

THE WHITE HOUSE
WASHINGTON

October 11, 1994

Gail M. Smith
8101 East 96th Street
Kansas City, MO 64134

Dear Ms. Smith:

Thank you for your thoughtful words of encouragement. I greatly appreciate your support and hope that you will continue to write.

Again, thank you for your reassurance and sincere expression of confidence.

Sincerely,



Margaret A. Williams
Chief of Staff to the
First Lady

THE CALL, KANSAS CITY, MO.

9-23 - 9-29-94



KANSAS CITY GIRL COMPLETES INTERNSHIP AT WHITE HOUSE. — Shown with First Lady Hillary Clinton, left, is Miss Christy Carter, Kansas City young woman who recently completed a tour of duty as a White House intern in the office of the First Lady. Christy was assigned to the First Lady's Press Office by her Chief of Staff, Ms. Margaret Williams, also of Kansas City. The daughter of Dr. and Mrs. James E. Carter, Jr., Christy is a 1994 graduate of Hampton University, Hampton, Va., where she earned a B.S. degree, with high honors, in Computer Science. Her next stop is the University of Chicago where she will pursue a Master's degree in Public Policy. Christy's younger sister, Kimberly, a junior at Xavier University, New Orleans, left Kansas City last week for Spain where she has been accepted as an exchange student for one year at the University of Granada. During her internship in D.C., Christy resided with her grandparents, Mr. and Mrs. J. Delmas Escos, former Kansas Citians.—Official White House Photo.

*you and your family,
Sail M. Smith*

9-23 - 9-29-94



KANSAS CITY GIRL COMPLETES INTERNSHIP AT WHITE HOUSE. — Shown with First Lady Hillary Clinton, left, is Miss Christy Carter, Kansas City young woman who recently completed a tour of duty as a White House intern in the office of the First Lady. Christy was assigned to the First Lady's Press Office by her Chief of Staff, Ms. Margaret Williams, also of Kansas City. The daughter of Dr. and Mrs. James E. Carter, Jr., Christy is a 1994 graduate of Hampton University, Hampton, Va., where she earned a B.S. degree, with high honors, in Computer Science. Her next stop is the University of Chicago where she will pursue a Master's degree in Public Policy. Christy's younger sister, Kimberly, a junior at Xavier University, New Orleans, left Kansas City last week for Spain where she has been accepted as an exchange student for one year at the University of Granada. During her internship in D.C., Christy resided with her grandparents, Mr. and Mrs. J. Delmas Escoe, former Kansas Citians.—Official White House Photo.

PHOTOCOPY
PRESERVATION



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You GO Girl!

P.S. I would love to do lunch
the next time you're in
town.

10-3-97

Dear Mrs. Williams,

I just wanted to take a moment
to tell you that I am really
proud of you. You handled "the
hearings" really well.

No doubt you were involved with
getting Miss Christy Carter's inter-
ship at the White House. You
are an inspiration and one of God's
children.

May God continue to Bless
you and your family,
Dail M. Smith

1984

BLACK HERITAGE



Ms. Margaret Williams
The First Lady's Chief of Staff
The White House
Washington, D.C.



THE WHITE HOUSE
WASHINGTON

May 17, 1994

Crystal Simmons
512 Lafayette Blvd.
Wilmington, DE 19801

Dear Ms. Simmons:

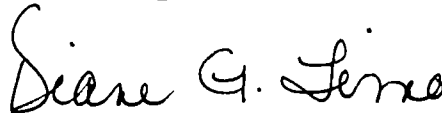
Thank you for your letter of January 1, 1994. Maggie Williams asked me to respond to your letter requesting information on internships with the Children's Defense Fund. My apologies for the delay but I am sure you can imagine the volume of mail received in the First Lady's office.

To find out more information about the internship program offered by the Children's Defense Fund, please call (202) 662-3680 or write to:

Children's Defense Fund
ATTN: Internship Program
25 E Street, NW
Washington, D.C 20001

Again, thank you for your kind words.

Sincerely,

A handwritten signature in cursive script that reads "Diane G. Limo".

Diane G. Limo
Office Manager/Special Assistant
Office of the First Lady

working mother
wants internship
with CDF -
needs help

Date : January 4, 1994

To : Ms. Maggie Williams

From: Crystal M. Simmons 512 Lafayette Blvd. Wilm DE 19801

RE: Information about Summer Internship with the
Children's Defense Fund Program.

Dear Ms. Williams,

I am writing this letter hoping that you can help me with some information about Summer Internship. I am a working mom and would love an opportunity to get involved in a project like Children's Defense Fund. As an African American woman I understand the importance of a good education so, I have received an Associate Degree in Human Service and currently working towards my Bachelor Degree in Education.

I would appreciate any help in steering me into the direction where I could get some information or help on a position or volunteer position for the summer.

Thank you for the opportunity in having someone to write to. I am very proud of your success.

Crystal M. Simmons

EARTH DAY



ENERGY FAST

JEFF SOFTLEY
DIRECTOR

(213)654-6237

1002 1/2 N. SWEETZER AVE LOS ANGELES, CA 90069

THE WHITE HOUSE

WASHINGTON

January 9, 1995

Mr. Jeff Softley
Director
Earth Day Energy Fast
1002 1/2 N. Sweetzer Avenue
Los Angeles, CA 90069

Dear Mr. Softley:

Thank you for your letter of December 14. I appreciate your sharing with me your ideas about uses for an energy-tax. I have forwarded your letter to the National Economic Council.

Your comments provide the Clinton Administration with a better understanding of this complex issue. I can assure you that we carefully consider the views of concerned citizens like you before making policy decisions.

Thank you for taking the time to make your voice count.

Sincerely,



Margaret A. Williams
Chief of Staff to the First Lady

EARTH DAY



ENERGY FAST

PULL THE PLUG ON ENERGY WASTE

APRIL 22 THROUGH SUN DAY APRIL 23

December 14, 1994

Margaret A. Williams
Assistant to Hillary Rodham Clinton
The White House
Washington, D.C.

RE: An energy-tax to pay for health reform and Earth Day

Dear Ms. Williams:

As the enclosed copy of a letter to Environmental Policy Director Katie McGinty and the supporting materials point out, the President and the Administration can stake out energy policy as an important new issue area to pass desired legislative goals, including paying for health reform with a straightforward energy tax, and passing much-needed environmental legislation through the side-door energy issues.

Sincerely,

Jeff Softley
Director, Earth Day Energy Fast

Natl Econ Council

EARTH DAY



ENERGY FAST

PULL THE PLUG ON ENERGY WASTE

APRIL 22 THROUGH SUN DAY APRIL 23

December 12, 1994

Kathleen A. McGinty
Director
Office of Environmental Policy
The White House
1600 Pennsylvania Ave., NW
Washington, D.C. 20500

RE: Earth Day 1995

Dear Katie:

I believe the October 29 New York Times piece "Tug-of-War Over Earth Day '95" by John H. Cushman, Jr. has set the tone for Earth Day this coming April. It was a timely flare, illuminating the fact that there is a missing component to currently planned events, a strong grass-roots element. It is now up to all major participants in Earth Day '95 to establish their credibility through a commitment to grass-roots efforts. The press and public are already in a skeptical mood, and the New York Times piece only primes them to look for a scam (in the form of a mass-merchandized commercial-type extravaganza).

Only a grass-roots effort can bridge the gap between corporate, government, and community efforts. Thus, if the Administration wants the education-oriented Project Earthlink to successfully convey a federal commitment to increase education efforts about the environment and realize ultimate policy changes as a result, a grass-roots effort must be showcased to connect the sophisticated, elite events of Project Earthlink satellite teleconferences, the commercial marketplace's product-pitching, Washington Mall concerts, and actual results-oriented efforts.

The Earth Day Energy Fast is the mechanism to this end. It is simple, free, non-technical, and is the perfect introduction to longer-term solutions to energy efficiency being promoted

by other organizations and most utilities. Earth Day Energy Fast simply asks people to reduce or eliminate their energy use - to "fast" - from Earth Day April 22 through the following Sunday April 23 (which is SUN DAY - promoting energy-efficiency and renewables). The event is yearly to anchor Earth Day as a time of action and to create continuity in Earth Day's image - people will associate Earth Day with saving energy. Six specific conservation categories target energy-saving steps participants can take.

Over the past year I've received letters from George Stephanopoulos, Thomas McLarty, yourself, and others in the Administration expressing both interest in the campaign and specifically wishing for its success. The best hope for Earth Day Energy Fast to galvanize people to action on Earth Day is through the leadership of the President and Vice-President. There are several benefits to the Administration in playing an active role.

Similar in style to Hands-Across-America and similar in design to the Great America Smoke-Out, Earth Day Energy Fast has the significant advantage of having results which are quantifiable. Every individual utility monitors its power-usage rates, as do the Power Administrators for the Department of Energy (as well as independent analysts), so any conservation effort can be assessed a value. It is the perfect community event to engage the public in actually doing something to show they care for the environment.

The Administration should urge inclusion of the Earth Day Energy Fast as a key "Challenge Program" vis-a-vis Project Earthlink. The President and Vice-President urge the public to participate, and stake out for the Administration the important issue area of energy policy for its legislative battles on the Hill. Conservative conservation targets should be set: perhaps a 25% reduction during the fast and 10% throughout the rest of the year. These figures are easy to achieve, and the media reports the results as a goal achieved. The Administration would now have the momentum on energy policy and can use it to introduce environmental legislation (using the energy angle) in the new Republican-hued Congress. Issues such as the record high level of imported oil (as a threat to economic stability) and the threat of oil spills and pollution created at power-generation sources can be exploited to further legislative goals following this strategy. An added benefit is to cast the Department of Energy as a progressive agency offering environmental solutions to offset its rather negative public

image following revelations about improper handling and storage of nuclear material and exposure to nuclear radiation to humans through DOE actions. Energy policy can be a vital new issue area for the President.

Created in 1991, Earth Day Energy Fast is entirely grass-roots, administered and funded solely by myself. Supported by a wide array of Earth Day and energy and related organizations and individuals, it is perfect to bridge the gap now existing in the overall slate of Earth Day '95 programs. Earth Day Energy Fast has no product to pitch, nor will it. And once the campaign is firmly established, I will place it in the public domain.

In my latest discussion with Project Earthlink Executive Director Daphne Gemmill, she expressed the view that, "[Earth Day Energy Fast] seems to fit perfectly with what we are attempting to put together." She also said it is only now in mid-December that they are in any position to begin discussing partnerships and "Challenge Programs" as funding arrangements have necessarily taken priority in the wake of the New York Times piece.

Specific to Project Earthlink's prospectus, Earth Day Energy Fast fulfills objectives outlined in the first four sections:

- I. Vision - "the range of actions which can be taken in response."
- II. Mission - "Local and regional activities leading up to a highly visible national event on Earth Day 1995."
- III. Message - "...daily activities of billions of humans can result in global environmental change."
- IV. Goals - "(2) ...understanding of human effects on global systems enabling informed decisions that could lead to sustainable lifestyles."

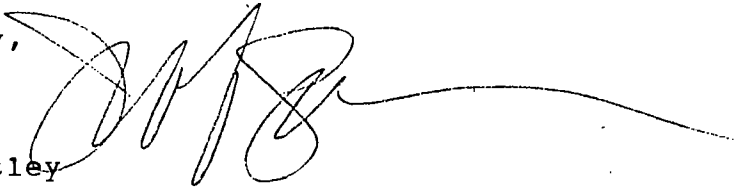
Again, Earth Day Energy Fast can be done now, for free, and through simple steps, introducing people to the technology of longer-term solutions (which invariably have a steep up-front cost). The slow public acceptance of compact-flourescent bulb technology (for independent consumers as distinct from institutional buyers) is evidence that the public is resistant to spend money up-front to save energy even if there is substantial savings down the road.

Enclosed is a copy of the newsletter Earth Day Energy Fast has been sending out in support of the campaign since late Summer, and which is similar in tone on some ways to the New

York Times article. The informational flier gives the nutshell version of what Earth Day Energy Fast is about. In late January I will be sending out a more detailed proposal with regard to specific steps the Administration can take to participate and what the attendant benefits will be in doing so.

I look forward to your reply.

Sincerely,



Jeff Softley
Director
Earth Day Energy Fast
1002½ N. Sweetzer Ave.
L.A., CA 90069
213-654-6237

Enclosures: Newsletter; flier; chart

cc: Carol Rasco, Daphne Gemmill, Jeff Eller, George Stephanopoulos,
Thomas McLarty, Margaret A. Williams, Harold M. Ickes, Hazel
O'Leary, Carol Browner, Vice-President Gore, President Clinton.

EARTH DAY



ENERGY FAST

PULL THE PLUG ON ENERGY WASTE

An **ACTIVITY** for the public for Earth Day.

REDUCE OR ELIMINATE ENERGY USE FROM EARTH DAY APRIL 22 THROUGH THE FOLLOWING SUNDAY, WHICH IS **SUN DAY, APRIL 23.**

CHANGING WASTEFUL HABITS: The U.S. is by far the largest energy-consuming nation on Earth, with much of the energy used simply wasted through careless and inefficient use. By taking part in the *Earth Day Energy Fast* we become aware of the value of energy and of our wasteful habits, and can make better, thoughtful choices in our use of energy and make permanent changes in our behavior toward sustainable energy-use practices.

CONSERVATION CATEGORIES: Six specific energy-use categories are targeted, with suggested energy-saving steps listed:

TRANSPORTATION

Use Mass-Transit \$ - Low
Carpool
Bicycle
Walk
Other Alternate Means

CLIMATE-CONTROL

Reduce Temperature Settings
Wear Clothing Appropriate To Temperature
Close Unused Vents
Use Curtains/Blinds/Shades For Insulation
Open/Close Windows To Regulate Air Temp.

LIGHTING

Turn Off Unneeded Lights
Install Energy-Efficient Bulbs \$ - Moderate

WATER

Reduce Setting On Water Heater
Conserve
[It takes energy to transport and treat water]
Install Water Heater Blanket/Insulator \$ - Low
Install Lo-Flow Showerhead \$ - Low
Install Water-Displacement Container In Toilet Tank \$ - Low

FOOD-PREPARATION

Prepare Non-Cooked Meals
Sandwiches, Salads, Fruit/Vegetable Plates
Use Solar Cookers

ELECTRONIC COMMUNICATION

Reduce Use Or Turn Off: TV, Radio, VCR,
Phone, FAX, Computer, Videogame, etc.

***All segments of society are targeted for involvement: from individuals to schools and religious institutions, business and industry, to government and environmentalists.**

***Simple, free, non-technical, the easy-to-do *Earth Day Energy Fast* serves as the personal responsibility anchor beginning the transformation of Earth Day into a time of action. *Earth Day Energy Fast* is yearly and a series of days precisely so that it is not merely a token effort.**

***Results for the *Earth Day Energy Fast* are quantifiable, as energy-usage rates are monitored by individual utilities and the Department of Energy, so any statistically measurable drop in power-usage rates can be assessed.**

***Target reduction goals for the *Earth Day Energy Fast*: Individuals are asked to cut back at least 25% on their total energy use, and to make permanent their reduction of energy waste by reducing by 10% their energy use for the rest of 1995.**

***There are no negative impacts on the environment from *Earth Day Energy Fast*. There are no products produced, no trash to pick up, no energy consumed or pollution created through the transport of persons or material.**

(please see reverse)

***Earth Day Energy Fast is easily incorporated into local, regional, national, and global Earth Day events.** Most Earth Day events are outdoor fairs in the park, thus suggested steps for Earth Day organizers include: Acoustic musical performers; use of solar cookers; sale of non-cooked food (salads, sandwiches, etc.); use of solar-technology for event power-generation (consult with local solar group); promote mass-transit or human-powered transport to get to event in advance literature; and arrange with the local utility to provide informational material and demonstrations of energy-efficiency technology and techniques.

***Earth Day Energy Fast serves as the introduction to longer-term energy-efficiency solutions** through participation in the *Earth Day Energy Fast*, people will learn about energy-audits; weatherization; A/C-furnace tune-ups; retrofitting with green bulbs; solar; renewables; and a whole host of other approaches.

SUN DAY 1995: The last day of the *Earth Day Energy Fast* is Sunday April 23, or **SUN DAY 1995**, a nationwide series of activities to focus attention on renewable energy, energy-efficient technology, and encourage new initiatives to promote sustainable energy policies. For more info: **SUN DAY Campaign** 315 Circle Ave. #2, Takoma Park, MD 20912, (301)270-2258.

EarthScore, a personal environmental audit and guide, is recommended as a supplement to participation in the *Earth Day Energy Fast* and is available from Morning Sun Press POB 413, Lafayette, CA 94549 for \$10.00 post-paid. The book serves as a reference, allowing one to assess their impact on the environment, and may be used as the basis of a National Environment Test as part of Project Earthlink in 1995. *Earth Day Energy Fast* and Morning Sun Press are currently planning a supplementary handbook specific to *Earth Day Energy Fast*.

