

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: National AIDS Policy Office

Series/Staff Member: Sandra Thurman

Subseries:

OA/ID Number: 40015

FolderID:

Folder Title:

Admin - Contractor - Kamen, Jeff

Stack:

S

Row:

66

Section:

6

Shelf:

1

Position:

1

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. form	re: Agency accounting data (1 page)	02/24/1998	P4/b(4)
002. form	re: Supplement to personnel action (2 pages)	11/22/1997	b(6)

COLLECTION:

Clinton Presidential Records
National AIDS Policy Office
Sandra Thurman
OA/Box Number: 40015

FOLDER TITLE:

Admin - Contractor - Kamen, Jeff

2018-0764-F

jm1988

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]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- 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]

DRAFT

Statement of Work

The Office of National AIDS Policy was created in 1993 by President Clinton to provide the Federal government with a greater focus on the issues related to the epidemic of HIV/AIDS. Its Director, Sandra L. Thurman, is a member of the President's Domestic Policy Council. In addition, the Office of National AIDS Policy (ONAP) created and administers the Interdepartmental Task Force on HIV/AIDS, which is chaired by Ms. Thurman, to help better facilitate communication among the various departments and agencies of the Federal government involved in HIV/AIDS policy.

ONAP will contract with **Jeff Kamen** (the Contractor) to prepare a strategic media relations plan and to establish media relations capacity within ONAP. Specifically, the Contractor will perform the following work:

1. Design and implement a media relations capacity within ONAP. This would include formats for press releases, contact information for major and targeted issue-specific media outlets, protocols for responding to press inquiries (including coordination with the White House Press Office), sample releases, position statements, and other related materials and procedures.
2. Complete a 24 month strategic media relations plan for ONAP. This plan will establish media relations objectives that relate to forwarding the work of ONAP and the President. It will include, but not be limited to: identifying media relationships to be made by the ONAP Director, prioritizing speaking and travel opportunities to coincide with targeted media markets, and identifying opportunities to use various media to increase public awareness on AIDS and HIV.

Qualifications of Proposed Contractor

Contractor is an experienced media relations consultant that has done a significant amount of similar work with the Office of National Drug Control Policy (ONDCP), and has therefore been prequalified as a contractor. Contractor served as the Acting Deputy Director of Public Affairs for ONDCP and as a consultant to that agency for the past year and a half.

Justification for Non-Competitive Award

This short-term contract will help ONAP address the need for proper communications with the press, which will assist in conveying correct and timely information on the positions of the President relative to AIDS and HIV.

Time is of the essence for this work. Several significant and controversial issues are currently being acted upon by the Administration and ONAP has no formal capacity at this time to manage communications with the press.

Timeline

1. Within 14 days of contract execution, Contractor shall deliver a workplan for completing all tasks called for in the contract.

2. Within 30 days of contract, Contractor shall deliver an outline for the strategic plan and an update on the progress of the work related to developing media relations capacity at ONAP.
3. Within 60 days of contract, Contractor shall have completed the work related to developing media relations capacity at ONAP and a draft strategic media relations plan.
4. Within 90 days of contract, Contractor shall have completed the strategic media relations plan.

Terms of Contract

The period of performance is not to exceed ninety (90) days at a rate of \$38.46 per hour for a total price of \$20,000 (based upon full-time work for a ninety day period).

All expenses incurred by the Contractor in the performance of this contract are to be included in the hourly rate (including phone calls, faxes, local transportation, etc.).

The Contractor shall invoice ONAP on a biweekly basis, itemizing work items performed and time spent in relation to that work.

Miscellaneous

The price is fair and reasonable under local market conditions. This short-term contract will not involve the replacement of any federal employee. There is no federal employee with the same level of expertise to do the work proposed.

BPA Log

BPA Vendor and Address: Jeff Kamen Productions Limited
 Phone Number: (202) 338-6397
 BPA #: #DP8P06

User Agency: AIDS Policy
 Auth. Caller: Todd Summers (TS)

Call No	Date	Description	Object Class	Quantity	Unit Price	Amount Auth.	Amount Approved	Caller	Est. Date Delivery
98-01	3/2/98	Press strategy and message assistance for President's Advisory Council meeting		35	\$ 65.00	\$ 2,275.00	\$ 2,275.00	TS	3/2 - 3/15/98
98-02	3/15/98	Press strategy and message development for response to PACHA mtg and needle exchange debate		15	\$ 65.00	\$ 975.00	\$ 975.00	TS	3/15 - 3/27/98
98-03	VOID						\$ -		
98-04	4/11/98	Washington Post article development, further press assistance on needle exchange debate		34	\$ 65.00	\$ 2,210.00	\$ 2,210.00	TS	3/30 - 5/8/98
98-05	5/8/98	Schedule and prepare for 2 CNN interviews, Washington Post, and speeches		35	\$ 65.00	\$ 2,275.00	\$ 2,275.00	TS	5/8 - 6/1/98
98-06	6/1/98	Arrange, prepare for press for Jesse Jackson show, McLaughlin interview, CNN		36	\$ 65.00	\$ 2,340.00	\$ 2,340.00	TS	6/1 - 6/15/98
98-07	6/15/98	Arrange, prepare for press in advance of Geneva Conference & AIDS Ride		35	\$ 65.00	\$ 2,275.00	\$ 2,080.00	TS	6/15 - 7/1/98
98-08	7/3/98	Arrange, prepare for press - interview with NY Times, Chicago Tribune, ABC television		38	\$ 65.00	\$ 2,470.00	\$ 2,470.00	TS	7/3 - 7/15/98
98-09	7/17/98	Arrange, prepare for press - interview with NY Times, Fox TV (local) and CNN (national)		30	\$ 65.00	\$ 1,950.00	\$ 1,950.00	TS	7/17 - 8/3/98
98-10	8/3/98	Arrange, prepare for press - WTTG (local) and MSNBC (national)		27	\$ 65.00	\$ 1,755.00	\$ 1,755.00	TS	8/3 - 8/17/98
98-11	8/18/98	Arrange, prepare for press - World AIDS Day background work		23	\$ 65.00	\$ 1,495.00	\$ 1,495.00	TS	8/18 - 8/31/98
98-12	8/31/98	Arrange, prepare for press - continue World AIDS Day background work - USA Today (national) and Washington Post (national)		30	\$ 65.00	\$ 1,950.00	\$ 1,950.00	TS	8/31 - 9/14/98
98-13	9/14/98	Arrange, prepare for press - continue World AIDS Day background work - NBC TV (national) and American Urban Radio Network		30	\$ 65.00	\$ 1,950.00	\$ 1,950.00	TS	9/14 - 9/30/98

*ADMIN - Contractor
 Kamen*

Total Authorized: \$23,920.00 60%
 Total Approved: \$23,725.00 59%
 Amt. Remaining: \$16,275.00 41%

Jeff Kamen Productions Ltd

Invoice #9803

Re-submitted to reflect hours devoted to AIDS Ride

To: OFFICE OF POLICY DEVELOPMENT
OEOB ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP8p06

Requisition#RDP8614

Amount: 71 HOURS X \$65 HOURLY RATE=\$4615

Date: 11/18/1998

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers: \$2340 under call#98-06 on 6/1 /98 and \$2275 under call#98-07 on 6/15/98. Continue carrying the Administration's AIDS Policy messages onto network radio and television outlets and print media. Stimulate and coordinate Director Thurman broadcasts onCNN domestic and international in advance of UN AIDS conference. Please note: during this billing period, we provided three (3) hours of support for the AIDS bicycle ride.

This Invoice Approved for Payment

by: [Signature] 11/19/98
For Office of National AIDS Policy (Date)

Disallowed

3 x \$65 = \$195.00

Please Remit: ~~\$4615.00~~ \$4,420.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Jeff Kamen Productions Ltd

Invoice # 9804

To: OFFICE OF POLICY DEVELOPMENT
OEOD ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

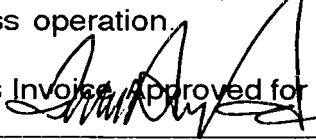
Order#DP8p06

Requisition#RDP8614

Amount: 68 HOURS X \$65 HOURLY RATE=\$4420

Date: 11/18/1998

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers: \$2470 under call#98-08 on 7/3 /98 and \$1950 under call#98-09 on 7/17/98. Continue carrying the Administration's AIDS Policy messages onto network radio and television outlets and print media. Stimulate and coordinate Director Thurman interviews with NY Times, Chicago Tribune, broadcasts on ABC, Fox TV, CNN , and begin to craft strategy for World AIDS Day press operation.

