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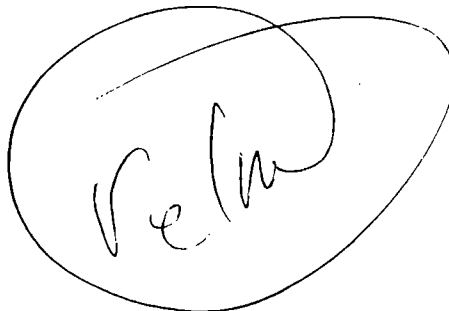
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THE WHITE HOUSE
WASHINGTON

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A

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THE WHITE HOUSE

WASHINGTON

Memorandum for the President

From: Mark Gearan
Date: February 23, 1994
Subject: Communications Plan

I. Summary

This memorandum outlines the Communications Departments' plans for 1994. It focuses primarily on the means the Communications Department uses to relay its message. In our planning sessions, we considered what interviews are essential and what key opportunities will come along this year that we want to take advantage of?

In reviewing 1993 and planning for 1994, we sought to outline a strategy which took into account three fundamental objectives for our communications.

First, we must seek ways for the President and others to communicate our legislative agenda for the year. Media interviews and other means are targeted for the advance of the crime bill, health care, welfare reform, REGO and foreign policy leadership. With this objective, we have reviewed the relevant time-lines and logical news organizations.

Second, we must continue a communications plan that takes into account the political objectives of the President. Utilizing the targeting information provided by the DNC, we will lay out quarterly the key areas that might not otherwise be touched in the first category. This objective is also a central focus for our social time strategy coordinated in tandem with the First Lady's office) and media affairs work with regional reporters and specialty/trade press.

Third, our plan lays out communications opportunities for the personal side of the President. With limited presidential time required, we can add to the people's understanding of Bill Clinton, through his family, interest in sports, etc.

Communications Plan

Page 2

II. Television

Overall, the Communications Department's strategy for television will not change dramatically. However, there may be shifts in emphasis over the year, including some of the following:

- Placing the President on prime time selectively and strategically -- and with enough planning to allow for promotional advantage. [For example, our CBS plan suggests a CBS Morning News appearance, but we must agree immediately to allow for the expected promos during the Olympics];
- Inviting affiliates to the White House more often for one-on-ones with the President. It is especially important to conduct this project in a targeted way -- either for a media market to boost a legislator on a key vote, or more likely, for our second political objective [For example, our communications plan for the New Hampshire Day included an Oval Office one-on-one with WMUR. We should invite the station to Washington one more time in 1994];
- Improving coordination of weekend show appearances. We are making an effort to pro-actively suggest weekend show guests for the issues we want to highlight. This project requires early-in-the-week planning. In addition, we plan a weekend show SWAT team that (a) preps Administration guests; (b) backgrounds the television show reporters on the issue or other guests;
- Increasing attention to FOX, meeting with FOX executives, and the new networks created by Time-Warner and Paramount; and
- Moving away from satellite tours with the President.

A. Network News

We will continue our current working relationship with the networks on evening and morning news. We will continue to coordinate all administration appearances on the morning shows, the evening news and CNN. See Tab C (MDG Memo to Cabinet and Cabinet Responses)

B. Prime-time Shows

We are exploring how often the President appeared on prime time last year and will forward recommendations on improving coverage of the administration during prime time. Prime-time newsmagazines -- Primetime Live, Dateline NBC, Eye to Eye with Connie Chung -- typically offer an extended format and have far higher ratings than evening news shows. To supplement this project, we are analyzing the ratings and viewership of top news and news magazine shows. See Tab D (Memo on 1993 Interviews).

C. Weekend Shows

In 1994, the Communications Department plans to continue coordinating administration appearances on the weekend shows, using those appearances to make news for the Monday papers and ensuring that administration surrogates are thoroughly briefed before they go on the shows. To make the most of these shows, we will do the following:

- Coordinate with the Saturday radio address where appropriate so that administration officials who appear on the shows drive home the Saturday radio address message and create news for the Monday papers [For instance, we used this technique fairly effectively for to emphasize cuts during the budget roll-out.];
- Appoint a "SWAT" team each week to work with those who will appear on shows to hone our message;
- Help prepare Democrats -- mayors, governors, members of Congress -- who are slated to appear on the shows;
- Provide weekend shows with creative ideas and line-ups that dovetail with our agenda.
- Educate the pundits in a systematic way on major administration initiatives.

D. Specials

- Develop a more creative, pro-active approach to television specials.

E. Soft News Shows

- Form a working group to suggest topics of interest -- particularly ideas from the Cabinet.

F. Satellites - Regional Affiliates

We plan to place a heavier emphasis on efforts to bring regional affiliates to the White House. We will continue to use satellite tours with the Cabinet and surrogates around major speeches and events. The affiliate-satellite strategy will include some of the following measures:

- Coordinate invitations to affiliates with administration announcements or to frame presidential trips;
- Develop list of targeted affiliates with Stan Greenberg to supplement the health care list;
- Continue use of satellite press conferences for targeted audiences on particular issues;
- See Tab E (Memo on 1994 TV Strategy).

III. Print

In 1994, our strategy for the print media will have shifts in emphasis:

- Heighten attention to regional dailies and magazines;
- Use exclusive interviews with POTUS more systematically with progressive columnists: Michael Kinsley, Joe Klein, Walter Shapiro, Sidney Blumenthal, E.J. Dionne, etc.;

- Develop a master calendar of interview requests and built-in events.

A. Major Dailies

In general, we do not anticipate making any major changes in our approach to the major daily newspapers. In addition to our normal access for the Post, New York Times, Wall Street Journal, we plan to reach out to work with other top dailies with significant circulations and influence, e.g. USA Today, Los Angeles Times, Chicago Tribune, Boston Globe, Philadelphia Inquirer, etc. This will be particularly important to advance key speeches, events and travel. For instance, the session with columnists and key daily bureau chiefs before the State of the Union proved very useful. We will also be improving the use of the briefing room, particularly during days when there is a news vacuum. **See Tab F (List of Top Dailies with Circulation and Endorsements.)**

B. Weeklies

- Continue Friday briefings by Gearan for the big three weekly magazines.
- Target weekly and monthly magazines for interviews with the President and other senior administration officials for later this year. **See Tab B (Memo on 1994 Interviews) .**

C. Columnists and Regional Press

This past year, we have brought in columnists and regional reporters for round-tables from time to time and held briefings for reporters who were in Washington for NGA meetings or some other event. We plan to heighten our attention to reporters from regional reporters in a number of ways:

- Develop a list of top regional political editors, columnists (Tom Fiedler, Tom Baxter, Fred Brown, etc.) for a round-table in Washington, D.C.

- Bring local "non-political" columnists in for a day at the White House and time with the President: Herb Caen of San Francisco, Mike Royko of Chicago, Jimmy Breslin of New York, etc.
- Begin a series of meetings with reporters from the larger regional newspapers (Hartford Courant, Arizona Republic, Denver Post) based here in Washington who do not regularly cover the White House. Gearan to host. See Tab G (Regional List with Circulation and Endorsements.)

D. Non-News Magazines, Specialty, Trade

We need to broaden the scope of our interviews and hit some of the larger circulation magazines -- TV Guide, which reaches over 16 million people, and Readers' Digest 14 million. We plan to develop a targeted list of specialty and trade magazines based on demographics and circulation. We will then construct a list of potential interviews based on the year's top legislative priorities, and foreign and domestic travel. See Tab H (List of Top 100 Magazines by Circulation.)

IV. Radio

A. News Shows

- Schedule quarterly interviews with the radio networks, particularly around holidays with heavy driving;
- Schedule interviews with the top syndicated radio shows around the country;
- Schedule regular drive-time interviews with popular morning show hosts in targeted cities.
- See Attachment I (Radio Strategy for 1994).

B. Weekly Radio Address

We plan to use the Saturday radio address more often to make news, and coordinate that news with planned appearances on the Sunday shows. In order to make news with the radio address, we will have to take some of the following steps:

- Lock the news hook down early in the week
- Resist pre-taping the address, as it significantly undercuts the news value;
- Solicit ideas from the Cabinet on initiatives that would make news for the address;
- Employ co-addresses more often -- as in last year's re-inventing government with the Vice President;
- Drive the news through accompanying press releases and post-address background briefings;
- Explore ways to use an audience in the Oval Office from time to time to tell a story.

C. Regional Talk Radio

We plan to heighten our attention to regional radio, by scheduling the President talk with top regional radio talk shows, targeting progressive talk show hosts, hosting another large-scale radio event at the White House and inviting regional radio stations in to host the Saturday address. To implement this plan, we will do the following:

- Schedule the President for drive-time interviews with talk hosts in the major markets;

- Develop targeted list of progressive talk-show hosts who may not have received much attention;
- Develop more White House staff as regular radio talk show participants.

V. Oval Office Addresses

We are taking a look at television (network and cable) coverage of last year's Oval Office addresses and may recommend a slightly different approach this year.

VI. Press Conferences

We are studying how the networks and cable stations covered presidential press conferences last year. We will have some recommendations for this year shortly.

VII. Social Time

Last year, we undertook a concerted effort to bring top Washington opinion leaders into the White House for social events. This year, we will continue that effort while broadening our approach to include editors, publishers, columnists, radio hosts, and correspondents from outside Washington. See **Tab J (List of 90 Journalists for Social Events.)**

- Develop a targeted list of opinion leaders from around the country and into small dinners, larger parties, jogs, and other social occasions;
- Schedule the President for regular luncheons with selected members of the press;
- Use social events more often to fill out the public's picture of the First Family -- e.g. the upcoming dinner with mystery writers.

VIII. Public Service Announcements -- Video Messages

This year, we plan to develop a more pro-active and targeted approach to video messages and public service announcements. We have already begun: (1) the tape of the President to CBS for the opening of the Olympics - 30 seconds that reached an estimated viewers; (2) the Ad Council's anti-violence PSA which will be debuted in mid-March and shown on television regularly. We will create a targeted list of groups and conventions for video announcements.

IX. The Briefing Room

We will continue to use the briefing room to make news on slow days and to amplify and provide context for news that the President is making on other days. To accomplish that, we will solicit ideas from Cabinet on initiatives to announce from the briefing room, while reminding the Cabinet that the White House should have the first shot at big news items.

X. Press Around Presidential Trips

In order to improve communications before during and after presidential trips around the country, we are planning to take a number of steps:

- Designate a senior communications person to handle "message" of every trip. Designated communications person will focus on defining the message and creating advance media interest on the ground.
- I have spoken with Bruce Lindsey, and we plan to schedule a pre-trip meeting with him to ensure coordination.
- Schedule advance press briefings for journalists before trips to their areas. POTUS interview if appropriate.
- Work on extending coverage of trips, feeding stories in advance of arrival.
- Designated communications person will be responsible for disseminating information within the Communications Department.

XI. Letters and Publications

We are putting together a master-list of major publications (e.g. Budget, Economic Message of the President) that the administration disseminates over the course of the year. Giving ourselves some lead time on these publications will allow us to edit carefully and craft a message for these documents.

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THE WHITE HOUSE
WASHINGTON
Memorandum for the President

From: Mark Gearan
Date: February 23, 1994
Subject: Interview Calendar

Based on the communications strategy laid out in the accompanying memo, I have set out below some of the media interviews we have planned for the remainder of this year. Among other media organizations, we hope to bring in the top ten editorial boards that endorsed you during the campaign, several progressive radio talk show hosts, the largest-circulation magazines in the country and print press from key electoral states.

For the balance of the year, every interview must achieve one of the following goals:

- 1) Advances a top legislative priority of the Administration in a strategically appropriate way;
- 2) Forwards the administration's political aims in 1994 and beyond;
- 3) Improves people's understanding of the President and rounds out their knowledge of him.

February 1994

BET -- African American History Month.

CBS -- Pat O'Brien Olympic Special

CBS -- Opening Message for Olympic Games - Completed

PBS -- Washington Week in Review - Paul Duke Interview

Editorial Boards-- Chicago Sun Times, Des Moines Register

Radio -- Don Imus - Completed

Regional Press -- WMUR, and New Hampshire print press

Magazines -- Walter Shapiro Esquire (appears in April), TV Guide (to appear in April) ; USA Weekend (for Mother's Day).

Specialty Press -- Education Press Roundtable; Seniors' Press - Completed

Memo on Interviews

February 22, 1994

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March 1994

ABC -- Kids Town Special with Peter Jennings
CBS -- CBS This Morning - immediately following the Olympics
NBC -- Prime Time Special with Tom Brokaw on violence
MTV - Special on youth and violence
Editorial Boards - Detroit Free Press (at G-7 Jobs Conference), USA Today
Radio - Talk Show in Des Moines; WJR AM Detroit - JP McCarthy Show
Magazines - Sports Illustrated (for NCAA Basketball Tournament issue in March); Family Circle (to appear on Father's Day)
Columnists -- Regional round-table with political columnists

April 1994

ABC -- Primetime Live with Diane Sawyer
Editorial Boards -- New York Daily News, The Oregonian
Radio -- WGN AM Chicago - Bob Collins Show
Magazines -- People (on Mustang convention); Modern Maturity (for June issue; Readers' Digest (for July issue).
Columnists - Interview with Michael Kinsley

May 1994

CNN -- International Town Hall before the June trip to Normandy, France
Editorial Boards -- St. Louis Dispatch
Radio -- KNBR AM San Francisco -- Frank and Mike Show

June 1994

Editorial Boards -- Minneapolis Star-Tribune; Newark Star-Ledger
Radio -- KABC (AM) Los Angeles - Ken and Barkeley Show
Magazines -- Parade (for back-to-school issue)
Columnists -- Roundtable with Local Columnists - Mike Royko, Herb Caen, etc.

Memo on Interviews
February 22, 1994
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July 1994

Editorial Boards -- Boston Globe (July 18 at the NGA meeting in Boston)
Radio -- Talk Show in Boston (for NGA meeting there)

August 1994

FOX - Interview in conjunction with first football broadcast
Editorial Boards -- Newsday (NY)
Radio -- WWDB FM Philadelphia - Paul W. Smith Show

September 1994

Editorial Boards -- Philadelphia Inquirer.
Magazines -- Ladies Home Journal (for Thanksgiving); Redbook (for Christmas issue).

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THE WHITE HOUSE
WASHINGTON

MEMORANDUM

TO: PUBLIC AFFAIRS DIRECTORS

FROM: MARK GEARAN

RE: PRESS ACTIVITIES

DATE: JANUARY 6, 1994

As we come to the end of the first year of the Administration, I would like to thank all of you for your efforts to communicate this administration's commitment to change. To gear up for the new year and to ensure that we continue to coordinate our message, I would appreciate your cooperation in the following projects:

1. Please prepare a short written summary (2-5 pages) of your Agency's communications strategy for the coming year. Include principal themes, major initiatives, legislation that will generate significant coverage and the anticipated hot-button issues. Although much of your program will still be in formative stages, err on the side of inclusiveness.
2. Provide my office with a short summary (2-3 pages) of your Agency's **major** media contacts in 1993 - particularly sit-downs with newspaper editorial boards, appearances on weekend talk shows and op-eds.
3. Remember to use the White House Press Office as a clearing-house for national television interviews. Contact Deputy Press Secretaries Arthur Jones and Ginny Terzano or Assistant Press Secretary Vicki Rivas-Vasquez **prior** to setting up national television interviews.

Please forward the summaries to my office by Monday, January 17, 1994 -- earlier if possible. I plan on convening a meeting with all of you to discuss our coordinated strategy for year ahead. Thanks again for all your help.



S/S 9401237
United States Department of State

Washington, D.C. 20520

UNCLASSIFIED

January 20, 1994

MEMORANDUM FOR MARK GEARAN
THE WHITE HOUSE

Subject: Communications Strategy

In response to your memorandum of January 6, I attach the Department's communications strategy for the coming year, along with a summary of major media contacts in 1993.

Tab one consists of three parts: major themes, initiatives, and tools of the trade. Tab two addresses legislative topics and anticipated "hot button" issues. Tab three contains a summary of major national and regional media contacts in 1993.

Michael McCurry, our Deputy Assistant Secretary for Public Affairs, would be glad to answer any questions that you might have regarding the plan.

Marc Grossman
Executive Secretary

Attachments:

As stated.

COMMUNICATIONS STRATEGY FOR 1994

PRINCIPAL THEMES

The Department will target a wide variety of public audiences to drive home the goals, development, and implementation of the Administration's foreign policy. We will focus on the six priorities outlined by Secretary Christopher in his November 4 testimony before the Senate Foreign Relations Committee:

- Economic Security: Hammer the Administration's message that economic security forms the heart of foreign policy in the post Cold War era, and that strength at home and strength abroad are inseparable.
- Support for Reform in Russia and the NIS: Build support for the President's commitment to Russia and the NIS in their struggle to build free societies and market economies, promoting the benefits to the United States, including the diminished threat of nuclear war; lower defense budgets; vast new markets; and cooperation on global and regional issues. Support the efforts of emerging democracies and conflict resolution in the NIS.
- Europe and NATO: Promote the proposed Partnership for Peace and explain the administration's strengthening of the NATO alliance at a time of new and different security challenges in Europe.
- Asia and the Pacific: Educate the public on the crucial importance of the Asia-Pacific region to domestic prosperity and security. Asia's dynamic economies are rich terrain for American exports and jobs; its dense population means growing demand for American exports; efforts to promote democracy in a climate where repressive regimes remain requires continued U.S. attention; and our domestic security is linked to Asia's security.
- The Middle East: Keep the public informed about Administration efforts to influence the Middle East peace process while emphasizing the benefits of success: a lowered risk of war, more secure allies, and secure access to the region's vital petroleum resources.

- Non-Proliferation and Other Global Issues: Tell the American public about Administration efforts to protect their interests on global issues: Terrorism, narcotics, the environment, non-proliferation, human rights, refugees, and population growth. We will keep these issues injected into the mainstream of American foreign policy.

Drawing from these over-arching themes, we will continually pursue public understanding of our primary mission: every desk at the Department is the American desk. Everything we do is aimed at securing the safety of Americans around the world through policies which promote stability, democracy and economic growth. And every American at every diplomatic post is committed to helping protect and create American jobs through aggressive and effective support of American exports.

INITIATIVES

- Asia and the Pacific: Use APEC as our vehicle for explaining ties with Asia, improving our economic and trade ties with Japan, and promoting the President's planned attendance at the next APEC summit.
- Russian Aid: Continue efforts to convince the American public of the importance of supporting Russia during its period of economic instability.
- Inter-American Affairs: Work toward the expansion of NAFTA to include other countries in the region and promote the Vice President's planned attendance at the upcoming Hemispheric Summit.
- The Middle East: Consolidate and extend the recent advances in Middle East Peace through the efforts of our special Middle East coordinator.
- Population Stabilization: Promote the Vice President's intended participation in the upcoming Population Stabilization Summit in Cairo.
- Non-Proliferation: Continue to push Korea and other nations to comply with global non-proliferation efforts and encourage an indefinite extension of the Non-Proliferation Treaty, the adoption of regional security and arms control measures in the Middle East and South Asia, compliance with the Biological Weapons Convention, and the dismantlement of the thousands of nuclear weapons that remain in the NIS.

- UN Reform: Strengthen the UN's capacity to prevent and resolve regional conflicts and meet the increasing demands on its role as a peacekeeper.
- Support U.S. Business Overseas: Publicize the new position of Coordinator for Business Affairs and schedule the Secretary for appearances at business conferences and conventions where he can emphasize the Administration's commitment to advancing American business abroad.
- Implementation of Agreements: Implement the provisions of NAFTA, GATT and disarmament plans with Ukraine and Russia.
- Reorganization: Push for full implementation of the Department reorganization proposed in 1993, aimed at structuring the Department and its training methods to accommodate the challenges of the post cold-war era. This includes Congressional approval for a new position of Under Secretary for Global affairs. This reorganization is separate from the Vice President's Reinventing Government exercise which we will also work to implement.

TOOLS OF THE TRADE

We will push these themes with a variety of tools:

- A daily briefing of our resident press corps, combined with aggressive force-feeding of the Washington press on our themes and accomplishments.
- A new initiative to tap regional media markets through direct contacts between regional journalists and senior Department officials as well as direct, real-time electronic access to regular Department briefings for regional media markets.

