

FOIA MARKER

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Radio Interviews

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THE WHITE HOUSE
WASHINGTON

January 30, 1995

Memorandum to White House Senior Staff

From: Leon Panetta

Re: Radio Interviews

The Office of Media Affairs would like to institute regular outreach from White House officials to radio talk show hosts and radio news. Many of you have already been giving your time to radio for special events - i.e. roll-out of the State of the Union. We are now going to attempt to put in place a weekly radio outreach strategy.

To make this program a success, each one of you should commit to giving **one hour a week** of your time for radio interviews. Your office would need to notify Media Affairs every Friday (earlier if possible) when you will be available for the upcoming week. Media Affairs will book the interviews and help administer the calls.

You will also be asked to periodically host informal, off-air discussions with prominent big-city talk show hosts. Five of these conference calls were done before the State of the Union Address and we received a very good response from participants.

Your office will be receiving a call from Lorrie McHugh in the Office of Media Affairs to begin setting up this program. In the interim, please feel free to give Lorrie a call at 456-7150 if you have any questions.