HISTORY/AFFILIATIONS: *Earth Day Energy Fast* is a grass-roots, personal-action campaign originally formed in 1991. Growing in recognition over the years, the campaign has had the interest of the Clinton Administration since early 1993, and features David Brower and Bruce Anderson as members of its Advisory Panel. *Earth Day Energy Fast* is endorsed by Public Citizen, Earth Day USA, Earth Island Institute, and other energy and environment groups.

***Earth Day Energy Fast attempts to change the perception of Earth Day as a media event into a time of action by providing a substantive activity for the public which asks them to change their wasteful energy use habits, and which ultimately has policy implications.**

CONTACT PERSON: Jeff Softley, Director, Earth Day Energy Fast
1002 1/2 North Sweetzer Ave., Los Angeles, CA 90069 (213)654-6237

EARTH DAY



ENERGY FAST

PULL THE PLUG ON ENERGY WASTE

WHAT'S WRONG WITH EARTH DAY?



"ALL HUMAN ACTIVITY THROUGHOUT HISTORY
TO SAVE THE EARTH HASN'T SAVED ANYTHING.
WE ARE MERELY SLOWING THE PACE OF DESTRUCTION."

- DAVID BROWER

EARTH DAY 1994 A FAILURE



FRIDAY, APRIL 22, 1994 • USA TODAY

COVER STORY

By Anita Manning
USA TODAY

Another Earth Day. More green hoopla. More hype about pollution and recycling. Big deal.



Opinion Research Center shows the number of adults who think more should be spent on environmental protection peaked at 75% in 1990. By 1993, only 56% thought so.

(Reprinted with permission. Copyright 1994, USA Today)

MEDIA EVENT

The negative and skeptical tone of this lead accurately reflects the type of media coverage Earth Day tended to receive for Earth Day 1994. USA Today was the only major newspaper to feature Earth Day as a cover story. Most major newspapers had no coverage whatsoever, or just minuscule blurbs buried deep within their Lifestyle sections. Time, Newsweek, U.S. News & World Report all ignored Earth Day 1994, as did nearly all magazines - including the many environmentally-themed publications. With the exception of some radio networks and a smattering of individual eco-friendly radio and tv stations around the country, Earth Day 1994 received very little broadcast media either, and when there was coverage, it was invariably of the color variety - fluffball stories. CNN even had Jay Leno sheepishly admitting during an interview that, with all of his Harleys, maybe they could find a better celebrity spokesperson than he there at '94's big event - the celebrity-studded Hollywood Earth Walk (CNN then proceeded to give Leno several minutes of air time).

SEE MEDIA. PG. 2

EARTH DAY, WHO'S PLAYING? (An Identity Crisis)

*What is Earth Day?

*When is Earth Day?

*What do you do on Earth Day?

*What is the point of Earth Day?

*How do you celebrate Earth Day?

After 24 years almost anyone should be able to answer these questions. But, you will be hard-pressed to find a person who can answer more than a single one. Earth Day has helped raise awareness of environmental issues but has failed to define itself.

Earth Day won't mean anything until every person can answer every question.

RAISING AWARENESS?

Earth Day's leading proponents cite the date's theme of environment as a great "awareness-raising" tool - raising awareness about the environment generally, and about specific threats and proposed solutions to those threats. This was Earth Day's original mission.

However, the reality today is far different for Earth Day than during its 1970 introduction. The grass-roots base it had then has been all but thoroughly co-opted by business, government, and the environment industry. Earth Day today serves primarily as a marketing tool for selling products, government programs, and the latest "deliverable" by environmental non-profits seeking to appear credible to their money-sources.

As Earth Day is in the public domain, business and industry wasted no time co-opting the name and the theme for their own purposes - namely greenwashing corporate images and as a sales tool - once the environmental ethic caught on here in the U.S.

SEE AWARENESS. PG. 3

MOVE THE DATE OF EARTH DAY TO JUNE 21, THE SUMMER SOLSTICE



For 24 years Earth Day has been celebrated on April 22. In some communities Earth Day events regularly get rained out or are cancelled due to the cold or wet weather in northern latitudes, or turnout is simply low due to the possibility of inclement weather on this early Spring date.

Why was April 22 chosen as the date by Earth Day's creators? Simply because it did not interfere with then-students exams or Spring break. Remember the era. Earth Day was fueled by the student-led activism of the 60s generation, they were the backbone of the movement in 1970's founding year. But this practical choice then seems arbitrary now.

SEE MOVE DATE. PG. 3

CLIP & MAIL

(Check all which are applicable)

☐ Yes, I would like to be a volunteer organizer for the Earth Day Energy Fast. I would like to work at the following level:

- ☐ STATE/REGIONAL COORDINATOR
- ☐ COUNTY/PARISH COORDINATOR
- ☐ CITY COORDINATOR
- ☐ SCHOOL/NEIGHBORHOOD COORDINATOR

☐ Yes, I support moving the date of Earth Day to June 21, the Summer Solstice.

☐ Yes, I would like to be part of the effort to actively work for this change.

☐ Yes, I support the idea of a "cooperation pledge" and will allow use of my name in support of such a pledge.

RETURN TO: EARTH DAY



ENERGY FAST
1002 1/2 N. Sweetzer Ave
L.A., CA 90069

NAME _____
ADDRESS _____
PHONE/FAX _____
ORGANIZATION _____

All of this bodes ill for Earth Day, an event which, since its inception, has been primarily a media event.

The media is losing interest.

Earth Day was created to "raise awareness" about environmental issues, and the media is the major conduit to raise that awareness. After 24 years it can be justifiably argued that the de facto national leadership has failed to recognize that awareness has been raised (look at the event's success in '90), and the time for action has come. The media has grown impatient with the failed promise of Earth Day and its lack of substantive accomplishment. The public too displays this impatience.

Earth Day sits practically unused as an instrument for policy changes to protect the environment, a relic of idealism from another era, its latent power being dramatically siphoned off by the corporatocracy as the greening of corporate identities takes precedence over the greening of the Earth, and the fast-growing environment industry seeks to cash in too. Many people, when told Earth Day is approaching, ask "Who's playing?" The original vision of Earth Day as a time to bring people together to celebrate nature with an aim towards actually accomplishing something in the way of protecting nature has yet to materialize.

MORE THAN A WALK IN THE PARK

Every Earth Day organizer should consider carefully the impact of their efforts. The vast majority of Earth Day activities are "fairs at the park." Is a fair at the park the best way to have an impact on lessening environmental destruction?

There are environmental costs in having such a fair. Pollution emitted by the vehicles bringing materials and people to and from the fair (not to mention the energy consumed in doing so). Energy consumed and pollution created in manufacturing objects and food for consumption by fair participants (all of which will find its way ultimately to the waste stream).

And how many people will actually attend your event? Aside from the once-in-five-years anniversary Earth Days the largest Earth Day fairs are lucky if they draw a few tens

Earth Day has so far been little more than a show. The public looked upon the event's success in 1990 as a prelude to bigger and better efforts. They ask, "What happened to Earth Day?" Instead, after 1990, Earth Day has diminished in scope and relevance, and the big productions planned for 1995's 25th anniversary will possibly be viewed skeptically by the media and the public as so much commercial opportunism and tokenism.

A recent series by the Los Angeles Times explored media-driven "environmental hysteria," illustrating a few cases of overreaching in reporting environmental threats. Although the media - through its coverage - has essentially been a staunch ally of environmentalists, the self-reflection by the L.A. Times series signals an overall shift occurring toward more critical and skeptical reporting on environmental issues. Environmentalists in the 90's cannot expect as sympathetic a hearing as they've received in the past.

The environmental movement has not been able to pass a single piece of major legislation in 1994. Memberships in organizations such as Greenpeace are down as much as 30% from 1990's peak. Lack of a united vision and clear focus on an agenda have contributed to the public's burnout on the environment - with only 5% or less declaring in recent polls that environment is one of the nation's pressing problems (source: L.A. Times).

of thousands of people, and this a rare set of numbers, for most such fairs in the park are far smaller.

Most media coverage of Earth Day shows these same fairs at the park, but how many people ultimately are reached with the Earth Day "message?" A few hundred thousand to a few million out of a country of 270 million? And out of those, how many have been introduced to a new technology or idea at one of these fairs that they adopt, and then actually change their behavior to lessen their impact on the environment? And what can they see at an Earth Day fair that hasn't been seen on PBS or CNN or Discovery Channel, or in science and environmentally-themed periodicals?

The simple fact is that these fairs in the park reach an audience (or market if you will) that already agrees with the aims of Earth Day and probably practices what it

EARTH DAY: SOCIAL CHANGE OR COMMERCIAL ENTERPRISE?

Over the years the organic, open philosophy of Earth Day to be a mechanism for local efforts to coalesce into a broad movement to achieve awareness-raising and behavioral changes - from the grass-roots up - has given way to slick, well-funded Earth Day efforts on the part of business. Being green sells products these days, and Earth Day is just the latest and very powerful tool to reach new markets. The business class has all but co-opted Earth Day from its intended focus as an instrument to empower people to become aware of environmental issues and to respond accordingly, into a mixture of product-pitching and environmentally-themed messages which confuse facts and make subjective the whole enterprise of being an environmentalist, and it is oriented toward the consumption of "green" products.

Every major corporation actively seeks to greenwash its public image to boost sales, often employing obfuscation or downright deception - such as with oil company ads touting seemingly altruistic environmental restoration efforts (which often are government mandated). The public is so bombarded with crafty mixed messages in this media-intensive age, they don't know whom to believe.

Compounding the problem for legitimate campaigns and programs seeking to effect real results in protecting nature from human degradation - usually those with an eye towards eventual policy changes, is the almost axiomatic problem of funding. Non-profit environmental organizations and small grass-roots efforts do not have the ability to compete with the vast financial resources of Disney or McDonald's in shaping public opinion about the environment or in selling their particular Earth Day event or campaign. They do not have the financial resources to maintain a sustained public presence.

An incestuous cycle is thus in place, whereby legitimate organizers attempt to roll out a campaign or program to address a certain issue, but must seek funding from the very business class likely responsible for the original environmental problem. The politically correct bug bites here often in debates within the environmental community as to what

ENERGY FOCUS FOR EARTH DAY 1995

While in 1990 recycling sort of just emerged as the big issue due to a lot of factors, many of the national leaders of Earth Day have decided to actively focus on energy-efficiency as a pro-active means of lessening environmental destruction for '95's effort.

Campaigns such as the Earth Day Energy Fast and SUN DAY Campaign, as well as the Rocky Mountain Institute have been championing energy-efficiency and renewables for years, and for '95 will combine their efforts in a complimentary slate of programs and actions to engage the public with tasks through the aforementioned groups and new groups like Earth Day Action 2000 Program.

The U.S. is by far the largest energy consuming nation on Earth, and also is by far the largest energy waster. Cheap energy has made us wasteful in its use, and campaigns for '95 will attempt to change the perception of energy to that of a valuable commodity not to be wasted, and to involve people in activities to change wasteful practices.

The Earth Day Energy Fast will introduce people to a national effort from Earth Day through the following Sunday, which is SUN DAY, to do things which are free and can be done from one's home or office, or in the course of their normal routine, to reduce or eliminate energy use - to cut out energy waste. The SUN DAY Campaign serves as the primary informational resource regarding policy and private initiatives to promote energy-efficiency and renewables and will have its own programs coinciding with the Earth Day observance. ...Action 2000 Program will focus on organizing specific communities in addressing longer-term solutions to energy-efficiency.

Reducing energy waste - or becoming more sustainable in our energy use practices - has no environmental negatives. Any reduction in energy use reduces source pollution and lessens pressures to exploit nature to harness new energy resources.

Earth Day Energy Fast 1002 1/2 N. Sweetzer Ave., L.A., CA 90069 (213) 654-6237

SUN DAY Campaign 315 Circle Ave. #2, Takoma Park, MD 20912 (301) 270-2258

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EARTH DAY ORGANIZERS: ADOPT A NATIONAL CAMPAIGN

A majority of established environmental groups and local Earth Day organizers need to sign-on - or adopt - at least one national campaign.

Unity of vision, unity of message, and unity of action can be achieved through doing so. The public and the media will become familiar with the specific goals of the major national campaign, providing a much-needed renewal of credibility for Earth Day, and helping to build coalitions among established environmental groups and grass-roots organizers.

A campaign with quantifiable results is preferred, as the public and the media can then assess the impact of the effort. An action campaign or program which tasks people with real work to do to positively impact the environment is the type of single-focus activity which can be integrated into local Earth Day efforts.

Such a campaign or program should not be oriented toward raising corporate funds nor selling a product, as this leads to competition among environmental non-profits for funding, and, yes, media attention.

Such united-effort campaigns need to occur yearly and be consistent in theme, so continuity and consistency is created for the image of Earth Day - and the charge of tokenism cannot fairly be made. Such campaigns/programs should address one issue at a time, allowing the first campaign to become firmly established in the public mind before introducing the next.

THE TIME HAS COME ALL RIGHT, FOR ACTION

'The Time Has Come' is slated to be the "theme" of Earth Day in 1995.

With ever more ominous examples of environmental degradation from around the globe - from amphibian and Salmon die-offs in the Northwest, declining krill populations off of Antarctica, solar-induced blindness (from depleted ozone) in land animals in southern South America, vast overfishing of all animal types in the seas, to a rise in possibly pollution-caused deadly algae blooms, the signs are all there that the time has indeed come for action. Action to begin reversing the process of environmental destruction before it possibly spirals beyond our ability to stop it.

As recycling took hold in the public mind in 1990's Earth Day season, and a great deal of behavioral change occurred as a result, so it seems that energy-efficiency has emerged as the key issue for 1995's 25th anniversary of Earth Day. Several organizations and campaigns are currently promoting energy-efficiency efforts related to Earth Day, and new ones will be rolled out as well.

RESTORING HOPE AND VISION TO EARTH DAY

Earth Day organizers and Earth Day supporters need to decide what Earth Day should mean. If wearing and Earth Day t-shirt or going to an Earth Day fair seems a sufficient contribution to reversing environmental destruction, then have a good time at the park, and enjoy your t-shirt.

If, however, you believe it is time we act, individually and as communities and a nation to make Earth Day a focal point for real change, then take part in activities planned for Earth Day 1995 which actually reduce destruction of nature. Take part in the Earth Day Energy Fast and reduce or eliminate your energy use, contact the SUN DAY Campaign and sponsor, organize, or participate in only those events or campaigns with results-oriented approaches to solving environmental problems - activities in which people are tasked to do something.

COOPERATION PLEDGE

It has been proposed to the major leaders of Earth Day 1995 that a cooperation pledge be drafted and distributed among national Earth Day organizers in an attempt to create a complimentary slate of campaigns, events, and programs which reduces or eliminates duplication of effort, lessens competition between groups and individuals, and fosters collective strategizing while getting the most use from available resources.

The simple belief that people working together rather than independently or in competition with one another creates a strength in numbers which will benefit all Earth Day efforts ultimately is behind the idea of the Cooperation Pledge.

If you think the Cooperation Pledge would benefit Earth Day, contact Earth Day founder Gaylord Nelson at The Wilderness Society in Washington, D.C. and express your views. [Nelson is not the architect of the Cooperation Pledge, but is the logical person to spearhead any such effort]

environmental ethic than did their predecessors, and their general environmental record is superior as well (and Project Earthlink has been in the works since before they took office). But, they support both NAFTA and GATT, which each could potentially undo decades worth of U.S. legislation to protect the environment in the name of "improved global trade." Under such agreements, it is entirely conceivable that international trade organizations can overturn U.S. law. The benefits of such legislation go to the corporatocracy and the ill effects hurt people like you and me, and the environment. Thus it is likely that the Administration looks to NOAA's Earth Day effort as more of a public relations effort than as an important policy-related instrument to effect behavioral change through the programs of Project Earthlink.

Earthlink will likely raise by far the most money for its campaigns, and garner the most media attention. It would seem to behoove any national Earth Day organizer to associate their program with Earthlink so as to not get lost in the glare of its prominence. It is the 800-pound gorilla on the scene.

The ambitious and noble goals of Project Earthlink - a national environment test, educational outreach, satellite teleconferences, challenge programs and the like, hopefully will mark the beginning of a sustained effort on the part of the federal government to integrate its resources into the pro-active campaigns outside of government to slow and reverse environmental destruction. If the good people at the NOAA are allowed to realize their vision, Project Earthlink is the beginning of a much broader mandate for government to educate the public and elicit changes in personal behavior and to push policy changes which favor environmental protection.

There is, however, the very real risk that Project Earthlink could have its message and programs improperly perceived by some of the public if corporate ties are too strong. Again, a mixing of the advertising message of the sponsor/donor with the scientifically-based environmental messages makes subjective conveying a sense of environmentalism to others. Additionally, depending upon the political climate in Washington at the time, there is the possibility of the whole federal Earth Day effort becoming politicized by opportunistic politicians out to serve their own ends.

