



AmeriCorps Visibility Efforts

Overall goal

Raise AmeriCorps visibility and ensure its growth and political sustainability

Objectives

Increase name recognition of AmeriCorps while maintaining current strong favorability ratio

Build a strong AmeriCorps alumni network that supports service

Attract a strong cadre of AmeriCorps members to fill new positions

Attract bipartisan political support for increased appropriations and reauthorization

Strategies

National independent ad campaign in targeted markets (citizens group lead)

Launch recruitment drive and campus tour (CNS lead)

Create AmeriCorps All Stars member awards program (CNS/White House lead)

Mobilize grassroots through series of planned events/community awareness (CNS lead)

Use annual service events to increase visibility (MLK Day, Volunteer Week/National Youth Service Day, AmeriCorps graduation, AmeriCorps swearing in, Make a Difference Day)
(CNS lead)

Hold national and regional 5th anniversary celebrations for AmeriCorps (CNS/White House)

Increase President/VP/First Lady/other Administration participation in AmeriCorps events
(White House)

Timetable

January	Martin Luther King Day service events; State of the Union mention
February	Presidential event swearing in 1999 members, releasing Aguirre study of AmeriCorps, kicking-off recruitment campaign and launching MTV PSAs
March	Continue recruitment campaign; feature alternative spring break events
April	National Youth Service Day; event for new AmeriCorps awards program
May	Administration speakers mention AmeriCorps in college commencements
June	Begin AmeriCorps national ad campaign
July	High-profile AmeriCorps graduation ceremonies
August	America Reads back to school event
September	Fifth Anniversary Celebration

FOCUS - 2 OF 61 STORIES

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July 21, 1998, Tuesday, Late Edition - Final

SECTION: Section A; Page 11; Column 1; National Desk

LENGTH: 1361 words

HEADLINE: After '97 Deal, New Showdown Over the Budget

BYLINE: By RICHARD W. STEVENSON

DATELINE: WASHINGTON, July 20

BODY:

Just a year after President Clinton and the Republican leadership succeeded in reaching a bipartisan balanced budget agreement, the two sides are again headed toward a showdown over taxes and spending.

Republicans have eviscerated Mr. Clinton's proposals for education, the environment, job training and child care, among other programs, continuing their assault on what they consider excessive Government spending. The Administration has already issued seven veto threats against spending bills, seeking to restore financing for what Mr. Clinton considers important initiatives or to delete language that would impose ideological conditions.

Bolstered by projections showing that the Federal budget surpluses will be bigger than Congress had expected, Republicans have stepped up their calls in recent days for a big tax cut. In doing so, they are defying Mr. Clinton's demand that any surpluses be placed off-limits until the two parties settle on a plan to shore up Social Security.

With both parties eager to emphasize their differences heading into this fall's Congressional elections, White House officials and Republican leaders are bracing for a confrontation in late September and early October, when Congress will try to finish its work for this year and allow members to head home to campaign.

"We certainly hope we can avoid the kind of crisis we've had in the past," a senior Administration official said. "But I must say, looking at where we're going, at the moment it appears that whether we want a conflict or not, we're headed toward some degree of conflict."

To some extent, the battle is ritualistic, with the White House and Republicans, especially those in the House, playing roles that have become familiar. Hard-line rhetoric is likely to give way to a degree of pragmatism when it is time to negotiate in earnest.

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Republicans remain divided about how hard to push for deep tax and spending cuts, with moderates in the Senate balking at the plans being pushed by economic and social conservatives in the House. And since being blamed for shutting down the Government after their standoff with the White House in 1995, Republicans have proven willing since then to grant the President some of what he wants to avoid gridlock and Democratic charges of extremism.

For his part, Mr. Clinton has proven adept at casting compromise as victory, as in last year's balanced budget agreement.

Still, neither party is shying away from a fight. The Republicans are seeking to energize conservative voters, those most likely to turn out on their behalf in November. The Democrats believe they have positioned themselves well on critical issues, including improving education and child care and defending the environment and Social Security.

The squabbles over tax and spending priorities come against a backdrop of broader partisan struggles over social and economic issues like assuring quality health care, curbing smoking and limiting abortion. And with tension also running high because of the Whitewater independent counsel's investigation of Mr. Clinton, the bipartisan spirit that was briefly evident at the time of last year's budget deal is nowhere to be found.

The Administration's veto threats on the spending bills encompass a wide range of issues. The White House wants more money than the Senate is providing for the Interior Department's environmental and Indian programs and for the Energy Department's energy conservation efforts. It objects to the House's termination of one of Mr. Clinton's pet projects, the **Americorps** national service program.

Last week, Mr. Clinton strongly criticized the House version of the bill financing education, job training and child care, saying **Republicans** were "turning their backs on America's young."

Representative Dick Armey of Texas, the House majority leader, said that Mr. Clinton was again showing "a high predilection for discretionary social spending programs," and that the Congress would head off the White House's creeping efforts to expand Government.

"I would characterize it as the same old debate in a new context," Mr. Armey said, referring to the turnabout from huge budget deficits to the prospect of equally big surpluses in coming years.

"The context is in our favor," Mr. Armey said. "I believe we can accomplish a great number of things for the American people, including a tax cut, and it will be very nearly impossible for the Democrats to vote against it and the President to veto it in that context."

Indeed, the growing estimates of the size of the Federal budget surplus are reshaping political calculations. Even if the two sides can compromise on the spending bills, conservative Republicans, particularly in the House, seem intent on forcing a confrontation over taxes this year.

The most immediate catalyst was the Congressional Budget Office's report last



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week concluding that the surplus over the next decade would be about \$1.6 trillion, more than double its estimate of a few months ago.

So emboldened are Republican tax-cutters by the projections that they are convinced they can defy Mr. Clinton's demand that the surplus be off-limits until Congress and the White House settle on a plan to deal with the Social Security system's looming problems. Fear of being portrayed as putting tax cuts ahead of saving Social Security has left many Republicans wary until now of pushing for a big tax reduction.

Speaker Newt Gingrich said on Friday that the budget office's surplus estimate over the next decade was about \$1 trillion higher than it was when Mr. Clinton made his "Social Security-first" pledge early this year.

As a result, Mr. Gingrich said, Congress can set aside more than \$600 billion for Social Security and still afford a \$1 trillion tax cut over the next 10 years. That would be far bigger than the \$100 billion, 5-year package that until now had been the goal of the party's conservative wing, or the \$30 billion, 5-year reduction sought by Republican moderates in the Senate.

Mr. Gingrich is floating the idea of a package that would include tax cuts for many two-income couples, reductions in the capital gains and estate taxes, and tax cuts intended to help the elderly -- a component designed to neutralize any Democratic attacks over Social Security.

But while a big tax-cutting plan has the support of most Republicans in the House, it would face a difficult time in the Senate. Moderate Republicans like Senator John H. Chafee of Rhode Island have warned that they could not support the spending cuts necessary under current rules to pay for a \$100 billion tax cut, and they are urging Congress not to go higher than \$30 billion.

Senator Pete V. Domenici, the New Mexico Republican who heads the Budget Committee, said the new surplus projections made him sympathetic to calls for bigger tax cuts in the long run. But for now, Mr. Domenici is confronting not only the objections of his own party's moderates but also Congressional budget rules that bar using the surplus for tax cuts. It would require 60 votes in the Senate to change the rules, a hurdle that would be all but impossible for Republicans, who have 55 Senate seats, to overcome this year.

White House officials are taking extra steps to point out that Mr. Clinton is not against substantial tax cuts, but that he does not want to consider them until the country has dealt with Social Security.

Mr. Clinton, in remarks to reporters on Friday, said it would be a mistake "to be talking of spending hundreds of billions of dollars on a tax cut based on projected surpluses that may or may not materialize, before we have spent the first dollar to save Social Security so that you aren't going to have to support your parents in a way that diminishes your standard of living."

In a preview of the strategy that Democrats are likely to use if Republicans press ahead with a big tax cut, Senator Tom Daschle of South Dakota, the Senate Democratic leader, said he was eager for a debate about "our Social Security protection versus their recklessness with regard to fiscal responsibility in using Social Security trust funds for tax cuts."

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FOCUS - 17 OF 61 STORIES

The Associated Press

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November 29, 1997, Saturday, AM cycle

SECTION: Washington Dateline

LENGTH: 518 words

HEADLINE: Clinton announces plan to extend national service programs

BYLINE: By KALPANA SRINIVASAN, Associated Press Writer

DATELINE: WASHINGTON

BODY:

President Clinton, touting the importance of volunteer citizen service to the nation's future, announced Saturday that he will propose legislation to extend several national programs for five more years, including AmeriCorps.

Wrapping up the holiday weekend, Clinton asked Americans in his weekly radio address to carry on the Thanksgiving spirit by volunteering their time to help others.

"Citizen service must be at the heart of our efforts to prepare America for the 21st century as we work to guarantee all Americans the opportunity and conditions to make the most of their own lives and to help those who need and deserve it with a hand up," the president said.

Clinton pointed to the successful contributions of AmeriCorps thus far, with more than 100,000 young adults teaching children to read and building homes for those in need since 1993.

"In community after community, AmeriCorps members have proved that service can help us meet our most pressing social needs," the president said.

