



S I M O N & S C H U S T E R

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Victoria Meyer
Vice President
Director of Publicity

To: Marsha Berry, Office of the First Lady, via fax 202 456 7805 (1 page)
From: Victoria Meyer, Simon & Schuster
Date: 8/31/98
Re: **Dear Socks, Dear Buddy Publicity Plan**

In view of the First Lady's extremely busy fall schedule, we have revised our publicity plan, limiting it to just a handful of key appearances which, if done in a concentrated period of time, should build the velocity of sales required to put us where we want to be on the bestseller list:

1. Oprah -- This would have to be done in Chicago--some of their shows are live, some are taped ahead.
2. Dateline - This would be taped ahead. They have said that the book would be the focus of the piece and their promotion, but other questions would be asked as well. They emphasize that Jane Pauley would be involved not only in the editorial content, but the editing and promotion.
3. Today - I am sure their preference will be for a live interview from the NY studio
4. USA Today - done from Wash., D.C.
5. one other print interview - tbd (possibly the New York Times)
6. one signing in NY (could be a noontime signing the same days as the Today show interview) or, alternatively, in the Wash., D.C. area

The critical time period for the "launch" of the book will be between 11/17 and 12/1. We are still aiming for a one day, national "laydown date" of 11/17 (that means books will go on sale everywhere in the country on that day). The earlier we can do our publicity in that two-week window, the better, so that we can land the book on the important bestseller lists early, and keep it there through Christmas, thereby firmly establishing *Dear Socks, Dear Buddy* as one of the big books for the holiday season.

Dear Socks, Dear Buddy

Mrs. Clinton's new book, *Dear Socks, Dear Buddy: Kids' Letters to the First Pets*, will be in bookstores on November 17. In the event that we receive questions from the press or others about the book, please refer to the following.

Question: Why did Mrs. Clinton write this book?

Since the Clintons moved into the White House, Socks, and later, Buddy, have received many letters -- over 300,000 letters and e-mails and hundreds of handcrafted gifts. Mrs. Clinton thought the book would provide the opportunity to share with the public some of these wonderfully warm and clever letters and inspire other young people to do more letter writing.

Question: Will Mrs. Clinton personally benefit from the book?

No. All of Mrs. Clinton's share of the royalties will be donated to the National Park Foundation to be used to preserve America's treasures, just as she donated all of her share of royalties for *It Takes a Village* to children's charities. The publisher, Simon & Schuster, will also donate a portion of its profits to charities involved in the care and protection of animals.

Question: Was this an official White House project?

Mrs. Clinton wrote this book in her personal capacity. Accordingly, Simon & Schuster is required to reimburse the U.S. Treasury for any costs the government incurs for the book. For example, Simon & Schuster reimbursed the government for those photographs in the book from the White House photo archive.

Question: Will Mrs. Clinton participate in a book tour or other activities to promote the book?

At this time, Mrs. Clinton has not scheduled any promotional activities.

11/17/98



SIMON & SCHUSTER

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Sydney Weinberg Miner
Vice President, Senior Editor
Trade/Editorial

January 26, 1999

Ms. Shirley Sagawa
Office of the First Lady
Old Executive Office Building
Room 100
Washington, D.C. 20500
By fax: 202/456-6244

Dear Shirley,

We were excited to learn that the First Lady would like to explore adding an online component to the publicity campaign for *Dear Socks, Dear Buddy*.

Following is a promotion proposal we think would combine maximum exposure with a unique bookselling opportunity. It asks the First Lady to be available for a Q&A and a live chat (with pre-screened questions; this can be done by Mrs. Clinton by telephone), to run on America Online's highly visited Kids Only area. With its 13 million subscribers, America Online is undoubtedly the most visible online presence in the country. The promotion would be structured as follows:

- ⇒ Simon & Schuster will conduct a Q&A with Mrs. Clinton, focusing on life in the White House with Socks and Buddy, her personal experiences as a pet owner, the contributions pets make to their owner's lives, and the importance of letter writing.
- ⇒ America Online will launch a week-long promotion of *Dear Socks, Dear Buddy*, with the Q&A as the centerpiece of the promotion. Components of the feature will include:
 - Q&A with the First Lady
 - Excerpt from *Dear Socks, Dear Buddy*
 - A "Buy the Book" button linking to Barnes and Noble.com
 - An area where children (and adults) will be invited to share their own pet stories
 - Ongoing mention of the live chat, to happen at the conclusion of the week



