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November 15, 1994

NOV 16 1994

MEMORANDUM FOR ALEXIS HERMAN

FROM: Mike Lux

SUBJECT: Projects Which Need to Happen

I fear that while the opposition is up and running, we sit stunned and paralyzed. There are several projects which I believe we should begin working on immediately (we in this sense doesn't necessarily mean OPL or even the WH -- but they are projects that should be done by someone in the WH, DNC, an allied group or the Re-Elect):

Democracy to the People

1. Radio Talk Show Strategy. As you know, we are getting destroyed out there on the radio talk show circuit, and their poison doesn't just effect talk show listeners, because those listeners repeat what they hear everywhere. I think that we need to get someone at either the DNC or an outside allied group to launch a multi-pronged radio talk show strategy that would include:

- Establish a coordinator in each targeted media market who would agree to recruit people to call radio talk shows each week with our talking points (this assumes we would have our act together to have weekly talking points).
- Bring in local activists for training sessions.
- Organize letter-writing campaigns and meetings with radio station owners and managers, as well as the FTC, to ask for fairness/equal time for more Democratic oriented talk show hosts.
- Compile who are the talk show hosts in each market so that we know who out there is right wing, who is more fair, and who is more Democratic oriented -- there are obviously many ways we can use that information.

2. Church/Synagogue Fax Network. Again assuming we would have weekly talking points we could send out, we should adapt those for use by friendly church leaders. Starting off with our natural base among African-American churches and Jewish synagogues, through our friends in the NCC, Baptist Joint Co., Interfaith Alliance, and

other friendly groups, we should be able to identify a broad network of ministers, rabbis, and lay leaders we could broadcast fax something out to every week.

3. Detailed Analysis in Every Targeted State. Starting right away, someone at the WH or DNC should be charged with doing a detailed analysis of every targeted state in the 1996 election cycle. The analysis should include:

- 1992/94 voting patterns
- local elected official breakdowns
- demographic trends
- economic trends
- business analysis (what are the major businesses and industries, do we have friendly relations with local CEOs, etc.)
- media analysis (what are the media outlets in the state, who are the most influential, what kind of history/relationships do we have, etc.)
- local political analysis (our relationships with key local players, who are the early Clinton supporters, which local players get along with each other/hate each other, condition of the state and big county parties, etc.)
- constituency analysis (who are the important organizations and constituencies, who do we have relationships with, etc.)

This kind of report could be finished by the end of 1994 and updated every few months. It could be used by every department in the White House, DNC, and Re-Elect Committee. At a minimum, the state I would suggest we do it for are:

1. CA	6. MI	11. MN	16. OR	21. WA
2. NY	7. TX	12. IA	17. CO	22. KY
3. PA	8. FL	13. TN	18. MA	23. MD
4. OH	9. NJ	14. WI	19. CT	
5. IL	10. MO	15. WA	20. WV	

4. Develop an Early Targeting Plan and a Message Development System. Targeted states, media markets, and congressional districts are where we should spend most of our early energy when it comes to organizing activities including the radio talk show strategy, the church fax network, surrogate speakers, and early rounds of voter registration. Our strategy for re-taking control of Congress obviously needs to include candidate recruitment and support in long-time Democratic districts where weak Republican candidates were swept in by the tidal wave. For all of this to work requires two things: first, there's no point building a network of activists to help us communicate if we aren't telling them what to say: we need a mechanism to develop weekly themes/talking points we can get out to people. Second, all this requires a set of early CD, media market, and state targeting where we should focus our initial energy.

5. Base Voter/Swing Voter Projects. I would propose that OPL, the DNC and Re-Elect all organize their constituency work around three tracks: a base voter track, a swing voter track, and a business track. I would organize these tracks along the following lines:

A. Base Voters

Goals

1. Consistently get our message out to the sympathetic leaders of these communities, and through their specialty press outlets.
2. Through a variety of mechanisms (private working of leadership, public meetings with the President and other officials, aggressive working of specialty press, etc.), generate higher levels of enthusiasm throughout the next two years.
3. Get their leaders and activists to carry our message to the general public throughout the two year cycle (not just right before the election): radio talk shows, letters to the editor, public meetings/rallies/press conferences, newsletters, etc.
4. Voter registration, beginning earlier in 1995 than in past cycles.
5. Fundraising from these constituencies for the DNC and Re-Elect, including specific projects which are appealing to them.

