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Folder Title:

South America Trip-Town Hall, October 1997

Staff Office-Individual:

Press-Gobush, Matthew

Original OA/ID Number:

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Row:	Section:	Shelf:	Position:	Stack:
42	6	2	3	V

UNCLASSIFIED
NSC/RMO PROFILE

RECORD ID: 9705877
RECEIVED: 28 AUG 97 12

TO: BERGER
ET AL

FROM: BLINKEN
LEAVY

DOC DATE: 28 AUG 97
SOURCE REF:

KEYWORDS: MEDIA

PUBLIC STATEMENTS

PERSONS:

SUBJECT: HEMISPHERIC TOWN HALL

ACTION: NFAR PER BLINKEN

DUE DATE: 03 SEP 97 STATUS: C

STAFF OFFICER: LEAVY

LOGREF:

FILES: WH

NSCP:

CODES:

D O C U M E N T D I S T R I B U T I O N

FOR ACTION

FOR CONCURRENCE

FOR INFO

BLINKEN

LEAVY

NSC CHRON

COMMENTS:

DISPATCHED BY _____ DATE _____ BY HAND W/ATTCH

OPENED BY: NSGP

CLOSED BY: NSLA

DOC 1 OF 1

UNCLASSIFIED

UNCLASSIFIED
ACTION DATA SUMMARY REPORT

RECORD ID: 9705877

DOC ACTION OFFICER

001 BERGER
001 BLINKEN
001

CAO ASSIGNED ACTION REQUIRED

Z 97082818 FOR INFORMATION
Z 97090321 FOR FURTHER ACTION
X 97090918 NFAR PER BLINKEN

UNCLASSIFIED

NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20504

August 28, 1997

INFORMATIONMEMORANDUM FOR SANDY BERGER, JOHN PODESTA, MACI
RAHM EMMANUEL, ANN LEWIS, SYDN.9/5/97
Mandy
We've taken note
of + agree with
Rob's comment.
When does this go,
next?

FROM: Antony Blinken and David Leavy ASB/07

SUBJECT: Hemispheric Town Hall

After several discussions with Henry Cisneros and his team at *Univision*, the following is an initial concept for the President's Town Hall Meeting in Argentina. *Univision* needs a hard commitment from us by September 10th in order to make this logistically and financially feasible.

CONCEPT:

- The event would be an hour-long "*Conversation of the Americas with United States President William Jefferson Clinton*." The President would speak interactively to a cross-section of the "Stars of Tomorrow" in Buenos Aires, New York City and Mexico City.
- *Univision* would host in all three cities, broadcast the event live with a replay during primetime, and pay the financial costs for the inter-active satellite hook-up.

AUDIENCE:

- Initial discussions of audience demographics centered on a group of 100 "Stars of Tomorrow" in each of the three cities, representing a cross-section of current youth leaders. These young leaders of tomorrow would be diverse and drawn from their involvement in community service, sports, health, environment, drugs, and foreign cultural exchange activities. If we commit to this project, we need to work further with *Univision* on the precise mechanisms for audience selection and vetting.

COVERAGE:

- From the attached document you can see that *Univision* reaches 92.3% of Hispanic households in the United States (29.3 million people); the program would also be broadcast in 18 other countries around the hemisphere. *Univision* estimates a *potential* audience of 100 million for this event. As stated above, *Univision* would carry the event live and re-broadcast during primetime. The event will be open to the White House press and we will explore a simulcast agreement with C-SPAN.

MESSAGE:

- The *Conversation of the Americas* would focus attention on a new generation of Latin Americans that share many of the same ideals and interests as their peers in the United States. By facilitating interaction among youth leaders in New York City, Mexico City and Buenos Aires, this event will underscore the common future of the hemisphere's youth and our common interest in working as partners to meet the challenges of the new era. The dialogue will highlight President Clinton's agenda for addressing the concerns the young people of the Americas face on the verge of the 21st century (education, drugs, good jobs, etc.) and the benefits of our growing cooperation.

HOST:

- *Univision's* main anchor (their Peter Jennings) would be the primary host in Buenos Aires, they also would have their main news anchors host in New York and in Mexico.

INTERPRETATION:

- The event would be conducted with simultaneous translation: The President and the live audiences would use headsets and interpreters would translate simultaneously for the television audience.

