

Withdrawn/Redacted Material

The George W. Bush Library

DOCUMENT NO.	FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
001	Memorandum	Federal Marriage Amendment - To: POTUS - From: Kristen Silverberg	3	01/18/2004	P5;
002	List	2004 State of the Union Draft Guest List for the First Lady's Box	9	01/14/2004	P1/b1; P3/b3; P5; P6/b6; b7c; b7e; b7f;
003	Memorandum	Suggested Topics of the State of the Union Address - To: POTUS - From: Donald Rumsfeld	2	12/17/2003	P1/b1; P5;
004	Report	Possible Elements for the State of the Union	3	N.D.	P5;
005	Report	Domestic Policy Proposals [with attachments]	17	12/15/2003	P5;

COLLECTION TITLE:

Communications, White House Office of

SERIES:

Bartlett, Daniel (Dan)

FOLDER TITLE:

State of the Union - January 2004 [2]

FRC ID:

1796

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Records Not Subject to FOIA

Court Sealed - The document is withheld under a court seal and is not subject to the Freedom of Information Act.

file —
SOTU '04



FA

CHIEF OF STAFF TO THE PRESIDENT
THE WHITE HOUSE

602935
FG006-03A

Andrew H. Card, Jr.
Phone: (202) 456-6798
Fax: (202) 456-1907

DATE: Thursday, January 08, 2004

TO	ACTION REQUESTED
✓ Dan Bartlett (COMMUNIC.) WW	Take Appropriate Action
David Hobbs (LEG AFFAIRS) WW	For Your Information

NOTES:

Attached is recommendation from Cong. Ramstad for a gentleman for the President to mention in the State of the Union. Leg Affairs, just FYI.

PREPARED BY:

Sarah Campbell..... (202) 456-2455

SCANNED
BY
ORM



CHIEF OF STAFF TO THE PRESIDENT
THE WHITE HOUSE

January 7, 2004

The Honorable Jim Ramstad
United States House of Representatives
Washington, D.C. 20515

Dear Congressman ~~Ramstad~~,
Jim

Thank you for your letter and for your suggestion of recognizing "Shoe Bob" Fisher at the State of the Union address. I appreciate you bringing Mr. Fisher and his good works to my attention. Please know that we will give the possibility of including his story in the speech every consideration.

Again, thank you for your letter and best wishes for the new year.

Sincerely,

Andrew H. Carl, Jr.
Andrew H. Carl, Jr.

The Honorable Jim Ramstad
United States House of Representatives
Washington, D.C. 20515

JIM RAMSTAD
THIRD DISTRICT, MINNESOTA

WAYS AND MEANS
COMMITTEE

TRADE SUBCOMMITTEE

HEALTH SUBCOMMITTEE



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WASHINGTON, DC 20515
(202) 225-2871

DISTRICT OFFICE:
1809 PLYMOUTH ROAD SOUTH, #300
MINNETONKA, MN 55305
(952) 738-8200

mn03@mail.house.gov
www.house.gov/ramstad

Congress of the United States
House of Representatives
Washington, DC 20515-2303

FAX COVER SHEET

To: Mr. Andrew Card, White House Chief of Staff

From: U.S. Rep. Jim Ramstad

Fax 202-456-1907

#: _____

Time: 11 a.m. CST **Date:** 1/6/04

OF PAGES INCLUDING THIS
PAGE 5

JIM RAMSTAD
THIRD DISTRICT, MINNESOTA

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Congress of the United States
House of Representatives
Washington, DC 20515-2303

January 6, 2004

The Honorable Andrew H. Card, Jr.
White House Chief of Staff
1600 Pennsylvania Avenue NW
Washington, D.C. 20500

Sent via fax

Dear Andy:

For the past eight years, a local cobbler in my district, "Shoe Bob" Fisher of Wayzata, Minnesota, has slept outside in the frigid temperatures of December to raise money for homeless people in our area. "Shoe Bob's" efforts have raised over \$3 million, and he is truly one of America's great citizen-volunteers who has answered the President's call to public service.

I would respectfully suggest that "Shoe Bob" Fisher be cited in the State of the Union address for his "Sleep-outs for the Homeless."

Sleeping outside in sub-zero temperatures in Minnesota winters has become Bob Fisher's trademark. Bob's well-worn tent and sleeping bag have not only raised badly needed funds to provide housing, but his sleep-outs have raised public awareness of the housing shortage and the increasing number of homeless families in our Lake Minnetonka community, state and nation.

I know, firsthand, that Bob's sleep-outs are a true ordeal, as I slept outside in December, 1996, in below-zero temperatures, as part of Bob's "Sleep-out for the Homeless." It was a night of bone-chilling cold well-spent, as we raised several thousand dollars to help bring homeless families in from the cold. Every year, the fundraising goal for Bob's sleep-out gets higher, reflecting his strong commitment, infectious enthusiasm and energy, as well as the increasing need for more affordable housing in the Twin Cities' western suburban area.