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File

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Victoria Meyer
Vice President
Director of Publicity

To: Marsha Berry, Office of the First Lady, via fax 202 456 7805 (3 pages)
cc: Bob Barnett 202 434 5029
Carolyn Reidy
Sydney Miner
Annik LaFarge

From: Victoria Meyer, Simon & Schuster

Date: 1/27/99

Re: **Dear Socks, Dear Buddy Publicity Plan**

Here is a wish list of appearances for us to consider making (when the moment seems right) to promote *Dear Socks, Dear Buddy*.

- 1) Today or Good Morning America
- 2) The View
- 3) Bookstore events in New York and Wash., D.C. with B&N or Borders, either in-store or off-site. The format of these events could be either a discussion + Q&A, or a workshop. The conversation would focus on kids, education, writing letters, and pets. Perhaps Socks could make a guest appearance at one or both of these events.
- 4) Online interview to run on AOL with a Barnes and Noble.com tie-in. Sydney Miner faxed a detailed proposal to Shirley Sagawa yesterday (copy herewith).

For the broadcast interviews mentioned above, we would need to determine that the scope and direction would appropriately further our efforts to publicize the book. At the proper moment, you and I can discuss when to have that conversation with the shows, and how to handle it.

A V I A C O M C O M P A N Y



- ⇒ A pre-determined number of those children who submit their pet experiences will be randomly selected by AOL to win a signed copy of *Dear Socks, Dear Buddy*. The autographed copies will come from Simon & Schuster's stock of bookplates.
- ⇒ During the promotion, the feature will be highlighted across several areas of AOL:
 - The Welcome Screen, seen by all AOL subscribers when they sign on
 - Category channels (e.g. Families, Interests, and Entertainment)
- ⇒ Everywhere the promotion is highlighted, there will be a link to AOL's online bookselling partner, BarnesandNoble.com, who will also feature the book on their homepage, a guaranteed sales boost.
- ⇒ The conclusion of the promotion will come in the form of a live online chat with the First Lady, in the Kids Only area of AOL. Mrs. Clinton may determine:
 - the duration of the chat, usually between a half hour and one hour
 - the types of questions she'd like to answer
- ⇒ During the chat, Mrs. Clinton will be asked questions by a moderator which she may answer or not, as she sees fit. Live chats are normally conducted with the interviewee on the telephone. This means that the First Lady can conduct a chat from virtually anywhere in the world, as long as she is near a telephone. The moderator will type in the answers. We will suggest to America Online that the promotion run for four to five days, concluding with the chat, on an evening that will give us maximum exposure in terms of viewership.

Please contact me with questions you may have about the proposal. We look forward to working with the First Lady on this opportunity.

Best regards,

SWM: gd



Fax Cover Sheet

Fax to: Jen Smith/Marsha Berry

Fax #: 202-456-7805

From: Douglas Liss

Date: October 16, 1998 Pages, including cover sheet 7

Re:

Review of the First Ladies new book
about Socks and Buddy

This is a copy of the review I faxed to Ms Victoria
Meyer at Simon & Schuster

Please let me know what you think.

Douglas Liss
Editor-in-Chief,
Woofs.org

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Ms. Victoria Meyer
C/O Simon & Schuster
1230 Avenue of the Americas
New York, NY 10020

Dear Ms. Meyer,

I'm enclosing my review of Hillary Rodham Clinton's book, DEAR SOCKS, DEAR BUDDY. I would appreciate it if you could take a look at the review and let me know what you think. I loved the book and I'm sure our readers will too. The book is not only entertaining and informative but it also reveals a side of the first lady's personality that most people never see. I'm faxing a copy of this review to Ms. Marsha Berry for her input.

