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Political Workshop

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TIME OF TRANSMISSION

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**WHITE HOUSE
SITUATION ROOM**

PRECEDENCE ~~IMMEDIATE~~
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ROUTINE

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BY M. H. L. L.
DATE 090228Z Dec

MESSAGE NO. 16 CLASSIFICATION UNCLASSIFIED PAGES 19
FROM WHSR
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MESSAGE DESCRIPTION

TO AGENCY	RELAY TO	REFERENCE NO.	MESSAGE NO.
<u>AF-1</u>	<u>ALEXIS HERMAN</u>		
<u>MIAMI</u>			

REMARKS

The White House Office of Public Liaison

Alexis M. Herman, Director

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Facsimile Transmittal Sheet

Number of Pages (Including Cover) 19

To Alexis Herman

Fax Number 757 41163

Office Number 3

Date _____

From Debbie Fine

***** COMMENTS *****

Please look over and make
comments/edits and call
me back. Thank you

MODERATOR -- POLITICAL WORKSHOP

**-- OPENING --
(10 Minutes)**

o Welcome/Greet (Early supporters from New York, Pennsylvania, Texas, Missouri, Ohio)

o On behalf of President Clinton, I would like to welcome you this morning to the Old Executive Office building and the White House. In addition to tonight's holiday celebration with the President and the First Lady, we wanted to take this opportunity to have a discussion with you about the changed political landscape we face going into 1995.

o This morning's workshops have three goals:

(1) To give you our assessment of where we are with respect to both the politics and the issues in the post-November 9 environment.

(2) Second, and most importantly, to hear your ideas, gain your perspective, and listen to your criticisms.

(3) Finally, to rededicate ourselves to getting our message out. We'll ask each of you to commit to an "action plan" -- certain steps that you can take to help President Clinton move forward.

o Now, I want to let you know about logistics -- how we've organized this morning's workshops:

o Present -- 10:30 am: I will shortly introduce our speaker for the first workshop. He will focus on some of the forces behind the November 8th results and identify some key races at the local and state levels in the coming year. After his briefing, we will open up the floor for a give-and-take discussion on these subjects.

o 10:30 -11:00 am: We'll take a 30-minute break.

o 11:00-12:30 am: Following the break, we'd like you to join us in [Room] for the second workshop of the morning, looking at the legislative agenda we are developing and how we will navigate it through the Republican Congress. Again, we will be asking for your reaction and response.

o 12:30 pm: We will let you go to prepare for tonight's holiday celebration with the President and the First Lady.

o Introduction of POLITICAL Speaker:

**SPEAKER -- POLITICAL BRIEFING
(20 Minutes)**

o We all know what occurred on November 8th, and every one is tired of discussing it. We all know that:

o Despite the real economic progress we've made, there is great anxiety among Americans about their own ability to survive economically.

o Voters are deeply unsatisfied with the pace of change.

o They are frustrated with government.

o There is a gnawing fear about the decline in this nation's moral fabric and the loss of security in our communities.

o Finally, there is a great deal of anger about the changing world we live in and the government's role in that world.

o The choices are clear: Are we going to do what it takes to better the lives of average people? Are we going to make the necessary changes in this government?

o So far, the choices we've made have been the right ones, but we failed to get our message out.

o This Administration has not been about "left" or "right", but about working to improve where the majority of Americans are -- the middle class. Bill Clinton has always been a centrist. He was elected as one, and he has governed as one.

o Yet they have not felt the impact of those efforts in their own lives. Let me share some important statistics from the recent election:

o On November 8, we lost ground with folks in the \$15,000-\$30,000 income bracket. For the first time ever, over half of white Americans in that income category voted Republican.

o Among Americans over 60 years old, we slipped from 54% Democratic in 1992 to 45% Democratic in 1994, despite the impact of the "Contract" on Medicare and other programs they care about and rely on.

o The Republicans got their voters out in great numbers, and we didn't. The Christian Coalition, the NRA, and other Republican base voters went out to vote in overwhelming numbers, and our voters did not. We were out-organized, out-hustled, and out-communicated.

o This was a wake-up call to reach out and better communicate to Americans who work and play by the rules. Our job is to pull together a great political operation so we can get our message out there first.

o [TRANSITION TO 95 AND '96 -- Key Races] Clearly, part of a winning strategy is choosing which battles to fight: Right now,

we need to begin looking at key mayoral and gubernatorial races coming up in 1995.

- o In Kentucky, Louisiana, and Mississippi, there will be tough Governor races. There will be 73 mayoral races in cities with 100,000 or more in population, including Chicago, Denver, San Francisco, Kansas City, Philadelphia, Houston, and Cincinnati.