Many thanks for your consideration of this request, as I truly hope you will see that my good friend, "Shoe Bob" Fisher, is worthy of such recognition. I have enclosed a copy of my floor speech citing "Shoe Bob's" legendary volunteer efforts. Also, Kathryn and I really enjoyed our visit with you at the recent White House party and hope to see you again soon!

Best regards,

JIM RAMSTAD
Member of Congress

Enclosures

**"SHOE BOB" AND INTERFAITH
OUTREACH TEAM UP TO HELP
HOMELESS IN MINNESOTA**

--
**HON. JIM RAMSTAD
OF MINNESOTA**
--

**In the House of Representatives
Thursday, April 25, 2002**

Mr. Speaker, I rise to pay tribute to a true servant leader who proves year after year that one person can make a big difference in the lives of people in need.

Bob Fisher, of Bob's Shoe Repair in Wayzata, Minnesota, has raised more than \$1 million over the past six years by his winter "sleep-outs" to help people who are homeless.

This past winter alone, on behalf of Interfaith Outreach and Community Partners, "Shoe Bob" raised \$520,000 for Interfaith Outreach's housing fund during his 30-day "Sleep-out for the Homeless!"

Sleeping outside in sub-zero temperatures in Minnesota winters has become Bob Fisher's trademark. Bob's well-worn tent and sleeping bag have not only raised badly needed funds to provide housing, but his sleep-outs have raised public awareness of the housing shortage and the increasing number of homeless families in our Lake Minnetonka community, state and nation.

Bob has teamed up with other caring people at Interfaith Outreach and Community Partners, who distribute the housing resources he raises to homeless families. Led by one of Minnesota's greatest humanitarians, LaDonna Hoy, and supported by an active board of truly charitable community leaders, Interfaith Outreach helps kick off Bob's sleep-out for the homeless each year.

More than 500 supporters gathered on November 17 to kick off last year's sleep-out featuring a soup supper with bread, hot chocolate and water served by the Girl Scouts. Thanks to the Boy Scouts, four campfires kept everyone warm along Lake Street in Wayzata, as the various churches that support Interfaith Outreach provided song and spirit.

The distinguished mayors of our five neighboring communities issued their "Housing Week Proclamation," and 200 young students joined Bob Fisher in sleeping outside on

his first night in the 2001 cold. Two local banks' employees also slept outside to offer their support.

Mr. Speaker, I know, firsthand, that Bob's sleep-outs are a true ordeal, as I slept outside in December, 1997, in below-zero temperatures, as part of Bob's "Sleep-out for the Homeless." It was a night of bone-chilling cold well-spent, as we raised several thousand dollars to help bring homeless families in from the cold.

Mr. Speaker, every year, the fundraising goal for Bob's sleep-out gets higher, reflecting his strong commitment, infectious enthusiasm and energy, as well as the increasing need for more affordable housing in the Twin Cities' western suburban area.

Bob Fisher, Interfaith Outreach and the people of our Lake Minnetonka communities are already looking forward to this year's "Housing Week," November 16 to 23, 2002, which will be kicked off by "Bob's Sleep-out for the Homeless." In fact, Interfaith Outreach and Community Partners is working hard to expand the campaign by encouraging communities throughout Minnesota and the nation to follow Bob Fisher's example.

I urge my colleagues to take Bob Fisher's story back to your communities. Tell your constituents how one person in Minnesota -- a cobbler with a big heart -- has made a big difference in the lives of countless homeless people.

Tell America the story of "Shoe Bob" and his mission to help homeless families secure affordable housing.

Tell America how one person has increased awareness of the homeless problem, bolstered community involvement in addressing the housing shortage and raised more than \$1 million to help families with their housing crises.

Yes, Mr. Speaker, Bob Fisher has proved that one person can make a big difference in the world as he's walked in the shoes of the homeless.

We salute you, Bob Fisher, just as we salute Interfaith Outreach and Community Partners. And our gratitude also goes out to all who have supported "Shoe Bob's Sleep-outs for the Homeless."

You are truly doing the Lord's work, and you represent the absolute best in public service!

Thank you, Mr. Speaker.

Man's front yard sleep-out ends after \$1 million is raised for poor

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Man's front yard sleep-out ends after \$1 million is raised for poor

Nolan Zavoral, Star Tribune

Published December 16, 2003

TENT16

-ADVERTISEMENT-

Bob Fisher planned to sleep indoors Monday night, and he had a million good reasons why.

For the eighth straight year, Fisher had reached the goal he and the Interfaith Outreach & Community Partners -- a Wayzata social-service agency -- had set to help the homeless and others in dire financial need in the western Twin Cities suburbs.

But this year, the goal happened to be a nice, round \$1 million.