Clinton also wants to extend Learn and Serve America and the National Senior Service Corps.

Harris Wofford, head of the government's Corporation for National Service, said AmeriCorps has had a multiplier effect, with each worker bringing about a dozen other volunteers for projects such as the America Reads initiative.

AmeriCorps has not been without detractors, however. Some Republicans in Congress believe young adults, who receive a modest living allowance and up to \$4,725 in education vouchers for completing one year of AmeriCorps service, shouldn't be paid to volunteer. Congress sought to strip the agency of funding for fiscal 1996, and House Republicans tried again in the 1997 budget.



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But this year, Congress increased spending for the program by \$ 49 million, hoping members would recruit even more volunteers for the literacy project.

In an effort to boost volunteerism across the nation, Clinton also announced 73 grants for communities to conduct special events on the national day of service - Martin Luther King Day. Congress marked January 19 as a day of service in 1994. This year, grant recipients have proposed activities from cleaning up local housing projects to collecting foods from local farms for the poor.

Some communities will use the day to jump start long-term projects, including an afterschool program on resolution conflict and a reading room at a homeless shelter.

Wofford said the national day is "designed as a kickoff for sustained service."

Last April, Clinton and former presidents Bush, Carter and Ford gathered at Philadelphia's Independence Hall for a presidential volunteer summit to support the goal of improving the lives of at least 2 million of the nation's 15 million poor children by the end of the year 2000. The summit drew 140 community delegations from around the country, all pledging to foster local support for volunteer activities.

America's Promise, a nonprofit organization led by retired Gen. Colin Powell, a summit leader, was created to seek pledges of help from corporations, civic and charity groups, and community leaders.

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The Associated Press

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April 17, 1997, Thursday, AM cycle

SECTION: Washington Dateline

LENGTH: 646 words

HEADLINE: GOP alleges politics at AmeriCorps

BYLINE: By JAMES ROWLEY, Associated Press Writer

DATELINE: WASHINGTON

BODY:

Two Republican lawmakers say a letter sent to Democratic fund-raiser John Huang is a fresh example of politics at AmeriCorps - the service agency that is a favorite project of President Clinton.

Sen. Charles Grassley, R-Iowa, and Rep. Pete Hoekstra, R-Mich., asked the Corporation for National Service, the umbrella agency for AmeriCorps, to explain why one of its executives copied in Huang while trying to arrange a trade meeting between Asian-American business owners in Los Angeles and a Commerce Department official.

Harris Wofford, the former senator who heads the corporation, ordered the agency's inspector general to investigate, saying the "unauthorized letter" raised troubling questions.

Michael Woo, a Los Angeles politician who had served as the agency's Western regional director, wrote the Aug. 1, 1996, letter to invite the Commerce Department official to speak to the group.

Grassley and Hoekstra say the letter Woo wrote is not only evidence of improper political activity by a government official. But its "preparation and dissemination" violate a law prohibiting officials from using government resources for activities unrelated to "the purposes for which they were appropriated." the two lawmakers wrote Wofford.

"The activities discussed in this letter have nothing to do with the mission or objectives for the Corporation for National Service," the Republicans wrote.

A copy of Woo's letter to Nancy Linn Patton, a Commerce Department official who oversees trade policy toward India, was among 10,000 pages of documents from Huang's files released this week by the Democratic National Committee.



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Huang, himself a former deputy assistant secretary of commerce, is a pivotal figure in the investigation of Democratic fund-raising. He spearheaded a DNC effort to raise \$ 7 million from Asian-Americans. The DNC has returned nearly \$ 1.3 million - much of it raised by Huang - because party officials couldn't be sure of the origins of the donations.

In the letter, Woo told Patton: "John Huang speaks very highly about your skills and background."

The letter may also be evidence that Woo violated the Hatch Act, which restricts political fund-raising by government officials. The letter "appears to be part of that fund-raising effort" by Huang, the lawmakers said.

In a reply letter, Wofford told the lawmakers that he ordered the inspector general's inquiry because "the issues raised by the letter you faxed me are so troubling." If the meeting Woo tried to arrange was for political fund raising "I would have fired him and referred the matter to the appropriate authorities."

Wofford also took exception to Woo's identifying himself in the letter as special assistant to the CEO. "He was never special assistant to the CEO; and the job he held, Regional Cluster Director for the Western States, was abolished a year ago," Wofford wrote.

Woo, a former Los Angeles city councilman who ran unsuccessfully for mayor four years ago, denies his effort had to do with political fund-raising.

Woo said he was merely responding to "a request I received from some people in the Indian community interested in meeting someone who had knowledge about U.S. policy" toward India, he said.

"I considered it part of my responsibility as a public official" to help the group find someone in the government who could speak to them, Woo said.

Woo said it was "entirely natural" to contact Huang because he would know "who in the Commerce Department would be the appropriate person."

Huang had been a supporter of his mayoral campaign when Huang was vice chairman of Lippo Bank in Los Angeles, Woo said.

The meeting never took place because the group could not afford to pay Ms. Patton's air fare to Los Angeles. A second attempt to "piggy back" the speaking engagement on another trip she was making to Los Angeles also fell through, he said.

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The Associated Press

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July 10, 1996, Wednesday, AM cycle

SECTION: Washington Dateline

LENGTH: 531 words

HEADLINE: Senate Panel Votes to Preserve Funding for U.S. Service Program

BYLINE: By MARCY GORDON, Associated Press Writer

DATELINE: WASHINGTON

BODY:

Bucking their House **GOP** colleagues, a Senate panel moved Wednesday to preserve funding for one of President Clinton's favorite initiatives, the **AmeriCorps** community service program.

The \$ 402.5 million for **AmeriCorps** - the same level as the current year - was approved by a Senate Appropriations subcommittee as part of a bill providing money for the Veterans Administration, the Department of Housing and Urban Development and several other federal agencies.

Clinton had asked for \$ 545.7 million for **AmeriCorps**, but the House voted last month to eliminate funding altogether.

The subcommittee's action was "a step in the right direction," White House spokeswoman Mary Ellen Glynn said after the vote. "The president thinks that's a terrific program, one that is beneficial to both the country and the people who participate in the program," she said.

Noting that Clinton still would like to see the full funding request honored, Glynn said the president would "reserve judgment" on a veto of the bill until it takes final form.

In a related development, the House voted, 360-58, to approve a \$ 1.7 billion measure financing operations of the House and other congressional offices next year. That would be about 2 percent less than the amount being spent this year. The Senate has yet to write its version of the measure.

The \$ 85 billion Senate VA-HUD bill for the fiscal year beginning Oct. 1, which is \$ 2.5 billion less than Clinton requested, was approved by voice vote and sent to the full committee, which is to vote on it Thursday.



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Sen. Christopher Bond, R-Mo., the subcommittee's chairman, said it was important to pass the bill into law and, "unless all else fails," not to wait for a huge bill encompassing all unfinished spending measures for 1997. That notion was suggested Tuesday by House Majority Leader Dick Armey, R-Texas, who said Republican leaders are eager to avoid a replay of last year's federal shutdowns by avoiding any presidential vetoes.

Bond noted that the White House has indicated it likely would veto any spending bill that eliminated funding for **AmeriCorps**. The program has been a target of **Republicans** ever since it was created in 1993. **GOP** lawmakers have contended that using grants to induce students to do volunteer work doesn't make sense.

Last month, a last-ditch attempt to save House funding for the program was defeated by the **Republicans**. At the request of Rep. Todd Tiahrt, R-Kan., the House by voice vote agreed to transfer \$ 40 million in **AmeriCorps** money to programs providing medical care to veterans and use the remaining \$ 327 million to reduce the deficit.

The differences between the House bill and the version to be passed by the Senate will have to be reconciled in a joint conference.

The Senate VA-HUD bill approved Wednesday would allocate about \$ 39 billion for the Veterans Administration, a bit higher than the White House request and the House-passed version.

It would provide close to \$ 20 billion for HUD, below the administration request of some \$ 22 billion, and around \$ 6.6 billion for the Environmental Protection Agency, close to the House level but down from the \$ 7 billion sought by Clinton.

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The Associated Press

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June 27, 1996, Thursday, PM cycle

SECTION: Washington Dateline

LENGTH: 653 words

HEADLINE: House Eliminates Money for Clinton's AmeriCorps

BYLINE: By CASSANDRA BURRELL, Associated Press Writer

DATELINE: WASHINGTON

BODY:

A last-ditch attempt to save House funding for one of President Clinton's favorite programs was defeated by Republicans who say it's silly to pay students to do volunteer work.

Just before midnight Wednesday, Democrats got unexpected support from a key **Republican** - Rep. Jerry Lewis of California - for a bid to restore \$ 367 million set aside for the **AmeriCorps** community service program to an \$ 84 billion spending bill.

But the House rejected that idea 240-183.

At the request of Rep. Todd Tiahrt, R-Kan., the House by voice vote agreed to transfer \$ 40 million in AmeriCorps money to programs providing medical care to veterans and use the remaining \$ 327 million to reduce the deficit.

Tiahrt said using grants to induce students to perform volunteer work doesn't make any sense.

"It takes money from programs that could be very valuable," he said. "Let's not fool ourselves into thinking **AmeriCorps** has anything to do with true volunteerism or true citizenship."

