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Subgroup/Office of Origin: Communications

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Subseries:

OA/ID Number: 2599

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Marketing and Message Coordination

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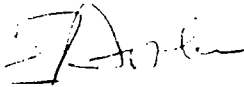
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THE WHITE HOUSE
WASHINGTON

March 23, 1995

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MEMORANDUM FOR SENIOR STAFF

FROM: ERSKINE BOWLES: 
DEPUTY CHIEF OF STAFF FOR
WHITE HOUSE OPERATIONS

JOHN D. PODESTA 
ASSISTANT TO THE PRESIDENT AND
STAFF SECRETARY

JIM DORSKIND 
SPECIAL ASSISTANT TO THE PRESIDENT AND DIRECTOR
OF CORRESPONDENCE AND PRESIDENTIAL MESSAGES

SUBJECT: Guidelines for Presidential Messages

We are pleased to provide you with the Correspondence Department's updated guidelines for the preparation of presidential messages. Messages are written statements that are generally read or presented at group events, such as meetings, conventions, or other functions that commemorate a special occasion or honor an individual. They are an extremely effective means of reaching out to constituents and communicating the Administration's positions on a wide variety of issues.

If we are to produce quality messages for your office that convey the President's vision and address the needs of all constituent groups, it is critical that your office adhere to these guidelines and that requests are made in a timely and orderly fashion.

Please advise your staff about these guidelines and distribute copies to anyone in your office who handles message requests. In addition, you and your staff may contact the Director of Presidential Messages, Carmen Fowler (x6-5505), or her assistant, Lori Abrams (x6-5499), whenever you have questions about the preparation of presidential messages.

The Correspondence Department looks forward to continuing to help you serve constituents across the country who are interested in receiving presidential messages. If you have any suggestions for improving the process, please let Jim Dorskind (x6-5460) or Carmen know.

Thank you in advance for your cooperation and assistance.

Attachments

March 22, 1995

GUIDELINES FOR THE PREPARATION OF PRESIDENTIAL MESSAGES

Presidential messages are written statements to be read or presented at group events, such as meetings, conventions, or other functions that commemorate a special occasion or honor an individual.

I. Procedures for Requesting A Presidential Message

Requests must be received by the Office of Presidential Messages (PM) at least three weeks prior to the date the message is needed -- whether that is the event date or a print deadline. The office is open weekdays from 8:00 a.m. to 6:00 p.m., and the phone number is x6-7487, fax: x6-2806.

The request must be **in writing** and must provide the complete name and address of the individual or group making the request, background information about the group (i.e., describe its membership and mission), the date of the event, any printing deadline, and the target audience. Whenever possible, a draft message should be supplied with the request.

If, for some reason, it is impossible to make the request at least three weeks in advance (e.g., when the President has been forced to cancel a scheduled appearance at the last minute and wishes to send a message instead), the request should be submitted as early as possible before the date the message is needed.

In these cases, it is vital that the necessary research be completed and attached to the request with all other pertinent information, including a draft message. This material is critical because requests made with little lead time require a staff member to "walk through" a message for editorial review and clearance. This is a time-consuming task and is a large drain on limited staff resources. Accordingly, a memo **signed by the Assistant to the President or a Deputy Assistant to the President** in your office should also be attached, justifying why the message is needed on such short notice.

Requests received with **less than four days' notice** will be honored **only in exceptional circumstances**.

II. Types of Message Requests that WILL Be Honored by PM

o Messages for National Organizations: Annual Meetings, Conventions, or Events

Messages are prepared for annual meetings, conventions, or events of **national** organizations. Normally, the organization sponsoring the event must be nonprofit (e.g., educational, health, and scientific groups; trade associations; ethnic groups; fraternal organizations; and nonprofit service groups).

Annual events include, among others: ethnic celebrations; military reunions; amateur sports championships; and international events held in the United States.

In addition, because many local groups never meet in a national forum, requests are honored for some local organizations or local branches of major national organizations.

o Messages for Milestone Events

Messages are prepared for anniversaries in 5-year increments (e.g., 10th, 15th, 20th, etc.), commencing with the 10th anniversary. Examples of organizations and events that receive messages include:

- art and cultural groups
- business and professional groups, such as bar and medical associations
- civic groups, such as The Red Cross and chambers of commerce
- historic events
- hospitals and health facilities
- international events held in the U.S.
- magazines and major newspapers
- religious orders and denominations
- schools and colleges
- service organizations, such as the Jaycees and Kiwanis
- state, counties, and major cities
- trade associations

- o Messages for Awards and Testimonials

Messages are prepared for tributes to civic and political leaders and distinguished personalities in entertainment, sports, and academia. Messages also are prepared for individuals who are being honored for significant contributions to their communities, or for an especially worthy endeavor. (These requests are generally limited to national or state-level requests and should come with appropriate background material.)

- o Messages for Commemorative Observances and National and Religious Holidays

Messages are prepared for national days, weeks, and months (e.g., National Professional Secretaries Day and Week, African American History Month); national holidays (e.g., President's Day, Martin Luther King, Jr., Day); and religious and ethnic holidays (e.g., the Jewish High Holy Days, Easter, Christmas, Chinese New Year).

III. Message Requests that WILL NOT Be Honored by PM

There will be:

- o No Messages for Political Events

All such requests should be forwarded to the Office of Political Affairs, attention Donald Dunn x6-6257.

o No Messages for Events Where the Primary Purpose is Fundraising

PM does not prepare messages for fundraisers unless the President has personally expressed an interest in supporting a specific cause.

o No Messages for Semi-Annual, Quarterly or Monthly Meetings

Messages are prepared for annual meetings only.

o No Messages for Subgroups of National Organizations

As a general rule, messages are only prepared for annual events of national organizations. For instance, we would address the yearly meeting of the American Bar Association (ABA), but **not** the annual meeting of the Litigation Section of the ABA. Similarly, a message would be prepared for the annual meeting of the Girl Scouts of America, but not meetings of local Girl Scout troops.

There are three exceptions to this rule:

- o It only applies where there is a national umbrella. That is, if the largest meeting of a group is at the regional or state level, a message **will** be prepared for the regional or state group.
- o A message **will** be prepared for a local group where the nature of the group's work is local volunteer service. For instance, a message would be prepared for the local Jaycees or Kiwanis groups.
- o When requested, we will send copies of the national group's message to its local offices, chapters, etc.

- o No Messages for For-Profit Organizations or Commercial Ventures

The only exception is for businesses celebrating a milestone event (e.g., the XYZ Company's 50th year in business).

