

FOIA MARKER

This is not a textual record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

Collection/Record Group: Clinton Presidential Records
Subgroup/Office of Origin: Council on Environmental Quality
Series/Staff Member: Kathleen (Katie) McGinty
Subseries:

OA/ID Number: 2886
FolderID:

Folder Title:
Climate Change Action Plan Announcement: National Action Plan Announcement IMAX - Air and Space

Stack:	Row:	Section:	Shelf:	Position:
S	61	5	9	2

487 total
 100 press
 387
 40 OH

Mon. Cathy
 Spraggins
 354 4022
 Special events

NO. 7521/3

MADE IN USA

ESSENTIAL

Oxford

PHOTOCOPY
 PRESERVATION



SMITHSONIAN INSTITUTION
 BUILDING ND

9-893

NAME

VISITOR

9-28

Govt. Relation 357-2962

Close entire museum
500 people fire code
Nat'l A

announcement outside!

Close off museum

Air & Space 1 floor level
Prez stand on 2nd level

Carey Wilkins

THE WHITE HOUSE
WASHINGTON

Trey —

~~Sat~~ ^{Wed} 28

Check on events for CZ
+ me — release of climate
plan. 500-1500 people.

Plan: speech in Auditorium,
then reception on Mall,
~~to~~

Try: Nat History ?
Air + Space ?

Park Service?

also = How many
@ Buildings?

WH^{also} Soc. Secy — how many on lawn?

Pamela Baker
Smithsonian
786-2950



Dr. Talbot, Director
Natural History Museum
357-1300
357-2664

Air & Space
357-1300

Park Service 619-7000
Smithsonian
Govt. Relations ofc 357-2962

cosponsor?

tropical rainforest movie

Sept. 30 8:00 am

parking

Pres & VP parking

Air & Space

Govt. Relations Smithsonian

liaison * in Air Space

* Brad Mumms *

Carrie Wilkes

National Zoo

parking
new exhibit
Amazonia
biode

area adjacent to

PHOTOCOPY
PRESERVATION

Tues.

Tents extremely large
chairs platform

outside event @ WH

[800 no tent Budget]

DEDB
● people
w/ press 200

1500 tent \$10,000
- 15,000
seated
tent 60 x 180 \$8,000
East Room
tours → 2 pm
max seat 225 + press
300-400 standing
plat.

entering 200-250
max on
recept.

Susan

do memo to Susan
on time & place

Cathy Spraggins

357-4022

Special events

1. Cancel 1st IMAX showing
[cost to us?]
2. go ahead & reserve if
going to change?

Smithsonian

PHOTOCOPY
PRESERVATION

invitation

* parking under DC jurisdiction

Smith. only has employee parking

instances blocked off 1st thing
in the morning Pope left
parking area

National Park Service
Jurisdiction over the mall

Daytime

Inaugural

* close entire museum
sweep ^{day} before
evening? Close @

(?)
7:00 p.m.

5:30
fall

6:30
summer

Tret

CZ would like you
to start the process for
scheduling the President ^{UP} for
the Climate Change Announcement
Ideally 9/28. Can't be after
Sept 30. And we need as
much time as possible
to get things ready (ie not before
9/27). In this file is form
for requesting POTUS and
can U.P. sched to find out his
availability.

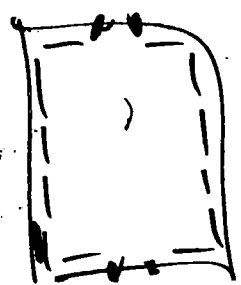
She suggests getting w/ Brian
who knows more about CMA
process & we should plug in
CMA when he returns.

TKS

KZ

444
4000
26
4800

24' x 18'



September 3, 1993

MEMORANDUM FOR CATHY

FROM: TREY

CC: BRIAN

SUBJECT: NAP ANNOUNCEMENT

tents: 60x80

A quick update before the weekend:

I have been in touch with the Govt. Relations Office of the Smithsonian about several different possibilities. They balked at the possible number of invitees you gave me. The Smithsonian doesn't have any auditoriums large enough to hold 500, but they suggested the lobby area of the Air & Space - the audience on the main level w/ the Prez speaking from the 2nd level. Natural History is out - it is too segmented and would not allow for everyone to be in one area. Another option is the IMAX Theater (if you want to have people seated) which only holds 340. (The Lincoln Memorial was brought up, but that seems even more daunting.) They expressed concern over the following:

logistics of moving folks from announcement site to reception site.

