



WHITE HOUSE
MILLENNIUM COUNCIL

Honor the Past—Imagine the Future

MEMORANDUM

TO: Melanne Verveer, Assistant to the President and Chief of Staff to the First Lady

FROM: Ellen McCulloch-Lovell, Deputy Assistant to the President and Advisor to the First Lady on the Millennium

DATE: September 21, 2000

SUBJECT: SCHEDULING REQUESTS FOR HILLARY RODHAM CLINTON

The Millennium Council is planning the following events, which have been discussed with HRC.

1. The tenth Millennium Evening: this would be the last of the series highlighting artistic, scholarly and scientific achievement and ideas, with a noted speaker and President and Mrs. Clinton. Proposed dates: evening, November 28 or 29.
2. Save America's Treasures: a celebration of the grantees, the projects, partners and the publication of National Geographic's book, *Saving America's Treasures*.
3. Save America's Treasures site visits: we have two more announcements of private gifts to announce – at Angel Island Immigration Center in San Francisco Bay, and at Weeksville, the pre-Revolutionary African-American houses in Bedford-Stuyvesant, New York. In addition, there will be a request from one of D.C.'s most important Treasures grant sites, the Sewall-Belmont House, for her to visit, most likely for a fundraiser to help them match the award.
4. National Millennium Time Capsule Exhibition: the Time Capsule is now being manufactured, and will be the centerpiece of an exhibition in the rotunda of the National Archives to open by December 6, 2000. The exhibition will include selections from the artifacts recommended by presidential medallists and by American school children. We are requesting that President and Mrs. Clinton open the exhibition in mid-December. After the show closes, probably after January 20, 2001, National Archives will place the capsule and its contents in a vault for 100 years.
5. Reception for Senator Levin and patrons of the Seaman Mineral Museum: Senator Levin is working to support a museum of mining on the Upper Peninsula. HRC agreed to host his patrons – around 50 individuals -- at a White House reception, after the election.
6. White House 200th anniversary: Social Office has planned dinner; WHHA planned symposia; is there anything else we want to do, or publicize?

Also being discussed are:

- a. A tree planting on either the White House or OEOP grounds with Tree Musketeers, to plant a millennium tree in honor of our program, Millennium Green.
- b. White House screening of upcoming PBS documentary, "Tutu and Franklin: A Journey Towards Peace."
- c. Request from Wolf Trap Park board for WH reception.

Millennium Q & A

FINANCES

Q: What was the overall cost of America's Millennium?

A: The overall cost was approximately \$15 million. (This includes the Opening Ceremony on the Mall, Millennium Around the World, the Smithsonian Weekend, White House events and the Millennium Gala at the Lincoln Memorial.)

Q: What is the breakdown of the budget? How much was spent on event X?

A: The matter was funded privately and the breakdown is not publicly available.

Q: Why not?

A: Because the budget is private.

Q: Why did it take so long to get the final budget numbers?

A: It was a large event with different partners and many included some very small components. These things take time.

Q: Was there a fundraising shortfall ? Early on I was told the fundraising was stronger than expected.

A: All the money has been raised and all the bills have been paid.

DONORS

Q: May I see a list of the donors?

A: The donor information will be published in November in a report from the National Park Foundation.

Q: Doesn't the White House have a list of donors that I can see now?

A: The fundraising was handled by a private committee and all donations were made to one of the partners, the National Park Foundation. We're going to defer to their annual report.

INVITATION LIST

Q: Who drew up the invitation list for the White House dinner and after party?

A: All of the partners – the National Park Service, National Park Foundation, Smithsonian Institution and the White House -- contributed to the invitation lists.

Q: Are the invitation lists public?

A: The invitation list for the White House dinner was released the day of the event.

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MILLENNIUM COMMUNITIES HANDBOOK

WHITE HOUSE MILLENNIUM COUNCIL

J A N U A R Y 1 9 9 9

SAVE AMERICA'S TREASURES

PLANNING MEETING

Old Executive Office Building
Wednesday, May 11, 2000

AGENDA

I. Public Outreach Story Ideas

- Minority-targeted Press (African-American sites/sound preservation, immigration stories, etc.)
- Women's Press (sites connected with notable women)
- Key American historical sites/objects (GW tents, flag, others) (around July 4th?)
- Other

II. Tour Outreach

- June 10: Val-Kill, Hyde Park, New York *may Δ 6 6/17*
- July 17: Ellis Island, New Jersey
- Other possibilities: Weeksville, New York, New York
Valley Forge, Valley Forge, PA
Angel Island, San Francisco, California
Anderson Cottage, Washington, D.C.

Other upcoming Save America's Treasures events:

- May 17: Announcement of 500th Treasure
- June: Save America's Treasures grant announcements
- November: National Geographic book release

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
May 10, 2000

Contact: Tia Matthews
(202) 442-7259
Save America's Treasures: Nadja Gutowski
(202) 588-6218

Howard and Dunbar Theaters Will be Redeveloped After Decades of Abandonment

Washington, D.C. – In celebration of National Historic Preservation Week, the District of Columbia will announce the redevelopment of two historic theaters. After decades of neglect, the Howard and Dunbar theaters will be revitalized and opened within the next three years to serve District of Columbia residents.

A groundbreaking ceremony for the Howard and Dunbar theaters will be held on Wednesday, May 17, 2000 at 2 p.m. on the corner of 7th and T Streets, NW. Invited speakers include Mayor Anthony Williams; Congresswoman Eleanor Holmes Norton; D.C. Councilman Jack Evans; Othello Mahone, Interim Director of the Department of Housing and Community Development; and Susan Eisenhower, co-chair of the Millenium Committee to Save America's Treasures. Media representatives will be able to tour the theaters at 1:30 p.m.

The Howard Theater was the first theater built in Washington, D.C. to serve and showcase African-Americans. Once renovated by the Kumase Development Group, the Howard Theater will house Project Change and showcase two movie theaters, a live entertainment complex, a restaurant, and a multipurpose cultural arts production center. The Dunbar Theater was named after Paul Laurence Dunbar, the famous African-American poet. The Peoples Involvement Corporation will redevelop the top two floors of the Dunbar Theater into office suites and the lower levels will be retail space. The cost to redevelop both theaters will be over \$10 million.

Recognition and support for the theaters' restoration efforts is being received throughout the District of Columbia and the entire country. During the ceremony, the Howard Theater will receive the prestigious designation as the 500th Official Project of Save America's Treasures, a public-private-private partnership between the White House Millennium Council and the National Trust for Historic Preservation dedicated to the preservation of our nation's irreplaceable historic and cultural treasures for future generations. The Dunbar Theater will also be designated as an Official Project.

The ceremony will also acknowledge the contributions of the Shaw neighborhood and organizations such as (neighborhood groups), the D.C. Preservation League, and many other dedicated volunteers and contributors.

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WHITE HOUSE MILLENNIUM COUNCIL PRESS OUTREACH PLAN

PROGRAMS	STORY IDEA OR EVENT	MEDIA OUTLETS		TARGET DATE
		NATIONAL	SPECIALTY/NICHE	
Save America's Treasures	1) SAT Visits/Tour(s) by principal Tour/visit to Ellis Island, Val-Kill, Weeksville, Anderson Cottage, others May be possible to tie to SAT grant announcement	Today show Networks New York Times USA Today Etc.	As appropriate	Open, depending on schedule
	2) Sound Preservation Original recordings of music and rare languages threatened by age and deterioration	NPR New York Times Network TV Dateline	Billboard? A & E Vibe (for African Am. Projects?)	Open
	3) Saving America's Treasures – Fourth of July Story of efforts to preserve July 4-related sites -- Preservation of George Washington's Tents, Valley Forge site, Star Spangled Banner, others? [Show process (if interesting) of restoration, if good visual]	Today GMA Early Show USA Today Networks [Dateline "State of the Art" ?]	History channel	July 4
	4) American Composers Forum project Story of renowned composers writing musical selections for communities around the U.S., to be performed on July 4	NPR Arts section of nat'l papers		July 4

	5) Tours Story on progress and success of preservation of sites on HRC tours.	"Before and Afters" - Follow up on HRC tours Subject to HRC on sites that followed original tours	Preservation community press Architectural press Others?	Late summer or fall (is there an upcoming anniversary of a tour?)
Millennium Communities	6) Overall story on Millennium Communities Snapshot of diverse millennium community projects; Any particularly unique stories or personalities involved?	Parade magazine Charles Osgood (profile unique personality or project)	Governing magazines	Open
Millennium Trails	6) Celebrating America's Trails Announcement of 2000 community trails Release of Am Ex grants?	National Trails Day	Walking magazines Recreation magazines Health/Fitness magazines	June 4
Millennium Green	7) Preserving green space Tie to urban sprawl issue – other ways to cut the story as well, depending on outlet --Historic/symbolic trees --Identification of Millennium tree in each state --Community gardens --Possible Arbor Day tree planting event at White House		Womens/Gardening magazines Martha Stewart magazine/show Home/Garden sections of newspapers	Summer

My History is America's History	9) Exploring family and community history to connect to America's history		Parenting magazines Nick News/Nickelodeon Lifetime Education/ Teacher Magazines Children's magazines	Open
Philanthropy	10) Forums on e-philanthropy	Time Wall Street Journal Businessweek Newsweek	Foundation press Online press/nontraditional media Chronicle of Philanthropy	
	11) National meeting on youth philanthropy	USA Today C-Span	MTV Nickelodeon Teen people Channel One	
Mars Millennium Project	12) Mars project	USA Today Parade Weekend Today show	Discovery Nickelodeon Youth press Education press	Open

National Millennium Time Capsule	13) Time Capsule Exhibit Because of size and breadth of this project, there are many possible target audiences.	New York Times Time magazine Today show Rosie O'Donnell George – political contributors Vanity Fair – cultural contributors?	Education pubs to highlight teacher involvement Discovery Nickolodeon History channel Preservation press Lifetime?	Nov-Dec
Other	14) “Preserving our History” Broad story about different Millennium projects targeted to African American community Examples: Weeksville, Underground Railroad Trail, sound preservation		BET O Magazine (Oprah's) Essence Ebony Jet	Open
	15) “Preserving our History” Broad story about different millennium projects targeted to Latino community Examples:		Latino press	Open
	16) “Preserving our History” Broad story about different millennium projects targeted to Asian-American community Examples: Angel Island, others?		Asian-American press	Open

	17) Commemorate the millennium on your family's summer vacation Great millennium sites for families to visit		Travel magazines Travel sections, nat'l papers	Early summer
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Bill MARSHALL 3/22/00

We have no oblig to disclose

Park Foundation - annual report in Sept
will honor anonymous (which = \$3m)

Possible Nat Millennium 2000 will be FOIA-able
} cts part of agreement w/ NCTA }

- * Smithsonian report - artist fees, travel, production
(We promised confidentiality)
- * Mill 2000 (expense reports)

WH Dinner

Anonymous donors

Total cost

Due at end of March

MTB / MILLENNIUM

4/5/00

\$620 K in arrears now
WH bills not pd.

Books not closed
Bills still in dispute

1) Smithsonian
report

2) Do we disclose
names -

(*) Who paid for NY party?

Bill Marshall 4/14/00

One fund for NY takes some anonymous donations
(also no sign of foreign donors)
unless they're anonymous)

Tim Burger has from Australia:

- 1) how much they received \$1.4
- 2) how much spent \$1.38
- 3) sent back to PK fda \$35K

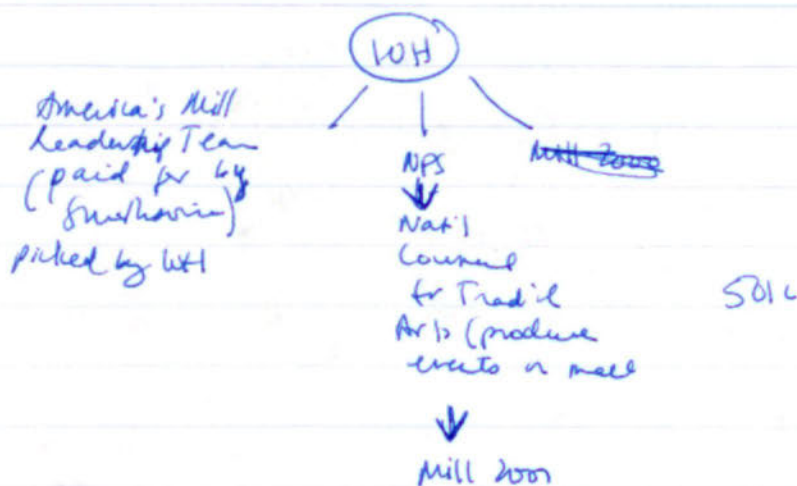
NPF report

NPK time report

While more still being received & accts being paid
we aren't going to make a decision about ~~whether~~
re final figures

Decisions

- 1) Contributors list specific to Mischief
- 2) " " w/anonymous or not
- 3) When



