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**MEMORANDUM FOR MESSAGE GROUP**

**From:** Communications Department

**Subject:** Suggested First Half of October Values Schedule

**THEME FOR WEEK OF OCTOBER 2 -- VALUES**

***Monday, October 2: What's Right With America***

Use PBS documentary, "The American Promise" (three part program premieres Sunday night), as backdrop to highlight President's own "What's Right with America/American Heroes" initiative (promised in Common Ground speech). Invite the documentary's 50 everyday American heroes and key advisors (including Benjamin Barber) to join President at event on one effort in or near Washington he wants to highlight. Then, with selected people from the media, all can view that night's program at White House.

***Tuesday, October 3: Values Based Critique of Administration's Record and Goals and Republican Agenda: Interview on Fourth Anniversary of Declaration of Candidacy***

On Prime Time live, reflect on the core values the President took with him when he declared, how he has tried to advance them and how he will advance them further.

Also, critique the Republican alternatives in terms of how they violate basic values about caring for parents, nurturing children, etc.

***Wednesday, October 4: Welcoming the Pope***

Applaud how Pope acts as moral compass keeping his eye on strengthening families and re-enforcing the duties we owe to one another, appeal to national leaders to act with the same moral compass in their minds.

***Thursday, October 5: Disability Cuts***

Spinning off the Pope's visit, we refer to our moral obligation to help those who are disabled and stress the value of helping disabled people live up to their full potential and critique how cuts and block grants would limit that and condemn them to lives with little hope or potential.

***Friday, October 6: Freedom House Speech on American Leadership***

First of three major foreign policy speeches for the month to drive the American Leadership/Clinton Administration success theme. Audience is tough-talk Democrats. Message: Clinton foreign policy has made the world safer/more prosperous in face of uncertain challenges of post-Cold War. Strong statement about need for resources to maintain American Leadership. Opportunity to explain Bosnian success and push back against efforts to deny U.S. the resources to lead there.

***Saturday, October 7: Radio Address -- Announce Tuition Tax Credit***

Announce that we will refuse to accept any tax cut that does not include in full the President's college tuition tax credit proposal.

**THEME FOR WEEK OF OCTOBER 8: TEEN CRIME, POLICE, TIGHTLY KNIT FAMILIES, GOOD TEEN DEVELOPMENT**

***Monday, October 9: Columbus Day/Down***

***Tuesday, October 10: Zedillo Visit***

The Zedillo Visit will bring numerous issues to the forefront: crime, drugs, immigration, the bailout and NAFTA. The President's remarks and actions during this visit should do two things: 1) Highlight tough, new actions to fight international drug trafficking and crime (day 1); and 2) Show him standing strong by his economic policy designed to promote jobs and economic security -- doing what's right despite its unpopularity, i.e., the bailout.

***Tuesday, October 10: Computers in Classrooms***

A national challenge setting out a goal and explaining how we will reach that goal of connecting every American classroom by the end of the decade.

***Wednesday, October 11, 1995: IMF Visit***

The IMF speech will be central message opportunity to drive home importance of American leadership and responsibility in keeping world economy stable and prosperous. NAFTA/Bailout. Second of three main foreign policy speeches.

***Thursday, October 12: Teen Gangs***

How we are doing in the fight against teen gangs. How many are in jail, how we have begun to break up the national gangs. The gang structure in the US and how we are cracking it.

***Thursday, October 12: Protecting Children Against Tobacco/Nickelodeon***

Consistently remind public of bold action to protect children. The President would discuss evils of tobacco with children on Nickelodeon program, and discuss other values/responsibility themes. (We are working to see if Cal Ripken is able to join the President. Good place for First Lady to join, too.)

***Friday, October 13, Police Relations at Perot Award***

The Weigel-Wallace Award: A Perot-funded honor to Oklahoma City Bombing doctors. We use it to discuss fraying of public-police relations and underscore need to return respect and honor to the police as foundation of law and order in our society

Business Council, Williamsburg, Va. (evening speech) Making the Workplace Family Friendly

The President begins theme, to be echoed at next week's economic conference, of making the workplace family friendly. Relates to initiatives on teen gangs and police relations and discusses how to stop business from undermining family stability and how to get business to help foster it. Cite examples of success stories and businesses that have changed and underscore how federal govt itself has changed as a family friendly employer.

***Saturday, October 14: Radio Address***

To be determined based on flow of events

THE WHITE HOUSE  
WASHINGTON

September 26, 1995

MEMORANDUM FOR MESSAGE GROUP

From: Communications Department

Subject: Suggested October Values Schedule

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Attached is a proposed values-based schedule for October, designed to:

- Drive the President's values message.
- Lift that message above the political and legislative processes.
- Convey the sense that the President is getting the job done, taking strong actions to strengthen values, regardless of the current political context.