As he has for the past seven years, Fisher, 55, pitched a tent in his front yard and vowed to sleep outdoors every night until the goal was reached. It took 30 nights, ending Sunday, before Interfaith notified Fisher that \$1,006,860.90 had been raised, largely from individual donations.

"I couldn't have done it without my wife," Fisher said Monday night, sitting in his living room in his slippers, having just finished a bowl of chicken noodle soup with Bonnie, his wife of 30 years.

"I mean," he said, "she'd give me a big kiss and send me out."

Cold and wind took the biggest bites last week, Fisher said, and twice he awoke shivering. But he didn't leave his five-pole tent -- he just wormed deeper into his sleeping bag.

Fisher's sleep-out has become the highest-profile event of its kind this side of the Boy Scout Jamboree. This time around, members of the Minnesota Wild front office volunteered to sleep in two guest tents. Minnesota Twins third baseman Corey Koskie bedded down for the second straight year.

**BIG DREAMS.
BIG HAIR.
BIG NIGHT!**

**YOU COULD WIN 2 TICKETS
TO HAIRSPRAY, A NIGHT AT THE
GRAND HOTEL, DINNER AND A DRIVER.**

StarTribune
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Bob Fisher spent 30 nights in this tent.
Allen Smith
Special To Star Tribune

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Man's front yard sleep-out ends after \$1 million is raised for poor

No Vikings. No Timberwolves.

"Yet," Fisher said, smiling.

The sleep-out, which raised \$830,000 a year ago, has topped \$3 million overall, he said.

LaDonna Hoy, executive director of Interfaith, said she has been "awed by the exponential sort of involvement of churches and schools and the community as a whole."

"Individuals account for 60 percent of our donations," she said. "And it's because of Bob, the intrepid cobbler."

Fisher, who owns a shoe-repair business in Wayzata, deflected credit to God -- his guide, he said, into his liaison with Interfaith. Maybe so, but Fisher, raised Catholic, seems to have a listening heart.

"When I started this winter camping, it was to raise some money for families for Thanksgiving," he said. "I'd heard people needed money out here, but all I thought was, 'What, they're short on their BMW payment?'"

"But then I learned about Interfaith, and their outreach programs. About people sleeping in their cars because they didn't have anywhere else. I thought: There's something wrong with a system that allows this to happen."

Fisher's sleep-out has gained such stature that donations flow in year-round. He even accepts checks, written to Interfaith, in his shop. There was a base of \$300,000 in donations before he ever hit the sleeping bag this year.

Bonnie Fisher said she slept outdoors once, two years ago, but awoke on the ground, the air having leaked out of her mattress.

"That was enough for me," she said.

Nevertheless, this year she chatted with visitors and handed out earplugs to guests, to thwart her husband's air-hammer snoring.

"But I'm so proud of him," she said. "He was out there from 10 at night to 5 in the morning. He'd only come in to shower. It's awesome, what he's doing."

Nolan Zavoral is at

>nzavoral@startribune.com

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Memorandum	Federal Marriage Amendment - To: POTUS - From: Kristen Silverberg	3	01/18/2004	P5;

**This marker identifies the original location of the withdrawn item listed above.
For a complete list of items withdrawn from this folder, see the
Withdrawal/Redaction Sheet at the front of the folder.**

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Communications, White House Office of

SERIES:

Bartlett, Daniel (Dan)

FOLDER TITLE:

State of the Union - January 2004 [2]

FRC ID:

1796

OA Num.:

3215

NARA Num.:

3080

FOIA IDs and Segments:

2014-0126-F

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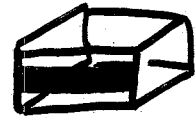
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State of the Union Preview Talking Points



In his State of the Union address, the President will discuss the **serious challenges facing our Nation** and the **steps we must take to make America a more secure, more prosperous and more hopeful country.**

The President will express **faith and confidence in the American people to meet these challenges.** (Adversity of past three extraordinary years has shown strength of American people.)

The President will **lay out a vision and goals behind which all Americans can unite and urge them to move forward on the work that still needs to be done.**

He will point to the **changes** taking place in our country and our world leading toward **freedom and prosperity**—and the **need to have policies that reflect these changes.**

Specific areas he will address include:

➤ **War on terror: greatest responsibility**

- The actions we must take in defense of our Nation both on the home front and around the world.
- Progress in Afghanistan and Iraq
- The task of helping Iraq make the transition to democracy
- The positive impact our actions are having around the world—especially the Middle East

➤ **Challenges of a changing economy**—and what we need to do to help more Americans meet that challenge.

- Expanding opportunities for all Americans to own a home or start a business
- Creating jobs so that everyone who wants to work can find a job
- Learning new skills for a new economy

➤ **Health care:** Importance of keeping our promise by passing Medicare reform—and the steps we need to take to help families and small businesses deal with rising costs of health care

➤ **Education:** Helping schools and students meet the high standards we have set, so no child in America is left behind.