QUESTIONS AND DURATION:

- There is consensus that 60 minutes would be the preferred duration for the entire event. The President would have 5 minutes for an opening presentation and then take approximately 15 questions total from the three locations. During our initial discussions with *Univision*, they have generally agreed to limit questions to international issues affecting the hemisphere – but obviously, there is no absolute way to “control” the questions. If we agree to commit to this project, we need to have further discussions on the mechanics of question selection.

CC: Jim Steinberg, Don Kerrick, Josh King, Nicole Elkon, Aviva Steinberg, Dan Rosenthal, Anne Edwards.

Cicio, Kristen K.

From: Leavy, David C.
Sent: Friday, August 29, 1997 2:19 PM
To: @NSA - Natl Security Advisor; @PLANNING - Strat Plan & Comm; @INTERAM - Inter-American
Cc: @EXECSEC - Executive Secretary; @PRESS - Public Affairs
Subject: Rio vs. Sao Paulo [UNCLASSIFIED]

For SRB:

I heard from this morning's meeting that there was a brief discussion on the communications rational for going to Sao Paulo versus Rio. There are strong messages to be delivered in both places and the challenge for us is making sure the press can cover both in the appropriate fashion. One concern if we give a strong trade, economic integration speech in Sao Paulo and then go to Rio and don't do anything is that we expose ourselves to the charge of only speaking to the winners of globalization and ignore the people being left behind (strong poverty identification with Rio).

The event we have planned there is the 2nd best event on the trip behind the town hall. Our recommendation would be to build an event around the public-private economic and education partnership that Pele and a number of business leaders have started in Rio. Pele would host the event in a stadium holding 5,000 with the usual heavy youth participation and enthusiasm. Our message would be "no one should be left behind in the global economy with an education, economic empowerment, job training focus." It won't be heavy handed but allows us to deliver both sides of the coin in each city and provides better visuals and more "color" for our press.

NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20504

August 28, 1997

INFORMATION

MEMORANDUM FOR SANDY BERGER, JOHN PODESTA, MACK MCLARTY,
RAHM EMMANUEL, ANN LEWIS, SYDNEY BLUMENTHAL.

FROM: Antony Blinken and David Leavy ASB/DL

SUBJECT: Hemispheric Town Hall

After several discussions with Henry Cisneros and his team at *Univision*, the following is an initial concept for the President's Town Hall Meeting in Argentina. *Univision* needs a hard commitment from us by September 10th in order to make this logistically and financially feasible.

CONCEPT:

- The event would be an hour-long "*Conversation of the Americas with United States President William Jefferson Clinton*." The President would speak interactively to a cross-section of the "Stars of Tomorrow" in Buenos Aires, New York City and Mexico City.
- *Univision* would host in all three cities, broadcast the event live with a replay during primetime, and pay the financial costs for the inter-active satellite hook-up.

AUDIENCE:

- Initial discussions of audience demographics centered on a group of 100 "Stars of Tomorrow" in each of the three cities, representing a cross-section of current youth leaders. These young leaders of tomorrow would be diverse and drawn from their involvement in community service, sports, health, environment, drugs, and foreign cultural exchange activities. If we commit to this project, we need to work further with *Univision* on the precise mechanisms for audience selection and vetting.

COVERAGE:

- From the attached document you can see that *Univision* reaches 92.3% of Hispanic households in the United States (29.3 million people); the program would also be broadcast in 18 other countries around the hemisphere. *Univision* estimates a *potential* audience of 100 million for this event. As stated above, *Univision* would carry the event live and re-broadcast during primetime. The event will be open to the White House press and we will explore a simulcast agreement with C-SPAN.

MESSAGE:

- The *Conversation of the Americas* would focus attention on a new generation of Latin Americans that share many of the same ideals and interests as their peers in the United States. By facilitating interaction among youth leaders in New York City, Mexico City and Buenos Aires, this event will underscore the common future of the hemisphere's youth and our common interest in working as partners to meet the challenges of the new era. The dialogue will highlight President Clinton's agenda for addressing the concerns the young people of the Americas face on the verge of the 21st century (education, drugs, good jobs, etc.) and the benefits of our growing cooperation.

HOST:

- *Univision's* main anchor (their Peter Jennings) would be the primary host in Buenos Aires, they also would have their main news anchors host in New York and in Mexico.

