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Follow Through Meetings

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THE WHITE HOUSE
WASHINGTON

April 4, 1995

APR - 4 1995

MEMORANDUM FOR DISTRIBUTION

FROM: Mark Gearan
Erskine Bowles

REGARDING: Follow Through Meeting

This week's Follow Through meeting will be *Wednesday, April 5, from 4:00 - 5:00 p.m.* in OEOB 180. At this meeting, we will discuss the following issues:

Electronic Catalog of Issue Briefs

- Book of Key Issues for senior staff will be distributed next Monday.

Daily and Weekly Talking Points

- Still expecting additions to the lists from Political and Intergovernmental Affairs.
- Update on materials for the education and economy events throughout April.

Event Follow Through/Communications and Outreach Plans

- Next week's draft plans must be submitted to Julia Moffett by 5 p.m. Thursday.
- Next week's events:

April 12	ReGo (SSA anniversary)
April 13	Education & Training (tentative)
- Two weeks from now: April 21 Earth Day
- Three weeks from now:

April 24	Community Colleges (lifelong learning)
April 25	Rural Conference - Iowa
April 28	Teacher of the Year award
- Four weeks from now:

May 3	WH Conference on Aging
May 5	MSU Commencement - Michigan

Beginning this week, copies of the communications plans which were given to POTUS will be available at the Wednesday meetings. Please contact Brian Bailey (6-1902) or Yusuf Khapra (6-1955) with any questions or concerns. Thank you for your participation in this process.

MAR 21 1995

Follow
thru notes

REGARDING: Follow Through Meeting

Electronic Catalog of Issue Briefs

- ## Daily and Weekly Talking Points

- ## Event Follow Through

- Each office must submit the next week's draft communications plans to Julia Moffett (6-5690) by 5 p.m. *Thursday*.
- Outreach groups need *more detailed information with more lead time* before events.
- Upcoming events:

This Week:	MARCH 23	COLLEGE NEWSPAPERS
Next week:	MARCH 27	REGO
	MARCH 28	SCHOOL-TO-WORK/KENTUCKY
	MARCH 29	ECONOMIC CONFERENCE
	MARCH 30	FLORIDA STATE LEGISLATURE
	MARCH 31	HAITI

Attached is a copy of the communications plans which were given to POTUS on Monday, as well as an updated contact sheet. Please contact Brian Bailey (6-1902) or Yusuf Khapra.(6-1955) with any questions or concerns. Thank you for your participation in this process.

EVENT CONTACTS

<i>Date</i>	<i>3/13</i>	<i>3/14</i>	<i>3/15</i>	<i>3/16</i>	<i>3/21</i>	<i>3/22</i>
<i>Events</i>	<i>Nat. League Cities</i>	<i>National PTA</i>	<i>Morocco Visit</i>	<i>ReGo Event</i>	<i>Violence/Women</i>	<i>Unfunded Mandate</i>
<i>Staff Contact</i>	<i>HALE</i>	<i>HIGGINS</i>	<i>LAKE</i>	<i>KAMARCK</i>		
<i>Sched. Contact</i>	<i>GARCIA</i>	<i>GARCIA</i>	<i>STREETT</i>	<i>TBD</i>		
<i>Theme</i>	<i>Crime</i>	<i>Education</i>	<i>State Visit</i>	<i>Reinventing Govt.</i>	<i>Violence Ag. Wom.</i>	<i>Unfund. Mandates</i>
CEA	Jose Cerda	Gaynor McCown	Jeremy Ben-Ami	Waldman/Weinst.	Rahm Emanuel	Paul Weinstein
DPC	Elgie Holstein	Paul Dimond	Michael Froman	Peter Yu	Paul Dimond	Elgie Holstein
NEC						
NPR			Andrew Sens			
NSC			Shelley Fidler			
OEP	Shelley Fidler	Shelley Fidler	Shelley Fidler	Brian Johnson	Brian Johnson	Brian Johnson
OMB						
OSTP	Tim Newell	Henry Kelly	Jane Wales		Tim Newell	Tim Newell
Communications	Julia Moffett	Julia Moffett	Julia Moffett	Julia Moffett	Julia Moffett	Julia Moffett
Media Affairs						
Press Secretary						
Speech - Dom.	Don Baer	Don Baer	Don Baer	Don Baer	Don Baer	Don Baer
Speech - For.	Bob Boorstin	Bob Boorstin	Bob Boorstin	Bob Boorstin	Bob Boorstin	Bob Boorstin
Cabinet Affairs	Jen. O'Connor	Phil Caplan	Dana Hyde	Steve Silverman	Jennifer O'Connor	Jennifer O'Connor
Early Supporters	Tim Flynn	Tim Flynn	Tim Flynn	Tim Flynn	Tim Flynn	Tim Flynn
Intgovt. Affairs	Anna Winderbaum	Anna Winderbaum	Bill Daley, Jr.	Anna Winderbaum	Anna Winderbaum	Anna Winderbaum
Legis. Affairs	Cassie O'Neill	Cassie O'Neill	Cassie O'Neill	Cassie O'Neill	Cassie O'Neill	Cassie O'Neill
Political Affairs	Donald Dunn	Donald Dunn	Donald Dunn	Donald Dunn	Donald Dunn	Donald Dunn
Public Liaison	Ben Johnson	Doris Matsui	Flo McAfee	Marilyn Yager		

<i>Date</i>	<i>3/23</i>	<i>3/27</i>	<i>3/29</i>	<i>3/30</i>	<i>3/31</i>	
<i>Event</i>	Coll. Newspaper	ReGo Event	Economic Conf.	Florida State Leg.	Haiti Visit	
<i>Staff Contact</i>		KAMARCK				
<i>Sched. Contact</i>						
<i>Theme</i>		<i>Reinventing Govt.</i>		<i>Educ./Welf/Crime</i>		
CEA						
DPC						
NEC						
NPR						
NSC						
OEP						
OMB						
OSTP						
Communications						
Media Affairs						
Press Secretary						
Speech - Dom.						
Speech - For.						
Cabinet Affairs						
Early Supporters						
Intgovt. Affairs						
Legis. Affairs						
Political Affairs						
Public Liaison						

March 20, 1995 (DRAFT; 5:00pm, 3/20)

MEMORANDUM

TO: ERSKINE BOWLES
MARK GEARAN

FROM: JULIA MOFFETT

SUBJECT: VIOLENCE AGAINST WOMEN ACT COMMUNICATIONS PLAN
TUESDAY, MARCH 21, 1995

Context

The Violence Against Women event comes at a time when major portions of the President's crime bill are under attack in the new Congress. Tuesday's event, however, allows us to focus on part of that crime bill that enjoys considerable bipartisan support. Like the Unfunded Mandates Law the President will sign next week, the Violence Against Women Act showcases the President's ability to work with Congress on bipartisan solutions to problems confronting the country.

We should not expect wide coverage of this event by the national press corps. The fundamentals of this law are well known, and there is no substantial conflict about this initiative. The only news is the announcement of a director to run the program, which is unlikely to overshadow the Hill debates on welfare reform (House) and line-item veto (Senate). The event should, however, generate considerable regional press (Iowa) and interest among important constituencies. Additionally, the recent intense interest in domestic violence may enable us to generate some network interest in running stories that focus on the problem itself and touch on our solution.

Message

The President stands by his landmark crime legislation and is moving forward in implementing it in order to make our streets and communities safer for all Americans. As an illustration, he will release funds to states under the toughest law ever passed to protect victim's rights, the Violence Against Women Act. In addition to releasing significant funds, the President will announce a new director of an office at the Department of Justice created to oversee this program. This announcement, as evidenced by the event and amplifying activity, enjoys tremendous national and bipartisan support from police, women's and victim's organizations as well Members of Congress.

Communications Plan

The President/The White House

- * The President will attend the East Room event on Tuesday morning where he will announce the new office director and funding.
- * A pre-taped video by the President will air as part of the cable industry's "Voices Against Violence Week." (See below for more detail).
- * Background calls previewing the event will be placed to appropriate White House print and television reporters.
- * Talking points and background information on the event will be widely distributed to Administration officials and outside supporters and validators on the morning of the event.
- * The President's remarks will be delivered to the Hill after the event.

Cabinet Affairs: DOJ and HHS

- * DOJ: Attorney General Reno will attend the event.
- * DOJ: DOJ is working in conjunction with the Office of Public Liaison to develop the list of police, victim's and women's groups to be invited to the event. (Partial list of invitees is under Public Liaison section).
- * DOJ: Attorney General Reno will be interviewed for NBC's violence prevention special, "The More You Know About Violence Prevention". (See below for more detail).
- * DOJ: Attorney General Reno will conduct interviews arranged by Media Affairs both before and after the event (See below for more detail).
- * DOJ: Will create a materials packet for all event attendees which will include a fill-in-the-blank release for them to send out when they return home, the White House/DOJ press release, a fact sheet on the Violence Against Women Act, and a biography on Bonnie Campbell.
- * DOJ: Will e-mail the press release to all 93 U.S. Attorney's offices who will be encouraged to contact their local media.
- * DOJ: Plans to hold a follow-up event to announce the advisory committee.