At a time of great change, the President will speak to the importance of preserving values *that don't change* that come to us through families and schools and religious congregations and other institutions.

➤ **Faith-based charities:** Good work of faith-based groups that bring hope to those in need

(11)

STATE OF THE UNION 2004 – TIMELINE OF COMMUNICATIONS ACTIVITIES

FRIDAY, JANUARY 16, 2004

Media Interviews

- Dan Bartlett leads three 20-minute roundtables with national press to frame the SOTU. Group 1: WH TV correspondents, Group 2: Print One (AP, Reuters, WP, NYT), Group 3: Print Two (USA Today, Wash Times, WSJ, Knight Ridder, LA Times, and others) [Press Office] 2-3pm ✓
- Dan Bartlett interviews from 1-2 pm with the news magazines—*Time*, *Newsweek*, *U.S. News* [Krista] ✓ on phone
- Dan Bartlett leads 30 minute regional tong w/*Baltimore Sun*, *Chicago Tribune*, *Newsday*, *DMN*, *Houston Chronicle*, *Copley*, *Austin-American Statesman* & *Boston Globe* [Press Office] 4pm ✓
- Dan Bartlett holds conf. call with regional media at 5 p.m. [Media Affairs] ✓

Communications Materials

- Release of radio address—embargoed until delivery [Press Office]

SATURDAY, JANUARY 17, 2004

- The President's radio address broadcast (10:06 A.M.)

MONDAY, JANUARY 19, 2004

Media Interviews

- Conference call with Hispanic print media [Media Affairs/Ruben Barrales]
- Ask the White House: Richard Norton Smith, Historian, on history of the State of the Union [Media Affairs]
- WH Correspondents John King and John Roberts will pre-tape pieces with Dan and Sec. Card for Tuesday evening news prior to SOTU [Press Office]

Communications Materials

- State of the Union talking points through staffing for release Tuesday P.M. [WH Communications]
- Guest list for First Lady's box finalized and bios staffed for release on Tuesday [Israel/FLOTUS Press]
- Photo release of speech prep for weekend use [WH Communications/Photo Office]

Communications Logistics

- White House working group meeting (4:00 P.M., EEOB 180) TBD

TUESDAY, JANUARY 20, 2004

President delivers State of the Union address (9:01 P.M.)

Media Interviews

- Suzy DeFrancis to do local television interviews (10 total) 6 A.M. [Media Affairs]
- Dan Bartlett on morning shows: Early Show, GMA & Today Show, MSNBC [Press Office]
- Suzy DeFrancis on morning shows: CNN and Fox [Press Office]
- Telemundo and Univision morning shows/early evening shows [Media Affairs]
- Suzy to do Media Affairs local affiliate TV interviews from 11 am to 12 pm with Cox, Hearst-Argyle, NBC, ABC, and FOX (for 5, 5:30, 6 & 6:30 P.M. newscasts) [Media Affairs/WH Press Office]
- President lunches with network television correspondents [Bartlett/Press Office]
- Dan Bartlett on Inside Politics (3:30 pm) and Neil Cavuto (4 pm) [Press Office]
- Karen Hughes or Mary Matalin on Fox News Live (2 pm) and Lester Holt (4pm) [Press Office]
- Ask the White House: Secretary Card [Media Affairs] TBD

- Paige to do BET TV interview **[Media Affairs]**
- Paige to lead conference call with African-American press **[Media Affairs]**
- Chao to lead conference call with Asian-American press **[Media Affairs] TBD**
- Towey to lead conference call with religious press **[Media Affairs]**
- WH Correspondents (Roberts, Gregory, King, Angle, Moran) will tape pieces with Dan and Sec. Card for evening news prior to SOTU (John King and John Roberts will pre-tape on Monday) **[Press Office]**
- Interviews on Larry King Live and Nightline with TBD guests (Dan, Sec. Card, Dr. Rice, Karen?) **[Press Office]**

Foreign Media & Materials

- OGC release of SOTU key themes to foreign media in time for evening newscasts in Europe & the Middle East
- OGC release of speech excerpts to VOA for translation and use prior to SOTU
- OGC Foreign media access to SOTU press-related events, such as stake-outs with Members post-SOTU
- OGC/FPC events with foreign press
- VOA and other int'l broadcasters will carry the speech live, with translations as possible
- OGC will host foreign press to watch SOTU from the White House with TBD guests

Communications Logistics

- Senior Administration briefing on SOTU initiative **TBD**
- DeFrancis/Besanceney Hill Press Secretaries briefings (Senate at 10 am, House at 11 am)
- Speech text and talking points to Cabinet Affairs & OSI for coordinated release to their distribution lists (8:30pm, excerpts go out at 5:30 pm) **[WH Communications]**
- Radio Day walk-through for Cabinet staff and distribution of Radio Day packets for Cabinet Members **[Cabinet Affairs/Media Affairs]**