DEAR SOCKS, DEAR BUDDY: Kids letters to the First Pets by Hillary Rodham Clinton

You want a suggestion for your holiday gift list? Add DEAR SOCKS, DEAR BUDDY to it. It's a charming, beautifully designed book your whole family will enjoy. It's fun, it's interesting, it's educational and it even has some very touching moments. And if those aren't enough reasons to buy it, you may also get a bonus. I think this book is going to be a collector's item. Why? Because it will give you all those wonderful things mentioned above and you'll see another facet of one of the most influential women in this country. A glimpse of her personality that many of us have never seen before. That woman is the author, Hillary Rodham Clinton.

When we see Hillary Rodham Clinton on TV, we see her as a worldly, sophisticated person. In this book, you'll see a side of Hillary Rodham Clinton the media doesn't usually present to the public; the down-to-earth, sweet, loving mom and wife. You'll also see a trait we pet owners appreciate. A person that has a simpatico with her pets.

This book is loosely divided into seven parts. Portions of the review are paraphrased from the book.

Part one:

A wonderful collection of letters that were sent to the first family's pets. Socks, the black & white mustachioed pussycat, and Buddy, the very huggable Brown Lab. These letters were culled from over 300,000 fan mail letters and emails sent to the White House from children all over the world. Needless to say, they are priceless. Socks and Buddy were asked questions like:

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"Are there any good mice in the White House?"

"What do you do for a living?"

"Do you make President Clinton sneeze?"

"My dog chew my home work. I hope you don't chew the president's papers, or else!!!"

"What's it like to be the 1st cat?"

"How do you like being a dog, Buddy? I like being a person."

"Did you ever get petted by the Spice Girls?"

There are lots of these little gems. They're great family entertainment. You might want to read them to your children or your grandchildren. They're sure to get a chuckle.

Please excuse me for using 'Hillary' on occasion instead of the First Lady. I mean no disrespect by this. This book is a very personal, intimate endeavour, written with a lot of heart. The use of 'Hillary' seems more appropriate here.

Hillary saw those letters as any pet author would see them. They're adorable and amusing and they would make a very entertaining addition to any book. But because Hillary has been involved in children's affairs for many years, she was able to take these letters and distill real issues and lessons from them, with a viewpoint that other pet book authors would probably overlook.

From these letters she sees a way parents could teach their children communication skills. Hillary suggests ways parents can help encourage their children to write. She points out how letter writing can help children enjoy sharing their experiences and thoughts with family and friends.

These letters must have given the First Family great joy, for they certainly gave it to me. All were answered by either the First Family (Secretly I think the First Lady did most of the responses for the First Family) or by volunteers like the retired servicemen and service-women who live at the US Soldier's and Airman's Home in Washington, D.C. If the rest of the 300,000 letters were as charming and downright funny as the ones reprinted in this book, it must have been a fun selection process.

Part two:

Photos from the Clinton's private collection, some of which have probably never been published in book form before. It's like seeing the First Family's personal pet photo album; with and without the First Family. The photos are clever, sensitive, and poignant. And some of them demonstrate excellent animal photography techniques.

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Pretty cool, considering these photos were taken by serious, professional White House photographers. Photographers who normally take formal photos of the world's movers and shakers, not of our furry friends.

There are some very cute photos of Socks and Buddy. There's one in particular that will definitely become a classic. It's a photo of Socks ensconced on a very impressive chair behind the President's desk in the Oval Office. Socks looks like he's very much in control, waiting patiently for the next dignitary to enter the room. "Hail to the Cat." This photo alone is well worth the cover price.

The photos are not the typical photo op shots you might expect. They're candid and they're charming. There's a wonderful close-up of a smiling President wearing a baseball cap with Socks on his shoulder. Socks is looking straight at the camera with an Alpha cat demure. The President is lending his shoulder to "his majesty."

There's another one of the President sitting on a weather beaten bench on a chilly fall day. He's bundled up in a wooly cardigan sweater cuddling with a very content looking Buddy. And then there's a photo of the First Lady sitting on a rocker in front of a Christmas tree. She's got a big smile on her face, she looks especially attractive and comfortable. The first cat is sitting on her lap looking straight into the camera with his usual "I'm the king, you're not" expression.

