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Subgroup/Office of Origin: Public Liaison

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Subseries:

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Folder Title:
Miscellaneous Memorandums

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MEMORANDUM FOR ALEXIS HERMAN ✓
NANCY HERNREICH
RICKI SEIDMAN
PATTI SOLIS
ANN STOCK
ISABELLE TAPIA
DAVID WATKINS
MAGGIE WILLIAMS

per

February 1, 1994

FEB - 1 1994

FROM: CAROLYN J. LUKENSMAYER *CL*

RE: SUMMARY OF DECISIONS FROM EVENT COORDINATION MEETING

Attached is a summary of decisions reached at the January 27, 1994, meeting on White House event coordination. The goal is to have these decisions implemented within four weeks.

Thank you for your leadership and cooperation. If you have questions, please contact me on x6-6798.

cc: Mack McLarty
Phil Lader
Joan Baggett
Paul Antony

WHITE HOUSE EVENT COORDINATION

Summary of Decisions

January 27, 1994

1. The White House Office of Management and Administration will print a daily schedule of events at the White House Complex to ensure that the operating units (WAVES, operators, etc) are aware of what is happening, able to contact guests at events, and able to respond effectively to inquiries.

The schedule will include information from the following units: POTUS, VPOTUS, First Lady, Second Lady, COS, Press, Political, Public Liaison, Intergovernmental, and Social.

Each event should have a contact name and number beside it.

David Watkins will implement.

2. Institute a social meeting to be held every Tuesday.

The meeting will have two major purposes: Identify key residence and lawn events as early as possible for effective co-ordination of invitation lists and brainstorming about upcoming events.

Ann Stock and Ricki Seidman will implement.

3. Institute briefings for states on a more frequent basis this year -- probably one per month. We want to strategically use the residence for these briefings.

Ricki Seidman, Ann Stock, and Joan Baggett will implement.

4. Develop a system that ensures more effective feedback to Social from road events. Lead advance person will give information to Wendy for vetting.

Ann Stock will ensure information is integrated into invitation list.

5. Develop general checklist to ensure standard of excellence and clear responsibilities for execution of each White House event.

Carolyn Lukensmeyer and Paul Antony will implement.

T/c Steve
Tone sensitive
2/2/95 130p

THE WHITE HOUSE
WASHINGTON

February 3, 1995

MEMORANDUM FOR ALEXIS HERMAN
KITTY HIGGINS
MARCIA HALE
POLITICAL AFFAIRS

FROM: Harold Ickes (39)

SUBJECT: Memoranda to the President or Leon Panetta

From this point forward, all communication between yourself (or any member of your respective staff), to the President and/or Leon Panetta should be cc'd to me. Please make your staff is aware of this policy.

FEB - 3 1995

~~xx~~ Time Sensitive ~~xx~~
to

Steve H.

from

Ruby

2 pages 2/3/95
130 p

@

THE WHITE HOUSE
WASHINGTON

November 22, 1994

TO: ALEXIS HERMAN

FR: Ruby Moy

RE: Ukrainian State Arrival

Normally, I would drop the matter, but I feel you need to have some information because I see Melinda Bates is calling you.

I spoke with Ann McCoy re Marc Hoberman's (Assistant Director in the Visitors Office) attitude. After the Arrival was over and I was waiting for the ropes to be dropped, Marc told me that you should know better than give me your non-transferable ticket. I resented his comment. Since he never saw the ticket, I told him I got my ticket from another source. . . he walked away and I never did finish my discussion. Apparently, he also told Melinda about this.

I was also told that Melinda called you about the Mandela event since you asked Marc to slip me under the ropes on that occasion, too. It seems Marc rather than garnishing brownie points with senior staff, he is alienating them. So in Melinda's eyes and Marc's unbending attitude, it would not surprise me that they do not bend for WH tour tickets. (No wonder we lost Congress.)

Ann O'Leary who works outside your WW office for Bruce Lindsey told me that Bruce gave her his non-transferable ticket and told her to go out to the event. I told her about Marc's conversation. She said she was going to suggest to Bruce that he should be able to give his ticket to her.