- Outreach programs to foreign-policy interest groups, state and local government representatives, academic audiences and interested citizens. Outreach tools will include town meetings, combined with regional media market blitzes, special briefings for targeted groups, and national conferences of constituencies that can generate broader support for American foreign policy goals. The principal themes for all of these programs will be how Administration foreign policy initiatives support American jobs, protect American security, and build American prosperity.
- Direct placement of Op-Ed articles generating support and understanding of Administration foreign policy. We anticipate approximately one major piece per month. We will target not only national circulation papers but also regional publications in key media markets with crucial potential Congressional support for Administration programs.
- Appearance of senior Department officials on television shows: We anticipate that the Secretary or Deputy Secretary will appear on at least one Sunday show per month. Other sub-cabinet officials will appear approximately eight times during the course of the year. In addition, the Secretary will appear on an evening news program approximately twice each month.
- Interviews with newspapers, magazines, television and radio journalists: the Secretary will hold on-the-record interviews with at least one hundred journalists during the course of the year. Other Department officials will meet with journalists for interviews, background briefings, and on-the-record briefings at least daily.
- Speeches and editorial boards: The Secretary and other Department officials will meet with major and regional editorial boards, generally in advance of major trips abroad or administration foreign policy initiatives. These encounters will take place approximately once each month. In addition to interviews in Washington, the Secretary will also make at least six domestic trips during the year where he will deliver a speech and meet with local editorial boards.

- Electronic Transmissions: Transmission of briefing transcripts, speeches and a wide variety of Departmental policy documents on the GPO maintained Federal Bulletin Board Service. We intend to expand our use of the Internet as a means of communicating with the media and the public, and begin use of an automated fax service for the distribution of select material.

I. LEGISLATION

In 1994, the Department will have primary responsibility for Congressional action on three major pieces of legislation: the FY94-95 State Department Authorization bill, the FY95 Foreign Operations Appropriations bill, and a rewrite of the Foreign Assistance Act, which provides the basic authorities for U.S. foreign aid programs. Each of these bills could generate press coverage in its own right, but the bills could also attract significant attention as vehicles for Congressional debate on the Administration's broader foreign policy or on one of the "hot button" issues listed in part II.

The State Department Authorization bill will be debated on the floor of the Senate beginning January 25 and continuing for up to two weeks. A Conference with the House, which passed its version of the bill last year, and final passage are expected sometime in February. The Administration expects to submit its rewrite of the Foreign Assistance Act later this month, with Congressional action beginning in the House in February. Congressional action on the FY 95 Foreign Operations Appropriations bill will begin sometime in May.

In addition to these three bills, the State Department will be involved in Congressional action on the rewriting of the Export Administration Act and the ACDA Authorization Bill.

II. LIKELY HOT-BUTTON ISSUES

The following issues are likely to attract Congressional interest and may result in hearings or other Congressional activity.

1. Reform in Russia and the NIS and U.S. Assistance
2. Implementation of the Russia - Ukraine - U.S. agreement on nuclear weapons.
3. Regional conflicts in the New Independent States (eg. Nagorno-Karabakh)
4. Bosnia
5. China MFN policy

6. North Korea's Nuclear programs
7. Trade imbalance with Japan
8. Middle East Peace Process
9. Withdrawal of U.S. forces from Somalia
10. Peacekeeping
11. Restoration of democracy and Aristide to Haiti
12. Nicaragua
13. Cuba
14. Transition to democracy in South Africa
15. Combating the flow of narcotics
16. Terrorism
17. Global Population Issues including Population Stabilization Summit (September)
18. Non-Proliferation in South Asia
19. Iraq
20. War Powers Act
21. Western Hemisphere Conference
22. Future of NATO
23. GATT
24. Instability in Mexico

III. CONGRESSIONAL ACTIVITY THAT WILL GENERATE COVERAGE

1. Deputy Secretary - Designate Strobe Talbott Confirmation Process
2. Other Nominations and Confirmations

Cleared: H:RABradtker *for*

Approved: H:WRSherman *for*

SUMMARY OF 1993 MEDIA CONTACTS

As indicated by the Secretary's identification of the State Department as the America Desk, the Department takes its responsibility to educate and inform the American public about foreign policy very seriously, and views the various media as the most significant way to carry out this responsibility. We believe that although highly important, the national media is only one avenue to the public. We have therefore developed multiple ways to communicate with the public through the media. Our first approach is through the daily briefing, which is attended by press assigned to cover the Department. This is enhanced by the Secretary and other senior Department officials meeting with national, regional and local television, print and radio journalists; myriad contacts between Department officials (spokesman, deputy spokesman, press officers and bureau public affairs officers) and national, regional and local media; speeches both in the Department and around the country by officials of all levels. Following is a summary of the various ways the Department accessed the U.S. media in 1993 in order to explain such key foreign policy issues as aid to Russia, the Middle East peace process, the North American Free Trade Agreement, and international trade.

NATIONAL TELEVISION AND RADIO

The Department had 75 interviews on national television programs: CNN (18), ABC (15), PBS (14), NBC (13), CBS (8), C-SPAN(4), FOX (1), DISCOVERY CHANNEL (1), C-NBC (1). Among the Secretary's 34 appearances were the major week-end talk shows: MEET THE PRESS (3), THIS WEEK WITH DAVID BRINKLEY (3), FACE THE NATION (2), as well as the TODAY SHOW, TOM BROKAW's NIGHTLY NEWS, NIGHTLINE, PETER JENNINGS, THIS MORNING, CONNIE CHUNG, RALPH BEGLEITER, SATURDAY NEWSMAKER, LARRY KING LIVE, EVANS AND NOVAK, THE WORLD TODAY, MACNEIL-LEHRER, and C-SPAN's SUNDAY JOURNAL and STEVE SCULLEY.

Various other senior Department officials, generally Deputy Assistant Secretaries and above, appeared on the: TODAY SHOW, DATELINE, CNBC, DAY ONE, GOOD MORNING AMERICA, EYEWITNESS, PRIME TIME LIVE, 48 HOURS, STREET STORIES, MACNEIL-LEHRER, FRONTLINE, LARRY KING LIVE, the DISCOVERY Channel and NETWORK, CNN and C-SPAN news.

Several Department officials, including the Secretary, appeared on such national radio stations as: National Public Radio. Department officials also appeared on major regional radio and television in conjunction with their speaking engagements across the country.

PRINT MEDIA

OP EDS

The Department placed 12 op eds in 1993, eight of these were by the Secretary. Op eds were placed in the Atlanta CONSTITUTION, Boston GLOBE, CHRISTIAN SCIENCE MONITOR, Dallas MORNING NEWS, Los Angeles TIMES, Philadelphia INQUIRER, Portland OREGONIAN, San Francisco CHRONICLE, Seattle POST-INTELLIGENCER and USA TODAY. With the exception of the Bosnia War Crimes op ed in the Boston GLOBE, the U.N. Human Rights Commission in the CHRISTIAN SCIENCE MONITOR and the op ed on strategic priorities of U.S. foreign policy appearing in USA TODAY, all of the op eds addressed economic issues: the Clinton economic plan, G-7, NAFTA, GATT and APEC.

EDITORIAL BOARDS

Meeting with editorial writers, individually, as a full board, or board plus staff writers, constitutes a key-stone in the Department's media relations strategy. The Secretary met with the editorial boards of the New York TIMES, USA TODAY, U.S. NEWS and WORLD REPORT and the Washington POST. Other Senior officers met with boards of the Los Angeles TIMES, New York TIMES, WALL STREET JOURNAL, as well as boards of key regional papers. Additionally, Department speakers at all levels routinely included a substantive meetings with editorial writers or editorial boards when they spoke in cities across the country.

OTHER MAJOR MEDIA INTERACTIONS

NEWSPAPER AND MAGAZINE JOURNALISTS

One-on-One meetings with print journalists play a major role in the Department's efforts to reach the American public. Although a sizable number of meetings are On-the-Record, a far greater number are Off-the-Record or On-Background. For example, of the more than 30 meetings the Secretary had in the Department with journalists from key U.S. papers and magazines, less than one-fourth were On-the-Record. Other senior officials had similar contacts (e.g. we had more than 60 recorded On-the-Record interviews for these officials, but as with the Secretary, most of the contacts were either Off-the-Record or On-Background.

Among the major newspapers and magazines whose journalists met with the Secretary and other senior officials are the: Baltimore SUN, Boston GLOBE, Chicago TRIBUNE, CHRISTIAN SCIENCE MONITOR, Long Island NEWSDAY, Los Angeles TIMES, Miami HERALD, New York TIMES, USA TODAY, WALL STREET JOURNAL, Washington POST, Washington TIMES, the Wire Services, NEWSWEEK, TIME, NEW REPUBLIC, US NEWS & WORLD REPORT, GANNETT NEWS, NEWHOUSE NEWS and COX NEWSPAPERS.

DAILY PRESS BRIEFINGS

The Department spokesman or deputy spokesman conduct daily briefings with members of the Department's press corps. In addition, they, as well as the Department's press officers and regional and functional bureau public affairs officers, respond to numerous inquiries each day from national, regional and local press.

SPECIAL BRIEFINGS

Several briefings were arranged in direct response to reporters' requests for access to area experts or when the Department had a need for special press coverage of an issue. In general, special briefings fall into the following categories:

- Briefings to announce or expound on policy initiatives (e.g. Secretary Christopher's February 10 press conference to announce new initiatives related to the former Yugoslavia);
- Previews or readouts of the Secretary's trips (e.g. October 19 backgrounder on the Secretary's upcoming trip to Hungary, Russia, Kazakhstan, Ukraine, Belarus and Latvia);
- Briefings on specific issues (e.g. Under Secretary for International Security Affairs Lynn Davis' August 25 briefing on the China/Pakistan M-11 sanctions issue and Assistant Secretary of State for East Asian and Pacific Affairs Winston Lord's August 31 briefing on U.S. Policy toward that region).

TRAVEL

The Secretary is accompanied on his trips by several members of the Department's press corps. This affords him and other officials the opportunity for additional media meetings (e.g. Carol Giacomo-Reuters, Barry Schweid-AP, Ralph Begleiter-CNN, Jim Mann-L.A. TIMES, Gwen Ifill-New York TIMES, Dan Goodgame-TIME MAGAZINE, and Eleanor Clift-NEWSWEEK met with the Secretary in Tokyo on July 10).

In addition to making copies of Department publications available to the Press, the Bureau provided press kits for certain official meetings between the Secretary or the President, and foreign officials (e.g. APEC and the Secretary's trip to Budapest, Moscow, Almaty, Kiev, Minsk and Riga).

WASHINGTON EVENTS

The Department hosted several meetings in the building which were covered by the media:

- Some were for the informed public (e.g. the October 20 national foreign policy conference for senior business executives was chaired by Under Secretary Spero, and addressed by several Cabinet members. The Secretary delayed the start of

a trip in order to open the meeting because of what he described as "a commitment to establish a new partnership with American business, and to ensure that economic policy is at the center of America's foreign policy objectives." This meeting was covered by the Department regulars, as well as a number of business journalists).

-- Other meetings were with foreign leaders (e.g. at the time of the signing of the Declaration of Principles between the PLO and Israel -- as part of a coordinated effort with the White House -- Assistant Secretary Edward Djerejian and Ambassador Dennis Ross appeared on the major morning television shows. Mr. Ross also appeared on MACNEIL-LEHRER and Larry King LIVE, and Mr. Djerejian appeared on CNN's NEWSMAKER SUNDAY.

REGIONAL OPPORTUNITIES

In addition to national media, the Department views regional media as a primary opportunity to explain U.S. policy beyond the beltway. We use various venues to reach these media.

-- The Secretary's speaking engagements on NIS in Chicago, Minneapolis, New York, and Los Angeles, as well as his speech in Seattle while attending APEC, received national coverage. They also provided him with an opportunity to meet with key regional media (e.g. a group interview with Seattle radio, tv and newspapers).

-- Other senior officials also had a variety of opportunities to meet with major regional media. Among this fall's outreach programs were a series of town meetings in Atlanta, Dallas, San Francisco and St. Louis, co-sponsored with local foreign policy and civic organizations (e.g. Assistant Secretary Douglas Bennet and Ambassador Anthony Gillespie addressed the San Francisco town meeting, which was attended by a record 1,200 people. This event was covered by the national press, but also provided the opportunity for the principle speakers to meet individually with the San Jose MERCURY NEWS, KGO-AM and NEWSLINE 49).

-- The Department's role in the interagency effort to gain public support for the North American Free Trade Agreement provided an example of the Department's multifaceted approach to the media. The Department's NAFTA coordinator Ambassador Gillespie was joined by Counselor Wirth, Assistant Secretary Watson, Ambassador Frechette, several U.S. Ambassadors to Western Hemisphere countries, and many other Department officials in a three-month, nation-wide endeavor to explain the issue. Many speeches, including those at town meetings in Dallas, San Francisco and St. Louis, and at meetings coordinated by the Business Council for International Understanding in 10 U.S. cities, generated almost 200 editorial boards, live television and radio interviews, and direct line radio interviews across the country (e.g. Houston BCIU lunch, Greater Houston Partners, KLAT-AM, KLTN-FM, Houston SUN).

-- The Asian Pacific Economic Council meeting in Seattle illustrates the Department's interaction with the media at a specific regional event. The Department credentialed 3,400 domestic and foreign press for APEC. Within the U.S. this generated considerable coverage (e.g. the Northwest papers published between 20 and 100 articles, the California papers up to 20 articles and other papers throughout the country an average of four articles). A number of interviews were given by Department officials and specialists prior to the event (e.g. a predeparture briefing for the Department press corps by the Secretary, Under Secretary Spero and Ambassador Lord; a meeting with the Los Angeles TIMES editorial board, a Seattle POST-INTELLIGENCER op ed, interviews with major newspapers). During APEC, senior officials gave a variety of interviews (e.g. in Seattle, in addition to appearing on This Week with David Brinkley and national news programs, the Secretary was interviewed by KING-5 TV, KIRO-TV, KOMO-TV, KSTW-TV, KCTS-TV, KIRO radio, the Seattle POST-INTELLIGENCER and the Seattle TIMES. Among the media events by other Department officials were: CNBC BUSINESS NEWS and background interviews by Under Secretary Spero; interview on MACNEIL-LEHRER by Assistant Secretary Lord; interview with U.S. NEWS & WORLD REPORT and an editorial board meeting with the Seattle POST-INTELLIGENCER by Ambassador Bodde).

-- The Department's public relations efforts in Chicago provided an example of the way the Department interacts with organizations and media in cities throughout the country. In addition to the Chicago TRIBUNE assigning a correspondent to the Department, officials routinely responded to On-the-Record or On-Background press queries (e.g. the Bureau of International Narcotics Matters offered to provide a background briefing and arrange appointments for a WMAQ-TV crew planning to travel to Thailand to film two U.S. women jailed on drug charges). During the past year, the Secretary addressed a meeting co-sponsored by the Chicago Council on Foreign Relations, the MidAmerica Committee and the Executive Club; Assistant Secretary Watson addressed USA- NAFTA, Under Secretary Tarnoff and Assistant Secretary Bennet addressed the Chicago Council on Foreign Relations and Ambassadors Frechette and Kamman addressed a BCIU luncheon, met with the Chicago Stock Exchange, the Lieutenant Governor, and North Western University Forum. All of these visits to Chicago provided an opportunity to meet extensively with the local media.



UNITED STATES DEPARTMENT OF COMMERCE
Office of Public Affairs
Washington, D. C. 20230

January 17, 1994

MEMORANDUM FOR Mark Gearan
FROM: Jill A. Schuker
SUBJECT: Communications Message/Issue Strategy 1994

SUMMARY

As we look ahead to 1994 at the Department of Commerce, Secretary Ron Brown's program for activities and initiatives reflects both Administration priorities (economic growth and job creation) and special mission emphases (ensuring and enhancing the economic opportunity of all Americans by working effectively with the private sector, at home and abroad, and local communities).

This requires that the basic functions of the Department -- trade, civilian technology, economic development, tourism, information/telecommunications and environment/sustainable development -- and Secretary Brown's special California economic responsibility, be well understood internally and externally as connected components of the Administration's economic growth strategy, and not discrete and unconnected policy groupings, as they have historically.

Internally, a more coordinated planning and public affairs/communications/press structure in 1993 has sought to provide an increasingly effective and unified Commerce voice on behalf of Administration initiatives. This will be further strengthened in 1994. In addition, Secretary Brown as a key articulator of Administration/Commerce initiatives, issues and messages, will be increasingly visible in 1994 on behalf of Administration economic initiatives. The message of US exports=US jobs is key to the Commerce mission in the areas of trade, technology and environment.

STRATEGY/Themes, Initiatives, "Hot-Buttons"

Principally, in 1994, Commerce is focused on:

- the effective implementation and visible roll-out of the National Export Strategy, announced at the White House with the President in late September as a key economic growth and job creation strategy for the U.S. This includes concentration on both Big Emerging Markets (BME) and Economies in Transition (EIT) both of which provide tremendous opportunities -- and communications opportunities -- for U.S. export expansion. Most of the identified BME markets are in Asia and Latin America, while

Russia and the FSU, Eastern and Central Europe, southern Africa and areas in the Middle East comprise key EIT. Working closely with the US private sector and emerging entrepreneurs, Secretary Brown is seeking both to solidify US economic gains abroad and to utilize US economic leverage to facilitate the opportunities and gains of open market forces abroad. In specific cases, his interventions seek to stabilize and implement economic development actions which will secure regional and global security through economic growth and a more active overseas and in-country private sector. The messages are economic growth, stability and access.

Specifically, in the United States and abroad, Secretary Brown and our International Trade Administration and Bureau of Export Administration principally, will in 1994:

- open "one stop shops" across the US (four pilots--Baltimore, to open January 31; Chicago, Los Angeles/Long Beach; and Miami); all will open in the first quarter of this year with attendant local, regional and national press focus. The "one-stop shops" are designed as part of the National Export Strategy to enable US business to more easily access needed information and assistance to export more effectively. This is especially important for small and medium size businesses. We are working closely with congressional, state and local leadership re: openings.

- provide increased visibility to meetings with private sector leaders re: sectoral export potential.

- announce further interagency decisions and implementation of the National Export Strategy for economic growth including working on state by state strategies, targeted countries and sectors abroad, and more streamlined interagency coordination to assist US business.

- Secretary Brown's more aggressive activities on behalf of American business abroad assisting with interests, access and advocacy especially in BMEs and with EIT; in this regard building on the 1993 "Export Mexico" initiative, the Secretary will lead trade missions to Latin America (most likely Brazil, Argentina and Chile) in the spring; to Russia, following up on his visit with the Vice President in February; and to Asia (China, Indonesia, Singapore, India most likely as well as the APEC summit meeting) late in the year, building on the Seattle APEC meeting and numerous bilateral discussions there, at the OECD and in Washington. Both the Hemispheric Summit scheduled for May and the JCCT (Joint Council for China Trade) meeting in April, prior to the decision on MFN, will be crucial fora for the United States and Secretary Brown who will be actively engaged in both, the second as Co-chairman.

- announce "deliverables" coordinated with the White House, as useful. For example, trade mission to South Africa after federal sanctions lifted and focus on emerging black private sector and partnership opportunities for US business in vanguard; breaking the back of the Arab boycott; providing increased US export presence via new contracts abroad; providing increased access and assistance to US business domestically to increase competitiveness, productivity and jobs.

- focus on tourism policy as key area of growth for US at home and abroad.

- focus on sectors and countries with growth possibilities in areas of export decontrol, keeping US national security/economic security interests as principal concerns.

- continue activity on implementation of key trade initiatives including special focus on anti-dumping issues, R&D subsidy issues; US-Japan Framework negotiations and specific sectoral breakthroughs; COCOM dissolution and need for new export-import regime; MFN, which always has potential for great controversy especially re: China; and intellectual property issues (Patent and Trademark Office/DOC).

- In the areas of Civilian Technology (especially information/telecommunications), communications opportunities we anticipate and around which we are planning include:

- chairmanship of the new Information Infrastructure Task Force created by the White House to help industry impact the formation of the National Information Infrastructure (NII) will create important Commerce/White House (VP Gore especially) communications opportunities during 1994 especially on issues of open access and universal service. On the latter issue, Commerce will spearhead a public information/education campaign to familiarize the public with the benefits of NII and the role of the public sector-private sector partnership in this regard. This will be led by Commerce's National Telecommunications and Information Administration (NTIA).