BILL MAESTRO (2) 4/14/00

from IC shell is the process of collecting +
distributing content

Funds → NPF

NPF → NLTA → pays vendors

"The Partners" - resp. for \$6

White House Millennium Council Program Outreach Possibilities

PROGRAM NAME	EVENT/STORY	POSSIBLE OUTLETS
Save America's Treasures	- Possible tours/visits: Angel Island, SF (maybe late May); Ellis Island; Val-Kill, Hyde Park, NY; Weeksville, NY; Anderson Cottage, DC <i>✓ 8th St. houses</i> - Late June: Announcement of SAT grants from National Park Service <i>\$30 million total - \$15 m in grants \$1 m cap on indiv. projects</i> - October: Release of National Geographic book about Treasures - Fall: Army-Navy game – Star Spangled Salute - Potential announcement of education program/website for teachers (with Trust) - Issue of sound preservation: potential event with NEH <i>public + priv. archives</i>	- General press outreach around site visits in local areas - National press around site visits? (Today Show covered first Tour and had expressed interest in SW Tour) - Local press around grant recipient sites - Preservation community press: particularly stories at close of year about success of program, showing pre- and post-condition of sites - Women's magazines: Readers could adopt a site to save (particularly Ladies Home Journal who was involved with restoration efforts at a number of different sites in the past) - Education/teacher magazines - Music press, Grammy Awards, other music awards
Millennium Communities <i>600 designated cluded officials designate</i>	- Large number of states and communities that have signed on - Involvement of different partners - Connection with other WHMC and White House projects (like New Markets initiative)	- Governing magazine - Continued articles in partner publications - Story in some national press about program as a whole, such as Parade Magazine
Millennium Trails	- June 3: National Trails Day/Announcement of 2000 Community Trails/Face of America Ride - Ongoing: Events with National and Legacy Trails - Release of American Express grants (soon) - September: Possible release of book on National and Legacy Trails	- National Geographic - Parade Magazine - Airline and travel magazines - Women's/parenting magazines - Today Show (4 years ago did piece on Rails to Trails)

Millennium Green	1. Planting of Millennium Groves in each state 2. Identification of Millennium Tree in each state 3. Goal of planting one million Millennium Gardens and 20 million trees 4. April 22 Earth Day 5. April 28 Arbor Day 6. Ongoing events around the country	• Governing magazines (to local and state leaders) • Women's/parenting magazines • Outdoors/recreation press • Gardening magazines • Home sections of newspapers
My History is America's History	1. Exploring family and community history is an important way to connect to America's history 2. Website is a good resource for families and educators	• Parenting magazines • Education/teacher magazines • Children's magazines
International events	1. April 27: Viking exhibition opening 2. May 7-13: Global Science and Technology Week (OSTP) 3. Ongoing events overseas	• Art press • Local press in areas where exhibit will be traveling • Local press in areas with large Nordic populations • Travel magazines • Science community press
Philanthropy	1. June (San Jose)/September (Seattle): Upcoming forums on philanthropy 2. National meeting on youth philanthropy 3. Proposed tax law changes help encourage everyone to donate	• Time/Newsweek • Foundation press • Chronicle of Philanthropy • Online philanthropy journals • General press around forums • Outreach around youth issue depends on what comes out of meeting

National Millennium Time Capsule	1. November/December: Archives exhibit (could do an event announcing exhibit) 2. December 31, 2000: Could do an event ceremonially closing the capsule <i>Unveiled NY's cve - Hed to have a medal + put letter in at Nov/Dec at Archives final capsule will be here</i>	• Preservation community press • Education publications to highlight teacher involvement • Publications for industries represented in/by capsule (metals, design, genetics, transistor, space, etc.) • AP story (tracked to pick up local stories) • Today Show (almost did a piece at New Year's) • Rosie O'Donnell
Mars Millennium Project	1. Port Discovery exhibit currently in Baltimore and will be travelling around country 2. May 4: Space Day (NASA doing events through Challenger Centers) 3. Early May: Family Involvement Conference in NYC around arts education issues 4. June: Event in Seattle at U.S. Conference of Mayors 5. Fall: Relaunch of project through ED's America Goes Back to School effort 6. Will create a big event for a principal	• USA Today article (they are a partner and have expressed interest in the past) • New York Times article • Parade Magazine • Weekend Today Show • Continued education press coverage

Additional overarching outreach possibilities:

- Business press about wide array of corporate partners
- Minority-targeted press to promote the ethnic diversity of our programs and to increase participation by minority populations
- Federal page stories about the cooperation of so many federal agencies, with each other and with external private and public organizations
- Youth press about importance of millennium and ways they can get involved (Mars, My History)

White House Millennium Council Story Ideas

General story ideas by audience:

- Audience: African-American women's magazines
Topic: Importance of Preserving History for Future Generations
Examples: Save America's Treasures sites, Underground Railroad trail, Preserving American Sound, My History is America's History
- Audience: Latino magazines
Topic: Importance of Preserving History for Future Generations
Examples: Save America's Treasures sites, miscellaneous Trails, Preserving American Sound, My History is America's History
- Audience: Parenting magazines
Topic: 10 Things You Can Do With Your Child to Commemorate the Millennium
Examples: My History, time capsule, visit historic site in community and talk about preservation, walk a trail, plant a tree or a garden, start a pen pal relationship with someone overseas, volunteer in your community, Mars Millennium project
- Audience: Travel/airline magazines
Topic: Ten Places to Visit to Commemorate the Millennium
Examples: Treasures sites, Trails, notable Green sites (i.e. Mt. Vernon – connection w/ Versailles)
- Audience: City-focused magazines (i.e. Washingtonian)
Topic: Local Millennial Activities
Examples: Highlight Treasures, Trails, Communities
- Audience: Youth press
Topic: Build Your Own Time Capsule
Examples: Include information about your family and community history
- Audience: Women's magazines
Topic: Preserving Places and Spaces
Examples: Save America's Treasures sites, Millennium Gardens and Trails
- Audience: Business press
Topic: Importance of Public-Private Partnerships
Examples: Philanthropy, all the various corporate sponsors supporting various programs

Other specific media outlets:

- USA Today: Mars Millennium story
- Today Show: Treasures story
Time Capsule story
Trails story
- Rosie O'Donnell: Time Capsule story
- Parade Magazine: Mars Millennium story
Trails story

Upcoming Key Dates

April 22: Earth Day (Millennium Green)

April 27: Arbor Day (Millennium Green)

May 7: Mothers' Day (My History)

Graduation speeches (Philanthropy)

May 30: Memorial Day (National Moment of Remembrance)

June 4th: National Trails Day (Millennium Trails)

June 11: Fathers' Day (My History)

June 12: Millennium Evening on Religion and American Democracy

Late June: Save America's Treasures grant announcements, Trust's announcement of 11 Most Endangered Places

July 4th (Save America's Treasures, American Composers pieces)

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TARGETED MAILINGS FOR INTERGOVERNMENTAL PARTNERS

- Use common format for each article
- Write each piece as a part is a series
- Give elected officials and communities specific ideas for what they can do – concrete hooks
- Provide real examples of communities already doing the project and include pictures to publish with the article
- Use piece in WHMC Newsletter
- Mail piece to designated Millennium Communities/ USCM can fax piece to elected officials as well

March

- March 8 International Women's Day
- March 21 International Stop Racism Day

April

- April Earth Day - (Millennium Green)
- April Arbor Day - (Millennium Green)

May

- May 22 Memorial Day – (National Day of Remembrance)
- May 14-20 National Historic Preservation Week – (Save America's Treasures)

June

- June 3 National Trails Day – (Millennium Trails)

July

- July 4th

August

September

- Grandparents Day – (My History is America's History) (ie. Congressman Menendez in NJ is sponsoring a contest using Guidebooks)

October

November

- November 15 National Philanthropy Day – (Philanthropy follow up)

December

Other mailings to plug in:

- International Sister Cities please join the Millennium Communities Program

January 18, 2000

Outline of Millennium Trails Public Relations Plan

- I. Event related PR
 - Amex grants: regional releases timed with mailing of checks for specific trails, more general national release
 - Technical assistance forum: DC region and affinity media
 - Trail celebrations: assist trails with releases, provide letterhead
 - National Trails Day: national release, regional releases for trails, Face of America releases
 - Other opportunities: Secretary Slater, First Lady
- II. Ongoing Buzz
 - Magazine work: *American Way*, *Southwest Airlines*, *Bicycling*, *Colonial Homes*, *National Geographic for Kids*, *Sierra*, *Men's Journal*, *AMC Outdoor*, *Outside*, *Canoe & Kayak*
 - Query letters to health, biking, walking, outdoors magazines
- III. Rodale Press
 - *Prevention* magazine insert with possible sponsors
- IV. *Walking*
 - June insert
- V. Face of America
 - Meeting with Alan Taylor Communications in early March
 - Opportunities: announcement event, San Francisco, Boston, St. Louis
 - Millennium Trails opportunities
- VI. Web site
 - Ongoing Internet promotion
- VII. Speaking engagements/conferences
 - Stephanie at Outdoor Retail Show
 - Other opportunities
- VIII. New Brochure
 - March printing
- IX. Altrec/National Geographic
 - February 17 meeting
 - Ready for National Trails Day
- X. American Express Company/Corporate Partners
 - Weave into all aspects of PR
 - Attendance at trail celebrations and other opportunities



Amy A. Hickox
02/08/2000 10:29:54 AM

Record Type: Record

To: Ellen M. Lovell/WHO/EOP@EOP
cc: Jennifer L. Ballen/WHO/EOP@EOP, suevogel@aol.com@inet
Subject: Idea

Ellen -- I just learned that HRC is having an informal luncheon with the Governor's wives on 2/28 (from 12-2 at the White House) during the winter meeting of the NGA. This would be a great opportunity for HRC to talk about our programs (Millennium Communities, SAT, Trails (and the 45+ national trails), Mars (?) and My History).

For Millennium Communities, I would recommend that HRC could call on Governor O'Bannon's (Indiana) wife -- who is extremely involved in their millennium state program (and who we just recognized as a millennium state). In addition, Maryland is a millennium State and Governor Glendening (who is Vice Chair of the NGA and the most senior democrat at the NGA) is very involved in his program so HRC could turn to Mrs. Glendening as well. Obviously, we would want them to say good things about the program (and the benefits it is reaping) and encourage other Governors to apply.

In addition to HRC having a discussion on our programs, we could also put together packets for each Governor's wife with brochures on each of our programs and our handbook.

If you think this is a good idea, how can we follow up on it.

MEMORANDUM
OF CALL

Previous editions usable

TO:

LM

☐

YOU WERE CALLED BY-

☐

YOU WERE VISITED BY-

Susan Levine

OF (Organization)

☐

PLEASE PHONE ▶

☐

FTS

☐

AUTOVON

301-738-1563

☐

WILL CALL AGAIN

☐

IS WAITING TO SEE YOU

☐

RETURNED YOUR CALL

☐

WISHES AN APPOINTMENT

MESSAGE

on HRC involvement in
WHA Millennium Council program
needs quote on the record
(to discuss)

RECEIVED BY

DATE

TIME

50363-111 NSN 7540-00-634-4018
U.S. G.P.O.:1994-300-891/00003

OPTIONAL FORM 363 (Rev. 1-94)
Prescribed by GSA

- ~~Although Mrs. Clinton plans to scale back her duties as First Lady to campaign in New York, the work on a whole range of important issues -- issues~~ Mrs. Clinton has made priorities including those relating to children and families, the arts, Vital Voices and related international issues to advance women's progress, and historic preservation and millennium activities -- will continue and go forward.
- Mrs. Clinton may not be part of all of the day to day activities and work on these issues, but she will remain interested and involved as an advocate and an advisor.
- And specifically, on the millennium activities, Mrs. Clinton has committed to continue to participate in the White House Millennium Council's meaningful activities to mark the new millennium:
 - She will visit and highlight more "Save America's Treasures" sites.
 - She will continue to recognize Millennium Communities
 - She will continue to be involved in efforts to encourage philanthropy
 - She will participate in more announcements of projects, including Millennium Trails
 - She will participate in more Millennium Evenings (check with Melanne)



THE WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/395-7376

TO: Lissa Muscatine FAX: 67805

PHONE: _____

FROM: Blen LovemDATE: 2.25.00

Number of Pages (Including Cover):

MESSAGE:

As requested. If you can't
read this, please call me at
572 72 and I'll bring it over.

Jane Engle

THE WHITE HOUSE MILLENNIUM COUNCIL

708 JACKSON PLACE, NW

WASHINGTON, DC 20503

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of the following individuals and corporations.

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Co-Chairs

Chartwell Charitable Foundation
Discovery.com
Lincy Foundation

Lockheed Martin
Tommy Hilfiger USA

Vice Chairs

Dr. David & Martha Alameel
The Honorable Elizabeth Erawley Bagley
& Mr. Smith Bagley
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Mark Ein
Mr. & Mrs. A. Huda Farouki
Fannie Mae
Freddie Mac
GE Lighting
General Motors Corporation
Global Securities
Globetrotters Engineering Corporation

Laurence E. & Susan B. Harris
Kimsey Foundation
Jonathan Leddecky
Motorola, Inc.
Nextel Communications, Inc.
Prudential
Sunil Puri & Jenine Cannell-Puri
Raani Corporation
S.A.M. Trust
Cheryl & Haim Saban
Michael Saylor
Walter H. Shorestein
Harold Snyder
Synergis Energy Development

★ Susan Lasey

★ how much raised
★ & what it can from?

★ how much spent
★ & where it went?

ABC, Inc.

March 29, 2000



Legal Counsel/Freedom of Information Act Officer
White House Millennium Council
708 Jackson Place, NW
Washington, DC 20503

Re: A Freedom of Information Act Request

Dear Sir or Madam:

This is a request for a copy of agency records brought pursuant to the Freedom of Information Act, 5 U.S.C. § 552.

I hereby request one copy of the following:

1. All records pertaining to proposed or actual budgets, fundraising and the expenditure of funds in connection with the Millennium Celebration.
2. All contracts for services to be rendered in connection with the Millennium Celebration, whether or not the contract was entered into by your agency.
3. All invoices for services rendered in connection with the Millennium Celebration and all records of payment of such invoices.

For the purposes of this request, the "Millennium Celebration" includes the America's Millennium, America's Millennium on the Mall, America's Millennium Gala and related White House events that took place in Washington D.C. from December 31, 1999 to January 2, 2000.

With respect only to item 3 above, I would be willing to accept, as an alternative, an abstract or spreadsheet which sets forth the name and address of the vendor and the amount paid.

I ask that any fees that might otherwise be assessed in connection with this request be waived because disclosure of this information would primarily benefit the public by providing insight into government operations. To the extent that any fees are charged, I ask that this request be classified as one from a representative of the news media.