AmeriCorps has been a target of **Republicans** ever since it was created in 1993.

Later in the evening, the House voted 269-147 to approve the overall bill, which the Clinton administration has opposed, saying it provides too little money for some programs.

The bill would allocate about \$ 6.5 billion for the Environmental Protection

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Agency and more than \$ 17.3 billion to the Veterans Administration. It also sets aside nearly \$ 19.7 billion for the Department of Housing and Urban Development, \$ 1.32 billion for Federal Emergency Management Agency's disaster relief and \$ 13.6 billion for the National Aeronautics and Space Administration.

Meanwhile, the House Appropriations Committee approved without dissent the smallest of the 13 spending bills that finance the federal government - a measure providing \$ 1.68 billion for the legislative branch.

The funding to run Congress and related offices was \$ 37 million less than in 1996 and included elimination of 715 fulltime positions.

Paradoxically, the vote scrapping AmeriCorps came shortly after another attempt to eliminate the program was rejected 240-183.

Lewis - chairman of the House Appropriations Committee's veterans and housing subcommittee - said he felt some House members may have reversed their votes in the second tally out of concern the public would think they were voting against medical care for veterans.

The proposal that was rejected would have simply eliminated all of AmeriCorps' funds.

Some AmeriCorps money could be restored during negotiations with the Senate after that chamber completes work on a matching spending bill, Lewis said.

The president still feels strongly about AmeriCorps and believes there is significant support for it in Congress, said Lawrence Haas, spokesman for the White House Office of Management and Budget.

AmeriCorps' 1996 budget is \$ 402 million, and Clinton had asked for \$ 545.7 million for 1997.

Rep. Louis Stokes, D-Ohio, said the AmeriCorps vote would make it harder for Clinton to sign the bill. "All we've done is invite a veto," Stokes said.

The House also voted to:

- Reduce costs to first-time home buyers applying for Federal Housing Administration-guaranteed loans by about \$ 200 and allow them to use loans from relatives as part of their down payments.

- Remove any limits on Veterans Affairs Secretary Jesse Brown's travel. Republican budgetmakers restricted Brown's travel budget to \$ 50,000 in November after he sharply criticized Republican plans to balance the budget.

- Increase the \$ 174 million set aside for housing assistance to the elderly and disabled by \$ 140 million by decreasing the federal government's annual contribution the Section 8 program, which pays a portion of rent for low income people.

- Reduce HUD's management budget by 10 percent to provide an extra \$ 20 million for a program to clean up areas troubled by leaking underground storage tanks.



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The bill is H.R. 3666.

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April 15, 1996, Monday, Final Edition

SECTION: A SECTION; Pg. A01

LENGTH: 1722 words

HEADLINE: GOP Hill Revolution Yields to Compromise; Once Facing Ax, Programs Survive With Trims

BYLINE: Dan Morgan, Washington Post Staff Writer

BODY:

A year ago, it looked as if AmeriCorps was going to close after opening night.

Just months after President Clinton launched it in September 1994, to provide community service work for thousands of volunteers in return for help with college tuition, GOP budget cutters made it a symbol of their crusade to pare government. One senior **Republican** bragged that Congress would gut **AmeriCorps** and "get even" with Clinton.

But as Congress returns today, the status of **AmeriCorps** in the budget battle reflects the **GOP's** broader frustrations as well as its achievements.

"The **Republican** Congress has not accomplished a revolution. It has accomplished restraint," said a senior administration official who agreed to be interviewed only on condition that his name not be used.

Because of relentless **Republican** congressional pressure, the administration has accepted a deal on **AmeriCorps** that basically involves a 15 percent cut in the program's budget from \$ 470 million in 1995 to \$ 400.5 million this year, greater cost-sharing by businesses and nonprofit organizations, and reduced overhead.

But AmeriCorps lives. "It's not going to be shot down, and it will get a third year to prove itself while the thunder and lightning goes on in Washington," said former senator Harris Wofford (D-Pa.), who rallied former GOP colleagues and governors behind it after he was appointed to oversee the program last October. Wofford believes that under the deal he worked out with Sen. Charles E. Grassley (R-Iowa), with whom he still attends Senate prayer breakfasts, it should be possible to keep the number of **AmeriCorps** volunteers level this year, at around 25,000.

For conservative **Republican** purists, that is hardly a revolution. But when Congress reconvenes, House and Senate **GOP** leaders nonetheless will try to wrap up negotiations with the White House and among themselves on a long-delayed \$



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166 billion spending bill incorporating the money for **AmeriCorps**.

A number of sticking points remain to be resolved in the huge bill, which funds nine government departments and hundreds of programs through September. But it already reflects a more pragmatic **GOP** bent than was evident last year. Congress and the president must finish the huge measure by April 26, when short-term spending authority runs out. Clinton has threatened to veto any further interim spending measures.

"It's time to declare victory," said House Appropriations Committee Chairman Bob Livingston (R-La.).

Indeed, Republicans can point to major successes.

In many ways, the bill that is emerging, together with eight other 1996 appropriations bills enacted into law, represents the **GOP's** major legislative accomplishment. While Republicans have nothing to show for their bold plans to reform welfare, Medicaid and Medicare, they have reined in the growth of the federal establishment.

Not since 1981, the first year of Ronald Reagan's presidency, has the lid been clamped down so hard, through cuts in federal activities funded through the annual bargaining process between Congress and the White House. This "discretionary" part of the budget covers most of the activities Americans associate with government, from the Commerce Department and Amtrak to the space shuttle and repairing the C&O Canal.

The pending measure and the other annual appropriations bills eliminate or consolidate dozens of marginal or duplicative programs, halt the growth of huge departments, and dramatically cut some well-established federal activities, such as legal assistance to the poor through the Legal Services **Corp.** and the National Endowment for the Arts.

Through the appropriations process, the **Republican** Congress has succeeded in reordering old priorities and establishing new ones.

There will be more money to build highways, but less to help some cities and towns pay for public bus service. There will be fewer federal dollars to develop renewable energy and conservation technologies, but more for medical research and law enforcement.

"If you look at the way we've held the line, I think we've got a tremendous success story," said Elizabeth Morra, spokeswoman of the House Appropriations Committee. "We've saved American taxpayers billions and we're going to go at it again next year."

But when measured against the rhetoric of the "the Republican revolution," the spending cuts seem less drastic.

To win support from the White House, Republicans over the last few weeks have added back some \$ 5 billion to \$ 6 billion in spending that they had eliminated earlier, and Clinton administration officials said they will continue to press for more. The Republicans are staying within their deficit reduction targets by offsetting the spending with the sale of federal assets and other one-time



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maneuvers. But the additional spending undercuts the GOP goal of downsizing federal programs.

Last year's House initiatives to cut the National Labor Relations Board's budget by 20 percent, eliminate funding for summer youth job programs and do away with the home heating subsidy for poor people have been abandoned.

The Environmental Protection Agency is emerging relatively unscathed despite an initial proposal in the House to cut its funding by about 25 percent. GOP conservatives charged repeatedly last year that EPA was "out of control." But Republicans have now agreed to give it \$ 6.4 billion for the 1996 fiscal year, just shy of what was allowed for 1995.

Republicans have also agreed to fund at last year's level the Chapter 1 education program that is the main federal vehicle for aiding public schools. The House last year had voted to slash the program by more than \$ 1 billion.

While dozens of programs will be terminated, many of them are tiny or little known: Christa McAuliffe Scholarships (\$ 1.9 million), the Coast Guard HH-65 helicopter gearbox upgrade (\$ 2.5 million) and the Microenterprise Grants (\$ 2.25 million). Meanwhile, the Commerce Department and AmeriCorps, which were targeted for elimination by last year's congressional budget resolution, appear to have survived for now.

The big numbers also suggest that the GOP's real accomplishment has been to restrain the growth of government rather than reshape it radically.

Congress has agreed to let the federal government make new spending commitments for non-defense programs this year totaling \$ 228 billion, \$ 18 billion less than was approved by the last Democratic Congress.

But the effect of that will be more to put a brake on the growth of annual federal outlays than to reduce the size of the federal government. That is because annual appropriations cover billions of dollars of spending commitments that run beyond the end of the fiscal year, such as long-term contracts and research grants.

Even with this year's \$ 18 billion in cuts, the federal government in 1996 will lay out about as much cash for domestic programs as in 1995, because it will be drawing on billions of dollars appropriated by previous Congresses.

Thus, the most severe pain from this year's budget cuts will begin to be felt next year, or later, when the actions of this Congress begin to pinch.

For example, about \$ 6 billion of the 1996 cuts -- about a third of the total -- is a reduction in future funding for subsidized housing for low-income families. Congress and the White House agree that, in this fiscal climate, the reductions are the only way to prevent runaway costs of housing programs over the next 20 to 30 years.

But whether Congress will back away from these and other results of its handiwork when confronted with protests from lobbyists and pressure groups remains to be seen. The annual bargaining process by which appropriations bills are written will lend itself to tinkering with the long-term ceilings on



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domestic spending established by Republicans this year.

With little fanfare, Clinton last month presented a 1997 budget that departs radically from the GOP spending plan, by providing substantially larger outlays for education, the environment and the poor.

