

Bus Trip
hc

11/22/94

Arnold Bennett

Arnold Bennett is concerned about a cash shortfall from the Health Security Express (Bus Trip).

Currently there is approximatey \$150,000 in debts which have not been billed.

There are 3 significant cheques still due:

1. \$25,000 from Local 1199 (which he feels will come in).
2. \$30 or \$35,000 from a business man who road with POTUS during the NJ stop and also traveled to Israel with him as part of the the commitment to send the money. (Tomorrow when he is in his office he will get the name.)

Jack
Rosen ←

We should be able to get the man to pay up according to Arnold since he got everything he paid for.

3. Money due from one of the 3 sponsors -- Val Halamandarus (sp?) of Health Right.

Apparently the bus trip was funded by Familes USA (Arnold's organization), AFSCME and Health Right.

Each had committed to give \$100,000 in cash and \$100,000 in in-kind contributions. Thus far, Families has given \$100,000 in cash and \$150,000 in in-kind; AFSCME has given \$100,000 in cawh and over \$200,000 in in-kind; and Health Right has given \$100,000 in cash and somewhere between \$20 and \$30 in in-kind. However, they billed some \$30,000 in travel expenses to the travel agency for various staff to travel in connection with business being done by Val Halamandarus, essentially reducing the cash contribution to only \$70,000.

Additionally, they submitted paperwork for nearly \$250,000 in in-kind contributions which was not legitimate.

Arnold is conerned about the obvious inability to pay the debt as well as the story it will make if this gets to the reporters.

Briefing
hc *Bus Trip*

THE WHITE HOUSE

WASHINGTON

August 22, 1994

Health care breakfast

Date: 23 August 1994
Location: Map Room
Time: 8:30 a.m. - 9:30 a.m.
From: Harold Ickes

I PURPOSE

Breakfast with Gerald McEntee, president of AFSCME, and 4 other union officials to assist in raising money for the \$200,000 deficit from the Health Security Express, the national bus caravan of which Mr. McEntee was a primary sponsor and fundraiser.

II BACKGROUND

Mr. McEntee has been a strong supporter of the President's health care initiative and has been responsible for raising considerable resources to support the effort.

III PARTICIPANTS

The President
Gerald McEntee, President AFSCME, Washington, D.C.
Dominic J. Badalato, Vice President and Treasurer
AFSCME, Connecticut
Danny Donahue, President, Civil Service Employees
Association, N.Y., and Vice President of NYS AFL-CIO
Stanley Hill, Executive Director of District Council 37
Municipal Workers, New York City
Edward Keller, Executive Director, AFSCME, Pennsylvania
Harold Ickes

(See attached background information.)

IV PRESS PLAN

None.

V SEQUENCE OF EVENTS

Discussion.

VI REMARKS

No formal remarks necessary.

DOMINIC J. BADOLATO

Dominic J. Badolato, International Vice President of the American Federation of State, County and Municipal Employees, Executive Vice President of the Connecticut AFL-CIO, and Executive Director and Treasurer of AFSCME Connecticut Council 4, with more than 31,000 members throughout the state, is one of Connecticut's most respected labor leaders. Born in New Britain, Connecticut, on December 20, 1919, he attended local schools. He later entered the work force; but when war came to America in December of 1941, Dom entered the armed forces. Following his honorable discharge from the United States Army at the close of World War II, he became active in veterans and community affairs.

Dom also attended Harvard University on scholarship, graduating from the Harvard Trade Union Program.

The Legislative Years

In 1954, Dom was elected to the Connecticut General Assembly as a State Representative, where he was to serve his city and its constituents for the next twenty-two years.

Throughout his long career as a legislator, Dom held many positions of responsibility. He served on the Federal and Intergovernmental Relations Committee, the Public Utilities Committee, the Labor Committee, the Appropriations Committee, the Rules Committee, the Committee on Human Rights and Opportunities, the Incorporations Committee, the Elections Committee, the Legislative Council, and the Executive Nominations Committee. In his final term, he also served as an Assistant Majority Leader.

To each of these assignments, Dom Badolato brought wisdom, dedication, and a willingness to work, to do the necessary research to produce sound legislation that would not only serve the existing needs of Connecticut, but would also lead to future progress.

But the role in which Dom Badolato has had no peer is that of labor legislator. As a member, later Chairman, of the Labor Committee, Dom Badolato won the admiration and respect of his colleagues and constituents alike. When the history of Connecticut workers in the last half of the twentieth century is written, the name of Dominic J. Badolato will lead all the rest. A summary of his accomplishments:

MINIMUM WAGE: Succeeded in passing legislation which assures that Connecticut's minimum wage is always automatically higher than the federal minimum wage requirement, which permitted Connecticut public employees to be covered for the first time, and also provided them coverage under the Connecticut Fair Labor Standards Act.

-more-

Badolato
Page 2...

UNEMPLOYMENT COMPENSATION: Eliminated the waiting period for qualifying for benefits; expanded number of persons covered by the law; included public employees under the law for the first time, as well as employees of nonprofit institutions; established a benefit level at 60% of taxable wages earned; expanded the number of Unemployment Compensation offices.

COLLECTIVE BARGAINING: Without Dom Badolato's determination, more than thirty years ago to work for public employee rights to collective bargaining, and his eventual success in achieving that goal, there would be little incentive for anyone to seek a career in public employment. It was he who achieved the successful enactment of the Connecticut Municipal Employees Relations Act, the State Employee Relations Act, and the Teachers Collective Bargaining Act.

OTHER LABOR ACCOMPLISHMENTS: Under Dom Badolato's leadership, numerous laws were enacted improving safety conditions in the workplace, including the State Occupational Safety and Health Act for Public Employees; laws preventing discrimination against women, the aged, and preventing exploitation of mentally retarded employees; protection and improvement of working conditions for migratory farm workers; extension of collective bargaining rights to employees of charitable, educational, and medical facilities; inclusion of full time farm workers under Unemployment Compensation; Heart and Hypertension protection for certain public employees; elimination of the lie detector test for public employment; and the prevention of the use of professional strikebreakers.

EYE BANK: The establishment of the first eye bank in Connecticut.

EDUCATION: The construction and expansion of the E.C. Goodwin Regional Technical School; the expansion of what is now Central Connecticut State University; and increases in educational grants-in-aid.

The AFSCME Years

In 1961, at a time when the former AFSCME Council 4 jurisdiction stood at a mere 1500 members, and while still serving in the General Assembly, Dom Badolato became a Staff Representative for AFSCME. Dom worked up through the ranks to become one of the outstanding members of what is now the largest public employee union in the United States. He was elected to the post of Executive Director in 1968, an office he still holds. In

-more-

Badolato
Page 3...

1970, Dom was elected an AFSCME International Vice President, a position he continues to occupy with distinction.

Community Service

Dominic Badolato also served three terms as a member of New Britain's Board of Park Commissioners, and four terms as a member of the Charter Revision Commission, which he chaired in 1972-73. He also served as a member of the Board of Police Commissioners, and is presently a member of the regional Mattabassett District Commission.

At the State level, he was appointed by Governor Ribicoff to the Commission to Study State Housing Needs.

He was appointed by Governor Dempsey to the Committee to study Collective Bargaining for Municipal employees, and in 1966 served as chairman of the legislative Council Committee to study the Conditions of State Jails. It was the latter Committee which brought in the first report calling for a major overhaul of the entire State penal system.

Dom was also appointed by Governor Grasso to the Occupational Safety and Health Review Commission. It was during this period, too, that Representative Badolato introduced, and secured passage of, a Bill which made it possible to establish the first Eye Bank in Connecticut.

Representative Badolato also took good care of the best interests of New Britain. He introduced, and was successful in achieving passage, of legislation which established a branch of the Motor Vehicle Department in New Britain by law, insuring its continuance in that city. He did the same for the State Labor Department office, as well as the Superior Court. These offices and Court cannot be removed from New Britain by executive or bureaucratic whim, thanks to the leadership of Dom Badolato.

In addition, Dom led the fight for the establishment of the Mattabassett District, and, when every segment of the community was in favor of a Route 72 location which he personally opposed, he still led the fight to obtain funds. He also was responsible for the Berlin By-Pass, which permits Hungerford Park direct connection to Willow Brook Park, even though a highway intersects the land between them.

Other Associations

A Roman Catholic and an active member of his parish, Badolato is also a Life Member of the Italian American War Veterans, Bernardino-Badolato Post No. 1 (named in part for his brother,

Badolato
Page 4...

killed in action in W.W. II); the American Legion; the Disabled American Veterans; the Order of the Sons of Italy; the General Ameglio Society; The Independent Political Club; a Life Member of Local 992, IAFF; and a member of the Police Commissioners Association of Connecticut.

Dominic Badolato has also served as a member of the Greater New Britain Labor Council, including two terms as its President; and numerous terms as a member of the Connecticut AFL-CIO's Executive Board.

Awards and honors

Dominic Badolato has, of course, been the recipient of many honors during his long and successful career. Among them are:

New Britain Police:	Man of the Year
New Britain Labor Council:	Man of the Year
WRCH Radio:	Distinguished Achievement Award
CT Firemen's Association:	Appreciation Award
Uniformed Firefighters:	Citation
State Barbers' Association:	Citation
CT State AFL-CIO:	Tribute and Citation
Lodge 2165, Sons of Italy:	Humanitarian Award
New Britain NAACP:	Certificate of Appreciation
City of New Britain:	Dominic J. Badolato Day
Police Commissioners of CT:	Citation
American Legion:	Americanism Award

Dominic J. Badolato has served Connecticut and American citizens long and well: in war and peace; on the picket lines and in the halls of the legislature; in the board room and at the negotiating table. Wherever he has been called to serve, he has done it with skill, with honor, and with conscience.

Danny Donohue

CSEA's 23rd president is a rare blend of exhilarating enthusiasm and rock-solid experience, a combination that makes Danny Donohue the right president at the right time. His spectacular rise through the ranks resulted in Donohue becoming the youngest president of CSEA in the union's history. He assumed the presidency of CSEA on July 1 just four days after his 50th birthday.

Donohue earned the respect of the membership and the responsibility of leadership they entrusted him with by his years of union activism, his effectiveness as a hands-on problem solver, his high profile visibility and accessibility, his vision of the future and his demonstrated abilities to lead.

He has pledged an open door policy and clear channel two-way communications between the leadership and the membership.

"I believe CSEA's rightful place in the labor movement is in the forefront, at the lead position, and that's where I intend to take us, and keep us," he says.