- a crucial technology focus in 1994 for DOC is the dramatically raised funding for the Advanced Technology Program (ATP) to spur industry's development of high-risk but high-payoff technologies. Secretary Brown will emphasize both the importance of these technologies, US advantages, and the role DOC's Technology Administration's (TA) National Institutes of Standards and Technology (NIST) plays in encouraging potential US market share.

- DOC/TA will continue activities in leading Clean Car Initiative working closely with the Vice President on communication strategies in this regard.

- As to Environmental and Sustainable Development Issues:

-a good number of fishery-related issues, especially in the New England area and in the Northwest, have the potential for being politically volatile in terms of job impact as well as environmental(ist) concerns. There is an expectation that the overfishing issue in New England resulting in the need to restore fish stocks by reducing fishing will be a continuing issue with difficult resolution preoccupying both DOC/National Oceanic and Atmospheric Administration (NOAA) and the congressional delegations and business communities in this region. Various modalities are being explored to help any economic dislocation including additional special funding to areas hard hit, meetings in the area, strong communications with Congress, local leadership, etc.; and an anticipatory press strategy and ongoing communications.

-given the realities of 1994, it is expected there will be a reinvigorated focus on the National Weather Service, especially its forecasting abilities and operation. DOC is reviewing the positive opportunities to highlight and showcase its important work, "successes", and educative/public safety possibilities.

- as part of NOAA and the new Council on Sustainable Development which Secretary Brown co-chairs and which was announced at the White House, we have formed an Office of Sustainable Development which will focus on communities giving priority to sustainable development; eight town meetings will be held along the East Coast beginning January 21 in Gloucester, Massachusetts and will provide substantial opportunity for regional and local press. Good possibility for White House coordination and activity as well, with the President and/or Vice President.

- Economic Development and the special emphasis on distressed communities, especially California, provides both opportunities and huge challenges for 1994.

The three most prominent characteristics of distressed communities are: urban areas/core cities; defense conversion communities and those hurt by a particular economic hardship; and, disaster areas. The Department of Commerce is actively engaged in programs to alleviate problems in all three through our Economic Development Administration, Minority Business Development Administration, National Oceanic and Atmospheric Administration, and other agencies of the DOC.

The Administration's effort in California, the primary components of which are being coordinated through the White House, has as a principal focus, economic development and economic revitalization. In this regard Commerce plays a special role in coordinating the Administration's economic package for California.

-health care issues, especially as they relate to business concerns and the maintenance of healthy/thriving and productive business environments for workers, is an important aspect of DOC's advocacy of the Administration's health plan, on the Hill, with the public and with the private sector especially.

KEY LEGISLATIVE/ISSUE "HOT-BUTTONS"

- Export Administration Act renewal: legislation being rewritten; House will deal with this (hearings) early in the year; Senate to follow. Expectation of legislation by June 1. Issue around which there will be much press attention: export decontrols, national export strategy, etc. Serious business community interest.
- National Information Infrastructure legislation and the National Competitiveness Act: preoccupations of Congress in the first five months of 1994; hearings begin at the end of January (26-27) and should end by March 31. Tremendous business community interest. Press following issue closely.
- Intercensal issue: Department of Commerce (Economics and Statistics Administration/Bureau of the Census) is reviewing the use of adjusted samplings for intercensal statistics; this is key to figuring out federal funding (NOT reapportionment or redistricting issues); if the decision is to proceed in this manner, this will cause shifts in funding and is the potential source of considerable press/political attention. We are proceeding very carefully and political preparation for this possible decision/announcement would need to be closely coordinated with the White House in terms of information and timing. Likely timing for any possible announcement, is the early summer.
- Implementing legislation for GATT (now through April 94).
- Reauthorization of EDA and authorization of MBDA.
- The issue of diversity in the mid-career ranks of the federal government has been a focus of African-American press for some time (prior to the Clinton Administration). The DOC has been given particular attention because of its historic lack of diversity within the GS13-15 ranks. It is anticipated there will be some press attention to this issue in early 1994. Through our General Counsel and Admin offices, etc., we are preparing to deal with this issue substantively, and in terms of a communications strategy. We should stay in close touch on this government-wide.



UNITED STATES DEPARTMENT OF COMMERCE
Office of Public Affairs
Washington, D.C. 20230

January 17, 1994

MEMORANDUM FOR Mark Gearan
FROM: Jill A. Schuker
SUBJECT: Major Media Contact List -- 1993

The following is a major media contact list for 1993 (not completed):

Los Angeles Times editorial board briefing on California Task Force (April)

Chicago Tribune editorial board briefing

"Face the Nation"

"Meet the Press"

Ebony

Sperling Breakfast

Black Entertainment Television

"Today" show -- numerous times on subjects ranging from the workplace summit
(with Secretary Reich) to South Africa

The New York Times, The Wall Street Journal, The Dallas Morning News, The Los Angeles Times and Time magazine focus/Mexico mission, post-NAFTA vote
(December)

Fox Morning News on South Africa (December)

"MacNeil-Lehrer" on South Africa Mission (December)

International Herald Tribune on South Africa Mission (December)

Worldnet on South Africa (November)

The Providence Journal op-ed on NAFTA (November)

Fortune editorial board briefing on NAFTA (November)

CNN "Business Day" on NAFTA (November)

The Washington Post outlook profile on APEC and the Clinton Administration's Asia Policy
(November)

The New York Times on the California Task Force (November)

CNN "Moneyline" on the U.S.-Mexico Border Infrastructure Finance Conference in San
Antonio (July) and (September) on TPCC's National Export Strategy

Pittsburgh Post-Gazette editorial board briefing on NAFTA (October)

The Wall Street Journal on "the role of competition and cooperation" in the Administration's
economic policy

The San Francisco Examiner, The San Francisco Chronicle, San Jose Mercury News, San Diego Tribune and The Los Angeles Daily News on the National Performance Review
(September)

USA Today editorial board briefing on TPCC's National Export Strategy (September)

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Business Week editorial board briefing on TPCC (September)
The Economist editorial board briefing on TPCC (September)
The Atlanta Constitution editorial board briefing on TPCC (September)
The Wall Street Journal on TPCC (September)
The Wall Street Journal on NAFTA and Export Mexico (September)
The Washington Post on TPCC (September)
The Boston Globe on TPCC (September)
International Business on TPCC/Profile of Commerce (September)
NBC, CNN, CBS news bureaus in Mexico City focus/Mexico (December)
Austin American Statesman op-ed on NAFTA co-authored by Mexico's Secretary of Social Development Luis Donaldo Colosio (the Secretary's co-chair of July's U.S.-Mexico Border Infrastructure Conference in San Antonio) (September)
San Francisco Chronicle, San Jose Mercury News – numerous interviews on the Administration's civilian technology policy, California initiative, Berkeley Roundtable on the International Economy Technology Summit, reconciliation
Statewide press in California (print, radio and television) – during numerous visits to the state
The Detroit Free Press The New York Times C-SPAN, Fox Morning News, CNBC, USA Today, Newsday focused on reconciliation issues (August)
Regional press interviews on reconciliation, flood assistance, NAFTA, health care, California Task Force and other Administration initiatives
Associated Press, United Press International, Business Week on the Latin American Telecommunications Summit in Venezuela (July)
The San Francisco Chronicle op-ed on the G-7 (July)
Seattle Times op-ed on timber issues (July)
The Washington Post Letter to the Editor on high technology in response to George Will's critical column the government's role in technology (June)
The Washington Post on Commerce priorities (trade and technology) (June)
The Wall Street Journal on Commerce trade and technology agenda (June)
The Boston Globe, The Boston Herald, Associated Press, The Providence Journal, Stellwagen dedication (June)
The Jerusalem Post, op-ed on trade opportunities and the peace process in the Middle East (January '94)
Seattle Post-Intelligencer, op-ed on APEC (November)



UNITED STATES DEPARTMENT OF EDUCATION

PUBLIC AFFAIRS

MEMORANDUM

TO: Mark Gearan

FROM: Kathryn Kahler *KSIC*

DATE: January 14, 1993

RE: Department of Education Communications Plan for 1994

EDUCATION WILL MAKE BIG NEWS IN 1994!

Our ambitious legislative program, much of it already well on the way to passage, would bring about the most sweeping changes in American education in decades. Here are the dramatic firsts and breakthroughs that should generate major coverage:

- The GOALS 2000: EDUCATE AMERICA ACT would develop--for the first time in our nation's history--high, "world-class" standards of educational excellence.
- The SCHOOL-TO-WORK OPPORTUNITIES ACT would give America what all our international competitors already have: A comprehensive apprenticeship program to help students make a smooth transition to high-skill, high-wage jobs.
- The SAFE SCHOOLS ACT would create the first program of targeted federal assistance to help school districts fight the growing scourge of violence.
- The IMPROVING AMERICA'S SCHOOLS ACT would revolutionize federal programs for the poor and educationally disadvantaged and improve education and opportunity for one out of nine American school children.

Goals 2000 and School-to-Work have already passed in the House. Direct-Lending, which makes a college education more affordable and available to millions of Americans, was enacted into law in 1993. This agenda fulfills the Clinton Administration's pledge to bring real change and improvement to American education.

**SEIZING CONTROL OF THE DEBATE:
THE "STATE OF AMERICAN EDUCATION" ADDRESS**

Because opposition to school reform is organized and determined, it is vitally important that we seize control of the debate from the beginning with an aggressive communications strategy. To

accomplish this, Secretary Riley will deliver a major address on "The State of American Education" on Feb. 14 or 15. In this address, the Secretary will describe the condition of American education to the American people and explain the Administration's solutions.

This will be a dramatic opportunity for us to make the case for our program to a national audience. CNN and C-SPAN have indicated interest in carrying the address live. CNN's "Inside Politics" and "Crossfire" are interested in doing follow-ups. Additional major media attention could include the evening and morning news shows.

To keep the momentum going, the address will be followed by four education "White Papers," authored by Secretary Riley. Each will address a major issue, with the first focusing on the key issue of parental involvement. These papers will be distributed in the form of op-eds, letters to education and parents groups, business leaders, community leaders, policymakers, etc.

This coordinated program can spark national awareness and support for our policies, define the issues in ways favorable to us, and lay the groundwork for the rest of our communications strategy (discussed in detail beginning on page 4, below.)

MESSAGES

Throughout 1993, we have been testing themes to build support for school reform and for Goals 2000, the cornerstone of our legislative program and the framework for our other programs. Focus-group work has helped us identify **Goals 2000: A World-Class Education for Every Child** as a message that resonates well with different demographic groups. It will probably emerge as our over-arching message. It is an inspiring and visionary theme, and brings the sometimes lofty notion of school reform down to the very human level of "every child."

Beyond this over-arching message, our speeches, op-eds, and all other communications will continue to pound away at our other key themes, which include:

- Better education is our children's--and our nation's--best hope for the future.
- Children are 20% of our population--and 100% of our future.
- It's time to get serious about education. Our schools are failing to prepare our children for the world and workplace of tomorrow.
- Parents--get more involved!
- Kids--challenge yourselves and invest in your future.
- School reform won't be easy. The whole system must change.
- Teacher-bashing is out. That was the theme of previous Administrations. Teacher-appreciation is in.
- The federal government can provide resources and guidance, but reform can't come from Washington. It must come from the "bottom up."
- Private school vouchers--bad. They undermine public education. Public school choice--good.
- It's not enough to tell kids to "just say no" to drugs and violence. We must also give

kids something to say "yes" to--a quality education that offers hope.

TYING THE EDUCATION MESSAGE TO OTHER ADMINISTRATION THEMES

Education is a unique issue. Because it affects virtually all aspects of our lives, it can be linked to many other issues. This gives us the opportunity to frame the education message in ways that make it even more understandable and compelling. For example, we can frame better education as a health care and crime issue because it offers young people real alternatives to violence. When we say that 82% of all prison inmates in America don't have a high school diploma, that sends a powerful message. We can also frame education as a welfare issue because it can help the poor get good jobs and an economic growth issue because it can help make our nation internationally competitive in the global economy.

We believe the President can make good use of the connection between education and these other major Administration themes in his speeches. Additionally, education can help him reinforce his message about social disintegration in America. Over the past several months, the President has spoken compellingly about the "crisis of the spirit." He has discussed such issues as values and the need to strengthen families and rebuild communities. Because education can play a major role in solving all of these problems, the President can underscore his commitment by pointing to his school reform program.

HOT BUTTONS (a.k.a., BEAVIS AND BUTT-HEAD)

Expected hot-button issues for 1994 are violence in the schools and on television; parental involvement; the private-school voucher movement; and opposition to outcome-based education by "religious right" and other groups who believe (wrongly) that OBE will "dumb-down" education and instill inappropriate "values" in children. These issues will almost certainly attract the lion's share of media attention throughout the year.

We have weighed in against vouchers; our strategy has been to offer positive alternatives such as systemic school reform, public school choice, and support for charter and magnet schools. On the OBE front, we have set up a research team to identify those states and communities where groups that oppose OBE are identifying Goals 2000--inaccurately--as an OBE program. Wherever this occurs, we will move swiftly with op-eds, letters-to-the-editor, and other vehicles to set the record straight.

We have also weighed in on the side of those who are criticizing the television industry for excessive violence. We have framed this as a parenting issue. We used the "Beavis and Butt-Head" uproar as a way of delivering our message that parents need to slow down the pace of their lives and spend at least an hour each night reading with their children or supervising their homework. This message always touches an emotional chord in audiences and draws favorable response. Parental involvement is perhaps our No. 1 hot-button issue. We will conduct several

events in which Secretary Riley will discuss this issue with parents and others.

GETTING THE MESSAGE OUT

Throughout 1994, we intend to wage a multi-faceted, election-style campaign to build awareness and support for our program. The campaign has already begun.

- *January tour.* Secretary Riley and other senior Department officials are currently in the midst of a 17-state tour to generate grassroots support for Goals 2000, which is scheduled to be taken up by the full Senate in February. The tour has sparked widespread, highly favorable media coverage.

- *"Riley's Report."* This biweekly fax newsletter, being launched this month, will be sent to more than 300 education leaders. It covers Department programs and policies, provides legislative initiatives, offers talking points, lists the speaking schedules of the Secretary and Deputy Secretary, and guides readers to important articles in the media about the Department and education. Keeping key influentials informed and involved is an important part of our strategy to generate support for our reform agenda.

- *"Riley's Rules."* One of the most effective ways to deliver a message is to do it in a lively, fun way and we plan to do just that with "Riley's Rules," a list of 7 pithy pieces of advice for improving education. We can put "Riley's Rules" on posters, t-shirts, rulers, book covers, and other *objets d'education*.

- *Goals 2000 Strategy.* The following options are being weighed to begin the drive to develop grassroots support for our Goals 2000 and other programs:

- * The "State of American Education" address and follow-up White Papers (discussed above.)
- * A yellow school bus trip, with the President and the Secretary visiting several states. At each stop, "Goals 2000: Getting Started" packets would be handed out.
- * A national satellite town hall/house party meeting, hosted by the Secretary and the President.
- * Address to national PTA, with satellite links to state and local PTA groups to deliver the parental involvement message.
- * A big one-day national event under the theme, "Six Cities for Six Goals." This would include visits by the Secretary, other Cabinet members, and the President to six cities that are making progress toward achieving the six National Education Goals. The President, for example, could visit a school making progress toward Goal No. 6--every school will be free of drugs and violence. This would give the President the opportunity to talk about his other anti-crime proposals.
- * School visits by the Vice President and the First and Second Ladies.
- * Aggressive outreach to regional media through active travel schedules for the Secretary and Deputy Secretary. Visits by cabinet secretaries to small towns make a powerful statement of commitment and usually draw major local coverage.

- * Use of C-SPAN to reach activists and leaders. C-SPAN has already given Secretary Riley extensive coverage and has indicated it will continue to give priority to education.
- * Public Service Announcements to educate the public to the need for school reform. The Ad Council's "Keep the Promise" campaign, which the Department supports, will enter its second phase. Phase I generated thousands of responses. In addition, the Discovery Channel, NBC, and PBS have expressed interest in doing PSA's and major features on education, and we are meeting with them to finalize plans.
- * Targeted columns and letters for education trade publications. Secretary Riley's monthly column in "Teaching K-8" magazine has been highly successful.

● *Promotion products.* We will aggressively develop a wide range of promotion products to promote the Goals 2000 program. Videos, brochures, posters, and other premiums will be produced for general audiences and the media, and products with targeted messages will be developed for such specialized audiences as parents, teachers, education leaders, business and labor, community groups, and office holders. We will also produce a community handbook to provide guidance for communities and individuals seeking to put the Goals 2000 plan into action in their hometowns.

OTHER MAJOR NEWSMAKING ISSUES

● *"School-to-Work Opportunities Act" Strategy.* This bill, expected to pass when Congress returns, addresses a constituency that has long been ignored -- the 75 percent of Americans who do not complete college. It builds on the fundamental redesign of job placement programs and the reinvention of the American high school to help students prepare for the world of work. We are working closely with the Labor Department in crafting our press strategy.

● *"Improving America's Schools Act" Strategy.* This is the reauthorization of the Elementary and Secondary Education Act, the federal government's largest education program (\$10 billion). The Administration's proposal will shift resources to the poorest and neediest children. This represents a fundamental change in the way the program has been administered in the past, and the new funding formula, not surprisingly, is controversial. There will be numerous Congressional hearings on the bill, but we expect it to pass. After Goals 2000 is enacted, this legislation will generate more national and regional media coverage than any of our other legislative initiatives.

● *Management Reform/Reinventing Government Strategy.* We will continue to develop the management reform/reinvention press strategy we launched last year that resulted in a *Washington Post* year-end wrap-up entitled "Education Department Getting Better Grades." We sent a background paper detailing management initiatives at the Department along with the *Post* story to more than a thousand education and business reporters nationwide. On a regular basis, we will invite select education and business reporters for brown-bag lunches with Deputy Secretary Madeleine M. Kunin, who leads the Department's management efforts, to discuss progress on reinvention initiatives. In April, we will hold a press briefing to highlight the release of the Department's first-ever Consolidated Strategic Plan for management reform.



UNITED STATES DEPARTMENT OF EDUCATION

PUBLIC AFFAIRS

MEMORANDUM

TO: Mark Gearan

FROM: Kathryn Kahler *KS12*

DATE: January 14, 1994

RE: Department of Education Communications Plan for 1994

SUMMARY

1994 will be a great year for the Department of Education. Education reporters are impressed with the amount of legislative activity and the improved morale at the Department, and with the commitment expressed by Secretary Riley and President Clinton. Interest is heightened with both Goals 2000 and School-to-Work set to go to the Senate for a final vote, Direct-Lending beginning at 105 colleges and universities this school year, and the anticipation of Secretary Riley's "State of American Education" speech.

Throughout 1993, media coverage of Secretary Riley, the Department of Education, and the Administration's education agenda has been mostly favorable, with criticism coming primarily from right-wing reporters and pundits who are pro-voucher, anti-public school, and anti-teacher unions.

Our strength this past year has been in attracting local and regional coverage as we travel in the states and place op-eds in medium-sized media markets. At the local level, education sells. People are interested in how their schools are doing compared to other states and nations and what the federal government is doing to improve opportunities and excellence in education. National coverage of education has focused largely on violence in the schools and equity matters (gender, race, funding) with the administration receiving favorable reviews for addressing these issues.

End-of-the-year editorial pieces have been very favorable, concluding that Secretary Riley is thoughtful, hard-working, and committed and that he has rejuvenated the Department of Education through an aggressive legislative agenda, improved management oversight, and better employee relations. In recent op-eds, both David Broder and Ben Wattenberg referred to Secretary Riley as a star in the Administration.

EDITORIAL BOARDS

Secretary Riley, Deputy Secretary Kunin, and Under Secretary Smith have met with the following editorial boards: Los Angeles Times, New York Times, Washington Post, Chicago Sun Times, Chicago Tribune, Atlanta Journal-Constitution, USA Today, San Jose Mercury News, Kiplinger Letter, San Francisco Examiner, San Francisco Chronicle, New Republic, Baltimore Sun, Boston Globe, Charlotte Observer, Burlington Free Press, Greenville News, Charleston Post and Courier, Columbia State, and 7 other South Carolina papers.

