

# FOIA MARKER

**This is not a textual record. This is used as an  
administrative marker by the William J. Clinton  
Presidential Library Staff.**

---

**Collection/Record Group:** Clinton Presidential Records

**Subgroup/Office of Origin:** Public Liaison

**Series/Staff Member:** Alexis Herman

**Subseries:**

---

**OA/ID Number:** 2653

**FolderID:**

---

**Folder Title:**  
[African-American Media]

**Stack:**

**S**

**Row:**

**29**

**Section:**

**4**

**Shelf:**

**7**

**Position:**

**3**

# Withdrawal/Redaction Marker

## Clinton Library

| DOCUMENT NO.<br>AND TYPE | SUBJECT/TITLE                              | DATE       | RESTRICTION |
|--------------------------|--------------------------------------------|------------|-------------|
| 001. list                | re: SES and Schedule C Positions (6 pages) | 05/25/1993 | b(6)        |

### **COLLECTION:**

Clinton Presidential Records  
Public Liaison  
Alexis Herman  
OA/Box Number: 2653

### **FOLDER TITLE:**

[African American Media]

2012-0741-F  
rs2618

### **RESTRICTION CODES**

#### **Presidential Records Act - [44 U.S.C. 2204(a)]**

P1 National Security Classified Information [(a)(1) of the PRA]  
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]  
P3 Release would violate a Federal statute [(a)(3) of the PRA]  
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]  
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]  
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

#### **Freedom of Information Act - [5 U.S.C. 552(b)]**

b(1) National security classified information [(b)(1) of the FOIA]  
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]  
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]  
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]  
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]  
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]  
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]  
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

AA MEDIA

Steve  
Helo  
Ben

AA



OFIELD DUKES & ASSOCIATES  
PUBLIC RELATIONS COUNSELOR

FACSIMILE COVER SHEET

Telephone Number: (202) 488-4948  
Fax Number: (202) 488-1086

DATE: July 30, 1993  
TO: ALEXIS HERMAN  
COMPANY NAME: White House - Public Liaison  
FAX NUMBER: 456-2983  
FROM: Ofield Dukes

TOTAL NUMBER OF PAGES INCLUDING THIS COVER Sheet:       

Comments:

Please call (202) 488-4948 if this transmission is unclear or incomplete.



OFIELD DUKES & ASSOCIATES  
PUBLIC RELATIONS COUNSELOR

FOR ALEXIS  
HERMAN

To: Ms. Kiki Moore  
Director of Communications  
Democratic National Committee

CC: Minyon Moore

From: Ofield Dukes  
Ofield Dukes & Associates

Subject: Proposal for Communications/Public Relations  
Services for the Democratic National Committee,  
in Support of Clinton Administration Outreach  
Activities in the African American Community

Date: July 20, 1993

I Multi-Faceted DNC Communications Strategy for African American  
Community

As was emphasized at our Tuesday luncheon meeting with Simeon Booker, Washington Bureau Chief, Ebony and Jet Magazines, and other black press representatives, it is urgently important to communicate a simple, clear but relevant message on what President Clinton and his administration are doing on behalf of African Americans who enthusiastically gave the President their confidence and votes last November.

Message development, designed to reach, demographically, the various segments of the African American community, is only the first phase of a comprehensive communications strategy, leading into the 1994 election year.

Because the African American community has its own social, cultural, economic, professional and even political diversity, there may well be "different strokes for different folks" in our communications approach.

A second phase of this communications strategy is centered around effective utilization of African American media.

A third more personalized phase is person-to-people outreach and communications through briefings, meetings, conventions, speeches, etc.

In this brief proposal, we will touch upon the above mentioned three phases: (1) Message development, (2) Media Utilization, and (3) Community outreach - person-to-people.

(2)

## II Message Development

This may well be the most difficult and challenging phase. Our effectiveness in developing credible, cogent, and clear messages, understood, accepted, and believed by African Americans, provides the foundation for our success in the other two phases of our communications strategy.