All eyes will be on Earthlink as it develops and gains attention next year. The people putting it together at the NOAA have the Herculean task of handling the logistical nightmares (none the least of which is raising money) in rolling out their ambitious slate of events. It is the federal government's (read: the Administration's) responsibility to keep it clean as well.

For information on Project Earthlink, write to the NOAA: Earth Day Initiative, Ste. 1225, 1100 Wayne Ave., Silver Spring, MD 20910.

EARTH DAY ORGANIZERS: THE THREE MAIN GOALS BEFORE US

CHANGING PERCEPTION: We are tasked with the burden of changing the public and media perception of Earth Day as a "media event" to a time of real meaning - either through participatory actions, efforts to enact laws or change policy, or through spirituality-based activities which deepen public resolve to reverse environmental destruction.

CHANGING BEHAVIOR: The choice is clear. Cave-in to the media-driven, commercial forces to commodify and continue to trivialize the aims of Earth Day or introduce actions to task people with real work, with tangible results. Only through changes in personal behavior can the excesses of consumer culture be pared down to halt the upward spiral of environmental destruction. As the Third World continues its climb into the international trading market, the West must not export its wasteful and polluting ways to countries with vastly larger populations than our own. Thus we in the West must lead by example by changing our ways now.

CHANGING POLICY: Ultimately, any actions or campaigns to deepen and make more substantive the aims of Earth Day must translate into policy changes - in the actual laws which strengthen protections for nature. Only changes in policy - at all levels of government (city, county, state, national, international) - holds out the hope for shaping a world in which humans find a harmonious balance with nature.

M-E-D-I-A A USER-FRIENDLY GAME

In this media-overloaded age it is difficult to gain enough coverage in print, display, and broadcast media to elicit more than

a modest response to Earth Day organizers efforts. The ad space and air time simply costs too much money, pro bono efforts are usually a drop in the bucket, corporate funding is drying up not expanding, and carefully crafted and focused campaigns like Rock the Vote are hard to come by and expensive to fund. It has all become a game, a dance we do. The media needs to fill air time and column inches, and Earth day organizers need coverage - we use each other. But for Earth Day organizers, to decreasing effect. Earth Day organizers do whatever they can to entice the media to cover their campaign or event, and editors look for the gimmick or fashion a 'news hook' to hype up an otherwise mundane Earth Day story.

Many organizers seek a 'news angle' on their event since they cannot afford to pay for advertising, this being particularly true at smaller scale events and campaigns. Unfortunately, the news media often has disdain for Earth Day, with one news editor last year exclaiming, "Earth Day! That tired old horse again!" So, if Earth Day gets news coverage, it is a 'color story' - light news, and often treated as insignificant - buried in the back pages - even when there is a policy angle.

There is only one remedy for restoring credibility to Earth Day in the media's eyes - concentrating on actions which have some ultimate policy objective. If there is no ultimate policy or political angle to the action or campaign, then it is not regarded as hard news and not treated as such. It becomes relegated to the dust-bin of "fluffball journalism." We get CNN talking to Jay Leno rather than showing the effects of beach pollution.

The media, and much of the public for that matter, are now too savvy to pay much attention to the occasional tractor-chained Earth First! or nuclear plant demonstration or blood-spattered fur coat. The shock value has worn off - *been there, done that*, over it - and often these events feel staged to represent a broad movement when maybe, people wonder, they represent just a core group of activists who know how to get media.

If Earth Day organizers wish to appear credible to the media and the public, especially if they want to be treated as "hard news," they had better be pitching some sort of substantive, sustained campaign or program which involves the public.

If it's another fair in the park, see you in the Lifestyle section.

(AWARENESS, CONTINUED)

Nearly every major corporation or company sponsors its own Earth Day-related event. Usually these take the form of company picnics and often known or local environmentalists are tapped as speakers to lend an air of credibility to the proceedings. Attendance is usually pretty good as it means not actually working, or none-too-subtle hints are dropped by superiors that attendance would be a good idea if the event is after-hours. The companies want a good turnout so it looks as if the workers are enthusiastic or actually involved in supposed environment efforts of the company or corporation. Often the press is called to cover the activities.

Business and industry have money grass-roots organizers do not, to fund and advertise their in-house Earth Day efforts, and often the successes that are touted are merely examples of excessive waste which has been reduced (recycling, different paper-type used, new energy-efficient lighting, carpooling, etc.) Government, from the local to federal level, also uses Earth Day as a PR tool, to pro-

(MOVE DATE, CONTINUED)

The student-led ecology movement has evolved greatly since then into a global environmental ethic traversing all segments of society. Students remain a key component in the support network, representing an easily-mobilized captive audience. However, students should not be targeted almost to the exclusion of other groups. In the U.S., high school and university students show far less willingness to fight for causes today compared with students of years past - being concerned more with practical matters such as job placement, earning potential, paying off student loans, and health care. Earth Day must appeal to the broad spectrum of society equally, and by growing past the bias in favor of students and anchoring the date on a day with significance to nature and to all human cultures, the process can begin to create an unquestioned relevance for Earth Day to all peoples.

Only four dates during the year have significance both to nature and to all human cultures throughout history. The Autumnal Equinox Sept ber 22 (the first day of Fall), The Winter Solstice December 21 (the first

note its latest environmentally-related campaign or program for the news cameras.

How effective can awareness-raising be if it is the official company line or government agency's angle? The awareness-raising goal of 1970, convincing the public at large that the environment is important and needs to be protected, has long since been achieved. If the corporation polluting the river, or the oil company responsible for the spill have the most prominent Earth Day message because they can afford the ad campaign (with their logo prominently featured), what is the public supposed to think if they don't hear the message of the grass-roots front-line troops who cannot afford to spread their message as far and as wide? How does the public know when they're being lied to?

The grass-roots have nearly been trampled into oblivion under the onslaught of the commercialization of Earth Day. They simply cannot compete.

Persons or organizations which have periodically served as the national leaders of Earth Day have never built a viable network out of the local organizers. Earth Day has been

day of Winter), The Vernal Equinox March 21 (the first day of Spring), and the Summer Solstice June 21 (the first day of Summer). These dates represent the change in seasons brought about by the angle of the sun in the sky as the Earth orbits around the Sun throughout the year, and the Summer Solstice is the longest day of the year (the seasons are reversed for the Southern hemisphere).

Actual biological changes are triggered in some lifeforms by the amount of sunlight present on these dates, and humans have known the significance of these dates since early timekeeping first began tens of thousands of years ago, particularly with respect to calculating planting cycles.

As most of the world's human population lives in the Northern hemisphere, and the June 21 date is generally not too hot nor too cold in the latitudes in which most humans live, this date seems the ideal date out of the four for Earth Day to be permanently placed. Most

SEE MOVE DATE, PG. 4

used primarily as a marketing tool to raise money to sustain non-profit organizations first, and rolling out programs and campaigns second. Many good people have served as Earth Day leaders, but often became trapped in the corporate-money game and the mind-set of commercialism this culture creates. Some would-be Earth Day leaders with more flexible ethical standards would gladly sell-out to the highest bidder if it meant money for their particular non-profit and notariety for themselves.

What does all of this have to do with awareness-raising? Precisely. Personal ambition and the quest for corporate dollars has encouraged a climate which all but ignores grass-roots efforts and favors commercial product-oriented, program-oriented approaches which fall like so many raindrops in the desert on a hot day - with little frequency, small impact, and a nourishment quotient unable to sustain life-giving for long. What awareness is raised is often not too meaningful from such approaches, for it rarely translates into action.

Earth Day as a tool to promote long-term projects and campaigns with solutions to environmental destruction which involves people directly in doing real work, does not yet exist.

EARTH DAY IN THE PUBLIC DOMAIN

The media, Earth Day organizers, and the public should know that the Earth Day name is in the public domain. Anyone may use the name "Earth Day." Permission is not needed, no clearance required, nor any fee paid. And there is no official body or organization which sanctions programs, campaigns, or events.

Any person or organization which claims to represent the "Earth Day movement" or be the "official spokesperson" for Earth Day is credible only in the level of success they attain in convincing the media that this is so.

Former Senator and Governor from Wisconsin Gaylord Nelson is widely acknowledged as the founder of Earth Day, but has never claimed to be the official spokesperson.

Earth Day was placed in the public domain to encourage grass-roots participation and organic, local efforts. It is there for you.

Most Earth Day activities are outdoors, so the long daylight hours and moderate temperatures will improve turnout to events and improve participation.

Most who would like to keep the date on April 22 cite the familiarity people have with the date. Let's be honest. Only Earth Day organizers, some of the wider environmental network, and media people who have to cover the event, even know the date. The most commonly asked question is "When is Earth Day?" The date of April 22 may have sentimental value for some, but does not resonate with the public for it is not grounded in any meaningful way in the public's eyes.

Supporters of the April 22 date also panic at the thought of losing their captive audience in the school classrooms if the date were to be moved to June 21 (when most U.S. students are finished with school). Again, if Earth Day is to have meaning and actually achieve any subs-

EARTH DAY AND RELIGION

Every established religion and spirituality-based group seems to have something to say about nature. In nearly every religious-themed institution there is reverence either in the sacred texts or in the practices and rites celebrating or paying homage to nature. In the U.S. and much of the Western world, the major monotheistic faiths are exploring this subject with greater frequency and depth. Many alliances are forming between religious networks and environmentalists.

Some environmental organizations look to religious followers as their great new market (perhaps supplanting the beloved student) to expand the aims of their efforts to slow and reverse human-driven environmental destruction.

Many religious views accord nature a divine, or almost divine, status - as nature is considered the handiwork of God. Some nature-based religions regard nature itself as God.

All of this bodes well for the future of environmentalism. Regardless of one's individual religious affiliation, it is only the most cold-hearted and unenlightened who cannot find some reverence for nature. As nature-based spirituality continues to

stantive changes in behavior, its audience must be far larger than its core group of students.

Earth Day has played it safe for far too long, with safe, insignificant results. It is time to move the date and boldly begin the process of giving Earth Day muscle to achieve environmental protection through action, and the first step is to anchor Earth Day on a date with significance to all people and to nature itself.

Let the debate over moving the date begin, and let's get it done by the year 2000, six years from now. Perhaps a nature-based calendar should be introduced, with the first year of Earth Day on June 21 signifying Year One of the new nature-based calendar.

If you would like to move the date of Earth Day to June 21, the Summer Solstice, contact: Earth Day Energy Fast 1002 1/2 N. Sweetzer Ave. L.A., CA 90069 in writing.

(WALK IN THE PARK. CONTINUED)

believes for the most part. We are preaching to the already converted. The rest of the fair-goers are brought along or are there for a nice day in the park and are not likely to give more than a passing assent to the messages and technology presented there. And this is the fundamental problem Earth day faces.

Organizers need to reach a wider audience and be relevant to them, and most importantly - involve them.

Of course the media finds these fairs easy and pleasing to cover, and they certainly convey the benevolent aims of Earth Day. Who doesn't adore images of children dressed up as animals? Or tree-planting? Or a free outdoor concert? But if these events are once-a-year, and often for the specific purpose of getting a news camera to capture it, how effective is it really? How is the "awareness" being raised translated?

evolve and grow in the West, it shall help nurture such views in the East, where in some cases such views have prevailed for far longer than has anthropomorphic (mankind-centered) monotheism.

Great debates are likely to ensue, but this is a healthy process which will uncover long-ignored tracts in the texts of the great religious writings concerning nature. Nonetheless

EARTH DAY LEADERSHIP FACES A DIFFICULT YEAR

The past year has seen a protracted and especially nasty fight among the leadership of Earth Day's largest and most well-known national organization, Earth Day USA (EDUSA). As of this writing dramatic changes have occurred, with the entire Board of Directors at one point resigning, then Denis Hayes (of 1970 Earth Day fame) briefly assuming the role of Chairman of the Board (as an outsider to the conflict), then himself resigning. Technically, the original resignations by the Board were not accepted, so the original leaders are again at work in attempting to put EDUSA together again.

EDUSA President Bruce Anderson, who in the past has been a tireless and self-sacrificing leader (even refusing half of his salary for an extended period when finances were tight) is attempting to use the remaining months leading

SEE LEADERSHIP. PG. 5

There are many logistical nightmares involved in pulling together such a fair, not the least of which is funding. Usually corporate or business donors are found to underwrite the costs of most of the fair, in a trade which allows them to advertise heavily at the fair. So less sophisticated fair-goers can become confused when they see solar ovens and "save-the-whales" next to a booth sponsored by Exxon or Dow. Who's message is getting through? More importantly, perhaps, who's will be remembered?

Fairs in the park are certainly fun and can be useful, and do provide a natural and pleasant setting for "raising awareness," but it is incumbent upon the fair organizer to do everything possible to mitigate environmental destruction (energy use, air pollution, solid waste) in presenting their fair. No one wants a repeat of the millions of tons of trash Earth Day celebrants left in Central Park in New York in 1990.

the trend toward seeking spirituality in harmony with nature is established. The media should cover this social development.

Environmentalists should actively seek the support of religious institutions (what better way to educate people in the science-based study of environment than through direct involvement?). Persons of faith see RELIGION, Pg. 5

In any religion should ask their leaders to explore and explain what their respective religious texts and traditions have to say about nature - and they should undertake these explorations for themselves.

(SOCIAL CHANGE. CONTINUED)

corporate money is acceptable to take. Is it okay to take Corporation A's money if you are going to use it to fight their own excesses? Is it okay to take the money if you can then reach the employees of the corporation, who individually are not responsible for the destruction caused by the corporation? Is it okay to take corporate money at all? And if you don't, how can you expect to compete for media space to spread your message?

Further, when raising funds, the financial community expects 'deliverables' and 'fundable components.' They want to see tangible results for their money. While this seems entirely logical on its face, it creates a dilemma. There are so many environmentally related organizations out there competing for the same funding money that it has become harder and harder to get it, and rarely does the funding last. Thus, sustained programs and campaigns are all but impossible to introduce to the public.

Yet the money people want to see something. So instead the public gets overwhelmed with a cornucopia of ever-changing campaigns from a multitude of groups without any seeming coherence and focus to address the issues at hand over the long-term.

Programs and campaigns come and go, with their attendant t-shirts, buttons, stickers, and coffee mugs, (all of which had to be manufactured and will find their way into the waste stream), and in many cases "make-work" projects (kids in campaign t-shirts cleaning trash for one day for the news cameras) which do little, if anything, to positively affect the environment, are the 'deliverable' or 'fundable component.'

Add to this mix personal ambition, political maneuvering, territoriality, simple competition, and the ever-growing crowd wanting a job in the environment industry, and it is no wonder that with Earth Day in the public domain that well-funded business is running circles around environmental organizers in the use of the concept and name.

EARTH DAY 1995

MAKE ROOM FOR THE FEDS

Organizing for 1995's big 25th anniversary bash has been underway for some time now as people attempt to line up that precious corporate funding, plot out their advertising strategies and prepare to bring those Earth Day products to market. These references speak primarily of the national campaigns to be rolled out next year mostly by big business, and to some extent national Earth Day groups. The more grass-roots local and regional efforts will of course feature their fairs in the park and some more meaningful pro-active efforts like clean-ups which are not commercialized or oriented to promoting people, selling products, or corporate images.

The one to watch is Project Earthlink, the federal government's Earth Day project. While Earthlink seems benevolent enough, and is directed by the most benevolent of scientific agencies, the National Oceanographic and Atmospheric Administration (NOAA, they issue those dire warnings about ozone and sunburn time), it should give one pause that the biggest Earth day effort on the horizon is the federal government's.

Obviously, President Clinton and Vice-President Gore have professed a much stronger

SEE FEDERAL. PG. 6

(LEADERSHIP CONT.)

up to Earth Day 1995 to heal the wounds of division and fashion a respectable slate of programs built in large part around an energy-efficiency theme.

The problems at EDUSA are by no means unique. Many similar personality conflicts and differing philosophies of the type which vex EDUSA's leadership exist in other groups as well. In fact, much of the turmoil finds its root cause in the climate of shrinking funding and public burnout, making worse personality conflicts and divisions over philosophy.

There is only one route to success for environmental organizers in seizing back the original grass-roots focus of Earth Day, to band together in common campaigns and programs which last for a period of years. This means greater networking, sharing of financial and human resources, putting egos in check, and sharing mailing lists to build vast grass-roots movements targeted to specific issues with clearly defined goals and target results.

The history and specifics of the conflict at EDUSA are not worth repeating, nor do they warrant any press coverage. Suffice it to say that differing views over ethics, management, and strategy among the leadership created factionalism which led to paralysis for much of the past year, and conflict could not be resolved through amicable means. Hayes was not a direct party to these conflicts and left himself due to restrictions on his ability to reconfigure funding agreements as well as personal reservations about the environmental practices of some potential money-sources.