- o No Messages to Honor Sitting Judges
- o No Messages for Beauty Contests or Pageants
- o No Messages for Events Held Outside the U.S. Without Official U.S. Government Endorsement

Ordinarily, messages will not be prepared for foreign groups holding events abroad. Exceptions include:

- o American groups with overseas affiliates;
- o international organizations with large U.S. branches holding a meeting abroad;
- o events recognizing "sister city" relationships between U.S. cities and cities abroad; and
- o international exchange students participating in U.S. programs.

Messages will not be prepared for Americans to carry abroad unless the requests meet the above-mentioned criteria.

- o No Messages Where Vice President or First Lady Has Provided Message Already
- o No Messages for Military Events Unless Cleared through the White House Military Office.

Thank you for your understanding and adherence to these guidelines. The Department of Correspondence and Presidential Messages is committed to meeting your message needs. Please let us know how we can serve you better.

SEARAN, MARK D.
ASSISTANT TO THE PRESIDENT

WHITE HOUSE OFFICE

STRATEGIC PLANNING AND
COMMUNICATIONS

WH

LFL/nn



UNITED STATES DEPARTMENT OF EDUCATION
OFFICE OF THE SECRETARY'S REGIONAL REPRESENTATIVE
REGION II (NY, NJ, PR, VI)
26 FEDERAL PLAZA, RM. 36-118
NEW YORK, NEW YORK 10278

file

TO: Jason Goldberg
Cabinet Affairs
FAX 202-456-6704

From: Pat Parisi *JP*
Department of Education, Region II

Date: 2.7.95

RE: Talking Points

Jason, the talking points have proven very helpful. The attacks on children and the poor need to be exposed for what they are. The "talking points" on education cuts really came in handy.

Last week I spoke at a community meeting in the poorest district of the South Bronx. There were about 300 people at the meeting. The people were very responsive to the information on Education cuts. I got the sign up sheet at the end of the meeting. These names will be useful on our mailing list.

My speech was based on the "talking points" you had faxed to me that day, March 2, 1995. HUD also had a speaker at the event. His speech dovetailed with mine. On Saturday President Clinton's radio address made the same points. So, from the President down to the regional community meeting the message was consistent. We were all "on message".

[Conclusion, keep the talking points coming. They make a great base for a speech and it keeps the speaker "on message". The White House writers turn a nice phrase, and they make public speaking easier, more effective.

The System is Working !!!

THE WHITE HOUSE
WASHINGTON

March 24, 1995

Memorandum for the President

From: Mark Gearan *MG*

Subject: Marketing and Message Coordination

During the past month, we have developed several new mechanisms through which we can more effectively market this Administration's accomplishments and its vision for the future:

Talking Points. Jake Siewert in my office prepares daily Talking Points that help amplify the White House message of the day. (See Attachment A -- Sample Daily Talking Points.) Like the Issue Briefs (see below), these Talking Points are available on-line to every White House staff member and are faxed widely to interested constituencies. On Friday, the talking points become a recap of the week and a guide to The Week Ahead (See Attachment B -- Sample Weekly Review - Look Ahead.)

On-Line Issue Briefs. We have prepared a catalogue of 2-3 page Issue Briefs on about 80 different topics of importance to the Administration. (See Attachment C - Master List of Issue Briefs.) Each Issue Brief begins with a presidential quote, states the principles that guide our policy and concludes with an update. (See Attachment D -- Sample Issue Brief.) As of Monday, March 27, the Issue Briefs will be available to all White House staff on their computers. Each White House department will be able to fax or mail the Issue Briefs to interested constituencies, e.g. Intergovernmental could send the Issue Brief on Community Empowerment to Democratic mayors and county officials to help them do media or set up an event. We would like to demonstrate this on-line system to you in the near future.

Communications and Out-Reach Plans. For high-profile presidential events -- in coordination with Erskine Bowles -- we have asked each out-reach and policy shop in the White House to develop and coordinate activities to amplify your message around that event. On Fridays, you receive a draft plan for the following week's message events that Julia Moffett prepares. By Wednesday of the week concerned, you receive a final version of that plan. Although this system is relatively new, it has begun to function as an effective marketing tool around particular events that are scheduled well in advance and have a tight focus and message. They are particularly helpful when the message of the day is not covered in the mainstream national media. Please let us know if you have any concerns about this process as we refine it. (See Attachment E- Sample Communications and Out-Reach plan)

Message Memo
March 24, 1995
Page 2

Message Booklet. Using the Issue Briefs as a basis, we are developing a short (40-pages) message booklet that can be mailed out and widely distributed. The book will contain our core message and accomplishments on issues of central importance to the Administration. A draft table of contents for the book is attached for your review and approval. We would like to have this booklet ready for distribution by the first week in April. (See Attachment F -- Proposed Table of Contents for Message Booklet.)

Brochure. We are developing a brochure on accomplishments that will be widely available for distribution. That brochure will summarize your accomplishments, your plan for the future, and contain charts depicting our progress on job creation and deficit reduction. We will circulate a draft of that brochure to outside consultants and have a final draft for your approval by the end of next week.

Stump Speech. We have drafted a stump speech that will be circulated widely to the Cabinet, sub-Cabinet officials, and regional Administrators for their use in the months ahead. We will supplement the speech with slides, charts, posters and hand-outs that can be used and adapted to different purposes and venues. That speech, along with a summary memo, has been forwarded to you under separate cover for your review and approval. Once it is approved, we will have a full package distributed to the Cabinet and sub-Cabinet within a week.

Speech Book. We have also prepared a collection of your more thematic speeches that is being circulated to key groups and selected members of the media. That collection is attached for your review. (See Attachment G -- Selected Speeches.)

Marketing For Specific Initiatives. I have also been working with Kitty Higgins, Gene Sperling, Dave Barram, Frank Greer and the relevant Cabinet agencies to develop targeted marketing plans around specific initiatives, particularly Direct Lending and The Earned Income Tax Credit. We will have updates to you on those marketing plans next week.

Mailings. We have begun an extensive mailing program to leading editorial boards, columnists, pundits, and targeted opinion leaders of speeches, background material and fact sheets.

I look forward to hearing your comments and suggestions about this project.

attachments

cc: Leon Panetta
Erskine Bowles
Harold Ickes

MARKETING AND MESSAGE ATTACHMENTS

- A. Sample Daily Talking Points
- B. Sample Weekly Review - Look Ahead
- C. Master List of Issue Briefs
- D. Sample Issue Brief
- E. Sample Communications and Out-Reach Plan
- F. Proposed Table of Contents for Message Booklet
- G. Selected Speeches

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March 23, 1995



The President will participate in a forum today with college newspaper editors from around the country. In his remarks to the students, he will underscore his strong commitment to national investment in education and training and restate his opposition to Republican plans to cut that investment to pay for their tax cuts for the wealthy.

We Are Expanding Opportunity -- Saving Taxpayer Money. Through our innovative student loan program ("Direct Lending"), this Administration will offer millions of students more affordable college loans with better, more flexible repayment terms.