A major complaint from segments of the population is allegedly the complicated and confusing messages coming out of Washington. With so many issues pending before the Congress and with different congressional committees interfacing with various agencies and constituency representatives, Washington is a London fog to many millions who are perplexed after watching and hearing news reports from Washington.

Also, the special interests of African Americans are not usually dealt with by the majority media. And if so, these issues are presented from a "white middle class" perspective. Understandably so, because the majority media representatives in Washington are white and middle class. For this reason, African Americans rely on their own media for the "proper perspective and right interpretation".

This process of message development should include the entire Clinton Administration, all agencies. Somehow, we all need to be reading, or singing, from the same hymnal book. With some variations, this central or core Clinton Administration message applies to those Democratic members of the U.S. Congress who have a high percentage of African American voters, especially those up for re-election next year.

### Recommendation:

DNC and the White House need to convene a meeting of appropriate persons to focus specifically on the development of core messages on Clinton Administration programs for the African American community. If this has been done, I don't see any clear evidence and impact of this.

In assisting in the White House "damage control" mission during the Lani Guinier flap, I discovered the great absence of a core message on Clinton Administration accomplishments and program goals. As a matter of fact, information on African American appointments had not been effectively communicated to the African American press or to the African American Community. Available information was scattered. There was no central data base.

Even now, I am not certain what the Administration's core message is for the African American community and how it is being communicated by the various agencies. With the urgency and

(3)

necessity of responding to crisis after crisis, presumably time has not permitted the luxury of creative thought and the methodical development of a communications/public relations offensive, built around a simple and clear core message. Another part of the communications problem is having to respond to charges and allegations of the opposition party. That keeps us on the defensive. And in sports, the experts say it is far more difficult to win a ballgame constantly on the defensive.

### III African American Media Utilization

President Lyndon B. Johnson achieved the reputation of being a great communicator because he realized the importance of reaching people through their own vehicles of communication, in their day-to-day language, and based on their special self-interests.

The Johnson-Humphrey Administration developed a structured, well coordinated Minority Communications Strategy involving every agency. Its main components were designed for the Hispanic and black communities.

As a member of Vice President Hubert H. Humphrey's staff, I had responsibility for working with Louie Martin, Vice Chairman of the DNC, and Hobart Taylor, Jr., at the White House, in the implementation of the communications strategy for the black media and community. That strategy included the following:

- o Vice President Humphrey inviting black editors and publishers, as members of the Public Affairs Committee of the National Newspaper Publishers Association, to Washington twice a year for meetings at the White House, congressional briefings, and meetings with selective cabinet heads;
- o Monthly meeting of information officers from various federal agencies to discuss coordinated strategies and plans for disseminating information on Johnson-Humphrey programs to the black community;
- o Scheduling of news releases to black newspapers based on Johnson Administration program priorities;
- o Daily radio feeds of news actualities by DNC or agencies to black-oriented radio stations;
- o Inviting of black media representatives to major White House and DNC functions;
- o Arranging for agency heads to hold periodic meetings and briefings with black press;

(4)

- o Inviting of black media to local events involving the President or Vice President during city or state visits;
- o Having DNC to send periodic updates to black media on Johnson-Humphrey legislative initiatives on behalf of black Americans;
- o DNC, through Vice Chairman Louie Martin, assisting black press in developing advertising contacts and support at agencies that had advertising budgets (especially military for recruitment);

I list the above only to indicate that in 1993, during the Clinton Administration, it is not necessary to re-invent what was a successful plan for a president who was as committed to civil rights as President Clinton is today.