If there are any questions about this request, please do not hesitate to call me at (202) 222-6816.

Many thanks for your assistance.

Sincerely,


Josh Gerstein
ABC News

1717 DeSales Street, N.W. Washington, DC 20036-4409 (202) 222-7777



DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: RLB DATE: 05/16/16

~~CONFIDENTIAL~~

THE WHITE HOUSE MILLENNIUM COUNCIL

PHONE: 202/456-2000

FAX: 202/395-7376

TO: Lissa Muscatine FAX: 6-7805

PHONE: _____

FROM: Ellen Cull

DATE: 2/28/00

Number of Pages (Including Cover): 3

MESSAGE: This is the best picture I have of how much each entity-or program - received + expended - but as you can see, it does not have specific line-items, like artists' fees. I am looking for more detail - if it exists.

THE WHITE HOUSE MILLENNIUM COUNCIL

708 JACKSON PLACE, NW

WASHINGTON, DC 20503

The information contained in this facsimile is PRIVATE and intended for the recipient ONLY. Please call if there are any problems with our transmission.

1-Feb-00

George Stephens

7 NCTA paid America's Millennium expenses (see attached schedule)

02/28/00

MON 18:20 FAX 1 202 395 7211

MILLENNIUM COUNCIL

2002

02/28/00 MON 18:21 FAX 1 202 395 7211 MILLENNIUM COUNCIL

MILLENNIUM COUNCIL

9 Atlantic Valet paid to the White House

BILL MARSHALL 3/14/00

NPF Report + Smithsonian has a report + Mill 2000 has a report.
White House not subject to FOIA

2 checks to Smithsonian for specific purposes

- Peter Kouker Fdn (also gave to NPF) for general support

-

- \$10K Sara Lee } directly to Smithsonian

- \$10K Mars Candy

No taxpayer \$\$ involved

- Separate reports from contractors + subcontractors
NPF completes/keeps all records

- Reporting requirement is NPF tells us who gave +
what was spent

Smithsonian also has its own budget

Most expenditures went through Millennium 2000

1) Anonymous donors -

- not listed on agrs

- listed as anonymous in NPF report - total 6 (\$3M)

2) Quincy/George fees (Spielberg didn't
get paid)

3) No shows fees



McAuliffe + Bagley took this and promised anonymity - Greece/Turkey
to Saudi Business Council -

4) "Party favors" for sponsors

- \$180K medals

- Blankets, T-shirts, hats

- Limos

Bill Maresman / S. Lovell (2) 3/14/02

NCTA = subcontractor still pay bills

Nat'l Council will have a list of expenses

for
Traditional
Arts

Still haven't paid \$925K for WH parties
book of

likely total for artists fees - @ \$300k of \$1.4m. Final budget

Production expenses, lighting, staging → biggest expenditure
@ \$6m

Remaining \$4m - WH, city, Park Service, etc.

MILLENNIUM PRESS

Millennium, in general

Types of Media to Pitch:

- Women and family magazines, e.g. HRC's ideas on what parents can do with children to celebrate the millennium; more general, about the projects that are ongoing, etc.

For example:

Family Circle

Circulation: n/a

Editor-in-Chief: Susan Kelliher Ungaro

212-499-1986

Good Housekeeping

Circulation: 5 million

Editor-in-Chief: Ellen Levine

212-649-2477

Parenting Magazine

Circulation: n/a

Editor-in-Chief: Janet Chan

212-522-8989

Parents Magazine

Editor-in-Chief: Sally Lee

212-499-2050

Woman's World

Editor: Stephanie Saible

201-569-0006

Woman's Day

Editor: Jane Chesnutt

212-767-6250

Save America's Treasures

Types of Media to Pitch:

- Art/architecture;
- Ethnic related to designated site, e.g. African-American press for sites like the Harriet Tubman House or some of the African-American churches;
- Home decorating/renovation;
- Human Interest on the lives of the people either contributing to project or historic figures/sites being saved by the project
- Regional Magazines

For Example:

American Heritage Magazine

Circulation: 330,000

Editor: Richard Snow

212-206-5500

Architectural Digest

Circulation: n/a

Editor-in-Chief: Paige Rense

323-965-3700

Art and Antiques

Circulation: 195,000

Editor: Barbara Tapp

770-955-5656

ARTnews

Circulation: 74,000

Editor: Milton Esterow

212-398-1690

Could pitch some of the paintings/sculpture that are being saved (Segesser hide paintings, Southwestern pieta, etc.)

Atlantic Monthly

Circulation: 462,000

Lead time: 3 months

Editor: Michael Kelly

202-739-8430

Better Homes and Gardens

Circulation: 7.6 million

Editor-in-Chief: Beverly Harding

212-551-6965

Colonial Homes
Circulation: 600,000
Editor: Annette Stramesi
212-830-2950

Country Living
Circulation: 1.6 million
Editor-in-Chief: Nancy Mernit Soriano
212-649-3488

Essence
Circulation: n/a
Editor-in-Chief: Susan Taylor
212-642-0644

House and Garden
Circulation: 600,000
Editor: Dominique Browning
212-286-8535

Interiors
Circulation: 61,000
Editor: Kate Fogarty
212-536-5357

Jet
Circulation: 1 million
Washington Bureau Chief: Simeon Booker
202-393-5860

Parade
Circulation: 37 million
Editor: Walter Anderson
212-450-7168

People Magazine
Circulation: 3.4 million
Washington Bureau Chief: Sarah Skolnick
202-861-4009
Could pitch program/individual home of someone famous or celeb. donors e.g. Ralph Lauren

Preservation Magazine
Circulation: n/a
Senior Editor: Kim Keister
202-588-6000
Sent request for interview, suggesting written questions

Smithsonian Magazine
Circulation: 2 million
Editor-in-Chief: Don Moser
202-786-2900

Southern Living
Circulation: n/a
Editor: John Floyd Jr.
205-877-6365

Martha Stewart Living
Circulation: 2.3 million
Editor-in-Chief: Stephen Drucker
212-827-8000
Could pitch to profile a renovation/restoration in process

Victorian Homes
Circulation: 100,000 (bi-monthly)
Editor: Erika Hotite
714-939-9991

Washington Afro-American (weekly)
Circulation: n/a
Editor: Janice Frick Brown
202-332-0080

Newspaper:
see travel writer list
see cultural editors list (could do conf. call?)

TV/Radio:
A & E?
History Channel
Nat'l Geographic TV
NPR

Millennium Communities

Types of Media to Pitch:

- State and City Mags.
- More Regional Press

State and City magazines (SF, Boston, NJ monthly, etc.)

Regional Press: getting updated list of communities from Amy

Millennium Trails

Types of Media to Pitch:

- Environmental/Nature
- Travel
- Sport and Fitness
- State and local where trails located

Field and Stream (?) (monthly)

Circulation: n/a

Editor: Slaton White

212-779-5289

Fitness

Circulation: 1 million

Editor: Sarah Mahoney

212-499-1520

National Geographic

Circulation: n/a Lead time: 6-9 months

Editor-in-Chief: William Allen

202-857-7000

Outdoor Life

Circulation: 1.2 million

Editor-in-Chief: Todd Smith

212-779-5084

Outside

Circulation: 500,000

Editor: Hal Espen

505-989-7100

Travel and Leisure

Circulation: 1 million

Editor-in-Chief: Nancy Novogrod

212-382-5776

USA Weekend
Circulation: 21.9 million
Editor: Marcia Bullard
703-276-6445

State/city Magazines (like NJ Monthly)
Airline Mags
See travel writer list

TV/Radio:
Discovery Channel
Nat'l Geographic TV
NPR

Millennium Green

Types of Media to Pitch:

- Environment/Nature/Garden
- Possible pair with Trails?

Better Homes and Gardens (?)

Friends of the Earth
Circulation: 15,000
Editor: Mark Whiteis-Helm
202-783-7400

Greenwire
Editor: David Haase
703-518-8724

Mother Earth News
Circulation: 400,000
Editor: Matthew Scanlon
212-260-7210

Outdoor Life
Circulation: 1.2 million
Editor-in-Chief: Todd Smith
212-779-5084

Outside
Circulation: 500,000
Editor: Hal Espen
505-989-7100

Ranger Rick (for kids)
Circulation: 600,000
Editor: Gerald Bishop
703-790-4283

TV/Radio:
PBS Nature

Millennium Evenings

Depending on next evenings

Mars Millennium Project

Types of Media to Pitch:

- Children's
- Education
- Parents/women's

For example:

Time for Kids

Weekly Reader

Education Week (?)
Circulation: 209,000
Editor: Virginia Edwards
301-280-3100

Parenting
Parents

TV/Radio:
Nickelodeon

SLB VOGELSTINGER

Travel writers/editors FAX NUMBERS

Linda Perney, Travel Editor, Daily News, 212/210-2203

Susan Felt, Travel Editor, Arizona Republic 602/253-3734

Kathleen Casey, Travel Editor, Star-Ledger 973-877-5845

Jay Clarke, Travel Editor, Miami Herald 305/671-4350

Randy Curwen, Travel Editor, Chicago Tribune 312/222-0236

Alison DaRosa, Travel Editor, San Diego Union Tribune 619/293-2432

Jim DeBaum, Travel Editor, Milwaukee Journal Sentinel 414/224-2384

John Flinn, Travel Editor, San Francisco Examiner 415/777-2525

Liz Lufkin, Features Editor, San Francisco Chronicle 415/495-2067

Andrea Hanis, Travel Editor, Chicago Sun Times 312/321-2566

Larry Bleiberg, Travel Editor, Dallas Morning News 214/977-8321

David Langford, Travel Editor, Associated Press 212/821-1830

Kim Marcum, Travel Editor, Baltimore Sun, 410/783-2519

John MacDonald, Travel Editor, Seattle Times 206/464-2239

Pucci Meyer, Travel Editor, New York Post 212/930-8524

David Molyneux, Travel Editor, Cleveland Plain Dealer 216/999-6269

Howard Pousner, Travel Editor, Atlanta Journal Constitution 404/526-5509

Carol Powers, Deputy travel Editor, Los Angeles Times 213/237-7386

Leslie Ward, Travel Editor, Los Angeles Times - same fax as above

Marjorie Robins, Travel Editor, Newsday 516/843-2375

Ron Schoolmeester, Travel Editor, USA Today 703/247-3135

Jack Severson)
Howard Shapiro) both listed as travel editor, Philadelphia Inquirer 215/854-4795

Gerry Morris, Travel Writer, Boston Globe 617/929-2813

Harry Shatruck, Travel Editor, Houston Chronicle 713/220-7410

Mim Schwartz, Travel Editor, The Rocky Mountain News 303/892-5407

Gerry Vogensau, Travel Writer, Detroit Free Press 313/223-4726

Zeke Wigglesworth, Travel Editor, San Jose Mercury News 408/271-3786

News Executives/Editors:

Editor In Chief Sara C. Strong
Advertising Sales Manager Bob M. Bradley

VIA (86B-675)

150 Van Ness Avenue (415) 565-2451
San Francisco, CA 94102-5208 Fax: (415) 863-4726
Home Page: www.csaa.com
E-Mail: viamail@csaa.com

Circ: 2,400,000; Freq: Bi-Monthly; Pub: California State Automobile Association, AAA; Uses: Events, By-line, Staff, Letters, Books, Entertain, Color Photos; Sub Rate: \$3.00; Ad Rate: \$22,195.

Lead Times: Features, News & Advertising - 2 months prior.

Profile: Edited for Northern California, Nevada, and Utah AAA members. Covers travel and events in California and the Western states, as well as foreign countries. Provides consumer information on automobiles, insurance, traffic safety, etc.

News Executives/Editors:

Editor Lynn Ferrin (415) 565-2458
Contact Notes: Mon-Fri, Preferred order: Phone, Fax, U.S. Mail, E-Mail.
Please contact between 9am and noon. Please do not pitch new products.

Associate Editor John Goepel (415) 565-2449
Associate Editor Camille Cusamano (415) 565-2450
Associate Editor Maria Streshinsky (415) 565-2452
Assistant Editor Ron Evans (415) 565-4261
Calendar/Events Editor Risa Quade (415) 565-3490
Food Associate Editor Camille Cusamano (415) 565-2450
Technical Associate Editor John Goepel (415) 565-2449
Travel Editor Lynn Ferrin (415) 565-2458
(See above for contact notes)

WASHINGTON JOURNEY (86B-665)

P.O. Box 25001 (714) 885-2376
Santa Anna, CA 92799-5001 Fax: (714) 885-2335
3333 Fairview St.
Costa Mesa, CA 92626-1610

Home Page: www.aawwa.com
E-Mail: journey@aawwa.com

Circ: 373,000; Freq: Bi-Monthly; Pub: AAA Washington; Uses: New Prod, Ind News, Events, By-line, Staff, Entertain, Color Photos; Sub Rate: FREE; Ad Rate: \$6,800.

Lead Times: Features & News - 4 months prior, Advertising - 2 1/2 months prior.

Profile: Edited for members of AAA Washington and published in two editions for Washington and Puget Sound. Articles center on safety, cars, highways, recreation, motor laws, foreign and domestic travel, and places to go and things to do in Washington state as well as the northwest region of the country and across the globe. Keeps members informed on services, club policy and motoring trends.

News Executives/Editors:

Publisher Charles Lickweg (425) 646-2010
Contact Notes: Mailing Address: 1745 114th Ave., S.E., Bellevue, WA 98004-6930. Fax: (425) 646-2193

Editor In Chief Gail Harrington (714) 885-2405
Executive Editor Janet Ray (425) 646-2058
Fax: (425) 646-2193

Contact Notes: Mailing Address: 1745 114th Ave., S.E., Bellevue, WA 98004-6930.

