

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. report	Office of Political Affairs Recommendation for 1995 White House "State Days" (partial, p. 2) (1 page)	n.d.	b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Maggie Williams (Subject Files)
OA/Box Number: 12822

FOLDER TITLE:

State Days

2013-0359-S

ry1458

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]
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P5 Release would disclose confidential advice between the President
and his advisors, or between such advisors [(a)(5) of the PRA]
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personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed
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PRM. Personal record misfile defined in accordance with 44 U.S.C.
2201(3).

RR. Document will be reviewed upon request.

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financial institutions [(b)(8) of the FOIA]
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concerning wells [(b)(9) of the FOIA]

Make a hanging file
that is
called
State Days

THE WHITE HOUSE

WASHINGTON

*fill
State Days*

January 10, 1995

MEMORANDUM TO BILLY WEBSTER

From: Harold Ickes

Re: 1995 State Days

I would like to recommend the following dates for priority state days, to be coordinated from the Office of Political Affairs:

February 13th - Texas (Linda Moore)

March 8th - Louisiana (Reta Lewis)

March 21st - Washington/Oregon (Tom Epstein) T

April 12th - Pennsylvania (Reta Lewis) T

April 24th - New York T

Please let me know if you have any questions or comments regarding these dates.

Thank you.

cc: Maggie Williams
Alexis Herman
Kevin O'Keefe
Marsha Scott
Anne Walley
Political Affairs
Cabinet Affairs

File
State
Days

THE WHITE HOUSE
WASHINGTON

Priority state
days recommendation

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*File
State Day*

THE WHITE HOUSE
WASHINGTON

MEMORANDUM

TO: Billy Webster
Maggie Williams

FROM: Ann Stock

DATE: January 3, 1995

RE: Formats for State Days and Foreign Visits

In evaluating 1995's social calendar, while keeping in mind the importance of maximizing the President's time and to ensure he is able to see the maximum number of constituent groups and supporters necessary, I propose that we consider the following format for the upcoming state days and foreign visits.

I. State Days Receptions (500 guests)

We should invite approximately 250 key supporters per each targeted state to an afternoon briefing and then that evening they would be invited with their spouse/guest to a reception.

During each reception the guests would go downstairs for a receiving/photo line with the President and the First Lady and then move back upstairs for the President to make remarks to the group.

II. Smaller State Day Events (50-60 guests)

The State Day receptions are to take care of the "masses of supporters" but in order for the President to spend the time with the key leadership, the opinion makers, business people, etc. of key states we should look at a few formats for smaller events for these groups to attend separate from the "masses".

We need to target this key leadership within key states to attend small dinners, dinner/movie evenings and listening events (i.e. Michigan's Hermlin group reception that was upstairs in the residence).

We should propose to target 10 key states to do these smaller formats with over the course of the next 6 months.

III. Foreign Visits

In order to maximize the number of people that can participate in each Foreign Visit we are proposing that each visit consist of the following:

First Day:

South Lawn Arrival = 3,000 - 4,000 guests

State Dinner = 130 guests

Second Day:

Vice Presidents Luncheon = 250 guests

Presidential Issues Briefing = 200 guests

followed by a Constituents Reception* (i.e. State Day Reception) = 400 guests

*(i.e. German-American business people, etc.)

Please let me know your thoughts on these suggestions.

Thank you.

State
Days

MEMORANDUM TO: Bruce Lindsey
Maggie Williams
Harold Ickes
Alexis Herman
Kevin O'Keefe
John Emerson
Craig Smith
Mark Middleton

FROM: N Marsha Scott

DATE: January 6, 1994

USING BRIEFINGS FOR CONSTITUENT OUTREACH

Three models have been successfully developed and recently tested which can be used for constituent briefings:

1. White House

These are directed by Public Liaison and held for groups attending social events. (i.e. Holiday '94 briefings).

Purpose: Share what is going on in the Administration and hear their concerns.