"But I can't do it by myself, I need the support of the rank and file. I'm not the union, they are. I need them to close ranks with me, and I believe they will if I can make them feel and understand that they are not only a part of this great union of ours, but the very essence of it."

Donohue brings a wealth of leadership experience to his new position. He burst into CSEA's leadership ranks in 1975 by winning a write-in campaign for president of CSEA Central Islip Psychiatric Center Local 404. He twice won re-election and in 1979 also was elected first vice president of CSEA's Long Island Region and as a member of CSEA's Board of Directors.

At the age of 36 he became Long Island Region president upon the death of long-time region President Irving Flaumenbaum. A popular president, Donohue won re-election unopposed. In 1984 he was elected an international vice president of the 1.4 million member American Federation of State, County and Municipal Employees (AFSCME), CSEA's international union, and has been re-elected ever since. He serves on several AFSCME committees, including the International Affairs and Organization Committees.

In 1988 Donohue was elected executive vice president of CSEA, and in 1991 was re-elected to a second term, paving the way to his winning the union presidency this year. Among other duties, Donohue is also vice president of the New York State AFL-CIO.



STANLEY W. HILL
Executive Director
District Council 37
AFSCME, AFL-CIO

Stanley W. Hill is a lifelong trade unionist, with more than 30 years of service. He rose through the ranks to lead the largest public employees union in New York City, District Council 37, AFSCME, of which he has been executive director since 1987. As a social service caseworker, he participated in the legendary strike of 1965 for recognition and collective bargaining. He later became president of Local 371, the Social Service Employees Union.

District Council 37 represents 130,000 members, who perform a variety of city services -- from accountants to zookeepers -- including social workers, nurse's aides, school aides, engineers, motor vehicle operators, clericals and many others.

Mr. Hill also chairs the Municipal Labor Committee, which represents 50 New York City municipal unions and over 200,000 city employees, and he is an international vice president of the American Federation of State, County and Municipal Employees (AFSCME).

Mr. Hill is a member of the Democratic National Committee and was a superdelegate to and served on the Host Committee of the 1992 Democratic National Convention in New York City.

Among the major organizations with which Mr. Hill serves or has served are: New York City Central Labor Council Board, vice president New York State AFL-CIO, New York State Hospital Review and Planning Council, HIV Health & Human Services Planning Commission, the Governor's Council on Health Care Financing, the Mayor's Management Advisory Task Force, New York State Democratic Committee's 1992 Delegate Selection Committee and the State of New York Temporary State Commission on Local Government Ethics.

Some of the civic organizations he belongs to are: Catholic Interracial Council Board, Urban League Board, Community Service Society Trustee, 100 Black Men Board, Histadrut, Afro-Asian Institute Board and he is a member of the Coalition of Black Trade Unionists.

Mr. Hill is a native of New York City. He graduated from Iona College and holds a Labor Studies Degree in Labor Relations from the New York State School of Industrial and Labor Relations of Cornell University.

He and Ruby, his wife of 35 years, are the proud parents of two sons and the grandparents of three grandsons.

Stanley Hill summarizes his philosophy this way: "Service, commitment, action...being able to help people improve their lives. The best vehicle for action is the trade union movement."

EDWARD J. KELLER

EDWARD J. KELLER since 1981 has been Executive Director of Pennsylvania's largest public employee and health care workers' union, the American Federation of State, County and Municipal Employees (AFSCME), AFL-CIO. AFSCME represents more than 95,000 public employees and health care workers in Pennsylvania.

KELLER is serving his fifth consecutive term as AFSCME Council 13 Executive Director, having been elected in 1981; and reelected in 1983, 1986, 1989, and 1992. In 1992, he was reelected to his fifth consecutive term as a Vice President of AFSCME's International Union, which represents more than 1.1 million public employees and health care workers nationwide.

Prior to his present office, KELLER since 1973 had served as Director of AFSCME District Council 88 which represents 12,000 public employees in Berks, Bucks, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia counties. He is a past Vice President of the AFL-CIO Philadelphia Central Labor Council.

KELLER is Chairman of the PA Public Employees Health and Welfare Fund; Chairman of the PA Employees Benefit Trust Fund; a member of the PA State Employees' Retirement Board; Co-Chair of the PA AFL-CIO Community Services Committee; a member of the Governor's Economic Development Partnership Committee on Health Care; a member of the Penn State University Labor Advisory Committee; and a member of the PA Dept. of Labor and Industry's Safety and Health Advisory Board.

Testimonials to his commitment to promoting the quality of life are numerous and include: "Man of the Year (1988)," Juvenile Diabetes Foundation of Greater Pittsburgh; "Man of the Year (1988)," PA AFL-CIO Women's Committee; and, 1989 recipient of the Histadrut "MENORAH" Award, Pittsburgh Histadrut Council and the American Trade Union Conference for Histadrut.

KELLER exemplified his selflessness in 1975 by donating one of his kidneys to one of his brothers.

In 1969, KELLER joined AFSCME's staff as an Organizer and participated in AFSCME's historic Pennsylvania Organizing Campaign of the early 1970's.

Before joining AFSCME's staff, KELLER served as President of AFSCME Local 752, and as a member of the Executive Board of AFSCME Council 33, which represents Philadelphia city employees.

KELLER has three children: Edward Jr., Marisa, and Jason. He is married to the former Janet Anne Knesis. KELLER is a graduate of Bishop Neumann High School in his native Philadelphia. He is the son of Mrs. Mae Keller and the late Edwin Keller.

Bus Tour
hc

MEMORANDUM FOR INTERESTED PARTIES

FROM: OFFICE OF MEDIA AFFAIRS
RE: HEALTH CARE EXPRESS MEDIA
DATE: AUGUST 6, 1994

The Health Express Bus Tour arrival with the President was a strong local media success. The media conducted 9 satellite interviews (4 LIVE), 24 separate radio interviews (3 LIVE) and numerous television and print interviews on the South Lawn directly following the event.

SATELLITE

Nine separate satellite interviews were conducted with bus tour participants from the following targeted media markets: Los Angeles (2 interviews), New Haven, New Orleans, Columbia, South Carolina, Tuscaloosa, and Tucson (2 interviews). Four of these interviews were live noon shots.

ONE ON ONE INTERVIEWS VIA SATELLITE:

(**Denotes LIVE interviews)

**WTNH ABC NEW HAVEN, CT	(Dianne Zarembo - Stamford, CT)
**WVUE ABC NEW ORLEANS, LA	(Carolyn Mosley, New Orleans, LA)
WLTX CBS COLUMBIA, SC	(Deborah Carter - Seneca, SC)
**WBTW CBS FLORENCE, SC	(Deborah Carter - Seneca, SC)
KNBC NBC LOS ANGELES, CA	(Donna Milota - Santa Clarita, CA)
KCBS CBS-LOS ANGELES, CA	(Donna Milota - Santa Clarita, CA)
**WLFT CBS TUSCALOOSA, AL	(Elaise Fox - Birmingham, AL)
KGUN ABC TUCSON, AZ	(Mark Osterloh - Tucson, AZ)
KVOA NBC TUCSON, AZ	(Mark Osterloh - Tucson, AZ)

SOUTH LAWN TELEVISION AFFILIATE INTERVIEWS

KOMO ABC SEATTLE, WA	(Daniel Lumley - Seattle, WA)
KING NBC SEATTLE, WA	(Daniel Lumley, Seattle, WA)
KIRO CBS SEATTLE, WA	(Daniel Lumley, Seattle, WA)
KATU ABC PORTLAND, OR	(Connie Bowen, Portland, OR)
	(Steven Highham, Portland, OR)
KGW NBC PORTLAND, OR	(Edward Jerns, Portland, OR)
	(Susan Baumgardner, Portland, OR)
KOIN CBS PORTLAND, OR	(Steven Highham, Portland, OR)
	(Clinton Nelson, Portland, OR)
KSL CBS SALT LAKE CITY, UT	(Michelle Brown, Salt Lake City, UT)
	(Travis Carlson, Salt Lake City, UT)
KHOU CBS HOUSTON, TX	(Patricia Jakobi, Galveston, TX)
	(Charles Domingues, Houston, TX)

-MORE-

WESH NBC ORLANDO, FL
KXAN NBC AUSTIN, TX

(Katherine Peterson, Orlando, FL)
(Asha Thune, Austin, TX)
(Annie Thune, Austin, TX)

RADIO

Twenty-four radio stations around the country conducted 24 interviews today with Heath Care Express "Riders." The following "Riders" were interviewed: John Cox (6 interviews, 3 LIVE), Daniel Lumley (2 interviews), Deborah Carter (2 interviews), Chris Maas (1 interview), Carolyn Mosley (1 interview), Cheryl Gerek (1 interview), Kathleen Young (1 interview), Diane Zaremba (1 interview), Louis Valdez (1 interview), Mark Osterloh (1 interview), Donna Nerud (1 interview), Roger Harmon (1 interview), Lynn Mefford (1 interview), Dee Cisneros (3 interviews).

JOHN COX

MICHAEL JACKSON SHOW (1/2 HOUR LIVE AT WHITE HOUSE
BROADCAST), LOS ANGELES
USA RADIO NETWORK
ELLEN RATNER
KRLD, DALLAS (LIVE)
ALABAMA RELIGIOUS STATION
HOUSTON RELIGIOUS STATION (LIVE)

DANIEL LUMLEY

KIRO, SEATTLE
KOMO, SEATTLE

DEBORAH CARTER

WFBC, GREENVILLE
WSPA, SPARTANBURG

CHRIS MAAS

WTOP, WASHINGTON, D.C.
CAROLYN MOSLEY
WWL, NEW ORLEANS

CHERYL GEREK

WBZ, BOSTON

KATHLEEN YOUNG

WBUR, BOSTON

DIANE ZAREMBA

WELL, NEW HAVEN, CT

LOUIS VALDEZ
KENTUCKY RADIO NETWORK

MARK OSTERLOH
KNST, TUSCON, AZ

DONNA NERUD
LINCOLN, NE

ROGER HARMON
RADIO PENNSYLVANIA

LYNN MEFFORD
KFAB, OMAHA

DEE CISNEROS
KNZZ, GRAND JUNCTION, CO
KSTR, GRAND JUNCTION, CO
KPRN/KCFR, GRAND JUNCTION, CO

Texan's story moves Clinton to tears

By RON HUTCHESON

Fort Worth Star-Telegram Washington Bureau

WASHINGTON — With his wife, Jan, suffering from stomach cancer, John Cox didn't really want to leave East Texas to join the long-distance bus tour for health-care reform. But his wife insisted, so he went.