Cabinet Affairs, con't:

- * DOJ: In addition to her interviews (see Media Affairs), Bonnie Campbell will be making appearances around the country to raise the profile of the office.
- * HHS: Secretary Shalala will attend the event.
- * HHS: Will distribute talking points and fact sheets to appropriate constituencies.
- * HHS: Will preview event with HHS reporters.

Domestic Policy Council

- * For this event, DPC activity is coordinated through the DOJ.

Intergovernmental

- * Key Democratic Attorney Generals and women officials will be invited to the event. Information will be provided to those who cannot attend so that they may hold similar events in their states. Additionally, they will be encouraged to issue statements of support to be provided to the national and regional press on the day of the event. These activities will involve coordination with the DNC Governmental Affairs Office and the DLCC.
- * All female Lt. Governors as well as Governor Christie Todd Whitman will be invited to attend the event.
- * Will work with the DGA to provide information about the event to Democratic Governors so that they may hold similar events and issue supportive statements. These statements will be made available to the national press.
- * Will work with Bonnie Campbell and Iowa Democratic officials to ensure that her appointment receives special press attention in Iowa and that 10-12 Iowans associated with her crusade to combat violence against women are invited to this event.
- * California officials who have been especially instrumental will be invited to attend the event.
- * The United States Conference of Mayors will issue a statement of support for the Violence Against Women Act. Individual Mayors Norm Rice and Jerry Abramson are confirmed with others pending.

Legislative

- * A bipartisan group of approximately 40 Senate and House members will be invited to the event. Since the House will be returning from a long weekend and will not conduct rollcall votes before 5PM on Tuesday, and the Democratic and Republican Senators will be meeting at their weekly caucus luncheon at 12:30 PM, it is uncertain how many Members will be able to attend the event.
- * Targeted members will be asked to issue press statements, speak on the floor, or hold press events at the Capitol or in their district in support of the Administration's initiatives. Targeted members include: the 33 Democratic women in the House, the 5 Democratic women Senators, Senators Biden and Kennedy, and Reps. Conyers and Schumer. In addition, Rep. Lowey, the chair of the Women's Caucus, will be contacted and asked to coordinate a press event with the members of the Caucus on Tuesday.
- * Talking points prepared by Justice will be provided to the Members at the conclusion of the week.

Media Affairs

- * Will draft and send out a media advisory on Tuesday's announcement which will include the names of invited guests who will be available for interviews following the event.
- * Will set-up print, radio and tv interviews for invited guests on the North Lawn. (List of invitees under Public Liaison)
- * Will set-up radio interviews with Bonnie Campbell on nationally syndicated talk shows, especially those targeted at women, for Tuesday and Wednesday. Will also set up an interview with NPR's The Diane Rehm Show.
- * Will set-up an advance profile interview of Bonnie Campbell with *The Des Moines Register* and, possibly, *The Washington Post Style*.
- * State-by-state data detailing the Violence Against Women Act grants will go to all 50 AP bureaus.
- * Iowa press will be saturated with faxes to print and radio and personal phone calls.
- * Will book print and TV interviews with Iowa press and Bonnie Campbell for immediately after the announcement.

Media Affairs, con't:

- * Will book Bonnie Campbell on Iowa radio during Tuesday drive time.
- * Will set-up conference calls with women's newsletters and other media in conjunction with Marilyn Yager and the Public Liaison staff.
- * Will set-up a roundtable interview with national women's magazines and Reno, Shalala, and Campbell. These publications have a two to three month lead time.
- * Will add Women's Violence/Crime bill message into roundtables and conference calls we are doing with African-American and other specialty press on other issues including rescissions.
- * Will do a post-event mailing to specialty press lists including women, law enforcement, and African-American.
- * Radio interviews will be arranged for Attorney General Reno on Wednesday.

Political

- * Talking points will be sent to:
 - Political Affairs' fax list of political leaders across the country
 - DNC's fax list of 2,500 elected officials, state parties, activists and supporters, including the DNC Women's Caucus
 - Approximately 500 members of the Women's Leadership Forum, the DNC's women's finance council
- * The 25 state directors of the National Democratic Women's Network (NDWN) will distribute talking points, organize letter writing, call in to radio talk shows, issue press releases and hold press conferences. These directors are located in the following states: AL, AZ, CA, CO, CT, DE, FL, IL, IN, KY, MI, MN, MO, MS, NE, NJ, NM, OK, PA, RI, SC, VA, WI.
- * The Iowa Democratic Party will supply a list of Iowa spokespersons on this issue to all of the print, radio and TV outlets in the state to ensure maximum coverage of the President's announcement and Bonnie Campbell's appointment.
- * Barbara Baldizar of New Hampshire, along with several other women who were key to the passage of New Hampshire's Violence Against Women legislation, will issue a press release applauding the

Political, con't:

President's commitment to preventing and prosecuting crimes against women and will follow up with interviews with local reporters. The group is also expected to attend the event here at the White House.

- * Several California women's leaders will be invited to the Rose Garden ceremony and do a press briefing for D.C.-based California press following the event.

Public Liaison

- * Representatives from around the country from key women's, police, and victim's groups that have been actively involved in this issue are being invited to attend the event. The following **partial list** of invitees has been developed in conjunction with the Department of Justice. This is a partial list intended to illustrate the range of the group being invited. A full list is available.

National Association of Attorney Generals
National District Attorneys Association
Police Foundation
International Association of Chiefs of Police
Police Executive Research Forum
National Sheriffs Association
NOBLE
National Organization for Women
Family Violence Prevention Fund (CA)
National Women's Law Center
Women's Legal Defense Fund
Victim Services
Chicago Abused Women Coalition
New York City Gay and Lesbian Anti-Violence Project
Milwaukee Women's Center, Inc.
Norfolk County District Attorney's Office
Older Women's League
Domestic Abuse Intervention Program (MN)
Domestic Violence Training Project (CT)
Domestic Violence Coalition (TX)
Pennsylvania Coalition Against Domestic Violence
Rhode Island Rape Crisis Center
White Buffalo Calf Women's Shelter (SD)
Minnesota Coalition for Battered Women
State Domestic Violence Coalitions
State law enforcement officials

- * The above organizations, and others who are unable to attend, are being asked to generate activity around the event in the form of press releases, op-ed pieces, newsletter articles, and post-event mailings to their membership.

Public Liaison, con't:

- * In conjunction with Media Affairs, regional and specialty press, including a stakeout, will be arranged for the group representatives.
- * Talking points on the morning of the event and the President's remarks after the event will be sent to key national and local women's, police and victim's groups.

Other

- * Beginning on Monday, March 20, 1995, NBC will run a one week series on violence prevention focused on family violence and its effect on children entitled "The More You Know About Violence Prevention".
- * Beginning on Sunday, March 19th, fifty-one cable networks will air programming in the cable industry organized "Voices Against Violence Week." The President has taped a video as part of this program.

March 17, 1995
(DRAFT; 5:00pm, 3/17)

MEMORANDUM

TO: ERSKINE BOWLES
MARK GEARAN

FROM: JULIA MOFFETT

SUBJECT: UNFUNDED MANDATES BILL SIGNING COMMUNICATIONS
PLAN, WEDNESDAY, MARCH 22, 1995

Context

It is important to note that, in the past, bill signing events have received little national media attention. In the case of the Unfunded Mandate Reform Act of 1995, the minor coverage of its final passage in the House gives us even further cause to have lowered expectations of breaking through on the national front. On the regional front, however, this event has enormous potential, and the activities represented below reflect an extensive operation intended to maximize opportunities for media and other amplification on the state and local level.

Message

As an example of the stronger and more efficient partnerships between the federal government and states that the President has historically supported, he will sign into law the Unfunded Mandate Reform Act of 1995. This legislation, passed with broad bipartisan support, curtails the imposition of unfunded mandates, fulfilling the President's promise to restore balance to the partnership between the Federal government and State, local and tribal governments. In signing this legislation, the second time since the new Republican Congress, the President will demonstrate his belief that Washington can solve problems and create opportunity when both parties work together.

Communications Plan

The President/The White House

- * The President will sign the Unfunded Mandates legislation on Wednesday.

- * A scheduling proposal has been submitted to have the President speak with David Broder of *The Washington Post* for ten minutes after the event, or, perhaps, telephone him prior to the event.
- * Talking points and additional pertinent information will be widely distributed to Administration officials and outside supporters.