OP-EDS/LETTERS TO THE EDITOR

Op-eds and letters to the editor by Secretary Riley, Deputy Secretary Kunin, Under Secretary Smith, and selected members of the business and labor communities have been submitted to more than 50 newspapers and periodicals. Topics include education reform, school-to-work transition, violence in the schools and media, parental involvement, NAFTA, and the President's budget. Op-eds have been printed in all 17 South Carolina papers, the Baltimore Sun, Philadelphia Inquirer, Miami Herald, Richmond Times Dispatch, Roll Call, San Jose Mercury News, and the Washington Post. Letters to the editor have appeared in the Richmond Times Dispatch, Wall St. Journal, Washington Times, and the Atlanta Journal-Constitution.



OFFICE OF NATIONAL DRUG CONTROL POLICY
EXECUTIVE OFFICE OF THE PRESIDENT
Washington, D.C. 20500

February 3, 1994

MEMORANDUM TO MARK GEARAN

FROM: PAT WHEELER

A handwritten signature in cursive script that reads "Pat Wheeler".

SUBJECT: Communications Strategy for ONDCP

Per your request, attached is my communications strategy for 1994 and a short review of last years major media appearance. Please let me know if you have any questions. Thank you.

INTRODUCTION

The Office of National Drug Control is responsible for development of a policy to abate the flow and use of illicit drugs in this country. When the Office was first established five years ago, headlines about drugs blazed across every newspaper in the country. For the past few years, even though the problem of illicit drugs is still as critical as ever, the public does not have a clear perception of how severe this problem is.

As this Administration seeks to put the problem of illicit drugs into context, and with the change in the strategy that puts more emphasis on demand reduction, it is critical that this Office have an aggressive communications plan that will increase the public's awareness of the drug issue and its impact on their communities.

Awareness alone, will not develop the necessary support for the change in policy. Citizens must receive clear and direct message, and one that helps them understand how the problem of illicit drugs impact their lives, families and communities.

Since there are several other major issues on the public agenda's, whenever possible, these issues should be coupled with ONDCP's. Health reform, crime and violence, community and family, economic development, even welfare reform can be platforms from which ONDCP can launch and tailor its message.

1994 COMMUNICATIONS PLAN
OFFICE OF NATIONAL DRUG CONTROL POLICY

Pat Wheeler
Public Affairs

OBJECTIVE 2

Execute major informational program for Office of National Drug Policy, its mission and policies; thereby, raising the profile of drug issue and the related problems of violence and crime as one of the country's most important domestic issues.

STRATEGIES

1. Increase coverage of ONDCP and the drug control problem through a series of press conferences and briefings, special events and announcement of major initiatives and events.

<u>Action Steps</u>	<u>Person(s) Responsible</u>	<u>Completion Date</u>
1. Hold series of briefings for beat reporters (2)	PW	monthly
2. Hold briefings for specialized press; such as Black, Hispanic, Asian and foreign press	PW	ongoing
3. Increase awareness of ONDCP among local press and columnists	PW	ongoing
4. Develop and send at least once a month a press release on critical issues to keep ONDCP top of mind	PW	monthly
5. Coordinate with State & Local site visits for Director that obtain maximum exposure	PW/GK	ONGOING
6. Develop and update media list to have latest contacts for covering ONDCP and related issues	PW	ongoing

OBJECTIVE 1

3. After release of National Strategy, continue awareness campaign to enlist support, respond to criticisms and educate public.

<u>Action Steps</u>	<u>Person(s) Responsible</u>	<u>Completion Date</u>
1. Arrange interviews for Director and other cabinet members with major newspapers and beat reporters	PW/Communications Chiefs	ongoing
2. Arrange for Director to meet with editorial boards of major newspapers and when on travel	PW	ongoing
3. Develop series of op-ed pieces for major newspapers and timely responses to negative editorials and Letters to the Editor	PW	ongoing
4. Evaluate response to Strategy and effectiveness of talking points, media appearances, etc.	PW/Communications Chiefs	monthly

OBJECTIVE 1

1. Develop and implement a media communications plan for the National Drug Strategy that emphasizes the Administration's change in policy by focusing on demand reduction and highlights Administrations's commitment to its implementation.

STRATEGIES

1. Develop series of talking points and highlights for ONDCP staff and other agencies that emphasize Administration's change in drug policy; such as, greater emphasis on education, treatment and prevention.

<u>Action Steps</u>	<u>Person(s) Responsible</u>	<u>Completion Date</u>
1. Write talking points, fact sheets, etc.	JC/RD	1/28
2. Hold briefing for agency communications chiefs	JC/PW	1/31

2. Prior to release, hold series of briefings for key constituency groups to enlist support for The National Strategy.

<u>Action Steps</u>	<u>Person(s) Responsible</u>	<u>Completion Date</u>
1. Develop lists of groups for briefings	Staff	1/26
-Media (1)	PW	
-Key state & local	GK	
-Congressional	EJ	
-Community/nonprofit	AH/JG	
-International	RP/HM	
2. Arrange and hold briefings providing them with talking points and enlist their support	RM/PW/JC/LB	2/3
3. Provide media and appropriate others embargoed copies of Strategy	JC/PW	2/3

OBJECTIVE 2

2. Develop informational/educational material; such as fact sheets, brochures, etc., for ONDCP for distribution at conferences, and other events that highlight Office's mission, goals and accomplishments.*

<u>Action Steps</u>	<u>Person(s) Responsible</u>	<u>Completion Date</u>
1. Write draft for ONDCP brochure and/or fact sheet	PW	4/1
2. Review by senior staff	Staff	4/30
3. Send to printer	PW	5/30
4. Determine what other collateral should be developed	PW	ongoing

*In order to move rapidly, recommend employing an outside contractor with expertise in this area. ONDCP public affairs will provide supervision and oversight.

3. In conjunction with scheduling, develop a series of high profile speaking engagements for Director and other senior staff to educate and inform a broad cross section of major organizations and agencies about ONDCP, drug control policy and related issues.

<u>Action Steps</u>	<u>Person(s) Responsible</u>	<u>Completion Date</u>
1. Develop a priority system for selecting speaking engagements (3)	PW	3/1
2. Review all speaking requests and prioritize	Staff	weekly
3. Monitor and evaluate impact	Staff	ongoing

OBJECTIVE 2

4. Working with other federal agencies and nonprofit/private agencies, develop a series of radio and television public service announcements that communicate ONDCP's policy messages.*

<u>Action Steps</u>	<u>Person(s) Responsible</u>	<u>Completion Date</u>
1. Review PSAs presently available	PW/staff	5/1
2. Explore funding for PSAs	PW	5/1
3. Determine if PSA will be produced internally or by contractor	PW	5/15
4. Develop scripts in draft form for review (consider focus groups)	PW	5/30
5. Produce PSAs	PW	6/30

*Possibility of piggy-backing onto agency contracts and their research.

Critical Assumption: Funds will be available through ONDCP or other source to produce high quality PSAs

OBJECTIVE 1. STRATEGY 2

1. Media

Prior to release of strategy, beat reporters for major newspapers, broadcast outlets, and newsletters should be briefed and receive an embargoed copy of Strategy. Reporters who should be included (but not limited to):

Pierre Thomas, Washington Post
Joe Treaster, New York Times
Joe Davidson, Wall Street Journal
Larry Bivens, Detroit News
Carol Skorneck, AP
Ron Osterow, Los Angeles Times
Elaine Shannon, Time Magazine
Sam Meddis, USA TODAY
Chicago Tribune
Kathy Keiley--Houston Post
Houston Chronicle
McNeil-Lehrer--Naomi Karam
Newsday--Marty Kasendorf
Christian Science Monitor--Ben Baker
Lisa Myers/Pat Jones--NBC Nightly News
Betty Chin--CBS World Bureau
Beth Nissen--ABC World News

OBJECTIVE 2. STRATEGY 1

1. Monthly briefings should be center around release of reports, white papers, or announcements of initiatives. While these do not have to be major news stories, they will provide a springboard from which the Director and other senior staff can provide information on ONDCP.

OBJECTIVE 2. STRATEGY 3

With the Director receiving dozens of speaking requests each week, it is critical to review each. Questions to be considered should include (but not limited to):

Is this a constituency we need to reach?
How large is the group?
Is it likely there will be press coverage?

Broadcast Interviews

Larry King Radio Program

Today Show

Weekend Today Show

USIA Worldnet

USIA Wire Service

ABC World News Tonight

CBS Overnight News

Columbia Globo News

Univision

NBC Radio News

Michael Krasny Show--KQED-FM, San Francisco

Gil Gross Program, CBS Radio

KSFO Radio News, San Francisco

NBC Radio News

Dave Ross Show, KIRO-AM, Seattle, Washington

Cross Talk--CBS Radio



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1994 COMMUNICATIONS PLAN
OFFICE OF NATIONAL DRUG CONTROL POLICY

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Elaine Shannon, Time Magazine
Sam Meddis, USA TODAY
Chicago Tribune
Kathy Keiley--Houston Post
Houston Chronicle
McNeil-Lehrer--Naomi Karam
Newsday--Marty Kasendorf
Christian Science Monitor--Ben Baker
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Univision

NBC Radio News

Michael Krasny Show--KQED-FM, San Francisco

Gil Gross Program, CBS Radio

KSFO Radio News, San Francisco

NBC Radio News

Dave Ross Show, KIRO-AM, Seattle, Washington

Cross Talk--CBS Radio

MEMORANDUM

January 24, 1994

TO: Mark Gearan, director
White House Communications

FROM: Mike Gauldin, director
Phyllis Anderson
Jana Prewitt
Department of Energy Public Affairs

RE: 1994 Communications calendar

Attached, as you requested, are:

- * Primary DOE message points to be communicated in 1994
- * A preliminary calendar of major DOE announcements or actions expected to generate news coverage
- * A recap of major 1993 DOE press interviews

The calendar does not include events associated with the Human Radiation Interagency Working Group or Advisory Committee.

U.S. DEPARTMENT OF ENERGY
KEY COMMUNICATION MESSAGES FOR 1994

SPEARHEAD STRATEGIC MESSAGE

THE DEPARTMENT OF ENERGY GIVES AMERICA TECHNOLOGICAL LEADERSHIP
TO REGAIN WORLD ECONOMIC LEADERSHIP

Through partnerships with American industry, the Department of Energy provides the world-class scientific expertise necessary for the U.S. to lead the world in technology development and economic growth and provide good jobs and economic security for Americans.

THEMES

CREATE JOBS - IMPROVE U.S. INDUSTRIAL COMPETITIVENESS

"Partnerships between American industry, universities, and Department of Energy National Laboratories are providing knowledge and world-class science to drive our future, creating and protecting jobs for Americans."

A NEW PRIORITY - ENHANCE OUR COUNTRY'S ENERGY SECURITY

"The Cold War is over. The Energy Department's priority has turned from national security to energy and economic security and leading the world in energy efficiency and renewables technologies."

A DUTY TO OUR CHILDREN - PROTECT GLOBAL ENVIRONMENTAL QUALITY

"Our duty to our children is to protect the global environment and leave them a healthy world by leading the world in developing and exporting environmental technologies."

OUR OBLIGATION TO REDUCE THE NUCLEAR DANGER

"The United States has a responsibility to develop dual-benefits technology which reduces reduce the world nuclear threat, enhances our nation's defense and contributes to job creation."

MANAGING FOR CHANGE - MAKE GOVERNMENT MAKE SENSE

"The Clinton Administration is changing government to mirror our best public and private counterparts, make it responsive to the people it's supposed to serve, to spend taxpayer dollars wisely and to make government make sense."

PUBLIC TRUST IN GOVERNMENT HAS TO BE EARNED

"People have learned the hard way not to trust their government. We're not responsible for the past. But we are responsible for the future; we can't expect trust until we've earned it."

U.S. Department of Energy
SECRETARY OF ENERGY HAZEL R. O'LEARY
PRELIMINARY 1994 PRESS EVENTS CALENDAR

FEBRUARY 1994

- 3 Event: Contract Reform Team report
Message: Making government make sense
 Spending taxpayer dollars wisely
- 7 Event: DOE Budget briefing
- Event: Secretary O'Leary to visit Carlsbad in
 connection with WIPP.
- Event: Assessment of potential future uses for the
 Energy Technology Engineering Center in
 California by private sector, international
 and other government organizations
- Event: Award of five projects to develop high-
 performance parallel processor computing
 applications; accelerating use of these
 next-generation computers will enhance
 industrial competitiveness

MARCH 1994

- Event: Completion of Environmental Assessment for
 "urgent relief" of foreign spent nuclear
 fuel of U.S. origin, honoring a longstanding
 U.S. commitment to take back spent fuel of
 U.S. origin to prevent proliferation.
- Message: Reducing the nuclear danger
- Event: Second Hanford Summit with state governors,
 key Congressional representatives to review
 the Environmental Management Program's budget
 and future strategy
- Message: Earning trust in government
 Partnerships with stakeholders
- Event: Stockpile Stewardship Plan to ensure safety,
 reliability, security and flexibility of the
 nuclear weapons stockpile without underground
 nuclear testing.
- Message: Reducing the nuclear danger.

APRIL 1994

Event: Earth Day - Announcement of plans to measure emissions avoided through Global Initiative
Message: Protecting the global environment

Event: Assessment of all facilities, ranked by risk and threat, that are surplus and contaminated now or will be surplus in next five years; provide budget quality cost estimates to be used in the FY 1996 budget formulation for managing high-ranking facilities
Message: Taking control of cleanup

JUNE 1994

Event: Secretary's report on Openness and Declassification Initiative
Message: Public trust in government; openness

Event: Public scoping meetings for Pantex Environmental Impact Statement in Amarillo and other sites affected by activities at Pantex
Message: Safety, health and environment
Public involvement

JULY 1994

Event: Secretary O'Leary visit to China to promote U.S. energy projects
Message: Improving U.S. industrial competitiveness
Enhancing our country's economic and national security

AUGUST 1994

Event: Opening of centers for five projects to develop high-performance parallel processor computing applications; accelerating use of these next-generation computers will enhance industrial competitiveness

OCTOBER 1994

Event: Energy Awareness Month

Event: Quality Management Month

Event: Development and implementation of process to transfer more than 45 percent of the Hanford Site to other productive uses (e.g. wildlife

refuge, private development, agriculture,
grazing range)
Message: Benefitting the American public

Event: October 1st start up date of the Ohio
Field Office.

Message: Making government make sense

DECEMBER 1994

Event: Draft Environmental Impact Statement for
storage of government-owned spent nuclear
fuel

Event: Establishment of 11 Site-Specific Advisory
Boards to improve public participation at DOE
facilities

Message: Public trust in government

Event: Name office manager of the Ohio Field Office;
staffing of 90 additional FTEs in '94

By end of 1994

Event: Consolidation of non-nuclear manufacturing
work from three sites (Mound, Ohio; Pinellas,
Fla., Kansas City) to the Kansas City Plant.

Event: DOE rulemaking reform

Message: Making government make sense

Event: Voluntary agreements with utilities to reduce
greenhouse gases to meet President's goal in
Global Climate Initiative

Message: Protecting Global Environmental Quality

Event: National Environmental Policy Act Reform
to ensure environmental consequences of
DOE actions considered in timely manner.

Message: Protecting global environmental quality
Making government make sense

Event: Presentation of a plan to improve processes
regarding the treatment of whistleblowers.

Message: Righting past wrongs.

Event: Streamlining the process for Cooperative
Research and Development Agreements.

Message: Improving U.S. industrial competitiveness
Making government make sense

Event: Oakland Operations Office to develop
Community Partnership Plan with the City to

enhance ties between DOE and the local community to include: small and disadvantaged business opportunities; technology transfer; and math and science education and training.

Event: Study of costs and benefits of oil imports prepared as part of the Domestic Natural Gas and Oil Initiative

Message: Enhancing our country's energy security
Improving U.S. industrial competitiveness

Event: Reduction of 1993 level of contracted support services by 10 percent in 1994.

Event: Reexamination of "creative" (alternative) financing to fill Strategic Petroleum Reserve

Message: Enhancing our country's energy security
Making government make sense

Event: Establish a Federal Employee Occupational, Safety and Health Program (FEOSH)

Event: Establishment of research laboratory at Pantex to provide scientific analyses of environmental and safety issues specific to the facility (Fulfilling Clinton promise)

ONGOING THROUGH 1994

Event: A dozen DOE facilities in eight states, are committed to 328 milestones in FY 1994, of which 21 address specific operational actions (e.g. build laboratories or waste treatment capacity) and 79 percent require submittal of site study documents to plan for field actions; these environmental requirements are legally enforceable by states and the EPA

Event: Superconducting Super Collider termination.

Event: Continuing stakeholder participation in development of the draft Reconfiguration Programmatic Environmental Impact Statement

Event: Public notice of workforce restructuring for Mound, Pinellas and Nevada Test Site

Event: Assisting Russians with completion of the design of a storage facility for long-term storage of fissile material from dismantled weapons

DEPARTMENT OF ENERGY
MAJOR 1993 MEDIA

February

- 15 ANNOUNCEMENT: U.S./Russia Agreement - purchase of enriched uranium from Russia
- 25 Interview by Channel 5 (Fox TV) before ceremony, (Sheraton Washington Hotel) C-Span covered event - 1993 National Congress for the Advancement of Minorities in the Environmental Profession (Secretary O'Leary)
- 26 Interview by CNN - Moneyline
Topic: The Department's role in the President's Economic Plan - (Secretary O'Leary)

March

- 1 Interview by CNN (Frank Sesno) on Technology Transfer Aspects of Defense Conversion - (Secretary O'Leary) (part of 1-hour Special Report: "Swords to Plowshares...")
- 8 Met with WASHINGTON POST Editorial Board (Secretary O'Leary)
- 11 Met with NEW YORK TIMES and WALL STREET JOURNAL Editorial Boards (Secretary O'Leary)
- 13 American Textile Partnership signing - live coverage was beamed to 228 NBC affiliates and CNBC. WASHINGTON POST article (Secretary O'Leary)
- 15 Met with RALEIGH NEWS & OBSERVER Editorial Board.

Secretary O'Leary participated in signing a series of Cooperative Research and Development Agreements (CRADA) between DOE labs and the American Textile Partnership (AMTEX)

April

- 30 100 Day Report - submitted to the White House (Secretary O'Leary)

May

- 4 Press Conference (Forrestal Building) Clean Coal Technology Demonstration Program - (announcement - projects selected for the fifth and final round of competition (Secretary O'Leary)

May

- 6 Interview with CNN for a 1-hour special on "Defense Conversion" - Secretary O'Leary segment focused on the Administration's Technology Transfer Initiatives -- and examination of Russia's defense conversion efforts

June

- 3 Interview with CNN (Christine Amanpour) on the Secretary's participation in the IER & Administration's position on energy issues of mutual interest to the other 22-member countries
- 23 Press coverage - CBS "This Morning" (covered SunRayce live)
- 25 Interview with NBC (John McLaughlin) on the Administration's energy issues (Secretary O'Leary)
- 30 Press Conference at the National Press Club - announced the beginning of business operations by the U.S. Enrichment Corporation which will assume responsibilities of the department's uranium enrichment enterprise (Secretary O'Leary)

July

- 7-10 Motorola/Milliken Leadership Training - Chicago
Interview with the WALL STREET JOURNAL (quality management) and with Progress Report Magazine
This training was part of the Secretary's efforts to change DOE culture through quality management.

- 13 Vice President's Town Meeting at DOE Headquarters

BOSTON GLOBE
WASHINGTON POST
AP Photo
SCRIPPS-HOWARD
AUGUSTA CHRONICLE
INSIDE ENERGY
Channel 9 (CBS affiliate covered via satellite feed)

- 22 Senator Trent Lott's TV program - (1/2 hr. live broadcast on commercial & cable television)

Secretary O'Leary talked ABOUT the SPRO and the Administration's energy policy.