o parking on the mall - impossible to reserve unless we block it off very early in the a.m. - for this we need to contact DC police. They suggested holding the ceremony at say 7:00 in the evening so that parking/rush hour would not present as much of a problem, and they would not have to shut down the museum.

o portable toilets if we have the reception out on the mall. I have a call in to Roger Kennedy of the Natl. Park Svc. to discuss options on the mall. I seem to recall several events earlier this year where tents were set up on the Ellipse/Mall that were cordoned off, so that random passers-by were kept away. This might be our only possibility if the numbers far exceed 500.

o if the numbers do get quite large, they suggested Wolftrap. I can make some preliminary calls, but I don't know that it would quite serve our purposes this time.

o how are we going to handle food for such a large group? I will need to get in touch w/ caterers (or whoever is going to pay for the catering) soon, so we can get the ball rolling.

Let me know your thoughts.

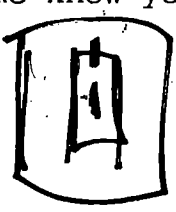
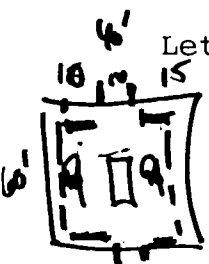
tent booths outside

30 booths 4-8 clusters

6x6

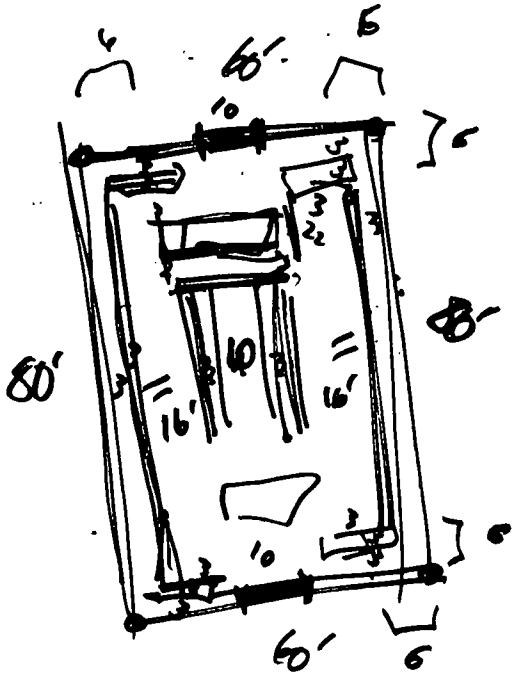
Prez enter bottom
exit/enter from top
340 IMAX
3x40=120