This Invoice Approved for Payment
by: 

For Office of National AIDS Policy

11/19/98

(Date)

Please Remit: \$4420.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

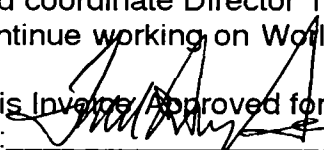
Jeff Kamen Productions Ltd

Invoice #9805

To: OFFICE OF POLICY DEVELOPMENT
OEOB ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP8p06
Requisition#RDP8614
Amount: 50 HOURS X \$65 HOURLY RATE=\$3250
Date: 11/18/1998

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers: \$1755 under call#98-10 on 8/3 /98 and \$1495 under call#98-11 on 8/18/98. Continue carrying the Administration's AIDS Policy messages onto network radio and television outlets and print media. Stimulate and coordinate Director Thurman broadcasts on WTTG, Washington DC and MSNBC, continue working on World AIDS Day strategy.

This Invoice Approved for Payment
by:  11/19/98
For Office of National AIDS Policy (Date)

Please Remit: \$3250.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Jeff Kamen Productions Ltd

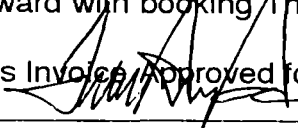
Invoice #9806

To: OFFICE OF POLICY DEVELOPMENT
OEOD ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP8p06
Requisition#RDP8614
Amount: 60 HOURS X \$65 HOURLY RATE=\$3900
Date: 11/18/1998

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers: \$1950 under call#98-012 on 8/31/98 and \$1950 under call#98-13 on 9/14/98. Continue carrying the Administration's AIDS Policy messages onto network radio and television outlets and print media. Stimulate and coordinate Director Thurman interviews with USA Today, Washington Post plus broadcasts on NBC and American Urban Radio Network; move forward with booking Thurman interviews for World AIDS Day

This Invoice Approved for Payment

by: 

For Office of National AIDS Policy

11/19/98
(Date)

Please Remit: \$3900.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

BPA Log

BPA Vendor and Address: Jeff Kamen Productions Limited
Phone Number: (202) 338-6397
BPA #: #DP8P06

User Agency: AIDS Policy
Auth. Caller: Todd Summers (TS)

Call No	Date	Description	Object Class	Quantity	Unit Price	Amount Auth.	Amount Approved	Caller	Est. Date Delivery
98-01	3/2/98	Press strategy and message assistance for President's Advisory Council meeting		35	\$ 65.00	\$ 2,275.00	\$ 2,275.00	TS	3/2 - 3/15/98
98-02	3/15/98	Press strategy and message development for response to PACHA mtg and needle exchange debate		15	\$ 65.00	\$ 975.00	\$ 975.00	TS	3/15 - 3/27/98
98-03	VOID						\$ -		
98-04	4/11/98	Washington Post article development, further press assistance on needle exchange debate		34	\$ 65.00	\$ 2,210.00	\$ 2,210.00	TS	3/30 - 5/8/98
98-05	5/8/98	Schedule and prepare for 2 CNN interviews, Washington Post, and speeches		35	\$ 65.00	\$ 2,275.00	\$ 2,275.00	TS	5/8 - 6/1/98
98-06	6/1/98	Arrange, prepare for press for Jesse Jackson show, McLaughlin interview, CNN		36	\$ 65.00	\$ 2,340.00	\$ 2,340.00	TS	6/1 - 6/15/98
98-07	6/15/98	Arrange, prepare for press in advance of Geneva Conference & AIDS Ride		35	\$ 65.00	\$ 2,275.00	\$ 2,080.00	TS	6/15 - 7/1/98
98-08	7/3/98			38	\$ 65.00	\$ 2,470.00	\$ 2,470.00	TS	7/3 - 7/15/98
98-09	7/17/98			30	\$ 65.00	\$ 1,950.00	\$ 1,950.00	TS	7/17 - 8/3/98
98-10	8/3/98			27	\$ 65.00	\$ 1,755.00	\$ 1,755.00	TS	8/3 - 8/17/98
98-11	8/18/98			23	\$ 65.00	\$ 1,495.00	\$ 1,495.00	TS	8/18 - 8/31/98
98-12	8/31/98			30	\$ 65.00	\$ 1,950.00	\$ 1,950.00	TS	8/31 - 9/14/98
98-13	9/14/98			27	\$ 65.00	\$ 1,755.00	\$ 1,755.00	TS	9/14 - 9/30/98

Total Authorized: \$ 23,725.00 59%

Total Approved: \$ 23,530.00 59%

Amt. Remaning: \$ 16,470.00 41%

Jeff Kamen Productions Ltd

Invoice #9803**RESUBMITTED TO REFLECT "AIDS RIDE" HOURS**

**To: OFFICE OF POLICY DEVELOPMENT
OEOD ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES**

Order#DP8p06**Requisition#RDP8614****Amount: 70 HOURS X \$65 HOURLY RATE=\$4550****Date: 10/21/98**

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers: \$2340 under call#98-06 on 6/1/98 and \$2275 under call#98-07 on 6/15/98. Continue carrying the Administration's AIDS Policy messages onto network radio and television outlets and print media. Stimulate and coordinate Director Thurman broadcasts: on CNN national and international in advance of UNAIDS conference. (The AIDS Ride component of this invoice covered three (3) hours of \$195.)

This Invoice Approved for Payment

by: _____
For Office of National AIDS Policy (Date)

Please Remit: \$4615.00

**To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable**

Taxpayer Identification Number: 007-42-3853

Jeff Kamen Productions Ltd

Invoice #9804

To: OFFICE OF POLICY DEVELOPMENT
OEOP ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP8p06

Requisition#RDP8614

Amount: 68 HOURS X \$65 HOURLY RATE=\$4420

Date: 11/4/1998

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers: \$2470 under call#98-08 on 7/1/98 and \$1950 under call#98-09 on 7/15/98. Continue carrying the Administration's AIDS Policy messages onto network radio and television outlets and print media. Stimulate and coordinate Director Thurman broadcasts. 7/17 7/3

This Invoice Approved for Payment

by: _____
For Office of National AIDS Policy (Date)

Please Remit: \$4420.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Jeff Kamen Productions Ltd

Invoice #9805

To: OFFICE OF POLICY DEVELOPMENT
OEOP ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP8p06
Requisition#RDP8614
Amount: 50 HOURS X \$65 HOURLY RATE=\$3250
Date: 11/4/1998

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers: \$1755 under call#98-10 on 8/1 /98 and \$1495 under call#98-11 on 8/15/98. Continue carrying the Administration's AIDS Policy messages onto network radio and television outlets and print media. 8/3

This Invoice Approved for Payment

by: _____
For Office of National AIDS Policy (Date)

Please Remit: \$3250.00 8/18

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Jeff Kamen Productions Ltd

Invoice #9806

To: OFFICE OF POLICY DEVELOPMENT
OEOP ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP8p06

Requisition#RDP8614

Amount: 60 HOURS X \$65 HOURLY RATE=\$3900

Date: 11/4/1998

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers: \$1950 under call#98-12 on 9/1/98 and \$1950 under call#98-13 on 9/15/98. Continue carrying the Administration's AIDS Policy messages onto network radio and television outlets and print media.

