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Collection/Record Group: Clinton Presidential Records
Subgroup/Office of Origin: Public Liaison
Series/Staff Member: Alexis Herman/Ruby Moy
Subseries:

OA/ID Number: 5914
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Folder Title:
African-American Outreach

Stack:	Row:	Section:	Shelf:	Position:
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Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	[Personally Identifiable Information] [partial] (1 page)	05/02/1994	b(6)

COLLECTION:

Clinton Presidential Records
Public Liaison
Alexis Herman
OA/Box Number: 5914

FOLDER TITLE:

African-American Outreach

2012-0741-F

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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]

DEMOCRATIC ★ NATIONAL ★ COMMITTEE

David Wilhelm, Chairman

MEMORANDUM

TO: Maggie Williams
FR: Ed Lazarus *EL*
RE: African American Outreach
DT: June 29, 1994

*Handed to
weekends
meet
w/ Ophiel*

JUN 30 1994

As I mentioned to you last week, I met with Ofield Dukes to review his proposal for better outreach to the African American community. A copy of his proposal is attached.

The proposal details an approach to increasing awareness of the administration's accomplishments among African Americans. I believe this action is needed. However, we have preliminary work to determine the best message, the best messengers, and a mechanism for coordinating the effort.

To that end, I suggest that we meet to discuss the matter. Participants beyond you and me should include Mark Gearan, Alexis Herman, Flo McAfee, and possibly Ofield Dukes. I will call you in a couple of days to set-up the meeting. Thank you.

cc: Alexis Herman
Mark Gearan
Flo McAfee





OFIELD DUKES & ASSOCIATES
PUBLIC RELATIONS COUNSELOR

To: Edward Lazarus
Assistant to the Chairman for Communications
Democratic National Committee

CC: Minyon Moore
Assistant to the Chairman for Voter Education, Training,
Public Liaison

From: Ofield Dukes
Ofield Dukes & Associates

Subject: Is The Clinton Administration's Message Reaching the
African American Community?
How Can This Message be Strengthened to
Have Greater Impact on Black Voter Turnout This Year?

Date: June 3, 1994

I MAKING AN OBJECTIVE ASSESSMENT

The above questions are being raised in realization of the fact that substantial effort will be needed to produce large Black voter turnouts to insure Democratic victories in highly competitive senatorial and congressional districts.

If the Clinton Administration's message on Democratic accomplishments is not compelling enough to inspire and motivate Blacks to go to the polls in large numbers, as they did in 1986 to help the Democratic Party regain control of the U.S. Senate, Democratic candidates are even more vulnerable to a prevailing public sentiment of cynicism, anti-Washington, and anti-incumbency.

An objective assessment of the impact of the Clinton Administration message and the message of the Democratic Party on the African American community is urgent, especially in light of upcoming congressional elections.

At the annual board of directors meeting of the National Coalition on Black Voter Participation (Operation Big Vote) on Tuesday, May 24, 1994, I raised the question about the effectiveness of the Coalition in educating those millions of Black voters already registered. It seemed to me that one of the major challenges this year is Black voter retention----educating and giving those registered a compelling reason to go to the polls in local elections.

VOTER REGISTRATION VERSUS VOTER EDUCATION

The Coalition board members around the table admitted

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that a major thrust of Operation Big Vote and its labor-grassroots coalitions (representing more than 70 national Black organizations) has been on voter registration, and that very little resources and limited efforts have been expended on voter education. And, of course, we know that those voters who are "informed" and who have "strong reasons" for voting go to the polls in greater numbers than those who are less informed, less enlightened, and less motivated.

PERSUADING BLACKS TO VOTE

With no serious competition in most of the congressional districts represented by African American members of Congress, many Black voters in these districts may be less inclined to vote.

If the Clinton Administration message has no appreciable impact on Black voters, Democratic candidates who need a heavy Black voter turnout to win will be in very serious trouble.

