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*fill Wagner
proposal*

IPAW NOV 2 1993

Ms. Hilary Clinton
The White House
1600 Pennsylvania Ave., N.W.
Washington, D. C.

1 November 1993

Dear Hilary,

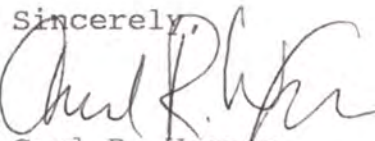
Since our last conversation I have considered the challenges an effort to enact health care reform will face and have written the attached memo. It represents a proposal to employ television and other mass media in a campaign to establish the Presidents principles on health care reform as the priority for Americans. I believe that only with a concerted media driven campaign can health care reform survive the barrage of arguments it will encounter in the Congress. Simply put, the goal of this effort would be to control the debate by taking the PRINCIPLES of health care reform directly to the America people and enlisting their support.

While the effort will directly support the President, it must be non-partisan because much of the television air time the effort intends to make use of would be contributed by corporations. It is also anticipated that a good deal of the financing of the project would come from corporations.

I have been asked to develop this media campaign by the coalition on health care originally assembled by Senator Rockefeller, as well as by other organizations supporting the Presidents proposal. Before I present it to them I would like to discuss it with you.

Thank you for your attention and consideration.

Carl Wagner

Sincerely,

Carl R. Wagner

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HEATH CARE SECURITY MEDIA PROJECT

SUMMARY

THE MISSION

This is a proposal to develop the Health Care Security Media Project, a plan to organize a national communications campaign which will rally the American people for the enactment of a national health care policy.

The enactment of a comprehensive national health care policy depends on the generation of a national discussion which focuses on the PRINCIPLES that such a policy must embody. Since televisions in the primary source of information, this discussion and debate must employ mass communications as its vehicle for enlisting the support of the American people. It is currently dominated by organizations advocating the status quo or narrow special interests.

Unless we generate a national dialogue on the PRINCIPLES of health care reform, the debate on national health care will be dominated by a legislative discussion in which the details of programs will obscure the PRINCIPLES of policy. The insurance industry and other forces resisting the enactment of a bold

policy are hoping for a discussion dominated by conflicting arguments and estimates. Against this backdrop they will execute a well organized and financed effort to defeat health reform.

Much has been made of the extent to which special interests, such as the insurance industry, doctors, corporations, hospitals, etc., are being represented in the development of the legislation. The Health Care Security Media Project proposes to add the voice of the American people. It also proposes to established a set of policy standards against which all legislative proposals will be measured. Everyone alleges to support health care reform. The Health Care Security Media Project intends to define standards against which these declarations can be judged.

The principles around which the health care campaign are organized will largely resemble those advocated by the President. It is also anticipated that the Administration will support the activities of the project. The Health Care Security Media Project does not intend to engage in legislative advocacy as its primary mission, although it will coordinate its activities with those advocating similar objectives.

PROJECT DEVELOPMENT

The Health Care Security Media Project will develop a detailed program for employing mass communications in the advocacy of health care reform. This planning document will include a line-item budget and proposals for securing the financing required to implement the project.

In particular the planning document will explore the availability of special television productions for showcasing the Project's themes and materials and for rallying the public. Working with the Health Care Security Media Project will be producers of earlier efforts which made comparable use of telecommunications; including, individuals who produced Comic Relief and Hands Across America. Those, and other philanthropic efforts which have employed mass communications successfully in the advocacy of issues will serve as partial models for this undertaking. The suitability of these formats for fundraising will also be explored.

Exploratory negotiations will be undertaken with executives in the entertainment and communications industries to determine the availability of particular communications networks, artists, and companies for public education, citizen mobilization or fundraising efforts of the Project.

In addition to television productions produced in conjunction with the Health Care Security Media Project, the planning document will investigate the possibility of securing commitments from televisions networks to produce their own in-house specials for airing next spring when the debate is fully joined by the Congress. Commitments will be sought from cable television networks in particular. Historically, they have been disposed to providing time and financial support for cause-related advocacy, and they have been very effective mediums for such undertakings. Comic Relief, for example, has raised over \$50 million with its HBO specials on behalf of the hungry and homeless.

Access to the network executives will require tacit, if not active, support of the White House

The enlistment of other organizations such as professional sports, music, screen writers, teachers and voluntary organizations will also be important to the Health Care Security Media Project. The Project will not include plans for extensive community based organizing with these institutions, but will have, instead, plans for their involvement in advocacy and communications. The NAACP, the NFL, the NBA, the PTA, etc. are powerful institutions. They can provide invaluable access to critical constituencies. Many of these organizations and individuals are not customarily associated with politics or

public policy, but have a broad reach into American households. The disposition of some of these institutions will be partially explored in the planning document.

Even politicians who can't read can count! Thus, in addition to communicating with and informing the public on the PRINCIPLES of health care reform, the Project will also identify and enlist supporters of those PRINCIPLES. That will require a uniform method of expression such as the red ribbon used to symbolize support for victims of AIDS. The techniques and opportunities for generating individual support for the Project will be examined in the Project plan. Enlistment will almost certainly rely on television and other mass medium for reaching American homes.

TIMETABLE

It will require about six weeks to develop the project in detail. It is hoped the plan can be completed with appropriate political, legal and start-up financing assembled in time to permit a January launch of communications activities. Much of the undertaking will require that the undertaking be non-partisan.