Part three:

Archival photos and text about some of our country's past presidential pets.

You'll be surprised by some of the unusual First Pets that previously domiciled in and around the White House. Besides other dogs and cats, there were cows, horses, sheep, snakes, a black bear, and a one legged rooster, to name a few.

The archival photos are accompanied by some interesting background stories.

Buddy and Socks weren't the first pets the First Family had. Their first pet was, as Hillary puts it, an "intrepid butter scotch-colored" Cocker Spaniel named Zeke. His best pal was a young Bill Clinton sporting what appears to be a Beatle haircut. Zeke is sitting on what was then Governor Clinton's desk. Both of them look like they really loved each other.

Finally there's a beautiful photo (it looks like a painting) of a very young and pretty Chelsea with a regal looking Zeke sitting under a shade tree on a lovely summer day posing for the camera.

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Part Four:

There are some very sweet illustrations penned, brushed, and crayoned by some equally sweet children. Dispersed throughout the book you'll find early works of tomorrow's Picassos, Jamie Wyeths, a Peter Max or two, and I'll throw in a few junior Walt Disneys as well. If these masterpieces were displayed in a Soho gallery, you might overhear the art mavens describing these works of art thusly:

"How refreshing it is. This youthful artist's representation of a Time Magazine cover. Bold in concept and executed with powerful splashes of cadmium red and vermillion blue. And the coup-de-grace, a frank and up-front graphic statement of the entire experience. Will Socks and Buddy get along?" Artist Kathy Key. Watch her!

"Socks Stuck in a Tree." Lettered in an ornate script on top of the coloring paper. Note, she used initial caps in the title of this work. She's not only an up-and-coming artist, she's also a youthful grammatical perfectionist." Artist, Zhiela Ashtianpour.

"The Cheshire smiling Socks captured perfectly with a thrifty use of blacks and whites. His imperial highness calmly sitting on top of a tree. Not just any tree. A dignified tree crayoned with meticulous strokes. And there's the sun wearing a cool set of shades in the top right hand corner."

There are all sorts of visual delights. Not to forget a crayoned drawing by Stephen Fleming entitled "Socks in front of an American flag," "Socks Taking a Cat Nap," by Mary Ann Nov and a very funny drawing of Socks lying on a pillow by Emily Coleman.

Part Five:

What life is like in the White House from Sock's^s and Buddy's point of view. A quote from the book tells it all:

"When we moved to Washington from Little Rock, we brought our family traditions, favorite pictures, and personal momentos to make the White House feel more comfortable. But it wasn't until Socks arrived with his toy mouse and Buddy walked in with his rawhide bone that this house became a home. Pets have a way of doing that."

You can tell Hillary is really into her pets and that she cares for them very much. She tries to understand what they're doing and what they may be thinking in an anthropomorphic sort of way. Heck, we all do that. We can't help it. These little characters really get under our skin.

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Hillary feels that..."Buddy doesn't seem to have given much thought to his place in history yet. But he sure has secured a place in the President's heart, and did so the first day they met." She goes on to describe what the pets do on a typical day:

Buddy's morning walks with the President, snoozing in the sun on the window sill behind the President's desk. Jumping up on the empty chair next to Secretary of State Madeline Albright during a policy meeting. Buddy had no comment, he was just an observer.

Socks willingly shared the south lawn with many notables during important occasions like in September, 1993 when Yitzhak Rabin and Yasser Arafat shook hands.

Socks was there when the Olympic torch paused (no pun intended) in its journey from Athens to Atlanta in the summer of '96.

There are lots of Buddy vs. Socks and Socks vs. Buddy escapades. Hillary really shows her empathy for her furry friends. She reminds us that "although cats are independent creatures, they still need affection and a human touch. Dogs-especially puppies-require time, care, and an environment in which they can grow and thrive."

She points out that many people adopt animals on impulse. But once the novelty of a puppy or kitten wears off, many animals really suffer due to neglect. She also goes into how therapeutic pets can be for humans.