Late last week, midway through his jour-

ney from Arlington to Washington, Cox learned that his wife had died.

The short, bearded East Texan, who formerly lived in Fort Worth and Arlington, tearfully recounted his wife's final days yesterday for a spellbound White House audience that included an obviously moved President Clinton and his wife, Hillary.

Cox, who left the bus caravan Friday and

buried his wife Monday, turned a run-of-the-mill health-care rally into a riveting emotional event.

Clinton, who wiped tears from his eyes as Cox spoke, engulfed the grieving widower in a bear hug after Cox's remarks. The president later introduced the Texan to a national TV audience during a prime-time

(More on COX on Page 5)

Cox

From Page 1

news conference at the White House

"This is so weird seeing him on TV," said Cox's daughter, Tammye Boyd of Corsicana, who spoke by telephone as she watched her father during the news conference. "He's trying his best to do something important. I don't know if it will have much impact. At least it's worth a try."

Earlier in the day, in a voice choking with emotion, the president urged lawmakers to remember Cox's wife as they debate health-care legislation next week.

"My fellow Americans," Clinton told his audience on the South Lawn of the White House, "Congress has to decide whether to listen to the insurance companies or to Jan Cox's last wish."

Hillary Clinton called Cox's appearance at the White House event "an incredible act of courage."

Cox, who does not have health insurance, said his wife urged him to join the "Health Care Express" bus caravan to support the Clintons' efforts to provide coverage for every American.

The Texas bus, which was one of five participating in the public relations campaign, left the Arlington Convention Center on July 27 and arrived in Washington late Monday.

"A nation's most valuable resource is its people, and that's what this is all about — people," Cox said. "Unless we can ensure universal coverage to all Americans, then life, liberty and the pursuit of happiness for some is just a dream."

Cox, 58, now of Athens, said his life mirrored the American dream until his wife's illness left him financially and emotionally devastated.

The former salesman, who lived in Tarrant County from 1963 to 1977, lost his health insurance in 1988 when he left his job with a major company to manage a Christian radio station.

Two years later, his wife began to complain of stomach pains. The couple, who blamed the discomfort on a stomach ulcer, put off visiting a doctor for several months to avoid the expense, Cox said.

to join the "Health Care Express" bus caravan to support the Clintons' efforts to provide coverage for every American.

The Texas bus, which was one of five participating in the public relations campaign, left the Arlington Convention Center on July 27 and arrived in Washington late Monday.

"A nation's most valuable resource is its people, and that's what this is all about — people," Cox said. "Unless we can ensure universal coverage to all Americans, then life, liberty and the pursuit of happiness for some is just a dream."

Cox, 58, now of Athens, said his life mirrored the American dream until his wife's illness left him financially and emotionally devastated.

The former salesman, who lived in Tarrant County from 1963 to 1977, lost his health insurance in 1988 when he left his job with a major company to manage a Christian radio station.

Two years later, his wife began to complain of stomach pains. The couple, who blamed the discomfort on a stomach ulcer, put off visiting a doctor for several months to avoid the expense, Cox said.

"Finally, one day I came home

August 4 Page 6



Associated Press

President Clinton wipes tears from his eyes as he and first lady Hillary Rodham Clinton listen to an emotional White House speech by John Cox, an East Texas man whose wife died of cancer while he was riding the "Health Security Express" bus to Washington, D.C.

and she was doubled up on the bed," he said, fighting tears. "She said, 'Something's wrong.'"

By the time the cancer was diagnosed, doctors considered it untreatable.

Jan Cox's doctor, family practitioner Doug Curran of Athens, said he does not know whether early treatment could have saved her.

"Whether that would have made a difference, I can't say," Curran said in a telephone interview. "That's a crystal ball question. I don't think anybody can answer that."

Curran, who treated the patient without compensation, said that John Cox expressed concern before the bus trip that his wife would die while he was gone.

"John and I talked about that," Curran said. "She was ill. Exactly what was going to happen, I don't think anyone knew."

Cox said his 55-year-old wife, who was having trouble speaking, told him to get on the bus and "take a message to the people" for health-care reform. He learned of her death during a stopover in Springfield, Ill.

"As I was walking into the motel that night, there was a phone call ready for me," he said.

Curran, who was making hospital rounds yesterday, said he hasn't tried to sort out whether his former patient is a suitable symbol for the health-care debate.

But as a small-town doctor, he

said he does not know whether early treatment could have saved her.

"Whether that would have made a difference, I can't say," Curran said in a telephone interview. "That's a crystal ball question. I don't think anybody can answer that."

Curran, who treated the patient without compensation, said that John Cox expressed concern before the bus trip that his wife would die while he was gone.

"John and I talked about that," Curran said. "She was ill. Exactly what was going to happen, I don't think anyone knew."

Cox said his 55-year-old wife, who was having trouble speaking, told him to get on the bus and "take a message to the people" for health-care reform. He learned of her death during a stopover in Springfield, Ill.

"As I was walking into the motel that night, there was a phone call ready for me," he said.

Curran, who was making hospital rounds yesterday, said he hasn't tried to sort out whether his former patient is a suitable symbol for the health-care debate.

But as a small-town doctor, he said, he knows firsthand the financial difficulties that many patients face.

"We do a lot of free health care. That just comes with the turf," he said. "These people are my friends as well as my patients. I'm just trying to take care of folks."

August 4

Caravan ends on White House lawn

Speakers focus
on human cost

By JOHN McQUAID
Washington bureau

WASHINGTON — By focusing attention on the stories of individuals who have fallen through the cracks of the nation's health care system, the White House has attempted to gain advantage in the often mind-numbing policy debate over health care reform on Capitol Hill.

That tactic was on display Wednesday on the south lawn of the White House as President Clinton and Hillary Rodham Clinton welcomed hundreds of people, including a handful from New Orleans, who have roamed the nation over the past week in bus caravans promoting a Clinton-style approach to reform.

Carolyn Mosely, a nurse at Charity Hospital in New Orleans and a professor at Louisiana State University's nursing school, was one of three riders who spoke to the crowd.

Mosely said she had wrestled with problems in insurance coverage all her life and had seen them first hand as a nurse helping patients who couldn't afford proper care or medication.

"I'm asking Congress not to forget what this debate is about — it's about human beings," she said.

The Clintons and the crowd were most stirred by the story of another of the three.

John Cox, a Christian broadcaster from Athens, Texas, told of his wife's dying wish that he participate in the bus caravan. She died of a rare form of stomach cancer and had no health insurance.

"We buried her Monday, and I'm here today to tell Congress that right is right," Cox said. "Unless we can ensure universal health coverage to all Americans, then life, liberty and the pursuit of happiness for some is just a dream."



President Clinton hugs John Cox of Athens, Texas, outside the White House Wednesday after the president and Mrs. Clinton greeted buses of activists campaigning for health care reform. Carolyn Mosely, a nurse, to the right of Clinton, was one of a handful of New Orleanians who rode the buses cross-country to Washington.

AP PHOTO

President Clinton, moved to tears, rose to hug Cox when he finished speaking.

"Congress has to decide whether it's going to listen to the insurance companies, or to Jan Cox's last wish," the president said.

Clinton urged Congress to pass a plan that included universal coverage and criticized lobbying efforts by many different interests on Capitol Hill. He said members shouldn't shy away from making potentially painful decisions.

"We didn't say, vote for me, in a representative form of government, and I will make all the necessary decisions to solve the problems of the country except those that are difficult, contro-

versial and make people mad," he said. "That was not the deal."

Mrs. Clinton said universal coverage is a "moral issue." Noting the debate is coming to a head in Congress, she said, "just like your bus trip, the next few weeks won't be easy."

Indeed, while the riders were chanting "pass it now," in demanding universal coverage, many of them are at odds with what is likely to pass — if anything does.

Most on Capitol Hill believe universal coverage can be obtained only by requiring employers to pay for most of their employees' insurance costs — the "employer mandate" demonized by Republicans and many Democrats whose votes are needed to

pass a bill.

Other travelers from Louisiana said they were meeting with members of the state's congressional delegation to tell them to support universal coverage.

Lois Frances Ivey, 72, of New Orleans, criticized Sens. John Breaux and J. Bennett Johnston, both D-La., for saying they'd accept less than full universal coverage. She had a photo of herself with Breaux she intended to present in a meeting with him.

"I campaigned for Breaux in the neighborhoods," she said. "These people who need coverage are the people who put him in the Senate. We're the people who saved Johnston from (David) Duke."

HEALTH CARE

Doctor decries 'propaganda' by opponents of Clinton plan

After touring America, Utahn says protesters are misinformed.

By Lee Davidson

Deseret News Washington correspondent

WASHINGTON — John Williamson, a Veterans Affairs Department doctor in Utah, says that as he rode Hillary Rodham Clinton's Health Security Express buses across America, he saw symptoms of what he fears may kill health-care reform.

"At every stop, there was well-organized opposition. They all had the same signs, calling us the 'Phony Express,'" he said. "But their propaganda says exactly opposite of what this bill would do."

Williamson added, "That's why I had to ride the express. I know what this bill will do. I was one of the notorious 500 (advis-

ers to Mrs. Clinton) who wrote this."

He was among only a few who rode the express buses all the way from the beginning — in Portland, Ore. — to the climax rally at the White House on Wednesday.

"It took 13 days," Williamson said.

Protesters were waiting for them at the White House, too, just as they had been along the entire trip — chanting, "My health, my choice" and waving anti-Clinton placards at the express buses as they waited to pull up to a White House gate.

"They show the intense organized opposition to this," Williamson said. "But we are here for the people, not special interests. This group (of reform riders) is truly a bipartisan effort."

Williamson said the low point of the trip for him came in North Platte, Neb.

"There were a lot of protesters who sur-

rounded us. Some of us were in wheelchairs and had a hard time moving. The protesters said, 'We shouldn't have to pay for your wheelchair.' One said that she needed help. Some protesters shouted, 'You don't deserve to live.'"

Williamson said, "A couple of the people who are disabled who were attacked so viciously just broke down and cried."

He added, "We've seen their signs saying they don't want to pay for abortion, or they don't think they should pay for others' health care. That's not what this is about."

Williamson said, "What this is about is providing universal coverage. That's essential."

He said he has studied for years how to improve the health-care system — including 19 years of work at Johns Hopkins University and two at Harvard University. "It's my passion. And that's why I am here. And that's why I hope it passes."