6' x 10' 6'
3/3



40

18
40
720



$$\begin{array}{r} 19 \overline{) 38} \\ 38 \\ \hline 0 \end{array}$$

4. 24

$$\begin{array}{r} 12 \overline{) 36} \\ 36 \\ \hline 0 \end{array}$$

12

$$\begin{array}{r} 12 \overline{) 36} \\ 36 \\ \hline 0 \end{array}$$

$$\frac{6 \times 6 = 36}{18}$$

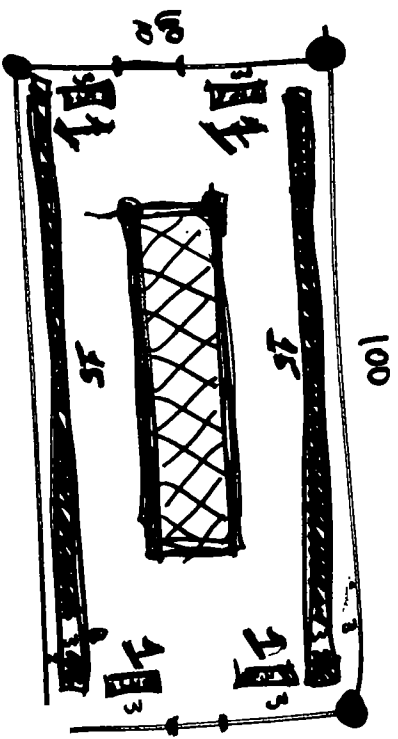
$$\frac{8 \times 4}{2} = 16$$

$$\frac{18}{10} = 1.8$$

$$\begin{array}{r} 3 \overline{) 6} \\ 6 \\ \hline 0 \end{array}$$

$$\begin{array}{r} 2 \overline{) 32} \\ 32 \\ \hline 0 \end{array}$$

$$\begin{array}{r} 30 \overline{) 120} \\ 120 \\ \hline 0 \end{array}$$



$$\begin{array}{r} 6 \overline{) 30} \\ 30 \\ \hline 0 \end{array}$$

$$\frac{30}{12} = 2.5$$

$$\frac{40}{20} = 2$$

$$\begin{array}{r} 60 \overline{) 420} \\ 420 \\ \hline 0 \end{array}$$

$$\begin{array}{r} 3 \overline{) 15} \\ 15 \\ \hline 0 \end{array}$$

$$\begin{array}{r} 16 \overline{) 32} \\ 32 \\ \hline 0 \end{array}$$



September 3, 1993

MEMORANDUM FOR CATHY

FROM: TREY
CC: BRIAN
SUBJECT: NAP ANNOUNCEMENT

A quick update before the weekend:

I have been in touch with the Govt. Relations Office of the Smithsonian about several different possibilities. They balked at the possible number of invitees you gave me. The Smithsonian doesn't have any auditoriums large enough to hold 500, but they suggested the lobby area of the Air & Space - the audience on the main level w/ the Prez speaking from the 2nd level. Natural History is out - it is too segmented and would not allow for everyone to be in one area. Another option is the IMAX Theater (if you want to have people seated) which only holds 340. (The Lincoln Memorial was brought up, but that seems even more daunting.) They expressed concern over the following:

- o logistics of moving folks from announcement site to reception site.
- o parking on the mall - impossible to reserve unless we block it off very early in the a.m. - for this we need to contact DC police. They suggested holding the ceremony at say 7:00 in the evening so that parking/rush hour would not present as much of a problem, and they would not have to shut down the museum.
- o portable toilets if we have the reception out on the mall. I have a call in to Roger Kennedy of the Natl. Park Svc. to discuss options on the mall. I seem to recall several events earlier this year where tents were set up on the Ellipse/Mall that were cordoned off, so that random passers-by were kept away. This might be our only possibility if the numbers far exceed 500.
- o if the numbers do get quite large, they suggested Wolftrap. I can make some preliminary calls, but I don't know that it would quite serve our purposes this time.
- o how are we going to handle food for such a large group? I will need to get in touch w/ caterers (or whoever is going to pay for the catering) soon, so we can get the ball rolling.

Let me know your thoughts.

tent booths outside
30 booths 4-8 clusters
6x6



*Brian
your thoughts
T*

September 9, 1993

MEMORANDUM FOR SUSAN BEAUDETTE

FROM: TREY LINDSETH
CC: BRIDGET SHEA
SUBJECT: PRESIDENT'S ANNOUNCEMENT OF HIS CLIMATE PLAN

President Clinton in his Earth Day Address committed the U.S. to reduce greenhouse gas emissions to 1990 levels by the year 2000. For the President's unveiling of his plan, we would like to request the use of the IMAX Theater on _____ from 7:30 a.m. to 9:45 a.m. The President's remarks are scheduled to begin at 9:00 a.m. and last approximately 30 minutes, which will provide ample time to vacate the theater before the first public film at 10:10 a.m. We will need to have the auditorium open by 7:30 a.m. to begin seating the guests.

There will be approximately 350 invited guests, 40 staffers from the White House, as well as full press coverage of the event. Our guests will include CEO's of major corporations involved in the development and marketing of environmental technologies. We would greatly appreciate a screening of Blue Planet to be shown as the guests arrive and are seated.

Please do not hesitate to call with further questions. I certainly appreciate your assistance in this matter.

~~Trey~~
September 8, 1993

MEMORANDUM FOR CATHY

FROM: TREY

CC: MARC
BRIAN
JESSICA

SUBJECT: IMAX VISIT

*Need to
be thinking
of 9 or 9:30
event is too
early.*

Jessica and I went to talk face to face with the Air and Space folks, and we discovered:

- o The theater has 487 seats, 100 of which will need to be reserved for the press. I estimate 40 or so people from the White House will be attending, so that leaves us approximately 350 seats left.
- o There is a permanent podium in place that can be elevated for better viewing. There is a holding room currently under construction -- we are trying to move up the schedule so that it will be ready for our visit.
- o We can set up the metal detectors in the lobby, everyone will proceed through the entrance on the lobby level and begin seating from the bottom. One potential problem -- VIP SEATING -- we could put them in front of the press entourage, but I'm afraid the angle (with the podium elevated) will be too great for enjoyment.
- o We will be able to show a movie as people are arriving -- Blue Planet is 42 min., so if we begin at 7:00 we should be set. Some lights will be left on, but I thought a movie would keep everyone occupied during the long wait. FYI -- Presidential Scheduling and Advance demands that we request everyone to arrive at least 1 hour before the arrival of the President.
- o In case we decide to move the schedule back, the museum opens at 9:45 -- we could easily delay this to 10:00. The first movie begins at 10:10 and we need to have everyone out by 10:00 at the very latest.