Therefore, a joint DNC-White House strategy for effective utilization of the African American media would include the above and some of the following:

- o Periodic briefings by DNC Chairman;
- o Special meetings of DNC-White House with agency public information officers on a coordinated minority media strategy and means and methods of effective utilization of African American and other minority media;
- o Similar meetings with press secretaries of Democratic senators and congressmembers with large minority populations; (In 1990, Senator George Mitchell, as Majority Leader, invited me to meet with his press secretary to arrange a meeting with press secretaries of more than 40 Democratic senators on utilization of the black press. Most of those who attended didn't have a list of black newspapers and no idea of who Simeon Booker was and that Jet Magazine had a Washington office.)
- o Assisting the White House in improving black media coverage of White House events, mailing of special news releases and photographs to black newspapers, etc.;
- o DNC reviewing, updating and reorganizing its black media mailing list;
- o Developing for the black press timely, issue-oriented by-lined and op-ed articles, ostensibly authored by prominent black Democrats;

(5)

- o Briefing DNC state press secretaries/public relations officials on improving relations with and greater utilization of black media;
- o Arranging for key black media representatives to attend VIP activities sponsored by DNC and White House, whether fundraising or not;
- o Arranging for selective black media representatives to be included on some domestic presidential trips;
- o Target black-oriented broadcast stations/networks/programs for greater utilization;
- o Develop broadcast media strategy for use of prominent black Democrats, i.e. mayor, members of Congress, state elected officials, members of DNC Black Caucus, in their local areas;

(Today, I met with Congressman Alcee Hastings, Vice Chairman of the Congressional Black Caucus, at his invitation, to discuss communications strategies for the CBC. We discussed a rotating column in black newspapers for the CBC members, a possible CBC series on Black Entertainment Television, etc. As Democrats and supporters of the Clinton Administration, this type of CBC communications and black media outreach has implications for the DNC and Clinton Administration. As a board member of the CBC Foundation, I am part of the CBC family.)

#### IV Community Outreach - Person-to-People

The Chairman personifies the DNC. With a strategic plan, the Chairman can help create a better, more favorable climate for increasing and improving coverage of DNC and its activities by the black media.

Proposed activities of the Chairman for increased black media coverage would include:

- o Periodic minority press briefings;
- o Meeting with black press during city visits;
- o Attending/speaking at conventions/special activities of black media;
- o Attending selected conventions/meetings of black organizations;

(6)

- o Speaking out/issue statements on issues of special interest to African Americans;
- o Supporting special causes of benefit to African Americans;
- o Providing special briefings of black leaders, heads of organizations, ministers, elected officials, etc., and arranging for these persons to be briefed by the White House and Democratic congressional leadership;
- o Active support/participation in the involvement of young black college students in the political process (campus Democratic Clubs), college visits during normal travels;
- o Informal meetings with black Democratic leaders/officials/workers during normal travels.

#### V Fundraising

During the Carter Administration, I recruited 30 blacks for the DNC Finance Council, at \$5,000 per person. I have a meeting on Thursday, July 22 with Dave Mercer, of the DNC Finance Council, to discuss how I can be helpful in fundraising. DNC's overall fundraising strategy should expand the local involvement of African Americans in fundraising.

There are upper middle class black Democrats in every major city who probably would be willing to co-host a fundraising reception for the Democratic Party. In addition, there are dozens of black business executives who would consider joining the Finance Council, if they were invited and persuaded. I think I can help DNC raise at least \$100,000 over the next year.

#### VI White House Support

As was the case with Lani Guinier and Dr. Joycelyn Elders, I will be available to provide advise and assistant to Alexis Herman, Director, Office of Public Liaison, and Maggie Williams, Chief of Staff, First Lady, on special projects involving the African American community and media.

One major undertaking will be to assist the White House in improving its coverage by black media representatives. One obvious problem is the lack of manpower. Another problem is the absence of an overall black media and communications strategy.

Our recommendation is for a White House coordinated black media/communications strategy involving all federal agencies, similar to the Johnson-Humphrey Administration plan. A timely

(7)

example is this. On Wednesday, I received a call from Joan Logue-Kinder, Deputy Assistant Secretary for Public Affairs, Department of the Treasury, for my advice and assistance on a possible briefing of the black press by Deputy Secretary Roger Altman on the President's economic plan. We have agreed on a Thursday, July 29th briefing at the Treasury Department, and I will develop the list and encourage black press participation.

Ms. Kinder, a former PR executive from New York, is new in Washington, like so many other Clinton appointees, and needs help. If needed, outside assistance should be available for other federal agencies in their efforts to communicate the Administration's message to a specific constituency.