Williamson said he plans to visit with members of Utah's congressional delegation to lobby for Clinton-style reform over the next few days.

Letter of support lands R.I. man at Clinton health rally

By JAMES M. O'NEILL
Journal-Bulletin Washington Bureau

WASHINGTON — Write a letter to your senator and you'll likely get a computerized response on stationery with an impressive raised letterhead. Your letter will then be filed with hundreds of others in a large metal cabinet.

But Larry LaTour's letter to Sen. Claiborne Pell last September got him a free trip to the White House.

LaTour, president of L&G Engineering in Smithfield, sat on the sultry South Lawn of the White House yesterday dressed in a white T-shirt and white baseball cap with "Health Security Express" emblazoned in red and blue across the front. He listened as President Clinton exhorted a crowd of 600 to "hang around this town" to tell their stories to Con-

gress and press Capitol Hill to pass legislation that ensures health care for all Americans.

"That plan Sen. George Mitchell introduced yesterday?" LaTour said after the event, referring to the Senate majority leader. "God, that's not universal coverage. That's not enough. That means 15 million people won't get coverage."

LaTour was part of nationwide bus caravans that converged yesterday at the White House and along the way made many stops to trumpet the Clintons' message of health care for all.

The bus tour was sponsored by a collection of unions and health care advocacy groups.

LaTour had penned Pell to say that while the National Federation of Independent Businesses urged

him to oppose the President's health care reform proposal, he favored it.

The letter caught Pell's eye, and he invited LaTour to a health care hearing in Fall River, Mass., last October.

LaTour's support tickled the administration, since he was a small-business man who favored the Clinton plan, while many of his ilk lobbied hard against it. They disliked the Clinton plan's employer mandate, which would require employers to pay up to 80 percent of their employees' health costs.

Many small-business people who don't cover their employees' health care say they would be crushed financially by the employer mandate. LaTour, whose company includes 10 workers who design and build electronic control panels, started to

provide health care coverage five years ago.

He covers the entire cost of the Prudential plan for single employees (about \$150 a month), and 50 percent of the \$450 a month for family plans.

"I just think it's a moral and ethical obligation to give them the best coverage I can afford," he says.

LaTour sees benefit to his company if a plan passes that requires employers to pay for health care. After all, he says, his competition now has an unfair advantage.

In addition, several plans under consideration would provide some government subsidies to help cover the cost of insurance. And their payment would be capped at 8 percent of payroll. LaTour says he now pays 8.5 percent of payroll.

Clintons Call Health Care a Right

By Carolyn Lechhead
Chronicle Washington Bureau

Washington

Casting the light of righteousness on their health care crusade, the president and first lady told a loyal audience of bus caravan riders yesterday that health insurance is a moral issue and a right due all Americans.

"Every citizen of the richest nation on Earth should have as a right health security that can never be taken away," Hillary Rodham Clinton told the crowd standing on the White House lawn and chanting "Health care now!"

The million Health Care Express was paid for by a coalition of interest groups, such as unions and the American Association of Retired Persons, who support the Clinton plan and its promise of universal insurance coverage for all Americans.

The Clintons stressed middle-class themes, calling the White House the "home office of the American Association of Ordinary Citizens."

Appeal to Working Classes

The health battle pits "hard-working, tax-paying, middle-income working Americans" against "rich special interests and their lobbyists," Mrs. Clinton said. The president referred repeatedly to "organized, intense minority interests" whom he accused of thwarting the programs he promised for the nation's middle class.

"This is a moral issue," Mrs. Clinton said as she introduced several bus riders who described their medical woes. The health care debate "will determine what kind of people we are and what kind of a nation we will become," she said.



At the White House, President Clinton hugged John Cox, a Texan whose wife recently died of cancer.

The health care supporters packed plenty of emotion into the White House rally. Sporting a scruffy beard and talking in a rich Southern drawl, John Cox of Fort Worth, Texas, told how he joined the caravan at the urging of his wife, Jan, who was dying of stomach cancer. She was buried on Monday.

"Like many and most Americans, Jan and I from our early teens worked hard," Cox said, choking back tears. "She used to work in a country store and restaurant, I used to deliver papers."

"Throughout our lives, we pretty much had insurance all the time, although working in small

businesses. It was sort of tenuous how much security it would give," Cox said. But he lost that insurance when he took a job with a Christian broadcasting station. And when he took a new job that offered insurance, his wife was denied coverage because she already had cancer.

Just before Jan died, Cox said in a trembling voice, "She said, 'Get on the bus, take a message to every person you can,'" to the effect that unless they have guaranteed health coverage, they are at risk "because just like us, no one knows where it might fall or when it might fall."

Visibly moved by the story,

Clinton took the podium to hammer home his point.

"My fellow Americans, Congress has to decide whether it's going to listen to the insurance companies or to Jan Cox's last wish," he said.

Popeist Move

The caravan of 14 buses, which had wound its way to Washington over five separate routes in the past two weeks, was designed to generate grass-roots enthusiasm for the president's health care proposals and recapture the spirit of the bus trips that proved so effective for Clinton during his 1992 campaign.

While some riders described a journey that stirred up as much protest as it did enthusiasm in America's heartland, Neale Madden, a nurse from Santa Rosa, said many protesters had eventually changed their views.

"When we leave, their at in the garbage cans and on the ground," Madden said. "I have pictures, and the signs get lower and lower — because they hear the stories we tell, and then they start to tell us their stories, and they're the same — people without coverage. And it's the working middle class that's left out in the cold."

The working-class theme was an important part of the caravan, Madden said.

"A lot of times protesters come up to me and they'll say, 'Do you have a job?'" Madden said. "They think we're a bunch of welfare people who want to free-load, and they find out we are working people just like they are and that their problems and our problems are so similar."

Clinton backs 95 percent coverage in health bill

WASHINGTON POST

WASHINGTON — President Clinton yesterday heavily lobbied for health-care legislation that would cover 95 percent of the population, putting aside his claim of only two weeks ago that such coverage would not achieve his "rock-solid principle" of universal coverage.

In a news conference last night, the president described dramatically different versions of the legislation pending in each house of Congress as achieving the same "central reality" of covering all Americans. But he returned often to the bill sponsored by Senate Majority Leader George Mitchell that would extend coverage to 95 percent of Americans by the year 2000.

Clinton even had two riders on the recent health care bus caravan as guests at the press conference, using a dramatic device popularized by Ronald Reagan. He used their stories to emphasize his commitment to "ordinary Americans" and suggested that any legislation that would take care of them was fine with him.

Clinton defended a bill sponsored by Majority Leader Richard Gephardt, D-Mo., as one that would expand Medicare to cover many Americans without insurance, as consistent with his own original bill. But his strong support of the Mitchell plan might make it harder for House members to support Gephardt's bill, with its requirement that employers provide insurance for their workers.

Clinton's advocacy of Mitchell's bill once again marked a change in what Clinton would consider "universal coverage." Clinton raised the 95 percent figure two weeks ago, then disavowed it the next day, asserting that universal coverage must mean that every American was covered under the law.

BC-TX- Clinton-John Cox, 0400

Athens Man Introduced at Presidential News Conference

twkdf

DALLAS (AP) An East Texas man whose wife died while he traveled on President Clinton's Health Security Express was featured at the president's news conference Wednesday night.

Clinton introduced John Cox of Athens, to reporters as he looked to lend a personal touch to the pressure he is putting behind his health care reform push.

Cox buried his wife two days ago after she died of cancer that was not diagnosed for months because she has no health insurance.

Clinton also introduced bus caravan participant Daniel Lumley, who lost an arm in a motorcycle accident and hasn't been able to get insurance.

"If the program works for John Cox and Daniel Lumley, then I will be for it," Clinton said as the men stood nearby at the news conference.

Cox was in St. Louis as part of the bus tour promoting the president's health care reforms Friday when he learned of the death of his wife of 25 years, Jannette Cox.

Mrs. Cox, 55, died Friday after a 40-month bout with stomach cancer.

The Coxes lost their insurance coverage when Mrs. Cox quit her job with a telephone company to begin her own business. Cox wasn't covered when he joined a Christian radio station that did not provide insurance coverage.

They weren't covered when she began experiencing stomach pains that were later found to be cancer. Despite several operations, the disease spread to other parts of her body.

Cox has estimated his medical costs rose to \$1 million.

"We buried her Monday, and I'm here today to tell Congress that right is right," Cox said Wednesday in a speech to hundreds of reform riders gathered on the White House South Lawn.

"Unless we can ensure universal health coverage to all Americans, then life, liberty and the pursuit of happiness for some is just a dream. And that dream, as Jan said, might be in jeopardy."

Wiping his eyes, President Clinton embraced Cox and said, "Congress has to decide whether it's going to listen to the insurance companies or to Jan Cox's last wish."

Cox will visit members of Congress on Thursday, and he believes what he tells them will make a difference.

"Jan told me Tuesday night to let everyone I met know it could happen to them," he said shortly after her death last Friday. "It's become personal now. I'm going to carry on this fight for her."

Athens is located 70 miles southeast of Dallas.

**** filed by:APW-(TX) on 08/04/94 at 01:11EDT ****

**** printed by:WHPR(168) on 08/04/94 at 09:36EDT ****

AM-Clinton's Plea, 420

Cancer Victim's Husband Urges Health Coverage for All
With AM-Health Reform, Bjt

By NANCY BENAC= Associated Press Writer=

WASHINGTON (AP) For just a moment, the rancorous health care debate quieted Wednesday. As President Clinton wept silently behind him, John Cox told a hushed White House crowd about his wife's death from cancer.

"We buried her Monday and I'm here today to tell Congress that right is right," said the Christian broadcaster from Athens, Texas. "Unless we can ensure universal health coverage to all Americans, then life, liberty and the pursuit of happiness for some is just a dream."

Jan Cox couldn't get medical coverage for her stomach cancer.

When she died, her husband was on a bus tour to press for better health coverage for all Americans.

Clinton rose to embrace Cox and declare in an emotion-choked voice: "Congress has to decide whether it's going to listen to the insurance companies or to Jan Cox's last wish."

Cox was at the White House as one among hundreds of people who joined the Health Security Express bus caravan to promote Clinton-style health reform.

Hillary Rodham Clinton told the South Lawn crowd: "All of you rode these buses because you know that no Americans should have to suffer from illnesses and accidents and financial stress ... because their health insurance disappears or doesn't really mean what it should when you read the fine print,"

With the health-care debate at a critical point in Congress, Mrs. Clinton told the crowd: "Just like your bus trip, the next few weeks won't be easy,"

Both Clintons sought to shift the focus from the harsh debate over just how best to improve Americans' health coverage to the gripping stories of people like the Cox family.