This Invoice Approved for Payment

by:

For Office of National AIDS Policy (Date)

Please Remit: \$3900.00

To:

Jeff Kamen Productions LTD

3013 Que Street NW

Washington, DC 20007

Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

\$1,755

8/31

9/14

BPA Log

BPA Vendor and Address: Jeff Kamen Productions Limited
Phone Number: (202) 338-6397
BPA #: #DP8P06

User Agency: AIDS Policy
Auth. Caller: Todd Summers (TS)

Call No	Date	Description	Object Class	Quantity	Unit Price	Amount Auth.	Caller	Est. Date Delivery
98-01	3/2/98	Press strategy and message assistance for President's Advisory Council meeting		35	\$ 65.00	\$ 2,275.00	TS	3/2 - 3/15/98
98-02	3/15/98	Press strategy and message development for response to PACHA mtg and needle exchange debate		15	\$ 65.00	\$ 975.00	TS	3/15 - 3/27/98
98-03	VOID							
98-04	4/11/98	Washington Post article development, further press assistance on needle exchange debate		34	\$ 65.00	\$ 2,210.00	TS	3/30 - 5/8/98
98-05	5/8/98	Schedule and prepare for 2 CNN interviews, Washington Post, and speeches		35	\$ 65.00	\$ 2,275.00	TS	5/8 - 6/1/98
98-06	6/1/98	Arrange, prepare for press for AIDS Ride		36	\$ 65.00	\$ 2,340.00	TS	6/1 - 6/15/98
98-07	6/15/98	Arrange, prepare for press in advance of Geneva Conference		35	\$ 65.00	\$ 2,275.00	TS	6/15 - 7/1/98

Total Authorized: \$ 12,350.00 31%

Invoice:	#9801	Dated:	4/3/98	For:	\$ 3,250.00
Invoice:	#9802	Dated:	6/3/98	For:	\$ 4,485.00
Invoice:	#9803	Dated:	7/1/98	For:	\$ 4,550.00

Total Billed: \$ 12,285.00 31%

Amt. Remaning: \$ 27,650.00 69%

Jeff Kamen Productions Ltd

Invoice #9803

**To: OFFICE OF POLICY DEVELOPMENT
OEOP ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES**

Order#DP8p06

Requisition#RDP8614 *TS*Amount: 70 HOURS X \$65 HOURLY RATE = \$4550 *TS*Date: 7/1/98 *\$4615*

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers: \$2340 under call#98-06 on 6/1/98 and \$2275 under call#98-07 on 6/15/98. Continue carrying the Administration's AIDS Policy messages onto network radio and television outlets and print media. Stimulate and coordinate Director Thurman broadcasts: on CNN national and international in advance of UNAIDS conference in Geneva, article and photo in Washington Post on Thurman's participation in AIDSRide, Thurman booked for Fox TV live shot from Geneva on 2 July.

This Invoice Approved for Payment
by: *[Signature]*

For Office of National AIDS Policy

7/13/98
(Date)

Please Remit: \$4615.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Jeff Kamen Productions Ltd

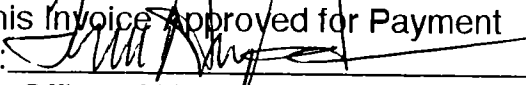
Invoice #9802

To: OFFICE OF POLICY DEVELOPMENT
OEOP ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP8p06
Requisition#RDP8614
Amount: 69 HOURS X \$65 HOURLY RATE=\$4485
Date: 6/3/98

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers: \$2210 under call#98-04 on 4/11/98 and \$2275 under call#98-05 on May 8.

Description: Carrying the Administration's AIDS Policy messages onto network radio and television outlets. Director Thurman booked on two NPR programs and John McLoughlin's One-on-One.

This Invoice Approved for Payment
by:  6/25/98
For Office of National AIDS Policy (Date)

Please Remit: \$4485.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Jeff Kamen Productions Ltd

Invoice #9801

To: OFFICE OF POLICY DEVELOPMENT
OEOD ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP8p06

Requisition#RDP8614

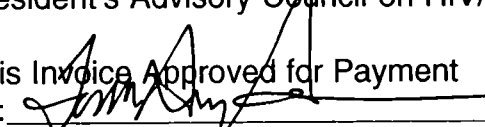
Amount: 50 HOURS X \$65 HOURLY RATE=\$3250

Date: 4/3/98

Subject: Performance of Press and Media Consulting services ordered by telephone by ONAP Dep Director Todd Summers on 2 Mar98 and on 15Mar98. Preparation for and then followup to press requirements for ONAP re meeting of President's Advisory Council on HIV/AIDS.

This Invoice Approved for Payment

by:

 For Office of National AIDS Policy

(Date)

4/8/98

Please Remit: \$3250.00

(\$2,275 under call 98-01 / \$975 under call 98-02)

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

BPA Log

BPA Vendor and Address: Jeff Kamen Productions Limited
Phone Number: (202) 338-6397
BPA #: #DP8P06

User Agency: AIDS Policy
Auth. Caller: Todd Summers (TS)

Call No	Date	Description	Object Class	Quantity	Unit Price	Amount	Caller	Est. Date Delivery
98-01	3/2/98	Press strategy and message assistance for President's Advisory Council meeting		35	\$ 65.00	\$ 2,275.00	TS	3/2 - 3/15/98
98-02	3/15/98	Press strategy and message development for response to PACHA mtg and needle exchange debate		15	\$ 65.00	\$ 975.00	TS	3/15 - 3/27/98
98-03	3/30/98	Washington Post article development, further press assistance on needle exchange debate		30	\$ 65.00	\$ 1,950.00	TS	3/30 - 5/1/98

Total Authorized: \$ 5,200.00

Invoice:	#9801	Dated:	4/3/98	For:	\$ 3,250.00
Invoice:		Dated:		For:	

Total Billed: \$ 3,250.00

Amt. Remaning: \$ 34,800.00

Jeff Kamen Productions Ltd

3013 Que St NW

Washington DC 20007

(202) 338-6397 338-2965(fax) 97 OCT 16 AM : 58

Taxpayer I.D.#007-42-3853

Invoice#2001

To: OFFICE OF POLICY DEVELOPMENT
OEOB ROOM 145
WASHINGTON DC 20502

ATTENTION: ASHLEY L. RAINES

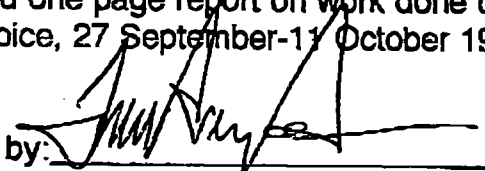
Order#DP7020

Requisition#RDP7587

Amount: 64 HOURS X \$65 HOURLY RATE=\$4160

Date: 10/13/97

Subject: Performance of Consulting services ordered by OPD on behalf of ONAP.
Please see attached one page report on work done during 2-week period
covered by this invoice, 27 September-11 October 1997.

This Invoice Approved for Payment by:  10/15/97
For Office of National AIDS Policy (Date)

Please Remit: \$4160
~~\$4190.00~~

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

OFFICE OF POLICY DEV.
APPROVED FOR PAYMENT
DOCUMENT NO.: DP7020
APPROPRIATION: 1172200
INDEX CODE: 71085
APPROVED BY: Ashley L. Raines
DATE: 12/20/97

Jeff Kamen Productions Ltd
3013 Que St NW
Washington DC 20007
(202) 338-6397 338-2965(fax)
Taxpayer I.D.#007-42-3853

Invoice#2002

To: OFFICE OF POLICY DEVELOPMENT
OEOB ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

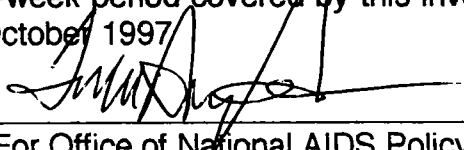
Order#DP7020

Requisition#RDP7587

Amount: 81 HOURS X \$65 HOURLY RATE=\$5265

Date: 10/27/97

Subject: Performance of Consulting services ordered by OPD on behalf of ONAP.
for work done during 2-week period covered by this invoice:
12 October 1997-26 October 1997

This Invoice Approved for Payment by:  10/31/97
For Office of National AIDS Policy (Date)

Please Remit: \$5265.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Description of work done during the period covered by this invoice:

- 1. Continue development of Strategic Media Plan**
- 2. Outreach to key media in Hispanic and African-American communities to find new ways to bring prevention messages to the most at-risk groups**
- 3. Develop relationships between ONAP and news media to increase ONAP's press profile and visibility of Director as Administration HIV spokesperson**
- 4. Interviews with Director on WTOP Radio, CNN & in Philadelphia Gay News, Amer. Dental Assoc. Convention Daily**

Jeff Kamen Productions LTD Invoice #20003

To: OFFICE OF POLICY DEVELOPMENT
OEOP ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP7020

Requisition#RDP7587

Amount: 47 HOURS X \$65 HOURLY RATE=\$3055
Date: December 23, 1997

Subject: Performance of Consulting services ordered by OPD on behalf of
ONAP. Description of work done during 2-week period covered by this
invoice, 27 September-11 October 1997 on this page.

