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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	[Personally Identifiable Information] [partial] (2 pages)	05/00/1993	b(6)

COLLECTION:

Clinton Presidential Records
Intergovernmental Affairs
Marcia Hale
OA/Box Number: 9714

FOLDER TITLE:

National Service [2]

2013-0661-F
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RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

THE WHITE HOUSE

WASHINGTON

March 26, 1993

MEMORANDUM FOR MARCIA HALE

FROM: ELI J. SEGAL 

SUBJECT: Meeting with the President

As you know, we expect to introduce legislation on April 20. To accommodate that objective, it is necessary for us to meet with the President for 30 minutes prior to his departure for the summit. While a decision memo will be in his hands by the end of today, we will need the meeting to follow up on some of those decisions.

Since Rutgers on March 1, the President has had one meeting and a few brief phone calls on national service. While I know health care is more complicated, timber more visible, and Russia more frightening, national service is a signature program with more upside potential for the President than virtually anything else. If we do not get legislation introduced by April 20 and if we do not get the President's time well before that, I fear that we are going to get swamped by other priorities (particularly health care) as we move forward.

Please let me know when we can see the President (from our perspective, Monday or Tuesday would be better than Wednesday).

EJS:ke

Attachment

THE WHITE HOUSE

WASHINGTON

March 23, 1993

MEMORANDUM FOR MARK GEARAN
MARCIA HALE
MACK MCLARTY
HOWARD PASTER
GEORGE STEPHANOPOULOS

FROM: ELI J. SEGAL

SUBJECT: Introduction of National Service Legislation

We expect to have a piece of legislation ready for introduction on April 20 -- a date chosen just after the Congress reconvenes and which happens to be National Youth Service Day.

We have a few national service policy issues yet to resolve which will require some of the President's time next week. I will be in touch with Marcia about this within a day or two. Secretary Riley has a few school finance issues to raise as well.

The legislation, coupled with reform of our student loan system, could be unveiled when the President and Mrs. Clinton reward approximately 100 young people, aged 18-25, for their community service at a high-visibility Rose Garden event, ideally at 10:30 a.m. (This event should not be confused with the more muted photo opportunity on April 22 -- the President's Volunteer Action Awards, incidental to Volunteer Action Week.)

Marcia and George are supportive of this event, and I would like clarification that it is set so we can: a) move forward with Secretary Riley and the Department of Education; b) move forward with the authorizing committees and appropriations subcommittees of the Congress; and c) make sure the event achieves our strategic, legislative and communication objectives.

EJS:ke

THE WHITE HOUSE

WASHINGTON

April 5, 1993

MEMORANDUM FOR MARCIA HALE

FROM: ELI J. SEGAL

SUBJECT: The President's Schedule

Here is my view of national service and the President's schedule:

March 1:	Unveils vision at Rutgers
April 20:	Unveils legislation in Rose Garden on National Youth Service Day. I recommend that we do all we can to turn this into a major event, but the stimulus package may make this difficult.
April 22:	Rewards 20 volunteers in Rose Garden ceremony (Presidential Voluntary Action Award winners)
May 20 (appx):	Commencement Address; challenge to universities on their responsibilities to service movement
June 10 (appx):	Commencement Address at a Youth Corps graduation, e.g. City Year. A great message, especially if done in the context of a speech at a military academy.
June 25:	Appears at opening of Summer of Service (excellent visuals and political message of defense conversion at Treasure Island Naval Base, CA)
August 20 (appx):	Youth Summit (closing of Summer of Service) in or around Washington, D.C.

I would be happy to elaborate on any or all of this memo should you like. We have tremendous opportunities to use the President's time to turn a likely legislative victory in the Fall into something far more important and durable.

Ms. Marcia Hale
April 5, 1993
Page Two

I know how hard it is to plan ahead like this, but I encourage you to step back for a moment and use the schedule to go to our strength.

Under the best of circumstances, health care, deficit reduction/economic stimulus, and campaign finance will be harder to define as "victories" than national service in 1993. And while they too will bring the fundamental change for which the President called, nothing is better than national service and its themes of "rights and responsibilities" to remind the American people why they voted for Bill Clinton.

EJS:ke

NOTE: George Stevens is not on here. However, we should bring closure to his request for June 20 at Constitution Hall. Again, this is not important to use, but we are not opposed.