My assistance in other White House activities will be based on the President's legislative initiatives and the need for black constituency support. A major future project will be the First Lady's Health Task Force report and the need to develop grassroots support for it in the African American community.

#### VI Consultant Services of Ofield Dukes

I am prepared to assist in the implementation of the above recommended strategy. Public relations services offered by me will include:

- o Writing news and feature articles for black newspapers;
- o Working with and advising DNC Director of Communications and appropriate members of her staff on issues relating to the African American community and media coverage;
- o Working with and advising DNC Director of Constituent Services in community outreach, media coverage and support;
- o Advising DNC Chairman to help improve his visibility and credibility in African American community through black media coverage and community outreach;
- o Using contacts to maximize black media coverage of DNC and White House;
- o Assisting in arranging interviews, briefings, meetings, etc.;
- o Assisting other departments at DNC in African American community contacts and black media support.

pm

THE WHITE HOUSE  
WASHINGTON

File under  
AA Community  
Affairs or  
PR

To: Ofield Dukes, Public Relations Consultant  
1426 Carrolsburg Pl., Washington, DC 20024  
From: Ben Johnson and Amy Billingsley, Office of Public Liaison

December 28, 1993

The primary and historic mission of the Office of Public Liaison (OPL) is to build public support for the Presidential priorities as well as to serve as a liaison for key constituencies in the policy development process. The office also coordinates public events, such as bill signing ceremonies, Presidential White House public events, etc. Bi-partisan in nature, OPL works to create new friends as well as to maintain relationships with old friends, key groups and constituencies.

In its first year of operation, the OPL, with more limited resources than previous Administrations, has managed to outdistance the entire four year outreach record of Bush administration in terms of the number of organizations and the types of constituencies served. For example, this White House has hosted over 50,000 people for briefings, meetings, and ceremonies. The OPL has played a leading role in generating support for legislation that created the Earned Income Tax Credit, the Motor Voter bill, Family Leave, the Brady Gun bill and the President's Economic package. The OPL also took a leading role in hosting the historic Arab-Israeli Peace signing ceremony on the South Lawn of the White House.

The OPL brought in over 3,000 people for NAFTA briefings alone. For the Health Care Reform initiative, OPL is in the process of consulting with thousands of organizations throughout the United States to assist in the creation of much needed Health Care reform legislation. OPL is currently working with key constituencies around major legislation initiatives such as the crime bill, welfare reform, and jobs training.

Although OPL has responsibility for all groups and constituencies, it has been particularly mindful of the needs and issues important to the African American community. One of OPL's primary goals is to insure that the perspective of the African American community is reflected in the policies and activities of the Clinton Administration. These efforts to date have included the following:

o OPL has arranged participation of the President and key administration officials at several events in the African American community. In 1993 the President and/or the Vice President have participated in the Congressional Black Caucus Annual Dinner and Reception, the Church of God in Christ Annual Convention, the National Urban League Annual Convention, and the NAACP Annual Convention, to mention a few.

o The OPL has also arranged for the President and/or First Lady to attend receptions hosted by business, professional, and social welfare organizations such as the National Council of Negro Women, the Economic Leadership Council and the Bethune-DuBois Fund.

o The OPL has helped to facilitate several meetings between the President, the Vice President and several key African American leaders, including the organizers of the 1993 March on Washington.

o OPL has arranged for Presidential messages, phone calls and meetings to various constituent groups and individuals, including messages to Coretta King and to the leadership of the National Baptist Convention.

o OPL has arranged representation on various Presidential delegations to international events, such as the funerals of the President of Cote d'Ivoire and the South African ANC leader Oliver Tambo. The office also assisted with delegate selection for the South African and Mexican trade missions.

o OPL has help with sensitive African American nominations and appointments, such as Joycelyn Elders, Surgeon General; Mary Frances Berry, Chair of the Civil Rights Commission; and William Gould, newly designated chair of the National Labor Relations Board.

o OPL has provided timely, consistent feedback and coordination with key groups and individuals around issues and events affecting the African American community.

o OPL has initiated activities to create more domestic support for foreign policy initiatives.

o OPL has worked with the African American press to communicate important issues, events, and initiatives.

o OPL coordinated the signing of an Executive Order by the President aimed at strengthening Historically Black Colleges and Universities.