INTERPRETATION:

- The event would be conducted with simultaneous translation: The President and the live audiences would use headsets and interpreters would translate simultaneously for the television audience.

QUESTIONS AND DURATION:

- There is consensus that 60 minutes would be the preferred duration for the entire event. The President would have 5 minutes for an opening presentation and then take approximately 15 questions total from the three locations. During our initial discussions with *Univision*, they have generally agreed to limit questions to international issues affecting the hemisphere – but obviously, there is no absolute way to “control” the questions. If we agree to commit to this project, we need to have further discussions on the mechanics of question selection.

CC: Jim Steinberg, Don Kerrick, Josh King, Nicole Elkon, Aviva Steinberg, Dan Rosenthal, Anne Edwards.

NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20504

September 12, 1997

ACTION

MEMORANDUM FOR SAMUEL BERGER/MACK MCLARTY/JOHN PODESTA/ANN LEWIS

THROUGH: ANTONY BLINKEN *ASB*
FROM: DAVID LEAVY *DL*
SUBJECT: Town Hall of the Americas

The attached memo seeks approval by the President for his participation in the "Town Hall of the Americas: A Conversation with American President Bill Clinton."

RECOMMENDATION

That you sign the memo to the President.

Attachment

Tab I Proposed Town Hall of the American

THE WHITE HOUSE
WASHINGTON

ACTION

MEMORANDUM FOR THE PRESIDENT

FROM: SAMUEL BERGER
MACK MCLARTY
JOHN PODESTA
ANN LEWIS

SUBJECT: Town Hall of the Americas

Purpose

To decide participation in a *"Town Hall of the Americas: A Conversation with American President Bill Clinton."*

Background

After several discussions with Henry Cisneros and his team at Univision, we have developed the following proposal for a three city, inter-active town hall meeting on October 16th. The event is designed for you to speak directly to the youth leaders throughout the hemisphere during your trip to Latin America.

Concept

- The title of the event is a *"Town Hall of the Americas: A Conversation with American President Bill Clinton."* You would speak to and answer questions from audiences of youth leaders in three cities: Buenos Aires, Miami and Los Angeles.
- Univision would host and moderate in all three cities, broadcast the event live with a replay during primetime, and feed the transmission to the American networks and White House press corps.

Audience

- Initial discussions of audience demographics centered on a group of 100 "Stars of Tomorrow" in each of the three cities, representing a diverse cross-section of current youth leaders. Univision would draw on young achievers in education,

cc: Vice President
Chief of Staff

business, community service, sports, health, environment, anti-drug efforts, and foreign cultural exchange activities. If we commit to this project, we will work with *Univision* on audience selection and vetting.

Coverage

- *Univision* reaches 92.3% of Hispanic households in the United States (29.3 million people); the program would also be broadcast in 18 other countries around the hemisphere. *Univision* estimates a *potential* audience of 100 million for this event. As stated above, *Univision* would carry the event live and re-broadcast during primetime. We will also have local and regional press in both Los Angeles and Miami to maximize our exposure in those markets. The event will of course be open to the White House press and we will explore a simulcast agreement with C-SPAN.

Message

- The *Town Hall of the Americas* would focus attention on a new generation of Latin Americans that share many of the same ideals and interests as their peers in the United States. By facilitating interaction among youth leaders in Miami, Los Angeles and Buenos Aires, this event will underscore the common future of the hemisphere's youth and our common interest in working as partners to meet the challenges of the new era. The dialogue will highlight your agenda for addressing the challenges the young people of the Americas face on the verge of the 21st century (education, drugs, good jobs, etc.) and the benefits of our growing cooperation.

Cost

- *Univision* would pay for all costs associated with this event. They would sell commercial space to their normal advertisers before and after the telecast. *Univision* will also promote the event prior to the 16th. We will work with *Univision* to ensure that the White House and its image are used in the appropriate manner in any and all promotion.

Host

- *Univision's* main anchor (their Peter Jennings) would be the primary host in Buenos Aires, they also would have their top news anchors as the hosts in Miami and Los Angeles.

Interpretation

- The event would be conducted with simultaneous translation. You would most likely need to use an IFB for your translation while interpreters would translate simultaneously for the television audience.

Questions and Duration:

- The event would be for 60 minutes. You would have several minutes for an opening presentation and then take approximately 15 questions total from the three locations. During our initial discussions with *Univision*, they have generally agreed to limit questions to international issues affecting the hemisphere -- but obviously, there is no absolute way to "control" the questions.