I asked Ann McCoy what difference does it make if your boss wants to give you her/his ticket. You're not taking up an extra space. The President isn't going to stop and say, "Ruby, why are you using Alexis' ticket." (Today's event was very sparse -- only two deep.) Also, people who work in the West and East Wing so close to their bosses have a higher tension and stress factor than those who work in the OEOB. Therefore, if their boss -- Bruce, you or Joan feel that you want your WW staff to have this perk then why shouldn't you be able to use the ticket?

On another matter involving Marc, I made reservations for 3 people for breakfast during the time POTUS was on his APEC trip. The Mess said it was okay for me to bring in guests. The morning of the breakfast, I saw Marc seated at the Staff table and said good morning to him. His response was "I thought we couldn't bring in guests." I told him I'd made reservations.

I think he is carrying his Sargent duties a little too far.

Tuesday
Duchess
Thurs

MEMORANDUM TO BOBBY WATSON

FROM: Jane Thompson
DATE: February 8, 1995
RE: DNC Items Faxed on a Regular Basis

2/8/95
JTP

Below is a list of faxes that various departments "broadcast fax" on a regular basis. The list does not include press releases or faxes that are done surrounding a particular event such as talking points for the State of the Union Address.

The DNC Briefing

Formerly known as The Morning Briefing and The Daily Briefing. This piece, produced by Robin Bachman in research, currently goes out three (3) times per week to approximately 2,700 people or organizations. Included in that list is:

List	Approximate number
Intergovernmental -- elected Dems	600
Finance List	1000
Democratic Congressmen and Senators	240
State Parties	56
Liberal to moderate Radio show hosts	210
Policy List	600

The "Policy List," also thought of as the political list, has been the hardest to get a handle on because there has been no one in charge of it for quite some time. It includes constituency lists, consultants and other talking head types, and other important Democrats in the states.

The Radio Briefing

This briefing, produced by Leslie Gold, is distributed weekly to approximately 210 liberal to moderate radio show hosts. It is similar to The DNC Briefing, but contains stronger, more partisan rhetoric. This briefing also often contains research talking points and backup clips on various events of the week. Also, six to eight other pages a week go to these hosts as a supplement to the briefing.

NewtGram

This publication, which is only one week old, is produced by the Communication Department and is distributed to approximately 3,000 people or organizations; that number may increase in the next few weeks however, as more people become interested. It is currently sent to The DNC Briefing list, the 210 radio show hosts who receive The Radio Briefing and about 150 reporters. Last week was the first issue, and the list has been augmented with more reporters, additional consultants and "consultant types," and people who called in wanting to receive it after reading about the newsletter.

The ASDC

The ASDC produces and distributes a newsletter called The ASDC Faxline, which goes to the state parties weekly. In addition, the ASDC issues a Quarterly Newsletter which goes out to State Chairs and Vice Chairs on a quarterly basis.

REVISED

PARTICIPANTS IN MARCH 13th DINNER

Ed Artzt: CEO of Proctor & Gamble.

Mary Frances Berry: Professor at University of Pennsylvania and Chair of the Civil Rights Commission.

Bob Brown: Minority Business Advisor to Nixon.

Miriam Cruz: President of Equity Research Corporation.

Bob Dunn: CEO of Fortune 500 for Social Responsibility and former Executive Vice President of Levi-Strauss.

Lawrence Fuchs: Professor of American Civilizations and Politics at Brandeis University and Vice Chairman of US Committee on Immigration Reform.

Paul Gewirtz: Professor of Constitutional and Discrimination Law at Yale Law School.

Father Theodore Hesberg: Former President of Notre Dame.

Judge A. Leon Higginbotham, Jr.: Public Service Professor of Jurisprudence at the JFK School of Government.

Bob Johnson: President of Black Entertainment Television.

Elaine Jones: Director Counsel of the NAACP Legal Defense Fund.

Ann Lewis: Political analyst and commentator.

Judith Lichtman: President of the Women's Legal Defense Fund and member of the Glass Ceiling Commission.

Ray Marshall: Former Secretary of Labor

Dale Minami: Partner at Minami, Lew and Tamako law firm in San Francisco. Opinion leader on affirmative action in Asian American community.

