

# FOIA MARKER

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**Collection/Record Group:** Clinton Presidential Records

**Subgroup/Office of Origin:** Political Affairs

**Series/Staff Member:** Craig Hughes

**Subseries:**

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**OA/ID Number:** 14933

**FolderID:**

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**Folder Title:**

Labor - AFL-CIO: [Voter Turn Out Plans] [loose]

**Stack:**

**S**

**Row:**

**28**

**Section:**

**3**

**Shelf:**

**7**

**Position:**

**2**

# Withdrawal/Redaction Sheet

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Political (Partial) (4 pages)	10/09/1998	b(6)
002. letters	re: Campaign (5 pages)	1998	Personal Misfile
003. list	re: DNC state voter turnout programs (19 pages)	10/09/1998	Personal Misfile
004. memo	Political (Partial) (1 page)	10/09/1998	b(6)
005. list	re: Campaign (4 pages)	10/1998	Personal Misfile

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**COLLECTION:**

Clinton Presidential Records  
 Political Affairs  
 Craig Hughes  
 OA/Box Number: 14933

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**FOLDER TITLE:**

Labor - AFL-CIO : [Voter Turn Out Plans] [loose]

2013-0306-F

jm1243

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**RESTRICTION CODES**

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PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

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THE WHITE HOUSE

WASHINGTON

October 9, 1998

MEMORANDUM FOR THE PRESIDENT

FROM

Craig Smith  
Karen A. Tramontano

SUBJECT

Voter Turn Out Plans

[001] Outlined below is a summary of the voter turnout plans for several key organizations and (b)(6) Also listed are some of the activities we are recommending to you and the First Lady for consideration.

**AFL-CIO and State Federations**

During the past month the AFL-CIO has been on the air with issue ads. For two weeks in September they ran ads in support of the Patient's Bill of Rights. For the past three weeks they have been running ads to save social security first. A copy of their targets, polling and the social security ad are enclosed.

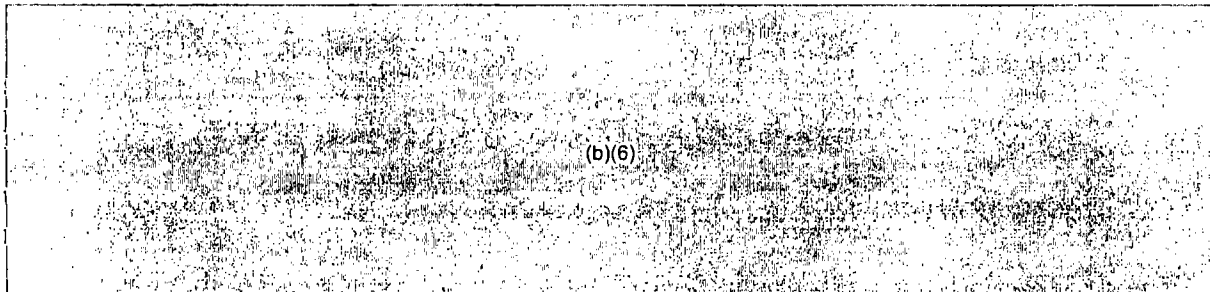
The AFL's voter turn out campaign is different than their media campaign in the previous cycle. This year they are focused on the ground war. Their plan has seven elements.

- They have more than doubled the number of AFL campaign staff deployed on the ground from 150 last cycle to 325 this cycle. (This number does not include staff deployed by other International unions).
- Based on researching their literature they have set up a "war room" that focuses on cranking out fliers and other "comparison" literature for distribution to their members. Additionally, this literature is more effective if it is provided to members by their local union, so they are expanding this flyer operation to large local unions in each state. The "tag-line" message contained in each piece is *"You're more powerful than you think. Vote. Send politicians a message to get back to work."* This message has tested very well with their members.
- They will distribute approximately 5 million buttons and bumper stickers through locals unions to work sites and neighborhoods that say *"I'm voting"* to create an environment to encourage their members to vote.
- They will operate a massive phone bank and mail operation in 45 House, 8 Senate and 10 gubernatorial races. In each Congressional race they will make a minimum of 35,000

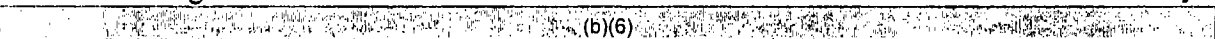
calls and mail at least 3 pieces to their members. This element of the plan will cost the AFL approximately 4 -5 million. Additionally, the AFL has asked each state affiliate to operate phone banks and walk high voter turnout precincts. Each of the top 10 affiliates will be operating phone banks in key races and Sweeney has asked each to mail at least 3 pieces to their members.