Driving the values message will require us to remember the following:

- Less is more. The schedule is already very crowded. Down days when the President is not attempting to drive the daily news work to elevate the core of the message. We may have to take some events off of the current schedule.
- Conventional events and loud speeches are not the only way to make news. A presidential message can come through stronger in interviews and thoughtful opportunities.
- Engage in the budget fight strategically. Keeping the President out of the day-to-day budget fight will help to elevate his values message.

## WEEK I: OCTOBER 1-7

- ***Monday, October 2: What's Right With America***

Use PBS documentary, "The American Promise" (three-part program premieres Sunday night), as backdrop to highlight President's own "What's Right with America/American Heroes" initiative (promised in Common Ground speech). Invite the documentary's 50 everyday American heroes and key advisers (including Benjamin Barber) to join President at event on one effort in or near Washington he wants to highlight. Then, with selected people from the media, all can view that night's program at White House.

- ***Tuesday, October 3: Fourth Anniversary of Announcement of Candidacy***

Provides unique opportunity to show in values language, not program language, that he began his quest with a vision for moving America through our new challenges, and that he continues to have the vision to move us forward together-- evidenced in his budget priorities vs. the opposition. Moment of reflection, showing that four years has meant great progress for America, and the years to come will as well. Two possibilities for this:

Option 1: Prime time network interview

Option 2: Press conference (7 weeks since last one)

- ***Tuesday, October 3: Violence Against Women Event (Already Scheduled)***

Venue for national message if O.J. verdict is in: The respect we owe to those who put their lives on the line for us; value of community in fighting our challenges (crime); national healing (if that is called for). (If no O.J., message here need not be national)

- ***Wednesday, October 4: Welcoming of the Pope***

Highlight commitment to mainstream American values and to appropriate role for religion in modern life.

- ***Thursday, October 5: Technology or Teen Pregnancy Announcement***

Option 1: Dr. Foster as Teen Pregnancy Advisor/Teen Pregnancy Initiative

Meeting to discuss with private sector leaders effort to spearhead teen pregnancy initiative and the appointment of Dr. Foster as a senior advisor. (There are apparently some problems with public announcement this day.)

Option 2: National Computers in the Classroom Announcement

In conjunction with private sector corporate leaders, put out plan to wire every classroom in America, the national follow-up to the San Francisco event. (Gingrich testimony is October 12th. Does that mean we must go first?)

- ***Friday, October 6: Freedom House Speech on American Leadership***

First of three major foreign policy speeches for the month to drive the American Leadership/Clinton administration success theme. Audience is tough-talk Democrats. Message: Clinton foreign policy has made the world safer/more prosperous in face of uncertain challenges of post-Cold War. Strong statement about need for resources to maintain American Leadership. Opportunity to explain Bosnian success and push back against efforts to deny U.S. the resources to lead there.

- ***Saturday, October 7: Radio Address***

Kick-off challenge to entertainment industry to take responsibility for enacting a ratings system in children's television. Issuing this challenge now sets-up a future announcement on October 25..

WEEK II: OCTOBER 8-14

- ***Monday, October 9: Columbus Day/ Down***

- ***Tuesday, October 10 and Wednesday, October 11: Zedillo Visit/ IMF Speech***

The Zedillo visit will bring numerous issues to the forefront: crime, drugs, immigration, the bailout and NAFTA. The President's remarks and actions during this visit should do two things: 1) Highlight tough, new actions to fight international drug trafficking and crime (day 1); and, 2) Show him standing strong by his economic policy designed to promote jobs and economic security--doing what's right despite its unpopularity, i.e., the bailout.

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- ***Thursday, October 12: Protecting Children Against Tobacco/ Nickelodeon***

Consistently remind public of bold action to protect children. The President would discuss evils of tobacco with children on Nickelodeon program, and discuss other values/responsibility themes. (We are working to see if Cal Ripken is able to join the President. Good place for First Lady to join too.)

- ***Friday, October 13: Perot Award and Business Council Speech***

The Weigel-Wallace Award, a Perot-funded honor to Oklahoma City Bombing doctors (scheduled already). Presents issues, but if we have not already, this could be place for anti-terrorism initiative.

Business Council, Williamsburg, Va. (evening speech). The President could take one of two counterscheduling approaches:

\*Option 1: Challenge to U.S. business leaders to help strengthen, not weaken American family life. In particular, children and families are being robbed of fathers by ways business affect our lives. Strong statement to change this.

\*Option 2: Go after Congressional efforts to undermine pension funds and security of retirement.

- ***Saturday, October 14: Radio Address***

Sign lobbying reform executive order; go at Gingrich again.

### **WEEK III: OCTOBER 15-21**

- ***Sunday, October 15: Dodd Library Holocaust Center Dedication, Hartford, CT. (Eve of "Million-Man March" on Washington)***

Speak about the importance of tolerance and civility.

