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Collection/Record Group: Clinton Presidential Records

Subgroup/Office of Origin: Communications

Series/Staff Member: Mark Gearan

Subseries:

OA/ID Number: 4940

FolderID:

Folder Title:

[Communications Plan]

Stack:

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Row:

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Section:

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Communications Plan For APRIL AND MAY

CLINTON LIBRARY PHOTOCOPY

MEMORANDUM

TO: Terry Good
FROM: Angus King
RE: Mark Gearan Files
DATE: 10 May 1995

Here are a few old files to be re-filed, then some assorted papers that are labelled and should go into the appropriate files. Many can go into files that have already been started, others will require a new folder. Thanks.

- Angus King

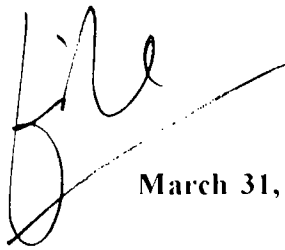
Ideas (already exists)
Correspondence (exists)
Stump Speech (exists)
Communications Plans (New)
Abortion (exists)
Catholic Strategy (new)
Americorps (file under National Service, which exists)
EPA(new)
Immigration (new)
Health Care (exists)
Immunization (new)
Supreme Court (new)

Thanks again.

Here: This is a draft memo
from Geagan's office for
POTUS outlining the
themes for his upcoming
major speeches. Geagan wants
your okay.

A handwritten signature in black ink, appearing to read "John Geagan". The signature is stylized with a large, circular flourish at the end.

DRAFT



March 31, 1995

Memorandum for the President

From: Working Group

Subject: Communications Plan for April and May

This memo presents for your review and comment a communications plan for April and May. The following plan reflects the consensus of your senior staff. If you approve the outline of the plan, we will submit a separate memo on the structure and form of each speech.

Four Major Speeches

We propose that we designate four of your upcoming speeches as the building blocks of our message in the months ahead:

- American Society of Newspaper Editors, April 7, 1995.
Dallas, Texas
- Michigan State University Commencement, May 5, 1995.
East Lansing, Michigan
- US Air Force Academy Commencement, May 31, 1995
Colorado Springs, Colorado
- Dartmouth College Commencement, June 11, 1995
Hanover, New Hampshire

In these speeches, we propose that you outline your vision to renew the American Dream as we approach the 21st century.

The commencement addresses, in particular, offer you an opportunity to spell out for the next generation the realities of the new world they will inherit -- the challenges they will face, the opportunities they will enjoy, and the responsibilities they must assume to achieve the American Dream. Like the Georgetown speeches, the three commencement speeches should each address a distinct part of that vision, e.g. the challenges of the new economy, American leadership in the new world, and the mainstream values -- opportunity, responsibility, family -- that must guide us. Unlike Georgetown, the speeches need not outline our policies; those policies are on the table already. Instead, the speeches should allow you to articulate your vision for the future and describe for Americans their common mission as we approach the next century.

The speech to the American Society of Newspaper Editors -- which occurs next Friday -- serves a more tactical purpose and warrants a separate discussion

Speech to the American Society of Newspaper Editors

We propose that this speech serve two purposes: set the stage for **a month-long focus on education as the key to economic growth**; and suggest the major **contrast between our values and those of the Republicans**. This speech must **pivot** away from the heavy focus on the New Congress's mixed record -- to your vision for the future, a vision that links education to the economy. It will be followed throughout April by events echoing that message. The basic outline of that message follows:

Education and lifelong learning are the key to opportunity in the new economy.
Cutting education in this era of global competition is like cutting defense during the Cold War.

ASNE SPEECH OUTLINE

A detailed outline of the speech by Don Baer and David Shipley -- follows for your review:

- I. The debate on government's role has been good for the country.
 - A. Lots of good has come from it: the line-item veto, new restrictions on unfunded mandates, legislation making Congress subject to the laws it applies to others.
 - B. Now is a moment of definition and clarity for America: an opportunity to focus on where we agree and disagree about our direction for the future. GOP motivations and concern for the country are sincere, but their **approach does little to help us meet the challenges of the 21st century.**
- II. Our visions could not be more different on a number of issues, nowhere more clear than on Education and Training. Refer to Southern Trip and Conference.
 - A. Underline why education is important, a metaphor for all we must do to create opportunity and expand responsibility.
 1. Importance in President's and his family's life story.
 2. Importance in POTUS career: Arkansas reforms, role in national debate.
 3. **Importance for our future at this crossroads.** At a time of global competition, education is the key to our ability to compete and win.
Cutting education now is like cutting defense during the Cold War.
 - B. Outline Differences between President and Republicans on Education.

Essential Contrast. The President's record on reform, his vision for the future versus the GOP approach: Education cuts to pay for tax cuts for the wealthy.
- III. Conclusion. 50 years after FDR's death, we are putting hope over fear by empowering Americans for the future.

Opportunities and Dangers. The audience, major newspaper editors, virtually guarantees that the ASNE speech will be treated seriously. However, the Q&A session following the speech poses a major trap. Last year, you delivered a thoughtful speech to the ASNE that was drowned out by your assessment of the press's coverage of Whitewater in response to a question. As we saw this week, there is enough "hot news" out there, e.g, Guatemala, Iraq, etc., to divert attention from a serious, positive speech. Your responses to Q&A should be perfunctory enough to keep attention where it belongs: on the speech.

100 Days. Friday, April 7 is the day Speaker Gingrich has chosen to celebrate the 100 Days of his "Contract with America." He has planned a flag-waving rally at the Capitol and a live evening address to the nation that CNN will broadcast. The networks will broadcast their evening news from the Capitol on both Thursday and Friday. The speech to the ASNE is your response. By not attacking the Contract head-on, you can rise above the media blitz around the 100 days, while allowing others to drive home the contrast.

The basic thrust of that contrast is between our commitment to education and the Republican effort to cut education to pay for tax cuts for the wealthy. This contrast will paint a larger picture about what we stand for: our commitment to protect the middle class, not the wealthy. That effort begins next week with the Vice President's speech on Monday. Democrats in the House and Senate, Governors, mayors, elected officials and other groups will amplify your message and paint the contrast throughout the week and month.

Other Education Events

The following is a preliminary sketch of April events designed to show your commitment to education as the key to renewing the American Dream.

April 1, 1995 **Radio Address on Education.** Allows you to follow-up on message of the Economic Conference and kick off the month by previewing education and economy theme.

April 3, 1995 **Arkansas School Dedication.** Allows you to highlight commitment to education at the beginning of a week when Senate Republicans vote on education cuts and House Republicans vote on tax cuts for the wealthy.

April 7, 1995 **ASNE Speech.** Previously discussed.

Local Event. Reinforce and echo ASNE speech with Dallas residents. Designed not to make news and "trump" the ASNE speech.

April 8, 1995 **Speech to the National Education Association.** Focus on challenges and solutions that schools, parents, students, communities and government face in creating safe schools where children can learn

Radio Address on Education. Excerpts from NEA speech.

Please Note. NEA speech is after deadline, so we must approve excerpts in advance and use radio address to move the story.