- o Organizational Challenges:

- o We have to work as a team, if we are to succeed in these races. We are working to clarify/coordinate roles of DNC, the White House Committee to Re-elect the President, Democratic State Chairs, DSCC, DCCC, DGA.

- o These may be different entities, but they all share the same goals.

- o But we're not waiting until every new leadership slot is filled to move ahead.

- o Conclusion:

- o Our goals are doable. We can win in 1995 and 1996. And, the stakes couldn't be higher.

[QUESTION AND ANSWER PERIOD]

-- OPEN FLOOR/DISCUSSION --
(30 Minutes)

o I've identified some of the forces -- as well as some of our failures -- that led to our electoral losses on November 9. But if we are to learn all the lessons of that day, we need to hear from you.

o Tell us what we need to do better. What we should do differently. What we haven't been doing, but should have been doing.

MODERATOR -- ISSUES WORKSHOP

-- OPENING --
(10 Minutes)

o Welcome/Greet: (Early supporters from New York, Pennsylvania, Texas, Missouri, Ohio.)

o On behalf of President Clinton, I would like to welcome you this morning to the Old Executive Office building and the White House. In addition to tonight's holiday celebration with the President and the First Lady, we wanted to take this opportunity to have a discussion with you about the changed political landscape we face going into 1995.

o Overview: Let me tell you what you can expect in this workshop:

o Program:

(1) First, we have asked [SPEAKER #1] to talk about our legislative agenda and what it means to work in a bi-partisan fashion.

(2) Second, we will hear from [SPEAKER #2] on the substance of The President's key initiatives and how these will help to improve the lives of working Americans.

(3) Each speaker will give you the opportunity to ask questions, and to share your ideas.

o Logistics -- how we've organized this morning's workshop:

o Present -- 10:30 am: Briefings from [Speaker #1] and [Speaker #2].

o 10:30 -11:00 am: 30-minute break.

o 11:00-12:30 am: Following the break, we'd like you to join us in [Room #] for the second workshop of the morning, looking at the changed political landscape and key races we face in the coming year.

o 12:30 pm: We will let you go to prepare for tonight's holiday celebration with the President and the First Lady.

o Achievements: Before we ask [SPEAKER #1] to talk about 1995, let me say that this President has made a difference in virtually every segment in the American community. Especially for those who work hard and play by the rules.

o I'm not here to list all the accomplishments of the last two years, but I'd like to touch on some of highlights in the economic area that we have not successfully communicated to the American public:

o We've downsized the government: Reductions achieved by this Administration will make this the smallest federal workforce since the Kennedy Administration. It will be 272,000 employees fewer.

o And, we've already cut the deficit in the federal budget by \$87 billion. We have seen falling deficits for three years in a row, the first time since Harry Truman's Administration.

o We've opened up markets with the enactment of NAFTA and, more recently, with the passage of GATT.

o Under this Administration, more than 5 million new jobs have been added to the economy. Unemployment is at a four-year low. And, inflation remains low, while business inventories are rising at record rates.

o And yet, working people in the country don't feel the impact of this economic prosperity in their own lives. People are working harder and longer. The key to bridging that gap over the next two years is finding common ground with the 104th Congress on the issues that matter most to working Americans.

o [Speaker #1] will talk about how we intend to continue building on our progress in the next Congress.

12/08/94 21:00

**-- LEGISLATIVE SPEAKER --
(10 minutes)**

o Identify domestic/legislative priorities:

- o Welfare reform**
- o Health care reform**
- o FY '96 Budget**
- o Political reform**

o Republican goals

o Identify Key new chairman

- o Appropriations**
- o Budget**

o Working with the 104 Congress

- o Finding common ground**
- o Where we won't compromise**

[QUESTION AND ANSWER PERIOD]

MODERATOR -- ISSUES WORKSHOP, CONT.

o Introduction of [SPEAKER #2]

o A common theme this morning is the challenge we face in connecting better with ordinary Americans, the people who work hard and play by the rules. Having heard an overview of our legislative priorities in the next Congress, our next speaker will focus on two of those initiatives and why they matter to working men and women.