- 1500 schools already participate in the new direct lending program, and 500 more will soon join their ranks. Students in these schools get their loans quickly and have more choices about how to repay them when they get out of school.
- Since President Clinton took office, the cost to taxpayers in delinquent loans has dropped approximately \$1 billion a year.

Republicans Are Threatening to Cut Education Investments. While the President is making college more affordable, the new Congress is threatening major cuts in our national education investments. The Republican leadership has moved to scale back the innovative direct lending program, and to cut funds for Americorps and student loans -- all to pay for tax cuts heavily targeted at the wealthiest. *The New York Times* calls these "the deepest cuts proposed for education spending in more than a decade." Just a few of the higher education cuts would:

- **Eliminate Grace Period for Student Loans for 4 million students:** (Kasich's 1995 budget proposal and "Contract with America" options from September 1994: \$9.6 billion). For a four-year student who borrowed the maximum amount (\$17,125) at the maximum interest rate (8.25%), this proposal would increase costs by \$3,150--18 percent.
- **Cut back the new Direct Lending program.** By cutting out middlemen, the initiative has saved billions of dollars for taxpayers, lowered costs for students, and allowed borrowers to choose flexible repayments like pay-as-you-earn. Republicans want to limit the program and prevent hundreds of schools and millions of students from reaping the benefits.
- **Gut AmeriCorps** (Rescission would make \$416 million in cuts, or 72%; Kasich would cut an additional \$681 million). These cuts would break a contract with tens of thousands of young people serving their communities and earning money for education. This year and next, 30,000 young people would be sent home or prevented from serving, and over 100,000 young people would lose the chance to serve over the next 5 years.

-MORE-

Republicans Offer Big Tax Cuts for the Wealthy. While they plan deep cuts in education, the Republican "Contract" offers \$630 billion in tax cuts over 10 years --with 51.5% of the benefits going to families making over \$100,000:

- The wealthiest 1% get more tax breaks than the bottom 60%--over 65 million families.
- Over a quarter trillion dollars of the tax cuts are targeted almost entirely at the very wealthy and large corporations.

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This week and next, President Clinton continues to lay out his vision for a better America: creating a **New Economy** that expands opportunity and rewards responsibility; creating a **New Government** that works better and costs less; forging a **New Covenant** that promotes the mainstream values of **opportunity, responsibility and community**.

THIS WEEK March 17 - 24, 1995

New Government. Cutting Wasteful Government Spending. On Monday, President Clinton called on the Senate to pass the strongest line-item veto possible. The line-item veto will allow the President to bring discipline to the budget process, cut pet projects that Congress won't eliminate, and let him build on his solid record of cutting wasteful spending.

New Covenant. Fighting Violence Against Women. Tuesday, the President took steps to implement the Violence Against Women Act, a crucial element of the landmark crime bill he fought for last year. He announced the formation of a new Violence Against Women Office in the Department of Justice and appointed former Iowa Attorney General Bonnie Campbell as its director. **This law is the most comprehensive federal effort ever to fight violence against women and to protect the rights of victims.**

New Government. Building a New State -Federal Partnership. On Wednesday, President Clinton signed the "Unfunded Mandates Act of 1995" a bipartisan effort to restrict Congress from imposing new mandates without paying for them. This law builds on the President's executive actions to stop mandates and **restores balance to the intergovernmental partnership.**

New Covenant. Defending National Investment in Education. On Thursday, the President defended the national investment in education before a forum with college newspaper editors. He underscored the importance to our nation's future of investing in our children's education:

"One of the things we know is that the countries that do the best job of developing the full capacities of every one of their citizens will be the most successful in the 21 century. That's in all your interests, and that's what we should be debating here." President Clinton, March 23, 1995

NEXT WEEK March 25 - April 1, 1995

New Government. Making Government Work Better and Cost Less.

As part of his ongoing effort to fix government, President Clinton will announce the next round of major overhauls within federal agencies. Savings from this effort to streamline government will help underwrite the President's Middle Class Bill of Rights, which offers targeted tax cuts to help working families meet the costs of raising and educating their children. The President will contrast his effort to streamlining government by cutting bureaucracy with GOP efforts to cut programs that help children and families.

New Economy. Making the Economy Work for Working Americans.

On Wednesday, the President will hold the first in a series of regional economic conferences in Atlanta, Georgia. The first economic conference, held in Little Rock in 1992, helped the President develop a strategy that brought an economic recovery that has created 6.1 million jobs. This conference will focus on ensuring that the benefits off that recovery reach hard-working Americans and their families.

New Covenant. Expanding Opportunity and Demanding Responsibility.

On Thursday in Tallahassee, Florida the President will address a state legislature for the first time during his presidency. At the legislature, the President will showcase how his Administration has helped provide opportunity and made meaningful differences in people's lives. The President will focus on the real benefits Floridians have experienced because of our work on welfare reform, education, and the fight against crime.

New World. Celebrating the Restoration of Democracy in Haiti.

On Friday, President Clinton will travel to Haiti to thank our troops for their work to restore democracy to Haiti. The President will restate the central theme of his Nixon Center speech, that America must remain engaged in the world to maintain our strength and leadership. Against strong criticism, the President put that vision to the test when he committed our troops to the effort to restore democracy in Haiti. That undertaking has been a clear success. As the President visits American troops preparing to return home, he will celebrate their successful mission, while challenging the Haitian people to take hold of the democracy we worked so hard to make possible.

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MASTER LIST ISSUE BRIEFS

Domestic Policy

Affirmative Action
AIDS
Child Care and Head Start
Child Nutrition
Child Welfare
Community Empowerment
Crime
Disability Policy
Drugs
Education
Health Care Reform
Homelessness
Housing
Immigration
Legal Reform
Line-Item Veto
Native Americans
Regulatory Reform
Reinventing Government
Reproductive Rights
School Prayer
Seniors
Teen Pregnancy
Unfunded Mandates
Veterans
Welfare Reform
Women's Issues

Economy

Accomplishments: The Economy Under Clinton
Automobiles
Base Closure and Reuse
The Budget
Business Tax Incentives
Defense Reinvestment
The Economy: Then and Now
Exports
Lowering Trade Barriers
Middle Class Bill of Rights
Minimum Wage
Pension Reform
Rescissions
Small Business

Environment

Accomplishments: The Environment & Public Health
Endangered Species
The Environment -- An Overview
Northwest Forest Plan
Risk Assessment
Safe Drinking Water
Superfund
Takings
Wetlands

Reinventing Government

An Overview
Customer Service
Federalism
Information Technology
Procurement Reform
Reinventing Government -- Phase II

National Security

Africa
APEC
Bosnia
The Baltic Nations
Central and Eastern Europe
China: US - China Trade
China and Human Rights
Counter Narcotics Program
Cuba
Democracy
Foreign Aid
Free Trade Area of the Americas
Haiti: Democracy Restored
International Terrorism
Ireland
Japan: US - Japan Trade
Mexico
Mideast
NATO and Partnership for Peace
North Korea
The Nuclear Threat

Issue Briefs

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Peacekeeping

Readiness

Russia

South Korea

Summit of the Americas

Sustainable Development

Ukraine

War Powers

Science and Technology

Accomplishments

Climate Change

Information Superhighway (NII)

Space Program

Technology Policy

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ISSUE BRIEFS



WELFARE REFORM

WELFARE REFORM

"I believe we must end welfare as we know it, because the current welfare system is a bad deal for taxpayers who pay the bills and for the families who are trapped on it. The American people deserve a government that honors their values and spends their money judiciously, and a country that rewards people who work hard and play by the rules."