Ed, it seems to me that one of the present urgent needs is a structured communications plan aimed at the African American community. This plan would include strategies for: (1) a clear, persuasive core message; (2) recruitment of credible Black Democrats as surrogate speakers; (3) internal communication, collaboration, and coordination between DNC, the White House, and Executive Branch, and (4) more effective utilization of the existing communications networks in the Black community.

SPECIAL CAMPAIGN IN 1986

In 1986, I helped develop a "crisis Black voter strategy" for C. Delores Tucker, as President-Founder of the non-profit Bethune Dubois Fund, which co- convened with the Congressional Black Caucus an emergency Black leadership meeting on the premise that Black voters would determine the outcome of senatorial races and the control of the U.S. senate in 10 key states. The Bethune-Dubois Fund paid the travel and lodging expenses for 30 Black leaders for the two-day meeting in Washington.

These Black leaders met with Senator George Mitchell on the civil rights implications of Democrats regaining control of the Senate, with the House leadership, and members of the Congressional Black Caucus. As a result of this emergency leadership meeting, a Black Voter Mobilization (Get Out the Vote) campaign was organized, targeting the 10 states. The Black voter turnout in 1986 was 43 percent, the highest ever for an off-year election.

Rev. Jesse Jackson and the National Rainbow Coalition, the NAACP, labor, Operation Big Vote and other Black organizations conducted extensive voter registration campaigns in 1986.

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The bottom line was this: in 1986, Black leaders came together, including civil rights leaders, members of the Congressional Black Caucus, mayors, state and county legislators, and agreed on a central message, and that message was effectively communicated through Black media and other outlets to all segments of the Black community.

CLINTON ADMINISTRATION'S COMMUNICATIONS GAP

Although President Clinton has kept his commitment of a full partnership with the African American community, through appointments, policy decisions, and legislative initiatives, there is still a large segment of the Black community that remains uninformed, unimpressed, and indifferent. And there is another more enlightened, sophisticated, and educated segment of the Black community that harbors some level of distrust of the President.... but could possibly be persuaded to support him with the "right message".

Among those probably most receptive to the President are African American women. As you know, in the 1992 election, 88 percent of Black women voted for President Clinton, compared to 76 percent of Black men.

As the titular leader of the Democratic Party, President Clinton's message to and for Black America must be clear, credible, compelling, and convincing, if it is to serve as one major source of motivating Blacks to vote in highly competitive senatorial and congressional elections. In addition, the President's message for Black America needs to be communicated consistently and convincingly by Democratic surrogates, from African American cabinet members and sub-cabinet members, to Congressional Black Caucus members, Black mayors and state legislators, and other Black Democratic leaders.

As you know as an expert in strategic communications, an important first step in the communications process is message development.

II MESSAGE DEVELOPMENT

Over the 1993 Congressional Black Caucus Legislative Weekend, Alexis Herman and Maggie Williams convened a task force, which included Minyon Moore, to research and formulate a specific message and information package on the accomplishments of the Clinton White House for dissemination during the four days of CBC activities. A press conference involving four African American cabinet members was held at the DNC, presided over by Chairman Wilhelm.

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The main thrust of the message was this: In 1992 when Governor Bill Clinton participated in the Congressional Black Caucus Annual Legislative Weekend as a candidate for President, he spoke of building a "full partnership" with the African American community. He said then that, if elected President, he would offer his "full participation" and "heartfelt commitment to progress." The Clinton Administration has developed a solid foundation for this "full partnership".

Accomplishments of the Clinton Administration were outlined in a seven-page fact sheet. The information kit also included a list of Black appointees to top positions. Most of the 200 Black newspapers carried a news release and photo of the four African American cabinet members who participated in the press conference with Chairman Wilhelm, DNC Vice Chair Lottie Shackelford, and Alexis Herman.

We need to followup on that initiative by updating the Clinton Administration message and designing a related message geared for upcoming political campaigns.

COMPONENTS OF DEMOCRATIC MESSAGE

A part of the political message could center around this question: How would you like to have Newt Gingrich as Speaker of the House of Representatives? Would this make you sleep better at night?