ISSUES WORKSHOP: SPEAKER #2
(Time:)

Welfare Reform:

- o I think most everyone here knows that welfare reform has been a battle Bill Clinton has been committed to for more than ten years. Last June, he sent his proposal to the Congress, and he will send it once again in the coming Congress.
- o Fueling his commitment is the belief that the purpose of welfare should be to bring poor people into the economic mainstream -- not to keep them dependent. Reform will make welfare a transition system leading to work.
- o To reinforce and reward work, his approach is based on a simple compact. Each recipient will be required to develop a personal employability plan designed to move her into the workforce as quickly as possible.
- o Time limits will be included to ensure that anyone who can work, must work -- in the private sector if possible, in a temporary subsidized job if necessary.
- o The President's plan includes a combination of work opportunities, the Earned Income Tax Credit, child care and improved child support, all aimed at making the lives of millions of women and children truly better.
- o The EITC, which has already been enacted, will make any minimum wage job pay \$6.00 for a typical family.
- o And, the President's plan establishes the toughest child support enforcement program ever proposed, promoting a culture of mutual responsibility for children.
- o In addition, it would add muscle to efforts to detect and prevent welfare fraud and sanctions to prevent gaming of the welfare system.
- o At the same time, the President's plan acknowledges that prevention of teen pregnancy and out-of-wedlock births is a critical part of reforming our welfare system. Reform will send a clear message to adolescents that they should not become a parent until you are able to provide for and nurture you child.
- o What's the impact of the President's plan?
 - o Some 2.4 million adults will be subject to the new rules, including time limits and work requirements.
 - o Almost one million people will either be off welfare or working.
 - o Another 873,000 recipients will be in time-limited school or training programs leading to employment.

o Federal child support collections will more than double, from \$9 billion to \$20 billion.

o Teen pregnancy prevention programs will be operating in 1,000 middle and high schools in disadvantaged neighborhoods.

o All hospitals will have paternity establishment programs in place.

o A national clearing house will be in place, tracking parents who owe child support across state lines.

[Need something about how we'll pay for the plan. I'll get from Jeremy.]

A handwritten signature, possibly "Philly", enclosed in a circular scribble.

POLITICAL MODERATOR MODEL COVER MEMO
(A similar memo also needs to go to John Emerson.)

December 9, 1994

MEMORANDUM FOR JOAN BAGGETT

FROM: Alexis Herman

SUBJECT: Briefing Materials for Early Supporter Briefings

DATE: Monday, December 12, 1994

TIME: 9:00AM to 10:30AM

LOCATION: Room 474, Old Executive Office Building

I. PURPOSE

The purposes of this briefing are to:

- educate participants on the current political situation,
- listen to their concerns and suggestions,
- instill a sense of confidence that the administration remains committed to its goals,
- mobilize participants to go back to their communities and become more active on behalf of the administration.

II. BACKGROUND

The First Lady and the President have invited early supporters from New York, Pennsylvania, Texas, Missouri and Ohio to a holiday reception on Monday evening at the White House. At their request, we have organized a series of briefings for participants the morning of the reception. Each participant will go to two briefings: (1) a political workshop and listening session and (2) a legislative strategy and issues session.

You are the moderator for this political/listening session. You will be teamed up with Secretary Ron Brown. Following this briefing, participants will proceed to room 450 OEOb for an issues briefing.

III. SEQUENCE OF EVENTS

- You will welcome and make opening remarks. (10 minutes)
- You will introduce Secretary Ron Brown.
- Secretary Brown will make remarks. (20 minutes)
- The Secretary will open up for discussion. (30 minutes)
- You will make closing remarks.

IV. TALKING POINTS

Attached are talking points.

Thank you for agreeing to participate in these briefings. Your involvement is essential for making this a successful program.

POLITICAL SUBSTANCE SAMPLE COVER MEMO

(A similar memo will also go to Harold Ickes, Secretary Brown, and Joan Baggett.)

December 9, 1994

MEMORANDUM FOR AMBASSADOR MICKEY KANTOR

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

SUBJECT: Briefing Materials for Early Supporter Briefings

DATE: Monday, December 12, 1994
TIME: 11:15AM to 12:00PM
LOCATION: Room 100, Old Executive Office Building

I. PURPOSE

The purposes of this briefing are to:

- educate participants on the current political situation,
- listen to their concerns and suggestions,
- instill a sense of confidence that the administration remains committed to its goals,
- mobilize participants to go back to their communities and become more active on behalf of the administration.

II. BACKGROUND

The First Lady and the President have invited early supporters from New York, Pennsylvania, Texas, Missouri and Ohio to a holiday reception on Monday evening at the White House. At their request, we have organized a series of briefings for participants the morning of the reception. Each participant will go to two briefings: (1) a political workshop and listening session and (2) a legislative strategy and issues session.

You are the briefer for this political/listening session. You will be teamed up with John Emerson, who will moderate the briefing. Preceding this briefing, participants will attend a briefing on legislative issues by Pat Griffin, Secretary Riley and me.

