

MESSAGE MEETING 5/15/95

Celinda Lake

FFB 9036

Angry white men > 1994

Ambivalent woman

Defections white women

style makers

older

Non college women drop-off

Wash State 54% women electorate → 57% '94

Single most powerful message for women >

(X) Economic Security

Nearly half of non college w think we're in a recession

minimum wage ↑ (m + w)

women more protectionist -

Concerned kids will be worse off

women → pro small business

(may want to start their own small business).

Do not believe = paid, promoted, etc.

✓ Concerned abt combining work + family

Think it's bad for families - many families now at 2 1/2 jobs

Flex time (GOP proposal to do away w/ 40 hr. week)

Time is as precious a resource as money

Worried abt retirement

homemakers are begining to open up -

→ Social Sec, Medicare are big issues for them

MESSAGE MTB (2) 5/15/95 C. LAKE

ISSUE #2 CRIME

Used to be issue of white men in suburbs
Now minorities + women + seniors

Like: Cops on street

Health Care Reform

v mo. health care
See it as econ. security
worry abt deteriorating quality

Budget

Medicare

Soc. Security

Education

not for women

Angry abt soc sec bc think GOP broke
promise not to mess w/ soc sec.

Women mad abt cuts in job training/apprenticeship
College loans
children's programs

Women personalize these issues
in family terms
avg. lives
like local msg / community

V. anti foreign - think we spend too
much time on foreign
like kitchen table talk

women think terrorism is biggest
foreign threat

MSG MTD (3).

like language of Community - not "best, complete,"
divisive language

MESSENGERS

PONS v popular w/ home

FRONS College educated
older

under 30

not popular w/ 30-60 nor college grad

Rhetoric

Trade > fight to open up markets
rather than create jobs

Violence on TV (more than talk radio)

Corporate welfare (plays well with blue collar)

Public-private partnerships → idea of community

Believe govt can make a difference w/ econ. security

Gender differences

Budget cuts

Deficit

women are more deeply
wounded not v. would die
but give us more needs
than men

Tax Cuts

Women will forgive tax cut
to keep other issues

Want h. care reform -

incrementally

insurance reform

Medicare

But extremely distrustful of Admin. effort

Affirmative Action - general public

"An equal opportunity to compete"

(Furness does not test well)

Reward for work done to good

Better to talk:

with current behavior over past behavior

V. anti-frustration, timetables, goals

In our world,

Literacy is social + economic currency in a
~~world where competition for jobs grows more~~
~~intense~~

~~with jobs increasingly scarce~~

Wednesday, June 8, 1994

MEMORANDUM FOR DISTRIBUTION

FROM: DWIGHT HOLTON
JULIA MOFFETT
LAURA QUINN

SUBJECT: JUNE HEALTH CARE THEMES AND EVENTS

Attached is the most current scenario for June. Last revision was 12:00 pm on 6-8.

During the month of June we will be seeking to create a conversation around two topics in order to preserve the employer mandate as the mechanism for obtaining universal coverage and premiums caps as the means to controlling costs in the bill. We will reinforce the need for 100 percent universal coverage by highlighting middle class vulnerability (UC). The cost containment issue will be discussed by highlighting incidents of waste, fraud and abuse (CC). Additionally, you will see secondary messages on quality and choice (Q/C) and unprecedented momentum (M) in the last two weeks.

WEEK OF JUNE 5-JUNE 11: UNIVERSAL COVERAGE AND COST CONTAINMENT

PURPOSE:

1) To reinforce the need for 100 percent universal coverage by highlighting middle class vulnerability, and; 2) To begin to focus attention on the cost containment debate by highlighting waste, fraud and abuse within the current system.

AUDIENCE:

Congressional targets and Washington Elite/Media.

POTUS:

Radio Address on Health Care (UC)
(pending)

Saturday, June 11

VPOTUS:

Health Care Reporters Roundtable:
Waste and Paperwork Simplification (CC)
(pending)

Friday, June 10
9:00-10:00 am

FLOTUS:

Address American Nurses Association Conference (UC)
San Antonio, Texas

Saturday, June 11

Leaders
Univ. Health -

MEG:

No health care events.