It should be noted that issues of accountability to the locals, the free flow of information, and process (with regard to voting rights and representation in decision-making) were also at the core of EDUSA's internal conflicts. For example, EDUSA's traditional role as facilitator for local initiatives became threatened when certain new leaders (prior to Hayes's involvement) did not agree that it was necessary to respect the legal proprietary rights to the intellectual property of local organizers while considering such programs for cooperative use by the national organization. The bond of trust which must exist between local organizer and national leadership was severely strained for a time.

Strict controls must be put in place to protect the rights of the local organizer if EDUSA is to play the role of facilitator to the locals in bringing their vision and programs to the national level. If EDUSA is to properly service the needs of the local Earth Day organizer, as is one of its stated mission goals, then it must create an effective two-way communication system to elicit and monitor the views of its constituents prior to voting on issues, or else drop all pretense to being a "bottom-up" organization. (Regretfully, such issues will likely have to wait until after Earth Day 1995, given the short organizing window remaining.)

A census of what Earth Day groups are in existence and what they are up to was only just done for the first time prior to the Earth Day Organizers Congress in September, 1993 in Sausalito. Obviously, compiling a master list of Earth Day organizers should be one of the first steps undertaken by the newly reformulated leadership of EDUSA, and then building a communications network based on this master list - in an open and accountable fashion.

THE WHITE HOUSE
WASHINGTON

January 17, 1995

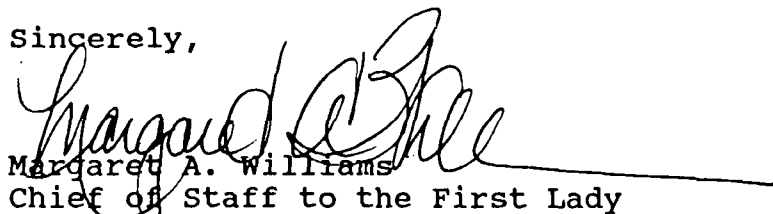
John D. Solomon
220 East 65th Street #18F
New York, NY 10021

Dear Mr. Solomon:

Thank you for your expression of interest in working for the Clinton Administration. We are pleased to know that so many talented people are anxious to be a part of the team. However, there are currently no positions available on Mrs. Clinton's staff.

I have forwarded your resume to the White House Personnel Office.

Sincerely,



Margaret A. Williams
Chief of Staff to the First Lady

*Evan - standard
note
thanks nothing
on HRC's staff
send to personnel
then send
FYI to Evelyn
with note
Executive Producer?*

JOHN D. SOLOMON

220 East 65th Street #18f

New York, NY 10021

212-688-7315

December 17, 1994

Ms. Margaret A. Williams
Chief of Staff
Office of the First Lady
The White House
Washington, D.C. 20500

Dear Ms. Williams:

I am writing to inquire about the possibility of working in the Office of the First Lady.

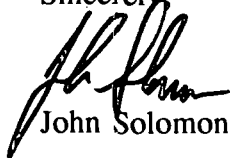
I am currently at the Lifetime Television Network creating programming and public service campaigns that combine news and information with pro-active assistance for women and families. In the spirit of MTV's "Choose or Lose," Lifetime covered the "year of the woman" and even registered a record number of our viewers. Since the election, we have continued our coverage of issues of particular interest to women, and have included President Clinton in our efforts.

Before coming to Lifetime, I served as press secretary to Congressman Phil Sharp and assistant to the commissioner in charge of New York City's homeless housing program during the Koch Administration. I then went back to school for an MBA in order to pick up some management tools and learn more about the relationship between business and government.

I am proud of the work we have done at Lifetime to develop the network into a forum for political and community leaders and a constructive source of information and support for our viewers. Yet, I feel too removed from the political process and would like to return to government.

I have enclosed a resume for your consideration. Thank you.

Sincerely,


John Solomon

JOHN D. SOLOMON
220 East 65th Street #18f
New York, NY 10021
212-688-7315

Work Experience

LIFETIME TELEVISION

7/91 - Present

Director of Public Affairs

- Responsible for Lifetime's on and off air public affairs product and packaging, which has been nucleus of Network's positioning to viewers, press, clients and government officials over past two years.
- Creator and executive producer of programming and public service campaigns: "*Women and Politics: A Lifetime Challenge*," "*Take Our Daughters to Work*," "*Mission 100*"; developed new cable model of news for women.
 - Programming: specials with ABC News, Linda Ellerbee and Glenn Close; short form with President Clinton, Helen Thomas, Tipper Gore; movie about first woman president with Blair Brown.
- Manage business development and special projects, including:
 - Start-up of Commentary Unit which will produce cable's only editorials.
 - Supervision of programming sales direct to consumers; tripled revenues in two years.
 - Establishment of Lifetime's President's Council to improve internal management practices.

Awards: American Women in Radio and Television; Broadcast Designers Association; Columbus International Film Festival; National Women's Political Caucus; Nominee, Golden CableAce.

NEW YORK '92 / DEMOCRATIC NATIONAL CONVENTION

11/91 - 7/92

Host Committee

- Planned and coordinated activities of Massachusetts delegation during Convention Week.

CONTINENTAL CABLEVISION

10/90 - 5/91

Marketing Consultant

- Member of Harvard Business School team recruited by management to determine pricing and packaging alternatives in anticipation of re-regulation.

MTV NETWORKS

6/90 - 8/90

Summer Intern, Marketing Department

- Developed marketing presentations for clients. Projects included "MTV as a Global Brand."

NEW YORK CITY DEPARTMENT OF HOUSING

9/87 - 2/89

Executive Assistant to Commissioner, Division of Homeless Housing

- Served as Commissioner's top personal aide in establishing and managing New York's \$800 million rehabilitation program to provide permanent and transitional housing for the homeless.

U.S. CONGRESSMAN PHILIP SHARP (Indiana)

7/85 - 8/87

Press Secretary

- Spokesperson and chief staff writer for seven-term Energy Subcommittee Chairman.
- Managed national media coverage and local campaign communications strategy; Sharp won re-election in 1986 by his largest margin ever.

Education

HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

9/89 - 6/91

Master in Business Administration, General Management Curriculum

HARVARD COLLEGE

9/81 - 6/85

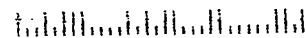
Bachelor of Arts, *cum laude*, American Government

Executive Editor, *The Harvard Crimson*

Solomon
220 E. 65th
NY, NY 10021



Ms. Margaret A. Williams
Chief of Staff
Office of the First Lady
The White House
Washington, D.C. 20500



THE WHITE HOUSE
WASHINGTON

November 9, 1994

*File in
correspondence
accordion
file
under
S*

Ms. Georgia J. Sorenson
Director, Center for Political
Leadership and Participation
University of Maryland
College Park, MD 20742-6111

Dear Georgia:

Thanks for your October 4th letter enclosing details of your proposed young political leaders project for Northern Ireland and the Republic of Ireland. Your project appears to be very much the kind of approach that could help solidify the peace and advance the political process in Northern Ireland.

The Administration is reviewing ways in which we can do more to support peace and reconciliation in Northern Ireland. In that context, I have forwarded your project proposal to the United States Information Agency, which is doing its own analysis of how to expand and adapt its programs to respond to the new opportunities in Northern Ireland. They advise that you should obtain the next RFP (Request for Proposal) guidelines for "Discretionary Grants" and for "Exchange Programs Promoting Conflict Resolution". You should contact the following office for this and any other information you need:

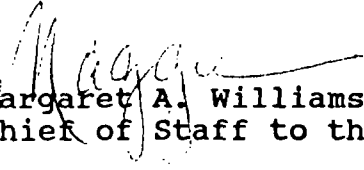
The Office of Citizen Exchanges (E/P)
E/P - Room 266
USIA, 301 4th Street, SW
Washington, D.C. 20547
Telephone 202-619-5348

You may also want to contact The National Endowment for Democracy (NED) which is currently funding a Northern Ireland project, and may have an interest in additional programs. It can be reached at:

National Endowment for Democracy
Suite 700 - Program Section
1101 15th Street, NW
Washington, D.C. 20005
Telephone 202-293-9072

Of course, I wish you much success in moving ahead with your proposal. Let me know if there is something else I can do. The Administration attaches high priority to supporting the peace process in Northern Ireland, and it is good to know that thoughtful ambitious proposals such as yours are being developed.

Sincerely,


Margaret A. Williams
Chief of Staff to the First Lady

How are you?
- It was wonderful
to finally meet you
Thank you for being both
friend and mentor to my
sister. I will always
be grateful.



UNIVERSITY OF MARYLAND AT COLLEGE PARK

COLLEGE OF BEHAVIORAL AND SOCIAL SCIENCES • CENTER FOR POLITICAL LEADERSHIP AND PARTICIPATION

October 4, 1994

Margaret Williams
Chief of Staff
First Lady's Office
The White House
Washington, D.C.
FAX: 202-456-5199

Re: Proposal for Northern Ireland, Republic of Ireland, and
the United States

Dear Maggie,

Please find included a proposed young political leaders project that the Center is working on with Senator Kennedy. The idea grew from discussions we have had with the Senator and his sister, Ambassador Jean Kennedy Smith.

Earlier this summer I spent a week in Ireland and Northern Ireland meeting with leaders of all political parties and presidents of universities.

Trina Vargo, foreign affairs analyst with Senator Kennedy has been working closely with us on this project.

We understand that the Clinton administration may be contributing "peace dividend" monies to Ireland and Northern Ireland, possibly in the form of monies to NED/NDI. I hope you will consider our proposal in conjunction with these other fine ideas.

Please don't hesitate to call if you have any questions or to be in direct contact with Senator Kennedy's office for more details.

Again, thank you for your efforts on behalf of young political leaders.

Cordially,

A handwritten signature in cursive script, reading "Georgia J. Sorenson".

Georgia J. Sorenson, Director
Center for Political Leadership & Participation

Summary of Proposed Young Political Leaders Project In Northern Ireland, the Republic of Ireland, and the United States

**Georgia Sorenson, Ph.D.
University of Maryland, U.S.A.**

Background

The Center for Political Leadership and Participation is the first academically-sanctioned program in the U.S. to foster the political participation of young people. It sponsors academic and educational programs, political trainings, and research on civic participation and political leadership. Now in its second decade, the Center has conducted civic education programs in twenty-seven countries.

At the suggestion of Senator Edward Kennedy from the United States, I traveled to the Republic of Ireland and to Northern Ireland in the early part of summer to assess the potential for creating a joint program to foster the leadership development of young political leaders. Trina Vargo of Senator Kennedy's staff accompanied me.

Over the course of five days we met with representatives of the four largest parties in the Republic, all constitutional parties in Northern Ireland, other governmental leaders, university officials from Trinity, Queens, and UCD, heads of NGO's who have been involved in cross-border programs, young political leaders and students, group relations experts, and the American Ambassador to Dublin, Jean Kennedy Smith. (*see attached*). During my visit, there was no consideration of including Sinn Fein in the program. However, if Sinn Fein enters the formal talks process in three months time, I would recommend including them as well.

The recent announcement of a complete IRA ceasefire is an historic breakthrough in the 25 year conflict in Northern Ireland, and hopefully one of the world's most intractable sectarian conflicts is coming to an end.

In the United States, President Clinton welcomed the ceasefire announcement saying, "the hope and expectation that today's step will help bring a lasting and just

peace to Northern Ireland." Senator Kennedy, long associated with the quest for a peaceful resolution to the conflict, expressed that "today is a joyous and hopeful day for all of Ireland and for the Irish people."²

While recent developments are cause for optimism, the real work of negotiating a lasting solution which respects the rights of both communities is just beginning. There remains many aspects of the newly-forged resolve which will require great diplomatic skill and political will.

On a societal level, this prolonged and seemingly hopeless conflict coupled with extremely high unemployment of young people, has eroded the trust and participation of young men and women in both communities.

Needs

Our needs assessment identified an overarching compelling need:

To restore young people's faith in the political system by fostering the next generation of young leaders through education, political training, mentoring, cross-border and international exchanges, and research;

This need was urgently underscored in Section 1.4 of the Citizens Inquiry, otherwise known as the Opsahl Report. It states:

On the training of politicians. "We endorse the proposal put to us for an expanded programme of education and training for political leadership. Such trainings should be cross-community in nature and be tailored both to the present and prospective politicians; being training in this way should be part of the commitment undertaken by those entering politics. There should be information about other democratic systems, and particularly those representing pluralism at its best; briefings on economics, the environment and other issues from relevant boards and government departments; community relations training -- for example, how to counter sectarianism; effective political discussion skill, the eradication of prejudice and conflict management."³

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Mission

This project seeks to enhance the peace process by developing and fostering the leadership potential of the next generation of leaders from the Republic of Ireland, Northern Ireland, and the United States.

Three Objectives

1. To create a community of young leaders who are prepared to take on the challenges of the next century;
2. To identify and include emerging young political leaders in the three sectors and to foster their development as leaders through leadership training, education, group relations training, cross-border and international exchanges, and mentoring;
3. To conduct cross-cultural research on the political participation of young leaders and to share that research with young leaders as a means of understanding world-wide trends which affect their political participation;

Action

There was substantial agreement that whatever program we design, it should not be a "one shot" program, but a continuing, developmentally-rigorous program. To that end, it was suggested that educators and group relations consultants from all three sectors be involved in assisting in the design and implementation of the project.

Although we might begin by having a small planning conference (see Phase I), we should think in terms of on-going training, workshops, exchanges, mentoring, and perhaps eventually a university consortium-based curriculum, certificate, or degree.

A partnership of universities to include the University of Maryland, UCD, Trinity, Queens, and the University of Ulster; other universities would be welcome to join the efforts in the future.

The general consensus was that we should plan for short-range and long-range activities, and that we could seek additional funding as the project grows.

Phase I

Those we met with recommended an initial week or two-week long conference, to be held at the Center for Political Leadership and Participation at the University of Maryland, outside of Washington, D.C. At the time this was discussed, it was thought

that the U.S. could provide a more neutral setting for the inception of the program.

Each party leader from the Republic of Ireland, Northern Ireland, and the U.S. would select⁴ three young leaders from their party to attend. It was agreed that at least one of the young leaders should be a woman⁵ and one should be a person who is from a disadvantaged or non-college background.⁶ The thought that the inclusion of young leaders from groups historically underrepresented in programs such as the one we are proposing would be beneficial to all concerned.

The planning conference and leadership training would serve several purposes:

- To plan the long-range goals of the project with young political leaders from Northern Ireland, the Republic of Ireland, and the United States and to carefully identify their needs and priorities;
- To provide leadership, campaign, group relations, and party-skill training for emerging leaders;
- To provide a forum for young leaders to exchange information and to build bridges of cooperation and understanding.

Phase II

The second phase might include formalizing exchange programs between young political leaders from the three sectors. It was suggested that exchanges might be structured to include 2-week exchanges, enough time to meet their young counterparts and elected officials, and have a sense of the cultural and educational opportunities. Longer exchanges of 7-14 weeks could coincide with semester-long programs or study-abroad opportunities, available through the participating universities.

The longer-term exchanges might, for example, include the study of Irish Politics with renowned scholars at Trinity, Dr. Paul Bew at Queens, or Senator Maurice Manning of UCD, Dr. Paul Arthur at Ulster, or the study of the American presidency, with presidential scholars James MacGregor Burns and Georgia Sorenson at the University of Maryland.

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The longer-term exchanges might be skill-based, political training in the U.S., with national political consultants available through the auspices of the Center, or conflict resolution skills at the University of Ulster, or they might be research-based, such as studying the political participation of young people at the Institute for Public Administration in Dublin.

Phase III

Among university officials in the consortium colleges, there was general support for the idea of creating a consortium university-based component. All of our universities have political science departments with affiliated Centers; most have internship programs, departmental degrees or special certificate programs. Non-credit opportunities such as continuing education programs are already in place as well. Courses on women and politics, the role of advocacy, leadership, grassroots organizing, and the history of political parties could be offered.

Phase IV

The eroding political participation of young people is a world-wide problem which needs to be addressed head on if we are to retain strong democracies.

In time, with continuing success, interest, and funding, we should look toward institutionalizing this program and developing a model for other countries. This might take the form of university or party-based centers or institutions.

Funding

Everyone I met with agreed that a "perfect" funding strategy would include equal contributions from the three partner societies -- this would be the most equitable solution as well as demonstrating an equal commitment on the part of each partner to support this important work.

A number of people, however in both Northern Ireland and the Republic of Ireland, felt that it would be difficult to secure funding at this time. Thus, we might reasonably expect that the our Northern Ireland and Republic counterparts could provide in-kind contributions at this time. USIA funding was seen in a favorable light, although party leaders thought that some private sector or foundation funds to complement US government monies would be important. U.S. companies doing business in the Republic and Northern Ireland and prominent Irish Americans who care about the peace process are possibilities.

A program of this commitment and duration will need significant funding; however, there was general agreement that we might seek start-up monies or project-

by-project monies until a strong funding bases is assured.

Preliminary Budget Needs

Although the startup of such a program could be contained and somewhat modest, the larger vision would require a substantial and continuing financial commitment. Estimates of a modest start-up budget of \$350,000 and longer-term commitments in the 2-3 million range (including in-kind) are reasonable projections.