DRAFT SCHEDULE OF EVENTS (9/8)

9/29

late ? Sweep building for undesirable mechanical devices

9/30

6:00 Appropriate OEP/WH staff arrive for set up

7:00 Invitees begin arriving -- begin movie in the IMAX

7:45 Building closed off 15 min. before President's arrival

8:00 President and VP arrive -- proceed to holding room

8:05/10 VP introduces the President

8:15 President begins speech -- lasts approx. 20 min.

8:40 VP and Browner (?) give a few remarks and ask everyone to proceed to the reception tent on the Mall

9:15/20 Reception should be in full swing

10:00/30 OEP staff collapses from exhaustion.

September 8, 1993

MEMORANDUM FOR CATHY

FROM: TREY

CC: MARC
BRIAN
JESSICA

SUBJECT: IMAX VISIT

Jessica and I went to talk face to face with the Air and Space folks, and we discovered:

- o The theater has 487 seats, 100 of which will need to be reserved for the press. I estimate 40 or so people from the White House will be attending, so that leaves us approximately 350 seats left.
- o There is a permanent podium in place that can be elevated for better viewing. There is a holding room currently under construction -- we are trying to move up the schedule so that it will be ready for our visit.
- o We can set up the metal detectors in the lobby, everyone will proceed through the entrance on the lobby level and begin seating from the bottom. One potential problem -- VIP SEATING -- we could put them in front of the press entourage, but I'm afraid the angle (with the podium elevated) will be too great for enjoyment.
- o We will be able to show a movie as people are arriving -- Blue Planet is 42 min., so if we begin at 7:00 we should be set. Some lights will be left on, but I thought a movie would keep everyone occupied during the long wait. FYI -- Presidential Scheduling and Advance demands that we request everyone to arrive at least 1 hour before the arrival of the President.
- o In case we decide to move the schedule back, the museum opens at 9:45 -- we could easily delay this to 10:00. The first movie begins at 10:10 and we need to have everyone out by 10:00 at the very latest.

DRAFT SCHEDULE OF EVENTS (9/8)

9/29

late ? Sweep building for undesirable mechanical devices

9/30

6:00 Appropriate OEP/WH staff arrive for set up

7:00 Invitees begin arriving -- begin movie in the IMAX

7:45 Building closed off 15 min. before President's arrival

8:00 President and VP arrive -- proceed to holding room

8:05/10 VP introduces the President

8:15 President begins speech -- lasts approx. 20 min.

8:40 VP and Browner (?) give a few remarks and ask everyone to proceed to the reception tent on the Mall

9:15/20 Reception should be in full swing

10:00/30 OEP staff collapses from exhaustion.

September 8, 1993

MEMORANDUM FOR CATHY

FROM: TREY

CC: MARC
BRIAN
JESSICA

SUBJECT: IMAX VISIT

Jessica and I went to talk face to face with the Air and Space folks, and we discovered:

- o The theater has 487 seats, 100 of which will need to be reserved for the press. I estimate 40 or so people from the White House will be attending, so that leaves us approximately 350 seats left.
- o There is a permanent podium in place that can be elevated for better viewing. There is a holding room currently under construction -- we are trying to move up the schedule so that it will be ready for our visit.
- o We can set up the metal detectors in the lobby, everyone will proceed through the entrance on the lobby level and begin seating from the bottom. One potential problem -- VIP SEATING -- we could put them in front of the press entourage, but I'm afraid the angle (with the podium elevated) will be too great for enjoyment.
- o We will be able to show a movie as people are arriving -- Blue Planet is 42 min., so if we begin at 7:00 we should be set. Some lights will be left on, but I thought a movie would keep everyone occupied during the long wait. FYI -- Presidential Scheduling and Advance demands that we request everyone to arrive at least 1 hour before the arrival of the President.
- o In case we decide to move the schedule back, the museum opens at 9:45 -- we could easily delay this to 10:00. The first movie begins at 10:10 and we need to have everyone out by 10:00 at the very latest.