- Every International has been asked to clear out its union headquarters for election day for GOTV. They have prioritized the highest voter precincts in the nation for turn-out activities.
- The AFL and AFSCME will contribute 2.1 million to non-partisan voter turnout programs like A. Phillip Randolph Institute, Black Voter Participation and Latino Vote principally focused on African-American and Latino voters. These non-partisan efforts are focused in 30 Congressional District and include store fronts, vans, phones and church efforts.
- The AFL both through the coordinated campaign and on its own will buy radio to increase voter turn-out in African-American and Latino communities.

The AFL estimates that it will spend approximately 14 million on the ground. They will make approximately 6.5 million phone calls and mail roughly 10 million pieces.



Although the AFL could not endorse in the Senate races in New York and Arkansas they



(b)(6) They are also contributing to non-partisan voter turnout campaigns for African-American and Hispanic voters in both states.

The AFL-CIO Executive Committee is meeting next week to finalize these plans. Last week, the AFL's Political Committee met and Sweeney asked the International Presidents to increase their contribution to the Committees. His goal is to add an additional 2 million to the Committees.

### **National Education Association**

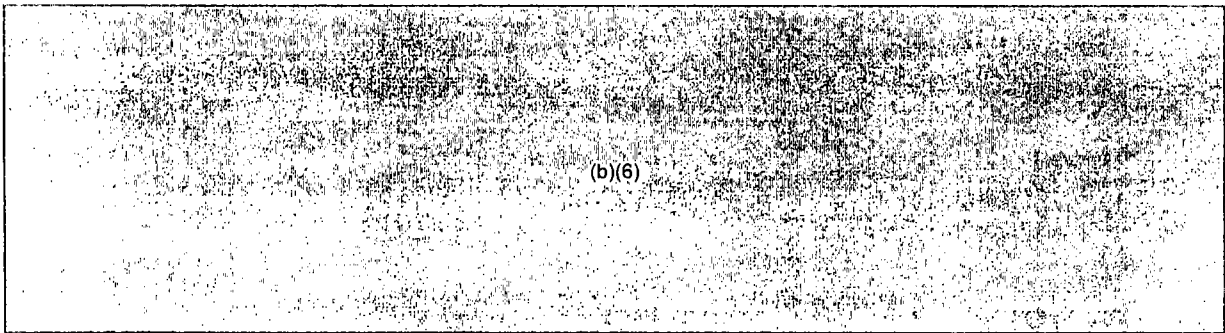
In past years unless there were several races that were competitive, the National Education Association stayed out of jurisdictions with only one race and relied on its state affiliate to implement voter turnout plans. The results generally were mixed.

This year with voter turnout essential, the NEA is conducting a voter turnout operation in every state for key races. The voter turnout plan is designed for the key race(s) in each state up and down the ticket. Each voter turnout plan involves direct mail, multi-call phone banks and staff deployment from national, state and local levels.

The following represents NEA priorities:

1. Re-electing democrats that have marginal races;
2. Electing democrats to open seats;
3. Supporting challengers.

In the past NEA has prioritized resources to support #3 and #2 respectively, this year they are prioritizing resources in the order outlined above. Their mail campaign focuses on education issues that directly relate to children. NEA spent significant time and money to research, focus group and mail test their mail. Mail will be followed-up with phone banking to identify, persuade and GOTV.