Some of the budget items discussed include:

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- Possible stipends for young leaders

Conclusion

One leader has the capacity to transform everyday life for millions of people. An investment in the development of future young political leaders in the Republic of Ireland, Northern Ireland, and the United States can make an important contribution at this historic time.

For More Information
Center for Political Leadership and Participation
University of Maryland
College Park, Maryland 20742-6111
Telephone: 301 405-5751
FAX: 301 405-6402
e-mail: Georgla_Sorenson@umail.umd.edu

Partial List of People from
The Republic of Ireland and
Northern Ireland

1. John Alderice, President, Alliance Party
2. Nora Own, T.D.
3. John Bruton, T.D., Leader Fine Gael
4. Niall Crowley, British Irish Association
5. Senator Mary Kelly
6. Fergus Finlay, Advisor to the Tanaiste
7. Barbara FitzGerald, Director of the Irish Association
8. Brian Hayes, Young FG
9. Mary Harney, T.D., Leader of Progressive Democrats
10. Martin Mansergh, Advisor to the Taoiseach
11. Andrew Mayes, Registrar, Trinity College
12. Ambassador J.K. Smith, U.S. Embassy
13. Ann Taylor, President of Council for the Status of Women
14. Michael Mulreany, Institute of Public Administration
15. G.S.G. Beveridge, President and Vice-Chancellor of The Queen's University of Belfast
16. Jarlath Benson, The Northern Ireland of Human Relations
17. Ian Paisley, Jr., DUP
18. Mark Durkan, SDLP
19. Val Martinez, U.S. Consul General
20. Senator Maurice Manning, UCD
21. Senator Mary Henry
22. Professor Paul Bew, Center for Irish Politics, Queen's University
23. Professor E.C. Eccleshall, Chair, Department of Political Science, Queen's University
24. Eoghan Peavoy, Student, UCD
23. Reg Emprey, UUP
24. Barry O'Leary, Student and YF
25. Mary Clark Glass, Alliance Party



*Eran
did we respond*

UNIVERSITY OF MARYLAND AT COLLEGE PARK

COLLEGE OF BEHAVIORAL AND SOCIAL SCIENCES • CENTER FOR POLITICAL LEADERSHIP AND PARTICIPATION

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22. Professor Paul Bew, Center for Irish Politics, Queen's University
23. Professor E.C. Eccleshall, Chair, Department of Political Science, Queen's University
24. Eoghan Peavoy, Student, UCD
23. Reg Empey, UUP
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THE WHITE HOUSE
WASHINGTON

June 10, 1994

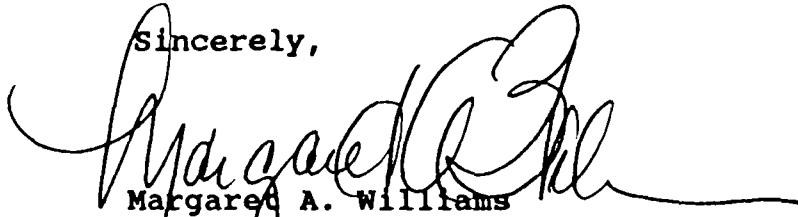
Mr. Walter Staib
556 Hoffman Drive
Bryn Mawr, PA 19010

Dear Mr. Staib:

Thank you for your letters of February 1 and May 5, 1994. I can assure you that the information in your letter will be given all due consideration. If we have the opportunity to assist you in your endeavor, we will certainly try.

I have forwarded your correspondence to the Scheduling Office. Thank you again for writing.

Sincerely,



Margaret A. Williams
Chief of Staff to the
First Lady

STAIB

ASSOCIATES



WALTER STAIB
Professional Member

Please write note if any opportunity will good with

February 1, 1994

Awards & Affiliations:

*Chevalier de l'Ordre du
Merite Agricole de la
Republique Francaise - 1986*

*1987 Foodservice Operator
of the Year Hotel & Lodging
IFMA Silver Plate*

*Ambassador to the Culinary
Institute of America - 1988*

*Silver Spoon Award
Food Arts Magazine 1992*

*Commandeur
Association Internationale
des Maitres Conseils en
Gastronomie Francaise*

*Medal Meritorious de la
Chaine de Rotisseurs*

*International Advisory Board
Hotels Magazine*

*Les Amis d'Escottier
Society Inc.*

*Confere de la Chaine de
Rotisseurs*

*National Board of Advisors
L'ordre Mondial de Gourmet*

*Editorial Advisor - Top Shelf
Magazine*

*American Culinary
Federation*

*National Restaurant
Association*

*International Foodservice
Editorial Council*

*International Forum Hotel
Food & Beverage Executives*

*American Express Restaurant
Advisory Board*

*Founding President S A G E
Society for the Advancement
of Gastronomic Excellence*

*Founding Member - The
Society for American Cuisine*

*L'Union Interprofessionnelle
des Vins du Beaujolais*

*Vigneron de Honneur de
Borgogne 1986*

*International Gold & Silver
Plate Society*

Maggie Williams

First Lady's Chief of Staff

The White House

1600 Pennsylvania Ave.

Washington, DC

Dear Ms. Williams:

As you may know, I have done several major functions for the first lady and many pre-election activities for our President, including the election night celebration in Little Rock.

I know that on the scope of things the opening of a restaurant is not a priority. However, I have an opportunity that I would like you to present to the First Lady. This is no ordinary restaurant, it is a re-birth of American history. Sometime this spring I will be ready and will re-open a location that has been an integral part of United States History - the historic City Tavern in Independence National Historical Park.

To give you some background, I have enclosed a fact sheet as well as some initial public relations material. As we come closer to having an exact opening date, I will keep you informed. I think given the significance of the City Tavern that it would be a natural for the President and the First Lady to partake along with many other dignitaries.

Ms. Williams, if this needs to be communicated to anyone else within the administration, please let me know. In the meantime, please give my regards to the First Lady.

Sincerely,

Walter Staib, FCSI

WS:jj
Attachments

NEW CONCEPTS IN HOSPITALITY CONSULTING

CITY TAVERN FACT SHEET

INDEPENDENCE NATIONAL HISTORICAL PARK PHILADELPHIA, PENNSYLVANIA

THE CITY TAVERN MISSION STATEMENT

"To provide an understanding of the City Tavern's significance as a focal point of the American Revolution and provide an interpretive experience of a nation's founders and contemporaries."

LOCATION ▶	Second & Walnut facing the Bookbinder's Restaurant in the historic district.
CONSTRUCTION ▶	Originally constructed by subscription in 1772 and completed in 1773. Prominent subscribers include Governor John Penn, John Dickinson and Benjamin Chew.
HISTORIC SIGNIFICANCE▶	The unofficial meeting place for the first Continental Congress, late summer of 1774. July 4, 1777 was the location of the celebration by the delegates to the Congress on the first anniversary of independence. Signers of the United States Constitution dined here on September 17, 1787 after signing.
WHO'S WHO ▶	During the late 1700 and early 1800's was the dining and gathering choice for such notables as George Washington and foreign diplomats entertained visiting dignitaries.
DEMOLITION ▶	March 22, 1834, the City Tavern was partially destroyed by fire. In 1854, the original structure was demolished.
CONGRESSIONAL DESIGNATION ▶	In 1948, Congress designated the historic area downtown Philadelphia as Independence National Historical Park and commissioned the historically accurate reconstruction of the City Tavern.
BICENTENNIAL▶	1975, after many years of research and development the replica of the City Tavern was completed in time for the Bicentennial Celebration.
BUILDING SPECIFICATIONS ▶	The 14,000 square foot, 4 story brick building encompasses seven dining rooms. Green areas and gardens surround the historic brick structure and are perfect for special events.
FURNISHINGS ▶	Authentic antiques and reproductions create the ambiance of the 18th century.
OPERATOR ▶	Concepts by Staib Ltd. a division of Staib & Associates. Walter Staib, President.
OPENING DATE ▶	Targeted for Spring 1994.
INFORMATION ▶	Staib & Associates. 610-525-2345 / FAX 610-527-9212

STAIB & ASSOCIATES

PARK YOUR MUSKETS BY THE DOOR

An old hand is going colonial in his first solo gig



Boss man: Staib decided it was time to be his own master for a change

AFTER 30 YEARS OF SETTING UP restaurants for everyone from ARA Services to Omni Hotels, concept developer Walter Staib is finally taking the plunge. He's opening his own place.

And while he may not be creating history, he's certainly re-creating it, right down to the oxtail. Staib plans to turn his site, the landmark City Tavern in Philadelphia's Independence National Historic Park, back into the kind of place where George Washington would want to hang his tri-corner hat. He's trying to meld a 1770s menu and ambience with 1990s tastes and regulations.

And it isn't easy. Where do you find tableware that would look familiar to Benjamin Franklin yet still take the heat of modern ware-washing machines?

"The biggest challenge is going to be the kitchens," says Staib, who's shooting for a spring re-opening. "I can't speak out of both sides of my mouth—saying I'll give you an experience of the period and yet have convenience foods. I must put in kitchens that will do everything from scratch." That includes baking all breads and pastries on the premises.

Signature dishes, he says, will include "a lot of game, like braised quail, and most likely things like oxtails, tenderloins, and seafood—and a lot of casseroles."

As for supplies, he says, "I really want to have a relationship with my farmers" and "the Pennsylvania Dutch country is right in my backyard."

Opened in 1773, City Tavern has had its share of rebirths. Fire-damaged in 1834 and demolished 20 years

later, it was reconstructed in 1975 for the city's 1976 Bicentennial celebration. The place was shut down a year ago while the Park Service searched for an operator.

Staib was selected to operate the tavern by the National Park Service, with the objective of providing "the original interpretive dining experience of the 18th century," he says.

"For over 30 years I have designed and built restaurants in anticipation of the opportunity to put my name on my own concept," says Staib. The Park Service deal convinced him the time was right: a 10-year management contract for a site right in one of the city's busiest tourist attractions.

The project builds on a foodservice career that began with kitchen duty at the Staib family's restaurant near the Black Forest when Walter was six. It included stints in the executive suites of U.S. concerns like Davre's and Philadelphia-based ARA.

By 1982, he had landed the top food and beverage job at Dunfey Hotels, which subsequently merged with Omni. Six years later, he parted company with the luxury chain and moved to Specialty Restaurants, parent of the 94th Aero Squadron and other themed restaurant concepts.

About a year later, he struck out on his own as a consultant. Staib & Associates has developed concepts for lodging properties ranging from the Colony Kamala Bay in Thailand to the Cibony in Ocho Rios, Jamaica, and the landmark Excelsior in Little Rock, Ark.

But someone else was always the boss.

Staib hasn't operated his own restaurant before. But building a modern restaurant with a colonial theme is nothing new for the industry veteran, says Don Clawson, a colleague from the Dunfey days.

"We operated Lamie's Tavern in Hampton, N.H., a 200-year-old historical landmark restaurant" with a menu to match, recalls Clawson, who now operates hotel restaurants as president of Grace Hotel Services.

Clawson points out that Staib was also involved in operating such historical eateries as the Wayfarer in Manchester, N.H., and Dunfey's Yankee Drummer chain.

For the City Tavern, Clawson says, "I would expect a very creative cuisine, served with a lot of flair."

BY ALAN MORTON

STAIB & ASSOCIATES

NEWS

Boston • Copenhagen • Philadelphia
Portsmouth • Tokyo



National Park Service Picks Concepts by Staib, Ltd. to Run City Tavern in Independence National Historical Park

For Immediate Release

An internationally renowned restaurateur has been selected by the National Park Service to run Historic City Tavern in Philadelphia's Independence National Park.

"We are very pleased to announce Concepts by Staib, Ltd., as our choice to re-open the City Tavern," said Barbara J. "B.J." Griffin, Regional Director, National Park Service Mid-Atlantic Region.

"We are looking forward to working with Walter Staib and his staff and providing residents and visitors with the flavor of 18th century Philadelphia," she said.

Griffin's selection and recommendation has been forwarded for approval by National Park Service and Department of the Interior officials in Washington. A contract could be signed following a 60-day review period by Congress.

City Tavern, called the "most genteel" tavern in America by John Adams, was one of the social, political and economic centers of late 18th-century Philadelphia.

It was built originally in 1773 by a group of eminent Philadelphians who felt that their hometown deserved a fine tavern that reflected its status as the largest, most cosmopolitan city in British North America. The tavern gained fame as the gathering place for members of the Continental Congress and Constitutional Convention, and for officials of the Federal Government from 1790 to 1800.

The building was reconstructed in 1975 as part of a park wide renovation program for the American Bicentennial.

"It is with great enthusiasm that Concepts by Staib, Ltd. brings the City Tavern back to the original interpretive dining experience of the 18th century," said Staib, a noted hospitality consultant and celebrity chef. "For over 30 years I've designed and built restaurants in anticipation of the opportunity to put my name on my own concept."

Staib said the City Tavern's historic location and full menu concept provide him with a great avenue for creativity.

"While the food will strive for authenticity, the overall experience will be positioned to take guests a step back in time, an experience that will be second to none," he said.

It is anticipated the City Tavern will re-open in the spring.

For additional information, please contact Staib & Associates at 610-525-2345/Fax 610-527-9212.

NEW CONCEPTS IN HOSPITALITY CONSULTING

556 Hoffman Drive, Bryn Mawr, Pennsylvania 19010 • 215-525-2345 • FAX 215-527-9212
147 Congress Street, Portsmouth, New Hampshire 03801 • 603-427-2554 • FAX 603-431-1743

Please
fill in
accordion
file

Maggie-
attached are
copies of your letter
and Patti's letter



The College Board

45 Columbus Avenue, New York, New York 10023-6992
(212) 713-8000

Diane
Follow up
I want a copy of my letter
copy of Patti's letter
Maggie

August 29, 1994

Ms. Margaret A. Williams
Chief of Staff to the First Lady
The White House
Washington, DC 20505

Dear Maggie:

Thank you for your letter of August 15th updating me on my July 6th invitation to President and Mrs. Clinton to greet National Forum members while they are in Washington, DC. I am pleased that the letter has been forwarded to Mrs. Clinton's scheduling director and look to hear any news. I hope that she will be able to accommodate us and I look forward to receiving further word from you soon.

Thanks a million for all of your help.

Warm regards,

Sincerely,

Donald M. Stewart
President

DMS/bp
4754X/4

THE WHITE HOUSE
WASHINGTON

September 9, 1994

Mr. Donald M. Stewart
President
The College Board
45 Columbus Avenue
New York, New York 10023-6992

Dear Mr. Stewart:

Thank you for the kind letter and invitation to Mrs. Clinton to greet the National Forum members while they are in Washington.

Although Mrs. Clinton's official schedule will not permit her to accept the invitation, she appreciates your thoughtfulness and sends her best wishes.

Please do not hesitate to contact our office if we can be of any assistance to you in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Patti Solis", written in a cursive style.

Patti Solis
Special Assistant to the President
Director of Scheduling
for the First Lady

COPY
from ORM

contact codes:

10/26-10/28

state of event- *4X*

issues-

professionals
education
data

type of event-

forum

HRC's role-

city/town event is in-

Washington

THE WHITE HOUSE
WASHINGTON

~~Handwritten scribble~~
Patti

1791217

August 15, 1994

Recd

Mr. Donald M. Stewart
President of The College Board
45 Columbus Avenue
New York, N.Y. 10023-6992

Dear Donald:

Sorry to have been slow in responding to your letter of July 6th regarding your invitation to President and Mrs. Clinton to greet the National Forum members while they are in Washington in late October.

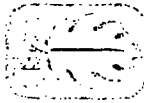
Your letter has been forwarded to Mrs. Clinton's scheduling director. I wish I could be optimistic but I need to let you know that Mrs. Clinton is limiting her commitments until after October.

Please accept my apologies for this late response and my best wishes.

Sincerely,

Maggie

Margaret A. Williams
Chief of Staff to the First Lady



The College Board

45 Columbus Avenue, New York, New York 10023-6992
(212) 713-8000

Office of the President

PERSONAL

*Give
Nice
letter back -
saying that
it is time for
the Board to
be involved in
the process*

July 6, 1994

Ms. Margaret Williams
Chief of Staff
Office of the First Lady
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Maggie:

I hope that this finds you well and that I get to see you again soon. In the meantime, I am enclosing a copy of my June 28 letter to the President and First Lady in the hope that they might be able to greet our membership at our National Forum in Washington sometime during the period October 26-28. This is the largest gathering of school and higher ed professionals in the country which would provide an excellent audience for the President and Mrs. Clinton to express their values and views on American education. The First Lady was our principle speaker in 1989 and was absolutely superb. She received a standing ovation and was almost carried out of the auditorium on the shoulders of our delegates. I know her speech resulted in a great deal of support for the President from the educational community and this is something that I want to happen again. If there is any way that you might be helpful in my effort to secure their presence at our meeting, I would be deeply grateful. Please call or have a member of your staff call me should you have any questions. Thank you in advance for your consideration.