## Announced African-American PAS Candidates

May 28, 1993

|    | Name                       | Position                                                                               |       |    | Annc'd | Senate<br>Nom. | Senate<br>Conf. |
|----|----------------------------|----------------------------------------------------------------------------------------|-------|----|--------|----------------|-----------------|
| 1  | Townsend, Wardell          | Agriculture - Assistant Secretary (Administration)                                     | NC/MD | AA | 3-08   | 4-19           | 5-10            |
| 2  | Nash, Bob                  | Agriculture - Under Secretary for Small Community<br>and Rural Development             | AR    | AA | 3-09   | 4-19           | 5-10            |
| 3  | Espy, Mike                 | Agriculture - Secretary                                                                | MS    | AA | 12-24  | 1-20           | 1-21            |
| 4  | Brown, Ronald              | Commerce - Secretary                                                                   | NY    | AA | 12-12  | 1-20           | 1-21            |
| 5  | Irving, Larry              | Commerce - Assistant Secretary for Communications<br>and Information                   | NY    | AA | 2-12   | 4-19           |                 |
| 6  | Paige, Emmett              | Defense - Assistant Secretary for Command, Control,<br>Communications and Intelligence | MD    | AA | 4-05   | 5-18           |                 |
| 7  | Dorn, Edwin                | Defense - Assistant Secretary (Personnel and<br>Readiness                              | VA    | AA | 3-31   | 4-29           |                 |
| 8  | Brown, Lee                 | Drug Control Policy - Czar                                                             | NY    | AA | 4-28   | 5-20           |                 |
| 9  | Kappner, Augusta           | Education - Assistant Secretary for Vocational and<br>Adult Education                  | NY    | AA | 3-09   | 4-27           |                 |
| 10 | Robinson, Sharon<br>Porter | Education - Assistant Secretary for Educational<br>Research and Improvement            | KY/MD | AA | 3-29   | 5-20           |                 |
| 11 | Winston, Judith            | Education - General Counsel                                                            | DC    | AA | 4-16   | 5-20           |                 |
| 12 | O'Leary, Hazel             | Energy - Secretary                                                                     | MN    | AA | 12-21  | 1-20           | 1-21            |
| 13 | Taylor, William            | Energy - Assistant Secretary (Congressional and<br>Inergovernmental Affairs)           | TX    | AA | 4-16   | 5-18           |                 |
| 14 | Durham, Archer             | Energy - Assistant Secretary (Human Resources and<br>Administration)                   | MD    | AA | 4-22   | 5-18           |                 |
| 15 | Walker, Bailus Jr.         | EPA - Assistant Administrator (Office of Research)                                     | KS    | AA | 3-02   |                |                 |
| 16 | Bailey, Vicky              | FERC - Commissioner                                                                    | IN    | AA | 4-12   | 5-06           | 5-21            |
| 17 | Elders, Joycelyn           | HHS - Surgeon General                                                                  | AR    | AA | 12-24  |                |                 |
| 18 | Broadnax, Walter           | HHS - Deputy Secretary                                                                 | NY    | AA | 2-23   | 4-27           | 5-25            |
| 19 | LaVelle, Avis              | HHS - Assistant Secretary (Public Affairs)                                             | IL    | AA | 2-23   | 4-01           | 5-25            |
| 20 | Duvernay, Terrance         | HUD - Deputy Secretary                                                                 | GA    | AA | 2-02   | 3-05           | 4-01            |
| 21 | Davis, Marilyn             | HUD - Assistant Secretary (Administration)                                             | AR    | AA | 3-25   | 4-29           |                 |
| 22 | Turner, Leslie             | Interior - Assistant Secretary (Territorial and<br>International Affairs)              | NJ    | AA | 2-23   | 4-01           | 5-18            |
| 23 | Guinier, Lani              | Justice - Assistant Attorney General (Civil Rights<br>Division)                        | PA    | AA | 4-29   | 4-29           |                 |
| 24 | Days, Drew                 | Justice - Solicitor General                                                            | CT    | AA | 4-02   | 4-07           |                 |
| 25 | Williamson, Thomas<br>Jr.  | Labor - Solicitor                                                                      | DC    | AA | 2-23   | 4-27           | 5-25            |
| 26 | Green, Lorraine            | OPM - Deputy Director                                                                  | DC    | AA | 4-06   | 4-27           |                 |
| 27 | Wharton, Clifton           | State - Deputy Secretary                                                               | NY    | AA | 12-22  | 1-20           | 1-27            |
| 28 | Harper, Conrad             | State - Legal Advisor                                                                  | NY    | AA | 3-05   | 4-19           | 5-10            |
| 29 | Brazeal, Aurelia           | State - Ambassador to Kenya                                                            | GA    | AA | 4-27   |                |                 |
| 30 | Moose, George              | State - Assistant Secretary (African Affairs)                                          | MD    | AA | 1-19   | 3-22           | 3-31            |
| 31 | Linton, Gordon             | Transportation - Administrator, Federal Transit<br>Administration                      | PA    | AA | 5-17   |                |                 |