This Invoice Approved for Payment

by:  12/23/97
For Office of National AIDS Policy (Date)

Please Remit: \$3055.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Description of work performed during period covered by this invoice:

1. Continue development of Strategic Media Plan
2. Continue outreach to key media in Hispanic and African-American communities
3. Continue relationship building between ONAP and news media
4. Interviews with Director on MSNBC (live) and AP Radio (taped)
5. Coordination of Director's press availabilities in Delaware, Illinois
6. Begin media planning for ONAP's role in World AIDS Day events

Jeff Kamen Productions LTD Invoice #20004

To: OFFICE OF POLICY DEVELOPMENT
OEOP ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP7020

Requisition#RDP7587

Amount: 30 HOURS X \$65 HOURLY RATE=\$1950
Date: Wednesday, 26 November 1997

Subject: Performance of Consulting services ordered by OPD on behalf of
ONAP. A description of work done during 2-week period covered by
this invoice, 11 November 97 - 25 November 1997, is on this page.

This Invoice Approved for Payment
by:  12/23/97
For Office of National AIDS Policy (Date)

Please Remit: \$1950.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Description of work performed during period covered by this invoice:

1. Continue development of Strategic Media Plan
2. Continue outreach to key media in Hispanic and African-American communities
3. Continue relationship building between ONAP and news media
4. Planning for World AIDS Day event, Director's media appearances and release of PACHA report
5. Book Director on Charlie Rose Show and Montel Williams Show

Jeff Kamen Productions LTD Invoice #20005

To: OFFICE OF POLICY DEVELOPMENT
OEOB ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP7020

Requisition#RDP7587

Amount: 60 HOURS X \$65 HOURLY RATE=\$3900
Date: Wednesday, 10 December 1997

Subject: Performance of Consulting services ordered by OPD on behalf of
ONAP. A description of work done during 2-week period covered by
this invoice, 26 November 97 - 9 December 1997, is on this page.

This Invoice Approved for Payment
by:  12/23/97
For Office of National AIDS Policy (Date)

Please Remit: \$3900.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Description of work performed during period covered by this invoice:

1. Continue development of Strategic Media Plan
2. Continue relationship building between ONAP and news media
3. Planning for World AIDS Day event, managing Director's media appearances on CNN, NBC, CBS, ABC, Fox, Mutual Radio, Charlie Rose Show and Montel Williams Show

Jeff Kamen Productions LTD Invoice #20006

To: OFFICE OF POLICY DEVELOPMENT
OEOB ROOM 145
WASHINGTON DC 20502
ATTENTION: ASHLEY L. RAINES

Order#DP7020

Requisition#RDP7587

Amount: 25 HOURS X \$65 HOURLY RATE=\$1625
Date: Wednesday, 24 December 1997

Subject: Performance of Consulting services ordered by OPD on behalf of
ONAP. A description of work done during 2-week period covered by
this invoice, 10 December - 23 December 1997, is on this page.

This Invoice Approved for Payment

by:  12/23/97
For Office of National AIDS Policy (Date)

Please Remit: \$1625.00

To: Jeff Kamen Productions LTD
3013 Que Street NW
Washington, DC 20007
Attention: Accounts Receivable

Taxpayer Identification Number: 007-42-3853

Description of work performed during period covered by this invoice:

1. Complete and present Strategic Media Plan
2. Continue relationship building between ONAP and news media
3. Manage ONAP reaction to PACHA report, manage Director's media appearances on CNN, NBC, ABC, Mutual Radio

*Todd
FBI
Kathy O'H*

Pg 1 of 9

EXECUTIVE OFFICE OF THE PRESIDENT

26-Feb-1998 02:38pm

TO: FAX (93382965, Jeff Kamen)
FROM: Kathleen E. O'Halloran
Office of Administration, GS
SUBJECT: Blanket Purchase Agreement for Services

Per our conversation - I am faxing a copy of the Blanket Purchase Agreement (BPA) and all the attachments:

1. BPA Provisions
2. Other Terms and Conditions/clauses
3. EFT Letter and Form (I believe you've already filled one of these out - if so, you need not complete the form again).

Again, Todd will be identifying individual tasks when he places his "calls" with you - there should be a number associated with the "call." Your monthly bill would reflect the individual call numbers/tasks that you've completed and the associated charge.

Please feel free to call me if you have questions.

Kathy O'Halloran
(202) 395-7671

Have included a copy of a log also.

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. form	re: Agency accounting data (1 page)	02/24/1998	P4/b(4)

COLLECTION:

Clinton Presidential Records
National AIDS Policy Office
Sandra Thurman
OA/Box Number: 40015

FOLDER TITLE:

Admin - Contractor - Kamen, Jeff

2018-0764-F
jm1988

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(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- 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]

FEB 24, 1998

DP8P06

OF THIS AGREEMENT
ADDITIONAL TERMS AND
TIONS ARE INCLUDED IN ATTACH-
MENT "B"

\$40000.00

52.252-2. CLAUSES INCORPORATED BY REFERENCE (Apr 84).—This contract incorporates the following clauses by reference with the same force and effect as if they were given in full text. Upon request the Contracting Officer will make their full text available:

FEDERAL ACQUISITION REGULATION (48 CFR CHAP. TER 1) CLAUSES

52.203-1	Officials Not to Benefit (Apr 84)	52.222-26	Equal Opportunity (Apr 84)
52.203-3	Gratuities (Apr 84)	52.222-36	Affirmative Action for Handicapped Workers (Apr 84)
52.203-4	Covenant Against Contingent Fees (Apr 84)	52.222-40	Service Contract Act of 1965—Contracts of \$2500 or Less (Apr 84)
52.212-9	Variation in Quantity (Apr 84) (In the preceding clause, the permissible variations are stated in the schedule)	52.222-41	Service Contract Act of 1965 (Apr 84)
52.222-3	Convict Labor (Apr 84)	52.225-3	Buy American Act—Supplies (Apr 84)
52.222-4	Contract Work Hours and Safety Standards Act—Overtime Compensation—General (Apr 84)	52.232-1	Payments (Apr 84)
		52.232-8	Discounts for Prompt Payment (Apr 84) (With Alternate 1)
		52.233-1	Disputes (Apr 84)
		52.243-1	Changes — Fixed Price (Apr 84)
		52.249-1	Termination for Convenience of the Government (Fixed Price) (Short Form) (Apr 84)

ADDITIONAL CLAUSES:

52.232-33 Mandatory Information for Electronic Funds Transfer Payment (AUG 1996)

ADVERTISING OF AWARD

The contractor agrees not to refer to awards in commercial advertising in such a manner as to state or imply that the Contractor is endorsed or preferred by the Federal Government, or is considered by the Government to be superior to other firms. Further, the Contractor shall not refer to any contract with the Executive Office of the President without the express written approval of the contracting officer.

PROVISIONS OF THE BLANKET PURCHASE AGREEMENT (BPA)
(SERVING ONE AGENCY)

I. AUTHORITY

The issuance of this BPA, and individual calls under it, is in accordance with FAR 13.2.

II. EXTENT OF GOVERNMENT OBLIGATION

The government is obligated only to the extent of authorized calls placed against the BPA.

III. PRICING COMPLIANCE

Prices to the Government shall be as low, or lower than, those charged the supplier's most favored customer for comparable quantities, under similar terms and conditions, in addition to any discount for prompt payment.

IV. TERMS FOR DELIVERY

(i) All supplies or services shall be delivered to the address specified in Block #6 on Page 1 of this BPA.

(ii) Time of delivery/performance shall be negotiated for each call placed.