President Clinton
December 8, 1994

The President wants welfare reform that reinforces basic American values -- work, responsibility, and family -- not punishes children for their parents' mistakes.

WORK

- o Welfare reform should be about work. Welfare should provide people the *opportunity* to move from welfare to work as quickly as possible.
- o In return, people must take *responsibility* for supporting themselves and their families. All those who can work must go to work to support their families
- o Welfare should be a second chance, not a way of life. No one who can work should be able to stay on welfare forever.
- o We must reward work over welfare. No one who works full time should have to raise a child in poverty. That's why we increased the Earned Income Tax Credit for 15 million working Americans, why our welfare plan included an increase in child care, and why we proposed expanding health care coverage.

RESPONSIBILITY

- o We must hold BOTH parents responsible for their children.
- o That's why we proposed the toughest child support enforcement measures ever - suspending drivers' licenses, tracking delinquent parents across state lines, and letting states make them work off what they owe.
- o We also want to reduce teen pregnancy - young people must understand the responsibilities involved before they get pregnant or father a child. That's why the President has called for a National Campaign Against Teen Pregnancy.

FLEXIBILITY

- o The President is firmly committed to giving states the flexibility to fix the welfare system at the local level.
- o That's why this administration has granted half the states waivers to proceed with welfare reform
- o And that's why the administration supports eliminating the need for waivers, letting states work within broad federal rules to decide how best to meet the needs of their own citizens.

THE PROPOSALS HOUSE REPUBLICANS HAVE PURSUED ARE WEAK ON WORK AND CRUEL TO KIDS

- o House Republicans have used welfare reform as a cover for their real priority -- finding ways to pay for tax breaks for the wealthy
- o These proposals include block granting successful nutrition programs such as school lunch and WIC and reducing food stamp benefits by \$16 billion over five years.
- o The Republicans propose cutting off benefits to mothers and their children until the mothers are 18. We propose requiring these young mothers to live at home, stay in school, and take the steps necessary to get their lives on track.

The administration is pushing for (1) Tougher work requirements that give states the means to move people from welfare to work; (2) The toughest possible child support enforcement, including tough penalties that threaten delinquent parents with losing drivers and professional licenses if they refuse to pay their child support; (3) tougher, smarter ways to demand responsible behavior and reduce teen pregnancy, not just punish people because they're poor, young and unmarried; and (4) real flexibility for the states, not new mandates and less money.

THE PRESIDENT HAS A LENGTHY HISTORY OF COMMITMENT TO WELFARE REFORM

- o As Chairman of the National Governors Association, the President helped guide the 1988 Family Support Act to passage, working with a Democratic Congress and a Republican President.
- o As Governor of Arkansas, Clinton made the state a leader in both welfare reform and child support enforcement.
- o The President has given 25 states the flexibility to reform welfare at the local level and has signed an executive order making it easier to force federal employees to sign the child support they owe.

UPDATE

The administration introduced the Work and Responsibility Act last year - the most comprehensive welfare reform legislation a President has ever proposed. President Clinton hosted a bipartisan working session at the White House in January with leaders from all levels of government, and the administration will continue to pursue a bipartisan approach.

House Republicans are moving ahead with their welfare reform bill. Their bill is on the floor the week of March, 20. The Senate recently held its first hearing (March 10). No action on specific legislation is expected in the Senate until April at the earliest.

Staff Contact:
Last Updated:

Jeremy Ben-Ami, DPC, 456-5584
March 15, 1995

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THE WHITE HOUSE
WASHINGTON

March 15, 1995
(FINAL)

MEMORANDUM FOR THE PRESIDENT

FROM: MARK GEARAN AND JULIA MOFFETT

CC: THE VICE PRESIDENT, LEON PANETTA, ERSKINE BOWLES,
HAROLD ICKES AND JACK QUINN

SUBJECT: REGULATORY REFORM/REGO II COMMUNICATIONS PLAN
THURSDAY, MARCH 16, 1995

Context

This event begins a regular series of events (two per month) that the President will hold on reinventing government. The events are not intended as major Administration announcements individually, but, rather, are meant to steadily build an impressive record of accomplishment over a period of time. It is important to note that outreach and other offices' participation in the amplifying communications activity will vary dramatically based on the substantive content of the particular event.

With this event, as well as the REGO event later in the month, we are nearing a series of votes on a GOP-sponsored regulatory moratorium bill. Next week, EPA expects the regulatory moratorium bill to be in mark-up in the Senate.

While the bill moves through Congress, we must move quickly to demonstrate our commitment to making government regulation work better and cost less. These events, the first announcing regulatory reform within the purview of the EPA, FDA and SBA, and the second, later in March, will buttress our impressive record of making government an ally, not an enemy, of businesses that work to create economic opportunity while protecting the environment.

Message

The essential message of this event is that we are working to fix yesterday's government, to make it work better and cost less. Our constructive effort to bring yesterday's government into the modern age will be contrasted with GOP efforts to wipe out environmental and public health safeguards.

Communications Plan

The President/The Vice President/The White House

- * The President will take part in the event on Thursday, but need not do any ancillary press activity.
- * The Vice President will hold an embargoed roundtable with environmental, White House, including the network correspondents, and business reporters to preview the event. Roosevelt Room. Wednesday, March 15, 1995
- * The Vice President will do a stand-up on the lawn for CNN to preview the President's speech. Thursday, March 16, 1995.
- * Elaine Kamarck will participate in the post-event White House briefing with EPA and FDA. Thursday, March 16, 1995.
- * Elaine Kamarck will do *MacNeil-Lehrer* to flesh out the President's speech. Thursday, March 16, 1995. (pending)
- * Communications, Media Affairs and the Vice President's office will coordinate a mailing of the speech to key columnists, editorial boards and environmental reporters with a cover letter signed by the Vice President. Friday, March 17, 1995.