During Make-A-Wish Foundation sponsored visits to the White House, youngsters "suffering from life-threatening illnesses fulfill their fondest dreams. They are often as thrilled at shaking the paws of Socks and Buddy as they are at meeting the President." Children who have lived "their lives in long-term care facilities and have never experienced the joy of stroking a soft, furry animal." Pets have a calming effect on people. Tossing a ball for Buddy to fetch relaxes the President on breaks. Hillary takes Socks and Buddy to hospitals, nursing homes, and orphanages. Seeing and petting a Socks or a Buddy makes a sterile institution full of suffering seem a little more like home.

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Part six:

A commitment to honor America's historical and cultural riches.

The last part of the book is a chapter that encourages "the American people to expand their interests beyond our animals and the White House to the many other historical and cultural riches our country has to offer." By the way, all of the First Lady's proceeds from the sale of this book will be donated to the National Park Foundation.

Finis:

I asked Simon and Schuster to allow me to review this book. I thought it was an important book. After all, this is a book about dogs and cats. It was written by The First Lady, the wife of the President of the United States. When the First Lady writes a book, the whole world should take notice, including the readers of Woofs. As Editor-in-Chief at Woofs, I took on the task of reviewing Dear Socks, Dear Buddy. I found that the job was not a task at all, but a pleasure.

This book is charming, clever, and, at times, poignant. It's a perfect gift for someone special at this time of the year, but a good read at any time. As I'm sure you can tell from my review, this book has grace, dignity and an awful lot of giggles.

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FAX from

Date: 11/23/98

SIMON & SCHUSTER

Total # of pages: 2

TO:	Marsha Berry
Fax:	#202 456 7805

FROM: Victoria Meyer, Dir. of Publicity, **SIMON & SCHUSTER**

Phone 212 698 7530

Fax 212 698 7336

REMARKS:

Marsha,

George magazine write-up.

Victoria Meyer

IS SOCKS IN THE DOGHOUSE?

In the first lady's new book, she would have America believe that the White House echoes with the patter of happy little paws. But our snoop **CLAIRE SHIPMAN** exposes the truth behind the cover-up and reveals the floppy-eared source of Socks's pain.



Hilary Rodham Clinton's new tome, *Dear Socks, Dear Buddy*—a collection of letters that have been sent to the first pets—is sure to be a best-seller. After all, Socks and Buddy are the only White House residents left who still make Americans purr with pride. And who can resist letters like the one from young Sam Bradman, who writes to Buddy, "How do you like being a dog? I like being a person." Or from Karen Powell, who asks whether the first dog is in charge of all America's dogs.

I, for one, was relieved to see this book. I hoped it might ease the nagging fears I've had about Socks's well-being. But I'm sorry to have to break the news to Kayla Tlach (who asks, "Is it fun to be the president's cat?") that life for Socks isn't all milk and Friskies.

My concern started a few weeks ago, when I noticed the family cat tethered on the South Lawn. Hardly unusual,

but that day he looked particularly bored, trapped even. We reporters, listening to the president talk about the budget, felt pretty much the same way, so I figured I might be projecting. But then I realized that the famous feline was almost always tied in the same place. What could irk more than to be at the end of one's rope, so to speak, watching Buddy play catch with the White House ushers?

I grilled White House staffers for Socks anecdotes, only to be met by blank stares. But there were Buddy stories aplenty, like the time the fun-loving national security crowd in the Situation Room let Buddy in to cheer him up, or the time he was barking so loudly in the Oval Office that Boris Yeltsin—who was on the phone with Clinton—couldn't hear the president. "Socks doesn't really get to wander around the West Wing like Buddy," says one unnamed White House aide. Another staffer vaguely remembers a woman who used to walk Socks around the grounds. "I haven't seen her in a while," she admits.

In another letter in the book, a youngster named Morgan may have put her finger on the real problem for Socks when she asks, "Do you miss Chelsea?" Socks was really the first daughter's pet. Hillary Clinton is busy campaigning (and writing books), and the president—well, cats make him sneeze. "Everyone's more interested in the Budster," one aide says, shrugging.

What a change from Socks's kitten phase, when he had free run of the mansion in Arkansas and paparazzi vied to take his picture, offering him everything from meat to car-nip. And in his salad days at the White House, Socks's diet was so rich that one veterinarian warned he might explode.