Communications Materials

- **Press Office** release of First Lady's box seating chart (5:30 p.m.)
- **Press Office** release excerpts of the speech (5:50 p.m.)
- **Press Office** release of bios of the guests in the First Lady's box (7:30 p.m.)
- **Press Office** release of the as prepared speech—embargoed until delivery (8 p.m.)
- **Communications Office** blasts out the speech & talking points (8:20 p.m.)
- **Legislative Affairs/Cabinet Affairs** distributes printed/color "as prepared" speech booklets to Members/Cabinet at 8:45 p.m. **[Management Office – Room 1 are preparing the booklets]**

Outreach

- Rove speak to Bush Echo Chamber in 450 EEOB (1 P.M.) **[OPL]**
- Rove/OPL conference calls with outside groups **[OPL]**
- Reception and SOTU viewing with outside groups in EEOB 450 (beginning at 7:30 pm) **[OPL]**

WEDNESDAY, JANUARY 21, 2004

Media Interviews

- **RADIO DAY—All DAY** Cabinet participation **[Media Affairs]**
- Sec. Evans on morning shows **[Press Office/Commerce Department] TBD**
- President remarks on job training/travel to Ohio and Arizona in follow-up to SOTU announcements
- Mrs. Bush remarks on education/travel to Florida in follow-up to President's SOTU announcements
- Website to feature web-exclusive photos of preparation of the State of the Union **[Media Affairs]**
- Bartlett will travel with the President and brief WH press corps on SOTU initiative
- Sec. Card with Hannity (10 am) and Inside Politics?? (3:30 pm) **[Press Office]**

Foreign Media & Materials

- TV interviews for selected foreign broadcasters with principals **[OGC]**
- Post SOTU translations in key languages on the WH website **[OGC]**

Outreach

- Hispanic Leaders via conference call [OPL] TBD
- Steve Friedman will speak to Business Roundtable CEOs via conference call [OPL] TBD
- OPL conference calls with outside groups TBD

THURSDAY, JANUARY 22, 2004

Media Interviews

- President travels to Roswell, New Mexico for remarks on the War on Terror
- Mrs. Bush hosts WH event on education announcements from SOTU and budget
- Dr. Rice on morning shows [Press Office] TBD
- Sec. Chao remarks to CPAC members [Labor Dept.]
- TBD Cabinet member travel and remarks
- TBD Agency briefings

Foreign Media

- Background briefing by Senior Administration Official on foreign policy aspects of the address at the Foreign Press Center [OGC]
- Interviews on foreign policy themes of SOTU by U.S. Ambassadors to media in their countries [OGC]
- Op-ed for placement by U.S. Ambassadors in their local press [OGC]

Outreach

- High Tech Leaders via conference call TBD
- African American Leaders via conference call TBD
- Jewish Leaders via conference call at 4 P.M. TBD
- Women Leaders via conference call TBD

FRIDAY, JANUARY 23, 2004

Media Interviews

- President remarks to U.S. Conference of Mayors
- Cabinet travel and remarks
- Sec. Snow travels to West Virginia for remarks on the economy [Treasury Dept.]
- Sec. Card interview with MSNBC's Lester Holt (pre-taped for Saturday) [Press Office]

Outreach

- Muslim Leaders via conference call [Abraham? - OPL] TBD
- Labor Leaders via conference call [Rove? - OPL]

WEDNESDAY, JANUARY 28, 2004

- (T) Cabinet Meeting. Pool at the end, Cabinet media to follow [Cabinet Affairs]

SUNDAY, FEBRUARY 1, 2004

- SUNDAY SHOWS???

MONDAY, FEBRUARY 2, 2003

- BUDGET RELEASE

STATE OF THE UNION 2004 – TIMELINE OF COMMUNICATIONS ACTIVITIES

FRIDAY, JANUARY 16, 2004

Media Interviews

- Bartlett leads three 20- minute roundtables with national press to frame the SOTU. Group 1: WH TV correspondents, Group 2: Print One (AP, Reuters, WP, NYT), Group 3: Print Two (USA Today, Wash Times, WSJ, Knight Ridder, LA Times) **[Press Office]**
- Bartlett interviews from 1-2 pm with the news magazines—*Time*, *Newsweek*, *U.S. News* **[Krista]**
- Bartlett leads 30 minute regional tong w/*Baltimore Sun*, *Chicago Tribune*, *Newsday*, *DMN*, *Houston Chronicle*, *Copley*, *Austin-American Statesman* & *Boston Globe* **[Krista]**
- Bartlett holds conf. call with regional media at 3:15 p.m. **[Media Affairs]**

Communications Materials

- Release of radio address—embargoed until delivery **[Press Office]**
- Photo release of speech prep for weekend use **[WH Communications/Photo Office]**

Monday

SATURDAY, JANUARY 17, 2004

- The President's radio address broadcast (10:06 A.M.)

