

JOSH GOTTHEIMER BOX #12

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JDP Maloney, 7/7/00
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SOTU 1999 Contributors
National Campaign Against Youth Violence
National Hispanic Arts Foundation, 9/19/00
Video NGLTF 10/26/00
Videos 9/5/00
Videos 9/27/00
Videos 9/00
Videos 6/9/00

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JDR — WM FELLOWS 9/30/99

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SEARCH

SHOP C-SPAN



MILESTONES IN C-SPAN HISTORY

March 19, 1979	C-SPAN begins cablecasting the U.S. House of Representatives live to 3.5 million households.
October 7, 1980	C-SPAN adds LIVE Viewer Call-ins to program schedule, providing viewers with direct access to public policy makers.
January 6, 1981	C-SPAN adds gavel-to-gavel coverage of congressional hearings to program schedule.
April 1, 1981	C-SPAN cablecasts daily, eight-hours-a-day.
February 1, 1982	C-SPAN cablecasts daily, 16-hours-a-day.
September 14, 1982	C-SPAN begins 24-hour-a-day programming.
July 1, 1983	C-SPAN begins occasional coverage of the Canadian House of Commons.
February 20, 1984	C-SPAN cablecasts an Iowa caucus live and uninterrupted for the first time.
July/August 1984	C-SPAN cablecasts live, uninterrupted coverage of the Democratic and Republican National Conventions for the first time.
November 1985	C-SPAN cablecasts first live coverage of the Canadian House of Commons.
June 2, 1986	C-SPAN 2 cablecasts live proceedings of the U.S. Senate during television test period.
July 29, 1986	Senate votes in favor of permanent televised coverage of its proceedings.
January 5, 1987	C-SPAN 2 begins 24-hour cablecasting.
November 9, 1988	USIA transmits C-SPAN to 90 countries via World Net, the first global satellite television network.
November 22, 1988	C-SPAN inaugurates international with Queen Elizabeth II's speech to the State opening of Parliament.
March 19, 1989	C-SPAN marks its 10th anniversary.
September 5, 1989	C-SPAN launches Audio Networks, featuring BBC World Service. The Audio networks are full time, permanent services.
November 21, 1989	C-SPAN begins regular coverage of the British House of Commons.
June 18, 1990	C-SPAN adds its 50 millionth household.

headline at r →
reusable proposal →
30 m ad campaign →

~~learned~~ →
~~what's the~~ plan by process might take 16

↳ lot's —
err.; how speak context w/ly
start matches long term trend
[look —

could be

now get it done.

make year → { 4, 7, 21 } }



cto + marketing
70%

① ATMOSPHERE PARTISANSHIP - STRUGGLE CONGR + EXEC

② ROLE MEDIA - IMPACT

③ 1

Relationship

Stater Hill 79 →

Per poster = 30 yrs
advent negative campaign
see attack etc

⑦ personal attack tied into governing →

purely happens quickly -

(Gordon & Brown)

death control media

media attacks - corp.

rest of industry -

first control media space,

2nd space.

CNN vs. →

not doing →

} → construction not

governance - day to day

launt

Covers 50 fed agencies & opens closed mtgs to private scrutiny. it requires that every portion of every mtg of a fed agency headed by a collegial body be open to public observation

- sponsors saw the bill as 1 means of restoring public confidence in gov't by dispelling the suspicion that often envelops closed deliberations

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Download AOL 4.0

NetMail 2.0 Preview**Check Your Buddy List. Try AOL Quick Buddy Beta.***(Note: be sure to use your AOL Instant Messenger Password with Quick Buddy)*

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Next

Subj: **poli sci books**

Date: Mon, 27 Sep 1999 4:01:49 PM Eastern Daylight Time

From: Marissa Golden <mgolden@brynmawr.edu>

To: gottheim@aol.com

Dear Jack (and Josh??),

A quick look on my bookshelf came up with two additional suggested readings. Both are in an edited book called the Presidency and the Political System (CQ Press, 5th edition, 1998. One chapter is titled "The President and the Press;" the other is "The President and Congress." Both look like they will give you a quick and dirty summary of the issues you are interested in.

But, in my view, the biggest problem is that weaker political parties and candidate-centered campaigns have led to divided government and make it much harder for the President to be able to rely on party ties to get things done in Congress. The press is to blame in that regard as they have contributed to party decline by focusing on individual candidates not parties (see Martin Wattenberg, The decline of American Political parties) but the 1968 reform of the nominating process is also a key culprit (Nelson Polsby, William Mayer and Elaine Kamarck are the experts on this). You can find a similar argument in the book by Sam Kernell that I mentioned to you on the phone.

Hope that's helpful.

