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[Press Guidance] - May 31, 1994

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May 31, 1994

To: National Economic Council/Relevant White House Staff

From: Gene Sperling and Michael Waldman

Subject: Economic Message: Process and Structure

This memo is a preliminary game plan for a organized and structured process for promoting the President's economic message and education the press and public on the relationship between Administration/Congressional accomplishment and the improvements in the deficit situation and the economy. There are many times we have done well in getting our message out -- particularly toward the end of the budget process and the NAFTA fight. Yet, with the focus in 1994 so much on health care, foreign policy and other areas, we must have a much more organized and structured effort to make sure that our economic message breaks through.

Below is a 9-part process plan for getting the economic message out. Clearly, any plan must take into account the need to have the flexibility to respond to the events of the day and the political realities that make precision in longterm planning impossible. Nonetheless, what this memo seeks to ensure is that we have minimum goals for each month and an organized process for responding and planning to events as they arise and a means for ensuring that everyone in the Administration is on the same page.

The larger goal here is clear: 1) to show the relationship between positive economic news and administration achievements on the economy. 2) to show that the President has a strategy and is hard at work in getting it passed in order to further improve the lives of average Americans; 3) lay the groundwork for passage of new Administration initiatives.

1. MONTHLY SCHEDULE: As an organizing tool, we would have monthly economic message plan. The monthly plan would be a disciplining tool to ensure that we set minimum goals in different areas each month and can be aware of all efforts and opportunities happening within the Administration each month. The monthly plan would include Presidential events, possible statements, planned television appearances, press tongs and strategies for the release of specific numbers. At the beginning of each month, the economic monthly schedule would be sent for review to McLarty, Rubin, and Gearan, Myers, Stephanopoulos and Gergen, et al.

2. WEEKLY ECONOMIC TALKING POINTS: While a monthly calendar may be the key tool to organize and discipline ourselves internally, a weekly talking point document would be the one thing externally that gives coherence, organization and reliability to all of our efforts. We currently have a list of top economic statistics which we send to the Hill during recess, and which we update when a senior White House official is doing a weekend television. Our goal should be to make that a weekly document which is redistributed and updated each

Friday. It would be sent to the entire Cabinet, White House staff and Hill each week, and should be seen as a timely, reliable, and helpful document -- and not just another talking point document.

Therefore it would have the following regular components:

- *Regular economic statistic and deficit numbers section.* This would be seen as very valuable to any member of Congress, economic staffer or speechwriter -- as it would be one unified document that would give you up-to-date numbers.
- *New and Standard Message Talking Points:* It would include basic economic message talking points that we want everyone to hit, but would also include those most relevant to the week.
- *Key Economic Hits of the Week:* Poignant economic statistics and insights appear every week in the media, or are developed by people in the Administration. We would have a section that would include a new point on business creation that appeared in Business Week, or a quote by a major CEO, or a something the Economic Numbers team found. By doing this, we would ensure that everyone is has key facts that we would like to be widely used. An example of such a fact would be when Adam Clymer found that no one had reduced the deficit three times in a row since Truman.

3. PRESS EVENTS: Press events and other media outreaches can serve different purposes. 1) to get our message out when a significant number comes out; 2) to push for a specific piece of legislation; 3) to ensure that members of the press have a basic understanding of our strategy and its effect on the economy. Following a negative Washington Post piece failing to give the Administration credit for the economic rebound we did do some organized outreach on the connection between our strategy and the economic recovery and found that it was successful. We had a clear goal: to explain how deficit reduction lead to lower interest rates and helped fuel the economy. This educational outreach had longterm benefits. We also had a very successful outreach to educate people on the new methodology for unemployment numbers. During the budget, we did a good job with a number of the press on the conservatism of our growth estimates.

When any member of the economic team does such a meeting, there should be unified sense of the goals we are trying to get out. Currently, our press tongs are too reactive -- we take their questions. Our goal should be that when two members of the economic team are doing a press briefing on any subject on a given day, we have a defined message goals and both economic team members would affirmatively start their press events with the same positive message.

Minimal Press Events: To ensure that we have a monthly schedule we should set *minimum press event goals* to ensure that we are making steady progress on getting out our economic message.

- *White House Monthly Economic Outreach with Major News Organizations:* We should ensure that once every two months we have a general economic meeting with each of the following nine organizations: NBC, CBS, ABC, CNN, Washington Post, New York Times, LA Times, Wall Street Journal, USA Today. Therefore, we are sure that we have hit each major media organization with our longterm economic message every two months.

- *Two Regional Roundtables:* We currently do regional tongs. We should ensure we do at least two regional tongs a month with a major member of the economic team -- so that we are hitting at least 15 major regional papers a month.