Here and there, the appropriators have resorted to bookkeeping maneuvers that may exaggerate the magnitude of the cuts they have made. There have been "savings" of \$ 700 million resulting from rescinding funds in an illusory airport trust.

Republicans claimed another \$ 1 billion of savings by rescinding money appropriated to help communities clean up drinking water. The rationale was that the money could not be spent since the Safe Drinking Water Act has not been authorized. But that could happen as early as this year, in which case funds will have to be found.

Nonetheless, there is no doubt that the Republican tenure in Congress has imposed real cuts on some selected agencies.

An example is the Legal Services Corp., which is facing a 30 percent cut in its budget and an array of restrictions that will bar legal aid attorneys from representing prisoners or illegal aliens, and prevent them from participating in class action suits.

Under the omnibus 1996 spending bill on which final action is near, Legal Services would receive \$ 283.5 million, down from around \$ 400 million in 1995.

Using 1,200 neighborhood law offices around the country, Legal Services lawyers last year handled 1.7 million cases involving spousal abuse, child support, evictions, denial of medical benefits and disaster relief. But Phyllis Holmen, executive director of the Atlanta-based Georgia Legal Services Program, said her operation has been laying off lawyers and staff.

"We are turning away situations where there is not an immediate crisis," she said. "We have always triaged cases. Now we're at a much lower level of triage."

Some class action cases have been transferred to private attorneys and for those lawyers who are left, the priority will go to cases involving domestic violence, the elderly, and housing, Holmen said.

"There is zero political mileage in being on the side of access to justice for the poor," said Alexander D. Forger, president of Legal Services Corp. Forger said he appreciates the fact that the White House has mentioned insufficient money for legal services in messages to Congress.

But he added: "I don't think the president has used the press conference or the microphone to argue on behalf of representation for poor people."

GRAPHIC: Chart, SURVIVING THE REVOLUTION Although the House Republicans fell short of their goal of radically reshaping the federal government, they did sharply restrict the growth of government. Below are key targets of House GOP



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budget cutters and their current status in the fiscal 1996 budget: In millions
'96 House Current Program '95 spending proposal status Chapter 1 (Low-income
education aid) \$7,228 \$6,014 \$7,228 Environmental Protection Agency 6,641*
4,892
6,400 Head Start 3,534 3,397 3,570 Low-income heating subsidy 1,474 0 975 Summer
youth jobs 867 0 625 AmeriCorps 470 0 400 Drug-free schools 465 200 400 Legal
Services 400 283 283 Goals 2000 371 0 350 Occupational Safety and Health
Administration 311 263 289 National Endowment for the Arts 162 99 99 * Reflects
\$600 million rescission. SOURCES: House Appropriations Committee

LANGUAGE: ENGLISH

LOAD-DATE: April 15, 1996April 15, 1996



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FOCUS - 60 OF 61 STORIES

The Associated Press

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January 15, 1996, Monday, PM cycle

SECTION: Washington Dateline

LENGTH: 770 words

HEADLINE: Republicans Will Allow Debt Ceiling To Rise, Lawmaker Says

BYLINE: By JIM ABRAMS, Associated Press Writer

DATELINE: WASHINGTON

BODY:

Republicans will likely allow the debt ceiling to rise, staving off a possible government default, even if efforts to reach a balanced budget deal with the White House fail, Rep. John Kasich says.

"My sense is you don't want to mess around with defaulting here in the United States," the House Budget Committee chairman said on NBC's "Meet the Press" Sunday.

White House chief of staff Leon Panetta welcomed Kasich's remarks, saying it would be unthinkable to risk the nation's good faith and credit over the budget impasse. "That would be a disaster."

Panetta, appearing on CBS' "Face the Nation," was less receptive to Kasich's statement that **Republicans** would not force another government shutdown if a budget deal remains beyond their grasp, but instead would eliminate money for programs that **Republicans** don't like.

Kasich mentioned **AmeriCorps**, the national service group strongly supported by President Clinton, the education program Goals 2000 and many Commerce Department programs as candidates for a loss of funds.

Clinton would veto such targeted spending measures, Panetta said. "This president has said that he is not going to allow a Congress to threaten this country with shutdowns, and blackmail the country into accepting their ideological agenda."

In California, both Senate Majority Leader Bob Dole of Kansas and House Speaker Newt Gingrich of Georgia, said in separate Republican campaign appearances that the next move in the budget impasse is up to the president.



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"Newt and I ran out of checkers last week. Clinton's got a whole pile of checkers. It's his move," said Dole during a meeting with farmers in California's central valley. Dole, the frontrunner for the GOP presidential nomination, accused Clinton of "playing politics" with the budget talks.

Gingrich, at a GOP fundraiser in Riverside, Calif., said Clinton needs to offer a program both sides of Congress can support to end the budget impasse. "Washington has had too many years of phony deals or phony compromises," said Gingrich.

Current temporary spending legislation enacted to end the last partial federal shutdown expires on Jan. 26. The debt ceiling issue could reach crisis level around Feb. 15, when Treasury must pay interest to bondholders.

Republicans refused to raise the ceiling, currently at \$ 4.9 trillion, last November because of the lack of progress in the budget talks. GOP leaders have also threatened impeachment proceedings against Treasury Secretary Robert Rubin if he repeats maneuvers such as dipping into federal pension funds to avoid going over the debt limit.

The White House and GOP leaders, after suspending budget talks last week, are due to get back to work on Wednesday, but, according to Kasich, the prospects are not good for reaching a seven-year balanced budget agreement.

He said Clinton has "essentially been protecting the status quo and centralized power in Washington, and what we've been trying to do is to shift power and influence and money out of this city. ... "We're nowhere right now. We're just miles and miles apart on this issue."

Clinton has urged the two parties to settle the relatively minor differences on the level of savings needed to eliminate deficits by 2002, and leave the policy questions, such as the restructuring of Medicare and welfare, for voters to consider in the November election.

"We can fight on the ideological issues in the election," Panetta said. "Let's settle this now, let's give the country what they want, a balanced budget."

But Kasich compared Clinton to "a weatherman in a green polyester suit" who says "clear skies as far as we can see" when the American people know a storm is about to hit the country if basic changes aren't made in entitlement programs such as Medicare and Medicaid.

"The president isn't committed to these fundamental reforms," he said.

Democrats have been slightly more optimistic about the possibilities of reaching a deal soon, but also say Republicans are standing in the way of a compromise by insisting on a large tax cut while putting extra burdens on Medicare recipients.

"They've moved the goalposts," House Democratic leader Rep. Dick Gephardt of Missouri said on NBC. "What they are really saying is, 'no we really didn't mean that, now we want to talk about other big changes we want to make in order to give a tax break to the wealthiest Americans.' It's insane."



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Panetta said that Republican plans to extract more savings from Medicare and Medicaid while affecting a \$ 177 billion tax cut over seven years - the White House has proposed \$ 87 billion - was "not acceptable to us."

LANGUAGE: ENGLISH

LOAD-DATE: January 15, 1996



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AMERICORPS

1. Have you heard of Americorps?

2. What do you think it does?

3. Do you think it is an effective organization?

4. What is the most important thing it could do?

-- serve the needy

-- pays for the volunteers college

-- getting Americans of all races to work together.

-- give young people a chance to contribute back to their nation

head to head

5. Some critics of americorps say that it is basically an expensive way to subsidize college, that volunteers get paid too much -- almost \$15,000, and the program costs over \$400 million to run/agree/

6. Others say that the program is a success and a bargain, that much of the money is earned by Americorps to go to college, that these idealistic at the poverty line, they've tutored XXX children in difficult neighborhoods and that because of the program, for every volunteer there are 8 unpaid been responsible for getting 8

Collin Powell says that "everybody knows that program works. That program is terrific."

head

7. What type of service projects would you most like to see Americorps undertake?

-- disaster relief

-- working in schools with needy children in after school programs

-- emphasizing literacy programs

-- building homes for poor families

-- cleaning up our parks and beaches

--

8. There are some new ideas for Americorps to o into,

- selecting succesful f all ages to help them to start innovative service projects in their own communities.
- tapping retired people to use their skills to help their communitites.
- Encouraging talented students to go into teaching in underserved neighborhoods.
- Working shoulder to shoulder with
- Creating a program where half of all 8th graders could be involved in summer service projects.

9. What types of kids should be in

- poor kids after high school
- a mix of kids
- all ages
- selectivty

10. Do you think it BC/FLOTUS/
app. /disapprove

11. How would best describe?

- domestic peace corps
- it helps support exisitng non-profit organizations like the Red Cross and Habitat for Humanity
- it give young people a chance to earn money for college.
- Its a peaceful way for Americans who want to help their country but don't want to go into the military.

12. Do you think this combats

December 2, 1998

TO:

Thurgood Marshall, Jr. **T.M.**

FROM:

John Gomperts
Corporation for National Service

REQUEST:

In response to a request from your office, we have gathered information on two possible sites for the President and the First Lady to perform service on either December 21 or 22. While public schools will still be in session creating opportunities for tutoring or after-school programs, we suggest that it would be wiser to do something more in keeping with the holiday spirit. These recommended service sites both have AmeriCorps members working on site. On balance, we strongly recommend the first site, Food and Friends, as the best option.