Charlie Moskos: Professor of Sociology at Northwestern and author of Overcoming Race - Army Lessons for Civilian Society (to be published soon.)

Hugh Price: President of the National Urban League.

Judge Cruz Reynoso: Distinguished member of the Judiciary; California.

Elliot Richardson: Former Secretary of HEW.

66703

Judith Rodin: President of the University of Pennsylvania.

Vanessa Weaver: Author of Smart Women, Smart Moves and expert on glass ceiling issues.

William Julius Wilson: Professor of Social Policy at the University of Chicago.

From the Administration

The President

The Vice President

Leon Panetta

✓ George Stephanopoulos

✓ Alexis Herman

✓ Deval Patrick, Assistant Secretary for Civil Rights at the Department of Justice

✓ Gilbert Casellas, Chairman of the U.S. EEOC

✓ Chris Edley or Joel Klein

1

Handwritten signature

MEMORANDUM

TO: Selected National and State Leaders

FROM: Howard L. Woods, Deary Vaughn and William C. Parker, Jr.

RE: VOTER EDUCATION

DATE: October 14, 1994

Please be advised that we need your strong support in the following effort. We are demonstrating that our Voter Education Structure does work. We can only demonstrate this fact with your full support.

The enclosed letter with the subject "The Need For Support of our National Leadership Team" lets you know exactly what we are doing. You will receive a telephone call from one of us by the time you have received the enclosed package. In addition, you will receive a follow up call from the same person by October 27, 1994.

We are asking you to do the following:

1. Invite at least one person from each city on the list for your state to meet with you personally to receive the general content and the specific content about his city.
2. Ask each of those persons to return home and have a meeting with a minimum of ten (10) persons from his city to share the general content and specific content about his city with the ten persons, hopefully at the same time.
3. Explain to each of our Voter Education Leaders that the "close" for what we are doing is this statement: "These are the reasons why we must get out the African American vote for Congressional Candidates to help us in our communities."
4. The most important action to be taken is for you to purchase 200 post cards or enough for each Voter Education Leader from each city to have two cards. One card is to be sent to Mr. Ben Johnson, Associate Director, Office of Public Liaison, The White House, Washington, DC. The second card is to be sent to William C. Parker, Jr., P.O. Box 21946, Greensboro, NC 27420.

Both cards should have the following content:

1. The meeting with he persons from my city was held
_____.
Date
2. They are getting out the vote as requested!

Name (print)

Address

City State Zip

(____)_____
Telephone No.

You may have your Voter Education Leaders call either of the three of us if they have questions.

Thank you very much for your kind consideration and appreciated cooperation.

/p

MEMORANDUM FOR OPL STAFF

FROM: DANNY
SUBJECT: EVENT MESSAGE FORM
DATE: FEBRUARY 13, 1995

Attached is a copy of a newly developed Event Message Form sent to us by Deputy Chief of Staff Erskine Bowles.

This form is now a required component of all scheduling proposals. Requests submitted without a complete Event Message Form will not be accepted. After we submit requests, the message must be approved by both Mark Gearan and Billy Webster.

The scheduling office will only schedule a Presidential event if they can clearly describe its desired outcome and message.

Please call me if you have any questions. All schedule requests from today forward must have this form.

Thank you.

EVENT MESSAGE FORM

Event: _____

Date of Event: _____

Event Coordinator: _____

Lead Advance: _____

Deadline: _____

Mark Gearan's Initials: _____

Billy Webster's Initials: _____

DESIRED "HEADLINE":

MESSAGE THAT THE PRESIDENT WILL CONVEY:

DESIRED VISUAL FOR EVENT:

DESIRED AUDIENCE AT SITE:

CONCISE ANSWER TO THE QUESTION, "WHY ARE WE DOING THIS EVENT?"