Warm regards,

Sincerely,

Donald M. Stewart
President

P.S.

Enclosed is some background information on the College Board. Please know that I have also asked Alexis Herman to help us.

THE WHITE HOUSE
WASHINGTON

February 16, 1994

James P. Steyer
Children Now
1212 Broadway, Suite 530
Oakland, CA 94612

Dear Jim:

I have not forgotten your invitation. It is definitely on the radar screen but between health care and the Winter Olympics it's been nearly impossible to make any March commitments beyond those we have already made. I know this affects your planning and I do not want to hold you up, so I think you should go forward with another speaker. If it turns out that Mrs. Clinton can attend, I hope that you would be able to accommodate her.

Sincerely,



Margaret A. Williams
Chief of Staff to the First Lady

Board of Directors

Richard Atlas
Goldman, Sachs & Co.
Angela Blackwell
Urban Strategies
Council
Hon.
Allen E. Broussard
California Supreme
Court - Ret.
William Coblenz
Coblenz, Cahen,
McCabe & Breyer
Charles Collins
Western
Development Group
Ramon Cortines
S. F. Unified
School District - Ret.
Geoffrey Cowan
Chilmark
Productions, Inc.
Anita DeFrantz
Amateur Athletic
Foundation
Robert Fisher
The Gap, Inc.
Danny Goldberg
Atlantic
Recording Corp.
Mimi L. Haas
Community Volunteer
Kriti Haycock
American Association
of Higher Education
Denis Hayes
Green Seal, Inc.
F. Warren Hellman
Hellman & Friedman
Allan Jonas
Jonas & Associates
Donald Kennedy
Stanford University
Michael Klein
Vital International
Hon. Elwood Lui
Jones, Day,
Reavis & Pogue
Jim Plunkett
L.A. Raiders - Ret.
Hon. Cruz Reynoso
UCLA, School of Law
George Roberts
Kohlberg Kravis
Roberts & Co.
Leigh Steinberg
Sports Attorney
James Steyer
President,
Children Now
Thomas Steyer
Farallon Partners
Chang-Lin Tien
University of
California - Berkeley
Michael Tolin
Halcyon Days
Productions
Iain Watson
Boston Consulting
Group

Bay Area

1212 BROADWAY
SUITE 530
OAKLAND, CA
94612
510 • 763 • 2444

State Capital

926 J STREET
SUITE 1400
SACRAMENTO, CA
95814
916 • 441 • 2444

Los Angeles

1930 14TH ST.
STA. MONICA, CA
90404
310 • 399 • 7444

Follow up on
earlier discussion -
invitation for
HRC to speak
at Children Now
conference



December 10, 1993

Ms. Maggie Williams
Chief of Staff
Office of the First Lady
The White House
Washington, D.C. 20500

Dear Maggie,

Hi. As I'm sure you've heard from many friends, that was a great article about you in the Times the other day. Not a bad holiday present, and congratulations on all the great work you've been doing.

I'm writing to follow up on our earlier discussion and to let you know that we are still very interested in having the First Lady speak to the gathering of national news media leaders at the Children Now/Stanford University conference on "Children and the News Media" next March.

The response to the conference has been extraordinary, and we are extremely pleased that a number of the top news and other media leaders in the nation will be joining us to address this important topic. The subject of violence in the news, and how issues affecting young people are covered by the news, seem to be more timely and appropriate than ever. We think they will fit in nicely with the First Lady's agenda, and we are confident we will have an extraordinary audience worthy of her stature.

I'm enclosing a copy of our most recent letter to the First Lady, and all of us really appreciate your supporting our effort to have her join us here at this great event next March.

Hope the holiday season is going well.

Best regards as always,

Jim

James P. Steyer

Board of Directors

 Richard Atlas
 Goldman, Sachs & Co.
 Angela Blackwell
 Urban Strategies
 Council
 Hon.
 Allen E. Broussard
 California Supreme
 Court - Ret.
 William Coolenitz
 Coolenitz, Cahen,
 McCabe & Breyer
 Charles Collins
 Western
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 Ramon Cortines
 S. F. Unified
 School District - Ret.
 Geoffrey Cowan
 Chilmark
 Productions, Inc.
 Anita DeFrantz
 Amateur Athletic
 Foundation
 Robert Fisher
 The Gap, Inc.
 Danny Goldberg
 Atlantic
 Recording Corp.
 Mimi L. Haas
 Community Volunteer
 Kati Haycock
 American Association
 of Higher Education
 Denis Hayes
 Green Seal, Inc.
 F. Warren Hallinan
 Heilman & Friedman
 Allan Jonas
 Jonas & Associates
 Donald Kennedy
 Stanford University
 Michael Klein
 Vieta International
 Hon. Elwood Lui
 Jones Day
 Reavis & Pogue
 Jim Plunkett
 L.A. Raiders - Ret.
 Hon. Cruz Reynoso
 UCLA School of Law
 George Roberts
 Kohlberg Kravis
 Roberts & Co.
 Leigh Sienberg
 Sports Attorney
 James Slayer
 President,
 Children Now
 Thomas Slayer
 Farallon Partners
 Chang-Lin Tien
 University of
 California - Berkeley
 Michael Tollin
 Tollyon Days
 Productions
 Iain Watson
 Boston Consulting
 Group

Bay Area

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State Capital

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 916 • 441 • 2444

Los Angeles

 1930 14TH ST
 STA. MONICA, CA
 90404
 310 • 390 • 7444



November 23, 1993

Mrs. Hillary Rodham Clinton
 The White House
 Washington, D.C. 20500

Dear Mrs. Clinton,

We are writing to follow up on our earlier letter inviting you to be the keynote speaker at our conference next March at Stanford University on "Children and the News Media."

The conference is hosted jointly by Stanford University, the UCLA Center for Communication Policy, and Children Now, one of the nation's leading policy and media organizations for children.

The purpose of the conference is to convene a select group of leaders from the national news media, together with executives from the entertainment industry and experts from academia and the children's policy arena, to take a fresh look at the impact of the national news media on the lives of children.

Initial response to the conference has been extraordinary. Among those who have already agreed to participate are Tom Brokaw of NBC Nightly News; Van Gordon Sauter, President of Fox News; Juan Williams, formerly of the Washington Post; television critic Walter Goodman of the New York Times; Ramon Cortines, Chancellor of New York City's public schools; NPR commentator Daniel Schorr; former U.S. Secretary of Education Shirley Hufstedler; former FCC Chair Newton Minow; and ABC correspondents Sylvia Chase, Carole Simpson and Rebecca Chase.

We expect about 75-100 people at the conference. Those invited include the news directors from the television networks and the top all-news radio stations; editors and publishers of the major daily newspapers and weekly news magazines; executive producers of the major news and talk programs from radio and television; and other key leaders from the news media. We are also including representatives from MTV and rock radio stations, children's advocates, and academics.

The conference itself will be organized around a series of roundtable discussions on key issues concerning children and the news media:

*** How the news media covers violence -- especially violence involving young people -- and what impact that coverage has on children in the audience.** As violence in society has grown, news coverage has become more and more sensational, and young people's lives have been transformed by the climate of the world around them. While there has been much discussion and debate about the impact of violence in Hollywood movies, rap music, and television dramatic shows, the Children Now conference will begin a dialogue on how the news media covers real violence occurring every day in the streets of America and across the globe.

* **Where young people get their news.** What children learn about the world around them is vital to their growth and socialization. The Children Now conference will look at what young people know and think about the issues that affect them, and where they get their news information about those issues. Are MTV, Rush Limbaugh and Howard Stern the main sources of news for today's youth? How do such programs treat the news? Are traditional news sources failing to reach young people, and if so, does it matter? The Children Now conference will explore these issues, and will examine the role of news programs specifically targeted at the youth audience, such as CNN's Real News for Kids.

* **How the news media covers children's issues, and how that coverage affects public perceptions and public policy.** Focusing public attention and concern on issues regarding children is vital to social and political progress on these issues. The Children Now conference will examine how the nation's news institutions cover issues concerning children, and what steps can be taken to expand and improve that coverage.

The keynote speech could be either Thursday March 3rd, 1994 or Friday March 4th, at Stanford University. We know that the subject matter of the conference is one that is a priority to both you and the President -- particularly issues regarding children and violence -- and we hope that March will be a good time for you to pay a visit to the Bay Area. Certainly the audience of national news leaders and children's advocates will benefit greatly from hearing your thoughts on this vital issue.

We look forward to hearing from you soon, and hope to see you in the Bay Area next March.

Sincerely,



Donald Kennedy
President Emeritus, Stanford University
Chairman of the Board, Children Now
Ph: 415-725-2745



Geoffrey Cowan
Director, UCLA Center for Communication Policy
Founding Board Member, Children Now
Ph: 310-476-4343



Fundació Grup Set

*Very sincerely
and with affection*

ADELA SUBIRANA CANTARELL

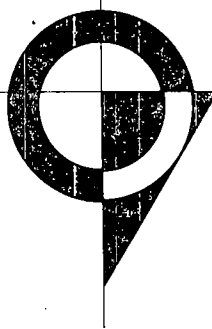
Presidente

Adela

Muntaner, 212 - Tel. 200 15 34 - Fax. 200 45 66 - 08036 BARCELONA

*Dear Mrs Williams -
Since two days it's
impossible to pass you
a Fax. There is no
reply. Now I send
you by a quick courier.*

**PHOTOCOPY
PRESERVATION**



Fundació Grup Set

DATE : 8 July 1994

TO : MARGARET WILLIAMS
202 456 62 44

FROM : ADELA SUBIRANA
President Foundation Grup Set
00-34-3- 200 45 66

Dear Ms. Williams:

Ambassador Ruth A. Davis spoke to you about our invitation to Hillary Rodham Clinton to speak on issues related to health care in Barcelona. We have been in touch with Ambassador Gardner in Madrid and asked him to forward our invitation letter to the White House.

Grup Set has received support from Spanish Ministry of Health, The Autonom Government (Generalitat de Catalunya), the Municipality and the academic community for this conference.

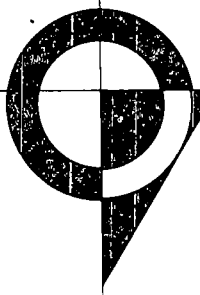
Attendees will be leading members of the Barcelona community plus high ranking officials from both the Spanish and the autonom governments.

In the meantime, I am sending you an advance copy by fax. if you should have any questions, please do not hesitate to contact me. My telephone number is : 34-3-200-1534 and my fax is : 34-3-200-45-66.

Thank you for your assistance in this matter.

Sincerely,

ADELA SUBIRANA
President Grup Set



Fundació Grup Set

(copy)

Barcelona, 24 May 1994

Mrs Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue
Washington D.C.

Dear Mrs. Clinton,

I am writing to you in my capacity as President of the **Grup Set** Foundation which is made up of business and professional women from Barcelona.

Before going on, I would like to express how much I admire you as a person and for the work that you have done to advance the cause of Health Care; an issue which is timely and important in Spain as well as in America. Because of your many contributions, we would like to invite you to our city to give a speech on the topic of Health Care in the USA and its evolution as we approach the year 2000.

The Spanish government, The President of the Autonomous Government of Catalonia, the Mayor of Barcelona and the Chamber of Commerce have all expressed their enthusiasm for the project and have offered their support.

Barcelona, the host city for the last Olympic Games, would very much like to hear your views as a woman, a leader in society and the First Lady of the United States, and on how the leaders of your country plan to accept the challenge and the responsibility of improving the quality of life of the American People; a cause for which you are now so courageously fighting. It is possible that we will find a measure of common ground between Europe and America.

We would like to offer you all the support that we can to help secure the success of the Health Care Plan which you have so long desired. We believe that your plan constitutes a fundamental part of the concept of the defense of human rights which the United States has championed for all the Peoples of the World for over 200 years.

We hope will be able to count on your participation on whatever date you find most convenient. I would like to close by offering you the best wishes and affectionate regards of all the Patrons of the **Grup Set** Foundation as well as my own, I remain.

Yours sincerely,

Adela Subirana
President

U.S.A.

THE WHITE HOUSE

Office of the Chief of Staff of
MRS. HILLARY RODHAM CLINTON

Atención, Mrs. Margaret Williams
1600 Pennsylvania Avenue
WASHINGTON, D C 20.500



Fundació Grup Set
President.

Adela Sabiane

Montauar 212 -
08036 Barcelona Spain

PHOTOCOPY
PRESERVATION

THE WHITE HOUSE

WASHINGTON

August 17, 1994

Ms. Adela Subirana
President Foundation Group Set
Mutaner, 212 desp. 406
08036 Barcelona
SPAIN

Dear Ms. Subirana:

Thank you very much for your letter of invitation.
Mrs. Clinton greatly appreciates your expression of trust and
confidence in her.

I have forwarded your letter to the Office of Scheduling for
the First Lady.

Sincerely,

A handwritten signature in cursive script, reading "Margaret A. Williams". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

Margaret A. Williams
Chief of Staff to the
First Lady

THE WHITE HOUSE
WASHINGTON

Date 10-12-94

MEMO FROM MAGGIE WILLIAMS

TO: Patti Solis

The attached is for your:

Information _____

Advice _____

Action ✓

COMMENTS:

THE WHITE HOUSE
WASHINGTON

October 11, 1994

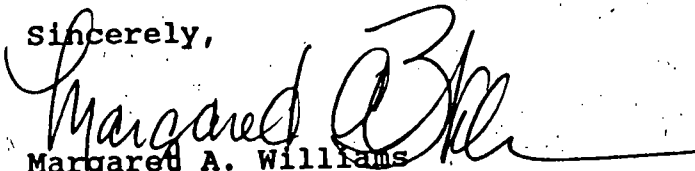
Jennifer Swidler
230 Park Avenue South
New York, NY 10003-1566

Dear Ms. Swidler:

Thank you for your letter of October 10th. Your kind invitation for Mrs. Clinton to attend the Sara Lee Corporation's 1994 Frontrunner Awards luncheon on November 9th is greatly appreciated. I have forwarded your correspondence to the First Lady's Scheduling Office.

Again, thank you for your invitation.

Sincerely,


Margaret A. Williams
Chief of Staff to the
First Lady

Burson-Marsteller

230 Park Avenue South
New York, NY 10003.1566
212.614.4000

October 10, 1994

Ms. Maggie Williams
Chief of Staff
Office of the First Lady
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C., 20506

Dear Ms. Williams:

We are pleased to extend an invitation to First Lady Hillary Rodham Clinton to attend Sara Lee Corporation's 1994 Frontrunner Awards luncheon on Wednesday, November 9, at the Pierre Hotel in New York City.

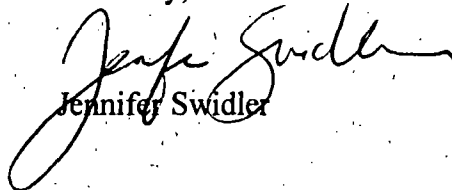
You may recall we had several discussions last year between our office and Ms. McAfee's regarding Mrs. Clinton's interest in the program. We would be honored to have her offer congratulatory remarks to our 1994 recipients.

Established in 1987, the Frontrunner Awards recognize the outstanding achievements of women in the arts, business, government and the humanities. Our 1994 recipients are: Ardis Krainik, general director, Lyric Opera of Chicago, in the arts; Jill Barad, president and chief operating officer, Mattel, Incorporated, in business; Barbara Jordan, in government; and Dr. Susan Love, director of the UCLA Breast Center, in the humanities.

I have enclosed background information on the awards program and a listing of this year's distinguished Selection Committee.

Please let me know if there is any information you need. I can be reached at (212)614-4949. We would be most honored by Mrs. Clinton's attendance in November.

Sincerely,


Jennifer Swidler

*From
Note to Swidler
saying sent to
scheduled meeting
- then send
to R...
15 R...*

THE WHITE HOUSE

WASHINGTON

June 6, 1994

Mr. Sam Swope
10 West 90th Street, Apt. 9
New York, NY 10024

Dear Mr. Swope:

Thank you so much for sending me a copy of "Araboolies of Liberty." Your gift was thoughtful and inspiring. Thanks again and best wishes for the success of your book.