Cabinet Affairs:

- * EPA will coordinate press conferences around the country with their regional administrators. Thursday, March 16, 1995.
- * EPA Administrator Carol Browner will take part in a briefing explaining the new initiatives for White House reporters. Thursday, March 16, 1995.
- * EPA Administrator Carol Browner will conduct a background briefing explaining the new initiative to environmental and science reporters. Thursday, March 16, 1995.
- * The Assistant Secretary for OSHA and Deputy Secretary, Tom Glynn, will discuss regulatory reform and the President's announcements at appearances to The National Erectors Association and Council for Excellence in Government.

FDA

- * FDA will brief drug and medical device trade reporters about the reform initiative.

FDA, con't:

- * FDA public affairs specialists in district offices will brief selected local reporters/editorial writers about the initiative.
- * FDA will background Washington-based reporters for major news organizations that cover the FDA.
- * FDA will do a radio-feed on the reform initiative through HHS.
- * FDA will brief targeted editorial writers and columnists around the country who have been covering regulatory reform.
- * FDA's Office of External Affairs will brief selected consumer groups on the reform initiatives.
- * FDA center officials will brief affected industry trade groups on the reform initiative.

CEQ

- * The Council on Environmental Quality is preparing a 12-page booklet explaining the new initiative for distribution to reporters. To be distributed on Thursday, March 16, 1995.
- * Katie McGinty and CEQ will make calls to environmental and industry representatives to recruit attendees, line up supportive statements, op-eds. Wednesday, March 15, 1995.
- * CEQ and EPA will hold meetings with supportive Democratic Members and staff on the Hill to explain the proposal and solicit supportive statements (both on the floor and in the form of press statements.) Wed., March 15.
- * CEQ and Intergovernmental Affairs will hold meetings with the National League of Cities, the U.S. Conference of Mayors and the National Governors' Association to explain the initiative and solicit supportive statements. Wednesday, March 15, 1995.
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- * CEQ and Media Affairs will coordinate conference calls with ed boards to solicit support for the initiative. Thursday, March 16, 1995.

CEQ, con't:

- * CEQ will coordinate press statements from corporate and environmental groups to be issued on March 16, 1995.
- * CEQ will work with Media Affairs to identify supportive CEO's and prominent environmental figures to attend the event and do local and trade press interviews afterwards.
- * Katie McGinty and CEQ will conduct a follow-up breakfast with environmentally-minded Senators and Representatives to solicit support for our initiative. Friday, March 17, 1995.
- * CEQ will use the 25th Anniversary of National Policy Environmental Policy Act, which created CEQ, to drum up support for our initiative.
- * Katie McGinty will attend the Semiconductor Industry's annual meeting -- this industry is a major winner under the initiative -- to solicit support for our initiative.

SBA

- * SBA press release will be included in White House press kit.
- * Exploring telephone interviews for Administrator Lader and the *Wall Street Journal*, *USA Today*, *New York Times*, and syndicated business writer, Jane Applegate.
- * Calls will be placed to the small business trade press following the event on Thursday.
- * A "message" from Administrator Lader will be placed on the SBA On-Line System for small business owners and general public to access as well as on Voice-Tel, a local message system to women business owners.
- * Administrator Lader will conduct one or more editorial boards.
- * Joint events will be arranged with SBA, EPA and FDA regional offices.
- * Will distribute a fact sheet that shows how small businesses are benefiting from the "reinvention" of SBA programs and services.
- * Preparing a regulatory reform media packet, which includes talking points, press releases, op-ed pieces and success stories, for SBA's Assistant Regional Administrators for public affairs and communications in the 10 SBA regional offices and for the district public information officers.

SBA, con't:

- * In addition to SBA participation in the administration-wide radio interview initiative, SBA is launching an additional media effort toward educating the small business community on the government's "reinvention" efforts--specifically those targeting federal regulations.
- * SBA is also identifying and promoting small businesses who have benefited from the Administration's regulatory reform efforts.

Intergovernmental

- * Governor Chiles will either hold an analogous event to the President's or issue a press release praising our efforts. Thursday, March 16, 1995.
- * Intergovernmental will send talking points to Mayors, Governors and local elected officials. Thursday, March 16, 1995.
- * Intergovernmental will work with supportive Governors to issue statements or hold supportive events in their states following the President's event.

Legislative

- * Legislative has been coordinating announcement with effort in Senate to shape moratorium bill that will be in mark-up at that time.

Media Affairs

- * Will coordinate post-event briefing (on-camera, on-the-record) for White House press corps and trade press (environment, business, science and technology, rego/regulatory, and health/medical reporters). Browner, Kessler and Kamarck to brief. Thursday afternoon (time TBD)
- * Will provide SBA with media assignments for Phil Lader.
- * Will assist in arranging regional press into targeted districts for Carol Browner and Katie McGinty.
- * Will issue an advisory and coordinate event VIPs (CEOs, Environmental group heads, and small business association representatives) to attend post-event briefing at White House and do radio, print and TV regional press afterwards.
- * Will book Katie McGinty on environmental radio programs.

OMB

- * Sally Katzen will do an interview with Nightly Business Report to follow-up on the President's speech. Thursday, March 16, 1995.

Political

- * Contacting environmental groups in selected states to encourage them to publicly support the environmental regulatory initiative.
- * Talking points will be distributed to political leaders and spokespersons across the country.

Public Liaison

- * Have identified major businesses to issue supportive statements on the day of the event.

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MESSAGE BOOKLET TABLE OF CONTENTS

I. Introduction

II. New Economy

- A. Accomplishments: The Economy under Clinton
- B. The Budget : Deficit Reduction
- C. Community Empowerment
- D. The Economy: Then and Now
- E. Health Care Reform
- F. Middle Class Bill of Rights
- G. Minimum Wage: Rewarding Work

III. New Covenant

- A. Affirmative Action
- B. AIDS Investment
- C. Children
- D. Crime and Drugs
- E. Education
- F. Environment and Public Health
- H. Immigration
- I. Science and Technology
- J. Welfare Reform
- K. Women's Issues

IV. New Government

- A. Accomplishments and Overview
- B. Common Sense Regulatory Reform
- C. A New State-Federal Partnership

V. American Leadership in the World

- A. Accomplishments and Overview
- B. Haiti: Democracy Restored
- C. Mexico: Our Economic Stake in Mexico
- D. Military Readiness
- E. Peace in Northern Ireland
- F. Promoting Democracy Abroad
- G. Reducing the Nuclear Threat
- H. Russia
- I. Supporting Democracy in South Africa
- J. Reinvigorating the Middle East Peace Process

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SELECTED SPEECHES

of

President William Jefferson Clinton

THE WHITE HOUSE
WASHINGTON



March 24, 1995

Memorandum for the President

From: Mark Gearan 
Subject: Marketing and Message Coordination

During the past month, we have developed several new mechanisms through which we can more effectively market this Administration's accomplishments and its vision for the future:

Talking Points. Jake Siewert in my office prepares daily Talking Points that help amplify the White House message of the day. (See Attachment A -- Sample Daily Talking Points.) Like the Issue Briefs (see below), these Talking Points are available on-line to every White House staff member and are faxed widely to interested constituencies. On Friday, the talking points become a recap of the week and a guide to The Week Ahead (See Attachment B -- Sample Weekly Review - Look Ahead.)

