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1995 State Days

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THE WHITE HOUSE
WASHINGTON

January 5, 1995

MEMORANDUM FOR HAROLD ICKES, MAGGIE WILLIAMS AND ANN STOCK

FROM: Alexis Herman

SUBJECT: The Process Going Forward for State Days

IAN
5 1995

Building on the learning from the December Early Supporter Days, following is an outline of some of the issues that need to be discussed with recommendations on the process going forward for State Days/Early Supporter Days:

I. Role Clarification

1. Define the roles and coordination of the relevant offices: Public Liaison, Political and Social Secretary.

II. List Development

1. Define Early Supporters
2. Determine who is to be invited:
 - a. to the briefings
 - b. to the reception
 - c. to smaller meeting in the residence

Options include:

- opinion leaders;
- early supporters;
- elected officials;
- administration officials; and
- persuadables.

NOTE: It will be difficult to accommodate more than 320 people in one day, based on rooms available.

III. Process Steps to Clarify

1. Joint List Development
2. Identify Dates of State Days
 - It would be better to schedule these every other day.
3. One Mailing from Social Secretary
 - Invitations extended 1 month in advance
 - Card on briefing to be included (being drafted by Social Secretary/OPL)
4. Determine who receives RSVPs and who does phone follow-up
5. Determine whose budget pays for the coffee break
6. Development of Materials (OPL/Political)
 - for participants
 - for briefers
7. Briefings: Room Reservations and Scheduling of Briefers (OPL)
8. Follow-Up
 - Determine steps and who is responsible for getting them done

IV. Recommendations for Format for the Day (OPL)

Day

9:00AM to 10:30AM	Legislative Issues and Strategy
10:30AM to 11:00AM	Coffee Break
11:00AM to 12:30PM	Strategic Planning

***** Participants Break for the Day *****

Evening

1. Small meeting in residence with core supporters and organizers (Political)
 - Options: Before or after POTUS/FLOTUS attend reception
2. Reception (Social Secretary)

LA 1/31/97

Mike
Debbie

THE WHITE HOUSE
WASHINGTON

161 16 1995

January 10, 1995

MEMORANDUM TO BILLY WEBSTER

From: Harold Ickes (Hy)
Re: 1995 State Days

I would like to recommend the following dates for priority state days, to be coordinated from the Office of Political Affairs:

February 13th - Texas (Linda Moore)

March 8th - Louisiana (Reta Lewis)

March 21st - ^{ny}~~Washington~~/^{ny}Oregon (Tom Epstein)
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April 12th - Pennsylvania (Reta Lewis)

April 24th - ~~New York~~ WASU/Oreg (?)

Please let me know if you have any questions or comments regarding these dates.

Thank you.

cc: Maggie Williams
Alexis Herman
Kevin O'Keefe
Marsha Scott
Anne Walley
Political Affairs
Cabinet Affairs

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