Base Constituencies

African-American

Hispanic

Jewish

Labor

Teachers

Feminists

Working Women

Gays/Lesbians

Environmentalists

People with Disabilities

Liberal Activists (consumer, civil libertarian, etc.)

B. Swing Voters

Goals

1. Identify and recruit visible leaders, both nationally and in key media markets, who are supporters, and engage them in helping us get our message out through a variety of means, including an aggressive surrogate program.

2. Work potentially sympathetic national and regional opinion leaders hard through briefings, meetings and WH receptions.
3. Make certain that the President and other senior officials do a series of visible public events targeted to these constituencies throughout the next two years.
4. Work the specialty press far more aggressively than we have in the past.
5. Identify through public opinion research and opinion leader discussions the wedge issues most important to these constituencies, and develop a strategy for highlighting those issues in these communities.

Swing Constituencies

Senior Citizens

White Catholics

Mainline Protestants

Republican Moderates

Young People

Rural Voters

C. Business

Business people really don't fit into either of the above categories, but we are going to have to have an aggressive strategy to keep them from aligning themselves totally with the new Republican Congressional majorities. I will not address myself to the specifics because you and others, such as Caren Wilcox, are far better and more experienced strategists in this area. My one comment is an obvious one: our strategy is going to have to be a highly targeted sector-by-sector strategy to see where we can find wedge issues to divide certain sectors from the Republican leadership.

November 22, 1994

MEMORANDUM

TO: Alexis Herman

FROM: Mike Lux

RE: Dinners

Attached are draft lists for three dinners - labor, women and the coalitional dinner. Suzanna is working on the Hispanic list, although she is extremely tied up with the Summit. She may need to get a call from you stressing the importance of getting the list to us. I understand from Ben that you and he are working together on a separate track for the African-American part of this project.

Next Steps:

1. You should revise and approve these lists.
2. We need to pin down dates and hosts for each of the dinners and get them on Leon's and/or Harold's schedules. I have asked Debbie Fine to work with Ruby and Danny on that project.
3. I will ask the appropriate OPL staff to do the invites once steps #1 & #2 are finished.

NOV 22 1994

Dinners

Labor meeting

Jerry McEntee, President of AFSCME ✓
John Sweeney, President of SEIU ✓
Tom Donahue, AFL-CIO
Rachel Horowitz, AFT ✓
Owen Bieber, President of UAW ✓
George Kourpias, President of IAM
Rich Trumka, President of UMW
Dennis Rivera, 1199
Morty Bahr, President of CWA
Keith Geiger, President of NEA
Douglas Dority, President of UFCW
Bob Georgine, President of Building Trades ✓

Coalition meeting

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Justin Dart
Becky Ogle
Marian Wright Edelman, President of Children's Defense Fund
David Saperstein, Executive Director of Religious Action Center
Paul Marchand, The ARC
Ron Pollack, Executive Director of Families USA
Larry Smedley, Executive Director of the National Council of Senior Citizens
Ira Arlook, Citizen Action
Gina Betts, American Nurses Association
Joan Campbell, General Secretary of NCC
James Dunn, Joint Baptist Committee
Dan Weiss, Sierra Club
Larry Mitchell, National Farmer's Union
James Maddy, President of the League of Conservation Voters
Ann Abbott, President of NASW

November 21, 1994

MEMORANDUM TO ALEXIS HERMAN

FROM: DORIS MATSUI *DM*
RE: PROPOSED INVITEES
SMALL DINNER (WOMEN)

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Judy Lichtman--Women's Legal Defense Fund

Marcia Greenberger--National Women's Law Center

Anne Bryant--AAUW

Linda Tarr Whelan--Center for Policy Alternatives

Becky Cain--League of Women Voters

Kate Michelman--NARAL

Pam Maraldo--Planned Parenthood

Cindy Marano--Wider Opportunities for Women

Lynn Cutler

Anne Lewis

Ellen Malcolm--Emily's List

Prema Mathai-Davis--YWCA

Susan Hager

Joanne Howes

cc: Mike Lux

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