# Announced African-American PAS Candidates

May 28, 1993

|    | Name           | Position                                                          |    |    | Annc'd | Senate<br>Nom. | Senate<br>Conf. |
|----|----------------|-------------------------------------------------------------------|----|----|--------|----------------|-----------------|
| 32 | Slater, Rodney | Transportation - Administrator, Federal Highway<br>Administration | AR | AA | 3-24   | 4-28           |                 |
| 33 | Noble, Ron     | Treasury - Assistant Secretary (Enforcement)                      | NY | AA | 1-22   | 3-29           | 4-29            |
| 34 | Brown, Jesse   | Veterans - Secretary                                              | DC | AA | 12-17  | 1-20           | 1-21            |

## Announced Hispanic PAS Candidates

May 28, 1993

|    | Name                 | Position                                                                      |    |   | Annc'd | Senate<br>Nom. | Senate<br>Conf. |
|----|----------------------|-------------------------------------------------------------------------------|----|---|--------|----------------|-----------------|
| 1  | Cortines, Ramon      | Education - Assistant Secretary (Intergovernmental and Interagency Relations) | CA | H | 4-28   |                |                 |
| 2  | Cantu, Norma         | Education - Assistant Secretary for Civil Rights                              | TX | H | 3-05   | 4-19           | 5-21            |
| 3  | Torres-Gil, Fernando | HHS - Assistant Secretary (Aging)                                             | CA | H | 2-23   | 3-25           | 4-28            |
| 4  | Alvarez, Aida        | HUD - Director, Office of Federal Housing Enterprise Oversight                | CA | H | 3-23   | 4-29           |                 |
| 5  | Cisneros, Henry      | HUD - Secretary                                                               | TX | H | 12-17  | 1-20           | 1-21            |
| 6  | Diaz, Nelson         | HUD - General Counsel                                                         | PA | H | 5-13   |                |                 |
| 7  | Baca, Jim            | Interior - Director, Bureau of Land Management                                | NM | H | 2-23   | 4-19           | 5-18            |
| 8  | Torres, Gerald       | Justice - Assistant Attorney General (Environmental and Natural Resources)    | CA | H | 4-29   |                |                 |
| 9  | Echaveste, Maria     | Labor - Administrator, Wage and Hour Division                                 | NY | H | 4-05   | 4-28           |                 |
| 10 | Huerta, Michael      | Transportation - Associate Deputy Secretary for Intermodalism                 | CA | H | 3-24   | 4-28           |                 |
| 11 | Pena, Federico       | Transportation - Secretary                                                    | CO | H | 12-24  | 1-20           | 1-21            |
| 12 | Munoz, George        | Treasury - Assistant Secretary (Management) and Chief Executive Officer       | IL | H | 4-08   |                |                 |
| 13 | Marrero, Victor      | UN - U.S. Representative to the Economic and Security Council                 | NY | H | 3-08   | 4-19           | 5-10            |