V. INDIVIDUALS AUTHORIZED TO PLACE CALLS

(i) Supplies or services to be furnished under this BPA will be placed orally by the Contracting Officer or one of the authorized callers. The individuals authorized to place calls are identified in Block #17, Item #03, on Page 1 of this BPA

(ii) Calls are subject to the monetary limitation set forth in Provision VII, entitled CALL LIMITATION. Calls aggregating more than the amount show in Block #17, Item #04 on Page 1 of this BPA shall not be broken down into several calls which are less than that amount merely for the purpose of circumventing this limitation.

*Todd
Summers*

VI. ORDERING

(i) Authorized callers, issuing calls under this BPA, shall provide the following information:

- (a) BPA number
- (b) Call number
- (c) Description, including quantity and price
- (d) Name of individual placing the call
- (e) Completion or delivery date

(ii) Calls may be issued under this BPA from the effective date of the BPA through the end of the Fiscal Year.

VI. CALL LIMITATION

See Block #17, Item #04 on Page 1 of this BPA.

VII. DELIVERY DOCUMENT

All supplies or services under this BPA shall be accompanied by a delivery document or sales slip which contains the following minimum information:

- (a) Name of contractor
- (b) Blanket Purchase Agreement number
- (c) Call number
- (d) Date of call and name of caller (must be authorized per Block #17, Item #03 on Page 1 of this BPA).
- (e) Itemized list of supplies or services furnished, including quantity, unit price, and extension of each line item, less applicable discounts.
- (f) Date service(s) performed/goods delivered.

IX. INVOICES AND PAYMENT

(i) A consolidated invoice for each billing period shall be made and the billing period shall be monthly. The monthly invoice shall be forwarded to the address in Block #21, and marked for the attention of the Contracting Officer's Technical Representative (COTR). The invoice shall be certified by the COTR that the supplies or services have been delivered/performed.

(ii) Payment will be made within 30 days of receipt of a proper invoice.. In order to constitute a proper invoice, the invoice shall include the following minimum information:

- (a) Name and address of contractor,
- (b) Date of invoice,
- (c) BPA number,
- * (d) A list of the call numbers and a break down for each one, including:
 - the date the call was received,
 - an itemized list of services or supplies,
 - the unit prices and extended prices,
 - the total amount of the call,
 - the place and date of delivery,
 - the name of the authorized caller,
- (e) Payment terms.
- (f) An itemized invoice shall be submitted on a monthly basis for all deliveries made during a billing period. These invoices need not be supported by copies of delivery tickets. DO NOT RE-INVOICE PREVIOUSLY BILLED ITEMS UNLESS SPECIFICALLY REQUESTED BY THE CONTRACTING OFFICER.

BPA LOG

BPA Vendor and Address*:

BPA No:

User Agency:

Authorized Callers:

Orders to be directed to:

Phone:

Call Limitation:

Deliveries must be made to:

EOPOA RDS, Naval Sta-Anacostia

2701 South Capitol St SW, Bldg 410

Washington, DC 20373-5824

Phone: (202) 395-5824

[illegible]

Submit this Log to the AOD Customer Services Branch on the last work day of the fiscal quarter (December, March, June, September). Continue your sequential numbering in the next quarter.

*If any other vendor location is needed, contact the Procurement Branch on 395-3314.



OHALLORAN_K @ A1

02/24/98 12:55:00 PM

Record Type: Record

To: Todd A. Summers
cc: Ashley L. Raines
Subject: Re: BPA for Jeff Kamen Productions

Todd -

I'll plan on talking w/Jeff tomorrow - but in the mean time, I've issued BPA #DP8P06 - effective today.

Thanks for working with me on this (and bless you for your answer to #2 & not jumping the gun!).

Please let me know if you experience any problems.

Kathy OHX57671

Public Affairs Master Plan for Office of National AIDS Policy

**Prepared by Jeff Kamen Productions LTD
3013 Q Street NW Washington DC 20007**

**In compliance with
OPD Order#DP7020 Requisition#RDP7587**

1.0

Introduction

1.1

The White House Office of Policy Development has retained the services of Jeff Kamen Productions LTD for 90 days to create and implement a Press Office function within the Office of National AIDS Policy and to create a Public Affairs Master Plan for ONAP.

1.2

The Plan as described in the following pages is designed to serve important short, medium and long term objectives. It is focused on maximizing ONAP's public profile across the spectrum of news media within the context of the overarching goal of supporting the President's HIV/AIDS initiatives and policies. The bottom line in this enterprise is accessing the media to educate the American people on a matter of life and death.

2.0

Situation Analysis

2.1

ONAP and its Director have, as we begin this project, virtually no press profile. It is as if the agency and its boss do not exist in the minds of most Washington journalists employed by prestige, mainstream broadcast and print outlets. That reality intersects with a worsening HIV/AIDS crisis.

2.2

HIV/AIDS is being spread worldwide at a rate roughly double that which had been expected only a year ago. The number of AIDS orphans in Africa is rising at a rate approximately three times the predicted rate.

2.3

In the U.S., HIV/AIDS is perceived as less of a threat than it has been, thanks to the medicine "cocktails" that are keeping alive thousands who would have died earlier only five years ago. But that presents a false picture: Truth is that the pandemic is at least as dangerous and out of control as it ever has been and the successful treatments are very expensive and unavailable to many. At the same time, what has changed dramatically is the description of the average, new, HIV patient. Ten years ago, the average newly diagnosed HIV+ person in the U.S. was a young, educated, homosexual white male with a bank account who became infected through anal intercourse. But today's newly diagnosed person with HIV most likely fits the following profile: heterosexual female, poor, black or Hispanic, and a welfare recipient. Odds are that she got the disease through vaginal intercourse with her with IV drug addict lover who got his HIV from the dirty needles he shared with his addict friends.

2.4

Ten years ago, researchers discovered that while many white men were practicing safer sex by using a condom each time, very few black and Hispanic men were using condoms against HIV/AIDS. Today, many white men continue condom use but few men of color do the same.

3.0 Communication Analysis

3.1 The prevention message largely isn't getting through to the most at-risk populations: teenagers, people of color, women, I-V drug abusers and their sex partners.

3.2 News reports of the use of Morning After cocktails and protease inhibitors, coupled with a predictable crisis fatigue response among many Americans has created a false sense that AIDS is over.

3.3 Finding every creative way possible to counter these lethal deficiencies and distortions are the primary communications challenges ONAP faces.

4.0 Objectives

4.1 Presenting the Administration's HIV/AIDS policy messages--including the central warning that the disease is still on the rampage, requiring educated response from America;

4.2 Making mass media opportunities for the Director as the articulator of the Administration's HIV/AIDS policies.

5.0 Target Audiences

The nation as a whole; at-risk populations as previously defined

6.0 Target Media

6.1 *Network television* continues to provide the most immediate and most effective access to most Americans including the defined at-risk population and this must be our primary target followed by

6.2 *Network radio which* reaches millions in their cars where many individuals do their most conscious thinking about issues in their own lives; *broadcast and print* media which cater to segments of the at-risk populations;

6.3 *New media* (Internet, World Wide Web) which have special appeal to teens and young adults must be seriously targeted including virtual appearances by Director in live inter-active forums hosted by America Online and other major Internet service providers.

Dramatically heighten the visibility and reach of ONAP's Director, whose media profile dipped below the horizon following the President's selection of her and introduction to the news media. ONAP is a tiny Federal agency and its only real power is in its capacity to capture the imagination--and therefore the attention--of the news media. The Director is the appropriate vehicle for this endeavor.

8.0

Communications Action Plan: Dual Approach

8.1

Proactive

The Director's use of a variety of forums--mostly invited speaking engagements before organizations involved in the fight against the disease--is an endless list of opportunities to raise issues and package messages supportive of the ONAP goals of fostering awareness, education, prevention behavior, and getting tested and treated early.

8.2

Reactive

Aggressively pursuing news media in response to breaking news can give the Director rapid access to much of the nation. Because many of the stories which would make the Director's presence value-added for the news media are emotion-charged and controversial, the news public's focus is often better than in less conflicted media environments. Nevertheless, it is important to exercise discretion in offering the Director to the media too often, lest the Director be perceived as too eager for publicity.