Copy Editor Sarah Schaffer (714) 885-2366
Features Editor Allison Joyce (714) 885-2361
Travel Contributing Editor Bob Howells (Write only)
Advertising Sales Director Bob Bradley (714) 885-2403

WESTWAYS (86B-720)

3333 Fairview Road (714) 885-2376
Santa Ana, CA 92704-7003 Fax: (714) 885-2335

Circ: 293,279; Freq: Bi-Monthly; Pub: Automobile Club of Southern California; Uses: Events, By-line, Staff, Letters, Books, Entertain, No Photos; Sub Rate: \$14.95; Ad Rate: \$5,170.

Lead Times: Features & News - 2 months prior, Advertising - 1 month prior.

Profile: Covers Western, domestic and worldwide travel and Southern California lifestyle. Includes articles on weekend destinations and outdoor recreation, travel tips, book reviews, restaurant listings, and a calendar of events.

News Executives/Editors:

Publisher John Dinkel (714) 885-2310
Associate Editor Kristin Tilford (714) 885-2389
Copy Editor Chrissy McBride (714) 885-2385
Sports Editor John Lehrer (714) 885-2370
Advertising Sales Director Bob Bradley (714) 885-2403

WESTWORLD ALBERTA (86B-730)

4180 Lougheed Highway, 4th (604) 299-7311
Floor Fax: (604) 299-9188
Burnaby, British Columbia V5C
6A7 Canada

Circ: 338,000; Freq: Bi-Monthly; Pub: Canada Wide Magazines and Communications, Ltd.; Uses: New Prod, By-line, Staff, Letters, Entertain, Color Photos; Sub Rate: \$3.00; Ad Rate: \$7,920.

Lead Times: Features, News & Advertising - 8 weeks prior.
Profile: Created as a source of travel and motorist information from the Alberta Motor Association. Regularly features local and foreign travel guides and ideas as well as valuable automotive information.

News Executives/Editors:

Publisher Peter Legge
Editor Pat Price
Associate Editor Sheila Hansen
Advertising Sales Manager Rick McMorran

WESTWORLD BRITISH COLUMBIA (86B-740)

4180 Lougheed Highway, 4th (604) 299-7311
Floor Fax: (604) 299-9188
Burnaby, British Columbia V5C
6A7 Canada

Circ: 485,000; Freq: Quarterly; Pub: Canada Wide Magazines and Communications, Ltd.; Uses: New Prod, By-line, Staff, Books, Color Photos; Sub Rate: \$2.00; Ad Rate: \$9,200.

Lead Times: Features, News & Advertising - 12th, 2 months prior.

Profile: A travel and motorist magazine published for the automobile association of British Columbia. Regular features include local and foreign travel destinations as well as automotive information.

News Executives/Editors:

Publisher Peter Legge
Editor Pat Price
Assistant Editor Sheila Hansen
Advertising Sales Manager Rick McMorran

WESTWORLD SASKATCHEWAN (86B-735)

4180 Lougheed Highway, 4th (604) 299-7311
Floor Fax: (604) 299-9188
Burnaby, British Columbia V5C
6A7 Canada

Circ: 112,000; Freq: Quarterly; Pub: Canada Wide Magazines and Communications, Ltd.; Uses: New Prod, Ind News, By-line, Staff, Letters, Entertain, Color Photos; Sub Rate: \$2.00; Ad Rate: \$3,320.

Lead Times: Features, News & Advertising - 8 weeks prior.

Profile: Created as a source of useful travel and motorist information. Includes CAA Saskatchewan club news, and provides local and foreign travel overviews as well as automotive information.

News Executives/Editors:

Publisher Peter Legge
Editor Pat Price
Assistant Editor Sheila Hansen
Advertising Sales Manager Rick McMorran

86C - Airline Inflight (Publications: 35)**ABOARD MAGAZINE (86C-20)**

100 Almeria Avenue, #220 H C
Coral Gables, FL 33134-6027 (305) 441-9738
Fax: (305) 441-9739

Circ: 175,856; Freq: Bi-Monthly; Pub: North-South Net; Uses: New Prod, Events, By-line, Staff, Books, Entertain, Color Photos; Ad Rate: \$11,850.

Lead Times: News, Features & Advertising - 2 months prior.

Profile: Spanish/English articles of non-controversial, general interest to the airline reader. Serves airline passengers of LAN Chile, Lloyd Aereo, Boliviano, TACA El Salvador & Honduras, Aviateca, LACSA, PLUNA, NICA, SAETA, LADECO & TAM.

News Executives/Editors:

Publisher Diana Bethel
Advertising Sales Director Giovanna Sanchez

AIR TRAVEL JOURNAL (86C-100)

258 Marginal St. R C
East Boston, MA 02128-2800 (617) 561-4000
Fax: (617) 561-2821

Circ: 18,000; Freq: Bi-Monthly; Pub: Air Travel Publications, Inc.; Uses: Ind News, Personnel, By-line, Staff, Sub Rate: \$55.00; Ad Rate: \$1,132.

Lead Times: Features, News & Advertising - Monday, 1 week prior.

Profile: Focus on Logan International Airport in Boston, Massachusetts. Content is directed to frequent flyers and airline personnel and includes regional features.

News Executives/Editors:

Publisher Robert H. Weiss
Managing Editor Nicole Deveau
Features Editor Colette Bechard Wood

AIRTRAN ARRIVALS (86C-80)

2870 Peachtree Road, N.E., #161
Atlanta, GA 30305-2918

(404) 239-9939
Fax: (404) 233-8446

E-Mail: rvker@mindspring.com

Circ: 50,000; Freq: 6 Times/Year; Pub: Rivers/Kerley Communications; Uses: New Prod, Events, By-line, Staff, Letters, Entertainment, Color Photos; Ad Rate: \$4,335.
Lead Times: Features & News - 10 weeks prior, Advertising - 3 weeks prior.

Profile: In-flight magazine of AirTran Airlines dedicated to keeping travelers entertained and informed. Features hotel, dining, and entertainment recommendations at destinations serviced by the airline. Contains articles on business and entrepreneurship, lifestyle trends, and city profiles.

News Executives/Editors:

Publisher Betz Kerley
Editor M.R. Kerley

Contact Notes: Mon-Fri, Between 10am and 3pm, Preferred order: U.S. Mail, Fax, E-Mail, Phone. Nothing is more off-putting than a poorly written cover letter.

Managing Editor Hope Lowery
Assistant Editor Allison Grimm
Golf Editor John Campaniote

ALASKA AIRLINES MAGAZINE (86C-120)

2701 First Avenue, #250
Seattle, WA 98121-1125

(206) 441-5871
Fax: (206) 448-6939

E-Mail: paradigm@comcast.net

Circ: 45,700; Freq: Monthly; Pub: Paradigm Press; Uses: New Prod, Trade Lit, Events, By-line, Staff, Entertainment, Color Photos; Sub Rate: \$50.00; Ad Rate: \$4,750.
Lead Times: Features - 3 months prior, News - 2 months prior, Advertising - 8 weeks prior.

Profile: Provides the Alaska Airlines passenger with general interest features including profiles of cities, travel planning information, automobiles, real estate, business and sports.

News Executives/Editors:

Publisher Mimi Kirsch
Editor Paul Fritch

Contact Notes: Mon-Fri, Preferred order: U.S. Mail, Prefers press releases to be sent via U.S. mail.

Advertising Sales Director Michael Quinn

AMERICA WEST AIRLINES MAGAZINE (86C-140)

4838 E. Elwood St., #5
Phoenix, AZ 85040-1963

(602) 987-7200
Fax: (602) 997-9875

Home Page: www.skyword.com

Circ: 131,000; Freq: Monthly; Pub: Skyword Marketing, Inc.; Uses: New Prod, Events, Staff, Books, Entertainment, Color Photos; Online: WWW; Sub Rate: \$29.00; Ad Rate: \$7,340.
Lead Times: Features - 5 months prior, News - 3 months prior, Advertising - 2 months prior.

Profile: Edited to inform and entertain passengers in-flight. Features on personalities, travel and lifestyles plus regular columns on trends in business and personal lifestyles.

News Executives/Editors:

Publisher Kent Wedlake
Editor Michael Derr

Associate Editor Sonya Goodwin Hemmings
Phone: Ext: 20

Contact Notes: Mon-Fri, Preferred order: U.S. Mail, Fax, Phone. Send events information at least 3 months in advance. Send longer story ideas up to 6 months in advance.

Assistant Editor Vicki Rider
Book Review Editor Michael Derr

Calendar/Events Associate Editor Sonya Goodwin Hemmings
(See above for contact notes)

Entertainment/Arts Associate Editor Sonya Goodwin Hemmings
(See above for contact notes)

Movie/Video Editor Michael Derr
Features Editor Michael Derr

Food Assistant Editor Vicki Rider
Lifestyle Associate Editor Sonya Goodwin Hemmings

(See above for contact notes)

Medical/Health Assistant Editor Vicki Rider
Photography Editor Michael Derr

Travel Associate Editor Sonya Goodwin Hemmings
(See above for contact notes)

Advertising Sales Director Christina Barbey
Director Ernie Mulholland

AMERICAN WAY (86C-160)

P.O. Box 619640
DFW Airport, TX 75261-9640
4333 Amon Carter Blvd.
Fort Worth, TX 76155-2664

(817) 967-1804
Fax: (817) 967-1571

Home Page: www.americanair.com/away

Circ: 4,839,819; Freq: Bi-Weekly; Pub: American Airlines Publishing; Uses: Ind News, By-line, Staff, Letters, Books, Entertainment; Sub Rate: \$72.00; Ad Rate: \$15,948.

Lead Times: Features & News - 3 months prior, Advertising - 7 weeks prior.

Profile: The Magazine of American Airlines. American Way is edited for the educated, upper-income business and leisure traveller. Features provide a visual and literate exploration of the world's cultures and issues. Editorial focuses on a broad range of topics including travel, entertainment, business, science, literature and art.

News Executives/Editors:

Group Publisher Rick Morrison (817) 967-1787
rick_morrison@amrcorp.com

Associate Publisher Terrie Lonergan (817) 967-3883
terrie_lonergan@amrcorp.com

Editor In Chief John Ostlick (817) 967-1862
john_ostlick@amrcorp.com

Managing Editor Elaine Gruy Smika (817) 967-1790
elaine_gruysmika@amrcorp.com

Contact Notes: Mon-Fri, Preferred order: U.S. Mail, Wants lifestyle stories, with an emphasis on sports, health, entertainment, and travel.

Senior Editor Sherri Burns (817) 967-1819
sherri_burns@amrcorp.com

Senior Editor Jill Becker (817) 967-1795
jill_becker@amrcorp.com

Associate Editor Nancy Stevens (817) 967-1783
nancy_stevens@amrcorp.com

Contact Notes: Mon-Fri, Preferred order: U.S. Mail, Phone, E-Mail, Fax. She needs book galley/page proofs/fig's 10-12 weeks prior to their publication date for review. Short fiction should be 1500-2500 words.

Associate Editor Don Nichols (817) 963-2826
don_nichols@amrcorp.com

Assistant Editor Gina Bertagni (817) 931-7648
gina_bertagni@amrcorp.com

Assistant Editor Tiffany Franke (817) 931-7738
tiffany_franke@amrcorp.com

Copy Editor Michelle Powers Glaze (817) 963-3132
michelle_glaze@amrcorp.com

Editorial Assistant Allyson Osean (817) 967-1784
allyson_osean@amrcorp.com

Book Review Associate Editor Nancy Stevens (817) 967-1783
nancy_stevens@amrcorp.com

(See above for contact notes)

Special Projects Manager Deborah Rea Reed (312) 923-1973
deborah_rea@amrcorp.com

Travel Editor Don Nichols (817) 963-2826

Advertising Sales Director Terrie Lonergan (817) 967-3883
terrie_lonergan@amrcorp.com

ATLANTIC PROGRESS (86C-170)

1660 Hollis St., #603
Halifax, Nova Scotia B3J 1V7
Canada

(902) 494-0999
Fax: (902) 494-0997

E-Mail: app@app.ca

Circ: 22,123; Freq: 10 Times/Year; Pub: Atlantic Progress Publishing; Uses: New Prod, Ind News, By-line, Staff, Letters, Books, Entertainment; Sub Rate: \$25.00; Ad Rate: \$2,444.

Lead Times: Features & News - 14 weeks prior, Advertising - 8 weeks prior.

Profile: Exclusive regional in-flight magazine of Air Nova. Emphasis is on business, politics, and economics features. Contains articles on prominent personalities, in addition to features on entrepreneurship and discussion of important national issues.

News Executives/Editors:

Publisher Neville Gilfoy
ngilfoy@app.ca Ext: 15

Associate Publisher Pamela Scott-Crane
psscrae@app.ca Ext: 18

Editor David Holt
dholt@app.ca Ext: 16

Managing Editor Paula Adamski
padamski@app.ca Ext: 20

Editorial Assistant Mark Sampson
msampson@app.ca Ext: 19

Advertising Sales Manager Maxwell Brennan
mbrennan@app.ca Ext: 21

ATMOSPHERE: CANADA 3000 INFLIGHT

MAGAZINE (86C-185)
3300 Bloor St. West, #3120
Toronto, Ontario M8X 2X3
Canada

(416) 233-4348
Fax: (416) 233-8367

E-Mail: melaine@inforamp.net

Circ: 146,850; **Freq:** Semi-Annual; **Pub:** Melaine Communications Group Inc.; **Uses:** By-line, Staff, Entertain, Color Photos; **Sub Rate:** N/A; **Ad Rate:** \$7,500.

Lead Times: Features - 3 months prior, Advertising - 2 months prior. **Profile:** Created to entertain Canada 3000 Airline passengers with features on travel destination highlights and updates, and airline information.