THE WHITE HOUSE

WASHINGTON

March 27, 1993

MEMORANDUM FOR MARCIA HALE

FROM: ELI J. SEGAL *EV*

SUBJECT: Enclosed Memo

(1) If this works, here is what "service" would have on the President's schedule:

March 1:	Unveils vision
April 20:	Unveils legislation
May 20:	Commencement Address challenge to universities
June 10:	Commencement Address at Youth Corps graduation, e.g. City Year
June 25:	Appears at opening of Summer of Service (excellent visuals and political message of defense conversion at Treasure Island, CA)
August 20:	Youth Summit in or around Washington, D.C.

(2) If there is any time on the timber summit schedule, we could do a great service event. Bruce Babbitt tells me that one product of the summit will include thousands of new service opportunities in Oregon and Washington for young people -- clearing, reforesting, inspecting, etc.; excellent infrastructure already in place. I know this is late, but it would be a special opportunity to drive home a positive message, if you need one.

EJS:ke

Attachment

THE WHITE HOUSE

WASHINGTON

March 27, 1993

MEMORANDUM FOR DAVID DREYER

FROM: ELI J. SEGAL *EJS*

SUBJECT: Enclosed Memo

Consistent with the President's calls for "public-private partnerships" and "rights and responsibilities," as well as his popular refrain that "we're all in this together," I think the enclosed memo offers an excellent "big speech" opportunity for the President to roll out community service in at least one non-traditional way.

On March 1, the President challenged young people to participate. On April 20, he will introduce legislation. In May/June, he challenges universities to do better at a high visibility commencement address. (And in at least one other dramatic way of driving his message of service, I would use June to couple a traditional service academy commencement address (e.g. West Point) with a youth service commencement address (e.g. City Year.)

I would like your thinking on this memo as well as your reaction to a national service commencement address, perhaps done in tandem with (but without in anyway trivializing) a more traditional service academy address.

EJS:ke

cc: Marcia Hale

MEMORANDUM

To: Rick and ~~Ed~~
From: Susan 
Re: challenge to college and university presidents
Date: 20 March 1993

In response to your note about aspects of a challenge from President Clinton to college and university presidents, I would make the following suggestions:

Financial Aid

1. use of college work study: The Higher Education Act now mandates 5% use of annually allocated funds to place eligible (need-based, so not available to all) students in community service positions. Additional funds are available through the legislation to the institution for administrative costs associated with operating the community service aspect of the college work study program.

Colleges and universities have the option of using a larger percentage or all of their college work study allocation for this purpose. Senator Wofford is likely to try to push this mandate from 5% to a higher percentage.

2. loan forgiveness programs for students who choose public service jobs after graduation: Several schools, eg Brown, Union, Stanford Law School (and other law schools), UMass medical school, have such programs. Most are funded with private donations. The UMass medical program loan forgiveness are funded from state funds and require the recipient to practice in general medicine in Massachusetts for two years.

Other colleges and universities could establish similar programs with private or state funds. They could be competitive programs (as at Brown) or available more widely with state funds for service in targeted areas (eg, teaching, public safety).

3. encourage use of state funds: States have available for use state college work study funds and federal funds administered through the states for state student incentive grants (SSIG). SSIG has a provision in the legislation that states can use part of these funds to support students in community service work. Only two states use the money for this purpose. The President could ask Governors and university presidents to design community service programs using these funds.

4. scholarships: Colleges and universities could make available scholarship money (need- and/or merit-based) for students who have demonstrated a significant involvement in community service, either prior to attending, during attendance, or upon graduation. There are a number of schools with these programs - Stride-Rite Fellows at Harvard, Starr Fellows at Brown, Gardner Fellows at Stanford. These could be funded with private or state funds.

Many of these programs apply only to students who qualify for financial aid. This is largely due to the opportunity we have had in the past several years to make modifications in existing financial aid legislation. There are two concerns here: 1) that we don't inadvertently condition receipt of financial aid on service, and 2) that some/most programs be available for students who are not receiving financial aid, to be consistent with the President's program.

Curriculum

This is the aspect of campus based service programs that is receiving the most attention at this point. In the first couple of years of the campus service movements in the mid-80s, we spent a lot of time thinking we needed to convince students to get involved. Over the last few years we have been satisfied that we do not need to spend our time getting students to serve - they have overwhelmed us with their numbers and their enthusiasm. Their leadership has resulted in hundreds, maybe thousands of service programs on campuses all over the country.

