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## **Clinton Presidential Records Digital Records Marker**

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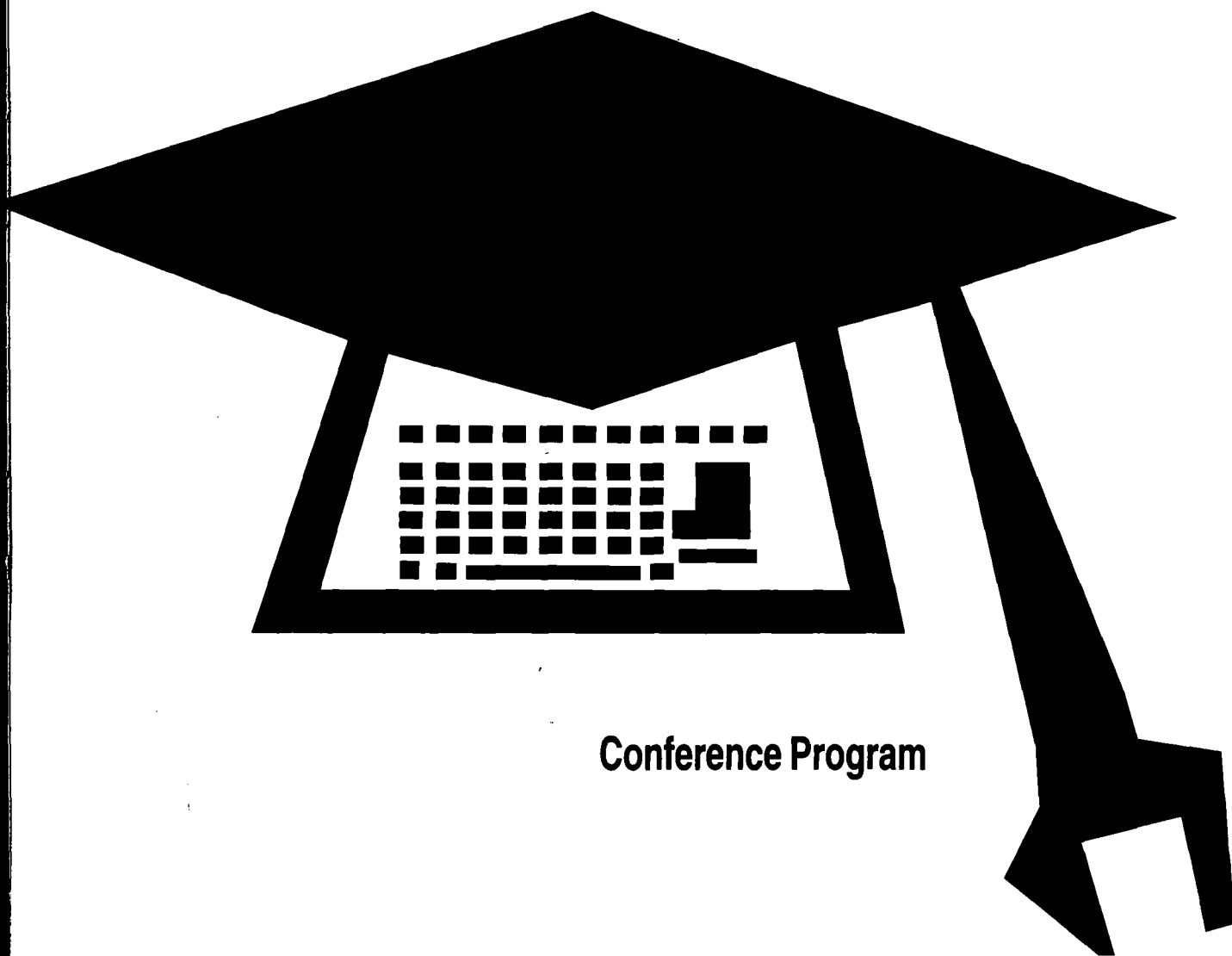