- *Editorial Boards:* As part of our calendar, we would want to ensure that we Editorial Boards with the major newspapers at least three times a year just on our basic economic message -- in addition to whatever issue specific events we would do.

- *Monitor Weekend Shows:* When there are economic issues, ensuring that we get our points out to the hosts and sympathetic guests. We did this quite well during the budget and had some significant successes. The goal would be to do closer monitoring.

- *Monitor Television:* When NBC did their job week, we were on top of it. Yet, we do not generally monitor all of the possibilities in terms of the morning shows, Moneyline etc. Here we would need a young person from Communications who would monitor and report to us on a daily basis.

- *Coordinate Health Care and Economics Tongs.* Currently, the economic team has been asked to do health care roundtables. We could consider doing joint roundtables with a mixture of reporters, therefore getting health care and economic message out at the same time.

4. MESSAGE COORDINATION: We have developed a very good system of message coordination when economic numbers are released and concerning reactions to Federal Reserve policies. Also, when there has been a difficult economic issue, (GDP potential and job growth) Rubin frequently calls meetings in his office -- or regular NEC meetings -- to determine how best to respond. The senior staff meeting in the White House as well as written briefings serve to give people general message points, and at times general talking points are given. Our goal should be to build on what we have done right.

- *NEC Weekly Meetings*: We should designate 5–10 minutes at NEC weekly meetings to updates on message and answers to difficult questions. This portion of the meeting would be a time that we could let everyone know that there is a line of tough questions happening and ensure that everyone agrees how to answer them. We could also have separate meetings bi-monthly to focus only on message issues with a group of the economic team and members of other White House people involved in message development.

- *System for Getting Information to Economic Team Members*: When there is an issue in the news and we need to be on line, we need to have the same type of ability to reach everyone that we do for the Federal Reserve -- without having to have principals on conference calls. Each Principal or Deputy who speaks to the press should have one person designated who we could fax something to and know that it would reach the Economic team member that day.

- *Monthly Meeting With Outside Consultants*: We should have at least one meeting a month with outside consultants to get their input and to share information on what we should be doing internally message-wise,

5. CONGRESSIONAL COORDINATION: All agree that we need to do a better job coordinating with Congressional Democrats on the economy. Currently, we have been good at getting economic facts and talking points to the Hill for recesses. Yet, most other contact on the economy has been responsive or related to legislative fights. Our goal is three-fold:

Regular calls: It is important that we have regular contact so that there is clear coordination and accurate information flow. We now have a conference call with Gephardt's office on Monday morning at 9:00 a.m.. We are arranging a similar call with the Senate side, working with Debra Silmeo (Mitchell's office).

Weekly and Economic Event Talking Points: On a weekly basis, we will get up talking points with economic statistics.

Events: We also want to have coordinated with the Hill how we can do events that Hill can participate in. We will try to meet monthly.

6. ECONOMIC NUMBERS TEAM: Currently, when there is a need for a public numbers document, Gene combines materials from CEA, Treasury and Commerce and put them in a single document -- such as for Congressional recess. Yet, we are not using our resources well enough to provide the information people need in explaining our economic message. We have had an initial meeting to develop a coordinated means to develop both numbers and build longterm data base on state and even congressional district. This will be the basis of

the statistics of the weekly talking points, speech facts, and the message developed for Administration spokespersons.

Process:

- There will be a Friday Conference call for updating the weekly talking points.
- Gene will circulate for document for comments and Sylvia will assist in gathering comments.
- We will work developing a longterm economic data.

7. PUBLIC LIAISON AND STATE-LOCAL GOVERNMENT: The weekly economic talking points would also be given to Alexis and Marcia for distribution to relevant groups and state and local leaders. Gene and Alexis and Marcia should meet on a regular basis to ensure that the economic numbers team is producing the information that these people and groups find most useful.

8. COORDINATE DEPARTMENT INFORMATION: Jonathan Sallet has made the point that we could do much better highlighting economic accomplishments through things like the opening of the Manufacturing extension centers. We need to pick the person in each of the relevant departments who have the best feel for our economic message to have a coordinated effort to identify such events and have a strategy around them as appropriate. This would be part of the monthly calendar.

9. COORDINATION AMONG ADMINISTRATION ECONOMIC TEAM: The economic team coordinates well now in many areas. On number releases, on unified White House Press briefings, on Federal Reserve reactions. Where we could do better are the following areas:

- Making sure there is one consistent message and making sure that any press event anyone does, they hit that message -- no matter what else they also do.
- *Coordinated calendars.* If a decision is made that we need to play up our deficit reduction or jobs numbers on a given day, and we have a unified press and major speech calendar, we could reach that Cabinet member and give them the relevant information.

