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THE WHITE HOUSE
WASHINGTON
DECEMBER 17, 1993

MEMORANDUM FOR THE PRESIDENT

FROM: MARK GEARAN *me*
RICKI SEIDMAN *rs*

SUBJECT: THE WEEK AHEAD

This memo will give you a brief outline of what we hope to accomplish in the short week before the holiday. Our strategy for December is simple:

- Highlight values and tie to fight against crime
 - Shape the accomplishments stories
 - Make you visible to the public in as many non-policy settings as possible.
1. **Wrap-Up - Accomplishments.** In the final year-end interviews -- with the wires, White House radio correspondents, and the Arkansas press --, you will continue to make our case: this year has been extremely productive; we have begun to change the way Washington works; we are helping to improve the economy and to create jobs.
 2. **Keep Focus on Crime.** Next week offers several opportunities -- the conference call with mayors on Monday, signing the "Oprah Winfrey" bill, and the meeting with Mr. Klaas -- to highlight our message on crime: fighting violence with values, banning assault weapons, a solid crime bill, 100,000 cops on the beat, gun licensing, countering the epidemic of crime. Media Affairs is planning a comprehensive effort with regional media around the mayors' call.
 3. **A Big Step Forward on Free Trade.** The radio address this Saturday will focus on GATT and explain what it means to the average American family. Mickey Kantor will give a major speech at the National Press Club next week, summarizing the achievements of the GATT deal.

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4. **UNICEF Event - Signing of the Child Protection Act.** Both events focus on children and the family. The UNICEF awards will honor the efforts of people around the world who are working to help children. It also provides an opportunity to showcase our efforts to protect children both at home and abroad: Family and Medical Leave, health care reform, targeted foreign aid, a realistic and sensible approach to world population growth. Regional reporters will be invited to the UNICEF event and scheduled for interviews with award recipients.
5. **Pan Am Ceremony.** On the fifth anniversary of the Pan Am 103 bombing, you will join the victims' families for a ground-breaking ceremony at Arlington National Cemetery for a memorial to the victims of this tragedy.
6. **Holiday Spirit.** Like this week, a number of public and private events -- the Christmas address most importantly -- are simply designed to celebrate the holidays. The Christmas address will focus on Christmas, values and family; peace in the world, peace at home, peace for our children -- no politics and no policy.
7. **Administration Surrogates.** Secretaries Reich and Christopher will meet with the New York Times editorial board next Monday.

CC: VPOTUS
Mack McLarty
David Gergen