Or.... If the Democrats lose control of the House, Congressional Black Caucus members will become nobodies over night. We can't let that happen.

Or....President Clinton needs a strong and experienced Democratic team in the Congress to pass legislative programs of benefit to African Americans, i.e. Health Care Reform, Welfare Reform, etc.

COMPONENTS OF CLINTON MESSAGE

It is significant that President Clinton has appointed 599 Blacks to top positions in his administration, more than any other president in the history of the American republic. This total represents 14.1 percent of all appointments.

However, this fact alone is not a sufficient message. The more significant message is how Clinton Administration African American appointees are managing billions of dollars, overseeing the implementation of a massive array of federal programs, and having responsibility for tens of millions of dollars in government procurement, contracts, and grants. For example, just this week,

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Secretary of Energy Hazel O'Leary awarded a \$9 million energy research project to a coalition headed by Howard University and included the University of Michigan and AT & T.

Another component of the message is how African Americans stand to benefit from legislation introduced by the President and passed by a grid-lock free Congress controlled by Democrats.

The reverse side of this message is the political specter of the Congress being in hands of Newt Gingrich and his ultra conservative cohorts.

TARGETING AFRICAN AMERICAN WOMEN

One of the prime communications targets for the Democratic Party should be African American women who represent a large percentage of registered Black voters who actually vote. Your pollsters should have a data base on those issues of priority importance to women of color, in the various demographic categories, from young workers, professionals, single parents, middle-age widows, to retirees and senior citizens.

III EXPANDING DNC DATA BASE ON ADMINISTRATION'S ACCOMPLISHMENTS

In order for the DNC to become more effective in getting the Administration's core message across to all segments of the African American community, DNC needs to expand its data base on what the Clinton White House, the various federal agencies, and the Democratic Congress are doing in new legislative and program initiatives on behalf of the African American community.

DNC could provide a valuable service to Black Democrats (and Democratic congressional candidates) throughout the country by equipping them with current data on Clinton Administration activities of interest and benefit to African Americans. DNC could become an information clearing house for current data on what the Clinton Administration is doing for Black America. The same service could be provided for other minority and constituency groups.

For example, if Mayor Dennis Archer of Detroit wants to highlight in a speech what the Administration is doing to support South Africa, his office should be able to make one call for information on the President's \$600 million economic package for South Africa. And that call could be to the DNC Information Center.

One of the first questions asked Chairman Wilhelm at his meeting with Black Democrats in Denver, Colorado last month was:

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"What is the Democratic Party doing for its most loyal constituency, the African American community?" A similar question could be on the minds of Black Democrats in other cities.

DNC has a responsibility to keep its frontline soldiers informed. During the tenure of DNC Chairman Paul Kirk, the DNC Black Caucus published a periodic newsletter that was mailed to several thousand Black Democrats. Local Black Democratic leaders and elected officials can only become aggressive and effective in defending the Clinton Administration against the well orchestrated negative campaigns by having access to current data disseminated periodically to them. This accelerated effort in information sharing could also include a more systematic program of briefings of African America Democrats, elected officials, and heads of major organizations.

In this age of information, DNC cannot afford to lose by this communications/power of persuasion war on the friendly turf of the African American community. (Please note the mis-directed letter to me from the Black Republicans who are not sitting idly by.)

IV COORDINATED DNC-WHITE HOUSE MINORITY COMMUNICATIONS STRATEGY

During the administrations of Johnson-Humphrey and Carter-Mondale, the Democratic Party and White House worked cooperatively as equal components of the same team in communicating with the Black community.

LBJ, THE GREAT COMMUNICATOR

This was especially true during the presidency of the Great Communicator, Lyndon B. Johnson. President Johnson encouraged the top Blacks in his administration to meet regularly so they could work more cooperatively in informing Black leaders and the Black community about the civil rights activities of the Johnson-Humphrey Administration.