ARA PRESS GUIDANCE
May 31, 1994

HAITI: SPECIAL ADVISER GRAY'S TRAVELS

Q: What can you tell us about Special Adviser Gray's travels?

A: -- MR. GRAY LEFT YESTERDAY AFTERNOON FOR THE TURKS AND CAICOS ISLANDS. HE IS NOW IN THE BARBADOS AND WILL LEAVE FOR JAMAICA THIS AFTERNOON. HE WILL RETURN TO WASHINGTON ON ~~THURSDAY AFTERNOON~~ ^{WED. EVENING}.

-- DURING THE TRIP, MR. GRAY WILL TALK WITH LEADERS IN THE REGION ABOUT OUR EFFORTS AND PLANS RELATING TO THE RESTORATION OF DEMOCRACY AND PRESIDENT ARISTIDE TO HAITI, REFUGEE PROCESSING, AND THE U.N. SANCTIONS AND THEIR ENFORCEMENT.

HAITI: SANCTIONS ENFORCEMENT

Q: What's the latest on maritime embargo enforcement?

A: -- AS OF MAY 30, THE MULTI-NATIONAL FORCE, WHICH WENT INTO EFFECT ON OCTOBER 13, 1993, HAS INSPECTED 1041 VESSELS; DIVERTED 89 FOR CARRYING PROHIBITED AND/OR INACCESSIBLE CARGO; AND CLEARED 952.

-- ON MAY 30, THE MULTI-NATIONAL FORCE BOARDED 5 VESSELS; DIVERTED 2 AND CLEARED 3.

Q: What's the latest on enforcement along the Haitian dominican border?

A: -- IN MEETINGS WITH SPECIAL ADVISER GRAY, PRESIDENT BALAGUER HAS PROMISED TO MOVE FORWARD WITH ~~the~~ IMPLEMENTATION OF THE U.N. SANCTIONS.

-- AS YOU KNOW, A UN SURVEY TEAM WAS RECENTLY IN THE D.R. TO ASSESS THE PROBLEM OF ENFORCEMENT AND SEE WHAT KIND OF HELP THE INTERNATIONAL COMMUNITY MIGHT PROVIDE THE D.R. TO HELP IT MORE RIGOROUSLY ENFORCE THE SANCTIONS.

-- ONCE THE REPORT OF THE U.N. SURVEY TEAM IS ANALYZED, WE'LL BE IN A BETTER POSITION TO SEE WHAT WE AND THE WORLD COMMUNITY CAN OFFER.

-- WE'RE STILL MONITORING THE SITUATION TO SEE WHAT IMPACT THE RECENT MEASURES ANNOUNCED BY PRESIDENT BALAGUER HAVE. OBVIOUSLY, STRENGTHENING THE ENFORCEMENT ALONG THE BORDER WILL TAKE TIME, BUT WE AND THE INTERNATIONAL COMMUNITY ARE PREPARED TO ASSIST IN WHATEVER WAY POSSIBLE.

PRM PRESS GUIDANCE
May 31, 1994

HAITI: INTERDICTIONS/IN-COUNTRY PROCESSING

Q. Can you give an update on the number of interdictions and repatriations since the President's announcement on May 8?

A. - THERE HAVE BEEN NO INTERDICTIONS OF BOAT PEOPLE LEAVING HAITI SINCE MAY 23.

- 1,376 HAITIANS HAVE BEEN INTERDICTED AND REPATRIATED TO HAITI SINCE THE PRESIDENT'S ANNOUNCEMENT, INCLUDING:

93 HAITIANS INTERDICTED ON MAY 20 OF WHOM 85 WERE REPATRIATED ON MAY 21;

2 BOATS WITH 157 AND 27 HAITIANS ABOARD RESPECTIVELY INTERDICTED OVER THE WEEKEND AND REPATRIATED MAY 23; AND

2 BOATS WITH 59 AND 24 HAITIANS ABOARD RESPECTIVELY WERE INTERDICTED MAY 23. 59 HAITIANS WERE REPATRIATED ON MAY 23 AND 23 HAITIANS WERE REPATRIATED ON MAY 27.

Q. Do these interdictions represent an increase in the outflow?

A. - YES. THERE HAS BEEN AN INCREASE IN THE NUMBER OF BOAT DEPARTURES FROM HAITI DURING THE LAST TWO WEEKS, BUT NUMBERS ARE DOWN OVER THE LAST SEVERAL DAYS.