Cabinet Affairs

- * Cabinet members who are former state and local officials will issue statements and conduct media interviews, to be arranged in conjunction with Media Affairs, amplifying the President's remarks.
- * EPA: Administrator Browner (formerly the Environmental Commissioner for the State of Florida), Deputy Administrator Fred Hansen (same position in Oregon) and Assistant Administrator Bob Perciasepe (same position in Maryland) will issue statements.
- * Education: Secretary Riley (former governor) and Deputy Secretary Kunin (former governor) will both issue statements and do local media into medium and small targeted media markets.
- * Interior: Secretary Babbitt (former governor) will issue a statement and conduct media interviews into medium and small targeted media markets while on the road in Arizona.
- * Justice: Attorney General Reno (former District Attorney) will issue a statement.
- * Transportation: Secretary Pena (former mayor) will issue a statement.
- * Cabinet Affairs will work with other agencies to identify former state and local elected officials who will issue statements to their hometown media outlets.

DPC

- * Will prepare paper on major initiatives/policy areas integral to the unfunded mandates debate.
- * Will prepare a fact sheet which recounts the President's history and long-time support for this issue.

Intergovernmental

The signing of the unfunded mandate bill is of utmost importance to state and local elected officials. Our constituency was extremely supportive of this legislation and will be vocal in praising the signing of this bill into law.

- * A key segment of the Intergovernmental Affairs office to amplify the message on unfunded mandates will be accomplished at the bill signing. As a result, the maximum number of elected officials as the event will permit will be invited.
- * Will arrange interviews through the Media Affairs office for a strong, targeted group of elected officials.
- * Many elected officials who are unable to attend the bill signing will hold press conferences and issue supportive statements in their states.
- * Elected officials who are attending the event will hold events in their states on Tuesday before coming to the White House.
- * Each major Intergovernmental organization (National Governors Association, National Association of County Officials, United States Conference of Mayors, the National League of Cities, and the National Conference of State Legislatures) will issue strong statements of support for the passage of this legislation.
- * The seven major intergovernmental associations (NCSL, NGA, NLC, NACO, Conference of Mayors and ACIR) are attempting to buy newspaper advertising space to applaud the passage and signing of the unfunded mandates legislation.
- * The Democratic Governors Association is looking into placing its own message in newspapers on Wednesday.
- * A post-event mailing of the President's remarks will be done.

Legislative

- * Legislative Affairs will be inviting a large number of Members to the Unfunded Mandates bill signing on Wednesday. In conjunction with Intergovernmental Affairs, the Democratic Members will be asked to meet with their respective Governor at the conclusion of the event for media availability. Democratic Members will also be asked to release joint statements with their Governor or other local elected officials to applaud the signing of the Unfunded Mandates bill.

Legislative, con't:

- * Talking points will be distributed to Members of Congress early Wednesday morning.
- * The President's remarks will be distributed to the Hill following the event.

Media Affairs

- * Will draft and send out media advisory on the President's bill signing which will include the names of the state and local officials who are available for interviews.
- * Will set-up print, radio and tv interviews for state and local officials selected by Intergovernmental Affairs on the North Lawn immediately after the event.
- * If there are more than a selected number of people that we want to make available to the media - and the event is on the South Lawn - we will work with the Social Office to set up a media "pen" for people to meet local press.
- * Will fax talking points to friendly talk show hosts.
- * Will send the President's remarks to AP bureaus and political reporters. Additional material, such as a one pager on the history of the President's long-standing commitment to the issue - or highlights of what the President has said in past years - will also be sent out.
- * Will set up radio interviews on Tuesday with senior White House officials to preview the bill signing and emphasize the President's long-standing commitment to restoring balance to the partnership between the Federal and State and local governments.
- * Will work with DGA and Conference of Mayors to assist with their amplification of the message.
- * Media Affairs has submitted a request for funds to put the event up on satellite in order to ensure the maximum amount of coverage into regional markets possible.

Political

- * Talking points will be distributed to our list of political leaders across the country. The DNC will also send out talking points.

Political, con't:

- * With regard to additional amplifying activity, the Political Affairs office does not have a well-defined constituency for this event, but will continue to try and identify outreach opportunities.

Public Liaison

- * Being forwarded by Marilyn Yager.

March 17, 1995
(DRAFT; 5:00pm, 3/17)

MEMORANDUM

TO: ERSKINE BOWLES
 MARK GEARAN

FROM: JULIA MOFFETT

SUBJECT: COLLEGE MEDIA DAY COMMUNICATIONS PLAN
 THURSDAY, MARCH 23, 1995

Context

This event comes at a time when the New Congress is threatening major cuts in our national investment in education, particularly those aimed at making college more affordable. The Republican leadership in Congress has moved to scale back the direct lending program, and to cut funds for Americorps and student loans.

This concerted assault gives us an opportunity to make news by vowing to defend national investment in education. Given the President's remarks to the American Council on Education, we will have to find a new way of restating that defense to "make" news. Fortunately, the unique nature of the event, i.e. the first-ever White House forum with college newspaper editors from across the country, will make the event of interest to the mainstream media. There is some risk, of course, that a question on an unrelated topic, will turn the focus away from the education message.

Message

As part of a comprehensive effort to inform young people about his plans to expand educational opportunity, the President will participate in a forum with college newspaper editors from around the country. The editors will be at the White House for a full day of briefings on Administration plans for students with Secretaries Reich, Riley, Attorney General Reno and National Service head Eli Segal. At the forum, the President will specifically focus on his Lifelong Learning agenda and inform students about GOP efforts to scale back student loans, National Service and other educational programs that help college students.

Communications Plan

The President/The White House

- * The President will participate in a forum with college newspaper editors from around the country on Thursday afternoon.
- * Talking points on the event and on the Administration's plans that benefit students will be widely distributed to Administration officials and outside supporters on Thursday morning.

Cabinet Affairs

- * Secretaries Reich and Riley, Attorney General Reno and Eli Segal will hold briefings for the editors on Thursday and do press both before and after the event. (See Media Affairs)

DPC

- * DPC assisted in preparing materials, specifically state-by-state information, to be used in conjunction with the event.

Intergovernmental

- * The confirmed list of attendees will be made available to Governors and Mayors who may wish to do events with or contact the students before or after the event.
- * Talking points will be distributed to elected officials and groups on Thursday morning.

Legislative

- * Members of Congress will be alerted if student editors from their districts are attending the event.

Media Affairs

- * Interviews with Cabinet Secretaries and colleges who are unable to send editors to the event will be arranged on Wednesday. Each Secretary will be given approximately six college newspapers and contacts to contact.
- * On Wednesday, the college news services and national college magazines (5 total) will meet with Mike McCurry as well as interview Cabinet Secretaries not participating in Thursday's event.

Media Affairs, con't:

- * On Thursday, approximately 150 student newspaper editors, representing private, public, African-American and community colleges, will attend the event.
- * Prior to the forum with the President, the editors will take part in briefings with Secretaries Riley, Segal (and local Americorp members), Reno, and Reich as well as a panel discussion with George Stephanopoulos, Alexis Herman and Mark Gearan.
- * The editors will also receive a Welcome to the White House internet demonstration by David Lytle of OSTP.
- * The President's "Forum" is scheduled from 2:00pm - 2:45pm in the East Room. The National press will pool the event; regional media will be a part of an expanded pool. NOTE: the national and regional press will observe the forum with the President and cover it as an event, they will NOT participate.
- * Education media ie the AP education reporter, The Chronicle of Higher Education, etc. will be present during the day long series of briefings. Cabinet Secretaries will also bring "specialty" media with them for their portion of the briefing.
- * Media Affairs will work with members of the national media on a case-by-case basis to service their requests in order to achieve the best media coverage possible of this event.
- * Regional media - tv, print and radio - will be notified of the "college correspondents" from their area who are attending. The students will be available on the North Lawn after the forum with the President for regional interviews coordinated by Media Affairs.
- * Press materials to be distributed Thursday morning will include: biographies of Administration officials, background information on pertinent programs, op-eds, accomplishments lists, and information on the rescission package's effect on programs of importance to students.

OSTP

- * Talking points and fact sheets on the President's agenda to use technology to improve education, and the Republicans' attempts to roll-back this funding, will be provided to all attendees.

Political

- * In conjunction with the DNC, Political Affairs has contacted all Democratic state chairs to coordinate a strategy to promote issues discussed at College Media Day.
- * Friendly student body presidents and active College Democratic presidents will submit op-eds, encourage supportive editorials and college radio station stories to compliment the President's message.
- * Talking points will be distributed to student body presidents as well as to Political Affairs regular fax list.
- * A follow-up process to track newspaper clippings and other results produced by student leaders is being instituted in order to utilize these contacts for future youth-oriented events.

Public Liaison

- * Public Liaison assisted Media Affairs in developing the list of invitees.
- * Talking points and the President's remarks will be sent to 120 national youth organizations including: College Democrats, Young Democrats, Rock the Vote, US Student Association, NAACP, and Close-Up Foundation.
- * Talking points and remarks via the Internet will be sent to 80 key College Democrats in targeted states who operate local rapid response teams with their student organizations and the local media.