Second event in Hartford: Walk with children to examine tobacco billboards we are criticizing.

- ***Monday, October 16: LBJ Library Lecture Series, Austin, Texas***

Major speech: The values that underlay the President's philosophy and approach to government as we enter the 21st century. What we have done to get there, but also what we must now do to go forward. If budget debate is far-enough along, this is the moment to say how the President will proceed, in specific, strong terms. **The key bookend address to the ASNE/"Pile of Vetos" speech, underscoring how his vision and work better equip America for the 21st century than those of the opposition.** (Depending on status of reconciliation, demand college tax credit and GI Bill for Workers be included in budget.)

- ***Tuesday, October 17: Down***
- ***Wednesday, October 18: Down***
- ***Thursday, October 19: New Terrorism Guidelines***

Six month anniversary of the Oklahoma City Bombing; another venue to antiterrorism action, if Perot event doesn't work.

- ***Friday, October 20: Economic Conference***

The site needs to be decided. One possibility: Dayton, where AT&T is laying-off thousands. Provides chance to make conference become national not only regional news, with President addressing economic challenges head on.

Thematic speech on making work pay: minimum wage, pensions, EITC, but, also, corporate challenge to be responsible about downsizing, family policy and retraining. This could be another place for budget statement, depending on where we are in the process.

- ***Saturday, October 21: Iowa***

President Havel: Meet with Havel, who will be in Cedar Rapids. The President will be acting as a world leader in what will otherwise be pure campaign story.

What's Right With America: Again, against criticisms about a retail campaign schedule, the President would highlight a person or effort that embodies his underlying values.

**WEEK IV: OCTOBER 22-28**

- ***Sunday, October 22: United Nations General Assembly—Understanding the Challenges of the Future and Need for American Leadership***

Third foreign policy speech: Not only do we know how to make the world safer and more prosperous (accomplishments) but President knows the new security threats of the 21st Century and challenges the world body to meet theme. Major call to fight international crime/terrorism.

- ***Monday, October 23: Yeltsin summit/ Hyde Park***

President highlights his successful relationships with world leaders, his record of accomplishment, and his understanding of the dangers still present in our world. Substantive announcement still in development (possible PDD on nuclear safety).

[Status of AFL/CIO speech open.]

- ***Tuesday, October 24: Down***
- ***Wednesday, October 25: Announcement of Children's TV Ratings***

Delivering on his challenge to the entertainment industry to produce a ratings system for children's television, the President will make the announcement with executives at the White House. New American Schools board meeting (already scheduled with Annenberg,Sizer, etc.) can be folded in. Capstone for month of Presidential effort to take actions to protect children and preserve strong values for them.

- ***Thursday, October 26: Down***
- ***Friday, October 27: Down***
- ***Saturday, October 28: Radio Address: TBD***
- ***Monday, October 30: Anti-Crime and Gang Initiative***

The White House Conference on Travel and Tourism is already scheduled that day. Halloween is the next day. Use both to make case for fighting crime, gangs and drugs on our streets. Meet with U.S. Attorneys involved in the Justice Department's successful anti-gang efforts. Highlight President's commitment to creating a safer environment for children. Is there new action about crime, perhaps related to tourism or gangs?

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**PRESIDENT WILLIAM JEFFERSON CLINTON  
STATEMENT ON BOSNIA  
THE WHITE HOUSE  
SEPTEMBER 26, 1995**

[I have just spoken to Secretary Christopher and our negotiating team in New York] <sup>Re</sup> and I am pleased to announce another positive step forward along the path to peace in Bosnia.

The foreign ministers of Bosnia, Croatia and Serbia have endorsed a set of “Further Agreed Basic Principles” for an overall settlement to the war -- building on the agreement they reached in Geneva on September 8.

These principles spell out in greater detail the constitutional structures of the state of Bosnia -- including the establishment of a national Presidency, a Parliament and a Constitutional Court. They commit the parties to hold free and democratic elections under international supervision. And they provide that a central government will be responsible for conducting Bosnia's foreign policy, as well as other key functions that are still being negotiated.

The American people must realize that there are many difficult obstacles to overcome before we reach an overall settlement. There is no guarantee of success. But today's agreement moves us one step closer to the vital goal of peace. And it makes clear that Bosnia will remain a single, internationally recognized state. America will strongly oppose a partition of Bosnia.

We hope the progress we are making finally reflects the will of the parties to end this terrible war. We know it is a result of the international community's resolve and the determined diplomacy of our negotiating team and our European and Russian partners.

I have instructed our team to return to the Balkans on Thursday to press forward for peace. If and when the parties reach a settlement, America should help secure it. <sup>[will secure the peace]</sup>

The path to a lasting peace in Bosnia remains long and difficult. But we are making progress. And we are determined to succeed.

Thank you.