TO: ALEXIS HERMAN, FLO MCAFEE, MELANNE VERVEER
FROM: JIM CASTELLI
CATHOLIC SCHOOLS
12/19/94

57019

FYI - A USCC press release dated 12/16

USCC OFFICIALS SUPPORT EDUCATION SECRETARY'S STATEMENT ON FAMILY INVOLVEMENT IN LEARNING

WASHINGTON -Top officials of the U.S. Catholic Conference (USCC) Department of Education strongly back a December 16 statement by U.S. Education Secretary Richard W. Riley urging more family involvement in educating America's children.

The officials, Sister Lourdes Sheehan, USCC Secretary for Education, and Father William Davis, USCC Representative for Catholic Schools and Federal Assistance, added that family involvement in education has been a long-time principle of Catholic schools.

"The Catholic Church has a long history of encouraging the active involvement of the whole family in the education of their children," said Sister Sheehan, a Sister of Mercy who has worked as a teacher, principal and superintendent in several areas of the country. "This is one of the distinguishing characteristics of Catholic schools in the United States."

Sister Sheehan, who helped develop Secretary Riley's statement of Common Purpose Among Religious Communities Supporting family Involvement in Learning," heralded his involving religious groups in the effort.

"I am especially encouraged by the ecumenical support shown during this process," she said.

"We look forward to working with Secretary Riley and his staff in promoting greater family involvement in all of our in catholic Schools," he said.

Catholic schools enroll the largest number of students among the nonpublic schools in the United States. currently it is experiencing an increase in enrollment and the opening of new schools .

In the 1993-94 school year, Catholic schools enrolled more than 2.5 million students in 8,435 schools. Of these students, 24 percent were minority students and almost 13 percent were non-



Catholic .

Catholic schools are estimated to save taxpayers \$14.5 billion in educational expenses annually.

Secretary Riley presented his statement at a press conference at the Children's Museum in Washington, December 16.

THE WHITE HOUSE

WASHINGTON

January 30, 1995

REC-1 1995

MEMORANDUM FOR ALL EXECUTIVE OFFICE OF THE PRESIDENT STAFF

FROM:

LEON E. PANETTA
CHIEF OF STAFF



SUBJECT:

BASE REALIGNMENT AND CLOSURE PROCESS

Please be reminded that the 1995 round of the defense base closure and realignment commission process ("BRAC-95") has commenced. The Secretary of Defense is currently developing base closure recommendations, based upon a published set of criteria, a long-term force structure plan and certified data. A Commission will later review the Secretary's recommendations and develop its own recommendations. The President will then either accept or reject the entire closure package proposed by the Commission, and the President's decision will be implemented unless Congress enacts a joint resolution of disapproval.

In light of the timetable for this process, it is now even more likely that interested parties -- federal and state officials, businesses, and others -- will contact the White House and other EOP offices in an effort to obtain information about, or influence, the development of the Pentagon's recommendations and, later, the Commission's proceedings. It is critical that the integrity -- and the appearance of integrity -- of BRAC-95 be maintained.

All calls or inquiries regarding any aspect of BRAC-95 (including, among other things, DOD's closure recommendations, personnel or infrastructure issues, unit assignments, or the Commission) should therefore be referred to Bob Bayer, Deputy Assistant Secretary of Defense for Installations at (703) 697-1771. This directive supersedes any previous guidance regarding contacts on BRAC-95.

THE WHITE HOUSE
WASHINGTON

MEMORANDUM FOR DISTRIBUTION

FROM: ERSKINE BOWLES 
SUBJECT: INFORMATION REQUEST
DATE: NOVEMBER 1, 1994

On October 24th, we sent you a memo requesting information regarding the organization of your office, staffing requirements you may have, and any additional assets you may need to make your office operate more effectively. This information was requested to be received in our office by yesterday, October 31st.

As of today, we still have not received your input which is crucial for the report that Leon has requested. In case you did not receive the first memo, a copy is attached.

Should you have any problems, please let me know.

NOV - 1 1994

DISTRIBUTION:

John Angell

Mark Gearan

Pat Griffin

Alexis Herman

Harold Ickes

Tony Lake

Mack McLarty

Dee Dee Myers

Jack Quinn

Bob Rubin

Laura Tyson

Maggie Williams

THE WHITE HOUSE
WASHINGTON

MEMORANDUM FOR DISTRIBUTION

FROM: ERSKINE BOWLES 
SUBJECT: INFORMATION REQUEST
DATE: OCTOBER 24, 1994

Leon has asked me to report to him within two weeks on the following:

- 1) Ways in which each office of the White House can be structured so it can operate more efficiently and effectively; and
- 2) Personnel needs assessment of each White House office.