Sincerely,



Margaret A. Williams
Chief of Staff to the
First Lady

WHITE HOUSE STAFF GIFT RECORD

Send completed Form and Gift to Gift Unit, ext. 7133

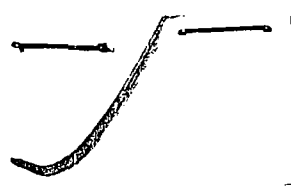
[DO NOT DETACH COPIES]

To be Completed by Staff Member

STAFF MEMBER		DONOR	
NAME (First, Middle, Last): Margaret A. Williams		NAME (First, Middle, Last): Sam Swope	
TITLE: Chief of Staff to the First Lady		TITLE: author	
GIFT INTENDED FOR (mark ☒ in appropriate box): ☒ White House Staff Member (W) ☐ Other (O) (e.g., family)		ADDRESS (Street, City, State, Zip & Country): 10 West 90th Street, Apt 9 New York, N.Y. 10024	
RECEIVED BY (mark ☒ in appropriate box): ☒ Mail Room (M) ☐ Presented Personally (P) ☐ Staff (S) ☐ Other (O) (Specify)			
DATE ACCEPTED AND CIRCUMSTANCES OF PRESENTATION: 12/13/93 Sent via U.S. Mail		ORGANIZATION/BUSINESS OF DONOR (Specify): writer	
REASON FOR NOT RETURNING TO DONOR:		DONOR CATEGORY (mark ☒ in appropriate box):	
		Personal Friend (F) ☒ General Public (P)	Foreign Official (H) ☐ VIP (V)
DESCRIPTION OF GIFT: a hardback book "Araboolies of Liberty"			
REPORT PREPARED BY: Diane Limo		DATE: 12/14/93	ROOM NO.: 100 EXT.: 6266

To be Completed by Gift Unit and Counsel

ID: 350815	DATE: 12/15/93	GSA #:	DISPOSITION (mark ☒ in appropriate box): ☒ Presidential Staff—Personal (PP) ☐ Archives (AS) ☐ Returned to Sender, Commercial (RA) ☐ Destroyed (DS) ☐ Returned to Sender, Other (RC) ☐ Other (OH) ☐ Returned to Sender, Over Minimal Value (RB) ☐ GSA Surplus, Turn Over to Government (GS) ☐ Presidential Staff—for official display/use (PS)
CATEGORY CODE: 15m	APPRAISED VALUE: \$ 15*	ARCHIVE BOX #:	
COUNSEL'S OFFICE DECISION: ☒ APPROVE ☐ DISAPPROVE			
SIGNATURE: <i>Claudia Leda</i>			
COMMENTS: <i>* Noted on Book</i>			



THE WHITE HOUSE
WASHINGTON

*Please
send
Thank you*

April 14, 1994

MEMORANDUM FOR MAGGIE WILLIAMS
CHIEF OF STAFF TO THE FIRST LADY

THROUGH: TIMOTHY FLYNN *TF*
DIRECTOR, WHITE HOUSE GIFTS

FROM: MICHELLE HOUSTON *MH*
ASSOCIATE DIRECTOR, WHITE HOUSE GIFTS

SUBJECT: Counsel Approved Staff Gift

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Enclosure

*Mary Ottina
May 2 - 1904
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In alpha
[Order]

Safety First

How a Device to Aid In Breast Self-Exams Is Kept Off the Market

Other Nations Approved It,
But U.S. Demands Proof
Simple Pad Isn't Risky

Nine-Year Battle With FDA

By BRENT HOWES

Staff Reporter of The Wall Street Journal

It is about as simple as a medical device can get: two sealed plastic sheets with lubricant in between. It is laid over a woman's breast like a cloth during an examination, to reduce friction.

Glenda Richardson thinks it probably spared her death from breast cancer. John Withers, a surgeon at the Maui Clinic in Hawaii, says it is one of the most effective weapons against breast cancer in years. And Patricia Redmond, a New York radiologist, says it "can absolutely save lives."

But don't try buying it in the U.S. Though many doctors and cancer special-

Revoking Product Approvals

While the FDA keeps many medical-device producers in limbo with long delays in approving new products, it can also take away approvals—often with devastating results. *Enterprise*, page D2.

ists hail the Sensor Pad as a useful tool in detecting the disease that many women fear most, and though it years ago sailed through approval processes in countries in Europe and Asia, the Food and Drug Administration won't let Inventive Products Inc. sell it in this country.

Grant Wright, the president of Inventive Products, and his father, Earl, the pad's co-inventor, have been fighting for nine years to get clearance for the product. What began as an FDA request for more information has degenerated into a long, debilitating struggle and allegations that the Wrights violated federal law. So frustrated did the Wrights become about the bureaucratic maze that six years ago they started selling the pad to U.S. hospitals without FDA clearance. That triggered a court battle that they lost in 1992. Now they are back to trying to win FDA blessing for the pad.

Stifling Innovation?

But if the dispute isn't resolved soon, Grant Wright says, he will close his Decatur, Ill., company, which costs about \$1,000 a month to operate and has already burned through \$356,000 in legal fees. "I'm 33, with a wife and three kids," he says. "I've got to do something with my life."

Mr. Wright's struggle, in the eyes of some, is more than just the tale of a small-town entrepreneur's tangle with far-away bureaucrats; it is more, too, than a study of how the medical-devices industry in the U.S. copes with the world's most stringent regulatory system. To some advocates of his simple device, it is a manifestation of the way the nation's litigation-driven aversion to risk can stifle innovation in the medical marketplace. "We as a society refuse to take risks and want 100% guarantees that our lives are going to be perfect," says Mary Palmore, a Chicago gynecologist.

Dr. Palmore acknowledges that the FDA has a legal duty to ensure that the pad isn't falsely promoted as a diagnostic tool, but suggests that the agency itself may be caught up in what she sees as a national obsession with safety. "The FDA is concerned that in our litigious society, a woman will say: 'I used it, and I got cancer anyway,'" Dr. Palmore says.

The agency says that safety, not litigation, is its main concern. And it strongly



PHOTOCOPY
PRESERVATION

[Wall Street Journal, April 12, 1994, A1]

Revoking Product Approvals

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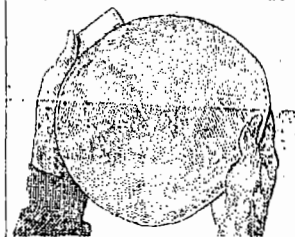
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Sensor Pad

defends its refusal to authorize the Sensor Pad. "Their intention is very worthy," Susan Alpert, director of the FDA's Office of Device Evaluation, says of the Wrights. "But the issue for the agency is of ensuring that we don't allow to market any device that poses significant risk without an attendant benefit."

Indeed, many consumer advocates and health-care specialists applaud the FDA's rigor in screening devices, and some complain that it doesn't act forcefully enough. The FDA, meanwhile, faces a huge backlog of applications for new medical devices, which has stretched the average review time to 196 days. The agency says it is working hard to whittle the backlog of more than 5,000 applications.

Breast cancer took an estimated 46,000 lives in the U.S. last year and was the second-biggest cancer killer of women. Early detection is essential in defeating it, and frequent self-examination is essential to that effort. But many women don't find this easy, and that is where the pad comes in. Its lower sheet clings to the skin while the top sheet "floats" on a thin layer of liquid silicone, eliminating friction so a finger can explore the contours of an object as small as a grain of salt.

"The thing that amazes me," says the
Please Turn to Page A8, Column 1

PHOTOCOPY
PRESERVATION

[Wall Street Journal, April 12, 1994, A1]

Safety First: A Long FDA-Company Fight Keeps Simple Aid to Breast Self-Examination Off Market

(Continued From First Page)

younger Mr. Wright, "is that the research spending on breast cancer keeps going up and I can't get this simple \$7 product into the hands of women who want it."

His father, Earl, once thought the Sensor Pad would be a big success. Mr. Wright, 63, is an established inventor whose products range from a blood-serum filter used in laboratories to nonaerosol foaming pumps used by hospital surgeons. Mr. Wright in 1986 set up Inventive Products as a subsidiary of his Earl Wright Co. solely to make and market the Sensor Pad. He put his son in charge.

Gaining approval to sell it in other countries wasn't a problem. Inventive Products applied for marketing authorization in Canada in 1985 and got it within 30 days, Grant Wright says. He also says the pad has been approved in Japan, Singapore, Korea, Thailand and most West European countries, although Inventive Products hasn't actively promoted it abroad. "We've had no problems anywhere in the world," he says.

Except at home. When the Wrights sought FDA clearance for the device in 1986, the agency's initial response was positive. Still, the government wanted more information. "Every time we submitted information, they asked for more," the son recalls. After several months, the agency denied approval for the pad — but indicated its concerns might be met by extensive labeling changes.

The FDA wanted the labeling to state that the Sensor Pad could be sold by prescription only. And it wanted all references to breast cancer deleted. The label was to include the chemical composition of the device. It also was to describe the 10-inch-diameter pad's "susceptibility to heat, sunlight, soap, formalin, alcohol and other mechanical agents."

Mr. Wright says he immediately set about complying with the requests. But about three months later, he says, the FDA inexplicably notified him that it would not reconsider approving the product. Instead, he was told, Inventive Products would have to go through a laborious "premarket approval" process for new medical devices.

This process is meant to keep new, mostly high-technology instruments off the market until they can be adequately tested for safety. Few people would disagree that the FDA should get convincing evidence that invasive devices are safe. More than 200 people died in the 1980s when their Bjork-Shiley heart valves fractured, for instance. But Mr. Wright argues that the Sensor Pad poses no direct risk to users.

The FDA responds that the indirect risk — that a cancerous lump would go undetected — is potentially lethal.

The agency's Dr. Albert says the fact that a device is simple doesn't necessarily mean it is benign; everything depends on its "intended use." She dismisses endorsements from doctors and patients — which, she says, many device makers trot out — as anecdotal evidence that is insufficient to make a scientific case. "Reporting doesn't do it — data does," she says.

In 1992, only 12 medical devices were given FDA premarket approval, including heart pacemakers, lenses that are implanted into the eye after cataract surgery and devices for smashing kidney stones. Of the simple, noninvasive pad, "I've never seen a product like this held off the market," says John Isaacs, a gynecologist in Evanston, Ill., who is the author of a textbook on breast disease.

But the FDA says the Sensor Pad needs to be scrutinized because it isn't "substantially equivalent" to a product already on the market, a legal requirement for quick approval of simple devices. The Wrights argue that the pad is substantially equivalent to soap and water, a mixture the medical community has long recommended to reduce friction in breast self-examination.

To obtain premarket approval, the FDA

said, Inventive Products would have to conduct exhaustive clinical tests on women, comparing the number of breast-cancer cases detected through self-examination with and without the Sensor Pad. Such tests, Mr. Wright says, would require a huge sample — a minimum of 82,000 women — to produce statistically meaningful results. An FDA spokeswoman disputes that figure. "We want to be as reasonable as we can," she says. "The number will be much less than that."

Mr. Wright says he has already done two trials with simulated breast models, which he claims yield more accurate results. In the first, women examined the artificial breasts for lumps using both the pad and their bare hands. In the second, they used both those methods and also a third method — soap and water on their hands. The tests showed that the pad enhanced sensitivity and resulted in increased lump detection, Mr. Wright says.

The FDA rejected his trials as insufficient. The prospect of starting over with the lengthy, expensive tests the FDA demanded pushed the Wrights to change their course. Because they never considered the pad to be a medical device, as defined by federal law, they decided in 1988 to market the product directly to hospitals. The Wrights say they — and their attorney — figured the FDA either would recognize its lack of jurisdiction or take Inventive Products to court and force the issue.

Over 15 months, the Wrights sold 250,000 pads to some 200 hospitals. But in April 1989, federal agents raided the company's Decatur plant and a number of hospitals and confiscated the pads.

The action came one day after Earl Wright was named a finalist in the Intellectual Property Owners Foundation's inventor-of-the-year contest for his "touch-enhancing device."

Grant Wright challenged the FDA's claim to jurisdiction over the pad. But in 1990, a U.S. district court in Danville, Ill., ruled for the FDA. Mr. Wright appealed, and two years later an appellate court in Chicago upheld the ruling. At that point, Inventive Products told the FDA it had ceased marketing the pad.

But Mr. Wright didn't give up. In March 1992, he filed an ethics complaint with the FDA's integrity office against some agency officials after learning that they had met with a minority shareholder of the company without his knowledge. After he filed the complaint, he says, the FDA turned hostile. At a meeting in Washington in August 1992 to discuss requirements for premarket approval, he says, an FDA lawyer — flanked by 10 other agency officials and a Justice Department lawyer — "told us we'd never get our product to market."

An agency spokeswoman says it is doubtful such a remark was made. "We have gone out of our way to show the Wrights how to get their product marketed. Such a comment doesn't make sense," she says.

Mr. Wright promptly fired off letters of complaint about the meeting to the FDA and to Rep. John Dingell of Michigan, who is known for railing the FDA for its missteps. More letters flew back and forth. An FDA integrity officer wrote that the FDA was acting in good faith. Mr. Wright responded by demanding an investigation of the FDA lawyer who attended the August meeting. A couple of days later, his Washington lawyer sent a seven-page letter to a Dingell staffer, accusing the FDA of "bunning" Inventive Products.

Four months later, the Wrights received notice from an FDA compliance officer that the agency was investigating them for possible violations of federal law for selling the pad in 1990-91. Mr. Grant says he has received no word about the investigation since an FDA administrative hearing in Chicago last June. But, he says, he has gotten the message: "If you squawk, they will slap you around." The FDA denies taking any retaliatory ac-

tions.

Meanwhile, members of the medical community continue to support the Sensor Pad. Dr. Withers, the surgeon at Maui Clinic, says the pad has twice enabled him to feel otherwise undetectable lumps. He scoffs at the idea that using it might give women a false sense of security, one of the FDA's main concerns. "There is no question that the Sensor Pad increases my tactile ability," he says. "It makes it 100% easier."

Fale Katterhagen, medical director of the cancer center at St. Joseph Medical Center in Burbank, Calif., says tests he conducted for Inventive Products several years ago indicated that women who used the pad were 22% more likely to perform monthly breast exams. "This device is harmless," Dr. Katterhagen says.

Women who use the pad swear by it. Ms. Richardson, a 43-year-old Denton resident, doubts that she would have found two small lumps without the pad. She had a double mastectomy. "It probably saved my life," she says, adding that she gave one to her 13-year-old daughter.

Mary Corinan, a 55-year-old writer in Washington, is certain the pad saved her breast. "I found my cancer before it was detectable on a mammogram," she says. Her surgeon, Katherine Alley, says the device may have saved Ms. Corinan's life. Considering the lethality of breast cancer, Dr. Alley says, "it is just ridiculous" to keep the pad off the market.

Potential demand appears to be huge. When a Pittsburgh hospital offered on local TV in 1990 to send out free samples, it was flooded with 36,000 calls and letters.

For all that, the FDA's Dr. Albert believes that Inventive Products is largely responsible for the delays it has encountered. "There are lots of different kinds of trials they could do to show this is effective," she says. "It doesn't have to be years and years."

The elder Mr. Wright has managed to commercialize the Sensor Pad's artificial-tactility technology for a much smaller market. He has built the "Slip-Away" and plastic sheet used in hospitals to transfer patients from a gurney to a bed. About 500 have been sold.

But his son spends much of his time in his nearly empty headquarters explaining to doctors why he can't send them samples of the Sensor Pad. Last year, he laid off his own brother, reducing his work force to himself and his secretary from a peak of 28 six years ago. "We're at the point of surrender," he says.



Grant Wright



Earl Wright

Northwest Illinois Sets Pact With FirstRock To Merge by Year End

By A WALL STREET JOURNAL Staff Reporter

Northwest Illinois Bancorp Inc. and FirstRock Bancorp Inc., both of Illinois, agreed definitively to merge into a publicly traded company to be called Today's Bancorp Inc.

The agreement, which the companies called a "merger of equals," will create a bank holding company with assets of nearly \$900 million. Both companies' shareholders are to get shares in Today's Bancorp equivalent the number of shares they hold before the merger. The current market value of stock in both companies is \$83 million. In Nasdaq Stock Market trading, Northwest Illinois's shares closed up 25 cents at \$19.25, while FirstRock's shares closed unchanged at \$18.

Northwest Illinois, based in Freeport, has assets of \$317 million and earned \$4.4 million, or \$1.85 a share, last year. FirstRock, Rockford, has assets of \$408 million and earned \$1.2 million in its fiscal year ended June 30. FirstRock went public in October 1992.

Don Heine, president and chief executive officer of Northwest Illinois, will serve as chairman and chief executive officer of the new holding company, while David A. Ingrassia, president and chief executive of FirstRock, will be president and chief operating officer.

The merger, subject to regulatory and shareholder approvals, is to be completed in the fourth quarter.

Separately, Northwest Illinois said it signed a definitive agreement to acquire Tri-State Bank & Trust Co. of East Dubuque, Ill. Terms weren't disclosed. Tri-State has assets of \$14 million. The transaction is expected to be completed in August.

First Union Unit's Acquisition

JACKSONVILLE, Fla. — First Union National Bank of Florida acquired the insured deposits and some cash assets of Jacksonville Federal Savings Association from the Rescission Trust Corp. for \$1,125,000.

The purchase includes \$7.4 million of insured deposits and \$30 million of cash assets, First Union said.

First Union National Bank is a unit of First Union Corp.

First Union National Bank said Jacksonville Federal Savings will cease operations "within a few months," after its seven branches are converted to First Union National Bank branches.