Time Required: 1-4 hours

POTUS Involvement: not required

Action Items:

For Attendees: People are asked to get involved in their state or community structures and start networking. It is suggested that they write letters; start phone trees; call into radio shows; talk to their neighbors; be informed

For White House: We commit to keeping them updated on state accomplishments; to share their names with other White House staffs; to let them know, when possible, of in-state visits by the President.

Props: White House folders with current state and national accomplishments lists, recent speeches or position papers, letter from POTUS, pictures and White House Book.

2. In-State Political

Marsha Scott conducts small meetings (10-30) for key supporters and travelling White House staff. (i.e. what Harold, Bruce and Marsha did before the '94 elections)

Purpose: Find out what is going on in state politically and share information with our supporters about Administration political activities.

POTUS Involvement: Optional

Time Required: 1 hour

Action Item:

For Attendees: Start collecting lists and begin re-networking; identify key finance and political leaders in each district; keep us informed about political activity occurring in the state

For Us: To keep them informed about our political ideas and activities; to inform them about in-state travel by POTUS and Administration officials; to include them in White House social and substantive activities; to get information to them on a regular basis

Props: White House folders as in above Model 1; Presidential trinket; phone and fax numbers of White House key contacts

3. In-State Overview Briefings

Marsha Scott moderates a panel of 2-6 Administration officials, using spokespeople from that state when possible. The presentation is given to a large audience (150-1500). (i.e. the recent Arkansas trip)

Purpose: Let them know what the Administration is doing that has helped and is helping their state (i.e. a giant Show & Tell).

Time Required: 1-1 1/2 hours for briefing and 1 hour for POTUS

POTUS Involvement: If there is no scheduled fundraising event near the time we are in that state, the President should do a meet and greet with brief remarks.

Action Items:

For Attendees: Be informed; share the information we give; and get involved in your local political efforts

For Us: Share their names and numbers with relevant White House staffs; send up-dated information to key people who will disseminate it to the group

Props: White House information folders as mentioned above in Models 1 & 2.

WHEN TO DO THE BRIEFINGS

We have already begun. What is needed to continue is an agreed upon plan and timetable. If we immediately develop a six month State Day schedule; ID potential states for POTUS travel within the next six months, and set a six month social schedule, we can begin to plan and successfully organize for these events.

WHICH BRIEFINGS TO USE

Model 1 should be used at all State Days.

Model 2 should always be done when the President and Vice President travel domestically.

Model 3 should be done in all targeted states.

WHO SHOULD ORGANIZE THEM

Model 1 - Office of Public Liaison co-ordinating with Political and Early Supporter outreach

Model 2 - Marsha Scott working with Political and Kevin O'Keefe

Model 3 - Marsha Scott working with Political, OPL and Kevin

This is not complicated so let's keep it simple. We want to hear from our folks and they want to stay in communication with us.

*State
Day*

THE WHITE HOUSE
WASHINGTON

January 5, 1995

MEMORANDUM FOR HAROLD ICKES, MAGGIE WILLIAMS AND ANN STOCK

FROM: Alexis Herman

SUBJECT: The Process Going Forward for State Days

Building on the learning from the December Early Supporter Days, following is an outline of some of the issues that need to be discussed with recommendations on the process going forward for State Days/Early Supporter Days:

I. Role Clarification

1. Define the roles and coordination of the relevant offices: Public Liaison, Political and Social Secretary.

II. List Development

1. Define Early Supporters

2. Determine who is to be invited:

- a. to the briefings
- b. to the reception
- c. to smaller meeting in the residence

Options include:

- opinion leaders;
- early supporters;
- elected officials;
- administration officials; and
- persuadables.

NOTE: It will be difficult to accommodate more than 320 people in one day, based on rooms available.