PURPOSE/
BACKGROUND

To highlight the contributions of AmeriCorps and its volunteer partners in meeting real and urgent community needs and to encourage and inspire others to volunteer to make a difference in other's lives over the holidays.

PREVIOUS
PARTICIPATION:

The President and Mrs. Clinton have made holiday and volunteering site visits but none yet highlighting the particular contribution that AmeriCorps members make to community volunteer efforts. Both have participated in other AmeriCorps-related functions in the past.

DATE/TIME:

December 21 or 22, 1998

DURATION:

TBD

LOCATION:

One of two sites in Washington, DC (please see below).

PARTICIPANTS:

The President and Mrs. Clinton; AmeriCorps members could be present as well.

OUTLINE OF
EVENT:

Option #1: Food & Friends is a nonprofit organization supported by AmeriCorps members through the National AIDS Fund. The focus of Food & Friends is preparing and delivering meals and groceries to homebound individuals who are fighting HIV/AIDS. Each morning from 5:30 am to 10:00, community volunteers and AmeriCorps members gather in a newly renovated 3,000 sq foot commercial

kitchen on Capitol Hill to prepare hundreds of meals that are notable for their high nutrition value and culinary creativity. This service is critical- as many as 80 percent of deaths from AIDS are closely associated with hunger and malnutrition. Throughout the day, meals and groceries are packaged for the volunteers to deliver across the metropolitan region. There are 12 AmeriCorps members serving through the National AIDS Fund; the number serving at Food and Friends varies by the day and project. The President and First Lady could chop, stir and cook with the morning crew or assemble food packages at any time during the day. Food & Friends has to gear up for the holidays --- they'll be preparing and delivering close to 15,000 meals and bags of groceries during Christmas Week so they'll need plenty of extra hands.

Option #2: The National Alliance for Hunger and Homelessness deploys AmeriCorps*VISTA's at various locations throughout town. With the Alliance, the President and First Lady could prepare and serve breakfast at **Miriam's Kitchen**, which is housed at the Western Presbyterian Church near George Washington University, and is actually run by a AmeriCorps*VISTA alum. The AmeriCorps*VISTA members recruit volunteers—including many from the Neighbors Project of university students—to staff the kitchen and regularly serve there themselves.

REMARKS
REQUIRED:

No. Other service-related initiatives could be announced if appropriate.

MEDIA
COVERAGE:

At your discretion.

PROPOSED
ATTENDANCE:

TBD.

RECOMMENDED
BY:

Harris Wofford

CONTACT:

John Gomperts
Chief of Staff
Corporation for National Service
202-606-5000, ext. 121
jgompert@cns.gov

DRAFT

TO: Karen Trumantano, et al.
FROM: John Gomperts, et al.
DATE: December [], 1998
RE: Visibility plan for AmeriCorps

Following our recent meeting and in response to your specific request, we have outlined a 6 - 9 month plan for ways in which we might better use the President, other White House principals and Administration surrogates to increase AmeriCorps' visibility. Of course, we are delighted by the interest in helping us to promote AmeriCorps and national service, and we want to work with you to craft ideas that meet our objectives and fit into broader plans to use the time and resources of the White House.

As you suggested, we have organized our thinking around the themes and objectives that we expect to be pursuing in the coming weeks and months. Then, we lay out a timeline of possible events and activities that would help to amplify the themes and achieve the objectives.

* * *

KEY THEMES AND OBJECTIVES

AmeriCorps has come of age. No longer a small, "boutique" program, AmeriCorps recently passed its 100,000 member milestone -- a mark it took the Peace Corps more than 20 years to achieve. This year AmeriCorps will recruit more than 40,000 members, approximately 7,000 more than the Marines. As you know, in other forums we are seeking a substantial increase in the size of AmeriCorps, a move that would make the need to emphasize the "coming of age" point even more pressing.

National service solves problems. When it comes to boosting childhood literacy, providing quality after-school programs, reducing violence in schools and neighborhoods, preventing drug abuse by teens, responding to natural disasters -- AmeriCorps is getting the job done. We will be able to release timely research and evaluation reports to support these claims of the success of the program.

AmeriCorps is creating America's future leaders and building communities. When the President declared "the era of big government is over," he also said that "the era of big challenges is not, and so we need an era of big citizenship." Like many others, the President was looking to individual citizens and to our civic institutions to absorb some of the responsibilities that had previously been the province of the government. AmeriCorps does just that. Like their counterparts in the Peace Corps and the military, AmeriCorps

members are serving their country. In the case of AmeriCorps members, the service takes place at home in our hard-pressed communities. Further, AmeriCorps members serve with and strengthen the local non-profits and religious organizations that are on the frontlines of some of our most difficult problems.

Focus on AmeriCorps Members. In the past, too much attention has been focused on Washington political battles. We want to shift attention to AmeriCorps members and what they are doing.

Recruiting Needs. The increased size of AmeriCorps obviously means we need to recruit more members. Given the recruiting struggles that the military is facing, there is a need and opportunity to deliver a high-profile “Call to Service” recruiting campaign that promotes ethic of service broadly and asks young people to give a year of service to the country, whether in AmeriCorps, the Peace Corps or the military.

Decentralized Structure. The general perception of AmeriCorps is that the program is a top-down, Washington-run operation. Nothing could be further from the truth – AmeriCorps is mostly run by governor-appointed state commissions. This structural point is the key to AmeriCorps’ popularity and bipartisan support among governors. The more people understand that AmeriCorps is a model of reinventing government and of devolution to the states, the better off we will be.

TIMELINE OF SUGGESTED EVENTS AND ACTIVITIES

December 1999

Service on December 21/22. We are told that the President and the First Lady are interested in performing service in connection with the holidays, most likely on December 21 or 22. In a separate memo, we have proposed sites that include AmeriCorps members that would be appropriate venues for this service. In addition, we suggest that this might be an opportunity to announce the following initiatives:

- ◆ AmeriCorps Promise Fellows grants (representing more than 550 new AmeriCorps members. AmeriCorps Promise Fellows is a joint initiative between AmeriCorps and America’s Promise. The grant announcement is the realization of the idea the President announced in his speech at City Year’s convention in Cleveland in June.
- ◆ President’s Student Service Award. Modeled on President’s Physical Fitness Awards, this new award program will recognize (with a Presidential letter and a pin) students who have served at least 100 hours.

- ♦ Martin Luther King Day grants. This year we have doubled the amount of grants supporting service on the King Holiday to \$500,000. Last year the President announced the grants in a radio address.

January 1999

Event marking AmeriCorps' 100,000 member milestone. The news for this event would be the President's request for increase in AmeriCorps' funding. We also propose using this as the opportune moment to release an independent report on AmeriCorps' accomplishments. This new research covers the last three years and provides very positive outcome data. The event might include swearing in new AmeriCorps members (representing the 100,000 who have served) to give event strong regional media angle.

MLK Day (January 18th). In 1994, President Clinton signed legislation making the Martin Luther King holiday a day of service. Last year, the President and Mrs. Clinton celebrated this day by participating in two different service events in Washington DC. This year, hundreds of service projects are taking place across the country. The President, other principals and surrogates should participate in high profile service projects on the Monday holiday.

State of the Union. While it is difficult to get material included in the State of the Union, it is also one measure of the significance of an issue. Therefore, we strongly recommend that the President refer to the 100,000 member milestone in the speech and that he make his request for a significant funding increase for AmeriCorps as part of a more general call to citizen service. In addition, we suggest that Millard Fuller, President of Habitat for Humanity International and an AmeriCorps member who serves with Habitat be invited to sit in the box with the First Lady. Fuller is a big fan of the First Lady and vice versa, and his presence will help us to make the point about the partnership between AmeriCorps and faith organizations and major non-profits.

NGA Meeting. As noted above, the structure of AmeriCorps depends heavily on Governors. That is why Governors, Democrats and Republicans alike, are generally very enthusiastic about AmeriCorps. This enthusiasm includes, notably, Govs. Carper and Leavitt, the Chair and Vice-Chair of the NGA. The President's talk to the NGA meeting is an excellent opportunity for the President to thank Governors for their leadership on this issue, and to ask them to join him in the general call to service to all Americans. (N.B. We have State Profiles on all that AmeriCorps and the other streams of national service do in each state. These State Profiles can be released at any time.)

February 1999

Launch the "Call to Service" recruitment drive and campus tour. In February AmeriCorps will launch a major new, member-led recruitment drive. This effort will

include the new television PSA produced by MTV, a mailing to more than 300,000 college seniors, print ads featuring AmeriCorps members, and a number of member-organized events and service projects on college campuses. This campaign could involve all principals and surrogates. We recommend the President make a major "Call to Service" speech at a college campus asking students to serve their country through AmeriCorps, the Peace Corps or military. Possible venues include, the University of Michigan (where President Kennedy first raised the idea of the Peace Corps), Notre Dame University (where the President spoke on national service during 1992 campaign), or any other college with a strong ethic and history of service.