THE WHITE HOUSE
WASHINGTON

March 30, 1995

MEMORANDUM FOR DISTRIBUTION

FROM: Mark Gearan
Erskine Bowles

REGARDING: Follow Through Meeting

Thank you for your participation in Wednesday's Follow Through meeting. Our next meeting will be *Wednesday, April 5, from 4:00 - 5:00 p.m. in the Roosevelt Room*. At yesterday's meeting we discussed the following issues:

Electronic Catalog of Issue Briefs

- Issue Briefs are online under "Information Management"; when downloading briefs for external distribution, remember to erase any staff names and direct WH phone numbers.
- When editing/updating Issue Briefs, please make changes to the master file, which can be obtained from Jake Siewert (6-5758), not your own copy.
- Binders of Key Issue Points for use by senior staff will be available this Friday.
- We will prepare an issue booklet for external distribution next month.

Daily and Weekly Talking Points

- Optimal distribution lists have been submitted by all offices; still expecting some additions.

Event Follow Through

- *Julia Moffett (6-5690) needs draft plans by 5 p.m. Thursday for POTUS' report on Friday.*
- *Education is the primary theme of events in April*, including radio addresses.
- While April 15 marks the end of Congress' First 100 Days, the media will begin a major focus on it next week; we will circulate talking points next Tuesday.
- Congress is in recess for much of mid-April, providing an opening for POTUS in D.C.
- Next week's events:

April 7	ASNE - Dallas (education)
April 8	NEA - LA (education)
- Two weeks from now:

April 12	ReGo (Social Security anniversary)
April 13	Edu & Training (education tax benefits of MCBR)
- Three weeks from now: April 21 Earth Day
- Four weeks from now:

April 24	Community Colleges (lifelong learning)
April 25	Rural Conference - Iowa
April 27	Teacher of the Year
- Five weeks from now: May 3 White House Conference on Aging

Please contact Brian Bailey (6-1902) or Yusuf Khapra (6-1955) with any concerns. Thank you.

MAR 30

THE WHITE HOUSE
WASHINGTON

March 30, 1995

AFR - 5

MEMORANDUM FOR DISTRIBUTION

FROM: Mark Gearan
Erskine Bowles

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Electronic Catalog of Issue Briefs

- Issue Briefs are online under "Information Management"; when downloading briefs for external distribution, remember to erase any staff names and direct WH phone numbers.
- When editing/updating Issue Briefs, please make changes to the master file, which can be obtained from Jake Siewert (6-5758), not your own copy.
- Binders of Key Issue Points for use by senior staff will be available this Friday.
- We will prepare an issue booklet for external distribution next month.

Daily and Weekly Talking Points

- Optimal distribution lists have been submitted by all offices; still expecting some additions.

Event Follow Through

- *Julia Moffett (6-5690) needs draft plans by 5 p.m. Thursday for POTUS' report on Friday.*
- *Education is the primary theme of events in April, including radio addresses.*
- While April 15 marks the end of Congress' First 100 Days, the media will begin a major focus on it next week; we will circulate talking points next Tuesday.
- Congress is in recess for much of mid-April, providing an opening for POTUS in D.C.
- Next week's events:

April 7	ASNE - Dallas (education)
April 8	NEA - LA (education)
- Two weeks from now:

April 12	ReGo (Social Security anniversary)
April 13	Edu & Training (education tax benefits of MCBR)
- Three weeks from now: April 21 Earth Day
- Four weeks from now:

April 24	Community Colleges (lifelong learning)
April 25	Rural Conference - Iowa
April 27	Teacher of the Year
- Five weeks from now: May 3 White House Conference on Aging

Please contact Brian Bailey (6-1902) or Yusuf Khapra (6-1955) with any concerns. Thank you.

cc glo
MEMORANDUM FOR DISTRIBUTION

From: Erskine Bowles

Date: March 7, 1995

Subject: FOLLOW THROUGH MEETING

Per Marc R.
Steve asked Flo
to go

MAR 7 1995

Please find attached the two Communications Plans which Leon, Harold, and I discussed with the President on Monday morning. In addition, I have attached a memo from Pat Griffin which presents the House's schedule for March.

I thought you should review these materials before our next meeting, which is scheduled for tomorrow afternoon from 4:00 - 5:00 in QEOB 180. Please direct any questions on these materials to Brian at 6-1902. Thank you.

March 6, 1995

MEMORANDUM

TO: ERSKINE BOWLES
 MARK GEARAN

FROM: JULIA MOFFETT

SUBJECT: VFW SPEECH COMMUNICATIONS PLAN
 Monday, March 6, 1995

Context

The President's speech on Monday is one in a series in which he lays out his fundamental belief that we must be engaged in the world to maintain a strong America. The speech to the VFW Mid-Winter Conference--the first time he has addressed this important group--offers an opportunity to repeat this message and to address specific issues of importance to the veterans' community, the backbone of a strong America.

Message

Desired Headline: "PRESIDENT ESTABLISHES COMMITTEE TO REVIEW PERSIAN GULF ILLNESS: Clinton Says Military's Quality of Life Vital to America's Engagement in the World"

The President will continue to underscore his plan for engagement in world affairs in the face of some in Congress who want to enter into a period of new isolationism. Only by showing this leadership and maintaining the unparalleled readiness of our forces can we guarantee Americans' security at home and strength in the world. It follows that the quality of life of America's veterans is a vital piece of this plan and a major priority of this Administration.

The President will honor the sacrifice of this country's veterans, make the case for continued resources, and announce measures to ensure that America's military--those who have served in the past and those who may be called upon in the future--are both cared for and ready to serve their country in a time of need. Most important of these measures will be the intent to establish a Presidential Advisory Committee on Gulf War Veterans' Illnesses.

Communications Plan

Below is a communications plan which will be implemented to amplify the President's speech to the greatest extent possible.

The President

- * The President addresses the VFW Mid-Winter Conference at 10:30 am on Monday.

Cabinet Affairs: Veterans Affairs and Defense

- * VA: Veterans Affairs will issue supportive press releases and materials on Monday morning.
- * VA: Secretary Jesse Brown, Deputy Secretary Guber, and Under Secretaries Vogel and Kizer will conduct TV, radio and print interviews following the speech throughout the rest of the week.

Specifically targeted states include: Ohio, Pennsylvania, Michigan, California, Illinois, Louisiana, Iowa, Missouri, New Hampshire, New Jersey and Connecticut.

- * VA: In addition to activity surrounding the Administration's accomplishments and intent to establish the advisory committee, Veterans Affairs is doing extensive work to mobilize delegates at the VFW conference around the rescission package.
- * DOD: Deputy Secretary Deutch will do an interview with Armed Services Radio and Television Network following the President's speech (to be aired on Tuesday, March 7, 1995).
- * DOD: Secretary Perry meets with the *Chicago Tribune* editorial board on Wednesday, March 8, 1995.
- * DOD: Defense sub-cabinet members scheduled for military press.

Public Liaison/Veterans Service Organizations Outreach

- * VFW Commander Gunner Kent and Executive Director Larry Rivers will conduct TV, radio and print interviews following the speech.
- * The VFW will hold a press conference following the President's speech to discuss many issues including their appreciation over the formation of the Persian Gulf Advisory Committee.

Public Liaison/VSO Outreach, con't:

- * President Clinton's speeches from Colleville, Manila and Iwo Jima as well as a favorable *Stars and Stripes* editorial will be distributed to all VFW delegates present at the conference.
- * 42 Veterans Service Organizations, which reach 8 million members through their publications, and 26 military coalition organizations, with over three and a half million members, will receive fact sheets on the President's VFW speech, a VA press release, and a copy of the speech for publication and distribution.
- * Veterans Affairs will distribute a press release and a copy of the President's speech to the national Persian Gulf media list.
- * Exploring additional validating activities by veterans organizations specifically interested in issues around the Persian Gulf illness.

NSC

- * The NSC will use the remarks as one in a series of speeches on the need for American leadership and engagement.

Legislative

- * Mrs. Clinton will notify Senators Rockefeller and Daschle as well as Rep. "Sonny" Montgomery of the President's speech and intent to form the Presidential Advisory Committee on Gulf War Veterans' Illnesses on Sunday evening. They will be encouraged to speak out on the issue following the speech.
- * Other Members will be notified and provided with relevant materials on Monday morning prior to the President's speech. One minutes and media outreach to their districts will be encouraged.

Media Affairs/White House Press and Communications

- * Talking points will be distributed throughout the White House, Agencies and appropriate organizations Monday morning.
- * *Stars and Stripes* editorial, background sheets and a document listing the Administration's accomplishments of veterans issues will be made available to all press.