SUNDAY, JANUARY 18, 2004

MONDAY, JANUARY 19, 2004

Media Interviews

- The President has two 15-minute meetings with print columnists, on background **[?? Press Office]**
- Conference call with conservative columnists **[Press Office??]**
- Conference call with Hispanic print media **[Media Affairs/Ruben Barrales]**
- Richard Norton Smith, Historian, on Ask the White House **[Media Affairs]**

Communications Materials

- State of the Union talking points through staffing for release Tuesday P.M. **[WH Communications]**
- Guest list for First Lady's box finalized and bios staffed for release on Tuesday **[Israel/FLOTUS Press??]**

Communications Logistics

- White House working group meeting (4:00 P.M. EEOB 180)

Outreach

- Rove OPL conference calls with Conservative & Catholic Leaders **[OPL??]**

TUESDAY, JANUARY 20, 2004

President delivers State of the Union address (9:01 P.M.)

Media Interviews

- Suzy DeFrancis to do local television interviews (10 total) 6 A.M. **[Media Affairs]**
- Dan Bartlett on morning shows: Early Show, GMA & Today Show, MSNBC **[Press Office] TBD**
- Suzy DeFrancis on morning shows: CNN and Fox **[Press Office] TBD**
- Telemundo and Univision morning shows/early evening shows **[Media Affairs]**

- Card to do Media Affairs local affiliate TV interviews from 11 am to 12 pm with Cox, Hearst-Argyle, NBC, ABC, and FOX (for 5, 5:30, 6 & 6:30 P.M. newscasts) **[Media Affairs/WH Press Office]**
- President lunches with network television correspondents **[Bartlett/ Press Office]**
- Dan Bartlett on Inside Politics (3:30 pm) and Neil Cavuto (4 pm) **[Press Office] TBD**
- Karen Hughes or Mary Matalin on Fox News Live (2 pm) and Lester Holt (4pm) **[Press Office] TBD**
- Dan Bartlett on Ask the White House **[Media Affairs]**
- Paige to do BET TV interview **[Media Affairs]**
- Paige to lead conference call with African-American press **[Media Affairs]**
- Chao to lead conference call with Asian-American press **[Media Affairs]**
- Towey to lead conference call with religious press **[Media Affairs]**
- WH Correspondents (Roberts, Gregory, King, Angle, Moran) will tape pieces with Dan and Sec. Card for evening news prior to SOTU (John King and John Roberts will pre-tape on Monday) **[Press Office]**
- Interviews on Larry King Live and Nightline with TBD guests (Dan, Sec. Card, Karen?) **[Press Office]**

Foreign Media & Materials

- **OGC** release of SOTU key themes to foreign media in time for evening newscasts in Europe & the Middle East
- **OGC** release of speech excerpts to VOA for translation and use prior to SOTU
- **OGC** Foreign media access to SOTU press-related events, such as stake-outs with Members post-SOTU
- **OGC/FPC** events with foreign press
- **VOA** and other int'l broadcasters will carry the speech live, with translations as possible
- **OGC** will host foreign press to watch SOTU from the White House with Deputy Secretary Wolfowitz

Communications Logistics

- Senior Administration briefing on SOTU initiative **(TBD)**
- DeFrancis/Besanceney Hill Press Secretaries briefings (Senate at 10 am, House at 11 am)
- Speech text and talking points to Cabinet Affairs & OSI for coordinated release to their distribution lists **[WH Communications]**
- Radio Day walk-through for Cabinet staff and distribution of Radio Day packets for Cabinet Members **[Cabinet Affairs/Media Affairs]**

Communications Materials

- **Press Office** release of First Lady's box seating chart (5:30 P.M. in 2002)
- **Press Office** release excerpts of the speech (5:50 P.M. in 2002)
- **Press Office** release of bios of the guests in the First Lady's box (7:30 p.m. in 2002)
- **Press Office** release of the as prepared speech—embargoed until delivery (8 p.m. in 2002)
- **Communications Office** blasts out the speech & talking points (8:20 p.m. in 2002)
- **Legislative Affairs** distributes printed/color "as prepared" speech booklets on the Hill to Members at 8:45 p.m. [Management Office – Room 1 are preparing the booklets]

Outreach

- Rove and Bartlett speak to Bush Echo Chamber in 450 EEOB (1 P.M.) **[OPL]**

WEDNESDAY, JANUARY 21, 2004

Media Interviews

- **RADIO DAY—All DAY [Media Affairs]**
- President remarks/travel in follow-up to SOTU announcements
- Mrs. Bush remarks/travel to Florida in follow-up to President's SOTU announcements
- Website to feature web-exclusive photos of preparation of the State of the Union **[Media Affairs]**
- **[TBD]** will travel with the President and brief WH press corps on SOTU initiative

- **[TBD Cabinet Officials]** Radio Day and Travel
- Sec. Card on Hannity and Colmes (10 am) and Inside Politics (3:30 pm) **[Press Office]** TBD

