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Affirmative Action Meetings and Call Strategy [Folder 2]

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# THE WHITE HOUSE

WASHINGTON

## AFFIRMATIVE ACTION MEETINGS AND CALL STRATEGY

### I. MEETINGS

| White House                                 | WHO                                            | PURPOSE                                                                                                                                                                       | DATE                             |
|---------------------------------------------|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| POTUS                                       | Members of Congress                            | To consolidate support of our strategy and to ensure that any independent initiatives planned are consistent with our message.                                                | Week of March 6th<br>(Breakfast) |
| POTUS                                       | Leading Opinion Makers/Think Tank Types        | To give the President an opportunity to: (1) test his assumptions about affirmative action, and (2) to create a universe of spokespersons externally to support his strategy. | Week of March 13th<br>(Dinner)   |
| VPOTUS                                      | Business Leaders Visible on Affirmative Action | To help position affirmative action issues as an economic mainstream issue, rather than in terms of the historical debate on race and quotas.                                 | Week of March 13th<br>(Lunch)    |
| George S. and Senior Staff<br><i>Potter</i> | Civil Rights Leadership Coalition              | To keep the administration engaged with the historical coalition that has worked on civil rights legislation under Bush and Reagan and through the 1990's.                    | Week of March 6th                |
| George S. and Senior Staff                  | Women's Leadership Organizations               | To shift the debate away from race and get input from women, who are receiving clear benefits.                                                                                | Week of March 6th                |
| George S. and Senior Staff                  | Minority Business Leaders                      | Set-asides will emerge as the key issue of affirmative action. We need to develop alternative strategies to continue to foster economic inclusion and access.                 | Week of March 13th               |

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## II. CONFERENCE CALLS

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- Historical Political and Social Leadership
- Additional 'Think Tank Types' (We will not be able to accommodate everyone at the dinner.)
- Famous Americans

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Antonia Hernandez, MALDEF

Art Crapp, People for the American Way

Hugh Price, National Urban League

Elaine Jones, NAACP Legal Defense Fund

Mary Frances Berry, U.S. Civil Rights Commission

Myrlie Evers, NAACP

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Karen Narasaki, Asian Pacific American legal Consortium

Judy Conover, Executive Director, League of Women Voters

Anne Bryant, Executive Director, AAUW

Andrey Haynes, Executive Director, Business and Professional Women

John Sturdivant, APOE

Al Shanker, AFT

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Doug Fraser, UAW

Steve Yokich, UAW

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CONGRESSIONAL LEADERS

(Lorraine Miller)

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Chang Lin Tien, U.C. Berkeley Chancellor  
Eamon Kelly, President of Tulane University  
Joe Scott, Professor, University of Washington  
Darlene Hines, John Hannah, Professors, Michigan University  
Joan Scott, Institute for Advanced Studies, Princeton University  
Rosebeth, M. Kantor, Harvard Business School  
Joyce Lander, Howard University  
Chuck Lawrence, Georgetown Law  
Henry Louis Gates, Chair, Afro-American Studies - Harvard  
Ricardo Fernandez, President, Lehman College

Mary Frances Berry, Professor University Pennsylvania, Chair of  
Civil Rights Commission  
Norman Francis, Xavier University President  
New Orleans

March 6, 1995

MEMORANDUM TO HAROLD ICKES  
GEORGE STEPHANOPOULOS

FROM: ALEXIS M. HERMAN

SUBJECT: AFFIRMATIVE ACTION MEETING STRATEGY

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Attached is the meeting strategy grid and lists of potential participants for the Affirmative Action meetings. This approach was discussed with The President on Friday, March 3, 1995. I am forwarding this information to follow on that meeting and to seek recommendations relative to these meetings with the various principles.

attached



DRAFT

THE WHITE HOUSE  
WASHINGTON

**AFFIRMATIVE ACTION MEETINGS AND CALL STRATEGY**

I. MEETINGS

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Ricardo Fernandez, President, Lehman College

THE WHITE HOUSE  
WASHINGTON

March 6, 1995

MEMORANDUM TO HAROLD ICKES  
GEORGE STEPHANOPOULOS

FROM: ALEXIS M. HERMAN

SUBJECT: AFFIRMATIVE ACTION MEETING STRATEGY

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Attached is the meeting strategy grid and lists of potential participants for the Affirmative Action meetings. This approach was discussed with The President on Friday, March 3, 1995. I am forwarding this information to follow on that meeting and to seek recommendations relative to these meetings with the various principles.