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- DURING THE PERIOD JANUARY THROUGH APRIL, SOME 1,311 HAITIANS WERE INTERDICTED, 855 OF WHOM WERE REPATRIATED TO HAITI. (THE REMAINDER WERE INTERDICTED OFF THE COAST OF FLORIDA AND WERE BROUGHT TO MIAMI).
- I WOULD LIKE TO STRESS AGAIN THAT UNTIL THE NEW PROCEDURES ARE IN PLACE, ALL HAITIANS INTERDICTED AT SEA WILL BE REPATRIATED.
- THE IN-COUNTRY REFUGEE PROCESSING CONTINUES AND REMAINS THE BEST AND SAFEST ALTERNATIVE FOR THOSE HAITIANS WHO BELIEVE THEY HAVE A CLAIM TO REFUGEE STATUS.

- 3 -

Q. Can you give us an update on the in-country refugee processing program statistics?

A. -- SINCE THE BEGINNING OF THE IN-COUNTRY REFUGEE PROCESSING PROGRAM (FEBRUARY 1992), WE HAVE RECEIVED SOME 56,800 PRELIMINARY QUESTIONNAIRES.

- MANY OF THESE APPLICANTS DO NOT MEET THE ELIGIBILITY REQUIREMENTS OF THE PROGRAM AND ARE NOT PROCESSED FURTHER.**
- IMMIGRATION AND NATURALIZATION SERVICE (INS) OFFICERS HAVE INTERVIEWED OVER 16,000 PERSONS. ALL HIGH PRIORITY CASES HAVE BEEN INTERVIEWED.**
- 3,338 HAVE BEEN APPROVED FOR REFUGEE STATUS, 2,447 OF WHOM HAVE ALREADY ARRIVED IN THE UNITED STATES.**
- 12,650 PERSONS HAVE BEEN DISAPPROVED FOR REFUGEE STATUS.**

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South Korean Forces Put on Alert, Pressure Increases on North

Eds: Leads with 13 grafs to UPDATE with White House declining to comment on presidents' conversation, Nunn warns North Korea. Pickup 11th graf pvs, 'Kishichiro Amai ...'

By PAUL SHIN= Associated Press Writer=

SEOUL, South Korea (AP) South Korea put its armed forces and police on alert today as international pressure intensified on North Korea to allow U.N. inspectors to study its nuclear reactor.

But the North's hard-line Communist government showed no sign of relenting, and renewed warnings that it would consider any economic sanctions an act of war.

South Korean officials said the military alert was part of preparations for President Kim Young-sam's weeklong visit to Russia beginning Wednesday. Under the alert, customary whenever the president is abroad, the South will step up troop readiness and surveillance of North Korean military movements.

Kim also telephoned President Clinton after the U.N. Security Council adopted a non-binding statement late Monday urging North Korea to stop refueling its reactor in a way that could destroy evidence of its nuclear intentions.

North Korea claims its nuclear program is peaceful, but its 15-month refusal to allow full inspections has heightened suspicions it is trying to build nuclear weapons.

During the 20-minute telephone conversation, Clinton told Kim the situation has reached ``a very dangerous stage,''' according to Kim's spokesman Choo Don-shik.

The White House confirmed the leaders spoke but had no immediate comment on what was said.

The Security Council's statement made no mention of economic sanctions, but they are considered a likely next move if North Korea does not allow inspectors to carry out their work.

Kim Su Man, North Korea's deputy ambassador to the United Nations, said after the statement's adoption that the Pyongyang regime would consider sanctions ``something like an act of war'' against North Korea.

The North has previously threatened to turn Seoul into a ``sea of flames'' if sanctions or other punitive steps were taken.

U.S. Sen. Sam Nunn, chairman of the Senate Armed Services Committee, warned North Korea it should realize that its warnings about war could bring a buildup of U.S. military forces in the region.

``That's not what the North Koreans should want, but that's what they're going to get if they don't come around on this,''' Nunn said during a visit to Moscow.

Japan urged North Korea today to accept inspections and stop destroying evidence of whether it has secretly developed the ability to make atomic bombs.

Kishichiro Amai, a Foreign Ministry spokesman, said Japan has also asked various countries, including China, ``to exert their influence on North Korea.''

China, a major supplier of oil to reclusive North Korea and its major ally, has indicated it would veto Security Council-mandated economic sanctions.

The issue could come to a head when the Vienna-based International Atomic Energy Agency's board meets Monday. It could move to put the sanctions question to the Security Council if there is no inspections accord reached before then.

Action could come even sooner. After the U.N. statement was adopted, New Zealand's ambassador, Colin Keating, called it a ``last warning.''

``It's a sense all around we don't have too many other options tomorrow or the day after,''' he said.

Two inspectors from the IAEA, a U.N.-affiliated nuclear watchdog agency,

remain in North Korea.

The crux of the dispute is North Korea's refueling of its 5-megawatt reactor at Yongbyon, which U.S. officials say could produce enough plutonium to make several atomic bombs.

Inspectors want to sample the spent fuel rods as a means of determining whether plutonium has been diverted, but North Korea has refused to allow them to do so.

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