CABINET/OTHERS:

Rivlin to Address Catholic Health Association (UC)
Philadelphia, PA

Monday, June 6-9

Shalala to Address 1199 Rally (UC)
Capitol Hill

Wednesday, June 8

WEEK OF JUNE 12-JUNE 18: UNIVERSAL COVERAGE AND COST CONTAINMENT

PURPOSE:

1) To continue to reinforce the need for 100 percent universal coverage by highlighting middle class vulnerability. 2) To use incidents of waste, fraud and abuse to make the cost containment argument.

AUDIENCE:

Congressional targets and Washington Media/Elites.

POTUS:

No health care events.

VPOTUS:

Opening Remarks at Race for the Cure

Saturday, June 18

FLOTUS:

* Address League of Women Voters, D.C.
(pending)

Tues
~~Monday~~, June 18

or

* Breakfast w/Bentsen, Co-sponsors and Business Wash. Reps
Capitol Hill
(pending)

Tuesday, June 14

* Lehman Brothers Annual Health Care Conference, D.C.

Wednesday, June 15

Rural Conference Call: SD, ND, KS, IA, MN, MO, OK (UC)
White House
(pending)

Thursday, June 16
or Friday, June 17

MEG:

Opening Remarks at Race for the Cure

Saturday, June 18

CABINET/OTHER: (pending)

Bentsen Breakfast with Wash. Reps. and HRC, Capitol Hill (CC) Tuesday, June 14

DPC Issue Day w/Bowles: Universality w/Hawaii (UC) Thursday, June 16

Jerry Stern/DOJ/HHS Announcement: Thursday, June 16

Reallocated Fraud Resources, WH Briefing Room (CC)

Health Care Reporters Roundtable: Fraud w/Reno/Freeh/Shalala Wed., June 15

Freeh to testify at Schumer's Fraud Hearing (CC) ~~Thursday, June 16~~ *Wed. 11/12*

*Welfare Reform Announcement w/POTUS Tuesday, June 14

Methodist Women Rally, Capitol Hill Week of June 12

Women's Caucus National Town Hall Meeting, Capitol Hill Week of June 12

WEEK OF JUNE 19-JUNE 25: COST CONTAINMENT AND CHOICE/QUALITY

PURPOSE:

To continue making the cost containment case while beginning to reassure a larger audience on issues of choice and quality. Primary players include providers and seniors.

AUDIENCE:

Primary audience is Congressional targets and Washington Media/Elites. Of secondary importance is touching a broader, national audience on choice and quality.

POTUS:

No health care events.

VPOTUS:

No health care events.

FLOTUS:

Universal Coverage Letters Event:ND,OK, LA, NJ, Local (UC) Week of June 19
White House
(pending)

MEG:

Visit Local Adult Day Care Center (Q/C) Week of June 19
Talk with Adult Children/Caregivers

CABINET/OTHERS: (pending)

Panetta ~~Cost Containment/Deficit Speech (CC)~~ Monday, June 20
National Press Club or Local or Tues., June 21

Healthcare Reporters Roundtable and/or Tongs: Rivlin/Panetta Week of June 19
Deficit/Cost Containment (CC)

Shalala Cost Control Forum w/Washington State Week of June 19
DPC sponsored on Capitol Hill

Cabinet Member for Nat. Asso. of Attorney Generals (CC) Wed., June 22-25
San Antonio, TX

Cabinet Member for National Association of Chain Drug Stores Sun., June 19-22
New Orleans, LA

Business Roundtable in D.C. Tuesday, June 21

Bowles w/Small Business Coalition and Families USA Monday, June 20
Release of new report, Capitol Hill

WEEK OF JUNE 26-JULY 2: CHOICE/QUALITY AND MOMENTUM

PURPOSE:

To continue to reassure on issues of choice and quality while also illustrating serious, if not unprecedented, progress and momentum from Congress.

AUDIENCE:

Washington Media/Elites with a secondary emphasis on a larger, national audience.

POTUS:

Firefighters Endorsement/Rally--Hoboken, NJ (UC, Q/C, M) Monday, June 27
(pending)

Congressional Event (pending) Week of June 26

VPOTUS:

Firefighters Endorsement/Rally--Alexandria, VA (pending) Monday, June 27

Speech to Seniors w/MEG, Gore Srs., Local (Q/C, M) Week of June 26
(pending)

FLOTUS:

Firefighters Endorsement/Rally--Detroit, MI (pending) Monday, June 27

Healthcare Reporters Roundtable: w/Fleming/Lee Week of June 26
(pending)

Address Washington Economic Club Tuesday, June 28

→ Voluntary Health Associations Event (pending) Thursday, June 30
Progress etc.