Louis Martin, as Vice Chairman of the Democratic National Committee, and I, as a member of Vice President Humphrey's staff, worked together to schedule twice a year briefings of Black editors and publishers by the White House, cabinet heads, and members of Congress. These meetings and other briefings of Black leaders were hosted by Vice President Humphrey. President Johnson saw these briefings and political networking meetings as top priorities in developing a solid and loyal constituency for his administration among Black voters.

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Also during the Johnson-Humphrey Administration, information officers of the various agencies met at least once a month to discuss a more coordinated strategy and plan for disseminating information to the Black community, through Black media outlets, speeches, conferences, convention coverage, etc.

Using Vice President Humphrey as a point of reference, it may be helpful in this area of minority communications to expand the role of Vice President Gore. In his travels, Vice President Humphrey never went to any city without taking time to call a few Black leaders or meet with a small group of Black Democrats, ministers, elected officials, or labor leaders. This was all part of the Johnson-Humphrey "personal touch" communications outreach strategy.

WHITE HOUSE TASK FORCE RECOMMENDATION

One of the recommendations coming out of the White House Task Force sessions convened by Alexis Herman and Maggie Williams last September was for followup meetings with agency public information officers to discuss and formulate strategies for a more coordinated and effective minority communications strategy for the executive branch.

DNC might want to take the initiative to followup on this recommendation. A first step would be having a meeting with Alexis, Maggie, and Keith Boykin, who now has White House responsibility for the African American media.

BLACK CONVENTION COVERAGE

It is especially critical at this time to be certain that all major African American conventions being held this summer are covered by Clinton Administration representatives. I have been an unofficial liaison for Bob Bogle, President, the National Newspaper Publishers Association (NNPA) in NNPA's efforts to get top Administration speakers for its annual convention June 15-19 in Minneapolis. A part of the problem is indicative of any angry call last Tuesday from Bill Reed, Executive Director of NNPA. Bill was fuming over what he described as five unanswered calls to the press secretary for one top Black federal official (at the Department of Justice) to obtain a response to an invitation for the official to be a main speaker at the NNPA convention. Attorney General Janet Reno had been invited but declined.

Obviously, the press secretary was not aware of the importance of NNPA, as the trade group for the 200 Black newspapers. (Hey, we don't want to re-open the Black press keg of worms that posed serious and sensitive problems during the Clinton

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presidential campaign. I was twice involved with Rodney Slater, Ron Brown, and Harold Ickes in helping to resolve problems with NNPA and the Black press during the campaign.)

Also related to the NNPA convention, Joan Logue Kinder, Deputy Assistant Secretary for Public Affairs, Department of Treasury, called recently about her interest in being invited to the NNPA convention. This points out the need for a system for sharing information on all Black conventions with designated information officers at specific federal agencies and the development of a central list of top agency officials interested and available to represent the Administration at the larger Black conventions.

For Example, the National Baptist Convention Sunday School Congress is meeting in Richmond, Virginia later this month, with an expected attendance of 35,000. Hopefully, arrangements have been made for the Administration to be represented, especially on the issues of health care reform and voting.

V EFFECTIVE UTILIZATION OF AFRICAN AMERICAN MEDIA

DNC could provide some assistance in helping the Executive Branch in the more intelligent and effective utilization of African American media. It is very possible that some agency public information offices don't have updated lists of black newspapers, radio stations, news magazines, or the Washington representatives of Black media.

DNC could provide similar assistance for Democratic members of the Senate and House. (Several years ago, I addressed 40 press secretaries of Democratic senators in a meeting convened by the press secretary of Senate Majority Leader George Mitchell. Most of the press secretaries did not have a Black press list and had little knowledge about other Black media news magazines and broadcast outlets.)

The Congressional Black Caucus Foundation has considered holding media workshops for press secretaries for Congressional Black Caucus members, especially for first term members.

DNC could also be helpful to both the Democratic Senatorial and Congressional Campaign committees in the utilization of Black media in political campaigns.