attached

DRAFT

THE WHITE HOUSE  
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**AFFIRMATIVE ACTION MEETINGS AND CALL STRATEGY**

**I. MEETINGS**

| <b>White House</b>                | <b>WHO</b>                                            | <b>PURPOSE</b>                                                                                                                                                                | <b>DATE</b>                          |
|-----------------------------------|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| <b>POTUS</b>                      | <b>Members of Congress</b>                            | To consolidate support of our strategy and to ensure that any independent initiatives planned are consistent with our message.                                                | Week of March 6th<br><br>(Breakfast) |
| <b>POTUS</b>                      | <b>Leading Opinion Makers/Think Tank Types</b>        | To give the President an opportunity to: (1) test his assumptions about affirmative action, and (2) to create a universe of spokespersons externally to support his strategy. | Week of March 13th<br><br>(Dinner)   |
| <b>VPOTUS</b>                     | <b>Business Leaders Visible on Affirmative Action</b> | To help position affirmative action issues as an economic mainstream issue, rather than in terms of the historical debate on race and quotas.                                 | Week of March 13th<br><br>(Lunch)    |
| <b>George S. and Senior Staff</b> | <b>Civil Rights Leadership Coalition</b>              | To keep the administration engaged with the historical coalition that has worked on civil rights legislation under Bush and Reagan and through the 1990's.                    | Week of March 6th                    |
| <b>George S. and Senior Staff</b> | <b>Women's Leadership Organizations</b>               | To shift the debate away from race and get input from women, who are receiving clear benefits.                                                                                | Week of March 6th                    |
| <b>George S. and Senior Staff</b> | <b>Minority Business Leaders</b>                      | Set-asides will emerge as the key issue of affirmative action. We need to develop alternative strategies to continue to foster economic inclusion and access.                 | Week of March 13th                   |

|                                  |       |                                                                                                                              |                          |
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| George S.<br>and Senior<br>Staff | Media | These are friendly reporters who want to be supportive on these issues; early cultivation can help us position our strategy. | Week of<br>March<br>13th |
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## II. CONFERENCE CALLS

The following categories of stakeholders should be cultivated through a conference call strategy with George Stephanopoulos and other senior staff in the next two weeks:

- Historical Political and Social Leadership
- Additional 'Think Tank Types' (We will not be able to accommodate everyone at the dinner.)
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I will follow up with a detailed schedule of dates, times and participants next week. Attached is the proposed list of invitees by category for each of these meetings and calls.

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AFFIRMATIVE ACTION MEETINGS AND CALL SHEET

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Antonia Hernandez, MALDEF  
Art Crapp, People for the American Way  
Hugh Price, National Urban League  
Elaine Jones, NAACP Legal Defense Fund  
Mary Frances Berry, U.S. Civil Rights Commission  
Myrlie Evers, NAACP  
Joe Lowery, Southern Christian Leadership Conference  
Coretta King, MLK Center for Non-Violence  
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Raul Izaguirre, National Council of La Raza  
Jesse Jackson, Rainbow Coalition  
David Saperstein, Union of Hebrew Congregations  
Wade Henderson, NAACP Washington Office  
Laura Murphy Lee, Director ACLU  
Karen Narasaki, Asian Pacific American legal Consortium  
Judy Conover, Executive Director, League of Women Voters  
Anne Bryant, Executive Director, AAUW  
Audrey Haynes, Executive Director, Business and Professional Women  
John Sturdivant, AFGE  
Al Shanker, AFT  
Gloria Jackson, CLUW  
Doug Fraser, UAW  
Steve Yokich, UAW  
Nancy Kreiter, Women Employed (Chicago)  
Lane Kirkland, AFL-CIO  
Tom Donahue, AFL-CIO  
Barbara Jordan, University of Texas at Austin  
Antonia Hernandez, President & General Counsel Mexican American Legal Defense & Education Fund  
Juan A. Figueroa, President & General Counsel Puerto Rican Legal Defense & Education Fund

CONGRESSIONAL LEADERS

(Lorraine Miller)



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Warren Shaw, CEO, Chancellor Capitol Management  
Craig Wetherup, CEO, Pepsi Bottling Co.  
Vernon Jordan, Akin & Gump  
Earl Graves, CEO, Earl Graves Enterprises  
Hugh Robinson, Southland Corp, Dallas  
Liz Claiborne, CEO, Liz Claiborne Clothing  
Ed Artzt, CEO, Proctor & Gamble  
William Smithburg, CEO, Quaker Oats Company  
Paul Allaire, CEO, Xerox Corporation  
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**DEMOCRATIC LEADERSHIP COUNCIL****FAMOUS AMERICANS**

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