9.0

Accomplishments to Date:

9.1

ONAP and Director Thurman are well on their way to becoming household names thanks to many network television and radio news appearances, and a half hour on PBS' television's Charlie Rose show, plus an upcoming hour of the nationally syndicated Montel Williams show, as well as prominent quote of Director in high profile story in the New York Times.

9.2

Effective relationships with national news media are being well established, although there is much more work to be done.

9.3

A standard ONAP press release form has been developed and used many times.

10.0

Conclusion:

10.1

Ninety days after we began our efforts, the Washington-based national press corps now knows ONAP and its Director are here and are important resources for HIV/AIDS stories.

10.2

This contract ends with the accomplishment of the mission undertaken by Jeff Kamen Productions LTD.

Public Affairs Master Plan for Office of National AIDS Policy

**Prepared by Jeff Kamen Productions LTD
3013 Q Street NW Washington DC 20007**

**In compliance with
OPD Order#DP7020 Requisition#RDP7587**

1.0

Introduction

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2.0

Situation Analysis

2.1 ONAP and its Director have, as we begin this project, virtually no press profile. It is as if the agency and its boss do not exist in the minds of most Washington journalists employed by prestige, mainstream broadcast and print outlets. That reality intersects with a worsening HIV/AIDS crisis.

2.2 HIV/AIDS is being spread worldwide at a rate roughly double that which had been expected only a year ago. The number of AIDS orphans in Africa is rising at a rate approximately three times the predicted rate.

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2.4 Ten years ago, researchers discovered that while many white men were practicing safer sex by using a condom each time, very few black and Hispanic men were using condoms against HIV/AIDS. Today, many white men continue condom use but few men of color do the same.

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3.1 The prevention message largely isn't getting through to the most at-risk populations: teenagers, people of color, women, I-V drug abusers and their sex partners.

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State of the Union address →
email from SLT-BR

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. form	re: Supplement to personnel action (2 pages)	11/22/1997	b(6)

COLLECTION:

Clinton Presidential Records
National AIDS Policy Office
Sandra Thurman
OA/Box Number: 40015

FOLDER TITLE:

Admin - Contractor - Kamen, Jeff

2018-0764-F
jm1988

RESTRICTION CODES

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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]

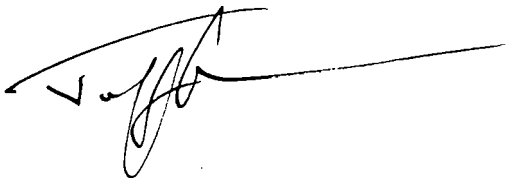
Jeff Kamen Productions Ltd

Project Memorandum

October 7, 1997

Work Plan and Preliminary Report to ONAP for Completion of Tasks Described in Order for our Consulting Services In Response to the Requirements Set Forth in the Order

1. In consultation with White House Press Office, a list of press contacts suitable for use in faxed press releases has been obtained and will be programmed into machines capable of transmitting broadcast (batch) faxes. Appropriate fax machines are being loaded with the lists which include general media and minority press.
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 - C. The writing and distribution to small and medium market newspapers of feature articles signed by the Director and setting forth a progress report on the President's AIDS policy.
6. The goals of the 24 month Strategic Media Plan are being developed.

A handwritten signature in black ink, appearing to be 'J. Kamen', with a long horizontal line extending to the right.

Jeff Kamen

Public Affairs Consultant

**3013 Que Street, NW Washington, DC 20007
202-338-6397/2965 (fax) jkamen@aol.com**

Jeff Kamen became a gifted and effective public affairs consultant following a distinguished career in the print and broadcast journalism which includes a significant body of media criticism. His unique collection of qualifications makes him precisely the right person to help guide and implement AIDS Policy's reinvigorated public affairs strategy.

Working with ONDCP Chief of Press, Bob Weiner, Jeff wrote, directed and produced the "Stay Drug Free; You Have the Power" TV PSA campaign for Drug Czar Brown and the Michael Johnson Olympic Champion PSA campaign for Director McCaffrey. Jeff was Acting Deputy Director of Public Affairs under Weiner during the closing months of Dr. Brown's Directorship of ONDCP. Working as a consultant for the past year and a half and reporting to Weiner, Jeff has been de-facto press secretary to ONDCP's R&D unit, driving press coverage for the Counterdrug Technology Assessment Center's many State and Local Law Enforcement conferences. Some of those events have drawn as many as 5 camera crews and many radio and print reporters.

An Emmy award-winning TV reporter/producer, Jeff began covering the AIDS issue as a broadcast journalist when it was still called GRID5. His broadcasts appeared on New York City's WPIX-TV and the more than 100 stations which carried the nightly, syndicated newscast Independent Network News. Jeff's investigative reporting on the horrific Everard Baths fire in New York City, published in Newsday, revealed the Fire Department's failure to padlock the gay bathhouse, which a fire inspection had determined, was in a "state of imminent peril due to fire hazard." Jeff's reporting on this story was a bell weather of societal indifference to whatever might befall the gay community. This important piece of reporting in the mainstream press preceded the discovery of AIDS.

In July and August of this year, Jeff conceptualized, wrote, directed and produced the 10-minute mini-documentary anchored and narrated by Al Gore Advanced Technologies for the Fight Against Drug Crime and Addiction. This video opened the International Symposium on Counterdrug Technologies in Chicago August 18-21 and was telecast worldwide on the Internet via TVONTHEWEBLIVE.COM. Experts in the field says it was the most innovative use of the Internet to-date by the White House. Only NASA, we are told, has used similar, but less sophisticated, technology. On Oct. 14, Alan Greenspan's speech to the annual CATO Institute Conference will be telecast via the same system. But the history of this new medium which show that it was Barry McCaffrey, advised by Bob Weiner, who made first important use of this latest in video streaming technology. It was Jeff who brought the plan to Weiner. Jeff has innovative ideas for using all media--old and new--to more effectively disseminate the leadership message of the Administration on the AIDS issue.

Highlights of Qualifications

- High Q , Strong Audience Response
- More than 30 years superb On-Camera & Behind Scenes Performance, Media Trainer
- Profound Understanding of Politics, Mass Media, Medicine, Defense, based on career as Anchor, Correspondent, Producer for: INN (1980-1990) , NPR (one of the founding reporters of ATC), NBC News (Chicago, NYC & London) , WPIX-TV (NYC), ABC, CBC, CBS Radio

Book

Final Warning: Averting Disaster in the New Age of Terrorism

(Doubleday '89, with Robert H. Kupperman)

Recent Work

- Men's Health Magazine August 1997 article on new method for treating pre-cancerous cells on the face called, "Pulse Peel"
- CONUS, FOX, Tribnet, ABC Radio and CBC Radio--Hard News and Enterprise Reporting
- Currently working through Policy Development Group as a contracted communications consultant to the Counterdrug Technology Assessment Center of the White House Drug Policy Office producing videos on sensitive advanced technology for narcotics investigators.
- Director of Documentary Film "Warrior Hearts" which is in international distribution
- WWRC (Washington, DC) Radio Talk Show Host 1994

Global Reporting, Analysis and Documentaries 1965-Present

Reporting from U.S. inner cities to the U.S. Capitol, the State Department and the White House, to arenas of conflict in Europe, Central America and the Middle East. Since 1990, when his long-time employer, Independent Network News (INN) TV went off the air, he has been a freelance journalist. From 1965-1982, he was reporter, anchor, documentary producer for WCFL&WBBM Radio (Chicago), Mutual Radio, NBC News, National Public Radio, WNEW Radio, CBC Radio, WPIX TV (New York City)

Academic Experience and Participation in Institutes

- Member of Council, Institute for the Study of Terrorism and Political Violence 1995
- Member, Critical Incident Advisory Group (created by Michigan State University in 1994 to monitor and advise media and government during Waco-like incidents)
- Associate Professor, Adjunct Faculty, Department of English (Journalism), CUNY '75-'78

Additional Publications

- Men's Health Magazine: Vasectomy Reversal 1995
- Newsday Op-Eds on Terrorism 1995
- Die Zeit (The Times of Germany) Op-Ed on Terrorism 1995
- American Journalism Review Articles on Waco 1993, CNN 1991, Race Relations 1990

References

Bob Weiner, Chief of Press at ONDCP 395-6626

Dr. Al Brandenstein, Director of CTAC at ONDCP 395-6758



Record Type: Record

To:

cc:

Subject: Draft SOW for Consultants

Attached is the response from Procurement re: the Statement of Work for two consultants. One of the most important things to note is the need to strengthen

----- Forwarded by Ashley L. Raines/OA/EOP on 09/10/97 03:56 PM -----



OHALLORAN_K @ A1

09/09/97 03:51:00 PM

Record Type: Record

To: Ashley L. Raines

cc: HELMS_R @ A1@CD@LNGTWY

Subject: Draft SOW for Consultants

Hi Ashley -

Following up on my earlier voice mail - and I obviously misread the duration of the work (NTE 180 days) as the level of effort (200 hours) - sorry....so disregard that comment.