- 23 Interview with Natural Resources Magazine - The Secretary's topic: Administration's energy policy

July

- 30 Interview with PBS, Techno Politics Program - interview aired on WETA at 2:30 p.m., Sat., July 31st (Subject: Administration's Energy Policy and Alternative Fuels)

August

- 4 Luncheon meeting with Hearst Newspapers reports on the Administration's energy policies and DOE's new initiatives (Secretary O'Leary)
- Telephone interview with WALL STREET JOURNAL (Jeff Baily) Safety and cleanup at DOE facilities (Secretary O'Leary)
- 5 Interview with Hal Bruno of ABC radio on general energy policy and initiatives (Secretary O'Leary)
- 12 Gas & Oil Trade Press - Administration's Oil and Gas Initiatives (Bill White)
- 17 Interview with NBC Today Show (taped 8/17; aired 8/28) 30th Anniversary of the March on Washington (Secretary O'Leary)
- 18 Interview with Business Week on Natural Gas & Oil (Bill White)
- 24 Interview with Business Week (Balancing the Environment and Boosting the Economy) (Secretary O'Leary)

September

- 9 Roundtable interview with USA TODAY/Cannett, CHICAGO TRIBUNE, WASHINGTON TIMES and Black Entertainment News (BET)
The Secretary discussed the Administration's energy policy and her role in the Clinton cabinet.
- 16 SEATTLE TIMES and the SEATTLE POST-INTELLIGENCER - Editorial Boards on the North American Free Trade Agreement (NAFTA) (Secretary O'Leary)

October

- 12 Interview with TUCSON CITIZEN - 20th Anniversary of the Oil Embargo (Bill White)
- 13 Media Interview in Oklahoma City on NAFTA (Secretary O'Leary)

October

- 25 Media availability: Regional and Trade Press (Dan Dreyfus) questions centered on Civilian Radioactive Waste, Yucca Mountain - Monitored Retrievable Storage (MRS) and the Secretary's internal review of the program.
- 25 Interview with CNN, Financial Times, Oil Daily, The Associated Press and the NEW YORK TIMES (Oil and Money Conference), London (Sec. O'Leary).

November

- 12 Interview with BOSTON GLOBE (Peter Fox Penner) on NAFTA
- 28 Interview with WASHINGTON POST on nuclear spent fuel to Savannah River Site (Tom Grumbly)

December

- 2 Interview with -- National Public Radio
- nuclear weapons dismantlement
 - highly enriched uranium/plutonium conundrum
 - Russia's dismantling process
 - non-proliferation policy
- (Vic Reis, Jack Keliher and Bob DeGrasse)
- 7 Press Conference (Forrestal Building) Openness Initiative (Secretary O'Leary)
- 9 Press Briefing on Domestic Natural Gas & Oil Initiative (the Secretary and Deputy Secretary)
- 10 Telephone interview with NEW YORK TIMES (Keith Schneider) on "Human Experimentation" (Tara O'Toole)
- 20 Interview with NBC's Now Magazine Show on "Human Experimentation" (Secretary O'Leary and Tara O'Toole)
- 22 Interview with CNBC (John McLaughlin) on Declassification, Openness Initiative (Secretary O'Leary) 1-hour live (the show was taped & reaired December 23 and December 25th)

PAUL HARVEY NEWS

PAUL HARVEY NEWS
(PoHtics 11-26-93)

BOUQUET FOR A BUREAUCRAT

The Honorable Hazel O'Leary

Secretary of Energy

Department of Energy

1000 Independence Avenue, N.W.

Washington, D.C. 20585

Good morning, Secretary O'Leary ...

I have watched you tackle constructively what may be the most complex challenge in government and in the midst of that firestorm you are still forked-end-down; you have earned a salute.

We have never met. This letter was not prompted. The observations of your performance to date are my own.

With the caveat that you may change your style or I may change my mind here goes:

When Senators at your confirmation hearing, posturing for the TV cameras, sought to display their brilliance with convoluted or technical questions, repeatedly you said, "I don't know but I'll find out and report back to you."

You left them speechless and us smiling.

Your first days as Secretary you shredded outdated cold-war secrecy and political paranoia by removing the glass doors from your office suite, by getting rid of the superfluous uniformed guards. Suddenly anybody could walk in and state his or her business and you were one of us.

12/93

17:42

FAX 1 312 898 4088

PAUL HARVEY NEWS

004

-2- Bouquet ...

Who will ever forget the day you encountered that sign in the bowels of your bureaucracy which warned: THIS AREA MONITORED BY CLOSED-CIRCUIT TV."

You yanked the sign from the wall, saying, "This is no Pentagon" and demanding, "Get rid of it!"

We had never seen a "really Irish" Secretary before.

When you reopened those long-sealed fortress-like doors so that Department employees would be closer to parking lots and Metro stops that was nice.

When you froze DOE contractor salaries for a projected five-year saving of 1.5 billion dollars of our money, that was even nicer.

You demanded your Department practice what it requires of others in energy efficiency, use of renewable resources, reduced reliance on foreign oil.

You even dared challenge the Pentagon to a priority fight -- and won.

You established liaison with Russia and secured compliance on energy efficiency, renewable energy, fossil fuels, nuclear safety.

Then you did the same in Poland, Czechoslovakia and Bulgaria.

You sought and got compliance of our own dirty cities in curbing pollution.

You have given us of the media easier access to information which six previous secretaries have considered "secret."

Thank you.

If the American textile industry survives world competition it will be because you, Madame Secretary, encouraged their use of 21st century

PAUL HARVEY NEWS

005

-3- Bouquet ...

You've never forgotten your frustration as an executive of the utility industry "dealing with Washington."

For a new generation of utility executives you've made government a "partner" in limiting greenhouse gas emissions.

And as a result you now have fifty of our nation's largest utilities appreciatively eating out of your hand.

You are quite a lady, Mrs. O'Leary. Lead on!

MEMORANDUM TO: Mark Gearan, Assistant to the President
and Director of Communications

FROM: Jean Nolan, Assistant Secretary for Public Affairs *Jean Nolan*

SUBJECT: 1994 Public Affairs Plan and 1993 Major Media Contacts

Per your request, attached is a brief summary of our 1994 communications strategy and a list of the major media interviews/appearances by Secretary Cisneros in 1993.

I will be happy to discuss this with you. I can be reached at 708-0980.

Attachments

Goals

- Continue to strengthen the image of HUD as a federal agency that works, is committed to changing the status quo, and making a major contribution to the nation's economic growth
- Reinforce positive feelings about the President and Secretary Cisneros with news media, members of Congress, state and local housing officials, and the public
- Maintain and increase relationship between HUD public affairs staff and news media to promote the President's and Secretary's agenda for HUD

Message

After 12 years, HUD is under the control of a new administration that is committed to housing and community development issues.

The Secretary has set six priorities for HUD that will be the basis for our public affairs efforts. These priorities are: reduce homelessness; turn around public housing; increase housing production and help to preserve existing housing; increase fair housing for all; empower communities; and return excellence to management at HUD.

These priorities will communicate a basic message:

A revitalized HUD is making a real difference in the lives of real people.

Activities

Our public affairs activities to support the Secretary's priorities include:

- coordinating all media relations;
- continuing a good working relationship with Washington media;
- serving as a credible spokesperson for the agency;
- advocating the Secretary's and principals' involvement with the media when it benefits our long-range goals; and
- working with other agency press persons, congressional media and media representatives of others in the housing industry to present a unified message where appropriate.

- organize one-on-one interviews with the Secretary, and satellite and radio interviews with local media where appropriate;
- coordinate the Secretary's appearances on network television;
- arrange editorial board meetings for the Secretary and other HUD principals;
- arrange the Secretary's public appearances in Washington and throughout the country, in coordination with the Secretary's scheduling office;
- organize news conferences and briefings for national, regional and trade press;
- draft speeches for the Secretary and the Deputy Secretary, and review speeches by Assistant Secretaries;
- organize community relations activities for HUD, such as participation in volunteer housing efforts by Habitat for Humanity and others, and sponsorship of a dinner for the homeless around Valentine's Day.

In addition, in 1994 our activities will expand to include:

- use of public service advertising to advance an appropriate message, such as importance of public housing or how people can help address homelessness
- use of celebrities in our activities (in 1993, we formed relationships with Kimberly Aiken, Miss America, and Reggie White of the Green Bay Packers)
- production of a weekly column by the Secretary on housing and community development of interest to the general public for distribution to all daily and weekly newspapers, including Hispanic, African-American and Asian media
- identify new and creative opportunities to communicate our message, such as having the Secretary spend an overnight in public housing and homeless shelters, visit children undergoing treatment for lead poisoning, participate in the Jimmy Carter Work Project and other construction activity, and more.
- develop a regional media strategy, whereby we use editorial board meetings, events, news conferences, op/eds, interviews, etc. to communicate our priorities in local communities.

Already we have identified a number of ways for us to communicate our basic message through the Secretary's priorities. For example:

Reduce Homelessness

- Dinner for Homeless People: On February 13 the Secretary and HUD staff will hold a dinner for homeless people in the HUD cafeteria. Local hotels are providing essential items to distribute to homeless adults and children, and our food services organization is donating food and staff to the effort.
- Regional Forums on Homelessness and Community Development: HUD is holding 8-10 conferences in major cities across the country to stimulate local support for homeless and community development efforts.

Turn Around Public Housing

- Conduct a videoconference on combatting drugs in public housing in February that spotlights the success of three communities.
- Develop models for addressing crime in public housing.

Increase Housing Production and Preserve Existing Housing

- National Association of Homebuilders speech: The Secretary will be making an important speech on the role the federal government plays in housing production. This is the beginning of what will be an ongoing effort to promote the role of the Administration in housing production.
- 60th Anniversary of FHA: The Federal Housing Administration, which has made homeowners of some 21 million Americans over its lifetime, celebrates its 60th anniversary this year. We will be developing a range of activities to highlight the importance of homeownership and the role the federal government plays in it.

is sponsoring a summit on fair housing January 19-22. The Secretary and the Attorney General are scheduled to speak. This summit marks the first time since the passage of the Civil Rights Act 25 years ago that the federal government has taken an aggressive stand on civil rights.

Empower Communities

- "Building Communities" Conference: Under the supervision of Assistant Secretary Andrew Cuomo, HUD will hold a major conference in Washington this spring on efforts to develop communities economically, physically and socially. We will seek the participation of the President, the Vice President and members of the Cabinet.
- Empowerment Zones: The President's Empowerment Zone program will provide ongoing opportunities, during the application process, and as zones are selected and activities begin in them.
- National Community Development Initiative: In April we will join with seven major foundations, including Rockefeller and MacArthur, and the Prudential Insurance Co. to announce our participation in an estimated \$100 million effort to develop communities and create affordable housing.

Return Excellence to Management

- Performance Agreement: HUD has been working with the White House, including the office of the Vice President, on an agreement to be signed by the President and the Secretary that would hold HUD to a set of performance agreements we must meet.
- Operation Crackdown: We are developing plans to announce an initiative which makes a major effort to fight drugs and other crime in and related to housing.

Addressing All Priorities

- 1995 HUD Budget: Our budget will be released in February.
- 1994 Authorization Bill: HUD will submit major legislation, expected by the end of February, to reflect the Secretary's priorities. Among the hallmark pieces will be initiatives to create greater opportunities for hard-working Americans to become homeowners.

1999 Budget. Our concerns are negatively to choices made in our budget, particularly those affecting public housing and elderly individuals.

\$11.9 Billion Portfolio: Last summer HUD revealed that about 27 percent of our portfolio of insured multifamily loans contained "bad" loans. Despite efforts to seek help through legislation, we have not made real strides in addressing this problem. Given the amount of attention to this effort, including an upcoming documentary by the Arts & Entertainment network, we anticipate Congress, the media and others to hold us accountable on this issue. The bottom line, though, is that without legislative relief, we may be unable to make a real difference.

Management Deficiencies: Prior to President Clinton taking office, the HUD Inspector General described 10 over-arching management problems facing the department. We are making progress in some places, but will most likely receive a negative semi-annual report from the IG in summer. This will be an ongoing issue.

DATEMEDIA ORGANIZATION

2/2/93	NBC Today Show
2/2/93	NBC Evening News
2/3/93	Wall Street Journal
2/3/93	CNN-TV
2/4/93	CNN-TV Morning News
2/5/93	CNN-TV "Both Sides w/Jesse Jackson (Panel)
3/3/93	New York Times - Jason DeParle
3/10/93	NBC Radio "Weekend Headliner"
3/11/93	CBS News
3/16/93	NBC Radio "Weekend Headliner"
3/16/93	NBC TV Network News, Weekend Today Show
3/19/93	CBS This Morning
3/23/93	MacNeil/Lehrer NewsHour
3/23/93	Los Angeles Times (Editorial Board)
3/30/93	Dallas Morning News
4/2/93	NBC TV/Public Broadcasting/McLaughlin One on One
4/2/93	Public TV/"Late Night America"
4/7/93	Washington Post
4/7/93	New York Daily News
4/8/93	Wall Street Journal
4/9/93	National Public Radio
4/11/93	ABC TV/This Week With David Brinkley
4/19/93	The Washington Post
4/20/93	Time Magazine (Luncheon w/Bureau Chief)
4/22/93	Sonya Ross/AP

5/93	"Volunteerism & America's Youth" by Henry G. Cisneros for Silver Anniversary Journal
5/93	"On My Mind" by Henry G. Cisneros for Foundation's Network News
5/1/93	KRLD Texas State News Network/Senate Race
5/1/93	Capital Gang/CNN
5/2/93	Larry King Live/CNN
5/6/93	New York Times (Editorial Board)
May/June	"The President's Strategy: A New Priority for H/CD" by Henry G. Cisneros for Journal of Housing
Summer	"Stone Soup" by Henry G. Cisneros for Neighborhood Reinvestment Quarterly
6/1/93	Detroit News
6/2/93*	USA Today
6/4/93	Time Magazine
6/7/93	The New York Times
6/9/93	Time Magazine
6/16/93*	Washington Post
6/21/93	Fortune Magazine
6/24/93	New York Times
6/29/93*	Hearst Newspapers
6/30/93	National Journal
7/93	"Banking & Community Perspectives" by Henry G. Cisneros for Federal Reserve Bank Newsletter
7/93	"Priorities of Education for Hispanic Youth" by Henry G. Cisneros for The College Digest
7/93	"Freedom in America" by Henry G. Cisneros for El Tiempo Latino
7/2/93	The Washington Post

7/7/93	Philadelphia Inquirer (Editorial Board)
7/7/93	Planning Magazine
7/13/93	The New York Times - Nick Lehman
7/13/93	CBS Radio/Gil Gross Show/LIVE
7/13/93	Redbook Magazine (Editorial Board)
8/7/93	CNN TV w/Jesse Jackson
8/9/93	US News and World Report w/Jill Sietes
8/9/93	CNN TV/Morning News
8/19/93	CNN/Newsmaker Sunday
8/24/93	Time Magazine
8/26/93	MacNeil/Lehrer
8/27/93	Philadelphia Inquirer (Editorial Board)
8/31/93	USA Today - Richard Benedetto
8/31/93	Philadelphia Inquirer
9/15/93	McLaughlin One-on-One
9/16/93	Washington Times
9/16/93	Larry King Radio Show
9/16/93	CBS This Morning
9/17/93	Dallas Morning News
9/20/93	FOX Network Morning News
9/29/93	C-Span
9/29/93	CNBC
10/6/93	New York Newsday, Jane Lehman (freelance)
10/7/93	USA Today
10/20/93	Newsweek Magazine, Bob Cohn
10/21/93	The Nightly Business Report (PBS)

11/93

"Forming Lasting Partnerships to Improve the Urban Environment" by Henry G. Cisneros - RESPONSE
(Center for Corporate Public Involvement)

11/7/93

The Baltimore Sun

11/8/93

Los Angeles Times Sunday Magazine

11/16/93

New York Times, Jason DeParle

11/18/93

Black Entertainment Television

11/18/93

National Journal

11/20/93

MacNeil/Lehrer Report

11/23/93

Time Magazine

12/5/93

Op/Ed published in Washington Post on
Homelessness

12/6/93

"The Lonely Death on My Doorstep" by Henry G.
Cisneros - Washington Post Op-Ed

12/10/93

Family Circle

12/17/93

Houston Post, Kathy Kiely

12/18/93

Today Show

12/21/93

MacNeil/Lehrer

12/22/93

CNN-TV "The World Today" w/Judy Woodruff and
Frank Sesno

12/26/93

NBC TV, Meet the Press

12/28/93

CBS Evening News

Additionally, Secretary Cisneros has met with the Editorial Boards of the Baltimore Sun, Boston Globe, and the San Antonio News-Express.



United States
**Office of
Personnel Management**

Office of Communications
Theodore Roosevelt Building
1900 E Street, NW, Room 5F12
Washington, DC 20415-0001

MEMORANDUM

January 17, 1994

TO: MARK GEARAN

FROM: JANICE R. LACHANCE *Janice R. Lachance*
Director of Communications

SUBJECT: 1994 Media Activities

This is in response to your memorandum of January 6 requesting communications strategies, themes and hot button issues our agency will face in 1994.

The Office of Personnel Management's (OPM) 1994 external and internal communications strategy is designed to reshape the agency's image from that of controller and enforcer to one of advisor and consultant, as envisioned in the National Performance Review's report.

Therefore, our media efforts will focus on the following themes:

-- OPM's ability to provide high-quality services to our customers: the public and other Federal agencies. Our goal is to become a "Model Agency" for human resource management.

-- OPM's role as an agent of change, leading the way to a more responsive and efficient Federal government.

MEDIA CONTACTS

OPM's regular media coverage includes daily contact with Steve Barr, The Washington Post's government reporter, as well as a number of reporters and publications widely read by the 2.2 million Federal work force located in every Congressional District.

PRINCIPAL ISSUES

OPM's major issues are grouped under three main topics: reinventing government, health care reform, and Federal personnel issues. Following are brief summaries of the issues which we expect will receive significant attention this year.

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Reinventing Government

-- Rightsizing the Federal Government

NPR's pledge to cut the Federal work force by 252,000, coupled with budget caps, will result in intensive media scrutiny of the Administration's rightsizing strategy. We can expect media coverage of:

whether the Administration meets its downsizing goals, particularly as we enter 1996;

whether and which middle managers were delayed; and

whether and why Reduction-in-Force (RIFs) were required.

-- Voluntary Separation Incentive Proposal

As discussed above, an integral part of the downsizing issue is the manner in which it is carried out. In order to minimize RIFs, the Administration has submitted a legislative proposal to offer incentive payments of up to \$25,000 to Federal employees who choose to leave government. While no action was taken in the first session of this Congress, the Administration is working toward swift consideration when Congress returns next week.

-- The National Partnership Council

Staff and logistical support for the National Partnership Council is housed at OPM, and all NPC meetings are held in the OPM auditorium. The Council's long-awaited report to the President is due January 31, 1994.

-- Sunset of the Federal Personnel Manual (FPM)

The 10,000 page Federal Personnel Manual was targeted by the National Performance Review as a gross example of red tape and central control over government personnel practices. While NPR recommended doing away with the FPM in December, 1994, OPM will officially sunset the FPM in the next two weeks, fully one year ahead of schedule.

-- Paperless Personnel Office

In the near future, OPM expects to unveil high-technology, user-friendly means to reduce -- and ultimately eliminate -- paper in the Federal personnel system. Within the next several weeks, we will end the use of the dreaded SF-171. Related innovations will include computer scanning of personnel applications, touch-screen job information computers, and the expanded use of 800-lines to apply for hard-to-fill positions.

-- Family-Friendly Policies

OPM expects to continue its role as the leader in government-wide family-friendly personnel policies. In the next several

weeks, OPM expects to publish regulations allowing Federal employees to use limited sick leave to care for family members.

Health Care Reform

-- Federal Employees Health Benefits Program (FEHBP)

As the nation's largest employer-based health insurance system covering some 9 million Americans, the FEHBP is considered by many a successful model for a national health care system. Media interest in the FEHBP is sure to heighten as the Administration's proposal is debated and refined.

Federal Personnel Issues

-- Pay and Benefits

All Administration and Congressional activity in this area receives detailed coverage in *The Washington Post* and media markets across the nation. Of particular interest to the media is the new locality pay system, which often comes under fire.

-- Retirement

The Federal retirement age, COLAs, and benefit structure have moved into the media limelight because they have become a target for budget cutters and because they impact the Administration's ability to decrease the number of active Federal employees.

-- Temporary Employees

The death of the Lincoln Memorial's caretaker has triggered extensive media interest in the government's policy toward its temporary employees. OPM will soon issue regulations limiting a temporary employee's tenure and will continue to work with Congressional committees to craft a long-term resolution to this issue.

-- Minority Discharge Rates

The fact that the Federal government fires minority workers at almost three times the rate of non-minority workers recently made the national news. OPM will lead the effort to help agencies discover the reasons for this discrepancy. We expect this issue to continue attracting national media and Congressional attention.

-- Hatch Act Reform

OPM is certain to receive a number of media inquiries as Hatch Act reform is implemented. OPM may also be involved, along with the Office of the Special Counsel, in promulgating regulations which define permissible and prohibited acts under the revised

Hatch Act.