- Prof. Golden

Marissa Martino Golden
Department of Political Science
Bryn Mawr College
610-526-5390
mgolden@brynmawr.edu

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✓ Sunshine laws →

✓ comp. get news out →

more effective communications →

not more cozy.

states getting possible outcomes — Carter, Reagan
like within space —
get trouble campaign

(Sec 1)

Blumenthal → permanent campaign ④

Reagan more effectively what Jimmy Carter did →

improve Mof public opinion → ④

both go to campaign trail

idea polished
ready
even
sent as
has both
now.

IT now news cost — He →

↳ 63 — news Fuel 1/2 h/)

cable → 81 mid 80s →

fewer people stayed tuned.
let liked go on TV non predators. mobile with other info
political advertising

CONTRIBUTION ~~24/4/08~~

CLOSED U OPEN

✓ Sunshine Inc

✓ admin. con, calla

✓ to

lecture put ~~part~~ parties

Δ monetary power

by - ability

Δ in
normal
process
decide in party

INCENTIVES - low will
get along + job along.

Cyprus has been more polarised + partition has been

- Presidency has changed — ever since 60s been. have structural Δ relationship to Cyprus relationship to per. corps direct relationship people.

president + his staff, genera, dept (to E.C.)

has the Δ is

consent of general.

attack spin — happy but not, put ~~to~~ driven

control gain consist of power,

can't obligate to do all this

+ we need to control response

how to see it —

Staff fee
det con
cost

free policy →
kurosawa

re structure
organization of predecessor

play against

How ~~much~~ how much — of act factor
allowed for per achievements in face
operation of force operation
✓ deal with

re budget (95)
achieve mission?
knock down crime

before
~~structure~~
each instance -
structural change

relationship class
concern -
possibly
occupy
relationship -
concern
possibly
do it

point per staff agencies

Byel-
act on day

Given the days — how less they have done
by using some recent examples
of policy.

let me tell
you how much
we do...

1. ~~start~~ interview
parent campaign
difficultly negotiable

→ home clubby J.

how much of
rest

pending school just deal

to help out, to right style →

we close about Clinton — good story

PRC growth

Pradyum has shifted
The secret all

we need to
do it



How chief 1 stuff has changed -

wanted competing centers of power: Congress, courts, gov, press, military, interest groups:

until coming -

← information explosion 1977.

Clinton Accident -

✓ 1st president to be C.O.D.

The model -

paper work

NT security + domestic issues

policy politics — budget, educ. ^{low} budget deficit, security budget

Net communication document / events — driving our agenda in what direction?

② choosing important w/ or agenda, priorities, ^{nature} media focus, part of the bill — etc

great opportunities

personal history

Butter: NT security, domestic, spectrum.

Issues to Congress, Congress, interest groups, pub

Go on TV + sell to public — or decide to who would.

Control or stuff ratings — STRATEGIC MGMT TEAM -

alternative to Congress

NATIA

1000

Ten aging people Mother and
~~son for~~
 Left person → mother

Removal of power $\rightarrow$ atomic power $\rightarrow$

gag poster →

24

Joshua
Joshua 5 Garrison
5. Garrison ~~18~~ ~~18~~

Joshua
Guth
Joshua
your love

create Budget yesterday

vet for bill sent

old days - ~~the~~ vetbed just drinker

now: vet - public

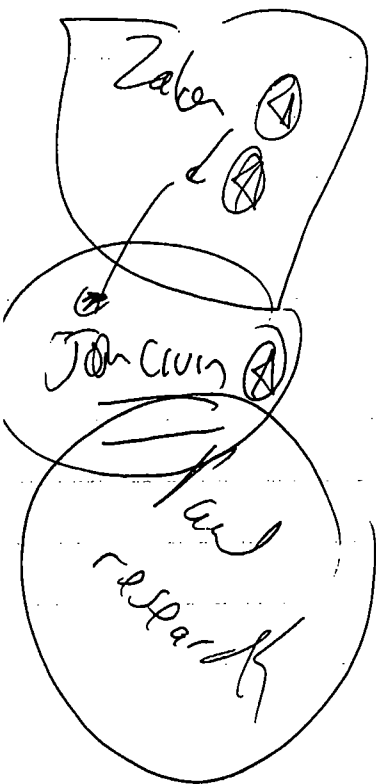
Plan v today
 Plan here talk about today.
 facts + figure down like mind -
 never get
 never start at well as needed
 I ever does as well
 advertising
 busy v

build a website.