III. Process Steps to Clarify

1. Joint List Development
2. Identify Dates of State Days
 - It would be better to schedule these every other day.
3. One Mailing from Social Secretary
 - Invitations extended 1 month in advance
 - Card on briefing to be included (being drafted by Social Secretary/OPL)
4. Determine who receives RSVPs and who does phone follow-up
5. Determine whose budget pays for the coffee break
6. Development of Materials (OPL/Political)
 - for participants
 - for briefers
7. Briefings: Room Reservations and Scheduling of Briefers (OPL)
8. Follow-Up
 - Determine steps and who is responsible for getting them done

IV. Recommendations for Format for the Day (OPL)

Day

9:00AM to 10:30AM	Legislative Issues and Strategy	250
10:30AM to 11:00AM	Coffee Break	
11:00AM to 12:30PM	Strategic Planning	

***** Participants Break for the Day *****

Evening

1. Small meeting in residence with core supporters and organizers (Political)
 - Options: Before or after POTUS/FLOTUS attend reception
2. Reception (Social Secretary) 480

State Days

State Days — 11 days — Road map for winning the state

- Early Supporter
- Politically Significant
- Money

Money/category

*Residence — 400

*Briefing
Rm

New Hampshire

Order of
State —
Harold —

Feb 13

Louisiana — Host Committee.
(Reta — Task intergov't Alexis, Capria
Heinecke)

March 8

*Day / map out f

March 21

Money —

April 12

24

May 2

May 24

June 7

June 28

**OFFICE OF POLITICAL AFFAIRS
RECOMMENDATIONS FOR 1995 WHITE HOUSE "STATE DAYS"**

[Submitted by Tom Epstein, Reta Lewis and Linda Moore]

1995 Key Political Priorities for WH State Days:

1. Louisiana/Mississippi (150/50 allocation)
2. Kentucky
3. Illinois
4. Texas
5. Pennsylvania
6. Ohio
7. New York
8. Washington
9. Colorado
10. Minnesota/Wisconsin (100/100 allocation)
11. Georgia
12. Missouri

Special Category States:

- Iowa
- New Hampshire
- Florida
- California

Recommended Strategy: Host one priority state per month, incorporating "special category" states into other workable times during the 1995 calendar year.

Overview of Previous State Days (1993-94):

- Georgia (test case for state days; relatively small group)
- California
- Iowa
- New Hampshire
- Michigan
- Tennessee
- Alabama
- Massachusetts (relatively small group)
- Florida
- New Jersey
- Maryland (relatively small group)

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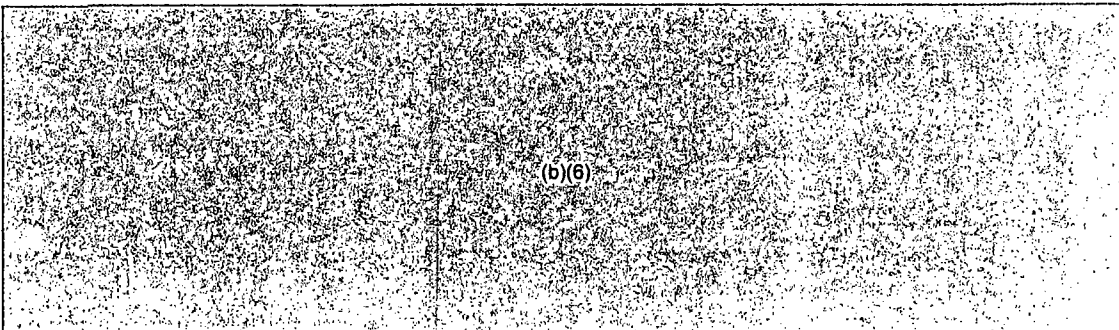
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Page 2, State Day Outline

Recommended State Day Agenda (based on previous groups):

- White House Briefings by Administration Officials
(morning and afternoon sessions)
- White House Reception hosted by POTUS and/or FLOTUS
(late afternoon or early evening)
- Optional White House Tour
- DNC sponsored political overview
(breakfast or lunch event outside of the White House)
- Event with members (D) of the state congressional delegation
(breakfast or lunch event outside of the White House)

Criteria for State Day Participants:



UNOFFICIAL 1996 Calendar of State Democratic Delegate Selection Dates*
(With States Listed in Alphabetical Order)