Some argue that Socks doesn't need the fawning puppy love bestowed on Buddy, and that the cat's new svelte shape is healthier. Well, I don't buy it.

But despite it all, I wouldn't advocate an independent counsel for Socksgate. That might further humiliate the first cat. Besides, I have confidence that the first family doesn't want to see their pet go feral. Remember, from his staked-out position on the South Lawn, Socks has perhaps the best view into the Oval Office of anyone. Are you listening, Ken Starr?

The nation loves the first pets equally, but at the White House Socks takes a backseat to the Budster.



12/98
W. J. B. J. B. J. B.



Barbara Walters

September 16, 1998

Ms. Marsha Berry
Press Secretary to the First Lady
The White House
Washington, DC

Dear Marsha,

I don't know what plans, if any, Mrs. Clinton has to do any interviews in relation to the publication of "*Dear Sox, Dear Buddy.*"

In the midst of another difficult period, Mrs. Clinton came on "20/20" with me to discuss "*It Takes A Village.*" I think she was very happy with that interview, and it was a wonderful launch for her book. Couldn't we do the same again this November, when "*Dear Sox, Dear Buddy*" is published? It would be a warm and cozy interview, and very welcome to the millions who admire and care about the First Lady.

Please let me know your thoughts.

With warmest wishes, as always,

A handwritten signature in blue ink, appearing to read "Barbara".

cc:  Ms. Melanne Verveer

PHOTOCOPY
MISC. HANDWRITING



Dear
Socks,



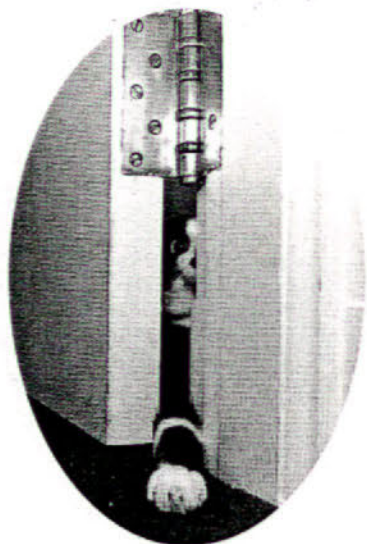
Kids' Letters to the First Pets

SIMON & SCHUSTER

Dear
Buddy



Hillary Rodham Clinton



Foreword



A few weeks after Bill, Chelsea, and I moved into the White House, letters and postcards from across the country began arriving, first by the bundle, and then by the bin. Waist-high stacks spilled out from offices into the hallways. Most of the letters were for the President, who at every campaign stop encour-

aged the American people to keep in touch and let him know what was on their minds. But a lot of the mail was for our black-and-white cat, Socks—a spontaneous outpouring of affection for the first feline to live in the White House since Amy Carter's Siamese, Misty Malarky Ying Yang.

Over the years, Socks has heard from animal lovers of all ages, including admirers from England, Bangladesh, and nearly 50 other countries, who have written asking for celebrity shots and "paw-tographs" (his paw print signature). And since our chocolate Labrador retriever, Buddy, bounded into our lives, he has acquired lots of pen pals of his own. Together, Socks and Buddy have received more than 300,000 letters and e-mails, as well as hundreds of handcrafted gifts. You will see several of them in the photographs included in this book). By comparison, Thomas Jefferson, one of the most prolific correspondents of his day, received an average of 137 letters a month while he was President. Who says the art of letter writing is dead?

One of my favorite stories about letter writing has to do with a predecessor of mine in the White House, Dolley Madison. And by coincidence, Mrs. Madison demonstrated what it means to be a devoted pet owner as well.