A Program of Work and  
Learning for America's Youth

# Summer Challenge

U.S. Department of Labor  
U.S. Department of Education

April 13 - 14, 1993  
Washington, DC



**Conference Program**

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WE WANT  
WORK

**National Alliance of Business**  
1201 New York Ave., N.W., Suite 700  
Washington, D.C. 20005-3917

**Attn: Youth Program  
Director**

**Special Offer To  
Help Youth Find  
And Keep Jobs!**

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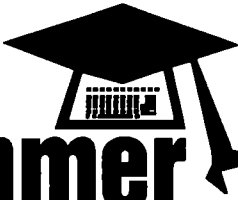
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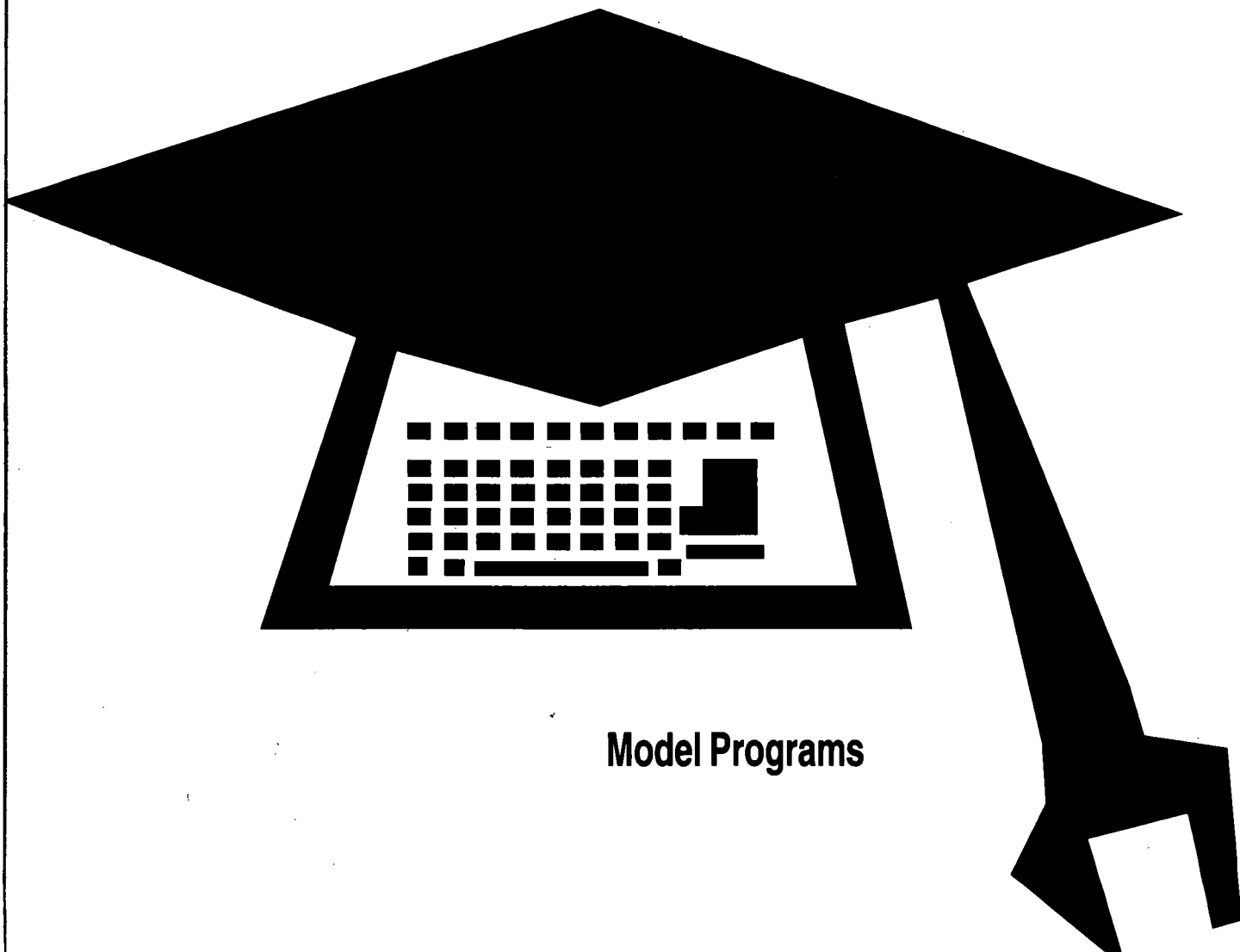


A Program of Work and  
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**Model Programs**

# Jobs Conference

Gordon

April 14 - Crystal City Hyatt

- Highlight Jobs issue

- Stimulus Package = Jobs Bill (Thurs)

- Get Jobs message out

Crystal-Hyatt Regency  
7:00 Crystal

Shahla  
Ciccarelli  
Riley  
Reich  
Segal

US Chamber of  
Com  
6:30-8

- Invites to 100 people

- JTPA, ch. 1 state & local, PIC  
state superintend.

Chief st school admin

Mayors & Govs

Mayors bring business person

Pres.

- Breakfast 8-10 - opening speech

- Mayors, Govs, CEOs

Breakfast - - 200 max

Event - 700 max

Need 10-12 top CEOs to make  
commitment

- Polg, Coke, ATT

Think about 6-7 states we want to  
focus on for stimulus.

### Press Strategy

I ① Mayors, Governors -- do <sup>local</sup> press day before  
event

② Local Media cover them at event

③ After event, announce job

- Provide feds with Media Kit & suggestions

II - Secs. do morning shows

- provide local background info to local press  
- good press packet

III Press Release

- Tomorrow -

- Education Component of <sup>Summer</sup> Jobs Program

- Pitch CEO to Morning Show

- Tuesday night Chamber of Commerce Tele meeting  
Town Hall - Pres Appear? - 8:00pm

- CEOs -- talk about getting economy moving  
by passing stimulus package

- Private breakfast w/ Pres & Gous, Mayors

- Next Jobs

National Service Tie-In -- Afternoon Speech.

- Create Next Steps

Today PM - Tie Pres to Breakfast

Tomorrow AM - Pres to Chamber night before

Tomorrow AM - Separate mtg w. <sup>Gov</sup> Miller on Media

Today PM - ~~interpol.~~ strategy (common mtg)

- Need to Lock Mayors & Gous in --  
Bring local Pres lead US

Today - Cabinet Follow-up  
~~Foundation tie-in~~

Amy  
take labor ETA  
- CEO invites -- who are major ones  
- Audience targeting - the List

Public Sector -- 700,000 <sup>new</sup> subs

Private Sector Challenge -- ~~3 million~~ ~~500,000~~ match Fed  
Govt Commitment

Deserving youth