In order to accomplish this effort within the prescribed time period, I need your substantive input as soon as possible. Therefore, I would like for each of you to send to me by no later than Monday, October 31, 1994, the following:

- 1) A current and proposed (if necessary) organization chart of your office listing all of your staff by name;
- 2) A list of current personnel on your payroll with a brief job description of each of the key personnel;
- 3) A summary outlining any staffing requirements you may have -- including replacements for staff that have recently left (please include description of position to be filled, approximate salary requirement, impact filling this position would have); and
- (4) A description of the additional assets you need, if any, to make your operation operate more effectively. This would include equipment, space, etc.

Assuming I receive this information from each department no later than Monday, October 31, 1994, I will then schedule a half hour to forty-five minute meeting with each department head within two days of receipt of your information. Pam Madaris will begin to schedule these briefings as soon as your information arrives.

I know that many of you have gone through this exercise before. I appreciate your willingness to update this information so that we can make the best decisions on how to allocate resources under the current structure. I assure you this will not be a drawn out process.

Should you have any questions, please call me.

DISTRIBUTION:

John Angell

Joan Baggett

Veronica Biggins

Mark Gearan

Jack Gibbons

Pat Griffin

Marcia Hale

Alexis Herman

Nancy Hernreich

Harold Ickes

Tony Lake

Katie McGinty

Mack McLarty

Dee Dee Myers

Ab Mikva

John Podesta

Jack Quinn

Carol Rasco

Bob Rubin

Steve Silverman

George Stephanopoulos

Jodie Torkelson

Laura Tyson

Gary Walters

Billy Webster

Maggie Williams

✓

May 31, 1994

MEMORANDUM FOR JOAN BAGGETT, ALEXIS HERMAN AND HAROLD ICKES

From: Joe Velasquez

Subject: Team/Skill Building Seminars for Political Appointees

Many political appointees feel disconnected from the Clinton team and out of the loop on the Administration's policy and political priorities.

In an effort to ensure that the appointees will be articulate and enthusiastic spokespersons for the President in '95/'96, we are planning a series of week-long seminars, targeting Hispanic, African American and female appointees (Yes, Harold -- we'll do one for the leftover white males too).

Michael Grant at OPM has helped me work out the details. The objectives are:

- 1) To promote team building and give the appointees the chance to meet and work with one another across the agencies.
- 2) To allow us to coordinate and disseminate our policy objectives and message.
- 3) To train appointees in management skills, such as human resource management and communication skills.

The seminars would be developed and conducted by professional trainers. They would be held throughout the next eighteen months at the Federal Executive Institute in Charlottesville, the OPM Management Development Center in Lancaster, PA or in Baltimore area hotel space. The cost of the seminars would be \$1500-\$1700, a reasonable cost to an agency.

RECOMMENDATION: When you sign off on this concept, Chris Varney should inform the agency Chiefs of Staff to promote the event in their respective departments.

ACTION: ☐ Approve ☐ Approve as amended ☐ Discuss further

JUN - 1 1994

sent me

(7)

THE WHITE HOUSE
Washington, DC

Alexis M. Herman
Assistant to the President
for Public Liaison
202-456-2536
202-456-

FAX COVER

TO: Ms. Alexis Herman

FAX NUMBER: 2983

FROM: Paul Jackson

of pages: 1
incl cover

Please find 15 minutes w/ me on Monday so that
the Health Care issue doesn't slip in the middle
of the Economic concerns and the demanding
meetings schedule during this two week period.

I have some exciting and a politically
sensitive ~~the~~ information to share. I know
we have been trying to meet since last
Friday and that it is difficult to do so.

Many thanks,

Paul

P.S. I would like to meet with an outside
person here next Tuesday, has idea re shifting
\$3 Billion into Health Care System. (Sent you
memo on this a few days ago.