News Executives/Editors:

Editor: Susan Melnyk
Managing Editor: Russell Riseley
Advertising Sales Manager: Nicole Verli

ATTACHE (86C-175)

1301 Carolina St. (336) 378-8065
Greensboro, NC 27401-1090 Fax: (336) 378-8278

Circ: 448,000; **Freq:** Monthly; **Pub:** Pace Communications, Inc.; **Uses:** Events, By-line, Staff, Entertain, Color Photos; **Sub Rate:** FREE; **Ad Rate:** \$24,980.

Lead Times: Advertising - 15th, 2 months prior.

Profile: Editorially targeted to the frequent business traveler on U.S. Air. Features explore intriguing people and places throughout the country, with an accent on food & wine, the arts, recreational sports, historic and/or natural sites and an insiders' guide to American cities. Special sections offer the reader perspectives on business and technology, as well as brain-teasers and puzzles.

News Executives/Editors:

Publisher: Edward Callo
Associate Publisher: Erich Berger
Editor: Jay Heinrichs
Managing Editor: Lance Elko
Senior Editor: Susanna Rodell
Editorial Assistant: Kendra Gemma
Features Editor: Abigail Seymour
Photography Director: Paul Carlensen
Advertising Sales Coordinator: Cheryl Nichols

BEAR COUNTRY (86C-180)

1184 Roland St. (807) 623-6545
Thunder Bay, Ontario P7B 5M4 Fax: (807) 623-7110
Canada

Circ: 7,500; **Freq:** 5 Times/Year; **Pub:** White Oaks Publishing; **Uses:** By-line, Staff, Color Photos; **Sub Rate:** FREE; **Ad Rate:** \$1,500.

Lead Times: Features, News & Advertising - 1 month prior.

Profile: Designed as an in-flight publication for business travellers flying throughout Ontario, Canada, on Bearskin Airlines. Editorial focuses on regional tourism, industry, and business for a readership comprised of business owners, government employees, travel agents, and native groups.

News Executives/Editors:

Publisher: Jack Mallon
Editor: Patti Gresham
Managing Editor: Jack Mallon

COASTLINES (86C-220), Publication Has Been Suspended

CONNECTIONS INFLIGHT (86C-240)

209-1015 Burrard St. (604) 689-2909
Vancouver, British Columbia V6Z Fax: (604) 689-2989
1Y5 Canada

Circ: 4,000; **Freq:** Quarterly; **Pub:** GSA Publishing Group; **Uses:** New Prod, Events, By-line, Staff, Books, Entertain; **Sub Rate:** \$12.00; **Ad Rate:** \$2,300.

Profile: In-flight publication of Central Mountain Air, Pacific Coastal, and Central Mountain Air. Suggests activities to do for visitors throughout British Columbia and the Canadian Northwest. Includes book reviews, listing of upcoming events and personality profiles.

News Executives/Editors:

Publisher: Frank Cumming
Associate Publisher: Sandra Cumming
Editor: Richard Williams
Advertising Sales Manager: Trish Wightman
sales@gaspublishing.com

CONTINENTAL (86C-280)

101 Huntington Ave., 13th Floor (617) 424-7700
Boston, MA 02199-7603 Fax: (617) 424-8906

Circ: 350,000; **Freq:** Monthly; **Pub:** Cadmus Custom Publishing; **Uses:** By-line, Staff, Books, Entertain, No Photos; **Online:** WWW; **Ad Rate:** \$22,470.

Lead Times: News & Features - 5 months, Advertising - 8 weeks prior.

Profile: Continental Airlines' Inflight magazine covers the people, industries, cities and countries along Continental's routes. Features include interviews with entertainers and business people, travel, and international trends.

News Executives/Editors:

Group Editor: Anne Studabaker
studabaker@cadmus.com
Executive Editor: Ken Beaulieu
Fax: (617) 437-7714
beaulieu@cadmus.com

Contact Notes: Tue-Thu, Between 11am and 3pm. Preferred order: U.S. Mail, Fax, E-Mail, Phone.

Managing Editor: Timothy Lyster
lyster@cadmus.com
Editorial Director: Hilary Laraba
laraba@cadmus.com
Associate Editor: Kate Grip
grip@cadmus.com
Copy Editor: Randi Kravitz
kravitz@cadmus.com
People In Business Senior Editor: Clayton S. Collins
collins@cadmus.com
Calendar/Events Executive Editor: Ken Beaulieu
Fax: (617) 437-7714
beaulieu@cadmus.com

(See above for contact notes)

Computers/HI Tech Associate Editor: Adam Kleiner
kleiner@cadmus.com
Advertising Sales Director: Lisa Haase
haase@cadmus.com

ENROUTE MAGAZINE (86C-320)

355 Sainte Catherine, W., #400 (514) 844-2001
Montreal, Quebec H3B 1A5 Fax: (514) 844-6001
Canada

E-Mail: info@enroutemag.net

Circ: 145,000; **Freq:** Monthly; **Pub:** Spafax Canada Inc.; **Uses:** New Prod, By-line, Staff, Entertain; **Sub Rate:** \$45.00; **Ad Rate:** \$11,800.

Lead Times: Advertising, News & Features - 3 weeks prior. **Profile:** Official in-flight publication of Air Canada airlines. Content features topics such as travel, upcoming events, and dining.

News Executives/Editors:

Editor In Chief: Lise Ravary
Managing Editor: Lyne Farley

HANA HOU (86C-365)

3465 Waialae Ave., #340 (808) 733-3333
Honolulu, HI 96816-2663 Fax: (808) 733-3340

Home Page: pacificmagazine.com

E-Mail: becker@lava.net

Circ: 90,000; **Freq:** Quarterly; **Pub:** Pacific Travelogue, Inc.; **Uses:** Ind News, Events, By-line, Staff, Entertain; **Sub Rate:** \$36.00; **Ad Rate:** \$9,075.

Lead Times: Features & News - 2 months prior, Advertising - 1 month prior.

Profile: Written for Hawaiian Airlines passengers. General interest features include interviews with celebrities and business leaders, fine dining and restaurant reviews, sporting news and travel tips.

News Executives/Editors:

Publisher: Chris Pearce
Editor: Derek Ferrar
Advertising Sales Director: Micki Simeone (808) 533-4165

HEMISPHERES (86C-370)

1301 Carolina St. (336) 378-8065
Greensboro, NC 27401-1090 Fax: (336) 378-8265

Circ: 500,000; **Freq:** Monthly; **Pub:** Pace Communications, Inc.; **Uses:** New Prod, Ind News, Events, By-line, Letters, Books, Entertain; **Sub Rate:** \$50.00; **Ad Rate:** \$30,320.

Lead Times: Features - 4-6 months prior.

Profile: Edited for passengers on United Airlines' national and international flights. Content covers global business, finance and political news, cultural trends and customs, travel and vacation ideas, and entertainment and lifestyle updates. Features humorous as well as sophisticated editorial, with an emphasis on information relevant to travelers.

News Executives/Editors:

Publisher: Bonnie McElveen-Hunter
Editor: Randy Johnson
Managing Editor: Lisa Fann
Associate Editor: Jeff Griffin
Associate Editor: Alicia Miller
Assistant Editor: Angel Schroeder
Copy Editor: Ben Anderson

Features:

Articles:
Editor: Lee Buchanan
Editor: Michael Healey
Art Director: Jaimey Easter
Special Projects:
Editor: Jaci H. Ponzoni
Assistant Editor: Daniel Ammons
Advertising Sales Manager: Karen Teer

HORIZON AIR (86C-380)

2701 First Avenue, #250
Seattle, WA 98121-1123

R C

(206) 441-5871

Fax: (206) 448-6939

E-Mail: paradigmcc@aol.com

Circ: 30,000; Freq: Monthly; Pub: Paradigm Press; Uses: Ind News, Events, By-line, Staff, Entertain, Color Photos; Sub Rate: \$30.00; Ad Rate: \$3,400.

Lead Times: Features, News & Advertising - 6 weeks prior.

Profile: Edited for passengers on Horizon Air. Content is geared primarily towards business travelers in the Northwest and includes regional business, travel and general interest topics.

News Executives/Editors:

Publisher Mimi Kirsch

Managing Editor Michele Dill

Contact Notes: Preferred order: U.S. Mail. Please send press releases via U.S. mail.

Advertising Sales Director Michael Quinn

KWIHI (86C-395)

11900 Biscayne Blvd., #300
Miami, FL 33181-2754

R C

(305) 892-6644

Fax: (305) 892-1005

Home Page: www.travelfacts.com

Circ: 410,000; Freq: Quarterly; Pub: Abarta Metro Publishing; Uses: New Prod, Events, By-line, Staff, Color Photos; Sub Rate: FREE; Ad Rate: \$6,500.

Lead Times: Features, News & Advertising - 3 months prior.

Profile: Edited for vacationing passengers on Air Aruba. Features local personalities, local news and a calendar of events. Articles provide information on dining, shopping, sports, entertainment, transportation and nightlife in the Dutch Caribbean, including Aruba, Bonaire, Curacao and St. Maarten.

News Executives/Editors:

Publisher Gary Duell

Publishing Director Terry Duffy

Editor Patricia Letakis

Contact Notes: Mon-Fri, Preferred order: Fax, U.S. Mail, Phone.

Copy Editor Lisa Klock

Calendar/Events Editor Cildiane Aubourg

Photography Editor Robin Hill

Advertising Sales Director Daryl Bernstein

sales@ivmonline.com

LATITUDES (86C-410)

P.O. Box 2456
Winter Park, FL 32790
330 W. Canton Ave.
Winter Park, FL 32789-3150

R H C

(407) 628-4802

Fax: (407) 628-7061

Circ: 105,000; Freq: Semi-Monthly; Pub: World Publications, Inc.; Uses: Events, By-line, Staff, Books, Entertain; Sub Rate: \$19.95; Ad Rate: \$4,220.

Lead Times: Features & News - 3 months prior, Advertising - 2 months prior.

Profile: Travel publication devoted to the Florida, Bahamas and Caribbean destinations of American Eagle Airlines. Features focus on food, recreation, shopping and culture.

News Executives/Editors:

Publisher Jayne McAllister (954) 349-4097

Editor Rich Brunell Ext: 1215

MERIDIAN (86C-442)

P.O. Box 3344
Palm Beach, FL 33480-1544
1000 N. Dixie Hwy., #C
West Palm Beach, FL
33401-3349

C

(561) 659-0210

Fax: (561) 659-1736

Circ: 50,000; Freq: Monthly; Pub: Palm Beach Media Group; Uses: New Prod, Events, By-line, Staff, Books, Color Photos; Ad Rate: \$4,500.

Lead Times: Features & News - 3 months prior, Advertising - 2 months prior.

Profile: Written as in flight publication for passengers of Midway Airlines. Editorial features coverage of a different region in each issue, with interviews and highlights of the local celebrities and entertainment. Regular departments provide updates on technology, health, adventure, finance, and new products, including wine and spirits, and literature.

News Executives/Editors:

Publisher Ronald Woods

Associate Publisher Ila Fox Ardleigh

Editor Steven Biller

Contact Notes: Thu, Fri, Between 1pm and 4pm, Preferred order: E-Mail, Fax, U.S. Mail, Phone. Read the magazine and tailor the pitch to the reader. Be clear and concise.

Associate Editor Robert Brink

Art Director Lori Pierino

Advertising Sales Manager Randle Della

MIDWEST EXPRESS MAGAZINE (86C-440)

2701 First Ave., #250
Seattle, WA 98121-1123

R C

(206) 441-5871

Fax: (206) 448-6939

E-Mail: paradigmcc@aol.com

Circ: 30,000; Freq: Bi-Monthly; Pub: Paradigm Press; Uses: By-line, Staff, Entertain; Sub Rate: \$20.00; Ad Rate: \$2,805.

Lead Times: Features, News & Advertising - 2 months prior.

Profile: Edited for passengers on Midwest Express Airlines. Content is primarily geared to business travelers and includes business news with a national scope, travel features, and general interest topics.

News Executives/Editors:

Publisher Mimi Kirsch

Editor Mike Olson

Contact Notes: Mon-Fri, Preferred order: U.S. Mail. Please send press releases via U.S. mail. Focus pitches on regions they fly to, mainly CA, CO, WA, and FL. Topics should be of interest to Midwesterners.

Advertising Sales Director Michael Quinn

MOMENTS ABOARD SPIRIT AIRLINES (86C-455)

3930 Wesley St., #1203
Myrtle Beach, SC 29579-7334

C

(843) 236-6990

Fax: (843) 236-6993

E-Mail: rainmakmk@aol.com

Circ: 200,000; Freq: Bi-Monthly; Pub: Rainmaker Publishing, Inc.; Uses: Ind News, Events, Staff, Entertain, Color Photos; Sub Rate: FREE; Ad Rate: \$2,650.

Profile: Published for passengers aboard Spirit Airlines. Contains features on travel destinations, leisure activities, sports and finance. Also includes games and puzzles for kids as well as adults.

News Executives/Editors:

Publisher Leigh Kimball

Editor in Chief Leigh Kimball

Managing Editor Sandy Schroeder

Advertising Sales Manager Dick Holcomb

Phone: (770) 395-7004

holcombassoc@msn.com

NORTHWEST AIRLINES WORLD TRAVELER

(86C-520)

1716 Locust St.
Des Moines, IA 50309-3023

C

(515) 284-2308

Fax: (515) 284-2479

Circ: 350,000; Freq: Monthly; Pub: Meredith Corp.; Uses: New Prod, Trade Lit, Ind News, Events, By-line, Staff, Books, Entertain, Color Photos; Sub Rate: \$50.00; Ad Rate: \$20,630.

Lead Times: Features & News - 3 months prior, Advertising - 15th, 2 months prior.

Profile: A magazine of business substance and personal style edited for today's successful, growth-minded executives, entrepreneurs, and sophisticated travelers who have a global perspective on business and life.