With a large number of university presidents involved and very significant response from students, the issue has evolved to the point of trying to make connections with the educational value of service. Most programs on campuses are not located within the academic side of the university - more typically they are in student affairs or the Chaplains office (eg Tucker Foundation at Dartmouth) with little or no connection to faculty. The Campus Compact has led the way with encouraging faculty involvement, course development, institution-wide curriculum planning.

At this point only a few schools really take this seriously (although almost all schools have a few faculty who make the connection between classroom and community). Rutgers is one, and Ben Barber has led the charge there. There are others. The Compact runs a summer institute (funding from Ford) that brings teams of faculty together from a campus to plan for curriculum efforts to integrate service and curriculum. We have had good results from these institutes, but it is slow going compared to setting up awards programs or scholarships. There are some specific ideas that could be put into a challenge from the President.

Training

A memo is coming from Tom Ehrlich and Julien Phillips in the next week about the role of universities in the training of community service program staff on campuses, in schools, and community based programs like youth corps. This is a very important issue and one that will be critical to the overall effort being able to grow quickly, support the growth, and in ways that assure quality. The precedent we should keep in mind is the role that universities played in the training aspect of the Peace Corps.

Research and evaluation

Admissions

Richard Danzig has argued for a number of years that the single most effective way to get a lot of high schools to start service programs would be for the most selective public and private colleges and universities to require, or at least heavily emphasize, significant community service involvement in high school. Cynics claim that we would then have high school students doing service only for their resumes.

Many colleges and universities would claim now that they look for community service experience as one of a lot of values in evaluating applicants. There's a big difference between current practice and having students check off community service on their application materials and submit evidence of their service experience.

Awards

Public recognition of students, faculty, staff, alumni and/or community members involved in service has enormous value to emphasizing the importance institutions place

on service. Every institution has many awards programs. Most do not cost much, if anything.

Timing: I suggest that Eli meet with the Executive Committee of the Campus Compact on April 21 and discuss a draft of the President's challenge. Invite them to the White House, and arrange for a brief discussion or walk-by from President Clinton.

The challenge could then be made at any one of a number of major commencement addresses he is sure to be asked to give in late May and June. Will need to give thought to accountability - collecting information about what the colleges and universities do in response to the challenge.

Audience: Major university commencement address with extensive press coverage and communications work before and after to get extensive coverage of the challenge. Mailing to all 3500 college and university presidents.

Marcia
From Nancy S
2790 Fy1

THE WHITE HOUSE
WASHINGTON

ACTION

MEMORANDUM FOR THE PRESIDENT

FROM: ANTHONY LAKE

SUBJECT: Proposed Meetings with Foreign Leaders before the
G-7 Tokyo Summit

Purpose

To seek your approval on proposed visits by foreign leaders before the G-7 Tokyo Summit. Marcia Hale concurs with our recommendations. We are also preparing, in consultation with Secretary Christopher, a tentative look at visits through December which we will forward to you shortly.

Background

Already on the schedule are the following:

King and Queen of Spain (meeting)	Apr 29
US-EC Summit with Danish PM Rasmussen and EC Commission President Delors (meeting, lunch & press availability)	May 7
German President von Weizsacker (meeting)	May 24
Canadian Prime Minister Mulroney (lunch)	June 1

You have also agreed in principle to the following meetings which we need to fix on the schedule:

Dalai Lama (drop by Vice President's meeting)	April 27
President Nujoma of Namibia (meeting)	June

You had agreed to see Turkish Prime Minister Demirel and Greek Prime Minister Mitsotakis in May and June. However, Demirel has now delayed his trip due to the political situation so we can defer both these meetings until after July.

South African Archbishop Tutu will visit Washington May 11-14 or 17-19th and has asked to see you. As a Nobel Peace Prize

cc: Vice President
Chief of Staff

Laureate and one of South Africa's best known leaders, Tutu merits a meeting with you.

Irish President Mary Robinson will be in D.C. May 13-24. She is a dynamic individual and I recommend you agree to a meeting with her for a half-hour.