On-Line Issue Briefs. We have prepared a catalogue of 2-3 page Issue Briefs on about 80 different topics of importance to the Administration. (See Attachment C - Master List of Issue Briefs.) Each Issue Brief begins with a presidential quote, states the principles that guide our policy and concludes with an update. (See Attachment D -- Sample Issue Brief). As of Monday, March 27, the Issue Briefs will be available to all White House staff on their computers. Each White House department will be able to fax or mail the Issue Briefs to interested constituencies, e.g. Intergovernmental could send the Issue Brief on Community Empowerment to Democratic mayors and county officials to help them do media or set up an event. We would like to demonstrate this on-line system to you in the near future.

Communications and Out-Reach Plans. For high-profile presidential events -- in coordination with Erskine Bowles -- we have asked each out-reach and policy shop in the White House to develop and coordinate activities to amplify your message around that event. On Fridays, you receive a draft plan for the following week's message events that Julia Moffett prepares. By Wednesday of the week concerned, you receive a final version of that plan. Although this system is relatively new, it has begun to function as an effective marketing tool around particular events that are scheduled well in advance and have a tight focus and message. They are particularly helpful when the message of the day is not covered in the mainstream national media. Please let us know if you have any concerns about this process as we refine it. (See Attachment E- Sample Communications and Out-Reach plan)

Message Memo
March 24, 1995
Page 2

Message Booklet. Using the Issue Briefs as a basis, we are developing a short (40-pages) message booklet that can be mailed out and widely distributed. The book will contain our core message and accomplishments on issues of central importance to the Administration. A draft table of contents for the book is attached for your review and approval. We would like to have this booklet ready for distribution by the first week in April. (See Attachment F -- Proposed Table of Contents for Message Booklet.)

Brochure. We are developing a brochure on accomplishments that will be widely available for distribution. That brochure will summarize your accomplishments, your plan for the future, and contain charts depicting our progress on job creation and deficit reduction. We will circulate a draft of that brochure to outside consultants and have a final draft for your approval by the end of next week.

Stump Speech. We have drafted a stump speech that will be circulated widely to the Cabinet, sub-Cabinet officials, and regional Administrators for their use in the months ahead. We will supplement the speech with slides, charts, posters and hand-outs that can be used and adapted to different purposes and venues. That speech, along with a summary memo, has been forwarded to you under separate cover for your review and approval. Once it is approved, we will have a full package distributed to the Cabinet and sub-Cabinet within a week.

Speech Book. We have also prepared a collection of your more thematic speeches that is being circulated to key groups and selected members of the media. That collection is attached for your review. (See Attachment G -- Selected Speeches.)

Marketing For Specific Initiatives. I have also been working with Kitty Higgins, Gene Sperling, Dave Barram, Frank Greer and the relevant Cabinet agencies to develop targeted marketing plans around specific initiatives, particularly Direct Lending and The Earned Income Tax Credit. We will have updates to you on those marketing plans next week.

Mailings. We have begun an extensive mailing program to leading editorial boards, columnists, pundits, and targeted opinion leaders of speeches, background material and fact sheets.

I look forward to hearing your comments and suggestions about this project.

attachments

cc: Leon Panetta
Erskine Bowles
Harold Ickes

MARKETING AND MESSAGE ATTACHMENTS

- A. Sample Daily Talking Points
- B. Sample Weekly Review - Look Ahead
- C. Master List of Issue Briefs
- D. Sample Issue Brief
- E. Sample Communications and Out-Reach Plan
- F. Proposed Table of Contents for Message Booklet
- G. Selected Speeches

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CUTS IN EDUCATION INVESTMENTS March 23, 1995



The President will participate in a forum today with college newspaper editors from around the country. In his remarks to the students, he will underscore his strong commitment to national investment in education and training and restate his opposition to Republican plans to cut that investment to pay for their tax cuts for the wealthy.

We Are Expanding Opportunity – Saving Taxpayer Money. Through our innovative student loan program ("Direct Lending"), this Administration will offer millions of students more affordable college loans with better, more flexible repayment terms.

- 1500 schools already participate in the new direct lending program, and 500 more will soon join their ranks. Students in these schools get their loans quickly and have more choices about how to repay them when they get out of school.
- Since President Clinton took office, the cost to taxpayers in delinquent loans has dropped approximately \$1 billion a year.

Republicans Are Threatening to Cut Education Investments. While the President is making college more affordable, the new Congress is threatening major cuts in our national education investments. The Republican leadership has moved to scale back the innovative direct lending program, and to cut funds for Americorps and student loans -- all to pay for tax cuts heavily targeted at the wealthiest. *The New York Times* calls these "the deepest cuts proposed for education spending in more than a decade." Just a few of the higher education cuts would:

- **Eliminate Grace Period for Student Loans for 4 million students:** (Kasich's 1995 budget proposal and "Contract with America" options from September 1994: \$9.6 billion). For a four-year student who borrowed the maximum amount (\$17,125) at the maximum interest rate (8.25%), this proposal would increase costs by \$3,150--18 percent.
- **Cut back the new Direct Lending program.** By cutting out middlemen, the initiative has saved billions of dollars for taxpayers, lowered costs for students, and allowed borrowers to choose flexible repayments like pay-as-you-earn. Republicans want to limit the program and prevent hundreds of schools and millions of students from reaping the benefits.
- **Gut AmeriCorps** (Rescission would make \$416 million in cuts, or 72%; Kasich would cut an additional \$681 million). These cuts would break a contract with tens of thousands of young people serving their communities and earning money for education. This year and next, 30,000 young people would be sent home or prevented from serving, and over 100,000 young people would lose the chance to serve over the next 5 years.

-MORE-

Republicans Offer Big Tax Cuts for the Wealthy. While they plan deep cuts in education, the Republican "Contract" offers \$630 billion in tax cuts over 10 years --with 51.5% of the benefits going to families making over \$100,000:

- The wealthiest 1% get more tax breaks than the bottom 60%--over 65 million families.
- Over a quarter trillion dollars of the tax cuts are targeted almost entirely at the very wealthy and large corporations.

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March 24 1995



This week and next, President Clinton continues to lay out his vision for a better America: creating a **New Economy** that expands opportunity and rewards responsibility; creating a **New Government** that works better and costs less; forging a **New Covenant** that promotes the mainstream values of opportunity, responsibility and community.