"Make this debate about John and Jan Cox ... and about the personal stories that are here in this audience and all across America," Clinton urged.

The president, gaining steam after his sober beginning, declared it was time for Congress to face up to the tough decisions it signed on for, and said legislators can't duck decisions that are "difficult, controversial and make people mad."

He even took a lighthearted jab at Congress' tendency toward long debate.

"I know we're supposed to deliberate up here," he said with a laugh. "But we have now deliberated through three generations."

**** filed by:APE(--) on 08/03/94 at 14:28EDT ****

**** printed by:WHPR(168) on 08/04/94 at 09:41EDT ****

bc healthcare
HEALTH CARE BUS TOUR ENDS
AT WHITE HOUSE IN EMOTIONAL RALLY
By NORM BREWER=

Gannett News Service=

WASHINGTON John Cox, who buried his wife two days ago, spoke movingly, emotionally in favor of the health care reform that might have saved her life. He finished, turned, and fell into an embrace from a teary-eyed Bill Clinton.

Cox and hundreds of others who had crisscrossed the United States plugging Clinton's health care reform package, clambered from their "Health Security Express" buses Wednesday and gathered on the White House South Lawn.

After 13 days of what have been mixed reviews for the bus tour, the image of President Clinton hugging Cox may be its visual high mark, a reminder to lawmakers that the health debate they are to begin next week is, in the end, about people.

But if that televised scene is played and replayed, it likely will have as its counterpoint the protesters who greeted the national bus tour at nearly every stop with much different views of government's role in delivering health care.

The ploy to generate an 11th-hour groundswell of support for Clinton's unpopular health plan seemed natural enough to the White House, given the success of the bus tour many believe propelled him toward victory in 1992.

But assessments of the tour range from little impact on Congress to what Charlie Cook, editor of a political newsletter, called a "disaster."

"It was the last thing members wanted (in their districts). The Clinton plan was about as popular as the plague."

Said Democratic consultant Karl Struble: "We're in a legislative negotiating process. All of these things done in a publicity way are having less and less influence."

Clinton was having little of that, telling the bus riders it is stories like John Cox's that will sway votes in Congress.

Cox, 58, a Christian broadcaster from Athens, Texas, stilled the crowd with the story of how his wife, Jan, delayed getting medical care because they had no insurance. Too late, some 40 months ago, stomach cancer was discovered.

"We buried her Monday and I'm here today to tell Congress that right is right," he said. "Unless we can ensure universal health coverage to all Americans, then life, liberty and the pursuit of happiness for some is just a dream."

Cox, abiding by his wife's wish, was on the bus pushing the cause of health care reform when she died. Said Clinton:

"Congress has to decide whether it's going to listen to the insurance companies or to Jan Cox's last wish."

"You need to hang around this town," he told the riders. "You need to tell your stories."

Whatever influence the tour had no doubt reflected the strength of those stories:

Of DeLane Shipley, Winchester, Kan., losing insurance three times as she fought a cancerous tumor on her spine with 12 operations in 12 years.

Of Juliette Rizzo, Denton, Texas, who despite rheumatoid arthritis will soon get a master's degree. But with graduation, she will lose her insurance.

Of Carolyn Mosley, a nurse from New Orleans, who told the White House rally of taking only half the medication prescribed because of its cost. She did not identify her illness.

Such stories got publicity. But they often were neutralized by the story of the protesters, whether objecting to abortions or just the expanded role of government that any substantial health care reform bill will bring.

The riders and the buses that now have converged on Washington from Oregon and Texas, Missouri, Louisiana and Massachusetts were easy targets.

In Seattle, Hillary Rodham Clinton had to shout into a microphone to be heard over boos and hisses of protesters.

In Boise, Idaho, tour leaders chose to not confront a hostile crowd, rerouting the caravan and converting the Health Security Express into what hecklers called the No Show Express.

Crowds often were evenly split between health care advocates and protesters and it wasn't until Denver, the Washington Post reported, that the Portland caravan "finally began to draw enthusiastic crowds."

Buses on other routes had similar experiences perhaps for a couple of reasons.

In the 1992 presidential campaign, Clinton got on a bus while riding high in the polls. But health care riders carried an unpopular message so unpopular, in fact, the White House found it necessary midway through the caravan to formally declare that its long-dead plan was, in fact, dead.

Cook said some House members privately have said they wished the bus tour had stayed out of their districts. At a rally in Independence, Mo., where Clinton told listeners it was time to pass reforms that had been urged by President Harry Truman nearly a half century ago, one Democratic candidate apparently snubbed the rally.

Moreover, the health reform message was muddled: While there is support for insuring all Americans, where is the legislation? It wasn't until Tuesday that a Democratic alternative was unveiled in the Senate.

"They were trying to gin up rallies on hot summer days for an ambiguous plan," said a congressional aide, who asked not to be identified.

Hoped-for support at the grass-roots level never materialized. Democratic consultant Mark Mellman wasn't surprised.

"This is an issue that is painted across a broader canvas," he said, explaining that politically attuned lawmakers are balancing what they hear from voters back home against what health policy they think is needed.

**** filed by:GN-F(--) on 08/03/94 at 18:43EDT ****
**** printed by:WHPR(168) on 08/04/94 at 09:42EDT ****

BC-TEXRIDE-w-PRESIDENT national editors:DA

Woman dies of cancer partly through lack of insurance, spouse tells Clinton

By Anne Reifenberg
Dallas Morning News

WASHINGTON John Cox was riding the Health Security Express to meet the president when he learned his wife was dead, felled by cancer after a 40-month, \$1 million battle fought without health insurance.

The doctors had guessed that Janette Cox perhaps had several months to live when Cox boarded the bus in Arlington, Texas, last week. And so he decided he would make the trip to do his part for a cause in which he had such personal reasons to believe before returning home to Athens, Texas, to continue caring for his wife of 25 years.

Mrs. Cox died Friday at age 55, when the bus caravan, organized by supporters of comprehensive health care reform, was in Illinois. Cox flew to Texas for her funeral, then back to Washington to continue pressing the case for universal coverage something he thinks might have saved her life.

"We buried her Monday, and I'm here today to tell Congress that right is right," Cox said Wednesday in an emotional speech to the hundreds of reform riders who had gathered on the South Lawn of the White House.

"Unless we can ensure universal health coverage to all Americans, then life, liberty and the pursuit of happiness for some is just a dream.

"And that dream, as Jan said, might be in jeopardy."

Wiping his eyes, President Clinton embraced Cox and said, his voice cracking, "Congress has to decide whether it's going to listen to the insurance companies or to Jan Cox's last wish."

To proponents of comprehensive reform, which the Senate is to begin debating next week, the Cox story is the embodiment of their most persuasive arguments.

Until 1988, like the majority of Americans, both John and Jan Cox were fully covered, he through his position as a writer for the Athens Daily Review and she through her employer, Sprint-United Telephone.

They lost their insurance when Cox took a job managing a radio station, which he said he had been led to believe would insure him but ultimately didn't, and Mrs. Cox started her own crafts business out of their home.

Without insurance, Cox said, they were reluctant to pay for office visits when Mrs. Cox started suffering stomach pains.

They opted instead for telephone consultations with a doctor who prescribed drugs that would help cure an ulcer. Mrs. Cox took the drugs for more than six months, until, her husband recalled, "one day I came home and she was doubled up on the bed."

At the hospital, adenocarcinoma of the stomach was diagnosed. Cox was about to start a new job, managing salespeople for Encyclopedia Britannica, and the benefits included health insurance. But because Mrs. Cox now had cancer, a pre-existing condition, she was not eligible for his policy.

And for the next 40 months, Mrs. Cox's medical costs, which in the end reached \$1 million, were paid by the family's savings, then Medicaid, then the charity funds of doctors and hospitals in Tyler and Athens, Texas.

It was a tragedy that Cox said was made more horrible by the knowledge that if she had had insurance when the stomach pains first began, the illness of Janette Cox, mother of four and grandmother of 10, might have been diagnosed early enough to be cured.

He said they decided together that, leaving her in an Athens nursing home until he returned, he would ride on one of the Health Security Express buses to lobby for what he said, "We both knew was the right thing for the country."

Cox will visit members of Congress on Thursday, and he believes what he tells them will make a difference.

"Something in my heart tells me it's going to matter," he said in an interview.

"At the risk of sounding trite, I prayed about this for a long time, and

I think that my words are the Lord's words," he explained. "Because of that, they will impress Congress ... Because it's Jan's story, it will really make them stop and think."

**** filed by:KR-F(--) on 08/03/94 at 21:45EDT ****
**** printed by:WHPR(168) on 08/04/94 at 09:42EDT ****

AM-MO- Health Bus-Missouri, 1st Ld-Writethru, 0460

Missouri Bus Riders Bring Health Reform Call to Congress

Eds: FIXES typo in 11th graf, ``Now, it's; PICKS UP 12th graf: Marge Kinney

By CURT ANDERSON= Associated Press Writer=

WASHINGTON (AP) Joe Tuttle of St. Louis isn't sure how to pay for \$10,000 in annual costs for drugs and treatment of his epilepsy now that he's lost his health benefits and job as a teacher.

``There are a lot of people who have to make that decision between taking medicine and eating,'' he said.

But Tuttle, 34, is trying to change that. He was among a group of Missourians who rode to the nation's capital aboard the ``Health Security Express'' bus tour aimed at urging Congress to pass a comprehensive health reform bill.

``We need universal coverage now,'' Tuttle said. ``We need to take care of the middle class, which always seems to get bypassed.''

President Clinton and first lady Hillary Rodham Clinton told about 500 so-called ``reform riders'' at a rally Wednesday on the steamy south lawn of the White House that their trek comes at a critical point in the debate.

``You need to hang around this town. You need to tell your stories,'' Clinton said.

Democratic congressional leaders have fashioned new health reform bills out of Clinton's original plan. But Republicans including Missouri Sens. John Danforth and Christopher Bond say those proposals still contain too much government control and impose unwanted mandates on people and businesses.

Bond said the demonstrations against Clinton's plan that have occurred along the bus route shows ``the American people are seriously skeptical of the White House agenda for health care reform.''

The Clintons, who last Saturday helped kick off the tour in Independence, Mo., again invoked the memory of President Harry S. Truman to show how long Congress has debated whether to provide health care to everyone.