Kyrgyzstan's President, Askar Akayev, will visit the U.S. May 17-22 to attend the National Academy of Sciences Human Rights Conference in memory of Andrei Sakharov. He is a leading reformer among Central Asian leaders and is fighting an uphill battle against conservative elements in Kyrgyzstan. A meeting with him would send a strong signal in support of democracy and market economic reform. We recommend a brief 15-minute meeting.

You should consider seeing a Latin American leader within the first six months of your presidency. We suggest going ahead with a visit by Argentine President Menem in June, whom we identified as a prospective visitor in my memo of February 9.

In addition, we recommend you consider a meeting with an East Asian leader, and a June private visit of President Kim Yong Sam of Korea would provide that opportunity. He has been invited to Washington June 8 to receive an award at NDI but will only come if assured of a meeting with you. While you may see him in Seoul in July, he is anxious to see you and we recommend you agree to an hour on or around June 8.

Clay Constantinou has been asking you to see new Cyprus President Clerides when he comes to the United States the week of May 19. Such a meeting would allow an opportunity to hear his views on the next round of Cyprus negotiations which begins in New York on May 24.

Hong Kong Governor Chris Patten visits Washington May 2-5 and you indicated to John Major that you would try to see him. I recommend a meeting which would indicate our support for Patten's proposals for democratization in Hong Kong.

King Hussein has requested a meeting with you when he returns in late May or June for medical treatment. We recommend you see him for a meeting in your office. A meeting would be useful in pressing Jordan to tighten sanctions on Iraq.

The Tenth meeting of the U.S.-Mexico Binational Commission will take place on June 21 in Washington. The delegations from the United States and Mexico will consist of U.S. and Mexican cabinet members and agency heads. You might want to take advantage of such a meeting to push NAFTA and underscore the importance of U.S.-Mexico bilateral relations. We would defer, however, any final decision until closer to the date of the event when the politics will be clearer.

Finally, you indicated to Austrian Ambassador Turck that you would welcome a meeting with Austrian Chancellor Vranitzky at a later date. I recommend that we defer such a meeting until the

Fall. We have held off a meeting with the Dutch Prime Minister until then, and it would further complicate our relations with the Dutch, a NATO ally, if we received the Austrians first.

RECOMMENDATIONS

1. That you agree to schedule a half-hour meeting with South African Archbishop Desmond Tutu May 11-14 or 17-19.

Approve _____ Disapprove _____

2. That you agree to schedule a half-hour meeting with Irish President Mary Robinson May 13-24.

Approve _____ Disapprove _____

3. That you agree to schedule a fifteen-minute meeting with Kyrgyzstan's President Askar Akayev May 17-22.

Approve _____ Disapprove _____

4. That you agree to schedule a working visit (meeting, lunch, press availability) with President Menem of Argentina in June.

Approve _____ Disapprove _____

5. That you agree to schedule a meeting (one hour) with President Kim Young Sam of Korea during his private visit to Washington on June 8.

Approve _____ Disapprove _____

6. That you agree to schedule a meeting (one hour) with President Clerides of Cyprus May 19-21.

Approve _____ Disapprove _____

7. That you agree to schedule a meeting (half hour) with Hong Kong Governor Chris Patten May 3.

Approve _____ Disapprove _____

8. That you agree to meet with King Hussein of Jordan (one and one half hours) in late May or June.

Approve _____ Disapprove _____

9. That we defer for now a decision on whether to meet with U.S. and Mexican cabinet members and agency heads of the Binational Commission.

Approve _____ Disapprove _____

10. That we defer a visit of Austrian Chancellor Vranitzky until the Fall.

Approve _____

Disapprove _____

Attachment

Tab A Justifications for meetings

THE WHITE HOUSE
WASHINGTON

5/14

Marcia

Here are all of our open scheduling ideas/plans as of May 14:

- ① Idea for L.A. for Tuesday, May 18
- ② An idea for a youth media press conference on nat'l service. This is time sensitive because colleges let out for the summer very soon.
- ③ An update on the already scheduled May 20 meeting with Athletes for National Service. Note: you have a modest conflict here which I strongly urge you to resolve with Option 1) or 2).
- ④ Parade Magazine photo op for July 4 cover
- ⑤ My memo to Mack, the key for your purposes being the Treasure Island visual on 6/25 & the Philadelphia event on 7/4.

EL

①

THE WHITE HOUSE

WASHINGTON

May 14, 1993

MEMORANDUM TO MARCIA HALE

FR: Eli Segal *ES*

RE: Los Angeles National Service Opportunities

I wanted to let you know of several potential opportunities for the President in south central Los Angeles relating to national service in general and "Summer of Service" in particular.