THIS WEEK March 17 - 24, 1995

New Government. Cutting Wasteful Government Spending. On Monday, President Clinton called on the Senate to pass the strongest line-item veto possible. The line-item veto will allow the President to bring discipline to the budget process, cut pet projects that Congress won't eliminate, and let him build on his solid record of cutting wasteful spending.

New Covenant. Fighting Violence Against Women. Tuesday, the President took steps to implement the Violence Against Women Act, a crucial element of the landmark crime bill he fought for last year. He announced the formation of a new Violence Against Women Office in the Department of Justice and appointed former Iowa Attorney General Bonnie Campbell as its director. This law is the most comprehensive federal effort ever to fight violence against women and to protect the rights of victims.

New Government. Building a New State -Federal Partnership. On Wednesday, President Clinton signed the "Unfunded Mandates Act of 1995" a bipartisan effort to restrict Congress from imposing new mandates without paying for them. This law builds on the President's executive actions to stop mandates and restores balance to the intergovernmental partnership.

New Covenant. Defending National Investment in Education. On Thursday, the President defended the national investment in education before a forum with college newspaper editors. He underscored the importance to our nation's future of investing in our children's education:

"One of the things we know is that the countries that do the best job of developing the full capacities of every one of their citizens will be the most successful in the 21 century. That's in all your interests, and that's what we should be debating here." President Clinton, March 23, 1995

NEXT WEEK March 25 - April 1, 1995

New Government. Making Government Work Better and Cost Less.

As part of his ongoing effort to fix government, President Clinton will announce the next round of major overhauls within federal agencies. Savings from this effort to streamline government will help underwrite the President's Middle Class Bill of Rights, which offers targeted tax cuts to help working families meet the costs of raising and educating their children. The President will contrast his effort to streamlining government by cutting bureaucracy with GOP efforts to cut programs that help children and families.

New Economy. Making the Economy Work for Working Americans.

On Wednesday, the President will hold the first in a series of regional economic conferences in Atlanta, Georgia. The first economic conference, held in Little Rock in 1992, helped the President develop a strategy that brought an economic recovery that has created 6.1 million jobs. This conference will focus on ensuring that the benefits off that recovery reach hard-working Americans and their families.

New Covenant. Expanding Opportunity and Demanding Responsibility.

On Thursday in Tallahassee, Florida the President will address a state legislature for the first time during his presidency. At the legislature, the President will showcase how his Administration has helped provide opportunity and made meaningful differences in people's lives. The President will focus on the real benefits Floridians have experienced because of our work on welfare reform, education, and the fight against crime.

New World. Celebrating the Restoration of Democracy in Haiti.

On Friday, President Clinton will travel to Haiti to thank our troops for their work to restore democracy to Haiti. The President will restate the central theme of his Nixon Center speech, that America must remain engaged in the world to maintain our strength and leadership. Against strong criticism, the President put that vision to the test when he committed our troops to the effort to restore democracy in Haiti. That undertaking has been a clear success. As the President visits American troops preparing to return home, he will celebrate their successful mission, while challenging the Haitian people to take hold of the democracy we worked so hard to make possible.

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MASTER LIST ISSUE BRIEFS

Domestic Policy

Affirmative Action
AIDS
Child Care and Head Start
Child Nutrition
Child Welfare
Community Empowerment
Crime
Disability Policy
Drugs
Education
Health Care Reform
Homelessness
Housing
Immigration
Legal Reform
Line-Item Veto
Native Americans
Regulatory Reform
Reinventing Government
Reproductive Rights
School Prayer
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Teen Pregnancy
Unfunded Mandates
Veterans
Welfare Reform
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Defense Reinvestment
The Economy: Then and Now
Exports
Lowering Trade Barriers
Middle Class Bill of Rights
Minimum Wage
Pension Reform
Rescissions
Small Business

Environment

Accomplishments: The Environment & Public Health

Endangered Species

The Environment -- An Overview

Northwest Forest Plan

Risk Assessment

Safe Drinking Water

Superfund

Takings

Wetlands

Reinventing Government

An Overview

Customer Service

Federalism

Information Technology

Procurement Reform

Reinventing Government -- Phase II

National Security

Africa

APEC

Bosnia

The Baltic Nations

Central and Eastern Europe

China: US - China Trade

China and Human Rights

Counter Narcotics Program

Cuba

Democracy

Foreign Aid

Free Trade Area of the Americas

Haiti: Democracy Restored

International Terrorism

Ireland

Japan: US - Japan Trade

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Mideast

NATO and Partnership for Peace

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Readiness

Russia

South Korea

Summit of the Americas

Sustainable Development

Ukraine

War Powers

Science and Technology

Accomplishments

Climate Change

Information Superhighway (NII)

Space Program

Technology Policy

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ISSUE BRIEFS



WELFARE REFORM

WELFARE REFORM

"I believe we must end welfare as we know it, because the current welfare system is a bad deal for taxpayers who pay the bills and for the families who are trapped on it. The American people deserve a government that honors their values and spends their money judiciously, and a country that rewards people who work hard and play by the rules."

President Clinton
December 8, 1994

The President wants welfare reform that reinforces basic American values -- work, responsibility, and family -- not punishes children for their parents' mistakes.

WORK

- o Welfare reform should be about work. Welfare should provide people the *opportunity* to move from welfare to work as quickly as possible
- o In return, people must take *responsibility* for supporting themselves and their families. All those who can work must go to work to support their families.
- o Welfare should be a second chance, not a way of life. No one who can work should be able to stay on welfare forever.
- o We must reward work over welfare. No one who works full time should have to raise a child in poverty. That's why we increased the Earned Income Tax Credit for 15 million working Americans, why our welfare plan included an increase in child care, and why we proposed expanding health care coverage.

RESPONSIBILITY

- o We must hold BOTH parents responsible for their children.
- o That's why we proposed the toughest child support enforcement measures ever - suspending drivers' licenses, tracking delinquent parents across state lines, and letting states make them work off what they owe.
- o We also want to reduce teen pregnancy - young people must understand the responsibilities involved before they get pregnant or father a child. That's why the President has called for a National Campaign Against Teen Pregnancy.

FLEXIBILITY

- o The President is firmly committed to giving states the flexibility to fix the welfare system at the local level.
- o That's why this administration has granted half the states waivers to proceed with welfare reform.
- o And that's why the administration supports eliminating the need for waivers, letting states work within broad federal rules to decide how best to meet the needs of their own citizens.