Political and Intergovernmental Affairs

- * N/A

March 6, 1995

MEMORANDUM

TO: ERSKINE BOWLES
 MARK GEARAN

FROM: JULIA MOFFETT

SUBJECT: NACO SPEECH COMMUNICATIONS PLAN
 Tuesday, March 7, 1995

Context

Next Tuesday provides a perfect opportunity for the President to reiterate the principles that comprise his vision for welfare reform and to offer a critique of where the debate has brought us so far. On Capitol Hill, the House Ways and Means Committee has just finished marking up their welfare bill. The Senate Finance Committee will begin mark-up next week. Additionally, much of the President's focus this month will be on the impact congressional GOP budget proposals will have on children and the poor and the need for a role the federal government must play in providing basic protections and opportunities.

Message

Desired Headline: "PRESIDENT CLINTON CALLS FOR WELFARE REFORM THAT'S TOUGH ON WORK, NOT CRUEL TO KIDS"

The President will use the occasion of granting Ohio the 25th welfare reform waiver to reiterate his strong belief that welfare reform must embody the principles of work, responsibility and family. We accomplish this by delivering a plan that has a tough and real work requirement, strong child support enforcement plans, and programs to discourage teen pregnancy--not by being cruel to kids. This vision will be discussed in the larger context of the President's articulation of the role of government.

Communications Plan

Below is a communications plan which will be implemented in order to amplify the President's speech to the greatest extent possible.

The President/The White House

- * A letter from the President was sent to Congress on Friday, March 3, offering an assessment of where the committee process has brought us and a reiteration of his basic principles.
- * Ann Devroy will be given information and graphics on the 25th waiver on Monday to run in Tuesday's *Washington Post*.
- * The President will deliver remarks to the National Association of Counties on Tuesday at 9:30 am. The remarks will be made available to any interested market via satellite.
- * A scheduling request for the President to join a columnists' roundtable following the speech is pending. The main portion of the roundtable would be conducted by Secretary Shalala and/or Leon Panetta.
- * The President will do satellite interviews into Ohio (pending).
- * The Vice President will do a satellite tour into additional targeted states.

Cabinet Affairs: HHS

- * Secretary Shalala will set the tone for the President's speech at her address to the Child Welfare League on Thursday.
- * Secretary Shalala will call Ohio Governor Voinovich prior to the President's speech on Tuesday.
- * Secretary Shalala will conduct extensive satellite and radio interviews, editorial board calls, and print interviews into targeted markets.
- * HHS will do a post-speech mailing to approximately 200 of the most active organizations in the welfare reform debate, and will secure commitments from these groups to distribute it to their local affiliates.

Media Affairs/Additional Press

In addition to arranging the above mentioned regional press, they will:

- * Coordinate extensive distribution of state-by state information.

Media Affairs/Additional Press. con't:

- * In addition to the President's satellite interviews, the Ohio print media will be saturated.
- * A post-speech mailing is being explored.
- * Al From is attempting to have an op-ed placed for Tuesday morning.
- * The Executive Order on child enforcement is being mailed to targeted districts.

Public Liaison

OPL activity will focus on mobilizing groups around 1) the need for a role of the federal government on this issue, and 2) the need to take a stand against the harmful cuts currently being proposed, specifically, the reforms which will end up punishing children.

- * OPL is working with HHS to secure commitments from the following groups to release supportive statements following the speech: Children's Defense Fund, Center on Budget and Policy priorities, Catholic Charities, Child Welfare League of America, Coalition on Human Needs, Food and Research Action Center.
- * Approximately 125 representatives from organizations representing children, women and families will be at the White House on Tuesday for a briefing on the Rescission package, some of whom will proceed to the stakeout to voice opposition to current proposals and support for the President's.

Intergovernmental

- * Democratic governors with waivers will issue a letters of support..
- * Democratic members of NACO are being asked to do press back into their communities.

Legislative

- * Appropriate Members are being contacted and encouraged to make one-minute statements on the floor.

Political

- * Political Affairs is exploring opportunities in Ohio.

THE WHITE HOUSE
WASHINGTON

MARCH 2, 1995

MEMORANDUM FOR ERSKINE BOWLES

FROM: PATRICK GRIFFIN 

SUBJECT: MARCH SCHEDULE FOR HOUSE OF REPRESENTATIVES

Attached you will find a copy of the tentative March schedule for the House of Representatives. The schedule reflects the completion of all contract items. It should be noted that the first week of April will be used for items that spill over from March. The House will recess April 8th thru 30th for the Easter/Passover District Work Period.

I have not disseminated this information to the White House staff, but would, if you felt it useful to the Roll Out Group. Thank you for your cooperation in this matter.

Tentative March Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
		3/1/95	3/2/95	3/3/95
		10:00 Leg. Business	<i>memo</i> 10:00 Leg. Business	10:00 Leg. Business No Votes After 6:00 3:00
3/6/95	3/7/95	3/8/95	3/9/95	3/10/95
Legal Reform Week				Legal Reform Tort Reform
12:30 Morning Hour 2:00 Leg. Business & Votes	9:30 Morning Hour 11:00 Leg. Business	10:00 Leg. Business	10:00 Leg. Business	10:00 Leg. Business No Votes After 6:00 3:00
3/13/95	3/14/95	3/15/95	3/16/95	3/17/95
Term Limits Begin Debate	Term Limits Floor Vote			
12:30 Morning Hour 2:00 Leg. Business & Votes	9:30 Morning Hour 11:00 Leg. Business	10:00 Leg. Business	10:00 Leg. Business No Votes After 3:00	
3/20/95	3/21/95	3/22/95	3/23/95	3/24/95
	Welfare Reform Begin Debate			Welfare Reform Final Passage
	9:30 Morning Hour 11:00 Leg. Business	10:00 Leg. Business	10:00 Leg. Business	10:00 Leg. Business No Votes After 6:00 3:00
3/27/95	3/28/95	3/29/95	3/30/95	3/31/95
Spending Recon. Begin Debate	Spending Recon. Floor Vote			
12:30 Morning Hour 2:00 Leg. Business & Votes	9:30 Morning Hour 11:00 Leg. Business	10:00 Leg. Business	10:00 Leg. Business	10:00 Leg. Business No Votes After 6:00 3:00

Note: In the interest of keeping weekends free, the House should plan on working late on Tuesdays, Wednesdays, & Thursdays (until approx. 9:00 p.m.). This draft also changes the scheduled time for the last vote on Fridays from 3:00 to 6:00 and the beginning time on Wednesdays from 11:00 to 10:00.

~~XX~~ ASAP ~~XX~~

To

F/10

10 pages

8pm 3/7/95

From

Ruby

ALEXIS M. HERMAN

Wednesday

March 8, 1995

7 AM		2 PM	2:00-3:00pm New Eng.Bus. Council/AMH Opens w/Kantor/OEOB 474kc
8 AM	8:15am Senior Staff Meeting	3 PM	3:30-4:00pm Mike McCurry's Ofc, Ralph Neas
9 AM	9:00am-12:00pm Louisiana State Day/OEOB 450	4 PM	4:00pm Jay Footlik
10 AM		5 PM	5:30pm Louisiana State Day Recep/Mansion
11 AM		6 PM	
12 PM		7 PM	
1 PM		8 PM	

MEMORANDUM FOR DISTRIBUTION

From: Mark Gearan
Erskine Bowles

Date: March 10, 1995

Subject: FOLLOW THROUGH MEETING

Thank you for your participation in Wednesday's follow through meeting. Our next meeting will be Wednesday, March 15, from 4:00 - 5:00 in the Roosevelt Room. At Wednesday's meeting, we discussed the following issues:

Electronic Catalog of Issue Briefs

- We are creating an electronic catalog of policy statements on key issues. Last week, we produced and distributed a master list of topics.
- Policy shops should submit drafts of this information to Communications by the close of business on Friday, March 10.
- These materials will be placed on-line by Wednesday, March 22.
- Hard copies of these materials will be available in OEOB 171.
- By March 31, Communications will publish a book of statements on key issues.

Daily and Weekly Talking Points

- Daily and weekly talking points are now available on-line through OASIS. Contact Jake Siewert (6-5758) for details. Hard copies are available in Mark Gearan's office.
- We received lists of contacts from every outreach office by last Friday. These lists totaled 3,000 individuals.
- "Optimal" distribution lists are due to my office by next Wednesday, March 15. Please be sure to include name, company/title, phone, and fax in hard copy form.
- We are exploring technology alternatives which would enable us to send thousands of faxes each day. I will keep you informed of developments on this issue.

Event Follow Through

- Leon, Harold, and I plan to share Communications Plans with the President on Monday mornings.
- Please work with Julia to determine the best ways by which your office can amplify the President's message on these key events. Drafts of your office's plans are due to Julia each Thursday by 5:00pm.
- Theo Lubke of NEC is the contact for state-by-state information.
- Next week's key events are:

Monday	National League of Cities
Tuesday	National PTA Meeting
Thursday	ReGo Event
- Upcoming events include Affirmative Action, Regional Economic Conference, and another Reinventing Government Event.

Please contact Brian Bailey at 6-1902 with any questions or suggestions. Thank you.