1) Two programs won Summer of Service grants in Los Angeles (Summer of Service is the pilot national service program running in eleven cities across the country).

- o "Building Up: Summer of Service in Los Angeles" is a city-wide partnership involving five universities and 29 community based organizations and will focus activities on the educational, healthcare, public safety and environmental needs of at-risk children in south central LA and other under-served areas of the city. The program will involve 150 young adults (ages 17-25) in serving the needs of thousands of LA children.
- o "It's About Health" is a UCLA sponsored initiative aimed at providing primary healthcare to at-risk children in Los Angeles and Ventura counties at clinical health and outreach centers.

2) The Los Angeles Conservation Corps is one of the most well respected and well run youth Corps in the country and is the lead partner in running "Building Up LA".

Both the Summer of Service programs and the LA Conservation Corps provide interesting opportunities for the President. We would be happy to work with your staff to put together an event at one of these sites, or inviting young people from these programs to an event you are planning, or putting a together a roundtable discussion with participants from these programs (a la the New Orleans event) or any combination of these ideas.

Please let me know if I can help. Thank you.

2

Eli --

The attached was originally received by Dawn Friedkin who works for Marcia on Thursday, May 6. On Monday, May 10, I checked on the memo's status and one of her assistants (not Dawn) claimed to never have seen it. I then re-submitted the memo later in the day. I checked on it again on Wednesday and was told there was no way the event could happen this week. I said that I did not expect it to happen this week but was hoping for a response to the memo before schools get out.

-- Ethan

THE WHITE HOUSE

WASHINGTON

Schedule Proposal

5/6/93

☐ ACCEPT	☐ REGRET	☐ PENDING
---------------------------------	---------------------------------	----------------------------------

TO: Marcia L. Hale
Assistant to the President and Director
of Scheduling and Advance

FROM: Eli Segal
Assistant to the President and Director
Office of National Service

REQUEST: Press Conference for youth media

PURPOSE: To have BC speak to young people
directly about national service, their
program.

BACKGROUND: College students and other young people
should be the most vocal and ardent
supporters of national service.
Instead, they remain largely uninformed
about the initiative and how much it
could potentially impact their lives.
They have not been made aware that they
have a lot at stake in the upcoming
battle on the Hill over this
legislation. Furthermore, once up and
running, national service will need to
attract the best, most devoted young
people in the nation to succeed. Young
people need to be turned on by and feel a
part of this program before it even
exists.

PREVIOUS PARTICIPATION: During the campaign, BC and AGJ
participated in a number of young
people-oriented events, including live
viewer/listener call ins, interviews
with college newspapers, and of course,
MTV. This event was mentioned in a
larger memo to the President about
holding a Summer of Service event at the
White House this week.

DATE AND TIME: OPEN -- but preferably before colleges
get out for summer (during the next week
or two)

DURATION: 1/2 half hour

LOCATION: The White House -- in the Rose Garden,
or in the Roosevelt Room

PARTICIPANTS: 25 editors of college newspapers
10 editors of youth-oriented magazines
10 talent/producers/crew from youth t.v.
(MTV, Channel One, etc.)

OUTLINE OF EVENTS: President gives brief statement, then
takes questions from attending
reporters. Same format as national
press conference.

REMARKS REQUIRED: Brief opening statement by BC (lasting
no more than 5 minutes) focusing
specificly on national service, Motor
Voter, other topics young people care
about.

MEDIA COVERAGE: Exclusive to the invited participants.
No national press, other than a wire
pool.

RECOMMENDED BY: Ethan Zindler in my office, who works
specificly with youth media.

EJS:ejz

③

THE WHITE HOUSE
WASHINGTON

May 14, 1993

MEMORANDUM FOR ELI J. SEGAL

FROM: KAREN D. EWING KDE

SUBJECT: Athletes Meeting with the President on May 20

The scheduling office approved our "athletes meeting" scheduling request for "normal photo-op time" on Thursday, May 20. Normal photo-op time is 4:00 - 5:00 p.m. Consequently, the pre-meeting in the Roosevelt Room is scheduled for 3:00 p.m.