DNC MEDIA WORKSHOPS

In this connection, the DNC could hold a series of training workshops on how to use the existing network of Black

(9)

communications outlets, cable-TV, newspapers and magazines, radio stations, newsletters, etc.

With Lisa Sims aboard, I would be pleased to work with her in this connection.

VI DNC PUBLIC RELATIONS OFFENSE

There are tremendous human resources at the disposal of the DNC in the area of communications. DNC may want to consider establishing a national network of volunteer public relations and communications professionals to provide free services from time to time on a regional basis. For the past two Democratic conventions, I have recruited and used 15 to 20 communications professionals as volunteers.

NETWORK OF VOLUNTEER PR PROFESSIONALS

With a national network of writers and public relations professionals, the DNC would have the benefit of free PR support in major urban areas to help promote activities of the Democratic Party and the Clinton White House. In addition, a cadre of volunteer professional writers could help develop a regular DNC news feature service for the minority media. The series of articles could include the following:

- o profiles of African American cabinet members, senior staff at the White House, and others who serve in strategically important positions, i.e. Rodney Slater, Administrator, Federal Highway Administration; Walter Broadnax, Deputy Secretary, Department of Health and Human Services; Drew Days, Solicitor General, Department of Justice; Ronald K. Noble, Assistant Secretary, Enforcement, Department of Treasury; etc.
- o by-lined articles for prominent Black Democrats on why it is critical for Blacks to vote in upcoming elections;
- o human interest articles on how Blacks are benefitting from Clinton Administration legislative initiatives and programs.

PREEMPTIVE CAMPAIGN ON BALLOT SECURITY

On the political front, DNC should not wait for the Republican-paid firms to begin their ballot security campaigns by engaging in the intimidation of Black voters. Waiting until more than 100,000 cards are mailed, challenging the voting eligibility

(10)

of Black voters, and then being reactive is counter-productive. DNC should become proactive by raising the issue publicly, having the Chairman and other Democratic officials to brief the media on this unjustified and unscrupulous form of politics by intimidation.

This type of proactive media and public relations campaign may expose and discourage Republican strategists from using ballot security ploys to intimidate and purge Blacks from the voting rolls.

INCREASING BLACK ABSENTEE VOTING

Another public relations initiative could be centered around a campaign to increase the Black vote through absentee voting. There are thousands of aged and disabled African Americans who will skip voting because of their physical inability to go to the polls. And there are thousands of college students and others who may be on business travel on election day. This public relations/education campaign through radio and television public service spots could make a difference in increasing Black absentee voting. Every vote counts!

VII PREPARING FOR 1996

The above ideas and recommendations in minority communications strategies should also be considered in the context of preparing for any Republican possibilities in 1996---even the remote and dreaded possibility of a Jack Kemp-Colin Powell or Colin Powell-Jack Kemp presidential ticket.

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1/8



OFIELD DUKES & ASSOCIATES
PUBLIC RELATIONS COUNSELLOR

W. Dukes
preets

To: Alexis Herman
Assistant to the President
and Director, Office of Public Liaison
White House

From: Ofield Dukes

Subject: Summary of Yesterday's Meeting

Date: July 1, 1994

1. Communications outreach strategy for African American community - involving African American members of cabinet - launching of aggressive, coordinated effort to get Clinton Administration's message to African American community - closer working relationship with DNC - more coordinated media strategy involving federal agencies
2. Review of plan/strategy for covering African American conventions; need to have plan shared and coordinated; local surrogates to cover meetings not covered out of Washington; Emergency options if key Clinton Administration officials cannot attend at last minute; media strategy linked to appearances by Clinton Administration officials; initial planning for CBC Legislative Week.
3. Review of minority media mechanism in White House; need for broader minority communications/media strategy/plan; Ed Lazarus meeting (with you and Maggie Williams on memorandum I developed). Need core message; mobilization of local spokespersons (Democrats; (with assistance from C. Delores Tucker, as Chair of DNC Black Caucus).
4. Public Relations initiatives/strategies centered around White House issues; Health Care Reform, minority business, Welfare Reform, crime bill, etc.
5. Outside support.
6. Tuesday meeting