Also - would you please re-send the last page (second page of Jeff Kamen) - I think someone was being helpful and delivered the fax to me before the entire transmission was received and that page never caught up to me....

Anyway, here are some of my concerns re: Michael Isikowitz:

1. The max. for payment of a consultant through contracting is not to exceed the 10th step of a GS-15 - from my calculations - max of a 15 is \$98,714 divided by 2087, the number of hours in a year (per personnel) = \$47.29. Like I said earlier, OSTP has a special authority for a higher rate - do you?

2. Also, on what basis has the requested rate been established (is this his going rate?) - and what basis do you foresee us being able to make a determination of fair and reasonable price?

3. His background on the Hill w/Congress is good (I would recommend deleting the Senator's name), however, his unique experience and capabilities needs to be strengthened (e.g.

education, contacts w/non-profit organizations involved w/AIDS treatments, etc). I suspect he has these but they need to be spelled out. Also, should have a statement that he is the only one with these unique capabilities necessary to assess the status of the situation and recommend an appropriate course of action (strategic plan).

4. There is reference to this being a short term contract and time being of the essence, however, the fact that there are several controversial issues does not identify what is new/what has changed to heighten the need for quick action - what injury to the Government will occur if we don't expedite this action... We are not using urgency as a basis for limiting competition - but it is worth including a statement - if it can be substantiated by facts.

5. I would change the wording on the development of the plan - to recommending a strategic plan of action - this change will help clarify that the Government is still making "inherently governmental decisions" - the consultant can assess, analyze, propose/recommend & draft strategy.

Re: Jeff Kamen - (same pay concerns?)

1. There is reference to his working for ONDCP - I queried ERS and do not see his name - maybe it was done through Personnel.....we need to make sure that he does not have a Personnel Appointment w/ONDCP or any other Government agency (we are prohibited from contracting with Government personnel).

2. His work with ONDCP would not "prequalify" him for additional work as stated in the paragraph on Qualifications - it would add to his credentials, and unique experience, however. Again, this needs to be beefed up & a statement that this is the only person with qualifications necessary to perform the work...

3. We need to make sure that this does not duplicate any of his work at ONDCP (or any other Government agency for that matter) - and document this fact for the record.

4. See #4 above - same concern - urgency.

5. We want to make sure that he is not making policy (an inherently Governmental function) - and that the SOW is clear in that area - as stated above, he can assess, analyze, and recommend.

Again, if you would re-fax a copy of the last page, I'll make a copy and give it to Mark Lindsay.

Please call if you have questions or if I can be of further help.

Kathy OHX57671

Jeff Kamen

Qualify why non-compete — ^{existing net. w/ ONDCP} expert in

Deliverable

why consultant

why not taking job of another fed employee

PA even 2 weeks

Hourly rate based on length of work

3 months @ f.t.

\$20,000

set up press office
strategic plan ^{press}

Michael

del = strategic plan ONAP — funding (how we're spending
our money

why? = write CARE ~

Ashley — can we move travel to consultants
DEB — talking points

Packet for WH Personnel

NORA letter to EB

~~Advis~~

PACHA letter to POTUS & Shalala

Scott memo

flyer for demo

Ted
301 270-0893
210-6399

$$\begin{array}{r}
 40 \text{ hours per week.} \\
 \times 4.33 \text{ weeks per month} \\
 \times 3 \text{ months} \\
 \hline
 520 \text{ hours}
 \end{array}$$

$$\begin{array}{r}
 20,000 \\
 \div 520 \\
 \hline
 \$ 38.46 \text{ per hour}
 \end{array}$$

338 →

(702) 253-1969
in DC tomorrow noon

To:Sandy
cc: Todd

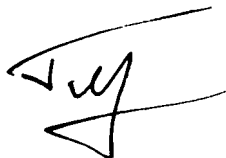
Fr:Jeff Kamen

October 14, 1997

Re: Your Schedule, Atlanta Press Strategy, my schedule

Howdy!

1. Please consider keeping me or Sara (or both of us) advised in more detail on your sked so that your Press Beast will have the info necessary to setting up press calls, interviews, etc. in response to breaking news or the occasional sudden needs of a major TV/radio talk show for a prestige fill-in guest. Had NBC called us this morning asking when today you might be available for an on-camera interview, I couldn't have offered a tentative window. Of course, I would never **commit** your time without your approval--you might not want to do the appearance/interview and you would always be able to make that decision even after I offer a tentative window to the press.
2. Please consider using next Friday and Sunday in Atlanta as a platform for launching a new minorities/women AIDS Awareness effort to be strongly supported by a TV/Radio PSA campaign targeted on Black and Latino media using stars of sports and entertainment as messengers. I have some thoughts on that and would like to discuss them with you at your early convenience. Do you think it would be a good idea for me to be with you in Atlanta on Sunday?
3. My schedule: I have a long-standing commitment to run the press operation for ONDCP's Counterdrug Technology Assessment Center at an event for law enforcement hosted by Sen. Ben Nighthorse Campbell in Denver this Thursday and Friday. So I will be on travel those two days, but in regular telephone touch with Todd and Sara and available to you at all times. My pager/voicemail/Sprint Spectrum Cell phone: (202)210-6399 (for voice and voice mail) for paging 1-800-311-4212+202-210-6399.



To: Sandy
Todd
Michael

Fr: Jeff Kamen

Re: Results of OEOB Meeting with Estella Mendoza, McCurry's assistant for specialty press, today, Friday, Oct 3, 1997.

Estella is going to be a great ally. She has emailed to Todd's account her Gay and Lesbian press lists, plus the White House general press list and promises to get us her racial/ethnic minority media lists next week.

She got especially enthusiastic when I told her how central to our goals is effective outreach to at risk communities--Latino, African-American, etc.

She immediately suggested that we do PSA's and appearances on Latino TV and radio networks where she says, she has superb connections. She also promised to reach out for us to Oscar De La Joya, the great (and squeaky clean) boxer should you decide to have him do a TV&Radio PSA. (I have a concept for one in mind which I think might help bridge the machismo that seems to be getting in the way of safer sex practices.)

She also volunteered to make appearances for us if we need a fluent Spanish speaker. She is telegenic and unless you, Sandy, are fluent in Spanish, using her might be a very good idea.

Estella also volunteered to find out if we can have the use of the OEOB radio recording studio for our own PSA's, etc.

She concluded the meeting with me by saying, "Get lots of press for Sandy!"

I *like* her.