I now find out that an American Federation of Teachers reception has been scheduled on May 20 from 4:00 - 5:00 p.m. Therefore, photo-ops are being scheduled for 5:00 - 6:00 p.m. that day. I'm guessing that the President probably will not arrive for the first photo-op until 5:30 p.m.

It is unrealistic to think that we can entertain these athletes for 2.5 hours or until the President arrives.

We have several options:

- 1) The President stops by the Roosevelt Room before going to the AFT Reception for 10-15 minutes (4:00 - 4:15).
- 2) The President stops by the Roosevelt Room anytime during our meeting between 3:00 - 4:00 p.m.
- 2) Request that we are the first photo-op after the AFT reception at 5:00 p.m. (which will require changing our meeting to begin at 3:45 p.m.)

Obviously, Phil Caplan and I strongly recommend option one or two. Another caveat in this mix is the fact that Riddick Bowe's weigh-in (televised live from D.C.) begins at 6:00 p.m. You should also know that Riddick will be running with the President on Tuesday, May 18.

/kde

cc: Phil Caplan

THE WHITE HOUSE
WASHINGTON

93 MAY 3 P1: 42

file: May 20
photo-op

Schedule Proposal

3 May 1993

☒ ACCEPT ☐ REGRET ☐ PENDING

TO: Marcia Hale, Assistant to the President and Director of Scheduling and Advance

FROM: Eli J. Segal, Assistant to the President and Director of National Service *ELP*

REQUEST: Brief meeting in Oval Office and photo-op with the President.

PURPOSE: This diverse group of athletes will be here to finalize plans for their involvement with the national service program including the Summer of Service.

BACKGROUND: This group supported Bill Clinton during the campaign and were surrogates throughout the country. They are committed to national service and are willing to give much of their time and name to promoting and supporting the program.

PREVIOUS PARTICIPATION: The President met with several of these people during the campaign.

DATE/TIME: Thursday, May 20, 1993; anytime between 3:00 and 4:00 p.m. *May be after 4 pm (during regular photo-op time)*

LOCATION: Oval Office

DURATION: Fifteen minutes

PARTICIPANTS: List in formation includes: Riddick Bowe, current World Heavyweight Boxing Champion; Thomas Hearn (former boxing champion in six different weight classes); All-Star Los Angeles Dodger Eric Davis and Manager Tommy Lasorda; former NFL All-Pro Franco Harris and Joe Theismann; former NBA All-Star Larry Bird and Olympic Gold Medalist Jackie Joyner Kersee.

Marica Hale
3 May 1993
Page Two

OUTLINE OF
EVENTS:

The group will meet at 2:00 p.m. in the OEOB with Eli Segal, Nick Lowery (All-Pro placekicker for the Kansas City Chiefs who is volunteering in our office during the off season), and Major Rob Gordon (White House Fellow who is spearheading our Summer of Service program) to discuss the athletes' involvement in the Summer of Service program.

REMARKS
REQUIRED:

No formal remarks; just thanks for their support of him, the national service legislation, and specifically, for their involvement with the Summer of Service Program.

MEDIA
COVERAGE:

Closed press; White House photographer only

CONTACT:

Karen D. Ewing, Executive Assistant to the Director, Office of National Service

Withdrawal/Redaction Sheet

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YES/NO	NAME	DOB	SS #
	Jackie Joyner Kersee		
Yes	Eric Davis	(b)(6)	
Yes	Tommy Lasorda		
Yes	Jehryl Busby		
Yes	Riddick Bowe		
Yes	Eugene Newman		
Yes	Sinbad Adkins		
Yes	Stanley K. Burrell		
Yes	Timothy Lewis		
YES	Dan Marino		
No	Joe Montana		
Yes	Dave Winfield		
No	Pablos Morales		
	Michael Chang		
No	Greg Olson		
	Arsenio Hall		
Yes	Wilma Rudolph		
Yes	Thomas Hearn		
Yes	Franco Harris		
Yes	Joseph R. Theismann		
NO	Larry Bird		
	Wayne Gretzky		
No	Tom Glavine		
Yes	Charles Mann		
No	Michael Jordan		
	David Robinson		
	Charles Barkley		
	Shaquille O'Neal		
No	Cal Ripken		
Yes	Amy Elias		
	Karl Malone		

BACK SURGERY WILL CALL ELI

SUNS pending playoffs - one
SUNS will be here

	Gail Deavers			
No	Pete Sampras			
Yes	Drew Pearson	(b)(6)		
???	Michael Jackson			

SCHEDULE PROPOSAL

DATE: May 14, 1993

ACCEPT

REGRET

PENDING

TO: Marcia L. Hale
Assistant to the President and Director
of Scheduling and Advance

FROM: Eli Segal
Assistant to the President and Director of
the Office of National Service

REQUEST: Brief Photo Session with the President for
the July 4 cover of Parade Magazine .