MAR 10 1995

THE WHITE HOUSE
WASHINGTON

March 23, 1995

MEMORANDUM FOR DISTRIBUTION

FROM: Mark Gearan
Erskine Bowles

REGARDING: Follow Through Meeting

Thank you for your participation in Wednesday's Follow Through meeting. Our next meeting will be *Wednesday, March 29, from 4:00 - 5:00 p.m. in the Roosevelt Room*. At yesterday's meeting we discussed the following issues:

Electronic Catalog of Issue Briefs

- We have received almost all issue briefs; Jake will be working with policy shops to refine these materials, which will be placed online for internal use as soon as possible.
- Binders of Key Issue Points for use by senior staff will be available by March 31; broader "Core Themes & Accomplishments" books are being prepared for external distribution.

Daily and Weekly Talking Points

- Please continue to revise and update your optimal distribution lists.

Event Follow Through

- POTUS was very pleased with this week's reports and has high expectations for next week's events.
- *Julia Moffett needs draft plans by 5 p.m. Thursday for POTUS' report on Friday*; if your draft changes dramatically by Monday, please e-mail or send a note alerting her.
- Next week's events:

MARCH 27	REGo
MARCH 29	ECONOMIC CONFERENCE
MARCH 30	FLORIDA STATE LEGISLATURE
MARCH 31	HAITI
- Two weeks from now:

APRIL 6	REGo (TENTATIVE)
APRIL 8	NEA (TENTATIVE)

Please contact Brian Bailey (6-1902) or Yusuf Khapra (6-1955) with any questions or suggestions. Thank you.

THE WHITE HOUSE
WASHINGTON

April 6, 1995

MEMORANDUM FOR DISTRIBUTION

FROM: Mark Gearan
Erskine Bowles

REGARDING: Follow Through Meeting

Thank you for your participation in Wednesday's Follow Through meeting. Our next meeting will be *Wednesday, April 12, from 4:00 - 5:00 p.m. in the Roosevelt Room.* At yesterday's meeting we discussed the following issues:

Electronic Catalog of Issue Briefs

- Reminder: to update an Issue Brief, please email Jake Siewert for the master file.
- Binder of Key Issues will be distributed to senior staff on Monday.
- A thin booklet is being prepared for external use.
- A regularly updated Catalog of Current Policy Information is now available from DPC/NEC:
 - Please contact Jeremy Ben-Ami if you have materials to be included in the catalog;
 - Please inform others about the catalog so they know what information is available.

Daily and Weekly Talking Points

- We have received lists from all offices, but will still accept revisions and additions.

Event Follow Through/Communications and Outreach Plans

- *Julia Moffett (6-5690) needs draft plans by 5 p.m. Thursday for POTUS' report on Friday.*
- April's primary focus is on education as the key to economic growth.
- Steve Silverman is coordinating Cabinet commencement speeches to key states, while Jake Siewert is working on a speech for a uniform message.
- Next week's events:

April 10	Working Women
April 12	Social Security Administration anniversary
- Two weeks from now: April 21 Earth Day
- Three weeks from now:

April 24	Community Colleges (lifelong learning)
April 25	Rural Conference - Iowa
April 28	Teacher of the Year
- Four weeks from now:

May 3	WH Conference on Aging
May 5	Michigan State Commencement

Please contact Brian Bailey (6-1902) or Yusuf Khapra (6-1955) with any concerns. Thank you.

MEMORANDUM FOR DISTRIBUTION

From: Mark Gearan
Erskine Bowles

Date: March 14, 1995

Subject: FOLLOW THROUGH MEETING

The next Follow Through meeting will be Wednesday, March 15, from 4:00 - 5:00 in the Roosevelt Room. At this meeting, we will discuss the following issues:

Electronic Catalog of Issue Briefs

- We have received nearly all of the issue briefs for the catalog. Policy shops who have not submitted materials to Jake Siewert should do so as soon as possible.
- These materials will be placed on-line by Wednesday, March 22.
- Hard copies of these materials will be available in OEOP 171.
- By March 31, Communications will publish a book of statements on key issues.

Daily and Weekly Talking Points

- "Optimal" distribution lists are due to Erskine's office by Wednesday, March 15. Please be sure to include name, company/title, phone, and fax in hard copy form.
- We are exploring technology alternatives which would enable us to send thousands of faxes each day. We will keep you informed of developments on this issue.

Event Follow Through

- Attached are copies of the Communications Plans which were shared with the President on Monday morning.
- Also attached is the contact sheet for upcoming events. Each office should submit a contact name for each of these events to Brian Bailey at 6-1902 by Wednesday, March 15.
- Please remember that drafts of your office's plans for upcoming events are due to Julia by Thursday at 5:00pm.
- Upcoming key events include:

3/13	National League of Cities
3/14	National PTA Meeting
3/16	ReGo Event
3/22	Affirmative Action
3/23	College Newspapers
3/27	ReGo Event
3/29	Economic Conference
3/31	Haiti

Thank you again for your participation in each of these initiatives. Please contact Brian Bailey at 6-1902 with any questions or suggestions.

EVENT CONTACTS

	Date	Event	Staff Contact	Sched. Contact	Theme
	3/3	NPR Reception	VERVEER	STREETT	
	3/6	Veterans Conf.	HILTON	SATTERFIELD	Military Readiness
	3/7	Nat. Ass. Counties	HALE	GARCIA	Welfare
	3/13	Nat. League Cities	HALE	GARCIA	Crime
	3/14	National PTA	HIGGINS	GARCIA	Education
	3/15	Morocco Visit	LAKE	STREETT	State Visit
CEA		Jeremy Ben-Ami			
DPC		Gene Sperling			
NEC					
NPR					
NSC					
OEP		Shelley Fidler			
OMB					
OSTP		Tim Newell			
Communications		Julia Moffett			
Media Affairs					
Press Secretary					
Speech - Dom.		Don Baer			
Speech - For.		Bob Boorstin			
Cabinet Affairs		Phil Caplan			
Early Supporters		Tim Flynn			
Intgovt. Affairs		Anna Winderbaum			
Legis. Affairs		Cassie O'Neill			
Political Affairs		Donald Dunn			
Public Liaison		Marilyn Yager			

	Date	Event	Staff Contact	Sched. Contact	Theme
	3/16	ReGo Event	KAMARCK	TBD	Reinventing Govt.
	3/22	Affirmative Act.			Affirmative Act.
	3/23	Coll. Newspaper			
	3/27	ReGo	KAMARCK		Reinventing Govt.
	3/29	Economic Conf.			
	3/31	Haiti Visit			
CEA		Waldman/Weinst.			
DPC		Peter Yu			
NEC					
NPR					
NSC					
OEP					
OMB					
OSTP					
Communications		Julia Moffett			
Media Affairs					
Press Secretary					
Speech - Dom.		Don Baer			
Speech - For.		Bob Boorstin			
Cabinet Affairs		Steve Silverman			
Early Supporters		Tim Flynn			
Intgovt. Affairs		Anna Winderbaum			
Legis. Affairs		Cassie O'Neill			
Political Affairs		Donald Dunn			
Public Liaison		Marilyn Yager			

March 13, 1995

MEMORANDUM

TO: ERSKINE BOWLES
MARK GEARAN

FROM: JULIA MOFFETT

SUBJECT: NATIONAL LEAGUE OF CITIES COMMUNICATIONS PLAN
MONDAY, MARCH 13, 1995

Context

The GOP rescission package is headed to the House floor next week, most likely a Wednesday vote. While we will communicate a positive, pro-active message at this event, it is important to realize that the majority of the media will see it through the prism of what we say on the rescissions issue. As a result, the communications activity around these events will both focus on our accomplishments and positions as well as our opposition to the Republicans' proposals to cut programs that make our children healthier, schools better and streets safer as a way of paying for tax cuts for a fraction of the wealthy.

Message

Remarks to the National League of Cities will follow the same line of argument made to the National Association of Counties the week before, but with sharper focus on the rescissions as they affect cities instead of welfare reform. The President will discuss: 1) the role of government in creating opportunity for all Americans; 2) the accomplishments of this Administration on issues of importance to cities, specifically the creation of empowerment zones and passage of the crime bill, and 3) finally, his commitment to ensuring that the GOP, yet to produce their own plan, does not roll-back these accomplishments in order to pay for tax cuts for wealthy.

Communications Plan

The President/White House

- * The President will deliver remarks to the National League of Cities on Monday afternoon, March 13.