AmeriCorps Promise Fellows training. The President or another principal should address this gathering of more than 500 AmeriCorps Promise Fellows, the new group of AmeriCorps members that is the result of the partnership between AmeriCorps and America's Promise. Colin Powell is expected to speak to this group on Feb. 26. The participation of a White House principal can be timed to precede, coincide with, or follow Gen. Powell's appearance. The event will likely be in the Washington DC area.

March 1999

Event to Emphasize AmeriCorps' partnership with religious community. This would be an excellent opportunity to call attention to this partnership (note fact that more than 8,000 AmeriCorps serve with religious organizations) and recognize the tremendous work that churches are doing to strengthen communities. Possible venues include: National Prayer Breakfast (may be in February) or gathering of religious youth organizations.

Alternative Spring Break build with Habitat for Humanity. White House principals and/or surrogates should participate in a build with AmeriCorps, Habitat and hundreds of college students as part of the Collegiate Challenge. This year we expect to have more than 8,000 college students participate in this event at 10 main sites between February 14 and April 10.

April 1999

AmeriCorps All-Stars. As part of our effort to focus more on AmeriCorps members, we propose to create a new recognition program called AmeriCorps All-Stars. We would select 25 exceptional AmeriCorps members from around the country who would come to Washington to be recognized during National Volunteer Week, perhaps on National Youth Service Day. The ceremony would be similar to Teacher of the Year event, and it would afford the opportunity to focus on the extraordinary people who join AmeriCorps and their accomplishments. Could potentially be done as a radio address coinciding with National Volunteer Week and National Youth Service Day.

National Volunteer Week/National Youth Service Day/Earth Day (April 24th). These annual events provide extremely good opportunities to reinforce the messages being promoted as part of the overall visibility effort. The President, Vice President and other surrogates could serve alongside AmeriCorps members. This is also a perfect opportunity for surrogates to participate in the Call to Service tour. During National Volunteer Week (April 12-19) AmeriCorps will be hosting a number of recruitment activities on college campuses. Participation by principals and cabinet members in these events would significantly increase the visibility of this effort.

May - June 1999

College Commencements. The Call to Service should be a consistent and leading theme in the commencement addresses of the President and Administration surrogates. Once again, young people should be asked to give a year of their life to their country through service in AmeriCorps, the Peace Corps or the military.

AmeriCorps and America Reads event. Do an event with Secretary Riley to release an independent study on AmeriCorps' childhood literacy programs.

Annual City Year Conference – City Year, one of the most notable and successful sponsor of AmeriCorps members, holds an annual gathering of all City Year members, called CYZYG. The President spoke at this conference in June in Cleveland. The First Lady spoke to the 1997 CYZYG in Providence, Rhode Island. The 1999 conference will be held in Washington DC, probably at Howard University. This might be a very good setting for the Vice President to perform service or speak to the group. (June 3 - 6)

National and Community Service Conference. We co-sponsor this annual conference with the Points of Light Foundation. The conference attracts more than 2000 participants. This year the conference (which attracts more than 2000 participants) will be held in Las Vegas from June 8 - 11. A videotaped message from the President and/or the First Lady would be a way to reach this group of leaders in volunteering and service.

September 1999

5th year anniversary celebration. September marks the five year anniversary of the AmeriCorps launch. We recommend a major event involving all White House principals to celebrate the accomplishments of the nearly 150,000 people (at that point) who have served their country and community through AmeriCorps.

* * *

Again, I want to emphasize how pleased we are by the interest in working with us to advance AmeriCorps and promote the cause of national service. At your urging, we

have laid out an ambitious plan. I recognize that we are asking a great deal, but we feel the clock ticking and want to make the very most of the time remaining. Naturally, the suggestions in this memo are a starting point for further discussions, and we can be flexible in shaping events and activities. In any case, we believe that this undertaking, whatever form it ultimately takes, will not only help us achieve our strategic objectives, but will also reflect extremely well on the President and his Administration.

Americorps

1. Senior (94, 64, 83) and expansion (88, 49, 81)
2. Dems & Indies like it, Republicans don't.
3. Problem is perception as not effective, governmental, not elite.
4. What organizations are seen as successful, e.g.:
 - SEC
 - Military
 - US attorney
 - Peace Corps
5. Perception as successful, why? Speculation
 - entry is difficult (elite)
 - working on public's behalf against some danger (altruism)
 - organization well-run (effective)
6. More publicity and some new ideas on:
 - Emergency aid workers -- a more public role in disasters, training via FEMA. SWAT team.
 - American Rhodes Scholars -- some assigned to help needy agencies in rural and urban America and a training ground for future employees.
 - Teach for America within Americorps.
7. Penn

INITIATIVES TO ENHANCE EEOC ENFORCEMENT EFFORTS IN SUPPORT OF EQUAL PAY

The EEOC's enhanced wage discrimination enforcement initiative is intended to build upon the President and Vice President's commitment to equal pay demonstrated by previous executive action as well as their stated support of legislative initiatives.

Millions of Americans will benefit from an EEOC pay equity initiative as a result of reliable research; focused technical assistance and educational efforts tailored to small, medium and large businesses; broad outreach and education initiatives directed at employees throughout the country; and quality investigations and resolution of wage discrimination charges.

This comprehensive and focused approach will result in broad-based changes to compensation systems, thus having a "multiplier effect" that will ripple through the economy as businesses review their compensation systems to bring them into compliance with the law and employees become knowledgeable of their rights and act to correct them.

Specifically this initiative will reduce the incidence of illegal wage discrimination at the workplace by:

- Reaching over 10 million workers through the use of PSAs and other public information methods in major media markets that will inform them of their rights and facts regarding wage discrimination.
- Reaching over 3,000 small, medium and large employers and providing technical assistance and education which will touch over 1 million employees.
- Providing to 20,000 advocates and union members who will, in turn, share with their members and affiliates nationwide, information on wage discrimination and employee rights, enabling employees to work with employers to address illegal wage discrimination issues.
- Developing tools to enable employers to evaluate and improve their compensation systems voluntarily, thus preventing illegal wage discrimination at their workplaces and enhancing their ability to compete for and retain the talent necessary to support their business needs and future growth.
- Improving customer service by training staff to better identify and resolve EEOC cases, reducing unnecessary litigation, and increasing settlements providing substantive relief.

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Equal pay

Draft 11/16/98

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This comprehensive and focused approach will result in broad-based changes to compensation systems, thus having a "multiplier effect" that will ripple through the economy as businesses review their compensation systems to bring them into compliance with the law and employees become knowledgeable of their rights and act to correct them.

Specifically this initiative will reduce the incidence of illegal wage discrimination at the workplace by:

- Reaching over 10 million workers through the use of PSAs and other public information methods in major media markets that will inform them of their rights and facts regarding wage discrimination.
- Reaching over 3,000 small, medium and large employers and providing technical assistance and education which will touch over 1 million employees.
- Providing to 20,000 advocates and union members who will, in turn, share with their members and affiliates nationwide, information on wage discrimination and employee rights, enabling employees to work with employers to address illegal wage discrimination issues.
- Developing tools to enable employers to evaluate and improve their compensation systems voluntarily, thus preventing illegal wage discrimination at their workplaces and enhancing their ability to compete for and retain the talent necessary to support their business needs and future growth.
- Improving customer service by training staff to better identify and resolve EPA cases, reducing unnecessary litigation, and increasing settlements providing substantive relief.

98 DEC 30 PM 3:49

THE WHITE HOUSE
WASHINGTON

December 30, 1998

AmeriCorps

*Get by
my
due*

ms. writing

*nature of
P. 10/10/98
P. 10/10/98*

MEMORANDUM TO THE PRESIDENT

CC John D. Podesta

FROM Karen A. Tramontano

Outlined below is the strategic plan we developed at your request to provide greater visibility for AmeriCorps. The plan is based on three communications principles: 1. Regional coverage will better enable AmeriCorps to achieve its legislative goals; 2. AmeriCorps' stories about volunteers and communities are best told by alumni--AmeriCorps' untapped resource; and 3. A communications plan that builds up to AmeriCorps' 5th Anniversary in September 1999.

To implement these principles we recommend beginning with low-key service events (e.g. your DC Kitchen service event), expanding to monthly themes utilizing alumni and culminating in a 5th year anniversary celebration. In this way, the public will witness your days of service, learn about AmeriCorps through a public relations campaign around its monthly themes and celebrate AmeriCorps' 5th year anniversary. We hope this plan will reinforce three key messages: AmeriCorps is about service by young people to communities; AmeriCorps strengthens communities; and AmeriCorps expands educational opportunities for young people.

January: A Day of Service

Subject to your approval, we will recommend some low-key service activities for you to consider performing during the Martin Luther King holiday. We will ask members of your Cabinet to perform service during the holiday, too. These service events will be similar to your day at D.C. Kitchen in December. We want these events to provide a transition to your State of the Union.

For the State of the Union we are reviewing several stories of young AmeriCorps volunteers and the service they are performing for a possible mention in your address. If you chose to mention one of the stories, the First Lady may wish to include the featured AmeriCorps volunteer in her box. We hope the above-mentioned references will result in both national and regional coverage for AmeriCorps.

February: A Call to Service

AmeriCorps will launch its public service announcement campaign which has been produced by MTV. For February we will recommend that you swear-in the 1999 AmeriCorps volunteers. These members will mark the 100,000 volunteers who have served in AmeriCorps. At the event, we plan to screen the new AmeriCorps PSA and release an independent study of AmeriCorps' accomplishments.