Paul Jackson

THE WHITE HOUSE
Washington, DC

Alexis M. Herman
Assistant to the President
for Public Liaison
202-456-2930
202-456-

FAX COVER

TO: Ms. Alexis Herman

FAX NUMBER: 2983

FROM: Paul Jackson

of pages: 2
incl cover

This man suggests that we tax
pharmaceutical companies on those
drugs that are A) profitable, and
B) that were developed with government
funding. He believes it would
generate \$3 Billion a year.

- Would like to meet with you and/or
me.

We obviously have to consider the
politics of going after the pharmaceutical
companies - could be a great idea.

February 9, 1993

Mr. J. Edward Whitehead, Jr.
Forty-B K Street
Washington, D.C. 20001

DRAFT

Dear Mr. Whitehead:

Thank you for our conversation of the other day. I think that the concept you put forward could have great potential. certainly I was glad to find that businessman of your energy and success is interested in how we can reorganize the health care system. i am also impressed by your ideas on how the Motown Corporation is interested in building a training facility at Atlanta/Clark University.

Regret, however, I can not accept the gracious gift of the 4 compact disk collection of Motown "oldies," as much as I love the music contained there. In fact I plan to purchase it at the first opportunity. I am sure that you will appreciate our mutual need to avoid any semblance of impropriety with so much at stake, such as the reorganization of health care on which I look forward to exchanging further ideas with you. I am hopeful that at some point next week I will be able to share with Ms. Herman your ideas on the refinancing of the health care system.

Sincerely,

Paul Jackson
Office of Public Liaison
the White House
the Old Executive Office Building, Room 122
Washington, D.C. 20500

CHART "A"

LONG RANGE PLAN

SHORT TERM AND INTERMEDIATE TERM PLAN

SAT 10-12	MONDAY A.M.	MONDAY P.M.	TUESDAY 1:00	WEDNESDAY A.M.	THURSDAY 1:15-3:15
(every 3rd Sat)	INITIAL SCK VET	AREA MTG	SHORT TERM SCK MTG	PRE- POTUS MTG	POTUS MTG
Input into L/R and Focus		Recommendation and prioritization	Decisions	Preparation for meeting	Input and sign-off
Senior staff & policy heads & consult (?)	EB HI MG BW + staff	HI direct reports MG/EB Communications NEC,NSC,OPC	LP + (EB,HI,MG, JQ,MW,GS, NH,BW) + dept. heads	LP EB,HI,MG,GS DDM,NH,BW	LP HI,EB,MG BW,GS,NH, DDM,VP

MEMORANDUM FOR ERSKINE BOWLES

COPY

**FROM: ALEXIS HERMAN
STEVE HILTON**

DATE: FEBRUARY 7, 1995

RE: RESPONSE TO QUESTIONS IN SECTION V, 2/2/95 MEMO

A.

1. For OPL's purposes talking points are not sufficient, they tend to be more rhetorical. However, our constituents want more factual information that they can use for briefing purposes or media use. The types of factual information we need are a description of new initiatives, background on any modification to our current issues and why, and a detailed description of our message for the week. All of the above described documents must discuss how our initiatives benefit the American people. (See attached draft newsletter). Also, it is imperative that the talking points be vetted by the political operations in the White House to ensure that it generates support to the President and also does not in any way offend major constituencies (for example, evidently our talking points on immigration have been resoundingly criticized by the leadership of the Hispanic community).
2. An ongoing working group should be created that is made up of representatives of different offices, i.e. communications, OPL, political, IGA, cabinet and the relevant policy offices. The need for talking points and fact sheets should arise based on direction from the President, the chief of staff, and deputy chiefs of staff. Assuming we have a strategic plan, these talking points and fact sheets can be developed well in advance of any initiative or announcement.
3. Points of contact in each office should be identified, and the materials should be distributed by both e-mail and hard copy, with a phone notification of the materials.
4. Same as number 3. (e-mail, hard copy, phone notification)

B.

3. There should be an after action review conducted by the staff contact and lead scheduler to determine appropriate follow-up and lessons learned.

Attachment