News Executives/Editors:

Publisher Kerry Clawson (212) 455-1094

kclawson@mdp.com

Editor in Chief Doug Holthaus (515) 284-2308

dholthau@mdp.com

Managing Editor David Walsh (515) 284-2311

dwalsh@mdp.com

Senior Editor Lois Anne Naylor (515) 284-2360

lnaylor@mdp.com

Editorial Assistant Jana Finnegan (515) 284-2308

jfinnegan@mdp.com

Personal Finance Editor David Walsh (515) 284-2311

dwalsh@mdp.com

Buyers Guide Editor Doug Holthaus (515) 284-2308

dholthau@mdp.com

Computers/Hi Tech Editor Doug Holthaus (515) 284-2308

dholthau@mdp.com

Internet Editor David Walsh (515) 284-2311

dwalsh@mdp.com

Nutrition Senior Editor Lois Anne Naylor (515) 284-2360

lnaylor@mdp.com

Medical/Health Senior Editor Lois Anne Naylor (515) 284-2360

lnaylor@mdp.com

Sports Editor David Walsh (515) 284-2311

dwalsh@mdp.com

Travel Senior Editor Lois Anne Naylor (515) 284-2360

lnaylor@mdp.com

OUTPOSTS (86C-540) , Publication Has Been Suspended**PLEASANT HAWAII MAGAZINE (86C-575)**

274 Puuhale Road, #200
Honolulu, HI 96819-2234

R C

(808) 845-0572

Fax: (808) 852-6350

Home Page: www.thisweek.com

E-Mail: editor@thisweek.com

Circ: 50,000; Freq: Monthly; Pub: This Week Publications; Uses: Events, By-line, Staff, Entertain, Color Photos; Sub Rate: FREE; Ad Rate: \$1,965.

86C - Airline Inflight - continued

1727

Profile: Edited for visitors coming to Hawaii aboard Pleasant Hawaiian Holidays. Includes various attractions and activities on all islands, current events, dining tips and safety suggestions. Maps are included.

News Executives/Editors:

Publisher Ron Cruger
Associate Publisher Wayne Taylor
Managing Editor Keri Shepherd
Senior Editor Fern Gavelek

RENO AIR APPROACH (86C-595)

C

650 S. Orcas St., #103 (206) 762-1922
 Seattle, WA 98108-2652 Fax: (206) 762-1866

Circ: 35,000; **Freq:** Monthly; **Pub:** Adventure Media, Inc.; **Uses:** New Prod, Events, By-line, Staff, Books, Entertain, Color Photos; **Sub Rate:** \$24.00; **Ad Rate:** \$3,075.

Lead Times: Features & News - 3 months prior, Advertising - 6 weeks prior.

Profile: The official in-flight publication of Reno Air, designed to appeal to traveling professionals and executives, aged 30+. Editorial content focuses on the interests and lure of the airline's western destinations, profiling regional enterprises and the personalities behind them. Areas of emphasis include business and technology, leisure travel activities, side trips and unique communities, historical features and social commentary.

News Executives/Editors:

Publisher J. Richard Dyoss
Editor in Chief Heidi A. Schuessler
Senior Editor Andrew Tarica
Associate Editor Nancy Schatz
Copy Editor Judy Gouldthorpe
Advertising Sales Director Dave Mulligan

Fax: (702) 832-3775

davem@adv-media.com

Contact Notes: Mailing Address: 924 Incline Way, #N, Incline Village, NV 89451.

★ROYAL (86C-600)

C

447 Speers Road, #4
 Oakville, Ontario L6K 3S7
 Canada

(905) 842-6581
 Fax: (905) 842-6843

Home Page: www.carguide.ca
 E-Mail: formula@carguide.com

Circ: 70,000; **Freq:** Quarterly; **Pub:** Formula Publications; **Uses:** New Prod, By-line, Staff, Color Photos; **Ad Rate:** \$4,750.

Lead Times: Advertising - 2nd, 1 month prior.

Profile: First class magazine offered to Royal Airline passengers, featuring major destinations and events around the world, with an emphasis on those destinations served by Royal Airlines and its co-operating tour operators. Regular issue features include the latest on the travel industry, exciting new recipes, details on the history, food and culture of popular tourist destinations, trivia questions, automobile reviews, money matters, movie and music reviews, and employee profiles.

News Executives/Editors:

Publisher J. Scott Robinson
Senior Editor Alan McPhee
Assistant Editor Jennifer Dougall
Advertising Sales Manager Grant Welle

THE SHUTTLE SHEET (86C-610)

R C

1301 Carolina St. (336) 378-8065
 Greensboro, NC 27401-1090 Fax: (336) 274-2220

Home Page: www.delta-sky.com

E-Mail: skymag@aol.com

Circ: 30,000; **Freq:** Monthly; **Pub:** Pace Communications, Inc.; **Uses:** Events, By-line, Staff, Entertain, Color Photos; **Sub Rate:** N/A; **Ad Rate:** \$8,415.

Lead Times: Features & News - 8 weeks prior, Advertising - 4 weeks prior

Profile: Edited for high profile business travellers who use Delta Airlines' shuttle jet service between New York, Washington and Boston. Offers a hip, breezy and very informative guide to entertainment opportunities, political events and fine dining in each city.

News Executives/Editors:

Publisher John Masters
Executive Editor Mary Alice Kellogg
Editorial Director Duncan Christy
Copy Editor Monica Velgaa
Regional Editor Sharon King
Regional Editor Josh Passell

SKY (86C-630)

C

1301 Carolina St.
 Greensboro, NC 27401-1090

(336) 378-6085

Fax: (336) 274-2220

Home Page: www.delta-sky.com

E-Mail: skymag@aol.com

Circ: 494,610; **Freq:** Monthly; **Pub:** Pace Communications, Inc.; **Uses:** New Prod, By-line, Staff, Letters, Books, Entertain, Color Photos; **Sub Rate:** \$50.00; **Ad Rate:** \$30,320.

Lead Times: Features & News - 4-6 months prior, Advertising - 2 months prior.

Profile: Delta Air Lines inflight magazine with both a national and international perspective, focusing on business, humor, sports, travel, technology, food & drink and human interest stories. Editorial is lively, unexpected and even occasionally controversial.

News Executives/Editors:

Publisher John Masters Ext: 2344
Executive Editor David Bailey Ext: 2291

Contact Notes: Mon-Fri, Preferred order: U.S. Mail. Contact via mail only. He doesn't appreciate calls asking if he received something. Looks for information geared to the business traveler. Special Coverage: Computers, High-tech gadgets & gear, Electronics.

Managing Editor Mickey McLean Ext: 2249
Editorial Director Duncan Christy Ext: 2100
Senior Editor Brian Cook Ext: 2225
Assistant Editor Nancy Oakley Ext: 2209
Copy Editor Sarah Lindsay Ext: 2246
Editorial Assistant Terri Rooks Ext: 2226
Book Review Editor Gordon de Bar (Write only)
Business Executive Editor David Bailey Ext: 2291

(See above for contact notes)
Computers/Hi Tech Executive Editor David Bailey Ext: 2291

(See above for contact notes)
Food Executive Editor David Bailey Ext: 2291

(See above for contact notes)
Photography Ann Harvey Ext: 2120
Director Tracy Robertson Ext: 2298

Advertising Sales Director John Masters Ext: 2344

skymagada@aol.com

SOUTHWEST AIRLINES SPIRIT (86C-650)

R C

P.O. Box 819840
 DFW Airport, TX 75261-9840
 4333 Aron Carter Blvd.
 Fort Worth, TX, 76155-2605

(817) 967-1804

Fax: (817) 967-1571

Home Page: www.spiritmag.com

Circ: 200,000; **Freq:** Monthly; **Pub:** American Airlines Publishing; **Uses:** Events, By-line, Staff, Entertain; **Sub Rate:** \$36.00; **Ad Rate:** \$11,372.

Lead Times: Features, News & Advertising - 10 weeks prior.

Profile: Intended for both business and leisure travelers on board Southwest Airlines. Contains a wide array of features on travel destinations and general interest topics.

News Executives/Editors:

Publisher Rick Morrison (817) 967-1787
Editor John Clark (817) 967-0410
Managing Editor Kelli Briscoe (817) 967-6212
Senior Editor Kathleen Reese (817) 967-0411
Consumer Interest Contributing Editor Robin Fowler (817) 598-0058

Contact Notes: Mailing Address: 1000 Zion Hill Loop, Weatherford, TX 76088. Fax: (817) 598-0931

Features Editor John Clark (817) 967-0410
Travel Contributing Editor Robin Fowler (817) 598-0058
 Fax: (817) 598-0931

(See above for contact notes)

Advertising Sales Director Terrie Lonergan (817) 967-3883

SPIRIT OF ALOHA (86C-660)

R C

P.O. Box 80
 Honolulu, HI 96810-0080
 36 Merchant St.
 Honolulu, HI 96813-4311

(808) 524-7400

Fax: (808) 531-2306

E-Mail: nflight@aloha.net

Circ: 60,000; **Freq:** Monthly; **Pub:** Honolulu Publishing Co.; **Uses:** Ind News, Events, By-line, Staff; **Sub Rate:** FREE; **Ad Rate:** \$3,680.

Lead Times: Features, News & Advertising - 2 months prior.

Profile: Written as an in-flight informational source for travelers on Aloha Airlines or Island Air. Editorial focuses on the Hawaiian Islands, emphasizing culture, dining, shopping, and local personalities. Offers information on sights and experiences within this region.

News Executives/Editors:

Group Publisher Jim Myers
Editor Janice Otaguro

Contact Notes: Mon-Fri, Preferred order: U.S. Mail, Fax, E-Mail, Phone. Please send query letter first, rather than completed manuscripts.

Calendar/Events Editor Linda Alders
 Photography Editor Darrell Ishill
 Advertising Sales Manager Carol Souza

SUN COUNTRY AIRLINE MAGAZINE (86C-670) C

2855 Anthony Lane S., #B40 (612) 789-4838
 Minneapolis, MN 55418-3265 Fax: (612) 789-5578

Circ: 350,000; Freq: Bi-Monthly; Pub: The McCarthy Corporation;
 Uses: New Prod, Events, Staff, Books, Entertain; Sub Rate: \$15.00;
 Ad Rate: \$4,685.

Lead Times: Features & News - 6 weeks prior, Advertising - 1st, 1 month prior.

Profile: Written for passengers on Sun Country Airlines. Covers travel destinations and merchandise, art, culture, fashion, family life, books, and information on special events.

News Executives/Editors:

Publisher Thomas L. McCarthy
 Publisher Thomas J. Pohl
 Editor Richard Teachout
 Phone: (651) 770-1741

Contact Notes: Wed, Fri, Between 9am and 2pm, Preferred order: U.S. Mail, Fax, Phone. He is not interested in pitches for particular hotels and reports, financial or investment information.

TWA AMBASSADOR (86C-680) C

4836 E. Elwood St., #5 (802) 987-7200
 Phoenix, AZ 85040-1963 Fax: (802) 987-9875

Circ: 185,000; Freq: Monthly; Pub: Ambassador Inflight Marketing;
 Uses: New Prod, By-line, Staff, Letters, Entertain, Color Photos; Sub Rate: N/A; Ad Rate: \$11,520.

Lead Times: Features, 3-6 months prior, News & Advertising - 5th, 2 months prior.

Profile: Offers feature stories and information to domestic and international travelers on Trans World Airlines & Trans World Express. Ambassador stories cover a wide range of general interest topics such as business, sports, travel, entertainment, media, family and more.

News Executives/Editors:

Publisher Nick Pajic
 Associate Publisher Maureen Umlauf
 Editor Ellen Alperstein
 Phone: (314) 259-4130

Contact Notes: Mon-Fri, Preferred order: U.S. Mail, Send pitches only by mail. Don't follow up with calls. If they are interested, they'll contact you. They read all mail but have a small staff.

Copy Editor Karen Chaderjian
 Copy Editor Dianne Woo
 Photography Director Kitty McGee
 Advertising Sales Coordinator Lisa Haass
 Phone: (617) 424-7700

TOWER AIR MAGAZINE (86C-690) C

1507 Avenue M (718) 382-4200
 Brooklyn, NY 11230-5273 Fax: (718) 845-1985

Home Page: www.towerair.com
 E-Mail: airus@adlibunlimited.com

Circ: 400,000; Freq: Bi-Monthly; Pub: AIRUS Inc.; Uses: New Prod, Events, By-line, Staff, Entertain, Color Photos; Sub Rate: FREE; Ad Rate: \$8,300.

Lead Times: Features - 4 months prior, News - 1 month prior, Advertising - 2 months prior.

Profile: Edited for travelers going to Los Angeles, San Francisco, Miami, Las Vegas, New York, San Juan, Tel Aviv, Athens, and Paris via Tower Air airlines. Provides passengers with city news, entertainment, sports and travel tips. Also includes airline news, inflight entertainment and Tower Air route maps.

News Executives/Editors:

Publisher Chavi Diamond
 Publisher Ruth Folger-Weiss
 Publisher Tziporah Spear-Tyk
 Editor Ruth A. Seligman
 Associate Editor Gia McKenzie-Bathily

Contact Notes: Mon-Wed, Preferred order: Fax. If pitching via U.S. mail, enclose a SASE for the return of your items.

Advertising Sales Director Tziporah Spear-Tyk

U.S. AIRWAYS ATTACHE (86C-700) C

1301 Carolina St. (336) 378-6065
 Greensboro, NC 27401-1090 Fax: (336) 378-8278

E-Mail: attachear@aol.com

Circ: 430,242; Freq: Monthly; Pub: Pace Communications, Inc.;
 Uses: Events, By-line, Staff, Books, Entertain; Sub Rate: \$50.00; Ad Rate: \$28,100.

Lead Times: Features, News & Advertising - 15th, 2 months prior.

Profile: This publication provides a direct approach to more than 68 million passengers who fly the US Air carrier line. Readers are business travelers between the ages of 35-54, and the editorial format is designed to appeal to this upscale reader through the use of both business and pleasure travel trends and ideas.