During the War of 1812, in the year 1814, President James Madison was out leading his troops against the advancement of the British forces. He sent word to his wife that the British had broken through the lines and were marching on to Washington and she had to flee. But instead of leaving when she was first ordered to do so, Mrs. Madison stayed behind to collect the most prized possessions in the house. The single

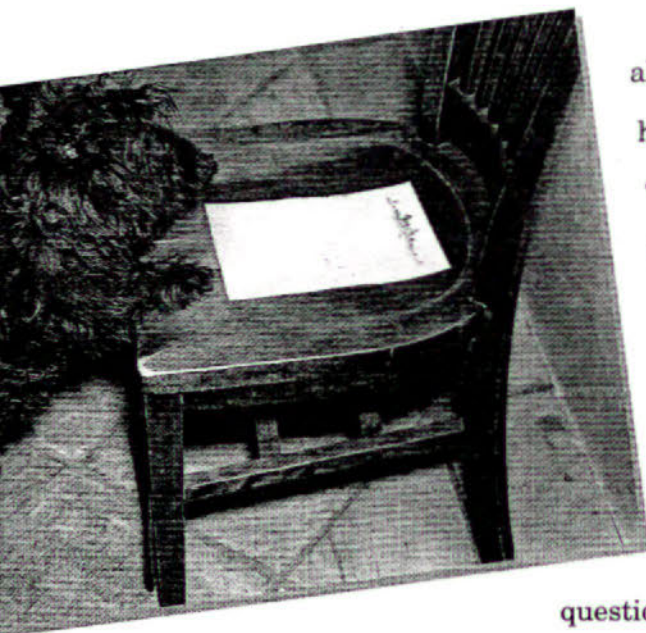
most important object, she felt, was the fabulous Gilbert Stuart portrait of George Washington that hangs in the East Room of the White House. While the frame was being broken and the picture removed, she hastily finished a letter to her sister in which she described being within the sound of a cannon. "And now, dear sister, I must leave this house . . ." she concluded. "When I shall again write you, or where I shall be tomorrow, I cannot tell!!"

I think of Dolley Madison not only taking the time to gather the painting, her husband's cabinet papers, and other historic treasures, but to write to her sister! Her letter is so important because it illuminates a

part of our history. One of the last valuables that Mrs. Madison managed to carry out of the executive mansion was her colorful pet parrot. It was moved to safety just before the British set fire to the White House.

The letters to the First Pets were written under vastly different circumstances from Dolley Madison's letter to her sister, of course. But they document our time as Mrs. Madison's letter did hers.

Establishing a connection with the First Pets is often a child's earliest encounter with the White House, the office of the President, or even the workings of government. Children of previous generations



ote to F.D.R.'s dog Fala or the
nnedys' dog, Pushinka. To celebrate
lay's young citizen-writers, I'd like to
are some of their letters to Socks and
ddy and help them get to know our
and dog better.

hildren often ask Socks and
Buddy: "How does it feel to have

all the food you want?" "Do you
have a Secret Service agent?"
"Do you ever annoy the Presi-
dent?" "Are there any good
mice in the White House?"
"What do you do for a liv-
ing?" The mail is so volumi-
nous that our cat and dog
cannot answer every

question. We're fortunate that many
of the retired servicemen and women
who live at the U.S. Soldiers' and
Airmen's Home in Washington, D.C.,
volunteered to pitch in, helping the
animals send out greetings and photos.
Each of them has a heroic, untold story.
Many of the veterans served their
country in World War II, Korea, or
Vietnam. I would like to thank all
of them, especially William Woods,



Allan Gordon, Norman Godfrey, and
Layne Whitman, for graciously taking
on a new self-appointed tour of duty
opening, sorting, and answering
the letters.

Long before we got to the White
House, Bill and I realized the
importance of trying to reply to every-
one who writes us—even those who

send notes to our pets. When Chelsea
was just five years old, she decided
on her own that she wanted to write
a letter to an elected official about an
issue that concerned her. She was
adamant, and so we sat down with
her and talked about it and helped
her with some of the spelling. She
sent it off and every day she waited
for a response. I still remember the

isappointment I shared with her
when one never came.

We don't want anyone who writes to
the White House, especially a
child who signs his message "Your
friend," to feel that it is just a one-way
street. Back-and-forth communication
helps youngsters understand that
writing serves a real purpose in our
everyday lives. Even more important,
when a letter is reciprocated, it makes
people feel that they've been heard and
that they matter.