④ Body and
 changed since 79 -
 live in new framework.
 created late 70s →
 Barolo spoke of

① right style

estate v lease v join
 looks a



② Relationship of years
 express → speak directly to contribute (est client)

③ media exposure → car, computer, internet
 now Δ, feel best

say it back how drive: present - how advise
 our agency

Start on communication
 from comm,

telephony, copiers
 process / operators
 no age / day
 play into
 media
 feel best

SUNSHINE (AUS) → 1974



1980 — CNP —

providing clips last editor

which it wasn't providing

ATT news would free — not give enough to officials

(up told news clips)

✓ Gault more + more PRACTURED —

✓ negative edit — (open more polarized) / pattern str.
divided joint

LEFT PARTY ORIENTED →

spiky directly controversy →

why. []

temp Newsletter less for party —] why. expand.

out for newsletter — negative —

~~1980~~ ~~1980~~

Don't not → negative carry.

011441814594730

① Glontink

Start by not slaty

patron tier →
bring no two cogen type

mynt style — run of lib lusen.

you ~~had~~ hosts

mynt style — he has lusen —

lusen — lusen →

lusen relating still →

lusen in + outer hill
proven —

lusen

~~at~~
get media

lusen to jedy cam
lady.

Rosen - April 90.

Ch. 4 → - TRENDS -
POLITICAL TURNER

Roosevelt as a master spy to American public
radio spoke capitalism to today →

Roosevelt radio all 2 times year

Political decision →

2 years - same policy - per voter bill -

political party → whole day better rule

95 budget stable - Clinton/Dole, Gynod.
playing check.

policy → wins -

politics - Clinton + Dems by winners

60, 700 - Public NOT AS ATTACHED

media - rarely media covered politics
down policy

people not smarter - lot more information

was insulated

more power today -

house + senate, both parties - media office go to -
feed to local stations

partying -

political talk

politicians - dead talk

2 many politicians do

CHIEF OF STAFF JOHN D. PODESTA
REMARKS FOR WHITE HOUSE FELLOWS ASSOCIATION
WASHINGTON, DC
September 29, 1999

HOW GOVERNMENT INSTITUTIONS HAVE CHANGED

Congress – Close and Open

The first law of political survival for each member: keep your constituents happy

I. Closed System – Pre-1964

- √ Incentives, rewards and punishments for congressmen were provided, first, by their constituents and after that by each chamber's own rules and leaders (depended upon seniority, party organizations, caucuses, leadership).
- √ Political elevators were operated by senior members and party leaders, ambitious members had no choice but to conform.

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Unlike the political environment of the first half of this century, politics today is not about the old-boy network, where decisions were made by the party bosses over bourbon in smoke-filled rooms. Instead, it's driven by the constant obligation to respond to the rank-and-file in Congress and meet the demands of the twenty-four hour news cycle. The Presidency as an institution has changed to fulfill its new obligations in its relationships with the American people, the press corps and the Congress.

During my tenure first on the Hill, then as a lobbyist, and most recently in the Clinton Administration, I have benefited from first-hand knowledge with these institutions. But today, I'm going to speak from the perspective of President Clinton's Chief of Staff.

I. *Background and WH Experience (Staff Secretary, Deputy CoS, CoS)*

- ✓ How background helps you handle your responsibilities; how drives your interests and those of the President
- ✓ Management style – way you utilize your staff and prioritize. Managing competing centers of power: cabinets, interest groups, etc.
- ✓ Daily responsibilities – domestic/international policy; prioritizing the President's agenda; coordinating the message strategy; dealing with the press; managing staff

II. *Operating in the New Paradigm: How the Clinton Administration's interaction with Congress, the Media, and its own agencies contributed to its success.*

- ✓ Relationship with the White House – navigating and meeting the demands of the bureaucracy
- ✓ Relationship with Congress (both parties) – partisan politics; President as legislator
- ✓ Relationship with the Press Corps: the Permanent Campaign. Issues are debated in public; drive the President's agenda

- III. Examples – discuss in relation to congress, the media, and the White House
- √ Economic successes
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 2. Current crises – public signing of veto; continuing resolution, etc.
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Unlike the political environment of the first half of this century, politics today is not about the old-boy network, where decisions were made by the party bosses over bourbon in smoke-filled rooms. Instead, it’s driven by the constant obligation to respond to the rank-and-file in Congress and meet the demands of the twenty-four hour news cycle. The Presidency as an institution has changed to fulfill its new obligations in its relationships with the American people, the press corps and the Congress.

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I. Background and WH Experience (Staff Secretary, Deputy CoS, CoS)

- ✓ How background helps you handle your responsibilities; how drives your interests and those of the President
- ✓ Management style – way you utilize your staff and prioritize. Managing competing centers of power: cabinets, interest groups, etc.
- ✓ Daily responsibilities – domestic/international policy; prioritizing the President’s agenda; coordinating the message strategy; dealing with the press; managing staff

II. Operating in the New Paradigm: How the Clinton Administration’s interaction with Congress, the Media, and its own agencies contributed to its success.