``President Truman three times asked the American people to get the Congress to solve this problem, and the Congress said no,'' Clinton said.

``Now, it's been long enough, folks. I know we're supposed to deliberate up here. But we have now deliberated through three generations,'' the president said to cheers and chants of, ``Pass it now.''

Marge Kinney, 69, of Kansas City, Mo., sported a Trumanesque ``Give 'Em Health, Hillary,'' button and said she planned to lobby members of Congress to support universal health coverage even though she's now insured by Medicare and her own supplemental policy.

``The fact that it works for me isn't good enough,'' the retired librarian said. ``Universal health care is a basic right.''

Desma Reno, a registered nurse from Jackson, Mo., said the bus riders want Congress to put aside partisan politics admittedly a tough chore in an election year and consider universal health coverage on its merits.

``They need to put aside these political fights and look at how it's affecting people, especially the children and the elderly,'' she said. ``We need this because the American people are asking for it.''

**** filed by:APW-(MO) on 08/03/94 at 17:39EDT ****

**** printed by:WHPR(168) on 08/03/94 at 18:45EDT ****

AM-KS--Health Bus Kansas, 1st Ld-Writethru, 0545

Kansas Bus Riders Bring Health Reform Call to Congress

Eds: FIXES typo in 15th graf, 'Now, it's; PICKS UP 16th graf: Vera Thetford

By CURT ANDERSON= Associated Press Writer=

WASHINGTON (AP) Josie Torrez of Topeka, Kan., said her youngest son probably wouldn't have suffered partial hearing loss if President Clinton's health reform plan was in place.

When her husband lost his job, their new health insurance policy wouldn't cover 8-year-old Joey because the youngster had an existing medical condition: a form of autism, Mrs. Torrez said.

Then Joey got an ear infection, but the family couldn't afford the antibiotic treatments.

"He lost partial hearing in his left ear," said Mrs. Torrez, 37. "That was preventable. Everybody ought to be covered."

Mrs. Torrez is among a group of Kansans who journeyed to the nation's capital as part of the "Health Security Express" bus tour to lobby Congress to pass health reform legislation providing universal coverage.

President Clinton and first lady Hillary Rodham Clinton told about 500 so-called "reform riders" at a rally Wednesday on the steamy south lawn of the White House that their trek comes at a critical point in the debate.

"You need to hang around this town. You need to tell your stories," Clinton said.

Democratic congressional leaders have fashioned new health reform bills out of Clinton's original plan. But Republicans including Senate Minority Leader Bob Dole and Sen. Nancy Kassebaum

say those proposals still contain too much government control and impose unwanted mandates on people and businesses.

Dole, appearing on a trio of morning shows Wednesday, is sponsor of a bill that would deal with denial of insurance coverage because of pre-existing medical conditions like Joey Torrez's. He cautioned against doing too much, too quickly.

"Somebody has to pay for it," Dole said on NBC. "And who's it going to be? It's going to be your children, somebody's children, somebody's grandchildren."

Dole, who earlier dubbed the bus tour the "phony express," said the Democratic bills all contain unacceptable mandates on employers to provide coverage, either immediately or in the future.

"You just can't sell mandates in the United States Senate," Dole said. "Now, maybe we ought to do without mandates, see what it looks like in three or four years."

The Clintons, who last Saturday helped kick off the tour in Independence, Mo., again invoked the memory of President Harry S. Truman to show how long Congress has debated whether to provide health care to everyone.

"President Truman three times asked the American people to get the Congress to solve this problem, and the Congress said no," Clinton said.

"Now, it's been long enough, folks. I know we're supposed to deliberate up here. But we have now deliberated through three generations," the president said to cheers and chants of, "Pass it now."

Vera Thetford, 65, who rode the bus from Overland Park, Kan., said Congress must act to slow the rising costs of health care.

"The insurance companies have been raising the rates for the past 10 years," she said. "It's getting so totally expensive, unless you're a fairly large corporation it's difficult to afford it."

And Teresa Beard, a 27-year-old mother of two from Topeka, said her job with a disability rights group doesn't provide coverage for her sons.

"We're fairly healthy. We practice a healthy lifestyle," she said. "But my main concern is accidents. Anything can happen. Everybody has to be covered. It isn't fair to cover some and not others."

(ED: Clinton to hold news conference at 8 p.m. EDT)

Clintons welcome "reform riders"

WASHINGTON (UPI) President and Mrs. Clinton, making an all-out push for health care reform legislation, Thursday welcomed to the White House several hundred riders on the so-called Health Security Express who chanted "pass it now" at a rally on the south lawn.

The first lady, arguing that health security is a "moral issue," told the emotional gathering "I am very optimistic. This is a crucial moment in the fight for health care."

"We have traveled many miles to reach this point," she told the riders, who traveled in a bus caravan from Oregon to New Jersey to lobby for a revision of the nation's health care system. "It's been worth all the effort every one has brought to the task."

She added passage of the health package "will say a lot about what kind of people we are and what kind of nation we will become."

Several selected riders recounted their ordeals facing grave illness without insurance and funds for treatment.

John Cox of Athens, Texas, said he broke down in tears when he discovered that his new job did not include benefits a fact he said he learned after his wife, Jan, was diagnosed with cancer.

Cox was riding on one of the buses when his wife died. She was buried last Monday.

"I'm here to tell Congress to pass that (health care reform) and do it now," he said.

Wiping away a tear, Clinton then stepped up to the microphone and spoke passionately of the need for action on Capitol Hill.

"Congress has to decide whether to listen to the insurance companies or to Jan Cox's last wish," the president said.

"We all know what the problem is here. You've just ridden a bus across the country. It is because organized, intense, discrete minority interests are doing very well on a system that costs more than any other country's and covers fewer people," he said. "And every time you try to change it, they say, well, the world will come to an end."

"We have a consensus in this country on health care," he said. "What we do not have is the consensus among the people who represent them."

In some ways, the event was a warm-up for Clinton's prime time news conference Wednesday evening, during which he was expected to highlight the drive for passage of health care legislation that is universal, affordable will help contain costs.

White House press secretary Dee Dee Myers told reporters that reform legislation proposed by House Democratic leader Richard Gephardt, D-Mo., and Senate Majority leader George Mitchell, D-Maine, are both acceptable to the president.

Although Mitchell's bill would cover only 95 percent of the population until early in the next century, she insisted it would lead eventually to universal coverage the president's bottom line.

Myers said this is a "historic moment," noting that health care reform legislation has never reached this point in Congress since Medicare was passed in 1965.

After the rally, White House chief of staff Leon Panetta met with the leaders of several organizations and urged a last-minute push to get action from Congress.

"We are now at the stage where we have to get it through the next five yards," Panetta said.

•AM- Health Caravans, Bjt, 470

• "Health Security Express" Makes Stop in Baltimore for Rally, Dinner
AP Photo

By SHAWN DONNAN= Associated Press Writer=

BALTIMORE (AP) Four buses carrying more than 150 "reform riders" stopped for dinner and a pep rally here Tuesday before heading on to Washington to take their case for health care reform to Congress.

"Forty miles to go," Donna Shalala, secretary of the Department of Health and Human Services, told supporters at the rally on the University of Maryland School of Medicine campus.

Jennifer Hoffman-Brion, 23, of Framingham, Mass. had a personal reason for being on the bus.

Her daughter, who is developmentally delayed, will lose the health care coverage now paid for by Massachusetts when she turns 3-years old, said Ms. Hoffman-Brion, who joined the caravan in Boston on Sunday.

"My daughter needs services today, I can't wait ten or 15 years for services," she said.

"They have to pass it now," said Fran Lacoﬀ, a lab technician at Bronx Municipal Hospital Center in New York. "In order to have a strong country, we need a healthy country."

The riders didn't arrive in Baltimore quietly.

"Health care reform now," about 20 supporters yelled as the riders got off the buses.

"It's something we've needed for years," said Jerry Streicker, of Reisterstown. "It's about time we go it through (Congress)," he said.

"Health Security Health Care We Can Never Lose," read a sign Streicker and a friend carried.

Ms. Shalala told the riders that the passage of a health care reform bill was near.

"We can finally see our destination. In the next two weeks we're going to pull into a station called health security," Ms. Shalala said.

Not all of those who greeted the riders were supporters of their cause.

About 20 other protesters carried signs reading "Hillary's HealthScare" and "Phoney Express."

Health care reform is "too important to just jam it down our throats like this," said Anne Bryan-Bell, a registered nurse from Annapolis. "Doing nothing is better than doing something wrong."

The "Health Security Express" caravans began crossing the country last month to promote President Clinton's health care reform plan. But since then the Clinton plan has died in Congress and the caravans have become cheerleaders for broader themes like universal coverage.

Senate Majority Leader George Mitchell unveiled a scaled down version of the Clinton plan on Capitol Hill Tuesday which he said would help expand the number of people with health coverage from 85 percent to 95 percent of the population by the turn of the century.

Ms. Shalala appeared to lend her support to the plan after the rally to welcome the riders.

"We're reviewing the details now, but it does seem to get us to universal coverage," she said. "The president has said any plan that gets us to universal coverage" would be satisfactory, Ms. Shalala said.

First lady Hillary Clinton is expected to welcome the riders at a White House reception on Wednesday.

**** filed by:APE-(MA) on 08/02/94 at 20:03EDT ****

**** printed by:WHPR(168) on 08/03/94 at 15:23EDT ****

PM-PA- Health Express,210

Rally Held to Protest Clinton Health Care Proposal

WASHINGTON, Pa. (AP) Nearly 100 people rallied at a protest of President Clinton's health care plan shortly before a bus caravan promoting the proposal rolled by.

The rally, held Monday outside the Washington County Courthouse, was sponsored by the American Council for Health Care Reform. The group, based in Arlington, Va., says Clinton's plan is too bureaucratic and costly.

"We have to take a vested interest ourselves in knowing what President Clinton is supporting," said David Lusk, the group's legislative coordinator. "We don't want to just stop and listen to the rhetoric that he has to say."

A woman with a sign supporting Clinton interrupted Lusk as he spoke at the rally, saying he didn't understand the president's proposal.

The bus caravan, called the "Health Security Express" is sponsored by Health Care For All, a coalition of labor and consumer groups. It is one of seven bus caravans that will converge on Washington on Wednesday to lobby for guaranteed health care.

The caravan passed by Washington, 15 miles from the Ohio border, on Interstate 70 and stopped for the night in Philadelphia. The group hit the road today, with the next scheduled stop in Wilmington, Del.