RECOMMENDATION

That you agree to this proposal.

Approve _____

Disapprove _____

NATIONAL SECURITY COUNCIL
WASHINGTON, D C 20504

September 16, 1997

ACTION

MEMORANDUM FOR SAMUEL BERGER/MACK McLARTY/JOHN PODESTA/ANN LEWIS

THROUGH: ANTONY BLINKEN *AB*
FROM: DAVID LEAVY *DL*
SUBJECT: Town Hall of the Americas

The attached memo seeks approval by the President for his participation in the "Town Hall of the Americas: A Conversation with American President Bill Clinton."

Concurrence by: Anne Luzzatto and James Dobbins

RECOMMENDATION

That you sign the memo to the President.

Attachment

Tab I Proposed Town Hall of the American

LC-51
-507
-108
Morgan
4057

THE WHITE HOUSE

WASHINGTON

ACTION

MEMORANDUM FOR THE PRESIDENT

FROM: SAMUEL BERGER
MACK MCLARTY
JOHN PODESTA
ANN LEWIS

SUBJECT: Town Hall of the Americas

Purpose

To decide participation in a "Town Hall of the Americas: A Conversation with American President Bill Clinton."

Background

Henry Cisneros and his team at Univision have expressed strong interest in hosting a three city, inter-active town hall meeting originating in Buenos Aires on October 16th. As currently planned, the event will present an unique and historic opportunity for you to speak directly to youth leaders throughout the hemisphere on the common problems and common future we all share.

The title of the event is a "Town Hall of the Americas: A Conversation with American President Bill Clinton." You would speak to and answer questions from audiences of approximately 100 youth leaders in three cities: Buenos Aires, Miami and Los Angeles.

Univision would host and moderate the program in all three cities, broadcast the event live with a replay during primetime, and feed the transmission to the American networks and White House press corps.

Message

The *Town Hall of the Americas* would focus attention on a new generation of Latin Americans that share many of the same ideals and interests as their peers in the United States. By facilitating interaction among youth leaders in Miami, Los Angeles and Buenos Aires, this event will underscore the common future of the hemisphere's youth and our common interest

cc: Vice President
Chief of Staff

in working as partners to meet the challenges of the new era. The dialogue will highlight your agenda for addressing the challenges the young people of the Americas face on the verge of the 21st century (education, drugs, good jobs, etc.) and the benefits of our growing cooperation.

Audience

- The audience would be comprised of a group of approximately 100 "Stars of Tomorrow" in each of the three cities, representing a diverse cross-section of current youth leaders. *Univision* would draw on young achievers in education, business, community service, sports, health, environment, anti-drug efforts, and foreign cultural exchange activities. If we commit to this project, *Univision* hopes to work with us to gain our input regarding recommendations for audience participants and vetting.

Coverage

- *Univision* reaches 92.3% of Hispanic households in the United States (29.3 million people) and currently the program would be broadcast in 18 other countries around the hemisphere. *Univision* estimates a potential audience of 100 million for this event. As stated above, *Univision* would carry the event live and re-broadcast during primetime. *Univision* will also have local and regional press in both Los Angeles and Miami to maximize coverage in those markets. The event will of course be open to the White House press and *Univision* will explore a simulcast agreement with C-SPAN.

Cost

- *Univision* would pay for all costs associated with this event. They would sell commercial space to their normal advertisers before and after the telecast. *Univision* will also promote the event prior to the 16th. We will work with *Univision* to ensure that the White House and its image are used in the appropriate manner in any and all promotion.

Host

- *Univision's* main anchor Jorge Ramos (their Peter Jennings) would be the primary host in Buenos Aires, they also would have their top news anchors as the hosts in Miami and Los Angeles.

Interpretation

- The event would be conducted with simultaneous translation. You would most likely need to use an IFB for your translation while interpreters would translate simultaneously for the television audience.

Questions and Duration

- The event would be for 60 minutes. You would have several minutes for an opening presentation and then take approximately 15 questions total from the three locations. During our initial discussions with *Univision*, they have generally agreed to limit questions to international issues affecting the hemisphere -- but obviously, there is no absolute way to "control" the questions.

RECOMMENDATION

That you agree to this proposal.

Approve _____

Disapprove _____