Cabinet

- * HHS: Secretary Shalala will do media into targeted states on Monday and Tuesday, focusing on the proposed reductions to foster care and the Community Schools Program.
- * HHS: Will send a Secretarial letter to House members discussing proposed cuts on Monday.
- * HUD: Secretary will do a satellite hook up or conference call with Labor Unions, Public Interest groups and Mayors.
- * HUD: Assistant Secretaries exploring visits to housing projects in MD, VA and the District to meet with children and elderly who would be affected by the rescissions.
- * HUD: Assistant Secretaries will have their field office organize conference calls to their program constituents to discuss the rescissions package.
- * DOL: Secretary Reich will discuss summer jobs on "Good Morning America" on Tuesday morning.
- * DOL: Secretary Reich will discuss summer jobs in an interview with PA public radio network which is comprised of 75 Pennsylvania stations. He will also do a radio interview with a Boston station.
- * DOL: Satellite interviews for Secretary Reich are being arranged.
- * Columnists roundtable on rescissions and urban policy to include Reich, Cisneros, Riley, Shalala and Panetta. (Pending; most likely set-up for Tuesday)
- * HUD, DOL, VA, and HHS will hold a conference call with Mayors from targeted cities and press.

DPC

- * Exploring urban policy/think tank groups to issue reports/make statements.
- * ONDCP: Dr. Brown will hold a press conference on the impact of the rescissions package on children on the Hill.

- * ONDCP: On Tuesday, Dr. Brown will attend a graduation of a DARE (Drug Abuse Resistance Education) class in a Baltimore County School where he will give them certificates of accomplishment. DARE officers and parents will attend the event.
- * ONDCP: Dr. Brown will meet with the Editorial Board of the *Washington Post* on Tuesday to stress the need to prevent cuts to children's activities.
- * ONDCP: The DARE America organization will continue to meet with Members of Congress to let them know of the potential loss of the DARE program to children and their parents. They have been encouraged to hold press conferences at the local level with parents and students to underscore what that loss will mean to communities.
- * ONDCP: The Alliance of Narcotic Officers Organization is also planning to participate in local events in the 22 states where their membership is located.
- * Prevention groups such as PRIDE (Parents Resource Institute on Drug Education) will issue an "impact statement" on the Safe and Drug-Free Schools cut. Dr. Brown will also speak at their annual conference on March 23, 1995, to 8,000 parents and children.

Intergovernmental Affairs

- * After the President's speech, a majority of the Officers and Past Presidents of the National League of Cities, along with several members of the Board of Directors, will speak to the press regarding their opposition to the Republican rescission package. White House Media Affairs is assisting to coordinate this effort to reach as many media markets as possible. The list includes:

Carolyn Long Banks, Councilwoman-at-large
Atlanta, Georgia and President of NLC

Gregory Lashutka, Mayor
Columbus, Ohio, NLC First Vice President

Sharpe James, Mayor
Newark, New Jersey, NLC Immediate Past President

Fred L. Harrison, Mayor
Scotland Neck, North Carolina, Past President

Cathy Reynolds, Councilwoman-at-large
Denver, Colorado, Past President

Kathy Morris, Mayor
San Marcos, Texas

Clarence Anthony, Mayor
South Bay, Florida

Lara Blakely, Councilmember
Monrovia, California

David Moore, Mayor
Beaumont, Texas

- * IGA is working with Legislative Affairs to set up press conferences with Democratic Members and Democratic Mayors on rescission cuts. Members in the following cities were asked to hold press conferences: Atlanta, Baltimore, Chicago, Louisville, Madison, New York, and Philadelphia.
- To date, press conferences are confirmed in New York (Schumer) and Philadelphia (Foglietta). Mayor Rendell has also organized a rally in Philadelphia on March 20 to oppose the Republican rescission package. Members and Mayors who are unable to coordinate press conferences will issue press releases.
- * NACO issues a press release opposing the rescissions and will also issue a release in support of the President's rescission speech to the NLC.
- * United States Conference of Mayors will issue a release in support of the President's speech--particularly regarding the summer jobs program.
- * California: John Emerson and Jack Lew met with Lt. Governor Gray Davis to review the CA rescission numbers. Davis will speak out on the issue in California. Emerson will also meet with the CA State Legislators when they are in town next week to go over rescission numbers and encourage the officials to speak to the press as well.
- * A materials packet detailing effect of rescission package will be distributed to approximately 3000 NLC members at event
- * Talking points, prepared by the Communications office, were sent to the targeted group of Democratic state and local elected officials.

Legislative

- * See above. Members of Congress will hold press conferences. List (in development) includes:
 - Philadelphia: Foglietta will do an event and/or press release
 - New York: Schumer will do an event (without the Mayor)
 - Seattle: McDermott will be traveling, but will issue a release
 - Detroit: Collins will do an event; Conyers is pending
 - Atlanta: Lewis is pending
 - Baltimore: Mfume and Cardin are pending
 - Louisville: Ward is pending
 - Madison: Mayor only

Media Affairs

- * Press package from POTUS speech and talking points will go to targeted states and friendly radio talk show hosts.
- * Print, TV and radio interviews into targeted districts will be arranged for supportive NLC members.
- * OMB city-specific information on effect of rescissions on cities will be moved out.
- * Harold Ickes, Laura Tyson, Alice Rivlin and Gene Sperling will do conference calls with editorial writers into targeted states.
- * Larry Haas will hold backgrounder conference call with friendly radio talk show hosts.
- * Activity on rescissions prior to NLC included radio interviews with Carol Rasco, Gene Sperling and Harold Ickes.
- * Will continue to work with Cabinet Affairs to develop media assignments to amplify the President's NLC speech.

Political

- * With the Republican Presidential hopefuls making the rounds in Iowa and New Hampshire on almost a daily basis, Political Affairs is working with several spokespeople in those states to ensure that the President's message reaches the voters there. On Monday, Mayors Foley (Portsmouth), Wagner (Nashua), Lynch (Keene), and Lozac (Claremont) will issue press releases lauding the President's remarks to the National League of Cities. They will also call into their local radio talk shows.

- * California Speaker Willie Brown will do a press availability here at the White House to support our rescission position in the California media.

Public Liaison

- * Businesses are being identified who will issue statements around summer jobs.
- * Exploring urban group activity, specifically, an op-ed or speech to the National Press Club by Hugh Price, President of the Urban League. Hugh Price will be at the White House on Monday for a meeting and will do press afterwards.
- * NAACP President, Merle Evers, is attempting to have an op-ed reiterating the President's NLC speech placed on Tuesday.
- * African-American groups being asked to hold press conferences and issue press releases.

March 13, 1995

MEMORANDUM

TO: ERSKINE BOWLES
MARK GEARAN

FROM: JULIA MOFFETT

SUBJECT: PTA LEGISLATIVE CONFERENCE COMMUNICATIONS PLAN
TUESDAY, MARCH 14, 1995

Context

The GOP rescission package will move to the House floor the day after this event. A major portion of this package will gut education programs created by this Administration. While we will communicate a positive, pro-active message at this event, it is important to realize that the majority of the media will see it through the prism of what we say on the rescission issue. As a result, the communications activity around this event will focus both on our accomplishments and positions as well as our strong opposition against the Republicans' proposals to cut programs that make our children healthier, schools better and streets safer in order to pay for tax cuts for a fraction of the wealthy.

Message

The President will deliver remarks and then lead a roundtable discussion with some of the 250 parents here in Washington to lobby Congress on the rescission package. The President will discuss: 1) the need for a national role of government in education combined with parental responsibility and family involvement; 2) the Administration's accomplishments on issues in creating opportunity through education; and, 3) his strong opposition to the GOP attempts to roll-back this progress as a way of paying for tax cuts for the wealthy.

Communications Plan

The President/White House

- * The President will deliver remarks and hold a "Conversation with America's Parents" with 250 PTA members on Tuesday, March 14. The PTA will then mail the remarks to its 27,000 local presidents.

- * Interview with the President and *PTA Today* to take place on Monday, a transcript of which would be released to the overnight wires in order to promote message of parental responsibility in advance of the event. (Pending)

Cabinet: Education

- * EDUC: Secretary Riley will travel to the event with the President and will be available to talk to press afterwards.
- * EDUC: Coordinating with the following organizations on issuing statements and/or holding press conferences:
 - National Association of Elementary School Principals
 - National Association of Secondary School Principals
 - National Coalition of Parent Involvement
 - Children NOW/Contract with America's Children
- * EDUC: Talking with former Education Secretary, Terrill Bell, about placing an op-ed.

DPC

- * Working with Department of Education on coordinating the above activities.

Intergovernmental

- * Democratic Governors have been asked to hold press conferences in their states on education cuts. They will be provided with talking points as soon as they are finalized. Governor Bayh will be in Washington and will issue a statement about the effects of the cuts on the states.
- * Democratic state legislators who are here for the NLC conference will be provided with information and encouraged to speak to the press about education cuts.
- * Talking points on the education cuts will be faxed to the targeted group of Democratic state and local elected officials.
- * The Conference of Mayors will issue a release on the effect of the education cuts on cities.

Legislative

- * Activity will be generated once OMB state information is available.

Media Affairs

- * Regional press will be arranged by Media Affairs at the event with approximately 20 parents.
- * Press backgrounder and talking points will go to the targeted states and friendly radio talk show hosts. This material will also be sent via faxability to specialty press, including education, parents and youth publications.