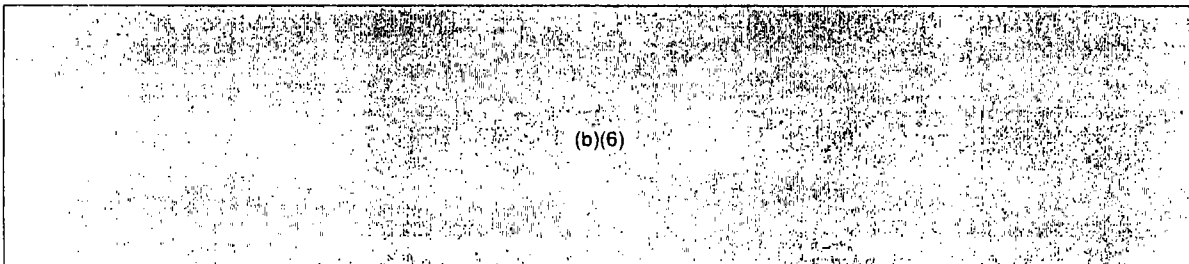


The NEA estimates that its affiliates and the national office will spend roughly 3 -5 million on this GOTV effort.

### **EMILY'S LIST**

EMILY'S List Women Vote! campaign will target 2 million non-college women voters age 30 to 49 who are critical to the election. Their voter turnout campaign involves a letter from the First Lady, followed-up by phones and 2 to 4 over-sized post cards. A copy of the material is attached.

Women Vote! will be in the following specific races::



(b)(6)

## **ADMINISTRATION ACTIVITIES**

In addition to the Cabinet's activities and surrogate travel, we will be recommending the following:

### **Teleconference Calls:**

We will be recommending that you and/or the First Lady host conference calls with various constituencies to discuss the important issues at stake in this year's election. For example, we are recommending that you host a conference call with the AFL-CIO's Executive Council and the State Federation Presidents to discuss the issues that are important to working men and women. (See Attached)

### **Specialty Print Outreach:**

We will be recommending that you and/or the First Lady use letters to the editors, guest editorials and other vehicles to specialty press urging people to vote in the November election.

### **Radio Actualities:**

A number of candidates and supporting organizations have asked that you and/or the First Lady tape radio spots for voter turn out. Attached is a preliminary list of requests.

### **Specialty Electronic Media:**

The Press Office is developing a list of Television and Radio programs in the African-American and Latino communities that will feature you and/or the First Lady to encourage those communities to vote in the upcoming election.

**Social Security Ads are running in the following House districts as of 10/2/98:**

Mike Crapo	ID-02	TV
Jim Leach	IA-01	TV
Jim Nussle	IA-02	TV
Vince Snowbarger	KS-03	TV
Anne Northup	KY-03	TV
Jim Bunning	KY-04	TV
Nick Smith	MI-07	TV
Mike Parker	MS-04	TV
Pat Danner	MO-06	TV
John Ensign	NV-01	Radio
Bill Redmond	NM-03	TV
Steve Chabot	OH-01	TV
Virgil Goode	VA-05	TV
Rick White	WA-01	TV
Scott Klug	WI-02	TV

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## MEMORANDUM

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**TO: Interested Parties**

**FROM: Geoffrey Garin and Guy Molyneux**

**DATE: September 21, 1998**

**SUBJECT: The Budget Surplus Debate**

Recent survey and focus group results suggest that congressional Republicans' proposal to use \$80 billion of the federal budget surplus for election-year tax cuts is badly out of step with the American public's current priorities. Those who oppose such tax cuts as being fiscally irresponsible and a threat to Social Security will enjoy the high ground in this debate. This memo reviews the key opinion data.

**1. Saving Social Security is a higher priority than tax cuts.**

Surveys exploring the public's priorities for the budget surplus consistently find that voters attach much higher priority to strengthening Social Security than to funding tax cuts. In the September NBC News/*Wall St. Journal* poll, just 26% say the surplus should be used for tax cuts, vs. 43% who say Social Security is their top priority and another 22% who feel retiring the national debt comes first (among voters age 50 and over, Social Security is selected over taxes by 51% to 20%). Given a two-way choice, people select Social Security over tax cuts by a decisive 69% to 24% margin, even as a 63% majority rejects the notion that the surplus is big enough both to provide tax cuts and save Social Security (July). In addition, a survey we recently completed in a Republican-leaning state found two-to-one support for delaying any "tax cut for married couples, farmers, and seniors.... until the long-term soundness of Social Security is guaranteed."

In recent focus group discussions with swing voters convened for the AFL-CIO, participants were surprisingly uninterested in new federal tax cuts. These swing voters dismissed tax reductions as meaning at best a few extra dollars in their paycheck, and felt it was premature – if not irresponsible – for Congress to start spending projected surpluses. Cutting taxes in an election year was viewed with

particular skepticism, revealing political motivations inconsistent with the good of the country.

