

FOIA MARKER

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Collection/Record Group: Clinton Presidential Records

Subgroup/Office of Origin: Policy Development

Series/Staff Member: Jason Berman

Subseries:

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FolderID:

Folder Title:

Fast Track Communications Calendar

Stack:

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Row:

100

Section:

2

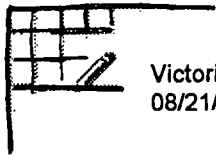
Shelf:

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Position:

1

Any time with supporters
other than 10^{HL}?



Victoria Radd
08/21/97 07:22:12 PM

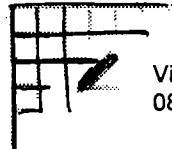
Record Type: Record

To: Jason Berman/WHO/EOP
cc:
Subject: Fast Track Scheduling Needs

Just to confirm our discussions.



----- Forwarded by Victoria Radd/WHO/EOP on 08/21/97 07:21 PM -----



Victoria Radd
08/21/97 07:21:33 PM

Record Type: Record

To: Stephanie S. Streett/WHO/EOP, Jennifer M. Palmieri/WHO/EOP
cc: Aviva Steinberg/WHO/EOP
Subject: Fast Track Scheduling Needs

As we've discussed, I wanted to summarize our pending requests for Presidential time on fast track:

yes
September 10
-- East Room event: Bill introduction and kick-off
(May want a receiving line - about 25 minutes additional)

September 20
-- ?California message event: High-tech CEO's endorsement
(We recognize that this will be hotly debated versus an education event. Ann Lewis intends to discuss internally next week)

Weeks of Sept 29 and Oct. 6
-- Four small-group meetings with undecided members
-- Dedicated telephone time for targeted members

October 1 or 7
-- "Great Americans" bipartisan endorsement event: Former secretaries of state, possibly Presidents, etc.

This listing does not include previously scheduled events at which the President likely will discuss fast track -- e.g., September 9 speech, AFL-CIO speech, etc.

Many thanks,
V.

invite 20 - Dems?
only

**FAST TRACK AUTHORITY
COMMUNICATIONS CALENDAR**

As of 8/1/97

DATE	EVENT	STATUS/FOLLOW UP
<u>AUGUST</u>	<u>AUGUST</u>	<u>AUGUST</u>
Wk. 8/4	Berman press outreach w/WH reporters.	
8/17	Radio Address (T). Make pivot from budget to Fast Track.	Radd to work with Rahm, Lewis etc...
8/10	Chamber of Commerce – Briefing by Berman and Radd.	
Tbd.	WH Briefing for Manufacturing Companies. Bowles–Rubin–Barshefsky–McLarty–Berman	OPL lead
Tbd.	WH Briefing for High Technology Companies. VPOTUS–Barshefsky–McLarty–Gipps–Berman	OPL lead
Tbd.	WH Briefing for AgriBusiness Companies. Glickman–Barshefsky–McLarty–Berman	OPL lead
<u>SEPTEMBER</u>	<u>SEPTEMBER</u>	<u>SEPTEMBER</u>
9/8	Fall Agenda Speech (T).	
9/10	Kick-Off Event at White House. POTUS submits legislation.	- Shape event - Event media plan (NSC;NEC;USTR)
9/10	VPOTUS speaks to Business Roundtable.	
9/12	Albright speech in Miami (T).	
9/13	CBC Dinner. Emphasize in remarks?	
9/16	Congressional Hispanic Caucus Dinner. Emphasize in remarks?	
9/16	American Business Conference (T)	Admin. speaker?