Foreign Media & Materials

- TV interviews for selected foreign broadcasters with principals **[OGC]**
- Post SOTU translations in key languages on the WH website **[OGC]**
- Briefing for embassy public affairs officers in Washington **[OGC]**

Evans

Outreach

- Hispanic Leaders via conference call **[OPL]**
- Steve Friedman will speak to Business Roundtable CEOs via conference call **[OPL]**
- TBD **OPL** conference calls with outside groups

THURSDAY, JANUARY 22, 2004

Media Interviews

- President travel and remarks
- TBD Cabinet member travel and remarks
- TBD Agency briefings

Foreign Media

- Background briefing by Senior Administration Official on foreign policy aspects of the address **[OGC]**
- Interviews on foreign policy themes of SOTU by U.S. Ambassadors to media in their countries **[OGC]**
- Op-ed for placement by U.S. Ambassadors in their local press **[OGC]**

Outreach

- High Tech Leaders via conference call
- African American Leaders via conference call
- Jewish Leaders via conference call at 4 P.M.
- Women Leaders via conference call

FRIDAY, JANUARY 23, 2004

Media Interviews

- President remarks
- Cabinet travel and remarks
- Sec. Card interview with MSNBC's Lester Holt **[Press Office]** TBD

Foreign Media

- Briefing by think tank representatives on foreign policy aspects of the address

Outreach

- Muslim Leaders via conference call **[Abraham?]**
- Labor Leaders via conference call **[Rove?]**

WEDNESDAY, JANUARY 28, 2004

- (T) Cabinet Meeting. Pool at the end, cabinet media to follow **[Cabinet Affairs]**

SUNDAY, FEBRUARY 3, 2004

- SUNDAY SHOWS???

Withdrawal Marker

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FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
List	2004 State of the Union Draft Guest List for the First Lady's Box	9	01/14/2004	P1/b1; P3/b3; P5; P6/b6; b7c; b7e; b7f; 10 USC 130b

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COLLECTION:

Communications, White House Office of

SERIES:

Bartlett, Daniel (Dan)

FOLDER TITLE:

State of the Union - January 2004 [2]

FRC ID:

1796

OA Num.:

3215

NARA Num.:

3080

FOIA IDs and Segments:

2014-0126-F

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
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PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

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Records Not Subject to FOIA

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December 17, 2003
Bush's 'Big' Plan For '04 Should Be 'A Healthy U.S.'
By Mort Kondracke



President Bush is said to be looking for something "big" to propose in his next State of the Union message, possibly another manned trip to the moon. He may even do it this week. I have a better idea: a moonshot for a healthy America.

Mort Ko

[Ads by](#)

Elements of the initiative could include proposals to deal with the country's health insurance crisis and the crushing costs that caring for aged baby boomers will impose on the economy; medical liability reform plus improvements in health quality management, and a renewed medical research push to conquer costly chronic diseases.

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Bush may think that passage of a Medicare prescription drug bill has solved his political "health problem" - the tendency of voters to trust Democrats more on health issues than Republicans. Not so.

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Democrats are bent on spending the next year attacking his plan as stingy and dangerous to seniors' beloved Medicare program. Polls show that seniors and people on the verge of retirement are deeply skeptical about his plan, which cannot erase doubts until it takes effect in 2006.

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Bush also needs more than the prescription drug plan to revive his image as a "compassionate conservative," badly tarnished since his tax cuts primarily benefit the wealthy and his budget cuts primarily impact programs to help the poor.

Bush does not have to spend the kind of money that Democratic presidential candidates are proposing to help the nation's 42 million uninsured get health insurance. Those proposals range in cost from Rep. Richard Gephardt's (Mo.) \$2 trillion over 10 years to cover 40 million people, to between \$500 million and \$700 million proposed by other candidates to cover 30 million, principally children or "working poor families."

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Bush will have to do better than the \$79 billion plan he has proposed, covering only 4 million lowest-income uninsured. But his target should be the 15 million workers and their families whose employers - mainly small businesses - provide no health insurance.

Democrats tend to favor expansion of existing low-income programs - Medicaid and the SCHIP program for children - as their means of providing insurance. Bush could rely more on conservative free-market solutions such as medical savings accounts, tax credits and "association health plans."

MSAs are tax-exempt accounts, akin to IRAs and state college savings plans, that can be tapped for medical costs or kept as savings. Businesses or individuals would get tax credits for insurance purchases. Trade associations representing small businesses should be allowed to form insurance pools to cover their workers.

The health insurance crisis is not limited to lack of coverage. Health costs are rising at a double-digit rate and so are health insurance costs for employers large and small - a key Bush constituency.

Covering the uninsured - thereby enabling them to get medical attention before illnesses become acute and expensive - will help contain health costs.