Please call me at 202/606-1800 if I can provide any additional information for you.



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**United States
Information
Agency**

Washington, D C 20547

Office of the Director



USIA

TO: Mark Gearan
Director of Communications, WH

FROM: Andrew Frank 
Senior Advisor for Communications

DATE: January 14, 1994

RE: Press Activity

We are using our public affairs strategy to change perceptions and make the connection between foreign policy and public diplomacy with both domestic constituents and foreign audiences.

Director Duffey has worked very hard over the past year to reorganize, reinvigorate and reexamine the foreign policy messages and how to improve on the deliverability of USG policies. This will be a continuing theme during the coming year as we immerse ourselves in a number of critical issues.

The President has started the year off on a good foot for Public Diplomacy to foreign audiences. His trip this week to Europe once again showed his interest and grasp of foreign affairs. His leadership is key on so many issues that face the post-Cold War world.

This is not just an isolated case, nor has the administration had its head in the sand on foreign affairs in the past year, as many in the press would have us believe. This administration has sent more Senior Governmental officials (both cabinet and others) to appear on Worldnet TV and do issue oriented interactives with our posts abroad, as well as press conferences at the Foreign Press Centers, than any previous administration in its first year. This generates a tremendous amount of coverage in the foreign media.

The strategies of using officials to lay out our goals for APEC and this week's European trip have been very extensive. Over the past year there have been a number of requests for the President's time; by foreign broadcasters who we have continually stalled, said no, passed on the ones of high importance, and noted the size of circulation or viewership in recommendations. This past week, due to the unfortunate passing of the President's mother, interviews with influential foreign journalists were changed to the Vice President and Tony Lake. These were well received, but as you can imagine lacked the placement of a Presidential interview. This is the best approach to explain our goals and objectives.

As we look to the year ahead there are a number of issues that will demand the time of Senior officials as well as the President himself to work with us in reaching key foreign media:

Japan Framework

Partnership for Peace follow-up

Russia and other European nationalism

China's MFN status, and other Asian trade issues

Nuclear non-proliferation

G-7

APEC

The signing of the GATT agreement

The Summit of the Americas (this will be similar to APEC, but needs a very hard look for educating the domestic as well as foreign audience)

Immigration legislation, Indigenous insurgencies in Latin and South America and the South African elections are other policy considerations that will be important for us to explain to the world.

Only with advance notice from the White House and other agencies can we effectively publicize to foreign media any new initiatives with foreign policy implications or domestic policies that effect, or are of interest to, foreign audiences (ex: Immigration law changes, welfare reform, etc.).

More importantly than just selling the policies to the foreign audiences, USIA should be more engaged in helping to create those policies. At times this is done at the area level, but many times not on issue specific items.

Reaching out to foreign audiences -- presenting the U.S. agenda and to creat the framework for a message of United States involvement -- is what USIA does, and will continue to do on a daily basis. It is this house that has the rooms to reach out and the furniture for people to sit and discuss our goals.

In 1993 Director Joseph Duffey did not do a tremendous amount of press compared to other agency heads or cabinet secretaries. This is due in large part to his desire not to be out front on administration initiatives. (He did things for NAFTA and will work closely on other key legislation that requires his time and effort.) There are also a number of controversial issues that face the foreign affairs community and he has spoken regularly on many. His travel was limited, compared to others of his rank and he has spent a considerable amount of time on the reinvention issue -- this will be a major component for 1994 as well.

Dr. Duffey has a wide array of contacts in the press that he speaks to informally as well as on-the-record. The following are some of the major press focusses of the past year:

-In October, USIA hosted a 1 1/2 day NIS-Business exchange conference. This took place in St. Louis and attracted a number of high level Administration officials (Ron Brown, Brian Atwood, Ken Brody, amongst others), and members of Congress (Bill Bradley, Neil Smith and Newt Gingrich, amongst others). The St. Louis media had the major concentration of stories, but a number of editorials were printed before and after the conference by participants in papers across the United States.

-Christian Sci. Monitor published an OP-ED on APEC.

-A number of editorials on USIA have appeared in the Washington Times and Dr. Duffey has done an ed. board meeting with them recently.

-Other ed. board meetings have been held at the NYT, CSM, Boston Globe and Chicago Tribune.

-The Director has spoken out on exchange programs, i.e. NIS High School programs, business exchange, as well as Fulbright. These have received some minor coverage in a number of papers.

-TV interviews have been limited, with CNN's on Radio Free Europe being the most "high profile".

1994 brings new challenges to USIA and the rest of the foreign affairs community. We will be grappling with a Broadcasting Consolidation bill that is already generating a lot of interest on the Hill and in the White House. Doug Wilson, Director of our Congressional Liaison office, is the point person on this issue.

The Agency will be taking a \$15 million cut in FY'95 and while that will drastically change the way we "do business", we will continue to focus quite heavily on reaching out to foreign journalists on a daily basis. (There have already been some articles about a disgruntled union and what the cuts would mean to our workforce. It is anticipated that we will have to cut over 200 jobs, but the hope is that a buyout will be put in the legislation.) This new way of doing business will be a focus we will be working very hard on over the next few months.

I have attached a memo that was sent to the President, Cabinet Secretary, and others. It outlines a "Domestic Summit to engage mainstream America in the Democratic Reconstruction of Eastern Europe." We believe this is a critical international, but more importantly a domestic, issue. There is a huge voting constituency who read foreign language-oriented publications and look to them for personal influence. This "foreign outreach" should be considered a necessary domestic political tool for a large number of ethnic groups.

We will have a series of conferences this year which should attract considerable domestic press coverage. A South Africa project is in the works as is a Cultural project for Eastern Europe and Russia. Both of these fit with administration goals and will be reinforced by other cabinet level involvement. We are also exploring the possibility of organizing a similar conference on Israeli-PLO issues.

The South African conference will focus on recruiting the American private and public sectors for training and exchange programs for disadvantaged South Africans. It will take place in Atlanta in June, 1994. The conference will bring together 300 participants from the administration, hill, private sector, NGO's, academia, and app. 50 South Africans. It is being co-sponsored by Cong. John Lewis (D-GA) and will have a similar format as the St. Louis conference in October.

The USIA is congressionally mandated to deal with the foreign media, not domestic. The law that does not allow us to domestically disseminate our products is called Smith-Mundt. We are exploring ways to relax this law which would allow us a bit more flexibility in distributing our video, audio, print and other related materials. If this gets going in the latter part of the year, I am sure it will create the usual editorials and op-eds among the foreign affairs community as well as people who have an opinion critical of "domestic propaganda."

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THE WHITE HOUSE

WASHINGTON

February 22, 1994

MEMORANDUM FOR THE PRESIDENT

FROM: MARK GEARAN

SUBJECT: Interviews from 1993 and early 1994

The following memo outlines most of the media interviews you have conducted since becoming President. It does not include interviews you have conducted with members of the foreign press corps or some impromptu interviews conducted in the motorcade.

POTUS PRESS INTERVIEWS

FEBRUARY '93

Feb. 10, 1993 Interview with
Dwight Lauderdale, WLPG-ABC TV; **Miami**
Bill Bonds, WXYZ-ABC, **Detroit**
Bill Nigut, WSB-ABC, **Atlanta**;
Gary Walker, KOMO-ABC, **Seattle**

Feb. 16, 1993 Lunch with network anchors Tom Brokaw (NBC), Peter Jennings
(ABC), and Dan Rather (CBS)

Feb. 18, 1993 One-on-one interviews on Economic Plan with
Omaha's KETV, KMTV, WOWT
Birmingham's WMBG, WVTM, WBRC

Feb. 18, 1993 Interview with a group of news anchors

Feb. 18, 1993 Interviews with Chillicothe, OH press

Feb. 19, 1993 One-on-one interviews on the Economic Plan with
Des Moines' WHO, KCCI, WOI;
Milwaukee's WTMJ, WISN, WITI; and
Chicago's WBBM, WFLD, WANQ

Feb. 19, 1993 ABC Children's Town Hall Meeting w/ Peter Jennings - 2 1/2 hour
special

Feb. 20, 1993 One-on-one interviews on Economic Plan with
Philadelphia's WPVI, KYW, WCAM; and
Manchester (NH) station WMUR

Feb. 21, 1993 One-on-one interviews on Economic Plan with
Sacramento's KCRA, KXTV, KOVR; and
San Diego's KGTV, KSND, KFMB

Feb. 26, 1993 Taped interviews with **Oklahoma City** TV stations: Jennifer Reynolds,
KWTC-CBS; Devin Scillan, KFOR-NBC; Jack Bowen, KOCO-ABC

MARCH '93

- March 1, 1993 Interview with Tabitha Soren, MTV News
Interview with **Louisiana** news anchors
- March 4, 1993 One-on-ones-- interview on Economic Plan with **Pittsburgh's** KDKA, WPXI, WTAE
- March 5, 1993 Luncheon with Arthur Sulzberger, The New York Times
- March 13, 1993 Media Day -- Base Closure, FL, with **Miami's** WPLG, WCIX, WTVJ, WSVN, Univision, Telemundo; and Los Angeles' KNBC
Media Day -- Base Closure, CT: **Hartford's** WFSB, WVIT, WTNH
Media Day -- Base Closure, CA: **Sacramento's** KXTV, KRCA, KOVR; **San Diego's** KFMB, KNSD; **San Francisco's** KGO, KRON, KTVU; and **Los Angeles'** KTLA, KCAL, KTTV
- March 19, 1993 Interview with print media at the Apparel Mart, Atlanta
- March 24, 1993 **CBS "48 Hours"** -- Interview and tour of Oval Office with Dan Rather

APRIL '93

- April 1, 1993 **NBC "Today Show"** Interview w/ Jamie Gangell regarding MLK Anniversary
Meeting with editorial board of the Portland Oregonian
- April 4, 1993 Interview with Russian journalists (Vancouver)
- April 5, 1993 Interview aboard AF-1 with the Baltimore Sun
- April 12, 1993 Interview with Jack Germond & Jules Witcover, Baltimore Sun
- April 14, 1993 Luncheon meeting with Environmental Media Association

April 17, 1993 One-on-Ones interviews on Economic Plan with **Burlington's WPTZ** and **Buffalo's WKBW**

April 17, 1993 Interview with Pat Griffin, Pittsburgh Post Gazette, Air Force One (Pitts to D.C)

April 17, 1993 Interview with Pittsburgh press
Michael Whitely, KDKA-AM Radio

Interview with Buffalo Press (while in Pittsburgh)
Steve Boyd, WKBW-TV, Doug Turner/Buffalo News, Bob Solarski/WPTZ. Pittsburgh Int'l Airport

April 23, 1993 Interview of POTUS and First Lady with Ken Walsh, Rose Garden

April 25, 1993 Interview with Boston Globe on Air Force One

April 30 Interview with regional group while in New Orleans
Bill Tammaues, Kansas City Star
Jake Thompson, Kansas City Star
Bob Adams, St. Louis Post Dispatch
Julia Malone, Atlanta Constitution
Tom Baxter, Atlanta Constitution
Carol Jouzaitis, Chicago Tribune

MAY '93

May 7, 1993 NBC Special - "A Day in the Life of the White House" interview with Tom Brokaw

May 10, 1993 Interview with kids (Sina Nazemi and Sam Bornhauser, Cleveland

May 10, 1993 One-on-ones - **Cleveland's WJW, WEWS, WKYC, WUAB; St. Louis' KSDK; and Columbia, Missouri's KOMU**

May 11, 1993 One-on-ones - **Fargo's KXJB, WDAY, KTHI; and Sioux Falls' KDLT, KSFY, KELO**

May 12, 1993 Interview with WFAN, Don Imus, NY

May 12, 1993 NBC Today Show - Aired live telephone call from Oval Office to "Imus In the Morning" radio call-in show -- Quick Q/A with Katie Couric and Bryant Gumbel.

May 12, 1993 Interview with WHO-Radio, Des Moines, Iowa

May 13, 1993 Interview with the Washington Post

May 14, 1993 One-on-one - San Diego's KGTV, Kimberly Hunt

May 17, 1993 One-on-ones - San Francisco's KGO, KTVU, KPIX, KRON; and San Diego's KGTV

May 20, 1993 Interview with Tabitha Soren, MTV News regarding National Service

May 22, 1993 Interview with radio and print correspondents from New Hampshire, and one-on-one on economic plan with Manchester's WMUR

May 25, 1993 "Cronkite Report" interview w/ Walter Cronkite regarding jobs - Aired on Discovery Channel

May 27, 1993 CBS This Morning - 2 hour Town Hall Meeting with Harry Smith, Paula Zahn and 200 plus audience

May 29, 1993 Interview with Washington Times, Frank Murray (Westpoint)

JUNE '93

June 1, 1993 Roundtable discussion and interview with television and print media from Cincinnati's WLWT, WCPO, WKRC

June 15, 1993 Meeting with Fred Barnes from New Republic and Ben Wattenberg from AEI

June 15, 1993 Interview with Bill Moyers, PBS-TV

June 18, 1993 Interview with John Brummett, columnist with Arkansas Gazette and Arkansas Times

June 21, 1993 Radio interview with Michael Jackson, KABC, Los Angeles

June 21, 1993 Interview with Phil Adler, KRLD, Dallas

June 21, 1993 Interview with Larry King Radio

June 21, 1993 Interview with WCBS Radio, NY, Tim Scheld

June 21, 1993 Interview with WMAL, Bob Levey

June 21, 1993 Interview with WJR Radio, Detroit, J.P. McCarthy

June 25, 1993 Interview for permanent exhibit at the JFK Library in Boston -- Aired on CBS Special in October '93

June 25, 1993 Interview with Jack Nelson and Bon Donovan, Los Angeles Times.

JULY '93

July 2, 1993 Luncheon meeting with media opinion leaders

July 2, 1993 **International Press** - Interviews with Japan, United Kingdom, Germany, Canada, France, and Italy Television regarding G-7 Summit

July 9, 1993 **ABC Good Morning America** - interview with Brit Hume regarding G-7 Summit, in Tokyo

July 9, 1993 **CBS Evening News** Interview with Dan Rather, Okura Hotel, Tokyo

July 12, 1993 Interview with Alabama media

July 14, 1993 **CNN News** - Interview with Wolf Blitzer regarding floods in Iowa

CBS Evening News interview with Dan Rather regarding floods in Iowa

NBC Nightly News Interview with Tom Brokaw regarding floods in Iowa

Jul 14, 1993 Interview with WHO-Radio, Jan Mickelson, Des Moines, Anne Keith, KMOX Radio, Steve Murphy, WCCO Radio, KLYF-FM and TV-13

July 17, 1993 Interview with WGEM Radio, Air Force One (Quincy, IL to St. Louis) Steve Cramblit Jeff Dorsey, Bob Turek, Rich Cain

July 20, 1993 **CNN Larry King Live** - one-on-one interview and call-ins

July 20, 1993 Satellite press conference with **Milwaukee's** WISN, WITI, WTMJ, WAOW, WSAW;

July 20, 1993 **New Orleans' WWL, WDSU, WVUE**

July 21, 1993 **Media Day - Alabama Reconciliation -** WBTM **Birmingham**, WSFA **Montgomery**, WALA **Mobile**, WHNT **Huntsville**, WDHN **Dothan**; and **New York Reconciliation -** New York's WABC, WNBC, WCBS, NYI, FOX, Univision, WWOR, WPIX, BET

July 22, 1993 Interview with New York and New Jersey media

July 26, 1993 Interview with Indiana media

July 27, 1993 **Media Day - Georgia Reconciliation -** Atlanta's WSB, WAGA, WXIA, WGNX

July 28, 1993 Interview with Texas media

July 29, 1993 **Satellite Press Conference - CA & AZ Reconciliation -** Fresno's KJEO, KNPH, KFSN; **Los Angeles'** KCBS, KCAL, KNBC; **Sacramento's** KCRA; **San Diego's** KUSI; **San Jose's** KNTV; **Continental Cable**; PBS KUAT & PBS KAET; **Tuscon's** KVOA, KGUN; **Phoenix's** KPHO, KTVW

July 29, 1993 Interview with Nevada media

July 29, 1993 Interview with Anne Reilly Dowd and Marshall Loeb, Fortune Magazine

July 30, 1993 Interview with Newsweek Magazine, Oval Office

July 30, 1993 Interview with Time Magazine

July 30, 1993 Interview with U.S. News & World Report (?)

July 30, 1993 Interview with Arizona Media

AUGUST 93

Aug. 3, 1993 **Satellite Press Conference - Nevada Reconciliation -** KNTV **Reno**, and **Las Vegas'** KVBC and KLAS

August, 4, 1993 Interview with Business Week

August 5, 1993 Interview with USA Today

SEPTEMBER '93

- Sept. 5, 1993 Interview aboard AF-1 with Tom Fiedler, The Miami Herald
- Sept. 6, 1993 **ABC Sports** Taped Message to Monday night football season opener (Redskins vs. Cowboys)
- Sept. 12, 1993 Interview with William Safire, New York Times
Interview with Jim Hoagland, Washington Post
- Sept. 13, 1993 **ABC Special** - Quick Q/A interview w/ Barbara Walters regarding PLO/Israeli Peace Signing
- Sept. 13, 1993 Interview with Mideast TV regarding PLO/Israeli Peace Signing
- Sept. 13, 1993 Interview with Israeli TV regarding PLO/Israeli Peace Signing
- Sept. 17, 1993 Interview with U.S. News and World Report Magazine
Interview with Time Magazine
Interview with Newsweek Magazine
- Sept. 21, 1993 Interview with Tabitha Soren, MTV News
- Sept. 21, 1993 Interview with a group of Radio Talk Show hosts
Luncheon meeting to discuss health care with columnists
- Sept. 25, 1993 Interview with author Jim Morgan
- Sept. 26, 1993 Interview with Daily News
- Sept. 29, 1993 **C-SPAN Sunday Journal** Interview with Brian Lamb

OCTOBER '93

- Oct. 1, 1993 Media Tour - CA Trip Advance - KNBC **Los Angeles**, KRON **San Francisco**, KNSD **San Diego**, KCRA **Sacramento**
- Oct. 2, 1993 Town Hall Meeting on Health Care - KCRA **Sacramento**, KRON **San Francisco**, KNBC **Los Angeles**, KMBC **San Diego**

Oct. 3, 1993	Interview aboard motorcade with John Jacobs, <u>Sacramento Bee</u>
Oct. 4, 1993	Interview aboard motorcade with William Randolph Hearst III
Oct. 5, 1993	Interview aboard motorcade with George Condon, Copely News Service
Oct. 13, 1993	Univision interview with Maria Elena Salinas, national news anchor Black Entertainment Television interview with Ed Gordon for primetime special "Conversations w/ Ed Gordon" Telemundo interview with Guillermo Descalzi, Washington Bureau Chief, and Raul Peimbert, national news anchor
Oct. 15, 1993	Interview with Ann Devroy, <u>Washington Post</u>
Oct. 18, 1993	Interview with White House Network Radio Correspondents John Bascom, ABC Mark Knoller, CBS Peter Maer, Mutual/NBC Bob Ellison, American Urban Radio Network Bill Small, UPI Radio Wendell Goler, AP Radio Randy Allen, Standard News Mara Liasson, National Public Radio Richard Johnson, Unistar Al Pessin, Voice of America
Oct. 18, 1993	Interview with Editors-in-Chief, Women's Magazines Jackie Leo, Family Circle Erica Mark, Good Housekeeping Myrna Blyth, Ladies Home Journal Grace Mirabella, Mirabella Ellen Levine, Redbook Alexandra Penny, Self Kate White, McCall's Jane Chestnutt, Woman's Day
Oct. 20, 1993	One-on-ones - NAFTA with Los Angeles' KCBS, KNBC, KCAL; Chicago's WLS, WMAQ, WBBM, WGN, WFLD, and Peoria's WEEK
Oct. 22, 1993	Media Tour - Defense Conversion satellite interviews with San Diego's

Stephen Clark, KGTV; Rolland Smith, KNSD; John Culea KFMB

Oct. 28, 1993 One-on-ones - on Health Care with San Antonio's KENS, and Miami's WTVJ, WPLG, WSVN, WLTV WCIX