Daley
veef

BRT Wash Reps
Wash Reps

DATE	EVENT	STATUS/FOLLOW UP
9/20	Los Angeles Message Event (T)	
9/22	UNGA Speech. Section on open trading system?	
9/24 9/26	AFL-CIO Convention. Emphasize in remarks? <i>Alexis - El Paso</i>	
<u>OCTOBER</u>	<u>OCTOBER</u>	<u>OCTOBER</u>
✓ 10/2	Meeting with Automobile Executives. Emphasize in talking points.	
10/4	Radio Address (T).	
✓ 10/7	Message Event with Leading Validators. Former POTI; Sectys of State... if vote 10/9.	• SP (NSC)
10/9	POSSIBLE HOUSE VOTE	
10/12	Dow Jones Global Leadership Conference. <i>Ribera Daley</i>	• Seeking Admin. speaker.
10/12-20	Latin America Trip	
<u>NOVEMBER</u>	<u>NOVEMBER</u>	<u>NOVEMBER</u>
11/14	Zedillo Visit & NAFTA anniversary	
11/22-26	APEC Meeting (Vancouver)	

ACTION ITEMS

ISSUE/IDEA/EVENT	STATUS/FOLLOW-UP
1. Update schedule of relevant speeches by principals, sub-principals; planned briefings for Congress; relevant media interviews etc...	• All agencies to submit to NSC Planning
2. Create weekly blast fax & data base.	• USTR lead • All agencies to feed in names, numbers
3. Create fact book.	• Radd lead
4. Set up home page/web site	• WH Communications lead
5. Create surrogate speaker tracking/scheduling system	• Cabinet affairs/Scheduling
6. Editorial Board call list	• Media Affairs/Leg Affairs
7. Create list of desired endorsements	• Radd
8. Organize SBA Regional Admin. Events	• Siewart/NEC
9. Organize Commerce District Export Council Events.	• Radd
✓ 10. Organize Leadership Days – WH briefings for community influentials recommended by MOCs.	• O'Keefe/OPL
11. Assign MOCs to Cabinet for personal calls	• LegAffairs/Cabinet Affairs
12. Organize events for Agriculture Department Regional Administrators	
13. Dole-Bentsen op/ed	• In works for September.
14. Bowles op/ed Columbia B-School Journal	• In works.

**FAST TRACK AUTHORITY
COMMUNICATIONS CALENDAR**
As of 8/11/97

DATE	EVENT	STATUS/FOLLOW UP
<u>AUGUST</u>	<u>AUGUST</u>	<u>AUGUST</u>
Wk. 8/4	Berman press outreach to WH reporters.	
8/10	Chamber of Commerce – Briefing by Berman and Radd.	
8/23	Radio Address (T). Make pivot from budget to Fast Track.	• Radd to work with Rahm, Lewis etc...
Tbd.	WH Briefing for Manufacturing Companies. Bowles–Rubin–Barshefsky–McLarty–Berman	
Tbd.	WH Briefing for High Technology Companies. VPOTUS–Barshefsky–McLarty–Gipps–Berman	
Tbd.	WH Briefing for AgriBusiness Companies. Glickman–Barshefsky–McLarty–Berman	
<u>SEPTEMBER</u>	<u>SEPTEMBER</u>	<u>SEPTEMBER</u>
9/8	Fall Agenda Speech. Strong mention of Fast Track.	
9/9	American Electronic Asc. Annual Mtg. (San Jose)	• speaker/ltr/materials?
9/10	Kick-Off Event at White House. POTUS submits legislation.	• Shape event • Event media plan (NSC;NEC;USTR)
9/10	VPOTUS speaks to Business Roundtable.	
9/12	Albright speech in Miami	
9/12-14	National Sales Network (Chicago)	• speaker/ltr/materials?