OFIELD DUKES & ASSOCIATES
PUBLIC RELATIONS COUNSELOR

FACSIMILE COVER SHEET

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

DATE:

July 1, 1994

TO:

Alexis Herman

COMPANY NAME:

White Horse

FAX NUMBER:

202 456-2983

FROM:

Ofield Dukes

TOTAL NUMBER OF PAGES INCLUDING THIS COVER Sheet:

2

Comments:

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

1. The first part of the paper is devoted to a discussion of the various methods of determining the rate of reaction. The second part is devoted to a discussion of the various methods of determining the order of reaction. The third part is devoted to a discussion of the various methods of determining the activation energy of a reaction.

HS
2/3

June 20, 1995 (draft)

MEMORANDUM TO CYNTHIA METZLER

FROM: Alexis Herman
Assistant to the President
Director of Public Liaison

RE: Detail for Dr. Richard Hayes

Our office is interested in exploring the possibility of having Dr. Richard Hayes from DOL work with us here. He is currently working with us on a project as a member of the African-American Sub-Cabinet Working Group. The aim of this group is to advise the President on the concerns of this important constituency and to help us put together strategies that effectively express the Administration's accomplishments.

The President has asked me to expand our outreach efforts to the African-American community and we are planning several projects that will further the aims of our office. Dr. Hayes has been of considerable help to us in this regard and our office will be benefited by having him work full-time on this important project. The work is such that the goals will be best fulfilled if it is done here. We, therefore, request that Dr. Hayes be detailed to this office. We would like to get him here as quickly as possible -- beginning July 1, 1995, for six months.

Please advise me as to the best and most timely way to proceed. And thank you in advance for your cooperation.

P.15 2/3

Working draft: June 20, 1995, 3:20 p.m.

Agenda
African-American Outreach Program
Room 450, Old Executive Office Building
June 27, 1995

Time

- | | |
|----------------------|--|
| 10:00 - 10:15 a.m. | Welcome - Alexis Herman <ul style="list-style-type: none">▶ <i>Purpose of today's Meeting</i>▶ <i>Introduce Leon Pennetta or Harold Ickes to say a few words (Have President or Vice-President do a drop-by)</i> |
| 10:15 - 10:30 a.m. | Overview - Alexis Herman <ul style="list-style-type: none">▶ <i>Objective of African-American Outreach Program</i>▶ <i>Importance to President</i>▶ <i>Next 18 months</i>▶ <i>Role of Clinton African American Appointees</i> |
| 10:30 - 10:45 a.m. | Affirmative Action Update - Chris Edley <ul style="list-style-type: none">▶ <i>Status of Presidential Review</i>▶ <i>Impact of Supreme Court Ruling</i>▶ <i>Timetable</i> |
| 10:45 - 11:00 a.m. | Strategic Use of the President - Doug Sosnik |
| 11:00 - 11:15 a.m. | Break |
| 11:15 - 12 Noon | Communications Strategy - Frank Greer (?)/Podesta Associates(?) <ul style="list-style-type: none">▶ <i>Target Audience(s)</i>▶ <i>Message(s) - primary, secondary</i>▶ <i>Communications Plan - overall, agency-specific</i> |
| 12 Noon - 12:20 p.m. | Generating Media Coverage - Peggy Lewis <ul style="list-style-type: none">▶ <i>Targeting the Specialty Press - print, radio, TV</i>▶ <i>Arranging Media Coverage</i>▶ <i>Responding to Press Inquires</i>▶ <i>Use of Educational Materials - fact sheets, stump speeches, talking points, success stories, articles, Op-ed, briefing materials for interviews, press kits, accomplishments</i> |
| 12:20 - 12:45 p.m. | Operation of the Outreach Program - Ben Johnson <ul style="list-style-type: none">▶ <i>Sub-Cabinet Working Group</i> |

Working draft: June 20, 1995, 3:20 p.m.