# **Announced Native American PAS Candidates**

May 28, 1993

|   | Name      | Position                                        |    |    | Annc'd | Senate<br>Nom. | Senate<br>Conf. |
|---|-----------|-------------------------------------------------|----|----|--------|----------------|-----------------|
| 1 | Deer, Ada | Interior - Assistant Secretary (Indian Affairs) | WI | NA | 5-11   |                |                 |

# **Announced Asian PAS Candidates**

May 28, 1993

|   | Name             | Position                                                               |    |   | Annc'd | Senate<br>Nom. | Senate<br>Conf. |
|---|------------------|------------------------------------------------------------------------|----|---|--------|----------------|-----------------|
| 1 | Prabhakar, Arati | Commerce - Director, National Institute of Standards<br>and Technology | VA | A | 3-25   | 4-19           |                 |

# Withdrawal/Redaction Sheet

## Clinton Library

| DOCUMENT NO.<br>AND TYPE | SUBJECT/TITLE                              | DATE       | RESTRICTION |
|--------------------------|--------------------------------------------|------------|-------------|
| 001. list                | re: SES and Schedule C Positions (6 pages) | 05/25/1993 | b(6)        |

### COLLECTION:

Clinton Presidential Records  
Public Liaison  
Alexis Herman  
OA/Box Number: 2653

### FOLDER TITLE:

[African American Media]

2012-0741-F

rs2618

### RESTRICTION CODES

#### Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

#### Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

AA

THE WHITE HOUSE  
WASHINGTON

June 28, 1993

NATIONAL POLITICAL CONGRESS OF BLACK WOMEN

DATE: June 28, 1993  
TIME: 4:00 PM  
LOCATION: Oval Office  
FROM: Alexis Herman

I. PURPOSE

To discuss two primary issues:

- o African-American women appointments; and
- o An African-American as part of the "inner circle" who will focus on the Black agenda.

II. BACKGROUND

The National Political Congress of Black Women (NPCBW) was founded 1984 by former Congresswoman Shirley Chisholm following the Democratic National Convention. C. Delores Tucker was elected chair of the organization last year. She also serves as chair of the DNC Black Caucus. Last September, NPCBW formed a Commission for Presidential Appointment of African American Women. Its primary focus is to promote African American women for Presidential and other top-level policy making positions in the federal government.

Lead by C. Delores Tucker, the organization's main concern is the lack of African-American women being appointed to visible positions within the administration. This concern has been exacerbated by three recent events. They are:

- o The withdrawal of Lani Guinier.
- o The back-to-back appointment of three white women to highly visible positions. They are: the Supreme Court; the INS Commissioner; and the AIDS Czar appointments.
- o The external perception and the internal reality that white females are in PAS jobs at a ratio of approximately 9 to 1 to African-American females. The perception is aggravated by Harriet Woods, President of National Women's Political Caucus, calling for a time to join hands with women of color to help.

C. Delores Tucker has met with Mack McLarty regarding the appointments. Specifically, the organization would like to have an associate director level African-American woman in personnel. She is coming to tell you that she "does not want to see you fail."

There is still confusion in the African-American community regarding why this administration does not have an African American in the role similar to that held by Louis Martin and Robert Brown. The role of an African American primarily representing African Americans has historically been represented in every administration since Eisenhower.

### III. PARTICIPANTS

Vice President

C. Delores Tucker, Chair, National Political Congress of  
Black Women  
Maya Angelou  
Dorothy Height, President, National Council of Negro Women  
Jewell Jackson McCabe, President, National Coalition of 100  
Black Women  
Lottie Shackelford  
Alexis Herman  
Maggie Williams

### IV. PRESS PLAN

Closed press. White House photographer at the beginning.

### V. SEQUENCE OF EVENTS

Informal discussion opening with introductions by Alexis Herman.

### VI. REMARKS

None necessary.