STATE	DATE OF FIRST DETERMINING STEP	SYSTEM
Alabama	06/04/96	Primary
Alaska	04/04/96	Caucus
Arizona	02/27/96	Primary
Arkansas	05/28/96	Primary
California	03/26/96	Primary
Colorado	03/05/96	Primary
Connecticut	03/26/96	Primary
Delaware	02/24/96	Primary
District Of Columbia	05/07/96	Primary
Florida	03/12/96	Primary
Georgia	03/05/96	Primary
Hawaii	03/12/96	Caucus
Idaho	03/05/96	Caucus
Illinois	03/19/96	Primary
Indiana	05/07/96	Primary
Iowa	02/12/96	Caucus
Kansas	04/02/96	Caucus
Kentucky	05/28/96	Primary
Louisiana	03/12/96	Primary
Maine	03/05/96	Primary
Maryland	03/05/96	Primary
Massachusetts	03/05/96	Primary
Michigan	03/19/96	Primary
Minnesota	03/05/96	Caucus
Mississippi	03/12/96	Primary
Missouri	03/12/96	Caucus
Montana	06/04/96	Primary
Nebraska	05/14/96	Primary
Nevada	03/10/96	Caucus

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(With States Listed in Alphabetical Order)

STATE	DATE OF FIRST DETERMINING STEP	SYSTEM
New Hampshire	02/20/96	Primary
New Jersey	06/04/96	Primary
New Mexico	06/04/96	Primary
New York	03/07/96	Primary
North Carolina	05/07/96	Primary
North Dakota	03/07-21/96	Caucus
Ohio	03/19/96	Primary
Oklahoma	03/12/96	Primary
Oregon	05/21/96	Primary
Pennsylvania	03/19/96	Primary
Puerto Rico	04/07/96	Primary
Rhode Island	03/12/96	Primary
South Carolina	03/09/96	Primary
South Dakota	02/27/96	Primary
Tennessee	03/12/96	Primary
Texas	03/12/96	Primary/Caucus
Utah	03/05/96	Caucus
Vermont	03/26/96	Caucus
Virginia	04/13/96	Caucus
Washington	03/05/96	Caucus
West Virginia	05/14/96	Primary
Wisconsin	04/02/96	Primary
Wyoming	03/09/96	Caucus
American Samoa	03/05/96	Caucus
Democrats Abroad	03/09-11/96	Caucus
Guam	05/05/96	Caucus
Virgin Islands	03/30/96	Caucus

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DATE OF FIRST DETERMINING STEP	STATE	SYSTEM
02/12/96	Iowa	Caucus
02/20/96	New Hampshire	Primary
02/24/96	Delaware	Primary
02/27/96	Arizona South Dakota	Primary Primary
03/05/96	Colorado Georgia Idaho Maine Maryland Massachusetts Minnesota Utah Washington American Samoa	Primary Primary Caucus Primary Primary Primary Caucus Caucus Caucus Caucus
03/07-21/96	North Dakota	Caucus
03/07/96	New York	Primary
03/09-11/96	Democrats Abroad	Caucus
03/09/96	South Carolina Wyoming	Primary Caucus
03/10/96	Nevada	Caucus
03/12/96	Florida Hawaii Louisiana Mississippi Missouri Oklahoma Rhode Island Tennessee Texas	Primary Caucus Primary Primary Caucus Primary Primary Primary Primary/Caucus

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UNOFFICIAL 1996 Calendar of State Democratic Delegate Selection Dates*

(With States Listed in Chronological Order)

DATE OF FIRST DETERMINING STEP	STATE	SYSTEM
03/19/96	Illinois Michigan Ohio Pennsylvania	Primary Primary Primary Primary
03/26/96	California Connecticut Vermont	Primary Primary Caucus
03/30/96	Virgin Islands	Caucus
04/02/96	Kansas Wisconsin	Caucus Primary
04/04/96	Alaska	Caucus
04/07/96	Puerto Rico	Primary
04/13/96	Virginia	Caucus
05/05/96	Guam	Caucus
05/07/96	District Of Columbia Indiana North Carolina	Primary Primary Primary
05/14/96	Nebraska West Virginia	Primary Primary
05/21/96	Oregon	Primary
05/28/96	Arkansas Kentucky	Primary Primary
06/04/96	Alabama Montana New Jersey New Mexico	Primary Primary Primary Primary

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