March: Spring Break with AmeriCorps

During March many AmeriCorps members participate in a number of high-profile alternative spring break projects with Habitat for Humanity, Boys and Girls Clubs and other organizations. We will work with AmeriCorps to bring additional visibility to these events by asking Cabinet members and other surrogates to join AmeriCorps volunteers on these projects. AmeriCorps will also be launching its college recruitment campaign in March. For Cabinet members who are not engaged in service events, we will be asking them to participate in AmeriCorps college recruitment days at their alma maters.

April: National Youth Service Day

To highlight National Volunteers Week (April 18 -24) AmeriCorps will bring together alumni and current members on the same day in a wide-range of service projects on various college campuses. We will work with AmeriCorps on these college campus events by using Cabinet members and other surrogates to increase visibility and improve the regional coverage of these events.

May: City Year Conference

The annual City Year-AmeriCorps conference will be held in Washington, DC. There will be more than 1,000 AmeriCorps volunteers available. We are planning a service event with members of your administration and AmeriCorps volunteers to highlight a major community service project for DC. This may also present another opportunity for you to perform service in DC.

June: Commencement Season

We have several recommendations for the commencement season. First, if you approve, we will recommend at least one college for you to address that has focused on service in general and on AmeriCorps in particular. Second, we will recommend that Cabinet members who give commencement addresses include references to AmeriCorps volunteers and service to communities in their addresses. Finally, we have suggested that AmeriCorps ask their alumni to present the President's Student Service Award at their high school and/or college alma maters.

July: AmeriCorps graduation

Several states and cities host AmeriCorps closing ceremonies to mark the end of the year of service. Many of these ceremonies feature Governors and Mayors as keynote speakers. We will work with AmeriCorps through Intergovernmental Affairs and our Regional press operation to increase the profile of these events.

August: Back to School

More than 20,000 AmeriCorps members are participating in America Reads. We are planning an America Reads event possibility with Secretary Riley to show AmeriCorps' education focus. AmeriCorps is also planning to release an independent study of AmeriCorps' success in increasing childhood literacy.

September: Anniversary Celebration

We are in the early planning stages for this event but we would like to focus the event around a "blitz-build" service project. We would include partners from the corporate and non-profit worlds as well as celebrities. AmeriCorps anticipates that MTV and VH-1 will be the media partners for the event. We have asked AmeriCorps to begin discussions with their state chapters to create simultaneous state anniversary events for possible satellite downlinks.

Between now and the anniversary I will facilitate bi-weekly conference calls to ensure that we are staying on track with both message events and the overall plan.

MEMORANDUM

TO: Karen Tramontano

FROM: John Gomperts
Corporation for National Service

RE: Further Thoughts on Increasing Public Awareness of AmeriCorps

DATE: December 21, 1998

As requested, this memo outlines our further thoughts on a 6 – 9 month plan for increasing public awareness of and support for AmeriCorps. The centerpiece of our plan is a “Call to Service” campaign designed to both increase the visibility of AmeriCorps and help us achieve our recruiting goals. The strategic focus of this campaign is on AmeriCorps members – their stories and accomplishments. The marketing and media components of the campaign will feature current AmeriCorps members and AmeriCorps alumni.

We will launch the *Call to Service* campaign in February. This campaign, with a heavy emphasis on a member-led recruitment drive, will carry through the spring and early summer. The activity will lead directly into the celebration of AmeriCorps’ fifth anniversary in September.

The public awareness effort is designed to reinforce three key messages:

- AmeriCorps is about service by young people to communities
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The best way to deliver these messages is to put the focus on the stories and accomplishments of AmeriCorps members – how their year of service changed their communities and their lives for the better. To do this, we will increase our connections to current AmeriCorps members and reach out specially to AmeriCorps alumni.



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Currently, we are planning the following activities for this month:

- Launch of new “I am AmeriCorps” TV public service announcement produced by MTV.
- Send AmeriCorps recruitment letter to college seniors. A former AmeriCorps member will write this letter asking college seniors to give a year of service.
- A new print advertising campaign featuring AmeriCorps members to run in select markets.

As discussed last week, the beginning of this recruiting drive could be coupled with a rescheduled version of the event marking AmeriCorps passing its 100,000-member mark. The event might include the following components:

- Swearing-in new AmeriCorps members alongside alumni from first class (to represent 100,000 who have served). Member involvement will create strong regional media opportunities.
- Screening of the new AmeriCorps PSA – “I am AmeriCorps.”
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- Op-Ed / letter-to-the-editor drive by AmeriCorps alumni and key spokespeople including cabinet members, leaders of local and national non-profits, prominent business executives, etc.

MARCH 1999 – Campus-based recruitment campaign; Spring break with AmeriCorps

Campus-based recruiting campaign. Following the kick-off of the recruiting campaign, in March we intend to step up our campus-based recruiting efforts. This is the height of the recruiting season, and we will use our existing network of campus-based recruiters (most of whom are former AmeriCorps members) and AmeriCorps alumni to create campus-oriented projects that highlight AmeriCorps. These events can include service activities, or other events that bring attention to the opportunities that AmeriCorps offers. The participation of Administration spokespersons in these events and/or the associated letter writing campaign and radio tours will significantly increase the effectiveness of these campus-based recruitment activities.

(Collateral media opportunities include: Alumni letter writing campaign to college newspapers; college radio tour with alumni; print advertising in college papers, and general circulation papers in major college towns)

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This year we will use National Youth Service Day to highlight extraordinary current and former AmeriCorps members – ***AmeriCorps All Stars***. To increase the profile of these members, we will consider bringing them to Washington, DC, to be recognized by the President or other principals and to participate in a high profile service event.

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College Commencements. The Call to Service should be a consistent and leading theme in the commencement addresses that the President and other Administration officials give. These addresses are an opportunity to ask young people to give at least a year of their life to their country through service in AmeriCorps, the military or Peace Corps.

(As part of an alumni-led letter writing campaign to local and college newspapers, we will ask alumni to contact their high schools about returning to speak at summer graduations about the need for young people to serve. We will also suggest that AmeriCorps members and AmeriCorps alumni present the President's Student Service Award at their alma maters.)

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AmeriCorps graduations. At this time, several states and cities host AmeriCorps closing ceremonies to mark the end of the year of service. These events bring together

hundreds of AmeriCorps members and often feature Governors and Mayors as keynote speakers. Because these events feature AmeriCorps members who have completed their year of service, they provide excellent opportunities to highlight outstanding members whose lives have been transformed by their year of service and to focus attention on how AmeriCorps strengthens communities.

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Back to School. Given that more than 20,000 AmeriCorps members are participating in America Reads and other education programs, this is a great month for an education-focused AmeriCorps event with White House principals and/or Secretary Riley. We will release an independent study of AmeriCorps' success in increasing childhood literacy.

We can also highlight former AmeriCorps members who are using their education awards to pursue an education, underscoring the point that AmeriCorps is a good way to help pay for higher education.

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Five-Year Anniversary. To celebrate AmeriCorps' five-year anniversary we are planning to pull together thousands of AmeriCorps members – past and current – in a big celebration of service event. The focus of this event would be some kind of blitz-build service project. The celebration event will include national partners from the corporate and non-profit worlds, as well as celebrities who have supported service programs in the past. We expect MTV and VH-1 to be our media partners for this event. We will also recommend that states have their own five-year anniversary celebrations.

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Other opportunities. While not part of the Call to Service campaign, these events provide additional opportunities to increase public awareness of AmeriCorps and promote the ethic of service.

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Cc: Bruce Reed
Ann Lewis
✓ Gene Sperling
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Shirley Sagawa

CORPORATION
FOR NATIONAL
★ SERVICE

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TO: Karen Tramontano

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Cc: Bruce Reed
Ann Lewis
Gene Sperling
Thurgood Marshall, Jr.
Shirley Sagawa

THE WHITE HOUSE

To:

Karen Tramontano

Ann Lewis

Bruce Reed

Tom Freedman

Shirley Sagawa

Tanya Martin

From: Anne McGuire

Re:

List of "Call to Service"
events.