DRAFT SCHEDULE OF EVENTS (9/8)

9/29

late ? Sweep building for undesirable mechanical devices

9/30

6:00 Appropriate OEP/WH staff arrive for set up

7:00 Invitees begin arriving -- begin movie in the IMAX

7:45 Building closed off 15 min. before President's arrival

8:00 President and VP arrive -- proceed to holding room

8:05/10 VP introduces the President

8:15 President begins speech -- lasts approx. 20 min.

8:40 VP and Browner (?) give a few remarks and ask everyone to proceed to the reception tent on the Mall

9:15/20 Reception should be in full swing

10:00/30 OEP staff collapses from exhaustion.

1. 1st showing in theatre | legal capacity
of room

2. Can we have Blue Planet
Rainforest Showing

as people wait.

3. Press coverage — where set [Stage?]
30-40 cameras

4. logistics in/out

5. Holding room

6. metal detectors

sweep^s

How long is the movie
can some lights be on while
movie is going

rest of press

487 seats

1/3 - 1/4 way up press

Schedule Proposal

9/7/93

	<u> </u> ACCEPT	<u> </u> REGRET	<u> </u> PENDING
--	----------------------	----------------------	-----------------------

TO: Stephanie Streett
Director of, Scheduling and Advance

FROM: Kathleen McGinty
Deputy Assistant to the President and
Director, Office on Environmental Policy

REQUEST: Speech and Reception/Photo Op

PURPOSE: To unveil the President's National Action
Plan on Global Climate Change

BACKGROUND: In his Earth Day Address, the President
announced the Administration's intention to
reduce greenhouse gas emissions to 1990
levels by the year 2000 and made a commitment
to produce a plan by August. The plan is
ready (after a short delay) and business
leaders and the environmental community, many
of whom responded to the President's "clarion
call for American ingenuity," are awaiting
its unveiling.

DATE & TIME: September 29 or 30, time to be determined

DURATION: 45 min. speech & 30 min. reception/photo op

LOCATION: Possibilities: Air & Space Museum w/
reception on the Mall

PARTICIPANTS: Vice President, Administrator Browner,
Secretary O'Leary, Secretary Peña, Secretary
Brown, Secretary Cisneros, 50-80 CEO's of
major corporations, heads of environmental
organizations.

OUTLINE OF EVENTS: Speech to announce the NAP & photo op to
recognize agency and industry representatives
for their efforts relevant to this
announcement.

REMARKS REQUIRED: Major speech - contact: Cathy Zoi, CoS, OEP

MEDIA COVERAGE: Full press

VICE PRESIDENT: Attendance Required

CONTACT: Cathy Zoi, Chief of Staff, OEP, x6224
Marc Chupka, Brian Johnson, Trey Lindseth

cc: Tony Wilson

GREEN PROGRAM CELEBRATION WHITE HOUSE BIG TENT

Positioning: Voluntary programs = Competitiveness and the Environment
Loved by the business community, loved by environmentalists, loved by Congress, **BECAUSE THEY WORK.** Here's the proof: representatives from XXX companies from YY states with stories to tell and hardware to show for it.

Main Event: (3d party site - Buildings Mus, etc.) Executives from Green Lights, Energy Star, Golden Carrot winner, DOE utility partners, other green programs, as well as key members of congress, VP and President

President makes speech, Cabinet/Hill/Partners have program announcements and photo ops

Series of events includes signing ceremonies, product demos (VP turning a VSD down 1/2 and seeing the power meter drop 7/8), awards for top performing facility managers and design engineers, the first Green shipments for the White House, etc.

Participant number could range from 100 to 2000, with representatives from all 50 states and every kind of business. Organizers can target key districts, industry or programs.

Hill: Before and after the White House event, participants meet with their members of congress on the virtues of voluntary programs as an aggressive anti-pollution strategy. "And hey, I saved millions of dollars too." The big version (2000 people) could get participants from just about every district.

Participants and Hill supporters host receptions and/or stage demos in Capitol or Union Station.

U.S.: Large number of companies and wide geographical distribution lead to wonderful local stories. Prior to event, participants receive marketing packages with program statistics, anecdotes, previous press releases to plagiarize, etc.