Political

- * The Executive Director of the New Hampshire Children's Alliance will issue a press release praising the President for fighting the Republican cuts and will follow up with radio interviews. New Hampshire State Party Chair Joe Keefe will call reporters with WGIR radio, the *Manchester Urban Leader*, the *Concord Monitor*, the *Nashua Telegraph* and the AP to bash the Republicans for waging war on children.
- * Iowa State Party Chair Mike Peterson and leaders of Iowa's PTA, teachers union (ISEA) and child welfare advocacy groups will hold a press conference denouncing the Republican rescission package.

Public Liaison

- * Press releases are being encouraged from the following groups:
 - National Education Association
 - AIDS Action Council
 - American Association of Colleges for Teacher Education
 - American Association of University Professors
 - American Association of University Women
 - American Counseling Association
 - American Federation of School Administrators
 - American Library Association
 - Association of Independent Colleges of Art and Design
 - Association of Teacher Educators
 - Council for American Private Education
 - Council for Exceptional Children
 - Council of Chief State School Officers
 - National Association of Elementary School Principals
 - National Association of Secondary School Principals
 - National Association of Federally Impacted Schools
 - National Board for Professional Teaching Standards
 - National Coalition for Sex Equity in Education
 - National Council of Teachers of English

National Council of Teachers of Mathematics
National School Boards Association
National School Health Association
National Women's Law Center
NOW Legal Defense and Education Fund
Oakland Unified School District
People for the American Way Action Fund
Sacramento Unified School District
San Diego Unified School District
San Francisco Unified School District

- * Op-eds will be placed by the OPL network of Children and Education advocacy groups:

American Association of University Women (CA, GA, LA, OR, WA)
Advocates for Children and Youth (Baltimore, MD)
Agenda for Children (New Orleans, LA)
Association for Children of New Jersey
Child and Family Policy Institute (IA)
Children's Advocacy Institute (San Diego, CA)
Children's Alliance (WA)
Children's Action Alliance (Phoenix, AZ)
Children's Defense Fund of Minnesota
Children's Defense Fund of Central Ohio
Citizens for Missouri's Children
Family and Child Services (DE)
Georgians for Children
Health and Welfare Council of Nassau County, NY
Kentucky Task Force on Hunger
Michigan's Children.
Pennsylvania Citizens for Children and Youth
Washington Food Policy Action
Wisconsin Council on Families and Children

Other

- * The PTA will mail their press release and the President's remarks to their 27,000 local presidents.
- * The PTA will issue a press release following the President's remarks.
- * The event will be covered extensively in the PTA newsletter, distributed to their 7 million members.

March 14, 1995 (2:00 pm)

MEMORANDUM

TO: ERSKINE BOWLES
MARK GEARAN

FROM: JULIA MOFFETT

SUBJECT: REGULATORY REFORM/REGO II COMMUNICATIONS PLAN
THURSDAY, MARCH 16, 1995

Context

This event begins a regular series of events (two per month) that the President will hold on reinventing government. The events are not intended as major Administration announcements individually, but, rather, are meant to steadily build an impressive record of accomplishment over a period of time. It is important to note that outreach and other offices' participation in the amplifying communications activity will vary dramatically based on the substantive content of the particular event.

With this event, as well as the REGO event later in the month, we are nearing a series of votes on a GOP-sponsored regulatory moratorium bill. Next week, EPA expects the regulatory moratorium bill to be in mark-up in the Senate.

While the bill moves through Congress, we must move quickly to demonstrate our commitment to making government regulation work better and cost less. These events, the first announcing regulatory reform within the purview of the EPA, and the second, later in March, will buttress our impressive record of making government an ally, not an enemy, of businesses that work to create economic opportunity while protecting the environment.

Message

The essential message of this event is that we are working to fix yesterday's government, to make it work better and cost less. Our constructive effort to bring yesterday's government into the modern age will be contrasted with GOP efforts to wipe out environmental and public health safeguards.

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Communications Plan

The President/The Vice President/The White House

- * The President will take part in the event on Thursday, but need not do any ancillary press activity.
- * The Vice President and EPA Administrator Carol Browner will take part in a pre-event round-table for major newspaper and magazine reporters and White House network correspondents to preview the speech. Wednesday, March 15, 1995
- * The Vice President will do a stand-up on the lawn for CNN to preview the President's speech. Thursday, March 16, 1995.
- * Elaine Kamarck will participate in a White House briefing following the speech with CEQ and EPA. Thursday, March 16, 1995.
- * Elaine Kamarck will do *MacNeil-Lehrer* to flesh out the President's speech. Thursday, March 16, 1995.
- * Communications and the Vice President's office will coordinate a mailing of the speech to key columnists, editorial boards and environmental reporters with a cover letter signed by the Vice President. Friday, March 17, 1995.

Cabinet Affairs:

- * EPA will coordinate press conferences around the country with their regional administrators. Thursday, March 16, 1995.
- * EPA Administrator Carol Browner will take part in a background briefing explaining the new initiatives for White House reporters. Thursday, March 16, 1995.
- * EPA Administrator Carol Browner will conduct a background briefing explaining the new initiative to environmental and science reporters. Thursday, March 16, 1995.
- * The Assistant Secretary for the Occupational Safety and Health Administration and Deputy Secretary, Tom Glynn, will both discuss regulatory reform and the President's announcements at appearances to the National Erectors Association and The Council for Excellence in Government.

FDA

- * FDA will brief drug and medical device trade reporters about the reform initiative.
- * FDA public affairs specialists in district offices will brief selected local reporters/editorial writers about the initiative.
- * FDA will background Washington-based reporters for major news organizations that cover the FDA.
- * FDA will do a radio-feed on the reform initiative through HHS.
- * FDA will brief targeted editorial writers and columnists around the country who have been covering regulatory reform.
- * FDA's Office of External Affairs will brief selected consumer groups on the reform initiatives.
- * FDA center officials will brief affected industry trade groups on the reform initiative.

CEQ

- * The Council on Environmental Quality is preparing an op-ed on our efforts to reform regulation that would be co-signed by the co-chairs of the President's Council on Sustainable Development. Thursday, March 16, 1995.
- * The Council on Environmental Quality is preparing a 12-page booklet explaining the new initiative for distribution to reporters. To be distributed on Thursday, March 16, 1995.
- * Katie McGinty and CEQ will make calls to environmental and industry representatives to recruit attendees, line up supportive statements, op-eds. Wednesday, March 15, 1995.
- * CEQ and EPA will hold meetings with supportive Democratic Members and staff on the Hill to explain the proposal and solicit supportive statements (both on the floor and in the form of press statements.) Wed., March 15.

- * CEQ and Intergovernmental Affairs will hold meetings with the National League of Cities, the U.S. Conference of Mayors and the National Governors' Association to explain the initiative and solicit supportive statements. Wednesday, March 15, 1995.
- * CEQ will participate in press briefing with VPOTUS for top reporters to advance the event. Wednesday, March 15, 1995.
- * CEQ will participate in backgrounders after the event with the Vice President's office and EPA. Thursday, March 16, 1995.
- * CEQ and Media Affairs will coordinate conference calls with ed boards to solicit support for the initiative. Thursday, March 16, 1995.
- * CEQ will coordinate press statements from corporate and environmental groups to be issued on March 16, 1995.
- * CEQ will work with Media Affairs to identify supportive CEO's and prominent environmental figures to attend the event and do local and trade press interviews afterwards.
- * Katie McGinty and CEQ will conduct a follow-up breakfast with environmentally-minded Senators and Representatives to solicit support for our initiative. Friday, March 17, 1995.
- * CEQ will use the 25th Anniversary of National Policy Environmental Policy Act, which created CEQ, to drum up support for our initiative.
- * Katie McGinty will attend the Semiconductor Industry's annual meeting -- this industry is a major winner under the initiative -- to solicit support for our initiative.

Intergovernmental

- * Intergovernmental will send talking points to Mayors, Governors and local elected officials. Thursday, March 16, 1995.
- * Intergovernmental will work with supportive Governors to either attend the President's event or hold supportive events in their states.
- * Intergovernmental is coordinating briefings for the major county, state, and city organizations with CEQ to solicit support for the initiative.

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Legislative

- * Legislative has been coordinating announcement with effort in Senate to shape moratorium bill that will be in mark-up at that time.

Media Affairs

- * Media Affairs will coordinate Browner briefing for trade press and help EPA regional administrators with their press conferences.
- * Media Affairs will work with supportive CEO's and enviros to do local press following the event.

OMB

- * Sally Katzen will do an interview with Nightly Business Report to follow-up on the President's speech. Thursday, March 16, 1995.

Political

- * Contacting environmental groups in selected states to encourage them to publicly support the environmental regulatory initiative.
- * Talking points will be distributed to political leaders and spokespersons across the country.

Public Liaison

- * Public Liaison will reach out to corporate groups -- particularly those involved in Businesses for Social Responsibility -- to line up supportive statements on the initiative.