News Executives/Editors:

Publisher Edward F. Calfo
 Associate Publisher Erich Berger
 Editor Jay Heinrichs
 Managing Editor Lance Elko

Fax: (810) 275-2864

lanceelko@aol.com

Contact Notes: Preferred order: Fax, U.S. Mail, E-Mail, Phone. Read the magazine to understand the editorial approach. Staff works from paper in editorial meetings so it is beneficial to have faxed or mailed press releases. Does not like to get product pitches by phone.

Senior Editor Susanna Rodell
 Calendar/Events Editorial Assistant Kendra Gemma
 Articles Editor Abigail Seymour
 Photography Director Paul Carstensen

WING TIPS (86C-770) C

1200 N. Seventh St. (612) 522-1200
 Minneapolis, MN 55411-4000 Fax: (612) 522-1182

Home Page: www.pubgroup.com

Circ: \$50,000; Freq: Bi-Monthly; Pub: The Publishing Group; Uses: New Prod, By-line, Staff, Books, Entertain, Color Photos; Online: AOL, CompuServe; Sub Rate: \$15.00; Ad Rate: \$4,855.

Lead Times: Features & News - 2 months prior, Advertising - 1 month prior.

Profile: Distributed to COMAIR passengers, publication is primarily designed and written for the business traveler, yet piques the interest of the vacation traveler. Provides airline news, book reviews, passenger information, destination features, and business and financial articles.

News Executives/Editors:

Publisher Scott Bachman Ext: 228
 Managing Editor Chrystyna Lucyk Fredericks Ext: 211
 Assistant Editor Erik Nelson

enelson@pubgroup.com

Contact Notes: Mon-Fri, Preferred order: E-Mail. Subjects should be unusual, even bizarre.

Entertainment/Arts Assistant Editor Erik Nelson
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SAVE AMERICA'S TREASURES

PUBLIC RELATIONS PLANNING SESSION

MARCH 15, 2000

- Review of upcoming opportunities/events with VIP travel

Val Kill - ER

Weeksville - site in Red Shuy - 4 Post revolutionary houses - built by slaves on Indian trail - major financial

Anderson Cottage - Grounds of Airmen & Soldiers Home
Lincoln - spent 1/2 of his presidency there

Valley Forge 6 Rev. War bldgs -
headquarters -- need lot of renovation

Angel Island - 12- Pa legislature → \$500m
- Avida American detention pt -
curryrs - whole site will be developed

Ellis Island - got SAT grant last yr. for
ferry building (N.Y.), matched grant -
Review of other event opportunities we're going to raise \$500k for interior

Angel Island Regatta 4/1 w/ gala the night before
1st annual cup

George Washington's Tents - Battlefield tents from Rev War (12 of them)
in such bad shape they have to be taken to exhibit - now in Williamsburg

6/26 ← NTHP 11 Most Endangered - sites most endangered in
America each year

Federal SAT Grant Announcement

\$30 m in '99 for 62 sites
National Geographic Book proposed \$30m for '01-

- Other opportunities to promote SAT

Thematic groupings

Placement opportunities - Martha Stewart Living; History Channel;
Discovery Channel/Travel Channel; women's magazines; shelter/lifestyle

Judith McFale

Save Our Treasures

Howard & Dunbar Theaters

5/17/00

7^A + T

Maya - will be there

Weeksville - Bed Stuy June ~ July

Speeshunters
need to
talk to

Bobbie
Greene

- 4 houses - site we've taken & - Goldman Sachs pulled
up 1.25m (ex slave houses)

- adjacent lot that city will redevelop - gone in
Guiliani Adm. who have been supportive
Koch first proposed it!

Bed Stuy restoration was one of Bobby K's focuses in the
Senate

Ellis Island - NY piece

- must incl. Gov. Whitman, who has been
driving force

10/2/00

MILLENNIUM Party

Total = \$14m

White House part = \$950,000

500 for dinner

1,000 for everything

more for after party

Transportation

Huge event w/ 5 different partners → cost overruns



Did we release names/amounts of
contributors to inauguration

5/23/00

Draft budget - 8/99 → \$300K +

Small party not got bigger (just like State Dinner)

→ Nexis - totals that have been reported
in news for cost of the party

Sw/Howard

Aug. draft budget

Dec. draft budget

WH party

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November 19, 1999, Friday, Final Edition

SECTION: METRO; Pg. B01

LENGTH: 468 words

HEADLINE: Mall's **Millennium** Bash; Businessman Is One in a Million With Mega-Gift

BYLINE: Susan Levine, Washington Post Staff Writer

BODY:

Washington's **millennium** celebrations could use a few more folks like Vinod Gupta.

The Omaha businessman is the only donor to the New Year's festivities fund who has been identified by officials organizing the **White House**-promoted events on the Mall. His seven-figure contribution was announced very publicly--at a September news conference with Hillary Rodham Clinton. Since then, those federal officials and also the District officials putting together a separate city-sponsored party on Constitution Avenue NW have declined to name any other individuals who are helping to pay for the three days of celebration.

Which leaves Gupta, and his \$ 1 million check, alone in the spotlight.

"I've been blessed with a lot of good fortune," he said, as if that alone might explain why he decided to help stage the **White House** show in such generous fashion. He'd called the first lady's chief fund-raiser, Terry McAuliffe, to ask how he could assist, and was told money would be nice. "I figured, a million dollars is a million dollars, but what the hell."

Gupta is no stranger to fund-raisers. He's given much and often to Democratic candidates and causes during the last eight years, including U.S. Sen. Bob Kerrey (Neb.), Bill Clinton, Al Gore, the Democratic Senatorial Campaign Committee and the Democratic National Committee. In 1997, public-interest groups accused him of buying his way into the running for the consular general post in Bermuda. The job went to someone else.

The 53-year-old Gupta is a philanthropist of some note in Nebraska, where he founded the company now called infoUSA Inc., and in his native India, where his parents still live. His village of Rampur Manhyaran, about 100 miles north of New Delhi, had no electricity, roads, toilets or phones when he was growing up. He left in 1967--with \$ 58 in his pocket, according to his biography--to attend graduate school at the University of Nebraska in Lincoln.

The village still doesn't have reliable electricity, but it soon will open a technical trade school for women with another \$ 1 million gift by Gupta. He's given twice that much to the Indian Institutes of Technology, where he received an undergraduate engineering degree, as well as \$ 2.5 million to the University of Nebraska.

InfoUSA, which markets business and consumer databases, today is a \$ 300 million firm with some 2,000 employees, and Gupta owns houses in Omaha, Colorado, California and Hawaii. Come Dec. 31, though, he'll be on the Mall. His donation should guarantee him a choice seat for the glitzy evening show and fireworks at the Lincoln Memorial.

"I would have loved a quiet New Year's Eve," he said. "But this is definitely worth it."

Vinod Gupta is the lone individual donor identified by organizers of Mall festivities.

LANGUAGE: ENGLISH

LOAD-DATE: November 19, 1999

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General News; Susan Levine and millennium and White House

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November 19, 1999, Friday, Final Edition

SECTION: METRO; Pg. B01

LENGTH: 977 words

HEADLINE: Smithsonian's Event Scaled Back, Moved Indoors

BYLINE: Susan Levine, Washington Post Staff Writer

BODY:

The Smithsonian Institution is moving its New Year's **millennium** celebration indoors and scaling back the scope of the three-day event, a signal that fund-raising has not kept pace with the more ambitious party plans announced earlier by the White House.

Officials say that the Smithsonian activities, featuring prominent figures and programs in the arts, sciences and culture, will be just as stimulating and fun and that the New Year's Eve concert at the Lincoln Memorial and midnight fireworks will go on as scheduled.

Still, bringing the daytime events inside definitely will alter the character of the "**Millennium on the Mall**," which had been advertised as a panoply of "pavilions and museums stretching along the Mall from the U.S. Capitol to the Washington Monument."

With just six weeks to go--and deadlines looming even sooner on contracts for performers and equipment--budget issues forced the decision, said Richard Kurin, the Smithsonian's director of the Center for Folklife Programs and Cultural Studies. A major weekend program costs about \$ 1 million, he noted, whereas the price tag can be three times that much for an outdoor event at which tents, generators, public amenities and security must be arranged.

Some programs and panel discussions may be combined because of space constraints. The plus, however, is that the indoor setting will be "a bit more intimate and a bit more focused." Also, Kurin noted, "it makes it warmer."

For now, the Smithsonian plans to use its Museum of American History, Museum of Natural History and the Hirshhorn Museum for an array of performances, demonstrations and talks Dec. 31 through Jan. 2. Baird Auditorium in the Natural History Museum holds fewer than 600 people, while Carmichael and Ring auditoriums at the two other sites have only 270 seats each.

The move parallels a decision last month by D.C. officials to downsize the festival they're planning along a four-block section of Constitution Avenue; instead of three days, their "Main Street **Millennium**" will take place Dec. 31 and Jan. 1.

Together, the changes suggest that fund-raising targets for these mega-events were too ambitious or that the work to bring in the bucks started too late. Money concerns have greatly complicated planning--from putting down deposits on tents to confirming guest performers to concerns about losing deposits if venues change or are canceled.

"It takes a large effort that got started pretty late and that's running up against lots of other things," said one official involved with the national celebration.

"We've hustled like hell" to organize the District's festival, said mayoral assistant Sandy McCall. He said \$ 800,000 is in hand or pledged for an event he expects to cost under \$ 1 million. In addition, the D.C. financial control board has approved a \$ 175,000 float loan from the Washington Convention Center Authority to use for **millennium**-themed programs through 2000.

But McCall concedes the lost opportunity: "If we'd started a year ago . . ."

Kurin declined Tuesday to say how much money he has received from America's **Millennium**, the entity coordinating all Mall events among three federal groups.

Its chief fund-raiser, Terry McAuliffe, the same lead money man for the Clinton presidential library, to name just one project, said he couldn't answer any questions about expenditures. He declined to specify how much of his \$ 10 million target he's met but emphasized that, in the end, the fund-raising will do "exactly what we said we were going to do."

At a news conference with Hillary Rodham Clinton in late September, organizers pegged their budget at \$ 12.5 million. America's **Millennium** executive director, Paul McCarthy, indicated this week that television rights cover the rest of the funding. CBS purchased the rights to broadcast the star-spangled New Year's Eve show, which is being produced by composer-musician Quincy Jones and filmmaker George Stevens Jr. Neither the producers nor the network will say how much CBS paid.

"You have to work it incrementally, and it all comes together in the end," McCarthy said, voicing confidence in McAuliffe's ability to deliver the money. "Any privately funded program is a challenge."

McCarthy supports bringing the Smithsonian events indoors. "Not having to deal with the weather . . . probably will be a good thing," he said. "I think it's going to come together excellently."

Additional details of the New Year's Eve weekend program may be announced next week, organizers said, letting the general public know who is performing--as well as when and where. Some of the stars in the audience VIP section Dec. 31 may attract just as much attention: McAuliffe said Muhammed Ali, Robert DeNiro and Martin Scorsese have accepted invitations to be the Clintons' guests that night.

Although the District hopes to spend most of 2000 commemorating its bicentennial as the nation's capital, McCall said, the money raised so far will pay for the two-day New Year's festival on Constitution Avenue between 10th and 14th streets NW.

Most of that funding is coming from sponsorship commitments, he said. Pledges from five individuals and corporations make up a quarter of the \$ 800,000, including one contribution of \$ 100,000. Except for District Cablevision and America Online, which are sponsoring media and technology tents, McCall wouldn't identify contributors.

The reluctance of city and **White House** organizers to release more specific budget numbers and the names of sponsors and other contributors contrasts with the approach of Maryland 2000, the organization marking the millennial year in that state. The group has posted a sponsorship list on its Web site and, a spokeswoman said, raised about \$ 850,000 of its \$ 1 million goal.

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December 28, 1999, Tuesday, Final Edition

SECTION: METRO; Pg. B01

LENGTH: 707 words

HEADLINE: New Year's Financing A 'Success'; Nearly \$15 Million Raised In 3-Month Money Sprint

BYLINE: Susan Levine, Washington Post Staff Writer

BODY:

The New Year's Eve extravaganza that will rock the Lincoln Memorial is being financed with nearly \$ 15 million from about 40 companies, foundations and individuals, the event's main money man said yesterday.

The total includes more than \$ 3.2 million that CBS television paid to broadcast the Friday night show live, which means the network will not be cutting away to the traditional ball-drop at Times Square in New York.

"It's been a huge success," fund-raiser Terence R. McAuliffe declared gleefully, having helped to raise what **White House** organizers expect they will need to host the weekend of celebration. "There's been a huge outpouring of people . . . on very short notice."

The nail-biting, three-month time line to pull in the money was "very late," McAuliffe said, especially because many corporate and philanthropic budgets had been committed for the year. It also complicated planning for the show, which is costing nearly \$ 13 million, and for the Smithsonian Institution's three days of programs, demonstrations and exhibits.

But by mid-December, he and finance co-chairman David Jones knew they would meet their goal and surpass it by a healthy million. It didn't hurt that they pitched the fund-raising as a way to help the entire nation celebrate the **millennium**--or that other major events elsewhere folded for lack of interest and support.

Three companies contributed at least \$ 1 million, and the names of Slim-Fast Foods Co., of West Palm Beach, Fla., Cisco Systems Inc., of San Jose, and InfoUSA.com, of Omaha, probably will be displayed prominently at the memorial Friday night.

Three other companies gave \$ 500,000 to \$ 1 million, according to sources involved in the planning. On that short list are Discovery Communications Inc., of Bethesda, Lockheed Martin Corp., of Bethesda, and Tommy Hilfiger Corp., of New York.