-2-

- ▶ *Agency Liaisons/State Contacts*
- ▶ *Presidential Surrogates/Surrogate Travel*
- ▶ *Planning Calendar*
- ▶ *Making Local Contacts*
- ▶ *Event Coverage/Trip Reports*

12:45 - 1:00 p.m.

Legal Issues - Cheryl Mills

- ▶ *Hatch Act Requirements*
- ▶ *Travel Reimbursements*
- ▶ *Other*

1:00 p.m.

End of Program

Working draft: June 20, 1995, 3:20 p.m.

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10:00 - 10:15 a.m.

Welcome - Alexis Herman

- ▶ *Purpose of today's Meeting*
- ▶ *Introduce Leon Pennetta or Harold Ickes to say a few words (Have President or Vice-President do a drop-by)*

10:15 - 10:30 a.m.

Overview - Alexis Herman

- ▶ *Objective of African-American Outreach Program*
- ▶ *Importance to President*
- ▶ *Next 18 months*
- ▶ *Role of Clinton African American Appointees*

10:30 - 10:45 a.m.

Affirmative Action Update - Chris Edley

- ▶ *Status of Presidential Review*
- ▶ *Impact of Supreme Court Ruling*
- ▶ *Timetable*

10:45 - 11:00 a.m.

Strategic Use of the President - Doug Sosnik

11:00 - 11:15 a.m.

Break

11:15 - 12 Noon

Communications Strategy - Frank Greer (?)/Podesta Associates(?)

- ▶ *Target Audience(s)*
- ▶ *Message(s) - primary, secondary*
- ▶ *Communications Plan - overall, agency-specific*

12 Noon - 12:20 p.m.

Generating Media Coverage - Peggy Lewis

- ▶ *Targeting the Specialty Press - print, radio, TV*
- ▶ *Arranging Media Coverage*
- ▶ *Responding to Press Inquires*
- ▶ *Use of Educational Materials - fact sheets, stump speeches, talking points, success stories, articles, Op-ed, briefing materials for interviews, press kits, accomplishments*

12:20 - 12:45 p.m.

Operation of the Outreach Program - Ben Johnson

- ▶ *Sub-Cabinet Working Group*

Working draft: June 20, 1995, 3:20 p.m.

-2-

- ▶ *Agency Liaisons/State Contacts*
- ▶ *Presidential Surrogates/Surrogate Travel*
- ▶ *Planning Calendar*
- ▶ *Making Local Contacts*
- ▶ *Event Coverage/Trip Reports*

12:45 - 1:00 p.m.

Legal Issues - Cheryl Mills

- ▶ *Hatch Act Requirements*
- ▶ *Travel Reimbursements*
- ▶ *Other*

1:00 p.m.

End of Program

**Agenda for Meeting with Alexis Herman
June 20, 1995
Logistics for African-American
Outreach Training**

1. Training agenda and presenters
2. Materials to hand out at training session (in folder)
 - Affirmative action talking points
 - Agenda
 - List of attendees
 - Planning calendar (July - September)
 - Message Documents - stump speech
 - Names, titles, address, phone, etc. of Sub-Cabinet Working Group Members
 - Names, titles, address, phone, etc. of agency liaisons
 - Administration/African-American accomplishments
 - Hatch Act regulations concerning what political appointees can do/not do
 - Copies of speaker overheads
3. Agency public affairs staff meeting - when? purpose?
4. Coverage/Media for June events - which ones?
5. Other?

2/3

PL

*Just
Celine*

May 2, 1995

Alexis

These are the African American outreach meetings that I hold.

- o African American Sub-cabinet Advisory Group meeting.
(This Meeting is held at 11:00 am on 3rd Tuesday of each month)
- o African American national association meetin (This meeting is held at 11:00 am on the 4th Tuesday of each month)
- o Political Advisory group meeting
(This meeting takes place at 5:30 pm on the 2nd Thursday of each month) 1st meeting at Ernies's office next week.
- o Media Advisory group meeting. Peggy Lewis wants to hold off setting a meeting until she has a chance to coordinate with Avis Lavelle and Ofield Dukes.]
- o Conference call meetings
(When I return from the trip I will begin having a once per month conference call with key African Americans in target states.)]