- ✓ Relationship with the White House – navigating and meeting the demands of the bureaucracy
- ✓ Relationship with Congress (both parties) – partisan politics; President as legislator
- ✓ Relationship with the Press Corps: the Permanent Campaign. Issues are debated in public; drive the President’s agenda

III. Examples – discuss in relation to Congress, the media, and the White House

√ Economic successes

1. '95 budget showdown

2. Current crises – public signing of veto; continuing resolution, etc.

√ Crime

Draft 9/29/99 7pm
Josh Gottheimer

Cled + balance → leadership in the new
the tendency: on view from the inside

Miller

CHIEF OF STAFF JOHN D. PODESTA
REMARKS FOR WHITE HOUSE FELLOWS ASSOCIATION
WASHINGTON, DC
September 29, 1999

Background
HOW GOVERNMENT INSTITUTIONS HAVE CHANGED

Congress – Close and Open

The first law of political survival for each member: keep your constituents happy

- I. Closed System – Pre-1964
 - ✓ Incentives, rewards and punishments for congressmen were provided by their constituents and by each chamber's own rules and leaders (depended upon seniority, party organizations, caucuses, leadership).
 - ✓ Political elevators were operated by senior members and party leaders. Ambitious members had no choice but to conform.

- II. Open System – Post-1964
 - ✓ Changes
 - 1) Weakened committee chairmen. Junior members get good committee assignments right from their first days.
 - 2) Decline of clubby environment; rise of the individual member. Independent politicians who constantly went public. Less ongoing personal relationships led to increased negativity.
 - 3) Sunshine Laws (1976): require that once-secret proceedings, such as committees' mark-up sessions, must be open to anyone who cares to attend (including newspaper and television reporters).
 - 4) Television has played a major role in that transformation (JFK debate, Watergate, etc.). And a wave of reforms in both chambers brought about many changes in 1968 and 1976.
 - ✓ Results
 - 1) Decline of Party System: candidates are able to speak directly to constituents. With television, they don't need to rely on the party apparatus – and more educated voters are more attentive to individuals than the party. Also, parties have less of a role in raising money and choosing nominees.
 - 2) No longer did a member have to play by "inside rules" to receive attention. He could "go public" and be rewarded by national attention and prominence.
 - 3) TV: Networks discovered that individual congressmen – not only the leaders – made for good interviews. Congress as an institution is more open to the camera's stare and the correspondents' comments, and less able to form lasting coalitions. Television needs a steady stream of newsworthy interviews.

- 4) President: there's no longer a small group of powerful leaders with whom the president can negotiate. Now, the president must call on individual wavering members and maintain broad relationships to get things done.

Media

Political Advertising: American public bombarded with advertising – not only campaign-related (negative political advertising), but also on major legislative initiatives (health care to trade agreements). Television advertising produced a new kind of independent politician, not beholden to special interests.

- I. From Network to Cable TV
 - ✓ With the advent of cable, networks lost a level of editorial and substantive control
 - ✓ C-Span (1979) – direct result of “Sunshine Laws”
 - ✓ CNN (1980) – 24 hour news cycle
 - ✓ Today: 181 cable networks; 15 news stations.
 - ✓ Need to fill new news vacuum with continual stories.
- II. Negative Campaign Ads
 - ✓ LBJ's Daisy Ad in 1964
 - ✓ Willie Horton
 - ✓ 1993 Health Care Reform: HIAA spent \$3.5 million advertising (Harry and Louise), playing on and intensifying public distrust of government.

The Presidency

- I. Change in the Institution
 - ✓ Chief of Staff
 - ✓ Ike designated Sherman Adams as the first White House CoS.
 - ✓ Size of the WH Staff: 1953 was 250. 1975 was 500. Today is 430. All EOP: 2000 (OMB, NSC, CEA, USTR, OPD, OA, ONDCP CEQ).
 - ✓ 1947 Hoover Commission on the Reorganization of the Executive Branch: formally authorized the president to hire administrative assistants.
- III. Permanent Campaign
 - ✓ Presidents communicate their agenda daily directly to the public through the media.
 - ✓ Result: heavy emphasis on daily message (enlarged communications staff, speechwriters, etc.)

HOW WE OPERATE IN THE NEW PARADIGM

I may not have the facts and figures down like Michael, nor do I have the same fashion sense, but I hope to offer you a good analysis of the Presidency from the inside. Now that Michael has offered a more historical overview of the presidency, I am going to speak about the institution from the level of personal experience.

Franklin Roosevelt once said, "The public psychology can not be attuned for long periods of time to the highest note on the scale. People tire of seeing the same name, day after day, in the important headlines of the papers and the same voice night after night over the radio."

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III. *Examples – Discuss New Paradigm (in relations to Congress, the media, and the White House)*

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- √ Crime

IV. Conclusion