11/5

DATE	EVENT	STATUS/FOLLOW UP
9/13	CBC Dinner. Emphasize in remarks?	
9/15	Albright – Economic speech.	
9/16	Congressional Hispanic Caucus Dinner. Emphasize in remarks?	
9/16	American Business Conference (T)	• speaker/ltr/materials?
9/17	Ntl. Asc. Broadcasters Radio Show (New Orleans)	• speaker/ltr/materials?
9/20	Los Angeles Message Event (T)	
9/22	UNGA Speech. Section on open trading system?	
9/24	AFL-CIO Convention. Address FT?	
<u>OCTOBER</u>	<u>OCTOBER</u>	<u>OCTOBER</u>
10/1-4	US Hispanic Chamber of Commerce Dinner (Houston). POTUS regretted.	• speaker/ltr/materials?
10/2	Meeting with Automobile Executives. Emphasize in talking points?	
10/4	Radio Address (T).	
10/7	Message Event with Leading Validators. Former POTI; Sectys of State... if vote 10/9.	• SP (NSC)
10/9	American Business Cncl. Conf. (Williamsburgh)	• speaker/ltr/materials?
10/9	POSSIBLE HOUSE VOTE	
10/12-20	Dow Jones Global Leadership Conference	• speaker/ltr/materials?
10/12-20	Latin America Trip	• speaker/ltr/materials?
10/17	Black Professionals in Intnt. Affairs (Arlington)	• speaker/ltr/materials?
10/17	Ntl. Assoc. Black Women Entrepreneurs (Detroit)	• speaker/ltr/materials?

NOVEMBER	NOVEMBER	NOVEMBER
11/7-8	National Small Business United 60 th Anniv. (D.C.)	Speaker?
11/14	Zedillo Visit.	
11/22-26	APEC Meeting (Vancouver)	

ACTION ITEMS

ISSUE/IDEA/EVENT	STATUS/FOLLOW-UP
1. Kick Off Event	• Shape lead-up; event; post-event follow up
2. Schedule of all relevant speeches by principals, sub-principals; meetings/briefings with Congress by POTUS, others; with interest groups; all relevant interviews.	• All agencies to feed to Cabinet Secretary; OPL; WH Leg affairs and to NSC Planning • All agency communications directors to send memo to principals, sub-principals reminding to plug FT whenever approp.
3. Create weekly blast fax & data base.	• USTR lead • All agencies to feed in names, numbers
4. Set up home page/web site	• WH Communications lead
5. Create fact book.	• Radd lead
6. Create surrogate speaker tracking/scheduling system	• Cabinet affairs/Scheduling
7. Editorial Board call list	• Media Affairs/Leg Affairs
8. Create list of desired endorsements	
9. Organize SBA Regional Admin. Events	• Siewart/NEC
10. Organize Commerce District Export Council Events	• Radd

ISSUE/IDEA/EVENT	STATUS/FOLLOW-UP
11. Organize Leadership Days – WH briefings for community influentials recommended by MOCs.	• O’Keefe/OPL
12. Assign MOCs to Cabinet for personal calls	• LegAffairs/Cabinet Affairs
13. Organize events for Agriculture Department Regional Administrators	
14. Op/Eds	• Dole-Bentsen • Bowles Columbia Business Journal

Fast Track Rollout:

9/3 → Pre-10th:

President's speech 9/9

- Briefing for interested parties
- Defense: talking negatives of the table
- Mailing of editorial packets to generate regional support (Sept. 8th)
- [Legislative Briefing].

September 10th:

- ✓ • Event location
- ✓ • Speakers
- Whose Invited
- Follow up press
 - briefing (Charlene/MKA)
 - Lehrer/ Charlie Rose/Fox/MSNBC
 - Morning Shows
- Top 70 media market blitz
 - Regional radio
 - press releases from local companies in support
 - validators writing editorials for local op-ed pages
- Managing opposition exposure: (What will labor do on the 10th)?
- Sunday Shows
- Columnist Roundtable

Post-10th:

- Cabinet travel: where/ who/when
- State AP [success stories drop]
- Top Economists endorsements
- Gore
- Editorial briefings (Berman to USA Today/Washington Times)
- Follow up op-ed in Post/Times (Charlene)
- Congressional hearings to validate

{ South Public Reason / Reg.

need real people

Members - Business -

Daley a lot time

11 ~ 11:30

See Mac

{ NGA
Mayors
State Rep

{ Policy Writers

{ State Media
Service