Ben

PROJECTS

1. Each Sub-Cabinet advisory group member is to submit the names of African Americans appointees who travel.
2. A conference calendar is being assembled by a sub group headed by Reba Evans at Agriculture. The calendar will list conferences and meetings being held from May 95 through November 96. It will be ready for next Sub-Cabinet meeting.
3. A list of Black talk show hosts have been assembled and will be distributed at the next meeting of Sub-Cabinet group.
4. We are developing a fax list by state so we can begin outreach on a targeted basis. see attatched.

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	[Personally Identifiable Information] [partial] (1 page)	05/02/1994	b(6)

COLLECTION:

Clinton Presidential Records
Public Liaison
Alexis Herman
OA/Box Number: 5914

FOLDER TITLE:

African-American Outreach

2012-0741-F

rs2701

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]

SUB-CABINET WORKING GROUP

Name	Phone	Fax	DOB
Alexis Herman	---	---	
Avis Lavelle	690-7850	690-5673	
Bernie Anderson	219-6191	219-8457	
Bill Leftwich	703/695-0105	695-4619	
Bob Nash	66502	456-6508	
C. LeBlanc	708-8667	708-7872	
Carol Willis	863-8156	---	
Cassandra Pulley	205-6692	205-6802	
Chas Duncan	65263	62259	
Corlis Moody	586-8383	586-3075	
Eartherin Cousin	647-4820	647-5837	
Heyward Bannister	273-4838	273-4879	(b)(6)
Joan Fonseca	501-1419	208-5938	
Lorraine Green	606-1081	606-0080	
Marilyn Davis	708-0940	619-8129	
Minyon Moore	863-7112	---	
Peggy Lewis	65673	---	
Reba Evans	726-1762	690-0761	
Richard Hayes	337-2387	219-9216	
Rodney Slater	366-2346	366-3244	
Sharon Robinson	219-2050	219-1466	
Wilbur Peer	720-6165	690-4737	

MEMORANDUM
OF CALL

Previous editions usable

TO:

RUBY

☒ YOU WERE CALLED BY - ☐ YOU WERE VISITED BY -

LORETTA AVENT

OF (Organization)

☐ PLEASE PHONE ☐ FTS ☐ AUTOVON

62896

☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

ELIZABETH IS NOT IN TODAY
SO LORETTA CANNOT MAKE
THE 10:30 MTG. TODAY.

RECEIVED BY

SW

DATE

10-24

TIME

10:06

63-110 NSN 7540-00-634-4018 STANDARD FORM 63 (Rev. 8-81)

Prescribed by GSA
U.S. GOVERNMENT PRINTING OFFICE: 1961 281-781/40014 FPMR (41 CFR) 101-11.6

Sept 7, 19
Oct 3, 11, 24

August 16, 1994

MEMORANDUM FOR DISTRIBUTION

FROM: Alexis Herman

RE: African American Community Working Group

After today, we will meet bi-monthly. For your scheduling convenience, the dates of the 10:30 a.m. meetings in my office are listed below. ~~Unless I hear otherwise~~, I will assume that you will attend.

✓ Wednesday, September 7
✓ Monday, September 19
Tuesday, October 11
Monday, October 24

last one

Monday, October 3 -- Mandela Strategy Meeting.

Distribution:

Loretta Avent 62896

Veronica Biggins 66502

Keith Boykin 65658

Reta Lewis 66257

Lorraine Miller 66620 - on vacation 2 weeks

Jennifer O'Connor 62572

Ann Stock 67136

Anne Walley 67560

Mignon Moore

Calvin Butler

212/8627474

Ben

*Called
10/24*

Name	Date	
<i>Sully, Captain</i>	<i>11/30/98</i>	<i>Counsel</i>