PURPOSE: The Parade Magazine cover of the President
(along the same lines as the recent one with
Mrs. Clinton) will be accompanied by a
feature article under the President's
signature on "What it Means to Me to be an
American" with a national service focus.

BACKGROUND: Parade has run these special articles and
covers by Presidents for six Administrations
-- always with an original Parade cover
photo. The photographer will be Eddie Adams
-- who I understand is one of the President's
favorites.

PREVIOUS
PARTICIPATION: None

TIME AND DATE: We have told Parade they can have
approximately 15 minutes of the President's
time for the photo shoot. (They will need
longer than that to set-up at some White
House location). Parade has a deadly lead
time for both the photo and the article. **We
need to have the session sometime in the next
ten days.** One possibility is that the
session take place as a segment of the
Thursday photo-ops.

LOCATION: Parade has requested the Truman Balcony. We
will need some formal setting inside or
on the grounds of the White House but not
necessarily the Oval Office.

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PARTICIPANTS: The photographer (Eddie Adams) and his assistant.

OUTLINE OF EVENTS: The setting and lighting for the photo session will be pre-set. The President will arrive for a sitting of approximately 15 minutes.

RECOMMENDED BY: Eli Segal

CONTACT: Diana Aldridge. X6444

⑤ - Maria: see pp. ② & ③

THE WHITE HOUSE

WASHINGTON

May 10, 1993

MEMORANDUM FOR THOMAS F. McLARTY

FROM: ELI J. SEGAL *ESP*

SUBJECT: National Service: May 10 - Enactment

This memo assumes the Clinton Administration wants a big, meaningful early and visible win, and it argues that national service is the vehicle.

I understand that others may argue otherwise: it is not directly "the economy stupid;" its selection may involve significant timing changes in the legislative agenda, e.g. delaying on education reform; it may not be "big" enough; we may choose to put all of our efforts into healthcare; or we may be using our trip to the midwest as the mechanism for setting our only plate at the "reconciliation" table.

The President, however, has identified national service as one of the pillars by which he wants the success of his first term judged. When joined with the message of universal access to education, national service resonated during the campaign (not surprising given the extraordinary increase in service activities among all age groups beginning in the late 1980s). It is the best legislative model for the "rights and responsibilities" of citizenship theme.

And it is positioned for victory. On its date of introduction last Thursday, the President's national service initiative secured the co-sponsorships of four Republican senators. In short, even before the hearings, national service is on the way to being filibuster-proof on the Senate side. There are a few additional Republican senators who may join us. Even Senator Dole has had warm words for the concept (and has actually voted for similar pieces of service legislation in 1990 and 1992).

And the news on the House side is even more encouraging, with 19 Republicans joining 128 Democratic co-sponsors at the moment of introduction. Democrats span the ideologic universe from Maxine Waters to Sonny Montgomery.

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In fact, we are close enough to critical mass here that I fear a possible Republican leadership overture (i.e. we will support this in exchange for "x"). And in our search for a win, will we take it and give up too much in the process?

But before I am accused of taking leave of my senses, there is much work to be done at the White House. Victory requires a cultural commitment to national service from our legislative, communications, and political staffs. It requires a change in attitude through which national service is transformed from just part of the traffic management to a key prism through which the Administration is perceived; it means that everyone from Tom Foley to George Mitchell, Ted Kennedy to Bill Ford, Tom Brokaw to Tom Friedman, Lane Kirkland to John Sculley, Arsenio Hall to Tabitha Sorin need to know how vital this initiative is to Bill Clinton personally and politically.

Let me set a vision -- a difficult, yet not impossible, one to be achieved in less than 60 days. On July 4, 1993, the President (already travelling to Philadelphia) goes to the Liberty Bell and signs his national service initiative into law. Behind him are a few representatives of Roosevelt's Conservation Corps, a few representatives of Kennedy's Peace Corps, and few representatives of Clinton's "Americorps," along with a few beneficiaries of the G.I Bill of Rights and even a real service warrior and believer in our new national service mission, Colin Powell -- history, patriotism, intergenerational unity.