**** filed by:APW-(PA) on 08/02/94 at 10:52EDT ****

**** printed by:WHPR(168) on 08/03/94 at 15:51EDT ****

BC-REFORMBUS national editors:DA Health care bus tour draws foes on
Clinton issues
(HAS TRIMS)

By Kendall Anderson
Dallas Morning News

DALLAS As the Health Security Express rolled into Washington this week, partisans on both sides were eager to declare how the publicity stunt will or won't influence the health care debate.

Conservatives pointed to protesters dotting the two-week, 36-state bus tour as proof that Americans don't want health care reform. Organizers applauded what they termed a grassroots effort by "reform riders" to dramatize the need for health care reform.

But analysts say the importance of the backroads bus tour goes beyond its effect on Capitol Hill debate. Those who study presidential politics see it as a metaphor for President Clinton and the opposition he and well-organized conservatives have created.

"I think this is more a statement about Bill Clinton than it is about his health care plan," said Ralph Hamlett, a communications professor at the University of North Texas who specializes in politics. "Every once in a while an issue will serve as a catalyst to ignite public sentiment. That's what health care is doing."

Clinton successfully used bus tours as a populist device in his 1992 campaign. Now, that same tool "is backfiring in Clinton's face" for a number of reasons, Hamlett said.

Health Security Express supporters deny that the tour has been anything short of successful; Clinton himself welcomed bus riders at a White House ceremony Wednesday, urging Congress to "make the tough decisions and not to walk away" from health care reform.

Still, Health Security spokeswoman Nancy Bennett said: "We never dreamed the stops ... would turn into a political issue like this."

"I don't think the reason most protesters are turning out is because of health care," she said. "They are being manipulated. ... I think this whole thing is being twisted."

In the first days of the tour, which began in Portland, Ore., officials canceled an appearance by Hillary Rodham Clinton after boos and hisses greeted her.

Then officials in Fort Worth scrambled for a rally site at the last minute when a church backed out, fearing protesters. At the new site in suburban Arlington, protesters outnumbered reform riders as they did at the caravan's stop in Oklahoma City later the same day.

(EDITORS: BEGIN OPTIONAL TRIM)

For every sign denouncing universal coverage, another asked for the truth about Whitewater. Signs objecting to employer mandates were overshadowed by caricatures of the Clintons and graphic pictures of aborted fetuses.

The signs were much the same at a rally in Independence, Mo., on Saturday when opponents had the chance to protest both Clintons in person, rather than Cabinet members and other surrogates who traveled the bulk of the trip.

Many caravan supporters including Housing Secretary Henry Cisneros, who climbed on board in Arlington criticized the media for reporting more about signs on the street than stories on the bus.

(END OPTIONAL TRIM)

Scholars say the opposition represents a combination of frustrations, many unrelated to health care.

Many who are opposing health care reform "don't have the foggiest notion what's in the plan but see an effective vehicle to register anger and discontent with the government and Bill Clinton," said Stephen J. Wayne, a presidential scholar at Georgetown University in Washington.

The Iranian hostage crisis during Jimmy Carter's presidency allowed the public to vent frustrations over domestic policies in a similar way, said Hamlett.

But this year is different, both scholars say.

"We've had other protests that have aroused the citizenry, but none that have been as effective at organizing as this one has been," said Wayne, who has written several books on the presidency.

(EDITORS: BEGIN OPTIONAL TRIM)

Part of that lies with the president.

"Health care is igniting the protest, but people are voicing frustrations because of the apparent unclear positions Bill Clinton has taken in his first two years with his domestic, foreign and economic policy, his wavering on those fronts and most recently his wavering on the health care plan," said Hamlett.

(END OPTIONAL TRIM)

Much of the frustration with the current health care system and with the proposed reforms has been fueled by the high-dollar campaign waged by organizations on both sides of the issue.

A recent study by the Annenberg School of Communication at the University of Pennsylvania found that interest groups have spent at least \$50 million on advertising to influence legislators and the media.

"This is the largest lobbying effort in U.S. history," said Charles Lewis, executive director of the Center for Public Integrity, a non-profit research organization in Washington that has taken no position on the issue. "The support you're seeing is not something that just emanated out of the heartland."

(EDITORS: BEGIN OPTIONAL TRIM)

Groups such as Operation Rescue, Citizens for a Sound Economy, Ross Perot's United We Stand and conservative commentators like Rush Limbaugh are no small part of the effort, said Wayne.

"Since the second day of the presidency ... there has been a consistent barrage of conservative public opposition to this president generated through television and radio talk-show hosts and evangelists," he said.

It is uncertain whether the protests along the bus tour will have any lasting impact on Clinton's standing. More clear, some analysts said, is its value in the health care debate.

(END OPTIONAL TRIM)

Ultimately, the person looking for answers gets cheated, said Kathleen Hall Jamieson, dean of the Annenberg School.

"The person viewing this exchange doesn't view it as an exchange teaching anything about the sides of the debate ... A placard that says 'Send the witch home' doesn't teach us anything," she said. "There isn't any meaningful engagement with this format."

**** filed by:KR-F(--) on 08/03/94 at 23:29EDT ****

**** printed by:WHPR(168) on 08/04/94 at 08:48EDT ****

• PM-PA- Health Express,244

• Unions Rally For Clinton's Health Care Plan

• AP Photo

• PITTSBURGH (AP) We know who hates President Clinton's health care plan, and we know who likes it. Don Niemela doesn't really know what he thinks yet.

Niemela was among 200 people who gathered Tuesday as a bus caravan promoting President Clinton's health-care plan entered the city.

He has worked at a Wheeling-Pittsburgh Steel plant in Washington County for more than 40 years. He said he believes in health-care coverage for everybody, but he's not sure exactly what Clinton's plan includes.

"There's so much propaganda being put out by the opposing forces, the public, and myself, is confused," he said.

Big raindrops began to fall just as a rally started outside the headquarters of the United Steelworkers union. People sought cover under the eaves of the building.

"God willing, as sure as there's rain here today, we're going to have health care coverage in the United States," union President George Becker shouted as aides held umbrellas over him.

The bus caravan called the "Health Security Express" is sponsored by Health Care For All, a coalition of labor and consumer groups. It is one of five bus caravans converging on Washington, D.C., Wednesday to lobby for guaranteed health care.

Becker said companies that provide health care benefits can't compete against those that don't without making the workers help cover more of the rising costs.

"We can't do that anymore," he said.

**** filed by:APW-(PA) on 08/03/94 at 02:18EDT ****

**** printed by:WHPR(168) on 08/03/94 at 15:52EDT ****

Thursday - Mississippi - Bus trip

AP-NY-07-28-94 2244EDT

REFORMBUS _ national editors: Anti-abortion protesters shove health care activist to the ground at church

By Craig Crawford

Orlando Sentinel

HATTIESBURG, Miss. _ A woman riding in a bus caravan to Washington for health care reform was injured Thursday by anti-abortion protesters who shoved her to the ground. "They pushed me but they haven't stopped me," said Ana Otero, 59, of Orlando, Fla., her knees scraped and bloody from the fall outside the True Light Baptist Church.

Anti-abortion activists, who fear that President Clinton's health care reforms will give women more access to abortions, were waiting when Otero and 30 other "reform riders" from Florida arrived at the church for a rally. The activists crowded around Otero and the others when they left their bus, shouting slogans and waving signs.

"I felt very strong hands on my back," Otero said. "Then I went down."

As Otero tumbled, a protester shouted, "Let's go or they'll call the police." The protesters left in a flurry of cars and vans, tires screeching, as Otero was helped inside the church.

Otero's husband, William, 59, shouted to the protesters as they left: "Some so-called Christian has hurt my wife."

Trip organizers bandaged Otero's knees, and the couple dismissed talk of seeing a doctor. "It is all right," she said. "The Lord will give them justice."

Mississippi state police began escorting the five-bus caravan after the incident.

Anti-Clinton protesters are following the caravan in their own bus, displaying a sign that reads: "Wake up America. Impeach Clinton."

The day had begun on a higher note for the Southern riders on the Health Security Express, a nationwide caravan aiming to lobby Congress next week. The reform riders are demanding guaranteed insurance coverage for all Americans, with employers paying part of the cost of premiums.

"May the hand of God reach out and help us," Veterans Affairs Secretary Jesse Brown told the health care reform advocates during a gospel-singing church service in New Orleans.

Holding out his limp right hand, injured in Vietnam combat, Brown joined others who gave "testimony" about their medical history. He described how the veterans' health care system helped him after an enemy bullet shattered his arm.

"This young Marine, who had thought he was so tough, returned to America sick in heart and body, unable to move his hand," Brown said of himself. Brown wants all Americans to have the access to health care that helped him overcome his disability. Pat Jimison, 67, of Winter Park, Fla., a reform rider whose husband has long suffered the debilitating memory loss and other symptoms of Alzheimer's disease, was moved to tears by the service at St. Stephens Gospel Baptist Church.

"Fifteen years ago I'm not sure I would have considered doing something like this," said Jimison, who founded the Alzheimer Resource Center in Winter Park. "That's because 15 years ago life was good. Until tragedy hits, you just don't understand why you have to speak out."

Speaking out comes easily to most of the reform riders, chosen by trip organizers for their ability to tell stories of health care woe.

Tamarac, Fla., retiree George Rachlin lost his savings during his late wife's seven-year bout with cancer. He faced \$11,000 in monthly medical bills, with insurance paying only a fourth of the expenses.

"Everything I had just went away," said Rachlin, 73.

Waving and clapping their hands during the New Orleans church service, the riders wore red-white-and-blue T-shirts that proclaimed their demand for reform: "America's Message to Congress: Pass It Now."□

Former heavyweight boxing champion Riddick Bowe, wearing sweats from his morning workout, offered more of a warning than a message.□

"You go tell them on Congress Hill, they better get busy and pass that bill or I'm going to have to come up there," Bowe said. "And they don't want me to come up there."□

Miss America also wowed the audience with her own health care story.□

"Ten years ago I was diagnosed with a rare brain disease and needed surgery," Kimberly Aiken said. "One week later our family's health insurance was cut. Just two years ago, my parents finally finished paying for it."□

What started as a pep rally for the bus riders in New Orleans became a determined crusade after the attack on Otero.□

"You showed them that we are better people," Tamarac, Fla., rider Clara Berkowitz, 72, told Otero, who had prayed for the protesters at the Hattiesburg church rally after she was injured.□

JR 10

—
Ed's Sky Page
5704

Bennett 5646 5770
8162525841
5781

Independence

3 opposition guys

- Bush advance

SS → name -
If they can be
Whakoo to RNC
then it's cold

Bush Trip-
hc

Op Rescue
lease store front

Gordon C. James → former Bush
→ Pub. Rel firm in DC Guy

Now (202) 639-4018

393-1413

Advance Bush/Quayle 2 years FT

Rep as w/ Staff press corp.
leased w/ credit card

HAROLD-

Info to us
UP - ASAP \

(will have to cancel
Spurling breakfast)

Alexis working on
ROSA PARKS +1.

