seal

Background

The President receives many requests from individuals, businesses, educational institutions, and other organizations to use his name, likeness, image, activities, or words to promote a variety of endeavors. These individuals and entities often propose to use pictures or references to the President to promote their products or services. Various companies endeavor to use a likeness or image of the President, the First Family, the White House, or the Presidential Seal to capture the attention of the public through advertising and create a linkage (intentionally or otherwise) between the President or the Presidency and their products or services.

White House Policy Against Commercial Entanglements for the President

The longstanding policy of the White House is to refuse permission to use the names, likenesses, words, or activities of the President, his family, or the White House itself, in advertising or commercial promotions in any way that suggests a connection between the President, his family, or the White House, and the product or service, notwithstanding the merits of the request. The Vice President also subscribes to this policy and its implementing procedures.

Exceptions to the Policy

The reproduction of the likenesses, words, or activities of the President, the First family, the White House, or the Presidential Seal in educational or historical materials or presentations may be allowed by the White House on a case-by-case basis. The test for approval is whether the use avoids creating an impression of a Presidential endorsement or approval of a commercial product, service, or enterprise. In addition, permission may be granted to use the name or image of the President or the White House in certain fundraising activities conducted under Government auspices or involving a worthwhile charitable or philanthropic endeavor after a rigorous review of the merits of the request.

Procedures for Policy Enforcement

Prior written approval must be obtained from the Office of the Counsel to the President for all non-White House uses of the names, likenesses, images, activities, or words of the President, his family, or the White House itself. The same policy applies to proposed uses of the Presidential Seal. Use of the Seal is also governed by Federal law as codified under 18 U.S.C. § 713 and Executive Order 11649. All requests should be in writing and sent to the Office of the Counsel to the President, the White House, Washington, D.C. 20500. Violations of this policy will lead to appropriate legal action by the White House Counsel.

April 1996