Programs to be distributed Friday, starting at an 11 a.m. opening ceremony with President Clinton and Hillary Rodham Clinton, will list the dozens of others who donated at least \$ 100,000--including Synergics Energy Development, of Annapolis; the Kovler Foundation of Washington; James Kimsey, chairman emeritus of America Online Inc.; America Online, of Dulles; Fannie Mae and Freddie Mac; Jonathan Ledecky, co-owner of the Washington Capitals; and Larry Harris, general counsel for Teligent Inc. of Vienna.

By then, the memorial's transformation into giant outdoor stage will be complete. And before

the final bows at 1 a.m. New Year's Day, some 50 stars will have paraded before the audience, joined by almost 450 singers, dancers and musicians in the three-hour production.

The show will be topped by two separate bursts of fireworks that one organizer estimates are costing \$ 500,000 to \$ 1 million.

The front steps of the memorial were a hectic, scaffolded scene yesterday as hundreds of workers in hard hats continued construction of the wide stage floor and elevated VIP seating. To the right and left stand the massive light towers that will spotlight performers, and two huge cranes hold a metal-framed sun that will provide one of the program's most illuminating surprises.

Tourists and gawkers stopped and pointed, and those who followed Lincoln's gaze toward the Washington Monument could see the line of fireworks stanchions down the middle of the Reflecting Pool.

Just seconds before midnight Friday, President Clinton will light the fuse that will race down the pool and ignite a pyrotechnic razzmatazz at the monument.

Road Closings

A number of street closings will be in effect for this weekend, but some streets are closing sections as early as today. Below are the street closings for the District up to Friday. A more complete guide to street closings, including Friday and Saturday closings, will appear later in the week.

1. Today (starting at 7 p.m.)

Constitution Avenue between 9th and 14th until 11 p.m. Jan. 2.

2. Tomorrow (starting at 1 p.m.)

12th Street Tunnel northbound

3. 12th Street between Independence and Pennsylvania at 1 p.m.

Both reopen at 11 p.m. on Jan. 2.

4. Thursday:

Tenth and 11th streets, NW, between Constitution and Pennsylvania avenues, closed from 12:01 a.m. until 7 a.m. on Jan. 2nd

GRAPHIC: Illustration, The Washington Post

LANGUAGE: ENGLISH

LOAD-DATE: December 28, 1999

cc to Ellen

pls. see notes

THE WHITE HOUSE
WASHINGTON

Great Report

MEMORANDUM TO FIRST LADY HILLARY RODHAM CLINTON

From: Ellen McCulloch-Lovell, Deputy Assistant to the President and
Advisor to the First Lady on the Millennium

EmL

Date: August 4, 2000

Subject: Update on White House Millennium Programs

Here is a brief update on our major Millennium projects since January. I wanted to give you an overview at this stage. We have engaged thousands of communities through Save America's Treasures, Millennium Communities, Trails, Green, My History is America's History, and Mars Millennium.

Our efforts for the next six months will concentrate on cementing and communicating our successes; establishing on-going efforts with nonprofits, federal agencies and foundations; raising public awareness of what you and the President did for the Millennium; and leaving a good record behind.

MILLENNIUM COMMUNITIES

We have now designated over 550 Millennium Communities across the country, and recently announced our 10th "Millennium Community of the Month" in a continuing effort to bring excitement and attention to a diverse array of local millennium programs and collaborative efforts that reflect the national millennium theme. Millennium Communities from across the country continue to send news clippings, event materials and other promotional items illustrating the incorporation of the national logo and motto in on-going local millennium events.

MARS MILLENNIUM

The Mars Millennium Project has registered at least 700 project sites around the country, including schools, museums, libraries, boys and girls clubs, and after school programs. Major institutions such as the Kennedy Space Center and Chicago's Adler Planetarium have used the project as the centerpiece of their work with teachers in multiple school districts.

The Department of Education's Office of Civil Rights is in the final stages of planning a Millennium Conference on Achieving High Educational Standards for All. Highlighting best practices, presenting the latest research, and reviewing our progress since Brown V. Board of Education, the conference will be held on September 21-22 in association with Millennium Communities for an invited audience of 600 mayors and school administrators.

MILLENNIUM TIME CAPSULE

We have completed the design of the final National Millennium Time Capsule to conform to the standards of preservation we are following for this project. All included papers and items will be stored in preservation-safe boxes and folders. The vessel is ventilated and objects are arranged so that their emissions over time will not cause damage to themselves and other items around them. We have completed the collection of objects and letters from the time capsule contributors: 1,200 students and over 100 national medal winners. We have finalized the plans for the exhibit of the vessel and a sampling of its contents for December and January at the Rotunda of the National Archives. The items and ideas are a wonderful array of American achievement in the sciences, technology, arts, humanities and civic life. The references range from the common to the extraordinary and nearly each submission was crafted with real care and insight. I think people in one hundred years and those around today will be very excited about your "gift to the future." **We would like to plan a December event to open the exhibition in the National Archives Rotunda.**

MILLENNIUM MATINEE

We held our first Millennium Matinee on June 12 titled "Exploration: Under the Sea, Beyond the Stars", especially designed for students. **I recommend that we schedule one more Millennium Evening:** then we will have done a series of ten, with both you and the President on all of the broadcasts, cybercasts, and videotapes. This puts a burden on the subject and timing of the last one. I'll send you some ideas in a separate memo.

SAVE AMERICA'S TREASURES

Save America's Treasures now has 593 officially designated projects and has generated more than \$50 million in private funds for preservation efforts across the country. On July 7th, 2000 President Clinton announced an additional \$15 million in federal Save America's Treasures grants to forty-seven projects in thirty-one states, the District of Columbia and Puerto Rico. Earlier this year \$15 million of the FY00 Congressional Save America's Treasures appropriation was earmarked for twenty-four select preservation projects in fifteen states. You have visited 41 project sites, including recent events at Eleanor Roosevelt's Cottage in Hyde Park, New York, and Ellis Island, New Jersey. The President declared Anderson Cottage in Washington, D.C. a national monument in July 2000. Preservation organizations nationwide continue to seek participation in the Save America's Treasures program through official project designation and there is significant interest in future federal Save America's Treasures grants. Save America's Treasures offers daily advice to its official projects, grantees and others regarding program participation, matching grant support, use of the logo and other promotional materials, press opportunities, as well as information on other local and state preservation assistance programs. **We would like to celebrate Save America's Treasures' partnerships and successes at a White House event in November, and to highlight the new National Geographic "Saving America's Treasures" book.**

INTERNATIONAL

In March 2000, the WHMC established the International Volunteer Awards in partnership with the Department of State's Cultural and Education Bureau to honor US citizens who give their time to foster mutual understanding world-wide.

In April, the WHMC in partnership with the Smithsonian Institution and the five Nordic countries launched the commemoration of the Viking discoveries 1000 years ago through an educational initiative called "Vikings: The North Atlantic Saga." You and President Clinton hosted a White House luncheon in honor of the exhibition and the Nordic nations.

The WHMC participated in the joint effort of the National Library of Iceland, Cornell University and the Library of Congress in a two-day symposium on the Sagas. The partnership with the US Mint and the Central Bank of Iceland resulted in two commemorative coins - the first ever domestic and international commemorative coin program celebrating Leif Eiriksson's historic voyage.

The WHMC in partnership with the Chicago Department of Cultural Affairs and the US Dept. of Veterans Affairs produced the United States' Day in the UK Millennium Dome. The US presented a musical tribute to the heartland of America featuring blues, gospel, jazz and country music. Sculptures by a blind Native American also were featured.

On August 8, the WHMC and the Dept. of Energy will present certificates to young people who have returned from Uganda where they have participated in the Village Power 2000 program. This program is offering renewable energy sources to light schools and hospitals in rural Uganda and connects the schools to US classrooms through the internet.

MILLENNIUM GREEN

Millennium Green has approximately 20 associate partners along with seven federal agency partners (USDA, DOJ, DOE, HUD, DOE, DOI, and EPA). We have planted trees at three DC schools, and had a cross-country tour to 10 cities with a corporate partner, Garden.com. S&H Greenpoints made this project a beneficiary of its philanthropy. Tree planting ceremonies took place at Versailles, the French Embassy, National Arbor Day in Nebraska and National Arbor Day in Sarasota, FL. The program continues with great energy all across the country and internationally. This week we began collaborating with the American Indian Higher Education Consortium to have trees and gardens planted at each of the 30 Cultural Learning Centers on Indian reservations. The Tour des Trees, a bike ride and tree planting project is travelling from Williamsburg to Gettysburg in the month of August, spreading the word about the value of trees.

Millennium Green is seeking commitments from all 50 states that they will plant "Millennium Groves". So far, nearly 40 are committed. Each grove will have 100 trees, and the Governor of each state will oversee the planting of these groves. Ohio and Nevada are planting one tree for each of their residents. "Millennium Gardens" is focusing on promoting gardening in schools and communities,

distributing free seeds to program participants and focusing on promoting good gardening and increased green space in communities.

As part of our Millennium Green project, there is a scheduling request from TREE MUSKETEERS to plant a Millennium tree with you or the President on the grounds of the White House. This group was formed by a young woman, Tara Church, after she attended the President's Summit for America's Future three years ago. Responding to the President's challenge to "turn the tide for 2 million children by 2000," the Tree Musketeers and Kids for a Clean Environment launched a massive millennium campaign called **One In A Million** to empower a **million kids** to dedicate a **million volunteer hours** to planting a **million trees** by the end of this year.

MILLENNIUM TRAILS

On June 3, 2000, as Americans celebrated National Trails Day, the White House Millennium Council announced the designation of 500 "Community Millennium Trails" across the country. To date, over 750 trails have been nominated for designation, with applications being accepted through September. Millennium Trail markers and personalized certificates signed by you are bringing excitement and recognition to these local trails in hundreds of communities throughout the nation. Next steps are to stimulate national articles on millennium trails, and find a venue for a major policy speech to present our Administration's vision of a national trails system for America.

ARTS EDUCATION

The national Arts Education Partnership, created by the Clinton Administration, continues to lead and convene the field of those involved with arts education in both the public and private sectors and on the national and state levels. Since January, the Partnership has twice convened some thirty private and family foundations under an initiative called, "Crossing Boundaries" to help bridge the gaps between the offices that fund the arts and those that fund education projects. By bringing the foundations together, they are creating a more synchronistic approach to funding the field of arts education as a whole. It also convened, for the first time in ten years, the arts education specialists in the fifty state departments of education to help them network with each other and work more closely with the state arts agencies. The partnership continues to convene five research teams that are studying some of the major initiatives in using the arts for whole school change.

PHILANTHROPY

We are collaborating with the Office of the First Lady on the next steps emanating from the White House Conference on Philanthropy. Next week, we will begin distributing the conference report and a shorter tape of the proceedings narrated by Paul Newman. Shirley and I are optimistic about the youth philanthropy initiative. A group of foundations has accepted the concept and is committing resources. The E-Philanthropy Conference in San Jose, cosponsored by the Fidelity Charitable Gift Fund, United Way, charitableway.com, Independent Sector, greatergood.com, the AOL Foundations, and the White House Millennium Council, is scheduled for September 25-26.

MY HISTORY IS AMERICA'S HISTORY

The *My History is America's History* family history initiative continues to encourage Americans of all backgrounds to follow their family's story and discover America's history. More than 75,000 guidebooks have been distributed from the National Endowment for the Humanities, including one to every public library and to many educational institutions, as well as at the Save America's Treasures event on Ellis Island. Since January, there have been more than 5 million hits on the website, www.myhistory.org. The program has been highlighted in the *Los Angeles Times*, *Chicago Tribune*, *Detroit Free Press*, *Atlanta Constitution*, *Seattle Times* and many others, and the website was selected as a *New York Times* "Site of the Day." The website was also a link as a resource on the companion website for the PBS "Ancestors" television series, which has been delivered to public television stations nationwide. The guidebook received the Distinguished Achievement Award for Excellence in Educational Publishing from the Association of Educational Publishers (EdPress). Upcoming *My History* outreach and promotion will focus on Grandparent's Day (September 9), Hispanic Heritage Month (September 15-October 15) and Family History Month (October).

IMAGINING AMERICA: ARTISTS AND SCHOLARS IN PUBLIC LIFE

This project encourages colleges and universities to place arts and humanity faculty members in community settings to do collaborative work. It is managed by the University of Michigan and was stimulated by your speech there, and our discussions about their Year of Humanities and Arts (YOHA.) Imagining America has modest funding from the Woodrow Wilson Foundations and the Rockefeller Foundations (\$80,000) to fund artist and scholar residencies. The project leaders and college and university presidents and provosts will meet at the Chicago Historical Society November 13-14.

OFFICIAL PARTNERSHIPS

Since January, we have approved 35 new partnership projects with our federal agency and nonprofit partners. We have over 100 official partners and 40 "associate partners" to date. We've added about 13 new associate partners to the Millennium Green project alone. We hold monthly meetings of our federal agency contacts, and as a result, many of our projects are now collaborating with each other.

PUBLIC RELATIONS

The Millennium Council has worked successfully with a variety of its partners to help expand media attention and public awareness of the Council's programs. This includes the recent Save America's Treasures site visits and grant announcements, the National Trails Day celebrations in June, Millennium Green events including a tree planting at the French Embassy, and the Viking Exhibit at the Museum of Natural History. The Council is also producing its third newsletter, with over 10,000 previous newsletters sent out to date.

WEBSITE

The WHMC website has been updated over the past few months to keep current with the ongoing activities of the office. The Ninth Millennium Matinee remarks were added to the site and videos of

each evening are also now available. We continue to post an electronic version of the monthly WHMC Newsletter online in addition to the print version we distribute to all of our contacts and friends. The remarks from the most recent Save America's Treasures events also are posted online. In an effort to archive all past events and remarks, we are updating the events and remarks section of the site. We encourage our partnership agencies and non-profit organizations to link to our site to increase our visibility on the world wide web.