MEG:

West Coast Whistlestops: Seattle and Portland (UC) Sunday, June 26
(pending)

Firefighters Endorsement/Rally--San Francisco, CA (above) Monday, June 27
(pending)

Speech to Seniors w/VP, Gore Srs., Local (pending) Week of June 26

CABINET/OTHERS: (pending)

Health Care Reporters Roundtable--Quality/Choice: Fleming/Lee Week of June 26

DPC Forum: Quality/Choice w/Mayo Clinic, Capitol Hill Week of June 26

Cabinet "work day" events and emergency room visits Week of June 26

SG/

PONS approval rating is low 40%.

Core concern on leadership

Does BC have mastery over nation's course

Is he really in charge?

Is he doing the agenda or reacting to events?

Ppl believe we're just reacting

Also need a sense of progress - v. hard to set up
for mid terms

Ppl believe he cares, wants to do right thing →
but we're stymied

Whitewater just a damper on achievements

Unwilling to be confident or optimistic even tho econ. ↑

More pessimistic bc doubts abt Pres. mastery

People know there is a choice:

- PONS fight for ordinary ppl
- GOP not gonna fight for ordinary ppl

Bills:

Care/Health Care → 2 places to show we're
making progress

Hopefully - like NAFTA or budget - so unexpected

That we'll succeed, if we can we'll
get credit for lots of progress

New jobs 3m

Tax relief 15 m. working ppl

MS/

Have to set out a vision:

Renewing the Amer. Dream

and for whom?

POLITICAL STRATEGY

Must show causal effects:

Action → Results

Goal - Direction - Action - Results

(five facts that add meaning)

Reduction of size of govt.

Cutting spending

Tax Relief

Job creation

Our approval correlates to ppl's sense of future
(Bud. use of past)

That's why talking about what happened not as
effective as convey direction we are going

In pub. opinion

Pres = agent of change

Dem = part of problem - part of the problem

MESSAGE MEETING

Univ is essential

Only way to achieve is via mandates

not bc our idea; or bc we're stubborn

but bc it's gd for ord. work pple -

prohibit m. clm; control costs

Fundamental to convey the fight and

Mandates:

- fund. part of our workplace

-

Only way to get to univ is to guarantee it
into law -

Partial solutions don't work

We want a plan that ~~works~~.

The only way -

We're fighting

greater choice
greater security

[Mandates are necessary rather than gd]

Non univ drives up pers. costs, etc.

1980s - deficit - Told us were soly problem -
it didn't work.

Current system is like a tax

Doing nothing - \$800 per family / yr

Reassurances

① Not gov't's

② Choice

③ Keep current plan if they
don't want to.

Elements of reinsurance

If you like Blue Cross, you can keep yr BC.
" " Aetna, Prud'l, et. al. "

We're against doing this via taxes
Paid for by new pple being insured

Non-univ = a scheme for pushing pple out of
the system

We want a system that works

This can be done (Hawaii)

Star Bulbs - gd benefits = gd known

Freedom to choose doctor, plan

Premiums won't rise

No tax
the protections
~~the~~ small biz

Improves quality of coverage

Phase-in (over yrs)

Summary

① Middle class

② Univ gd for mc

③ One way to → univ → guaranteed into law
shared responsibility.

No other ways to get there bc other ways don't get
there — States/incremental — premiums &

④

HEALTH CARE STRATEGY / MESSAGE

JUNE '94

- Mid-level
- July = nat'l paid/free media campaign

JUNE/ Week DC mkt that affects Congress

4-5 states Finance Comm.

NJ, Okla, N.D, Kan, La.

Cost Controls

Workplace benefits

Doctors/Providers

Univ. Coverage

91% = Rep. msg.

GOP → we can do the rest later

Starts Wkg people

- woman back in job mkt

- all 90% are wkg pple.

- Put a face on who they are
leaving out

End of June → new con'l plan will emerge

- new bills ready for floor

July recess

Define "new" bill -- e.g. Con'l

→ paid ads