THE PROPOSALS HOUSE REPUBLICANS HAVE PURSUED ARE WEAK ON WORK AND CRUEL TO KIDS

- o House Republicans have used welfare reform as a cover for their real priority -- finding ways to pay for tax breaks for the wealthy.
- o These proposals include block granting successful nutrition programs such as school lunch and WIC and reducing food stamp benefits by \$16 billion over five years.
- o The Republicans propose cutting off benefits to mothers and their children until the mothers are 18. We propose requiring these young mothers to live at home, stay in school, and take the steps necessary to get their lives on track.

The administration is pushing for (1) Tougher work requirements that give states the means to move people from welfare to work; (2) The toughest possible child support enforcement, including tough penalties that threaten delinquent parents with losing drivers and professional licenses if they refuse to pay their child support; (3) tougher, smarter ways to demand responsible behavior and reduce teen pregnancy, not just punish people because they're poor, young and unmarried; and (4) real flexibility for the states, not new mandates and less money.

THE PRESIDENT HAS A LENGTHY HISTORY OF COMMITMENT TO WELFARE REFORM

- o As Chairman of the National Governors Association, the President helped guide the 1988 Family Support Act to passage, working with a Democratic Congress and a Republican President.
- o As Governor of Arkansas, Clinton made the state a leader in both welfare reform and child support enforcement.
- o The President has given 25 states the flexibility to reform welfare at the local level and has signed an executive order making it easier to force federal employees to sign the child support they owe.

UPDATE

The administration introduced the Work and Responsibility Act last year - the most comprehensive welfare reform legislation a President has ever proposed. President Clinton hosted a bipartisan working session at the White House in January with leaders from all levels of government, and the administration will continue to pursue a bipartisan approach.

House Republicans are moving ahead with their welfare reform bill. Their bill is on the floor the week of March, 20. The Senate recently held its first hearing (March 10). No action on specific legislation is expected in the Senate until April at the earliest.

Staff Contact: Jeremy Ben-Ami, DPC, 456-5584
Last Updated: March 15, 1995

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THE WHITE HOUSE

WASHINGTON

March 15, 1995

(FINAL)

MEMORANDUM FOR THE PRESIDENT

FROM: MARK GEARAN AND JULIA MOFFETT

CC: THE VICE PRESIDENT, LEON PANETTA, ERSKINE BOWLES,
HAROLD ICKES AND JACK QUINN

SUBJECT: REGULATORY REFORM/REGO II COMMUNICATIONS PLAN
THURSDAY, MARCH 16, 1995

Context

This event begins a regular series of events (two per month) that the President will hold on reinventing government. The events are not intended as major Administration announcements individually, but, rather, are meant to steadily build an impressive record of accomplishment over a period of time. It is important to note that outreach and other offices' participation in the amplifying communications activity will vary dramatically based on the substantive content of the particular event.

With this event, as well as the REGO event later in the month, we are nearing a series of votes on a GOP-sponsored regulatory moratorium bill. Next week, EPA expects the regulatory moratorium bill to be in mark-up in the Senate.

While the bill moves through Congress, we must move quickly to demonstrate our commitment to making government regulation work better and cost less. These events, the first announcing regulatory reform within the purview of the EPA, FDA and SBA, and the second, later in March, will buttress our impressive record of making government an ally, not an enemy, of businesses that work to create economic opportunity while protecting the environment.

Message

The essential message of this event is that we are working to fix yesterday's government, to make it work better and cost less. Our constructive effort to bring yesterday's government into the modern age will be contrasted with GOP efforts to wipe out environmental and public health safeguards.

Communications Plan

The President/The Vice President/The White House

- * The President will take part in the event on Thursday, but need not do any ancillary press activity.
- * The Vice President will hold an embargoed roundtable with environmental, White House, including the network correspondents, and business reporters to preview the event. Roosevelt Room. Wednesday, March 15, 1995
- * The Vice President will do a stand-up on the lawn for CNN to preview the President's speech. Thursday, March 16, 1995.
- * Elaine Kamarck will participate in the post-event White House briefing with EPA and FDA. Thursday, March 16, 1995.
- * Elaine Kamarck will do *MacNeil-Lehrer* to flesh out the President's speech. Thursday, March 16, 1995. (pending)
- * Communications, Media Affairs and the Vice President's office will coordinate a mailing of the speech to key columnists, editorial boards and environmental reporters with a cover letter signed by the Vice President. Friday, March 17, 1995.

Cabinet Affairs:

- * EPA will coordinate press conferences around the country with their regional administrators. Thursday, March 16, 1995.
- * EPA Administrator Carol Browner will take part in a briefing explaining the new initiatives for White House reporters. Thursday, March 16, 1995.
- * EPA Administrator Carol Browner will conduct a background briefing explaining the new initiative to environmental and science reporters. Thursday, March 16, 1995.
- * The Assistant Secretary for OSHA and Deputy Secretary, Tom Glynn, will discuss regulatory reform and the President's announcements at appearances to The National Erectors Association and Council for Excellence in Government.

FDA

- * FDA will brief drug and medical device trade reporters about the reform initiative.

FDA, con't:

- * FDA public affairs specialists in district offices will brief selected local reporters/editorial writers about the initiative.
- * FDA will background Washington-based reporters for major news organizations that cover the FDA.
- * FDA will do a radio-feed on the reform initiative through HHS.
- * FDA will brief targeted editorial writers and columnists around the country who have been covering regulatory reform.
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Intergovernmental

- * Governor Chiles will either hold an analogous event to the President's or issue a press release praising our efforts. Thursday, March 16, 1995.
- * Intergovernmental will send talking points to Mayors, Governors and local elected officials. Thursday, March 16, 1995.
- * Intergovernmental will work with supportive Governors to issue statements or hold supportive events in their states following the President's event.

Legislative

- * Legislative has been coordinating announcement with effort in Senate to shape moratorium bill that will be in mark-up at that time.

Media Affairs

- * Will coordinate post-event briefing (on-camera, on-the-record) for White House press corps and trade press (environment, business, science and technology, rego/regulatory, and health/medical reporters). Browner, Kessler and Kamarck to brief. Thursday afternoon (time TBD)
- * Will provide SBA with media assignments for Phil Lader.
- * Will assist in arranging regional press into targeted districts for Carol Browner and Katie McGinty.
- * Will issue an advisory and coordinate event VIPs (CEOs, Environmental group heads, and small business association representatives) to attend post-event briefing at White House and do radio, print and TV regional press afterwards.
- * Will book Katie McGinty on environmental radio programs.

OMB

- * Sally Katzen will do an interview with Nightly Business Report to follow-up on the President's speech. Thursday, March 16, 1995.

Political

- * Contacting environmental groups in selected states to encourage them to publicly support the environmental regulatory initiative.
- * Talking points will be distributed to political leaders and spokespersons across the country.

Public Liaison

- * Have identified major businesses to issue supportive statements on the day of the event.

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SELECTED SPEECHES

of

President William Jefferson Clinton