-Jeff

Estela Mendoza

10/07/97 05:58:51 PM

Record Type: Record

To: Todd A. Summers/OPD/EOP

cc:

Subject: Here you are: our primary contact list

- ABC Affil. News Serv @ 222-7978 @ FAX
- AP Broadcast @ 736-1199 @ FAX
- Bonneville Int'l @ 628-3711 @ FAX
- CBS News Net @ 457-4344 @ FAX
- Conus @ 467-5610 @ FAX
- COX @ 737-0280 @ FAX
- Fox @ 895-3133 @ FAX
- Hearst @ 457-0409 @ FAX
- News Channel 8 @ 1-703-912-5329 @ FAX
- NBC @ 783-3455 @ FAX
- Potomac @ 783-1132 @ FAX
- Fox News Service @ 898-7889 @ FAX
- States News Service @ 393-4610 @ FAX
- USA Radio Network @ 1-972-243-3489 @ FAX
- USIA @ 501-6076 @ FAX
- King Broadcasting @ 393-7441 @ FAX
- Steve Sternberg @ 331-1055 @ FAX
- Fisher Broadcasting @ 347-5020 @ FAX
- Fox News: Sandberg/Rizzolo @ 898-7889 @ FAX
- Herb Bloom @ 362-8905 @ FAX
- NBC News Channel: R. Freitas @ 362-2009 @ FAX
- Jeff Ballou - CONUS @ 347-9881 @ FAX
- Washington Bureau @ 628-6295 @ FAX
- Tribune 'B' @ 824-8302 @ FAX
- Thompson News @ 347-5017 @ FAX
- White House @ 456-6201 @ FAX
- Donrey Media Group @ 783-1955 @ FAX
- US Newswire @ 347-2767 @ FAX
- A. P. Daybook @ 776-9575 @ FAX
- UPI - Daybook @ 1-301-577-3689 @ FAX
- Reuters Daybook @ 898-8401 @ FAX
- Washington News Network @ 628-4015 @ FAX
- CNBC- Larry Moscow @ 467-5610 @ FAX
- Gannett News Service @ 1-703-558-3813 @ FAX
- Knight-Ridder @ 383-6075 @ FAX
- Media General News Services @ 662-7675 @ FAX
- Medill News Service @ 662-1814 @ FAX
- New York Times Regional @ 862-0340 @ FAX
- Newhouse News Service @ 296-9537 @ FAX
- Ottaway Newspapers @ 828-3490 @ FAX
- Scripps Howard @ 371-0773 @ FAX
- Nat. Security News Srv. @ 466-4344 @ FAX
- AFP Photos @ 861-8597 @ FAX
- Jim Fry @ 628-2730 @ FAX

- Marc David OBrien EC @ 1-908-671-6581 @ FAX
- TELEMUNDO @ 371-2014 @ FAX
- City Paper Erik Wemple @462-8323@fax
- UNIVISION @ 737-6039 @ FAX
- CMS - B. Andrews @ 347-6919 @ FAX
- AFP Photos @ 861-0597 @ FAX
- USA Radio Network @ 1-214-243-3489 @ FAX
- USIA @ 501-6076 @ FAX
- Washington News Network @ 628-4015 @ FAX

CONFIDENTIAL
TALKING POINTS
UNAPPROVED
DRAFT

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: JAM DATE: 2/28/19
2018-0764-F

Memo

To: SANDY

From: JEFF KAMEN

Date: 10/9/97

Subject: RESPONSE TO QUESTIONS ABOUT COUNCIL MEMBERS'
THREAT TO QUIT OVER AIDS POLICY DIFFERENCES.RE:
A.P. STORY ATTACHED

1. THE PRESIDENT'S SUPPORT HAS PERMITTED US TO DO SOME VERY GOOD WORK. WHILE I SHARE SOME OF THE FRUSTRATIONS OF COUNCIL MEMBERS-- AND THEY HAVE EVERY RIGHT TO THREATEN TO QUIT-- BUT I WOULD NEVER SUGGEST THAT PATH. NOT IN THIS ADMINISTRATION. THERE IS NO QUESTION ABOUT BILL CLINTON'S DEEPLY HELD PERSONAL COMMITMENT TO JUSTICE AND EXCELLENT HEALTH CARE FOR PEOPLE WITH AIDS. FOR-THE-RECORD, MY BIGGEST FRUSTRATION, IS THAT SO MANY AMERICANS ARE OPERATING UNDER THE ILLUSION THAT THE EPIDEMIC IS OVER.
2. OF COURSE MANY OF THE PRESIDENT'S DECISIONS ABOUT THIS ISSUE ARE DRIVEN PARTLY BY POLITICAL REALITIES. UNLIKE THOSE OF US WHO FOCUS FULL-TIME ON HIV/AIDS, PRESIDENT CLINTON IS STUCK WITH A BROAD AGENDA OF IMPORTANT ISSUES ON WHICH HE MUST HAVE ENOUGH SUPPORT FROM PEOPLE ON BOTH SIDES OF THE AISLE TO MAKE POSSIBLE ANY SIGNIFICANT GROWTH OR OTHER MAJOR CHANGE.
3. THERE IS OVERWHELMING EVIDENCE THAT NEEDLE EXCHANGE PROGRAMS WOULD CUT THE NUMBER OF PATIENTS KILLED BY HIV/AIDS BUT OPPONENTS OF SUCH PROGRAMS ARE BLOCKING FEDERALLY FUNDED NEEDLE EXCHANGES OUT OF FEARS BASED ON RELIGION, PHILOSOPHY AND POLITICS. THERE IS ALSO ON-GOING CONFLICT WITHIN THE ADMINISTRATION OVER WHICH PATH TO WALK.ON THIS ISSUE. I FAVOR THE EXCHANGES. BUT IF THE PRESIDENT CHOOSES NOT TO ADOPT MY VIEW, THAT DOES NOT MEAN THAT I WILL BAIL OUT ON HIM. I AM HERE TO FIGHT HARD AND LONG. SOMETIMES I WILL LOSE AND THAT WILL MAKE ME FRUSTRATED AND ANGRY. BUT I KNOW THAT THE LONGER I STAY, THE GREATER THE OPPORTUNITY FOR VICTORIES AGAINST THE AIDS EPIDEMIC.

URGENT
FAX

RUSH TO: TODD AND SANDY AND JEFF

FAX: 6321096

FROM: JEFF KAMEN PRODUCTIONS LTD

PAGES (INCLUDING THIS COVER): 2

HERE'S HOW ONDCP RECEIVES PRO BONO HELP. THE FORM ATTACHED WAS THE DOCUMENT WHICH MONTEL WILLIAMS PERSONALLY SIGNED TO MAKE POSSIBLE A GIFT OF OVER \$100,000 IN CREATION AND PRODUCTION OF TWO TV PSA'S.

Sunday, October 12, 1997



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY
Washington, D.C. 20503

Gift Acceptance Principles for Donors to ONDCP

I acknowledge that I am aware that acceptance of a donation by ONDCP is provisional, and final acceptance will be conditioned on approval by the General Counsel of ONDCP. I state that I have read, understood, and agree to the following representations:

1. I do not have any substantial financial interest in a drug control-related matter pending before the government.
2. I am not seeking employment or any other personal favor from the government, including the Office of National Drug Control Policy.
3. This gift is being donated "with no strings attached." No condition on its use is stated or implied.
4. This gift is subject to reporting to the Office of Government Ethics, and as such, is subject to disclosure under the Freedom of Information Act.

Name [Signature]

Organization Let from Productions, Inc.

Address 331 W. 57th St., Suite 233
New York, NY 10019

Jeff Kamen Productions Ltd Project Memorandum

October 12, 1997

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Office of National AIDS Policy

Executive Office of the President



For Immediate Release

Thursday Oct. 9, 1997

Contact: Jeff Kamen

(202) 632-1090

**White House AIDS Czar Sandra Thurman Offers Praise and Warning
As Miss America, Members of Congress,
Federal Agencies, AIDS Community Activists Help Launch
New HIV/AIDS Prevention Campaign**

**Today October 9, 1997
11:00am Senate Swamp Site
(Rain: Capitol Room SC6)**

(Washington, D.C.) —Sandra Thurman, the White House AIDS Policy Director, issued the following statement today at the Miss America AIDS Prevention Campaign press conference today Thursday Oct. 9, 11:00 a.m. across from the U.S. Senate at the swamp site.

“ Kate Shindle’s personal campaign is bound to save lives—especially young people and, particularly young women, many of whom still do not understand their terrible vulnerability to this disease. In the past five years there has been an increase of 64% in the number of women infected by HIV/AIDS. I believe that Kate’s profound understanding of the issues and her high visibility will allow her to reach people who have otherwise not gotten the word on how HIV is spread and how the risk of infection can be sharply reduced and . At a time in which millions of Americans are operating under the illusion that the epidemic is over, Kate’s decision to make HIV/AIDS prevention and education the primary focus of her reign means that we have a new avenue for waking people up to the urgent need to get smart and act intelligently. She is a Miss America who is truly worthy of the title.”