Bush also should be proposing measures to hold down the costs of prescription drugs - not by imposing price controls or importing price controls from Canada, as Democrats propose - but by negotiating with other countries to drop their controls and creating fair world prices for drugs.

Another savings plan, proposed by former Speaker Newt Gingrich (R-Ga.), would require drug companies to disclose the true cost of their products and for public or private entities to publish comparisons of similarly effective drugs, enabling consumers to shop for the cheapest alternative.

Gingrich also proposes a national effort to standardize and computerize health records to reduce paperwork costs and medical errors, which cost up to 90,000 lives per year and billions of dollars in added medical expenses.

Yet another cost-saver would be a cap on medical liability claims, which drive up malpractice insurance costs for doctors and hospitals and health costs in general.

Republicans want to make a new push to pass liability reform, but it shouldn't happen without a combined effort to reduce medical errors that kill and maim people and generate lawsuits.

Bush's initiative also should address the looming retirement costs of baby boomers - particularly for long-term care.

According to statistics assembled by the National Governors Association, the average person retiring nowadays has saved only \$30,000, but the average annual cost of nursing home care is \$57,000. That means that when the proportion of the American population over 65 rises from its current 12 percent to 20 percent by 2030, state and federal Medicaid costs will explode to pay for the care of impoverished baby boomers.

The NGA, under its current chairman, Idaho Gov. Dirk Kempthorne (R), is determined to get every governor in the country thinking about how to cope with the costs. (Disclosure: I moderated a PBS television show launching the NGA effort, for which I will receive an honorarium.)

States can encourage steps to "seniorize" housing to enable people to remain in their homes as long as possible, promote in-home health care to avoid institutionalization, and urge fitness and healthy lifestyles to avoid chronic illness.

But Bush should join the effort by offering tax incentives for pre-retirees to buy long-term care insurance. That could be an interim step toward his goal of creating private savings accounts as part of Social Security. Democrats will fight that with all their power.

Finally, Bush should reverse his apparent decision to cut funding for medical research. Research is the key to wiping out such costly chronic maladies as cancer, diabetes, heart disease and Alzheimer's disease.

After doubling the budget of the National Institutes of Health over the past five years from \$15 billion a year to \$30 billion, Congress is about to approve an increase of only 3 percent for fiscal 2004, and Bush proposes increases of only 2 percent in future years.

That includes vital increases in funding for bioterrorism research, meaning that research to find cures for other diseases will be cut. Labs will close and scientists will be forced out of basic research.

The difference between a 2 percent increase for NIH and an 8 percent increase, which scientists say is a minimum figure, is only \$2.5 billion - far less than Congress is spending on pork projects and hundreds of billions less than a new moon visit would cost.

A moonshot is a "been-there, done-that" project, not much of a legacy at all. A healthy America - that's something that President Bush could call his own, and steal a march from

Democrats at the same time.

Mort Kondracke is the Executive Editor of Roll Call.



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FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
Memorandum	Suggested Topics of the State of the Union Address - To: POTUS - From: Donald Rumsfeld	2	12/17/2003	P1/b1; P5;

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SERIES:

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FOLDER TITLE:

State of the Union - January 2004 [2]

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2014-0126-F

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FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
Report	Possible Elements for the State of the Union	3	N.D.	P5;

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FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
Report	Domestic Policy Proposals [with attachments]	17	12/15/2003	P5;

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WHITE HOUSE STAFFING MEMORANDUM

Date: 1/16/04 ACTION / CONCURRENCE / COMMENT DUE BY: _____

Subject: STATE OF THE UNION

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MARBURGER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MCCLELLAN	<input type="checkbox"/>	<input type="checkbox"/>
BARTLETT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MIERS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BOLTEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MONTGOMERY	<input type="checkbox"/>	<input type="checkbox"/>
CONNAUGHTON	<input type="checkbox"/>	<input type="checkbox"/>	POWELL	<input type="checkbox"/>	<input type="checkbox"/>
FRIEDMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	RICE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GAMBATESA	<input type="checkbox"/>	<input type="checkbox"/>	ROVE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GERSON	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SPELLINGS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GONZALES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	CLERK	<input type="checkbox"/>	<input type="checkbox"/>
GORDON	<input checked="" type="checkbox"/>	<input type="checkbox"/>	HADLEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOBBS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
KAVANAUGH	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
MANKIW	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

PLEASE FORWARD COMMENTS TO EMILY KROPP (PHONE 456-0170; FAX 456-2983) WITH A COPY TO BRETT KAVANAUGH (PHONE 456-2702; FAX 456-2215).

THIS DRAFT IS "EYES ONLY." PLEASE DO NOT SHOW THE DRAFT TO ANYONE ELSE WITHOUT FIRST DISCUSSING WITH BRETT KAVANAUGH.

RESPONSE:

EYES ONLY

Brett Kavanaugh
Assistant to the President
and Staff Secretary
Ext. 62702
FAX Ext. 62215