Writing a letter is also a wonderful
way to express oneself. Letters
are one of the most powerful forms of
writing because they are so personal.
We have been gratified by the pleasure that

so many people have taken in Socks
and Buddy, and at how imaginative
their letters often are. Children and
their animal friends have extended
many invitations to our cat and dog to
fetch sticks, chase squirrels, or simply
to get away from the White House for
what they perceive as some much-
needed R & R. And Socks has received
his share of marriage proposals. (I sus-
pect that most people think Buddy is
still too young for anything more than
puppy love.)

Pictures are a frequent gift from
pen pals. Socks and Buddy have a
large collection of portraits of their
feline and canine friends. Some chil-
dren embellish their letters with won-
derful drawings, stickers, or paw

prints. One fifth-grade class imagined
all of the activities in which Socks
might participate and then sketched
them—Socks in pajamas, Socks jog-
ging with the President, Socks taking a
catnap on Chelsea's bed. And when
Buddy moved in, another group of stu-
dents had a contest to see who could
design the best newsmagazine cover
announcing his arrival.



Encouraging girls and boys to write
letters also helps them to learn
that these gestures of kindness count.
Soon after Buddy joined our family,
Socks was deluged with messages from
children who wanted to console him
about having to share the White House
with another pet—a *dog*, no less.
“Maybe you need to teach that dog
some cat manners,” a young letter
writer suggested. Others offered sup-
port to Buddy. “I got used to my
brother,” wrote one child, “so I’m sure
you will get used to Socks.”

What touches me most about the
letters is how much the children
give of themselves. Besides their desire
to learn more about the animals, they
want to let Socks and Buddy know who

they are, too—describing other members of their families, what they like to do best on their birthdays, what their favorite food is (pizza ranks high on the list). Some of the questions they ask reflect what's going on in their own lives, like "Do you get in trouble sometimes?" or "Have you ever broken a window?" Buddy and Socks hear from many children who can't have a dog or cat of their own because of family circumstances—they live in a small apartment or their parents or siblings have allergies. Writing to our pets can be a good way for them to express their disappointment or to articulate the complex emotions of growing up.

As every writer knows, making the transition from concept

to written word can be difficult. It's often useful to have a sounding board to help clarify one's thoughts or polish a turn of phrase. I could not have had a more perceptive associate than Linda Kulman, a more insightful editor than Sydney Miner, or a more talented designer than Barbara Marks.

Assembling these letters from children to Socks and Buddy gives me the opportunity to share with you some of the many laughs and loving moments that Bill, Chelsea, and I have enjoyed with our pets. Of course, our cat and dog are much too busy greeting visitors, sitting in on Oval Office meetings, and catching up on sleep to do an "as told to" memoir. Instead, I've



decided to tell you my favorite stories about our pets and show you some pictures from Socks and Buddy's personal photo album. I'd like to thank everyone in the White House who helps care for and play with the First Pets, and in particular my thanks to the White House photographers whose archival photographs

fill these pages, especially Barbara Kinney.

I hope you have as much fun reading *Dear Socks, Dear Buddy* as I have had putting the book together.

Hillary Rodham Clinton



Get in. Be moved.



mazda

mothers who think

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WHAT KIDS WANT TO KNOW ABOUT BUDDY AND
SOCKS

"DEAR SOCKS, DEAR BUDDY:
KIDS' LETTERS TO THE FIRST PETS"
BY HILLARY RODHAM CLINTON
SIMON & SCHUSTER, 205 PAGES

First lady Hillary Rodham peppers her new book, "Dear Socks, Dear Buddy," with fun facts about presidential pets, those fortunate furry ones who call the White House home. Did your history teacher let on that Martha Washington was a cat lover, that Woodrow Wilson allowed sheep to graze on the White House lawn or that Millie, the Bush's springer spaniel, was the first pet to land a book deal? The first lady also answers some of the most common (and pressing) questions children have about Socks the cat and Buddy the dog. Do the two pets get along? Do they miss Chelsea now that she's away at college? Do they have special Secret Service agents looking after them? Here are

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Secret Service agents looking after them? Here are
some of the curious questions -- selected from
more than 300,000 letters from children across the
country -- that appear in the book. (All author
proceeds from the book will benefit the National
Park Service Foundation.)

----->> READ THE LETTERS

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