Oct. 28, 1993 Interview with Miami, Florida media

NOVEMBER '93

Nov. 2, 1993 Luncheon meeting with Rolling Stone Magazine

Nov. 7, 1993 NBC "Meet the Press" 47th Anniversary Show Interview with Tom Brokaw and Tim Russert

Nov. 9, 1993 CBS "Eye to Eye with Connie Chung" Interview w/ Connie Chung on NAFTA - aired Nov. 11, 1993

Nov. 12, 1993 Media Roundtable on NAFTA, Roosevelt Room

Nov. 13, 1993 Interview with U.S. News & World Report, Ken Walsh, motorcade

Nov. 13, 1993 Interview with Chicago Tribune/Carol Jouzaitis, Mitch Locin, Steve Johnson

Nov. 15, 1993 ABC World News Tonight Interview w/ Peter Jennings on NAFTA

Nov. 24, 1993 Media Tour - Defense Conversion - Cleveland's WJW, WKYC, WEWS, and New York's WNYW, WNBC, WCBS, WWOR, WABC

DECEMBER '93

Dec. 2, 1993 Interview with Newsweek Magazine
Eleanor Clift, Jonathan Alter, Bob Cohn

Dec. 2, 1993 Interview with Time Magazine
Jay Carney, Margaret Carlson

Dec. 2 1993 Interview with U.S. News & World Report
Ken Walsh, Matt Cooper

Dec. 2, 1993 NBC Nightly News - Interview w/ Tom Brokaw for 1st part of 5 part

series, "Families In Crisis"

Dec. 2, 1993

PBS 'Challenge to America' series - Interview w/ Hedrick Smith - aired Jan.4, 1994

Dec. 3, 1993

Roundtable - Rural Health Care - **Denver's** KCNC, KUSA, KMGH, KUBD; and Phoenix's KTVK, KTSP KPNX, KPHO

Dec. 3, 1993

Los Angeles Times Editorial Board in Calif.
Gene Falk, Executive Vice President and General Manager
Lawrence Higby, Sr. VP (Pres. Orange Cty. Edition)
George Cotliar, Managing Editor
Carol Stogsdill, Senior Editor
Terry Schwadron, Dep. Managing Editor
Karen Wada, Assist. Managing Editor
Frank del Olmo, Dep. Editor of Editorial Pages
Janet Clayton, Assist. Editor of Editorial Pages
Robert Magnuson, Business Editor
Norman C. (Mike) Miller, National Editor
Alvin Shuster, Foreign Editor
Leo Wolinsky, City Editor

Dec. 3, 1993

Roundtable - Rural Health Care - Denver
El Pueblo Health Services, Bernadillo, NM
KCNC, David Crabtree
KUSA, Ed Sardella
KMGH, Jane Hampden
KPHO, Rodolfo Cardines

KUBD;

Dec. 3, 1993

Roundtable - Phoenix Press
KTVK, Cameron Harper
KTSP, Dave Patterson
KPNX, Bruce Kirk
KPHO, Karen Karns

Dec. 8, 1993

Sperling Lunch, Blair House (see attached list)

Dec. 10, 1993

NBC Christmas In Washington - Remarks at concert for Children's Hospital

Dec. 10, 1993

Interview with People Magazine
Landon "Lanny" Jones, People Mag. Editor/Interviewer
Garry Clifford, People Mag. Wash Bureau Chief
Harry Benson, photographer

Dec. 10, 1993

Home Show (syndicated) POTUS and FLOTUS on show -- Interview

with anchors

Dec. 14, 1993 Interview with business/economic writers
Michael Barrier, Nation's Business
John Carey, Business Week (no show)
Ann Reilly Dowd, Fortune Magazine
Janet Novak, Forbes
Daniel Franklin, The Economist
Jurek Martin, Financial Times
Paula Cruickshank, Commerce Clearinghouse
Chris McCarter, Market News Service
Tina Stage, Bloomberg News
Rick Cowan, Knight-Ridder Financial
Carl Johnston, Dow Jones
Alexis Simendinger
Irv Chapman, CNN Business News
Donna Smith, Reuter
Nancy Benak, AP

Dec. 14, 1993 Interview with the Wall Street Journal
Alan Murray, Bureau Chief
Jill Abramson, Deputy Bureau Chief
Al Hunt, Executive Washington Editor
Jerry Seib, Chief Political Correspondent
Mike Frisby, White House Correspondent
Jeff Birnbaum, White House Correspondent

Dec. 16, 1993 Interview with New Yorker Magazine

Dec. 17, 1993 Interview with Religious press

Dec. 22, 1993 Interview with National Public Radio
Linda Werthheimer and Mara Liasson

Dec. 22, 1993 Interview with Network Radio Correspondents
Victor Radner, ABC
Mark Knoller, CBS
Peter Maer, Westwood/NBC
Bob Ellison, Amer. Urban Radio Net.

Bill Small, UPI
Wendell Goler, AP Radio
Randy Allen, Standard News
Richard Johnson, Unistar
David Borgida, Voice of America
John Palmer, Monitor Radio

Dec. 22, 1993

Interview with White House wire services
AP: Terry Hunt, Tom RAum
UPI: Helen Thomas, Lori Santos
Reuter: Gene Gibbons, Steve Holland
AFP: Robert Koch

Dec.

CBS Taped Message - Congratulations on Harry Smith's baby's birth

POTUS INTERVIEWS

JANUARY '94

Jan. 3, 1994	Interview with Elizabeth Drew, Oval Office
Jan. 5, 1994	Interview with Bob Woodward
Jan. 10-14, 1994	ABC Nightline - "The Making of a Summit" - Interviews on AF1, Brussels, Prague, and Moscow
Jan. 11, 1994	CBS Evening News Interview with Dan Rather , (Charles Bridge, Prague)
Jan 11, 1994	NBC Nightly News Interview with Tom Brokaw , (Charles Bridge, Prague)
Jan. 12, 1994	CBS Evening News interview with Rita Braver -- Quick Q/A in Prague
Jan. 12, 1994	NBC Nightly News interview w/ Jim "Mic" in Prague
Jan. 14, 1994	CBS Evening News interview w/ Dan Rather -- Quick Q/A in Moscow
Jan. 14, 1994	CNN interview with Wolf Blitzer -- Quick Q/A in Moscow
Jan. 14, 1994	NBC Nightly News - Interview w/ Tom Brokaw -- Quick Q/A in Moscow
Jan. 20, 1994	CNN Larry King Live - One Year Anniversary Show -- one-on-one interview and call-ins
Jan. 21, 1994	International - VPOTUS 6-1 interview prior to NATO Meeting - United Kingdom, France, Italy, Germany, Belgium, Russia

FEB. '94

Feb. 3, 1994	Interview with POTUS and First Lady, Parents Magazine
Feb. 3, 1994	Interview with Christianity Today
Feb. 8, 1994	Interview with local Detroit Media, General Motors, Shreveport, LA
Feb 15, 1994	Interview with Elliot Carlson, AARP Bulletin
Feb. 17, 1994	Interview with "IMUS in the Morning"
Feb. 22, 1994	Interview with Education media

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THE WHITE HOUSE

WASHINGTON

MEMORANDUM

TO: MARK GEARAN

FROM: DAVID ANDERSON *DA*

REGARDING: WHITE HOUSE USE OF SATELLITE IN THE FIRST YEAR
OF THE CLINTON ADMINISTRATION

February 15, 1994

This memo serves to illustrate how the Media Affairs operation has used satellite in both a proactive media-generating manner, and as a reactive, mostly political tool.

The most important element in the operation is our proactive use of satellite to further the President's agenda using a variety of tools: satellite press conferences, satellite media tours, satellite press briefings, regional addresses, and unedited live satellite feeds of Presidential events. Some details and discussion on what has been achieved with each satellite technique follows:

1. Satellite Press Conferences: The Presidential Satellite Press Conference is an invention by this Administration, and in my opinion, the satellite operation's biggest achievement. During one, the President is satellited to a group of reporters in a major targeted market. In that market, we send all the reporters to a single location (usually a television station that will, in turn, broadcast the event live in its entirety locally, and provide us "return" video so the President can see the gathered reporters as they view and question him). Last year the President did five such events, and all were tremendously successful; allowing us to dominate local news at a critical time in the legislative process (for example: we had the President speak to Phoenix media during the reconciliation effort to provide friendly pressure and cover for the DeConcini vote). Four of the five targeted Senators ultimately came over to our side.

Recommendation: Do more. Crunch time isn't the only time these can be helpful. Since we're targeting states and locales year-round with regional press conferences and travel so, too, should we target these states with satellite press conferences when we cannot travel to them.

2. Satellite Media Tours: The President did three of these last year. Frankly, they're more hassle than they're worth because if we hit ten different markets (top station in each), the #2 and #3 stations that don't get him get so upset that we end up doing damage control all week. On the other hand, if we go to all the major stations in a market, we only hit three markets in the hour (and don't get nearly as much coverage as we would from doing two 1/2 hour satellite

press conferences). This is not a problem with Mrs. Clinton (who has done three--to do trip advance mainly) and the Vice President (who has done nine).

Recommendation: Use exclusively for Mrs. Clinton and the Vice President; each doing at least two a month.

3. Satellite Press Briefing: This is something we did only once, but with great success. It's basically a White House-produced and controlled press-only C-Span. Working with an outside organization (like the National Association of Children's Hospitals), we coordinate a large number of downlink sites (50-80) in targeted markets and invite all local mainstream and specialty press to go to the site (White House background material are distributed at each site), view the briefing via satellite, and to call in questions to the briefers (Ira, Mrs. Clinton etc.). The idea is to use this type of event the day after rollout of a major proposal, and begin with a top official (Ira on health care or Bruce Reed on crime for instance) who gives background and then takes questions from a press-only 800 line we've set up and made available at all of the sites. Following this, either the President or Mrs. Clinton begin with a brief statement followed by press questions called in on the 800 line. This type of event is capable of generating massive local coverage nationwide on any issue we choose (as long as the President or Mrs. Clinton will commit 20 minutes of their time).

Recommendation: Every major policy announcement (especially on health care or crime) should be accompanied by a satellite press briefing. It's relatively inexpensive and there's no other way to bring together 50 markets' worth of press to watch an issue-oriented event or briefing besides a nationally televised presidential press conference or an address to the nation.

NOTE: 2-3 weeks advance notice is required in order to properly organize this type of event.

4. Regional Addresses: A regional address is a live or taped message we record and broadcast from the President on a major breaking local story that, despite limited national interest, could be a big local story. Regional addresses have taken place on two occasions for very specific causes; the first was a five minute address to communities seeing their bases closed; the second was during the California wildfires. On both occasions, almost all the stations taped the address and ran it on their local news. With the wildfires, we timed it to coincide with local news shows and a number of the stations went live with the address. The addresses were very effective and became a major part of regional stories on the topics the President was addressing at the time.

Recommendation: We can and should do regional addresses more frequently. Whenever an issue of major regional importance comes up, the President can very easily make such an address and become a significant part of a major story that otherwise might only have included a reference along the lines of, "....And today, the Clinton Administration announced...."

5. Live Event Feeds: Live feeds of Presidential events are easy to do and we can do them fairly frequently. What our tracking of past satellite feeds of this type shows is (not surprisingly) that when an event includes participants from around the country (mayors or letter-writers for instance), pickup in participants' hometown markets is

fairly high, but low in other markets. On another note, we have not put any of the Vice President's or Mrs. Clinton's events up in the first year, and I think we should reconsider that practice.

Recommendation: With the President, we should put a far greater number of his events up, but we should also begin to schedule more local press-oriented conference calls and to accompany them with live satellite feeds to generate the intense local news and human-interest stories such calls inevitably create. We should also begin to put up events including Mrs. Clinton and Vice President.

* * *

In terms of the more reactive, politically-oriented element of this operation, satellite teleconferences are the way we go. Last year we did approximately six teleconferences with the President. Four were set up in conjunction with Loretta Avant in Intergovernmental Affairs and involved live hookups between the President and groups like the U.S. Conference of Mayors. These teleconferences tended to generate news and also served their purpose as a scheduling tool for allowing the President to "attend" important political events he could not travel to.

Mrs. Clinton and Ira Magaziner did a tremendous number of satellite teleconferences on the subject of health care. Though the number of teleconferences they have participated in has tailed off significantly, I expect it to pick up again with Congress in session.

I have no major recommendations to make on the matter of teleconferences. They seem to go well, and all the schedulers seem to be aware of them as a scheduling option.

* * *

This is my view of the satellite operation -- I think it has gone well. The new year affords new opportunities, and I am very interested in hearing your opinion on these recommendations. Please call me if you want to discuss any of this.

cc: Jeff Eller
David Dreyer
Rahm Emanuel
Lisa Caputo
Lorraine Voles
Ricki Seidman

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THE WHITE HOUSE

WASHINGTON

February 22, 1994

MEMORANDUM FOR MARK GEARAN

FROM: JAKE SIEWERT

SUBJECT: Top 30 Daily Newspapers by Weekday Circulation

Below are the top thirty daily newspapers along with 1992 endorsements.

Top Fifteen	Circulation	92 Endorsement
1. The Wall Street Journal	1,852,863	None
2. USA Today	1,506,708	None
3. LA Times - Orange & LA Cnty	1,372,125	None
4. New York Times	1,145,890	Clinton
5. Washington Post	810,000	Clinton
6. NY Daily News	777,129	* Clinton
7. NY Newsday - LI & NY eds.	750,358	Clinton
8. Chicago Tribune	724,257	Bush
9. Detroit Free Press	580,372	Clinton
10. Chicago Sun Times	558,738	* Clinton
11. San Francisco Chronicle	556,715	Bush
12. Boston Globe	508,867	Clinton
13. Philadelphia Inquirer	498,626	Clinton
14. The Star Ledger (NJ)	481,027	* Clinton
15. Dallas Morning News	479,215	Bush

Fifteen through Thirty

16. New York Post	437,962	Bush
17. Houston Chronicle	419,759	Bush
18. Star Tribune (MN)	410,920	Clinton
19. Cleveland Plain Dealer	410,237	* Clinton
20. Detroit News	398,630	Bush
21. Arizona Republic	397,118	Bush
22. Miami Herald	388,913	None
23. San Diego Union	373,453	Bush
24. Rocky Mountain News	356,577	Bush
25. Baltimore Sun	347,008	None
26. St. Louis Dispatch	339,545	Clinton
27. The Oregonian	336,087	* Clinton
28. Orange County Register	332,164	None
29. Boston Herald	330,614	Bush
30. Tampa Tribune	315,227	Bush

Source: Bacon's Directory (1994 edition)

* Paper endorsed Bush in 1988 and switched to Clinton in 1992.

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G

Divider Title: _____

THE WHITE HOUSE

WASHINGTON

February 22, 1994

MEMORANDUM FOR MARK GEARAN

FROM: JAKE SIEWERT

SUBJECT: Top Regional Newspapers by Weekday Circulation

The top paper from every state is included, along with other major papers in the state. Endorsements from 1992 and the names of certain political editors are provided. An asterik (*) indicates that the paper had endorsed Bush in 1988 and switched in 1992. A # indicates that a paper making no endorsement in 1988 endorsed Clinton in 1992.

Alabama

Birmingham News	163,380	Clinton
Mobile Register	71,686	

Alaska

Anchorage Daily News	80,141	Clinton
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Arizona

The Arizona Republic	397,118	Bush
Arizonan Daily Star	103,575	Clinton
Phoenix Gazette	82,216	Bush

Arkansas

Arkansas Democrat Gazette	176,741	None
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California

Bakersfield Californian	75,923	Clinton*
LA Times - Orange County	225,494	None
Fresno Bee	146,183	Clinton
Press-Telegram - Long Beach	122,716	Bush
LA Times - LA	1,146,631	None
Modesto Bee	83,680	Clinton
Oakland Tribune	101,033	Clinton
Inland Valley Daily-Bull	84,750	
The Press Enter.-Riverside	154,790	Clinton
Sacramento Bee	276,031	Clinton
Sacramento Union	83,300	Bush
San Diego Union	373,453	Bush
San Francisco Chronicle	556,715	Bush
San Francisco Examiner	134,821	Clinton*
San Jose Mercury News	270,174	Clinton#

Chris Matthews

Memo on Top Regional Papers
February 22, 1994
Page 2

California (continued)

Orange County Register	332,164	None
Santa Rosa Press	96,425	Clinton
The Daily Breeze - Torrance	93,000	Bush
Contra Costa Times	87,589	Clinton*
Daily News - Woodland Hills	207,421	Bush

Colorado

Colorado Springs Gazette	101,175	Bush	Fred Brown
Denver Post	269,020	Clinton	
Rocky Mountain News	356,577	Bush	

Connecticut

Connecticut Post	70,690	Perot
Hartford Courant	229,284	Clinton
New Haven Register	100,443	Bush

Delaware

News-Journal - New Castle	124,091	Clinton
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District of Columbia

Washington Post	810,000	Clinton#
Washington Times	93,463	Bush

Florida

Daytona Beach News	93,513	Clinton	Tom Fiedler
Ft. Lauderdale Sun-Sentinel	238,468	Bush	
The News Press - Ft. Myers	84,434		
The Florida Times Union	178,582	Bush	
Florida Today - Melbourne	82,799	Clinton	
El Nuevo Herald	98,355		
Miami Herald	388,913	None	
Orlando Sentinel	271,384	Bush	
Pensacola News Journal	69,508	Bush	
Sarasota Herald Tribune	104,546	Clinton	
St. Petersburg Times	62,266	Clinton	
Tampa Tribune	315,227	Bush	
Palm Beach Post	163,812	Clinton	

Georgia

Atlanta Constitution	302,616	Clinton	Tom Baxter
Atlanta Journal	156,199	Clinton	Tom Baxter
Augusta Chronicle	71,276	Bush	Sylvia Cooper
Macon Telegraph	75,442	Clinton	Randall Savage

Memo on Top Regional Papers
February 22, 1994
Page 3

Hawaii

Honolulu Advertiser	101,303	None	Bill Kresnak
Honolulu Star Bulletin	87,531	Clinton	

Idaho

The Idaho Statesman	63,812		
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Illinois

Paddock Publications	104,415		
Chicago Sun Times	558,738	Clinton*	Lynn Swett
Chicago Tribune	724,257	Bush	Tom Hardy
Rockford Register	76,999		Chuck Sweeny
State Journal Register	69,494		Bernard Schoenburg

Indiana

Evansville Courier	64,455	Bush	
The Journal Gaz. - Ft. Wayne	63,378	Clinton	
Post Tribune - Gary	72,856	Bush	
Indianapolis News	96,083	Bush	
Indianapolis Star	230,041	Bush	Mary Beth Schneider
The Times - Munster	64,995		
South Bend Tribune	86,883	Clinton	

Iowa

Cedar Rapids Gazette	70,790	Perot	
Des Moines Register	191,511	Clinton	David Yepsen

Kansas

Topeka Capital-Journal	65,912	Bush	
Wichita Eagle	118,295	Clinton	Bill Bartel

Kentucky

Lexington Herald-Leader	123,474	Clinton	Jamie Lucke
The Courier Journal	236,103	Clinton	Al Cross

Louisiana

The Advocate	99,444		
The Times-Picayune	269,639	Bush	
The Times - Shreveport	82,900	Clinton	

Maine

Bangor Daily News	73,946		
Portland Press Herald	72,913	Bush	

Memo on Top Regional Papers
February 22, 1994
Page 4

Maryland

Baltimore Sun	347,008	None	Fraser Smith
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Massachusetts

Boston Globe	508,867	Clinton	Charles Kenney
Boston Herald	330,614	Bush	Wayne Woodlief
Christian Science Monitor	108,055		Peter Spotts
The Patriot Ledger	87,174		
Springfield Union News	109,558	Clinton	
Worcester Telegram	115,129		

Michigan

Detroit Free Press	580,372	Clinton	Hugh McDiarmid
Detroit News	398,630	Bush	George Weeks
Flint Journal	103,144	Clinton	Mary Francis
Grand Rapids Press	150,702	Clinton*	Ted Roelofs
Kalamazoon Gazette	65,476		
Lansing State Journal	71,576		
The Oakland Press	73,060	Clinton	

Minnesota

Star Tribune	410,920	Clinton	
St. Paul Pioneer	212,057	Clinton#	Kate Parry

Mississippi

Jackson Clarion-Ledger	132,677	Clinton	Eric Stringfellow
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Missouri

Kansas City Star	287,119	Clinton	Richard Hood
The News-Leader - Springfield	60,037	Clinton	
St.Louis Dispatch	339,545	Clinton	Jo Mannies

Montana

Billings Gazette	54,861		Jim Gransbery
Great Falls Tribune	42,000		Peter Johnson

Nebraska

Omaha World Herald	129,259	Bush	David Kotok
Lincoln Star	41,675	Clinton	

Nevada

Las Vegas Review-Journal	138,083	Bush	
Reno Gazette	66,460	Clinton	

Memo on Top Regional Papers
February 22, 1994
Page 5

New Hampshire

The Union Leader	68,848	Bush	Charles Perkins
The Telegraph - Nashua	30,800	Clinton	

New Jersey

Courier Post - Cherry Hills	97,105	Clinton*	
The Record - Hackensack	160,152	Clinton	David Blomquist
Jersey Journal - Jersey City	63,311	Clinton	
Asbury Park Press	164,756	Clinton	Jody Calendar
The Star Ledger	481,027	Clinton*	David Wald
Daily Record - Parsippany	63,000		
The Press of Atlantic City	78,611	Clinton	
The Times - Trenton	82,769	Clinton	
The Trentonian	73,209		

New Mexico

Albuquerque Journal	115,094	Bush	John Roberston
The Albuquerque Tribune	40,000	Bush	.