PHOTOCOPY PRESERVATION

[Wall Street Journal, April 12, 1991, A8]

First Lady's Top Aide Brings New Clout To the East Wing

Presiding Over 'Hillaryland,'
Maggie Williams Finds
Power Comes at a Price

By MICHAEL K. FRISBY
Staff Reporter of THE WALL STREET JOURNAL

WASHINGTON — Margaret Williams has resumed writing poetry again, a pastime she gave up years ago. "The only thing you have to hold on to is what's inside you," she says. "They can rant and rave about what I've done, or what they think I've done."

And just what has she done, the 39-year-old chief of staff to Hillary Rodham Clinton? By all accounts, Ms. Williams — known as Maggie — has become the most powerful African-American woman ever to serve in the White House. In the process, she also has become the most powerful chief of staff that the East Wing — the first lady's domain at the White House — has ever seen; in status-conscious Washington, it is extremely significant that Ms. Williams's own office is located in the White House's West Wing.



Maggie Williams

But there are questions about what Ms. Williams has done regarding the vexing controversy over President and Mrs. Clinton's investment in the Whitewater Development Co. real-estate venture.

Her boss, having been viewed as an inspiration for women, is increasingly portrayed in the press as an uptight lawyer who is at the center of many of the administration's problems. Ms. Williams herself is one of three people who went into Deputy White House Counsel Vincent Foster's office the night he committed suicide. She has been the target of conspiracy theories concerning what might have happened to Mr. Foster's files on the Clintons' investments in Whitewater, which later were removed and handed over to the Clintons' personal lawyer.

The theories mostly center on the possibility that Ms. Williams went into Mr. Foster's office, not out of grief, as she says, or to look for a suicide note, as other White House aides have said, but to retrieve any documents that might hurt the first lady. That is one of the issues Special Counsel Robert Fiske is investigating. He also is probing whether there were improper contacts between White House and Treasury officials over the failed Madison Guaranty Savings & Loan run by the Clintons' Whitewater partner. Ms. Williams was present at a February meeting with Deputy Treasury Secretary Roger Altman.

Sympathy Cards

Her involvement in the controversy has been painful and ironic for a woman who came to the White House as an idealistic, new-generation Democrat hoping to restore faith in government. Instead of accolades for her influential position at the White House, Ms. Williams receives sympathy cards from family friends. Some send flowers.

Unfailingly loyal to the first lady, Ms. Williams declines to talk publicly about the Whitewater controversy, or about "anything that has to do with my work." But however Whitewater turns out for her, she says it is nothing compared with other struggles she already has endured in her life and career.

"You have to look at everything
Please Turn to Page A5, Column 1

PHOTOCOPY
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[Wall Street Journal, April 12, 1994, A1]

First Lady's Top Aide Brings Clout to East Wing, But Maggie Williams Finds Power Comes at a Price

Continued From First Page

through a prism of being African-American in this country," she says. "We are used to people picking apart our integrity just because we are African-American. It's someone following you around in a store because they think you are going to steal, or women clutching their pocketbooks in the elevator. If you look at it through that prism, your expectations are already so low that this just kind of makes you sad."

The daughter of a schoolteacher and a government clerk, Ms. Williams grew up in Kansas City, Mo. The sudden death of her father shaped her belief that government can play a big role in individual lives: \$100 monthly survivors' benefits from Social Security helped her make it through Trinity College in Washington.

She worked in a series of Washington political jobs but grew to despise the capital for what she saw as its insincerity, egos and cynicism.

Meeting Mrs. Clinton

While working at the Children's Defense Fund from 1985 to 1990, she met Mrs. Clinton, who was on the board. They became friends and kept in touch after Ms. Williams left Washington to go to graduate school at the University of Pennsylvania's Annenberg School of Communications.

In 1992, Mrs. Clinton persuaded Ms. Williams to become her personal communications director and, after the election, give Washington another try. "I have nieces and nephews who I really am concerned about," Ms. Williams says. "I thought if we ever were going to change course in this country, that this was the best shot at it."

Within the White House, she quickly developed a reputation as someone who could lay down the law. Last fall, President Clinton's top advisers considered once again putting off the crucial speech setting out details of the Clinton health-care reform plan, this time from September until January, so the president could focus on passing a free-trade agreement. "No," Ms. Williams told the president's chief of staff, Thomas McLarty, and counselor, David Gergen. "We've stood in line already. We're not waiting any longer." The health-care speech went ahead as planned.

In the past, the first lady's chief of staff dealt mainly with social events and ceremonial occasions. But with Mrs. Clinton's backing, Ms. Williams has made it a position of real clout. She made her turf clear last summer during controversy over whether health-care meetings led by Mrs. Clinton should be closed or open to the public. The White House counsel's office

sent the president's aides a fact sheet on a lawsuit filed to force open the meetings. Ms. Williams called the counsel's office to say pointedly, "You must have overlooked the fact that this involved Hillary. I need to know." Since then, Ms. Williams jokes, she is invited to so many meetings that she is "hopelessly in the loop."

Reigning in Hillaryland

She has made sure the loop extends to her staff, consisting of 12 women and one man, housed in a corner of the ornate Old Executive Office Building known as "Hillaryland." Her authority derives in part from the recognition that she is as close to the first lady as anyone in the White House. Nevertheless, in many ways Ms. Williams is the antithesis of a Washington power broker. She is stealth-like, working quietly in the background. She dislikes dealing with the press and seldom gives interviews. But her office runs smoothly and is devoid of the backbiting that erupts

elsewhere, an atmosphere that hasn't gone unnoticed.

The president has asked Mr. McLarty why the first lady's staff seems to operate so much better than his. A few months ago, Mr. Clinton and Mr. McLarty even invited Ms. Williams to be a deputy chief of staff, but she elected to stay with Mrs. Clinton.

Yet Ms. Williams doesn't seem consumed by influence and authority — quite the contrary. Her best White House moments, she says, have been talking poetry with poet laureate Rita Dove and pulling out pictures of her infant nephew for noted pediatrician T. Berry Brazelton.

The worst moments — the ones that have thrust Ms. Williams into the unwanted public spotlight — came the night of July 20. Her account to friends is that she had just come home when her beeper went off and her telephone rang. The message: Her colleague at the White House, Mr. Foster, had committed suicide.

Ms. Williams later told friends she felt compelled to rush back to the White House in the vain hope she might find Mr. Foster there, still alive. A light was on in his office, so she went in. Patsy Thomasson, the director of administration, already was there. Within minutes, White House Coun-

sel Bernard Nussbaum also arrived.

The rest of the story is murky. Ms. Williams won't discuss what happened in Mr. Foster's office, but aides have said she sat on the sofa and cried.

Seven months later, Mr. Fiske's probe into Mr. Foster's death, what happened to his files and whether White House aides might have obstructed the Whitewater investigation brought her to the lobby of the federal district courthouse accompanied by a criminal lawyer. After months of battling the barrage of stories and speculation, she says she welcomed the opportunity to testify to a grand jury.

"Here was something that was set up to work. I really did feel like the questions were fair, and they were interested in a real account. To me, it was a legitimate use of my time, a legitimate process that had been set up," she says.

Buoyed by the experience, Ms. Williams walked out and confronted the waiting reporters with a short, fiery statement: "I'm really encouraged to be part of something where findings of fact are actually important, as opposed to innuendo and rumormongering and gossip and sensationalism." At the White House, her staff cheered.

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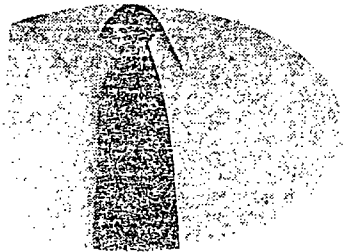
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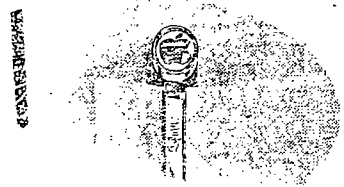
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[Wall Street Journal, April 12, 1994, A5]



Fashion Statement



**PHOTOCOPY
PRESERVATION**

[Wall Street Journal, April 12, 1994]

Old Debate on Value Of Profit-Sharing Is Heating Up Again

Continued From Page A2

labeled profit-sharing, but which in fact give employees an annual bonus based on salary, not on profits, had on average no gains in productivity.

"If they are going to get money as a Christmas bonus, they may not work as hard because they figure they'll get the money anyway," says Teresa Ghilarducci, a labor economist at University of Notre Dame.

Hardware Wholesalers Inc. in Fort Wayne, Ind., adopted profit-sharing 41 years ago to fund a pension plan, and to motivate employees. The company figured that if people knew their pensions were linked to its performance, they might work more productively. The company's gamble seems to have paid off. Employee turnover is low, the pension nests are well-feathered and recent profits so high that after 10% of 1993 net income was split among the company's 1,000 employees, each worker received nearly a quarter of his or her compensation.

At smaller companies, where it's easier

Kuzel, a United Auto Workers representative at Chrysler. This year, Chrysler paid out an average of 10.5% of compensation to its 65,000 unionized workers and 16,000 nonunion staff, and "people will work to continue the trend. Payments of this kind can motivate people to help the company stay profitable."

Ultimately, advocates of profit-sharing do concede one thing to critics: When profit-sharing does work, it's very often

because the plan is part of a broader management strategy to strip down hierarchy and boost employee involvement. "To maximize the value of profit-sharing, you need to empower employees," says David Wray, president of the Profit Sharing Council of America. "If you have an authoritarian style of management and employees can't bring something to the table, then the plan can't perform at its best."

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THE WHITE HOUSE

WASHINGTON

July 8, 1993

Mrs. Regina S. Schafer
5 Mojare Court
Rockville, MD 20850

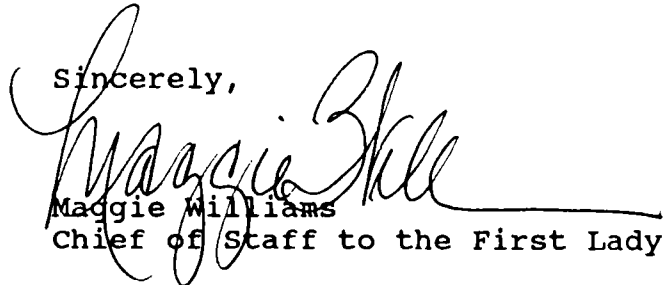
Dear Mrs. Schafer:

I am in receipt of your letter regarding the 1993 Easter Egg Roll. My apologies for the delayed response, but I am sure you can imagine the volume of mail the Clinton Administration receives. We are working diligently to respond to each letter.

I apologize for the inconvenience you experienced at the White House Easter Egg Roll. I have forwarded your correspondence to the Visitor's Office so that it may be considered during the planning of next year's Easter Egg Roll.

I am enclosing an inscribed photo to you and your family. We hope that you will continue to support the Clinton Administration in making the coming years a time for renewed opportunity in America.

Sincerely,


Maggie Williams
Chief of Staff to the First Lady

Single issue

Heartfelt

Easter Egg Roll

5 Magare Court
Rockville, MD 20850
April 12, 1992

Mrs. Hillary Rodham Clinton
The White House

1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Mrs. Clinton,

I am in a numb state right now, a state of absolute disbelief. After a very difficult and strenuous week, a week of preparing our house for Passover, of receiving many guests - including guests from overseas and out of state - I decided, despite my exhaustion, to bring ~~some~~ of my children to the White House Easter Egg Roll today.

~~I believe my children should experience things from other religions;~~ I also think we should take advantage of the many opportunities that this wonderful area affords us. I also felt it was worth the extra effort to take my seven year old son, Philippe, who did not remember the last Easter Egg Roll we had been to, to the Easter Egg Roll today (my daughter, Ilana, was old enough to have good memories of our past visits and to want to return).

Because we are observant Jews, I took special pains to buy and prepare foods that my children could eat during what I knew might be a long wait - we came with our matzah and kosher bologna and fresh fruit. We also talked our friends into coming with us, a mother with one of her daughters.

~~We left by metro at 8:30 AM and paid close to \$30.00 for the round trip fares.~~ no small sum when one considers how tight money is for many of us these days.

We were in line at 10:00 AM for the Easter Egg Roll (at

that time the end of the line was at the SW corner of the Old Executive Office Building), and were told by a Park Ranger that the wait from where we were would be about 5 hours (ie. we should expect to be on the White House grounds at about 3:00 PM). He assured us that we would definitely be able to get in and participate in the activities. We decided to stay, since we felt the end result would be worth it. And we braced ourselves for a long, long wait, especially with a 20 month old.

When we reached the area in front of the White House on Pennsylvania Avenue, we were given six admission tickets.

We rationed our food carefully as we went around the Old Executive Office Building, in front of the White House, around the Treasury Department, around the Ellipse, and on to the White House.

Finally, after approximately $4\frac{1}{2}$ hours, we got through the security check and were in.

We went to the egg roll first, where we stood in line again. We had already been told that there were no more eggs for the egg hunt. When we were still in line, we were told that there were no more wooden eggs for the egg roll, either. I asked my son if he wanted to stay anyway, just to roll the hard-boiled eggs, and he said yes. He really wanted to find out what an egg roll was about. At about 3:00 PM, we were informed that there was to be no more egg-rolling at all. We were told that the volunteers had only been intended to work until 2:00 PM, and that they had already worked one hour extra. You cannot imagine the tears, not just from my son, but from so many of the other children. Five hours in line, and he couldn't even roll an egg? If the volunteers were only to work until 2:00 PM, why were we told from the beginning that we would have a five hour wait (ie - 3:00 PM, one hour after the volunteers were to stop) - and guaranteed participation? Was there no planning, no communication? (There were so many walkie-talkies around). Why were we given

tickets when there were not enough eggs for the tickets given out? Why were we not simply sent home when we arrived, if we were superfluous?

To add insult to injury, when we left our Easter Egg Roll area, there was one area still going strong. When I asked if my children could join I was told no, there were children who had been in line. And my children?

Then to add even more insult to injury, we were told by the security guards that it was time to leave; they were clearing the White House grounds. I don't know if I have ever seen anything so unbelievable, so disgraceful - anywhere, let alone in the U.S.A. And this was taking place right at the White House.

What a terrible way to end my children's vacation. My son's comment? "I'll never come back here again." We returned home exhausted, disappointed, angry, and disillusioned.

The poem "Sock's Golden Easter" by Eve Carr was very appropriate. There are many children who would be made very happy if someone could give them the egg they were unable to find.

At the very least, I think these children deserve to receive a wooden egg. I could not believe how patient children seemed to be all through the line, as they waited for the fun at the end. Why should their patience end up with tears? Yes, children need to learn to deal with disappointment, but not with unnecessary disappointment, particularly when they have been taught the extreme importance of the place that they are visiting.

I also feel these children deserve an Easter Egg Roll without a wait. They did their share of waiting today.

I would like to make a couple of other comments about things that I observed today. First, when I have gone in the past (this was my fourth time), a goodie bag was given to each child as they exited the White House grounds. Yesterday (and I don't know about 1989-1992, as I was out of the country for a couple of those years)

little treats were given out to the children one at a time as they neared the end of their wait on the ellipse. This created a huge gap in a line that prior to that had been very, very tight. People were running to catch up to the people in front of them. Anyone who was aware of this phenomenon and who was so inclined could easily have butted in without being noticed and gotten onto the White House grounds in no time flat. I do not believe in this, however, and try to teach my children that one must respect order in a line and never butt in. My friend, on the other hand, commented that next year, a smart person could just go in at that point. Please be aware of this.

Another observation which I still cannot resolve is that when we were in line and reached the front of the White House, after about a two hour wait, we saw to our left, going in the opposite direction (heading west), the back (ie - the end) of the line - there was a Park Ranger there holding a large red flag, thus showing the end of the line. These people were headed back towards the SW corner of the Old Executive Office Building, where we had begun. In other words, if we had had a 2 hour wait from where we had started, these people should have had a minimum of another 2 hours after us - ie, arriving on the White House grounds no sooner than 5:00 PM. What happened to these people? Did something go wrong? Why did someone tell me that she got in line at 12:15 PM and was on the White House grounds at 1:15 PM? If I and my children were asked to exit the grounds somewhere around 3:15 PM, what happened to those who were in line and shouldn't have gotten in until at least 5:00 PM? Were they ultimately sent home, or did something go wrong with the queuing directives? I would honestly like to understand this.

I am hurting, because my time is precious and my energy limited. My time with my children is golden. I will wait patiently for anything, provided it is worth it. I see how quickly my oldest daughter, who is sixteen, has grown up, and I want all of my

children to take advantage of the opportunities that she has enjoyed. I don't want my seven year old to feel that The White House is a place to avoid. I would like my baby, Benjamin, to have the opportunity to go to at least one Easter Egg Roll when he can remember it. And I, also, would like to feel that when I go to a White House function, I will get what I am promised.

Please, do something for the children who were so sorely disappointed today.

And please, please do something so that whatever went wrong today will not happen again next year or any other year.

I thank you very much ahead of time for your attention and understanding.

Sincerely yours,

Regina N. Schaffer

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