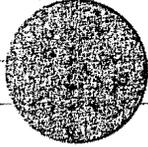


THE WHITE HOUSE  
OFFICE OF DOMESTIC POLICY

**CAROL H. RASCO**  
*Assistant to the President for Domestic Policy*

To: \_\_\_\_\_



Draft response for POTUS  
and forward to CHR by: \_\_\_\_\_

Draft response for CHR by: \_\_\_\_\_

Please reply directly to the writer  
(copy to CHR) by: \_\_\_\_\_

Please advise by: \_\_\_\_\_

Let's discuss: \_\_\_\_\_

For your information: \_\_\_\_\_

Reply using form code: \_\_\_\_\_

File: \_\_\_\_\_

Send copy to (original to CHR): \_\_\_\_\_

Schedule ? :  Accept  Pending  Regret

Designee to attend: \_\_\_\_\_

Remarks: *It's fine w/ma*

*7/11/94 ham*



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF MANAGEMENT AND BUDGET  
WASHINGTON, D.C. 20503

July 8, 1994

JUL 8 REC'D

MEMORANDUM FOR DESIGNATED AGENCY HEADS  
(SEE ATTACHED DISTRIBUTION LIST)

FROM: Robert G. Damus *RDG*  
General Counsel

SUBJECT: Proposed Memorandum Entitled "Presidential Design Awards Program" *file*

Attached is a proposed Memorandum Entitled "Presidential Design Awards Program." The Memorandum was prepared by the Office of the First Lady.

On behalf of the Director of the Office of Management and Budget, I would appreciate receiving any comments you may have concerning this proposal. If you have any comments or objections, they should be received no later than 12:00 noon Monday July 11, 1994. Please be advised that agencies that do not respond by the July 11, 1994 deadline will be recorded as not objecting to the proposal.

Comments or inquiries may be submitted by telephone to Mr. Mac Reed of this office (Phone: 395-3563; Fax: 395-7294).

Thank you.

Attachments - Distribution List  
Proposed Memorandum

cc: Alice Rivlin  
Chris Edley  
Gordon Adams  
John Angell  
Martha Foley  
T.J. Glauthier  
Joe Minarik  
Isabelle Sawhill  
Nancy-Ann Min  
Sally Katzen  
Steve Kelman  
Barry Toiv  
Jodie Torkelson

DISTRIBUTION LIST

Honorable Carol Rasco  
Assistant to the President for  
Domestic Policy

Honorable Lloyd Cutler  
Counsel to the President

Honorable John Podesta  
Assistant to the President  
and Staff Secretary

Honorable Jack Quinn  
Chief of Staff to the Vice President

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR THE HEADS OF DEPARTMENTS AND AGENCIES

SUBJECT: Presidential Design Awards Program

As the largest purchaser of design services in the world, the Federal Government should be a leader in fostering design excellence. Good design can profoundly affect our lives by beautifying our surroundings, improving our productivity, and helping to effect social change.

Over two decades ago, the National Endowment for the Arts was asked by the White House to assist Federal agencies in improving the quality of design in the Federal Government. Over the years, the efforts of the Endowment's Federal Design Improvement Program have helped agencies to make significant progress in the pursuit of design excellence. I am committed to furthering those efforts.

The Presidential Design Awards Program was established in 1983 to honor successful achievement in Federal design and encourage excellence throughout the Federal Government. I recently announced the call for entries for Round Four of the Presidential Design Awards and asked Jane Alexander, Chairperson of the National Endowment for the Arts, to implement the Presidential Design Awards Program. I am confident that she will have your full support. Please designate an individual with an appropriate background and position to serve as your liaison with the Endowment to ensure the success of this important program. Please be advised that there will be a Presidential Design Awards Program briefing at the National Endowment for the Arts on July 18, 1994.