**2. Informing voters that the tax cuts amount to "taking funds from the Social Security trust fund" (because the overall budget surplus derives largely from Social Security surpluses) makes opposition nearly universal.**

After discussing the possible tradeoffs between Social Security and tax cuts, focus group participants were read an argument stating that the budget surplus actually comes from surpluses in the Social Security trust fund. For voters age 50 and over, this clinched the argument – no one thought it was acceptable to use Social Security surpluses to fund tax cuts. Younger voters did not respond as strongly, but only because they doubted that Social Security was truly running a surplus, not because they approved of using Social Security funds for tax cuts.

A recent Hart Research survey provides further confirmation of the power of this argument. First, the public believes that Congress has a history of using the trust fund for other purposes and identifies this practice as the greatest cause of the system's troubles, so the assertion that these tax cuts come from Social Security will be immediately plausible to most voters. Secondly, fully 98% agree – 91% strongly so – that "Congress should protect the Social Security trust fund, making sure that it is spent only for Social Security and not for other purposes" (7/98 survey for National Committee to Preserve Social Security and Medicare).

**3. Social Security is a top voting issue this year, and one where the public trusts Democrats more than Republicans.**

The September NBC News/Wall St. Journal survey finds that Social Security is at the top of voters' list of issues that will determine their votes in November's congressional elections. Social Security is named as one of the top two issues by 44% of voters, twice the proportion that select reducing taxes (22%) and in a statistical tie for first with education (42%). Social Security is clearly the #1 issue for voters age 50 to 64 (50%) and seniors (61%). The public also has more faith in Democrats than Republicans to deal with Social Security, giving Democrats a 16-point lead on the issue.

In sum, there is every reason to think that political leaders who make a strong argument against the Republican leadership's \$80 billion election year tax cut, and place themselves clearly on the side of fiscal responsibility and saving Social Security, will find themselves receiving strong support from the American public.

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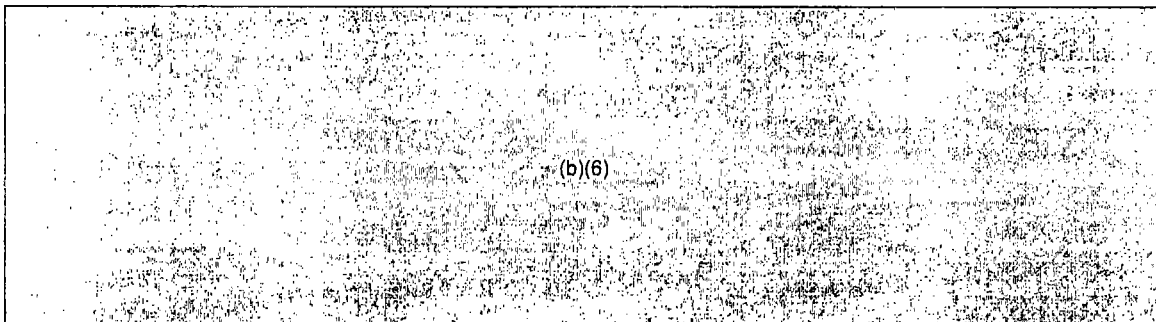
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**MEMORANDUM**

**TO:** Karen Tramontano  
**CC:** Craig Smith  
**FROM:** Karen Skelton  
**DATE:** October 9, 1998  
**RE:** Principal Conference Calls

The following are the requests I have received for conference calls with the principals.

<b>Call</b>	<b>Quantity</b>	<b>Staff Contact</b>	<b>Principal</b>
AFL-CIO (with their state feds)	78	Karen Tramontano	POTUS
NEA (with their state affiliates)	80	Karen Tramontano	POTUS
Local Officials	16	Lynn Cutler	FLOTUS
Women Electeds	67	Lynn Cutler	POTUS
New York County Chairs plus Manhattan Borough Presidents	100	Craig Hughes	POTUS
Latino California (electeds, celebrities, grassroots)	100	Cynthia Jasso-Rotunno	POTUS
Latino NM, IL, NY, AZ, NV-01 (electeds)	100	Cynthia Jasso-Rotunno	FLOTUS
Texas Electeds	100	Cynthia Jasso-Rotunno	FLOTUS



[004]

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