New York

The Times Union - Albany	107,807		
Press Sun - Binghamton	71,044		
Daily Challenge - Brooklyn	79,550		
Buffalo News	305,482	Bush	Robert McCarthy
Newsday - Long Island	491,807	Clinton	
Times Herald Record	86,017	Clinton	
NY Daily News	777,129	Clinton*	
NY Newsday	258,551	Clinton	
New York Post	437,962	Bush	
New York Times	1,145,890	Clinton	
The Wall Street Journal	1,852,863	None	
Rochester Democrat	137,556	Clinton	
Times Union - Rochester	86,767		
Daily Gazette	61,166		
Staten Island Advance	80,000		
Herald Journal - Syracuse	85,842	None	
The Post Standard - Syracuse	88,392	Clinton	
Gannett Suburban	79,235	Clinton	

North Carolina

The Charlotte Observer	231,027	Clinton	Jim Morill
Greensboro News & Record	109,140	Clinton	Bill Hancock
The News & Observer (Raleigh)	145,692	Clinton	Bruce Siceloff
Winston Salem Journal	92,199	Bush	Jim Laughrun

Memo on Top Regional Papers
February 22, 1994
Page 6

North Dakota

Grand Forks Herald	39,767	Clinton	Mike Jacobs
The Forum - Fargo	55,206	Bush	John Sundvor

Ohio

Akron Beacon Journal	158,605	Clinton	Steve Hoffman
Cincinnati Enquirer	199,257	Bush	Howard Wilkinson
Cincinnati Post	100,920	Bush	Sharon Maloney
Cleveland Plain Dealer	410,237	Clinton*	
Columbus Dispatch	264,601	Bush	Mike Curtin
Dayton Daily News	218,282	Clinton	Adrienne Flynn
Toledo Blade	146,344	Clinton*	Chase Clements
The Vindicator	90,306	Clinton*	Peter Milliken

Oklahoma

The Daily Oklahoman	224,159	Bush	Paul English
Tulsa World	127,467	Bush	Rob Martindale

Oregon

The Register-Guard - Eugene	75,423	Clinton	Brent Walth
The Oregonian	336,087	Clinton*	Steve Carter
Statesman Journal - Salem	60,896	Clinton	

Pennsylvania

The Morning Call - Allentown	137,108	Clinton	
The Patriot News - Harrisburg	60,008	Clinton	John Troutman
Bucks County Courier Times	65,500	Clinton	Mary McInverny
Philadelphia Daily News	196,715	Clinton	Cindy Burton
Philadelphia Inquirer	498,626	Clinton	
Pittsburgh Post-Gazette	275,200	Clinton	Dennis Roddy

Rhode Island

The Evening-Bulletin	92,353		M. Charles Bakst
Providence Journal	104,767		M. Charles Bakst

South Carolina

The Post & Courier-Charleston	112,004		Schulyer Kropf
The State - Columbia	134,945	Bush	Scott Johnson
The Greenville News	86,456	Bush	

South Dakota

The Argus Leader	50,118	Clinton	David Kranz
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Memo on Top Regional Papers
February 22, 1994
Page 7

Tennessee

Knoxville News-Sentinel	125,965	Bush	Mike Wilkinson
Memphis Commercial Appeal	219,611	Bush	Tom Jordan
The Tennessean	139,086	Clinton	Cynthia Floyd

Texas

Austin American Statesman	170,798	Clinton	Dave McNeely
Dallas Morning News	479,215	Bush	Cartolyn Barta
Forth Worth Star Telegram	256,199	Clinton*	
Houston Chronicle	419,759	Bush	Jim Simmon
Houston Post	300,121	Bush	Mark Horvit
San Antonio Express-News	188,797	Bush	Bruce Davidson

Utah

Deseret News - SLC	61,949		Bob Bernick, Jr.
The Salt lake Tribune	117,858	None	Mark Trahant

Vermont

Burlington Free Press	50,510	Clinton	Rob Eley
Rutland Herald	24,200		Jack Hoffman

Virginia

USA Today	1,506,708	None	David Colton
Daily Press - Newport News	103,301	Bush	Bob Kemper
Virginian Pilot - Norfolk	155,362	Clinton*	Dale Eisman
Richmond Times-Dispatch	244,745	Bush	Tyler Whitley
Roanoke Times & World-News	114,872	Clinton	Robert Eure

Washington

Seattle Post-Intelligencer	207,299	Clinton*	Rebecca Boren
Seattle Times	239,476	Clinton	Tom Brown
Spokesman-Review	104,698	Clinton*	James Camden
Morning News Tribune-Spokane	126,303	Clinton*	Peter Callaghan

West Virginia

Charleston Daily Mail	49,637	Bush	Richard Grimes
Huntington Herald Dispatch	48,000	Clinton	Tom Miller

Wisconsin

Wisconsin State Journal	85,244	Clinton	Jeff Mayers
Milwaukee Journal	236,943	Clinton	Craig Gilbert
Milwaukee Sentinel	169,961	Bush	Kenneth Lamke

Wyoming

Casper Star Tribune	34,694	Bush	Dan Whipple
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H

Divider Title: _____

THE WHITE HOUSE

WASHINGTON

February 22, 1994

MEMORANDUM FOR MARK GEARAN

FROM: JAKE SIEWERT

SUBJECT: Magazine Circulations

Below are the top 100 paid-circulation magazines for the second half of 1992 (compared with the same period in 1991) based on Audit Bureau of Circulations. I am working on getting figures from 1993 as well.

Rank	Publication	Circulation	% chg
1	Modern Maturity	22,879,886	1.9
2	Reader's Digest	16,258,476	-0.1
3	TV Guide	14,498,341	-3.7
4	National Geographic	9,708,254	-0.6
5	Better Homes & Gardens	8,002,585	--
6	The Cable Guide	5,889,947	-15.3
7	Family Circle	5,283,660	4.3
8	Good Housekeeping	5,139,355	-1.0
9	Ladies' Home Journal	5,041,143	-0.5
10	Woman's Day	4,810,445	4.1
11	McCall's	4,704,772	-7.2
12	Time	4,203,991	3.2
13	People	3,506,816	3.7
14	Sports Illustrated	3,432,044	4.1
15	Playboy	3,402,630	-4.1
16	National Enquirer	3,401,263	-9.5
17	Redbook	3,395,029	-12.1
18	Newsweek	3,240,131	0.5
19	Prevention	3,234,901	1.0
20	AAA World	3,107,468	11.0
21	American Legion Magazine	2,953,941	0.6
22	Star	2,931,305	-5.5
23	Cosmopolitan	2,705,224	-1.3
24	Auto Club News	2,540,275	2.7
25	Southern Living	2,374,530	0.6
26	U.S. News & World Report	2,307,569	3.2
27	Smithsonian	2,211,552	3.3
28	Money	2,146,410	11.0
29	Glamour	2,083,849	0.1
30	V.F.W. Magazine	2,062,914	--
31	NEA Today	2,059,728	1.2
32	Field & Stream	2,007,234	0.2
33	Seventeen	1,915,426	-4

Memo on Top 100 Magazines
February 22, 1994
Page 2

Rank	Publication	Circulation	% chg
34	Home & Away	1,912,160	1.6
35	Country Living	1,839,363	--
36	Popular Science	1,812,019	-1.4
37	Ebony	1,791,536	-2.3
38	Life	1,777,087	-2.1
39	Parents	1,749,322	-0.2
40	Popular Mechanics	1,642,081	0.2
41	Outdoor Life	1,502,542	--
42	American Rifleman	1,485,190	14.6
43	Sunset	1,452,086	-2.6
44	Golf Digest	1,421,883	--
45	Self	1,408,975	17.3
46	Soap Opera Digest	1,396,346	-3.5
47	Elks Magazine	1,383,318	-4.1
48	YM	1,340,415	31.6
49	American Hunter	1,329,124	12.8
50	Take One	1,324,903	--
51	New Woman	1,313,181	-2.8
52	Boys' Life	1,288,545	-0.8
53	Vogue	1,284,193	2.5
54	Video Event	1,262,603	-5.1
55	First for Women	1,258,595	-28.7
56	Penthouse	1,254,207	-8.1
57	Bon Appetit	1,231,327	-1.9
58	True Story Plus	1,225,347	-4.1
59	Mademoiselle	1,219,159	1.1
60	Sesame Street Magazine	1,218,722	4.9
61	Rolling Stone	1,211,586	-1.5
62	Woman's World	1,204,042	-5.9
63	'Teen	1,188,257	2.3
64	Golf Magazine	1,183,684	6.0
65	Kiplinger's Personal Fin.	1,166,539	4.1
66	Vanity Fair	1,151,887	16.2
67	US	1,102,783	-13.2
68	Globe	1,102,335	-10.9
69	Country Home	1,095,721	0.3
70	Travel & Leisure	1,092,414	-0.7
71	Family Handyman	1,047,679	-2.7
72	Scouting	1,030,194	3.2
73	Cooking Light	1,025,511	6.8
74	Conde Nast Traveler	1,020,592	36.9
75	Car & Driver	1,019,630	-0.5
76	Discover	1,014,152	-9.8
77	Home Mechanix	1,013,963	-2.9
78	Home	1,013,182	6.8
79	Weight Watchers Magazine	1,006,397	0.5
80	PC Magazine	1,004,235	15.4
81	Consumers Digest	1,003,558	12.9
82	House Beautiful	1,002,458	5.0
83	Motor Trend	943,441	10.6
84	Country America	940,064	29.5

Memo on Top 100 Magazines

February 22, 1994

Page 3

Rank	Publication	Circulation	% chg
85	Gourmet	915,171	5.0
86	Jet	909,014	-5.0
87	Essence	906,034	4.3
88	Elle	901,619	5.8
89	American Health	895,668	5.7
90	Beckett Baseball	890,797	-0.9
91	Workbasket	890,006	-18.6
92	Victoria	886,661	2.1
93	Business Week	886,229	-0.1
94	Endless Vacation	885,604	5.3
95	Working Woman	866,816	-1.8
96	Entertainment Weekly	866,431	16.6
97	Nation's Business	861,581	0.3
98	TV Host Monthly	857,963	-22.3
99	Hot Rod	856,774	0.4
100	Workbench	831,751	1.4

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Divider Title: _____

TO: Mark Gearan
FR: Richard Strauss
DT: December 17, 1994
RE: Outline for Radio in 1994

1. ABC and CBS Town Hall Meeting

Both the ABC and CBS radio networks have separate invitations into Mrs. Clinton's office to do an hour-long radio town hall meeting. I believe they are in favor of doing at least one of the networks, but nothing has been scheduled. If Mrs. Clinton does not do the interview, or even if she does, I believe this would be something excellent for the President to do soon.

ABC Radio has 2,300 affiliates and CBS Radio has 600. On separate events, they will uplink to all of their stations an interview and will open up 800 lines to listeners from around the country. Both networks have indicated they will provide their best and highest paid talent available for the show. (I.E. Koppel, Rather, Jennings, Chung, etc.) They have also indicated they could get an extremely high clearance from their radio affiliates to carry the town hall live. C-SPAN would also probably carry this town hall live.

2. Morning Radio Shows

There are obviously thousands of morning radio shows located in every market around the country. I believe we should try to schedule at least one a month, if not twice a month. We might continue the strategy of following up a Presidential visit into a city with a phone call to a radio station from the President the following morning (like we did today with Imus). I also recommend that we do a radio interview into the market we are going into the day before we leave for that city. On days when we are flying into a city during the morning, we should encourage the President to make a call from Air Force One into either a morning show or a news/talk program.

Some suggested morning shows:

1. WOR-AM New York - Rambling with Gambling. John Gambling is the host. This show is actually rated much higher than the Imus show in New York (Gambling is 3rd in morning drive in New York, Imus is #8). John came to the White House recently and I gave him a tour and he is really nice and it would be a good interview to do.
2. KABC - AM Los Angeles - Ken and Barkely Show. We have put many guests, including recently the President, on the Michael Jackson show at this station. The morning show is a lot of fun too, and would be great to do some mid morning (taking into account the time zone change)

3. WGN - AM Chicago - Bob Collins Show. Bob hosts a morning show on the number one news/talk station in Chicago. We have had guests on with him before and he is liberal and a supporter of the President. This would be a good show to do.

4. KNBR - AM San Francisco - Frank and Mike Show. This is another morning show that I suggest we do in the coming year. Frank and Mike have been a mainstay in the San Francisco market together for 15 years. Both are getting up there in years and the health care plan is probably on their minds. They are extremely popular, funny, friendly, and this would be a great interview. Also, I grew up listening to this show. The station is rated number 2 in San Francisco.

5. WWDB - FM Philadelphia - Paul W. Smith Show. Paul W has interviewed you before, I think, but never the President. His show was the first to ever broadcast live from the White House lawn and then came again for our health care on the lawn blitz. He has been extremely friendly, cooperative, and has asked for the President to be on their morning show for a long time. This is something I feel is worth doing. The station is number two in Philadelphia. Note: Paul W. also hosts an afternoon show on WJR in Detroit (see below) and he would likely air the interview in both markets.

6. WJR - AM Detroit - J. P. McCarthy Show. J.P., as you may know, interviewed the President last year and did so twice during the campaign. WJR is rated number one in Detroit and the numbers for their morning show is also number one. I think the perfect opportunity to go on this show would be around the time of the upcoming jobs conference in Detroit. Perhaps the President could do this interview live from Air Force One.

There are many more specific suggestions that could be made, but this list is I hope, good for now. Keep in mind, as you know, the number of people listening to morning drive radio is substantially higher than at any other time during the course of the day.

3. General Radio Interviews

In addition to the morning shows, there are a few important and friendly shows during the rest of the day. Many of these shows are syndicated and thus doing one interview with the hosts not only gives us access to the station in the city of the host, but all of the other cities as well. Here is a list of the shows and brief description:

1. Dr. Dean Edell - National, EFM. Dr. Dean Edell is a medical doctor who hosts a nationwide personal health and medicine show. His entire show is based on all topics of health ranging from the Administration's health care plan to personal health. When the health care plan first came out, Dr. Edell was completely supportive, but he now is wavering. This would be an excellent opportunity for us to try to bring Dr. Edell back on our side and to reinforce the belief that there truly is a health care crisis in America. Since the show is based entirely on health and health care, there is no danger that questions on other issues would come up.

The show is carried nationally on **343 top market number one stations with a weekly Arbitron rating of 7.5 million people**. Dr. Edell hosts his show from San Francisco every weekday from 1:00 - 2:00 PM Eastern Time. Some of the top market stations that carry the show include: KARN in Little Rock, KFI in Los Angeles, KGO in San Francisco, WFLA in Tampa, WDBO in Orlando, WHO in Des Moines, WLS in Chicago, WIBC in Indianapolis, WWL in New Orleans, WABC in New York, WWWE in Cleveland, WILK in Wilkes-Barre, and WTMJ in Milwaukee.

The show usually does not take guests but has expressed a great interest in having one of the principles come on for a half hour. Mrs. Clinton's office has indicated that they are very much committed to doing this interview but so far, they have been unable to fit it into her schedule. Even if she does the interview, I think this is a **must do** for the President at some point in the near future.

2. Michael Jackson - KABC, Los Angeles. We've done it and should do it again soon.

3. Larry King - Mutual, National. We have not done the Larry King Radio Show, as far as I know, since Clinton has been President. We all know Larry and I think this would be a pretty good hit. He is on 300+ stations. Note: Larry will likely be quitting radio once his contract with Mutual expires in October.

4. Jim Bohanan - Mutual, National. Jim Bohanan hosts the nighttime slot that Larry King used to hold at Mutual from 10PM - 1AM. He attended our talk show hosts briefing in the fall, is friendly and would be good for an interview late one evening. He also has the ability to pre-tape an interview during the day.

5. Ronn Owens Show - KGO, San Francisco. Ronn Owens is a liberal, a supporter of the President and is on the number one station in San Francisco. They wanted to fly out and do a whole broadcast from the White House for an interview with the President. This would be something good to do sometime before going out to Northern California again. The show is on from 12 - 3 PM Eastern.

6. Gene Burns - WOR, New York. Gene interviewed Clinton during the campaign. The show is syndicated and it would be a good show to do. Gene was here for the health care radio talk show briefing. The show is on from 4 - 7 PM.

7. Ellen Ratner. I don't know if you are familiar with Ellen Ratner or not. Her brother Bruce is a big contributor to the President and she is a strong supporter. She doesn't have a really big audience for any single show, but she does do a lot of different little projects, that when added up, give her a lot of exposure. I don't strongly recommend an interview with her but, at one time, the President himself wanted to do an interview with her. I'm not sure if the President knows how big or small her audience is. But perhaps that doesn't matter in this case.

8. Others: There are many other liberal hosts around the country and depending on what market, are great choices for interviews. Mike Malloy (WSB-AM, 7 - 11 PM in Atlanta) and David Tyree (WWL- AM, 4 - 5 PM and 8 - 10PM in New Orleans) are good hosts in top-20 markets and it would be great for the President to do at some point.

3. White House Radio Network Correspondents

I thought the two previous meetings the President had with the White House Network Radio correspondents worked extremely well. Although the last time we did the radio networks they asked about scandal-related issues, I believe this is an excellent opportunity to push the President's agenda and set the agenda for both print and television.

We should try to do this once every quarter or three times a year.

4. Health Care/Crime Bill Interviews

I am thinking about putting together another health care talk show event on the White House lawn. I would also like to put together a day at the White House in the next couple of weeks for African American talk show hosts. I would be able to tie in African American History month as well as our nomination for Assistant Attorney General for Civil Rights. The President's participation (for interviews or attendance at the briefing) would be great for this.

I also think your idea for a White House event for radio talk show hosts and news stations on the crime bill is a great one. I would like to try to make this happen as soon as possible. The President's involvement in this would be crucial in making it successful.

5. Attendance at the RTNDA Convention in Los Angeles

The President should definitely, and I think Eller agrees, attend the Radio Television News Director's Association convention in Los Angeles taking place October 12 - 15. This year's convention is being combined with the annual National Association of Broadcasters convention and will be huge. I went to the RTNDA convention last year in Miami and I strongly recommend the President make the keynote address this year on the health care plan.

6. Radio Address

I have talked with Jeff Eller about the getting stations to host the radio address each week. There are some details on it that still have to be worked out but I would guess we could start to make this happen in the next couple of weeks.

If it fits into our overall strategy, I think it would be great to take the address on the road from time to time, whether it be in D.C. or elsewhere. As I understand it, we almost did the radio address from a police station when we were talking about the crime bill and almost went to Gettysburg last week for Lincoln's birthday. These are both good ideas and I would like to see them implemented from time to time in the future.

7. Small Number of Personalities Invited to the White House.

I had heard of the idea to invite radio personalities to the White House for small dinners or other social gatherings. I think this is a great idea and our list should include but not be limited to the following people:

1. Paul Harvey**
2. Bruce Williams**
3. Ellen Ratner
4. Gene Burns
5. Larry King
6. Dr. Dean Edell
7. Jim Bohanan
8. Don Imus
9. J.P. McCarthy
10. Paul W. Smith
11. Michael Jackson

****These two hosts are very influential nationally syndicated hosts. They are not necessarily friends of the administration, but would be good for us to get on our side.**

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