Amesbury



A Call To Service

EVENTS

LOCATION, DATE: Indianapolis, IN- Indiana University, March 8
FORMAT: Forum

LOCATION, DATE: Washington, D.C. – National Press Club, March 16*
FORMAT: Press conference
INVITED: Mark Gearan

LOCATION, DATE: Jackson, MS, March 18
FORMAT: Speech to local corps members and students
INVITED: University Presidents from across Mississippi

LOCATION, DATE: Boston, MA , March 18
FORMAT: Day of service and speech
INVITED: Deb Jospin, Mark Gearan (confirmed), Mayor Tom Menino

LOCATION, DATE: Salt Lake City, UT – COOL Conference, March 19
FORMAT: Speech to 2000-2500 student leaders

LOCATION, DATE: Boston, MA - Northeastern University, March 26*
FORMAT: Rally

LOCATION, DATE: Philadelphia, PA – Temple University, Penn State, March 29*
FORMAT: Town Hall meeting
INVITED: Mayor Rendell

LOCATION, DATE: Michigan State University, April 6*
FORMAT: Kick off of Day of Service
INVITED: Mark Gearan

LOCATION, DATE: South Bend, IA – Notre Dame, April 9-11*
FORMAT: Forum discussion

LOCATION, DATE: Salt Lake City, Utah- Salt Palace Convention Center, April 14
FORMAT: George Romney keynote address
INVITED: Mitt Romney, Governor Leavitt, Lieutenant Governor Walker

LOCATION, DATE: Washington, DC, April 17 (National Youth Service Day)*
FORMAT:

*Tentative Event, Date and/ or Location

LOCATION, DATE: Nashville, TN – The Nashville Mall, April 17 (National Youth Service Day)*
 FORMAT: Rally and day of service

LOCATION, DATE: San Jose, California- National Youth Leadership Conference, April 19
 FORMAT: Keynote address

LOCATION, DATE: Amherst, MA – Into Amherst, April 25*
 FORMAT: Rally and day of service

LOCATION, DATE: Seattle, WA – Boeing Airfield, Early May*
 FORMAT: Speaking Program
 INVITED: Governor Locke

LOCATION, DATE: South Bend, IA- Notre Dame, May 15*
 FORMAT: Rally

LOCATION, DATE: Wind River Reservation, WY – Native Vision Youth Camp, June 13
 FORMAT: Speaking program during basketball game

LOCATION, DATE: San Francisco, CA- Presidio, June 19
 FORMAT: Kick Off for Naantucket Nectars Summer Bike Tour

LOCATION, DATE: Denver, CO, July 11
 FORMAT: Signature service project and festival

LOCATION, DATE: Chicago, IL, July 31
 FORMAT: Signature service project and festival
 INVITED: Muhammad Ali

LOCATION, DATE: New York, NY- Riverside Park or Battery Park, August 15
 FORMAT: Completion of bike tour and celebration

* Tentative Events, Dates, and/or Locations

ALTERNATIVE SPRING BREAK OPTIONS

LOCATION: Battle Creek, MI – Habitat for Humanity housing sites
 DATES: March 1-7 – 40 Students from Ohio Northern
 March 8-14 – 40 Students from University of South Dakota
 March 9-21 – 20 Students from East Illinois University
 March 21-28 – 40 Students from Grinnell and Youngstown State
 March 28-April 4 – 30 Students from Grinnell and University of Scranton
 FORMAT: Elected officials interact with college students in renovating a house
 INVITED: Sen. Abraham



Penn, Schoen & Berland Associates, Inc.

805 15th Street tenth floor NW Washington, DC 20005
Telephone (202) 842-0500 Fax (202) 289-0916

① publicity → Eli →

② Karen / Ann - date

③ wait dinner

Americas PS

To: Tom Freedman

From: Jen Coleman & Candice Bennett

Date: 1/4/99

Fax Number: 456-7431

Number of Pages, including cover: 6

Comments:

- 1. Paid media → publicity
- 2. Going back → whole going back - good citizens
- 3. Successes → program / can't find
- 4. After school → After

If you have not received all the pages that are indicated, or are having problems with the reception of the materials, please contact our office. (202) 842-0500

**Americorps Polling
December 24, 1998**

Americorps was never visible enough to even be known. As you will recall the Peace Corps had a massive recruitment advertising campaign that made it a household word. Without a similar campaign recruiting people to the program, it is little defined, and unlikely to be well-known. 72% could not even suggest what it was in an open-ended question.

33% / 65% have / have not heard about a program called Americorps.

D	R	I
32/68	39/58	26/71

Asked their support on an unaided basis, the answer was don't know:

**18% / 13% support / oppose the Americorps program.
69% had no opinion.**

**18% support (11% strongly + 7% somewhat support)
13% oppose (5% strongly + 8% somewhat oppose)**

D	R	I
31/6	12/28	11/10

What leaders do you associate with starting the Americorps program? OPEN - END RESPONSES	All	D	R	I
President Clinton	25	23	25	29
Hillary Clinton	3	0	8	4
Colin Powell	1	0	3	2
Don't know	68	71	64	65

When it is explained, most overwhelmingly support it:

Given the following statement, **76% / 17% support / oppose Americorps:**
Americorps was created in 1993 for young people who want to do public service for poor urban and rural communities. Americorps participants spend 2 years in community service projects in urban and rural areas and receive a stipend to cover living expenses for their work and to go towards college costs.

**76% support (51% strongly + 25% somewhat support)
17% oppose (5% strongly + 12% somewhat oppose)**

D	R	I
93//4	52/43	75/15

42% consider this type of program public service, 30% consider it community service, and 20% consider it volunteerism.

D	R	I
38/35/18	46/13/33	43/37/10

The polling shows that Americans are very interested in having Americorps make a significant contribution to after-school programs in poor areas – helping to give these kids a better chance.

<i>Which of the following do you think is the most important aspect of the Americorps program?</i>	All	D	R	I
Teaching young people to contribute back to their nation and serve in their communities	40	28	46	47
Helping poor urban and rural communities	23	32	23	17
Getting Americans of all different backgrounds to work together	20	23	11	18
Paying for volunteers to go to college	8	6	7	12

<i>Which of the following do you think is the second most important aspect of the Americorps program?</i>	All	D	R	I
Helping poor urban and rural communities	28	22	35	28
Getting Americans of all different backgrounds to work together	28	22	22	37
Paying for volunteers to go to college	17	21	22	13
Teaching young people to contribute back to their nation and serve in their communities	16	23	6	12

Criticism and response

The issue is not really response to criticism – it is about making the program visible enough to be seen as making a difference in the lives of our young people.

Given each of the following statements, do you strongly support, somewhat support, somewhat oppose or strongly oppose the Americorps program?	Strongly Support	Support / Oppose	D	R	I
CRITICISM: Critics of the Americorps programs say it is too expensive- costing the government \$15,000 per volunteer for a total of 400 million dollars a year.	38	65/29	77/18	46/49	65/27
The lives of hundreds of thousands of children in poor neighborhoods have been improved through tutoring and other community service work provided by Americorps volunteers.	53	79/15	86/6	54/42	89/4
Leaders such as Colin Powell and organizations such as Habitat for Humanity have endorsed the Americorps program as successful and well worth the funding.	53	78/18	87/6	52/44	84/12
The money earned by Americorps volunteers helps them pay for a college education while allowing them to serve in communities.	52	79/16	83/8	57/39	88/7
For every Americorps volunteer who is paid, many more unpaid volunteers are recruited to sign up and participate in community service projects.	45	75/20	81/14	56/79 3	84/14

AmeriCorps Messages

Does each statement on the AmeriCorps program make you much more favorable, somewhat more favorable, somewhat less favorable or much less favorable towards AmeriCorps?	More favorable	Much More favorable	D	R	I
AmeriCorps develops good citizens by getting them involved in service for their community and the country.	64	86/9	94/5	72/21	89/7
AmeriCorps gives high school drop outs a second chance by allowing them to serve their community.	64	83/12	91/8	64/23	86/12
AmeriCorps helps support existing non-profit organizations such as the Red Cross and Habitat for Humanity by providing funding and staffing for these volunteer services.	56	86/11	91/9	70/25	92/5
AmeriCorps rewards the responsibility of young people who serve by helping them pay for college.	56	85/11	96/3	66/31	87/4
The AmeriCorps program brings together Americans of diverse backgrounds to service side by side for a common cause.	56	85/10	89/10	49/26	91/1
The AmeriCorps programs is a domestic Peace Corps that enables Americans to volunteer in communities within the United States.	52	86/10	99/1	63/29	91/6
AmeriCorps brings much needed services to inner cities and poor rural communities.	51	82/12	91/8	67/27	83/6
The AmeriCorps program is a way for Americans who do not want to go into the military to serve their country.	40	62/33	72/27	38/55	67/23

Project Focus

Which of the following new service projects is most important for AmeriCorps to undertake?	All	D	R	I
Working in schools with needy kids and after school programs	40	41	48	38
Disaster relief	20	22	20	19
Emphasizing literacy programs	15	15	5	20
Building homes for poor families	8	9	10	6
Recruiting bright college students to teach in high risk schools	8	8	5	7
Cleaning up our parks and beaches	3	2	0	7

Expansion

Does each new idea that Americorps might undertake make you much more favorable, somewhat more favorable, somewhat less favorable or much less favorable towards Americorps?	More / Less favorable	D	R	I	
Working in schools to enrich after-school programs for children.	64	85/13	90/6	66/28	95/5
Working shoulder to shoulder to rebuild the physical infrastructure of troubled neighborhood.	63	90/9	94/6	71/24	98/2
Bringing retired Americans into the program to use their skills to help communities.	58	85/12	88/8	73/28	94/6
Creating summer service projects so 8 th graders could do summer volunteer work.	56	83/16	94/6	60/33	89/10
Selecting the most talented Americans with initial funding to start service programs in their own communities.	40	76/21	75/23	55/34	91/9

What type of student should be selected to be paid Americorps volunteers?	All	D	R	I
Americans who want to do service of all ages.	49	55	41	50
A mixture of high school and college graduate from many different backgrounds.	20	13	18	25
Poor children who have dropped out of high school.	16	26	16	8
Only a select group of high achieving college graduates.	7	6	6	9