Participants will be featured in local TV, radio and newspapers along with the national story. "Tom Davidson, President of Jontec Instruments in Flint joined President Clinton today at the White House... (footage rolls of Jontec plant) ... the subject was Jontec's recent renovation of its facilities, which saved the company \$2 million last year ... Jontec recently added a second manufacturing facility to their operations."

POTENTIAL SUB-EVENTS

GREENING WHITE HOUSE GETS FIRST SHIPMENTS:

VP takes shipments of the first Green Lights for WH and calculates the return to taxpayers of Green Programs, using the first Energy Star Computers.



"How many million tons of carbon per bureaucrat? Wow!"

SIGNING CEREMONIES:

Photo-op signatures from Presidents of new Green Lights and Energy Star companies with Carol Browner. One of the best cliffs ever.

VSD DEMO:

Two machines side by side with watt-meters. VP or VIP turns one down 1/2 -- meter shows 1/8 the energy used.

GOLDEN CARROT ORDERED:

Makes out a check to Whirlpool President.

AWARDS:

Browner lauds best facility managers, key computer designers, Ally and Partner of the Year, etc.

COMPUTER and LIGHTING DEMOS:

Spread around the perimeter, or in clusters. Organizers will only allow really cool stuff.



DOE REACHES DEAL WITH HUGE UTILITIES:

The nation's leading suppliers of electricity make dramatic commitment to reduced greenhouse gas emissions.

NATURAL GAS STAR REACHES A MAJOR MILESTONE:

Browner with Presidents of all the gas companies -- an historic example of an entire industry's commitment to the environment -- and the bottom line.

ALUMINUM GAS STAR or HFC PROGRAM LAUNCHED (Potential announcements):
OTHER DEALS, NEW EXECUTIVE ORDERS, ETC.

BIG TENT TASKS

EVENT

- Size of Event? Date?
- Place? (Buildings Mus., Union St., Hill, Here)
- How To Target Attendees
 - 1) Diversity - Geography
 Industry
 Size of organization
 - 2) Weight to Key Districts (photo-ops with Hill friends)
 - 3) Weight to Critical Industries
- List of Potential Sub-Events (first cut on p2 "Big Tent")
 - Select targets
 - Criteria to participate - must be first-rate
- EPA calls exhibitors / EPA broadcast fax to invitees
- Review Agenda -- finalize events, exhibits
- Formal Invites
- Logistics / speeches / press releases

MARKETING - US

- Marketing kits for attendees
 - suggestions (calls to local press, tours, releases etc)
 - pollution prevention worksheet
 - camera-ready green program logos, PSAs to place to corp PR
 - outline of agenda, soundbites, anecdotes
 - stats -- example case study
 - notify us of local press they're working with
 - lists of key members?
- EPA sends out recruiting pak -- uses event as cliff
- Press notices -- special, local constituencies
- Pre-brief key press

HILL

- Briefings
- Integrate into event, photo-ops
- Help set up hill receptions, meetings
- Also enviro and business groups

CP MARKETING ROADMAP

9/2 Decision timeline straight with MC

9/3 Draft marketing plan, BJ mtg CZ

What kind of Big Tent? Agenda, participant groups ?

9/8? Sign-off on substance of plan

Big tent full participant lists (green pgms, utilities, stakeholders, conf att)

Plan materials 2nd draft

Exec summ

1-pagers J

Program Q/A J

Talking points / messages BJ

Political Q/A BJ

"Big Tent" in motion (sign-off & agenda here, EPA/DOE working on participants)

9/10? Brief White House (at earliest -- maybe next week)

Dist. plan, TP, Q/A to COMG ~~principles~~ principals

9/10 Lists of WH, Hill, Enviro/Trades to brief

Arrange briefings

Science initiative BJ/J

~~9/17 Brief White House~~

Meet with speechwriter

"Big Tent" partic. @ 85%, marketing pak ready for them

9/22 Brief Hill

Brief Enviro / Trade Orgs

Conference participants -- what do?

9/24 Final plan document

9/24 Final Q/As

9/24 Press Releases, speeches etc. drafted

9/28 Announce plan

What is book?
One pagers.

Some additional thoughts:

* The National Zoo in the evening

WH Social Office called:

tent for 1500 seated ~ \$10,000 - \$15,000
60' x 180' ~ \$8,000

Budget signing ceremony had 800 people
& no tent if you gamble on weather

East Room [tours until 2 pm]
max seating 225 / Standing 300-350
catering by WH in dining room
200-250 max