III. SEQUENCE OF EVENTS

- John Emerson will welcome and make opening remarks. (11:00AM)
- Emerson will introduce you. (11:15AM)
- You will make remarks. (20 minutes)
- You will open up for discussion. (30 minutes)
- Emerson will thank everyone and close the briefing.

Note here that the briefing is scheduled for 11:00AM to 12:30PM; you are scheduled to be there from 11:15AM to 12:00PM.

IV. TALKING POINTS

Attached are talking points.

Thank you for agreeing to participate in these briefings. Your involvement is essential for making this a successful program.

POLICY ISSUES SAMPLE COVER MEMO
(A similar memo will also go to Bill Galston.)

December 9, 1994

MEMORANDUM FOR SECRETARY RILEY

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

SUBJECT: Briefing Materials for Early Supporter Holiday Briefings

DATE: Monday, December 12, 1994
TIME: 9:45AM to 10:15AM
LOCATION: Room 450, Old Executive Office Building

I. PURPOSE

The purposes of this briefing are to:

- briefly discuss the administration's accomplishments;
- summarize the administration's legislative strategy for working with the 104th Congress;
- educate participants on the President's priority legislative initiatives for 1995; and
- listen to participants' concerns and suggestions.

II. BACKGROUND

The First Lady and the President have invited early supporters from New York, Pennsylvania, Texas, Missouri and Ohio to a holiday reception on Monday evening at the White House. At their request, we have organized a series of briefings for participants the morning of the reception. Each participant will go to two briefings: (1) a political workshop and listening session and (2) a legislative strategy and issues session.

You are the legislative issues briefer for this legislative strategy and issues session. You will be teamed up with me, asl moderator, and Pat Griffin, who will discuss the 1995 legislative strategy. Following this briefing, participants will participate in a political briefing either with Joan Baggett or Ambassador Kantor.

III. SEQUENCE OF EVENTS

- I will welcome participants and make opening remarks. (9:00AM to 9:15AM)
- I will introduce you.
- You will discuss what it means to work with the 104th Congress, and open it up for questions or comments. (9:15AM to 9:45AM)
- I will thank you and introduce Secretary Riley.
- Secretary Riley will make remarks on the President's priority legislative issues for 1995, and open it up for questions and comments. (9:45AM to 10:15AM)
- I will close the briefing.

Note here that although the briefing is from 9:00AM until 10:30AM, you are scheduled to participate from 9:15AM to 9:45AM.

IV. TALKING POINTS

Talking points are attached.

Thank you for agreeing to participate in these briefings. Your involvement is essential for making this a successful program.

LEGISLATIVE STRATEGY SAMPLE COVER MEMO
(A similar memo will also go to Steve Ricchetti.)

December 9, 1994

MEMORANDUM FOR PAT GRIFFIN

FROM: Alexis Herman

SUBJECT: Briefing Materials for Early Supporter Briefings

DATE: Monday, December 12, 1994
TIME: 9:15AM to 9:45AM
LOCATION: Room 450, Old Executive Office Building

I. PURPOSE

The purposes of this briefing are to:

- briefly discuss the administration's accomplishments;
- summarize the administration's legislative strategy for working with the 104th Congress;
- educate participants on the President's priority legislative initiatives for 1995; and
- listen to participants' concerns and suggestions.

II. BACKGROUND

The First Lady and the President have invited early supporters from New York, Pennsylvania, Texas, Missouri and Ohio to a holiday reception on Monday evening at the White House. At their request, we have organized a series of briefings for participants the morning of the reception. Each participant will go to two briefings: (1) a political workshop and listening session and (2) a legislative strategy and issues session.

You are the legislative strategy briefer for this legislative strategy and issues session. You will be teamed up with me, as moderator, and Secretary Riley, who will discuss the substance of the administration's priority issues for 1995. Following this briefing, participants will participate in a political briefing either with Joan Baggett or Ambassador Kantor.

III. SEQUENCE OF EVENTS

- I will welcome participate and make opening remarks. (9:00AM to 9:15AM)
- Pat Griffin will discuss working with the 104th Congress and take questions or comments. (9:15AM to 9:45AM)
- I will introduce you.
- You will make remarks on the President's priority legislative issues for 1995, and open it up for questions and comments. (9:45AM to 10:15AM)
- I will close.

Please note here that although the briefing is from 9:00AM until 10:30AM, you are scheduled to participate from 9:45AM to 10:15AM.

IV. TALKING POINTS

Talking points are attached. (As per our phone conversation, we have included talking points on welfare reform, but not education issues.)

Thank you for agreeing to participate in these briefings. Your involvement is essential for making this a successful program.

13/15/11
NL

202

202-575-2804