The President talks about a new "Declaration of the American Spirit" celebrating the re-birth of the service ethic in America and trumpeting that government, working with an aroused public, can deliver.

To get to this point, we need to work two tracks simultaneously -- legislative and message. The purpose of this memo is not to lay out the roadmap, but to make the following comments:

Legislative Needs:

(a): On the House side, we need a firm schedule for hearings, mark-up, and floor debate, all of which need to be accomplished by early June. The principal issue here, where support is not nearly as deep as in the Senate, is for us to avoid sending mixed messages on our priorities; scheduling and personality conflicts will require the constant attention of our legislative staff. Ideally, we could have hearings on May 19 and/or 20, mark-up the week of May 24, and floor debate the week of June 7.

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(b): On the Senate side, we have an embarrassment of riches, with at least six senators passionate about national service (Kennedy, Mikulski, Wofford, Nunn, Dodd, Boren). There, the big issue, still unresolved as far as I know, is appropriations jurisdiction, with Mikulski and Harkin vying for responsibility. Harkin's committee faces a very difficult choice if it must push through \$300 million in cuts for campus-based student aid, while funding our new initiative at \$389 million. Hearings are already set for May 11, and mark-up could be the following week with floor debate the week thereafter.

(c): If legislation has passed both houses by early June, the conference committee could meet before the congressional break, and a bill could be on the President's desk well before July 4.

Communications needs:

A big legislative victory not in a big message context is diluted in its significance. In terms of communication, we are limited only by our imaginations. Since the inaugural the President has addressed service in a meaningful way only two times...at Rutgers on March 1 and in New Orleans on April 30. No town hall meetings, no summits, none of the other panoply of events that could be created. Herein, a list of activities not to be given equal weight, but to stimulate thinking:

(a): The President visits Treasure Island, California late in June during training week for our first 1,500 members of Americorps where he delivers an inspirational message to his first "service warriors." Ideally
6/25

(b): The President couples commencement address to a traditional military service corps (Annapolis) with a commencement address to a domestic corps (e.g. City Year, Los Angeles Conservation Corps).

(c): The President -- probably privately but perhaps made available to the press later on -- begins tutoring or mentoring an inner-city child in D.C.

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(d): The President challenges universities, foundations, corporations, unions -- separately or collectively -- to do more to build service. For example, universities could give course credits, could do their own loan forgiveness, etc. The President could address this at Northeastern University in Boston on June 19. Foundations and corporations could contribute to our new Corporation for National Service so we can build a real trust fund and/or support local programs.

(e): At the end of our "Summer of Service," the President holds a youth summit, perhaps along the lines of his chat with children in the White House this past February. The purpose is for the President to learn about the summer - its achievements and its missteps as well -- and for him to re-enforce the message of educational opportunity, responsibility and community.

(f): On May 20, the President will greet a series of athletes (and Michael Jackson if we want him) including Riddick Bowe, Eric Davis, Tommy Lasorda, Wilma Rudolph, and Franco Harris, who will commit to the President's Summer of Service. We could easily increase the profile of this event from a photo op in the Oval Office to a far more dramatic and meaningful challenge to athletes (joining the challenge to students, colleges, and foundations).

(g): On regular occasions, the President makes smaller, symbolic gestures to demonstrate his continuing commitment to service: inviting those who serve to state dinners, airport and other event greetings, and/or making service part of the President's (and First Lady's) standard remarks.

(h): Beyond the President's time, we could ask for more from the Cabinet and other surrogates: get the White House staff (and spouses) into service projects here in D.C.; tell interesting stories about military/civilian cooperation; build high visibility service events with celebrities and athletes already committed to us; and/or build interesting alliances with important interest groups not necessarily identified with us (see the enclosed letter from AFL-CIO).

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In short, I believe that a big and visible victory is at hand, but it requires a commitment of time and will throughout the Administration to pull it off. The votes exist in the Congress, and the American people are ready to respond. Let's simultaneously design a legislative strategy and a coherent, repetitive drumbeat for the best within us, so that the daily trench warfare on so many other fronts won't stop our message of hope from being celebrated this summer.

EJS:ke
Attachment