HEALTH SECURITY EXPRESS

*Bus four
he*

Memorandum

To: Harold Ickes
From: John Hoyt
Date: July 26, 1994
Re: Health Security Express New Orleans Event

- Sec. Espy - Key Note
- See Brown (KON?)
- 2500-3000 pp-
- Guaranty by Bill Jefferson

Following is a snapshot of the upcoming event in New Orleans on Thursday July 28, 1994.

Venue:

St. Stephen Full Gospel Baptist Church
2308 South Liberty Street
New Orleans, LA

Call time: 10:15 A M
Event time: 11:00 A M

St Stephen's is the oldest church in New Orleans. Comprised of two buildings, our event will take place in the larger of the two. It is the home church of Congressman Bill Jefferson and his family and is presided over by the Bishop Paul S. Morton of the AME Baptist Church.

The event is billed as a prayer vigil to ensure the Reform Riders have a safe and prosperous journey to Washington D.C.

Crowd:

One day prior to the event a volunteer fire truck will travel the city of New Orleans to generate excitement throughout the community.

Labor, seniors, veterans and community members have all expressed great interest in attending. Among those expected are representatives of AFSCME, SPUR, St. Stephen Full Gospel Baptist Church and a cross section of the congressional district.

AFSCME intends to send in approximately 75 people in two buses and a recreational vehicle. 350 Senior citizens representing SPUR (Seniors With Power United With Rights) have made arrangements to attend. 300 additional seniors are expected from throughout the community. The church congregation including its 500 person choir will be represented at the event. One children's bus is scheduled to arrive from the Children's Defense Fund.

We expect an enthusiastic crowd of approximately 2500 people with seating capacity of 3000. An overflow area has been secured within the church which can hold 500 additional supporters. Congressman Bill Jefferson has guaranteed a phenomenal crowd support.

Program:

Bishop Morton will open the event with a prayer after which Mayor Marc Moriale will welcome the crowd and provide opening remarks. Dr. Andrea Green-Jefferson, PHD Ed., will then assume the role of the emcee and introduce Bill Lucy, Secretary - Treasurer of AFSCME who will speak.

Following these comments, Congressman Lindy Boggs (?) will address the crowd. Dr. Green-Jefferson will then introduce Riddick Bowe, Former Heavyweight Boxing champion. Next, testimonial stories from two or possibly three Reform Riders will outline the need for national Health Reform Legislation and Universal Coverage.

Secretary Espy will then deliver the key-note address and Secretary Brown will lead the troops onto the road to Washington, D.C. The Reform Riders will then be led from the city by a olde fashioned New Orleans jazz band.

We hope this is helpful in your decision making process.

AFSCME 75
SENIORS 350
+ 300 additional
church
congr
choir 500+

CABINET PARTICIPATION IN HEALTH SECURITY EXPRESS

WESTERN ROUTE

DAY ONE - FRIDAY-7/22/94: Portland, OR (**FLOTUS**)

DAY TWO - SATURDAY-7/23/94 Oregon - Idaho (**No Cabinet Needed**)

DAY THREE - SUNDAY-7/24/94 8:00 am - Depart Boise, Idaho (**Need Cabinet This Day**)
11:00 am - Arrive Twin Falls, ID
1:00 pm - Depart Twin Falls, ID
6:30 pm - Arrive Salt Lake City, Utah

DAY FOUR - MONDAY-7/25/94 11:00 am - Salt Lake City (**Dr. Brown joins bus**)
12:00 pm - Depart Salt Lake City
4:40 pm - Rest Stop in Grand Junction, CO
7:50 pm - Arrive in Vail, CO

DAY FIVE - TUESDAY-7/26/94 10:00 am - Depart Vail, CO
2:00 pm - Arrive Denver, CO (**Dr. Brown dep. after event - Need Female Administration Official for Women's Health Care Event**)
5:00 pm - Overnight in Denver

DAY SIX -WEDNESDAY 7/27/94 Denver, CO - North Platte, NE (**No Cabinet Needed**)

DAY SEVEN - THURS 7/28/94 8:30 am - North Platte, NE (**Secretary Babbitt**)
10:00 am - Depart North Platte, NE
12:45 pm - York, NE
5:30 pm - Salina, KS (**Babbitt departs after event**)

DAY EIGHT - FRIDAY 7/29/94 Salina, KS - Independence, MO (**No Cabinet Needed**)

DAY NINE - SAT. 7/30/94 Independence, MO (**POTUS, VPOTUS, FLOTUS, MEG**)

Bus Trip
HC SUBJECT
TO
CHANGE
AS
OF 7/20

PAGE 2

MIDWEST ROUTE

DAY ONE - SATURDAY 7/30/94 Independence, MO (**POTUS, VPOTUS, FLOTUS, MEG**)
Independence, MO to St. Louis (**No Cabinet Needed**)

DAY TWO - SUNDAY 7/31/94 9:00 am Depart St. Louis, MO (**Need Cabinet Member**)
1:15 pm Evansville, IN
6:15 pm Arrive in Louisville, KY

DAY THREE - MONDAY 8/1/94 8:30 am Depart Louisville, KY (**Riley joins bus**)
11:00 am Lexington, KY
5:30 pm Arrive in Charleston, WV

DAY FOUR - TUESDAY 8/2/94 8:00 am Depart Charleston, WV
11:15 am Clarksburg, WV (**Riley departs after event**)
4:15 pm Pittsburgh, PA (**Reich ?**) (2000 person rally)

DAY FIVE - WED. 8/3/94 Pittsburgh, PA - Frederick, MD (**No Cabinet Needed**)

DAY SIX - THURS. 8/4/94 Frederick, MD - Washington, DC (**No Cabinet Needed**)

PAGE 3:

CENTRAL ROUTE

DAY ONE - WED. 7/27/94	10:00 am Event in Dallas, TX (Cisneros joins bus) 12:00 pm Depart Dallas, TX 5:10 pm Arrive in Oklahoma City, OK (Cisneros dep. after event)
DAY TWO - THURS. 7/28/94	Oklahoma, OK - Springfield, MO (No Cabinet Needed)
DAY THREE - FRIDAY 7/29/94	8:00 am Depart Springfield, MO 1:15 pm St. Louis, MO (Shalala?) 5:45 pm Arrive in Springfield, IL (Shalala departs after event?)
DAY FOUR - SAT. 7/30/94	9:00 am Depart Springfield, IL (Need Cabinet for this day - Good Possibility of Browner) 11:00 am Champaign, IL 4:00 pm Arrive in Indianapolis, IN
DAY FIVE - SUN 7/31/94	9:00 am Depart Indianapolis, IN (Need Cabinet this day) 11:50 am Cincinnati, OH 5:45 pm Arrive in Columbus, OH
DAY SIX - MON 8/1/94	Columbus, OH to Cumberland, MD (No Cabinet Needed)
DAY FIVE - TUES 8/2/94	Cumberland, MD to Washington, DC (No Cabinet Needed)

PAGE 4:

SOUTHERN ROUTE:

DAY ONE - THURSDAY 7/28/94 10:00 am Event in New Orleans, LA (**Jesse Brown - this event only; Bowles joins bus trip**)
12:00 pm Depart New Orleans, LA (**Bowles continues?**)
3:00 pm Hattiesburg, MS
6:45 pm Arrive in Meridian, MS

DAY TWO - FRIDAY 7/29/94 9:00 am Depart Meridian, MS
12:15 pm Birmingham, Alabama (**Erskine Bowles**)
7:00 pm Arrive Chattanooga, TN

DAY THREE - SAT 7/30/94 Chattanooga, TN to Bristol, VA (**No Cabinet Needed**)

DAY FOUR - SUNDAY 7/31/94 9:00 am Depart Bristol, VA (**Ron Brown joins bus**)
12:30 pm Roanoke, VA
4:15 pm Arrive in Charlottesville, VA (**Brown departs after event**)

DAY FIVE - MONDAY 8/1/94 Charlottesville, TN to Alexandria, VA (**No Cabinet Needed**)

DAY SIX - TUESDAY 8/2/94 Alexandria, VA to Washington, DC (**No Cabinet Needed**)

PAGE 5:

NORTHEAST ROUTE

DAY ONE - SUNDAY 7/31/94	10:00 am Boston, MA (FLOTUS) 1:00 pm Depart Boston, MA 5:15 pm Arrive in Albany, NY (Laura Tyson)
DAY TWO - MONDAY 8/1/94	7:00 am Depart Albany, NY 11:45 am Arrive Jersey City, NJ (O'Leary joins bus trip) 12:30 pm Event in Jersey City 3:00 pm Depart Jersey City, NJ 5:10 pm Arrive in Philadelphia, PA (O'Leary departs after event)
DAY THREE - TUES. 8/2/94	12:00 pm Depart Philadelphia, PA 1:00 pm Arrive in Wilmington, DE 5:00 pm Arrive in Baltimore, MD (Shalala?)
DAY FOUR - WED 8/3/94	Baltimore, MD to Washington, DC (No Cabinet Needed)

Bus tour
(Health Security Express)
hc

July 27, 1994

MEMORANDUM FOR AGENCY STAFF:

FROM: HEALTH CARE DELIVERY ROOM

SUBJECT: HEALTH SECURITY EXPRESS BUS TRIPS

Thank you for your participation in the Health Security Express Bus Trips. Outlined below are the basic themes we would like to convey in press interviews and public events along the way. It is critical that we continue to underscore the President's bottom line -- universal coverage -- as well as the importance of providing health benefits through the workplace.

If you need additional information please feel free to contact us at 456-2566.

I. UNIVERSAL COVERAGE

Throughout this process the President has repeatedly underscored his commitment to one principle - universal coverage. That commitment is unwavering. We must pass guaranteed private insurance for every American in order to:

Protect the Middle Class: Without universal coverage the poor will continue to receive benefits through Medicaid and other programs. The rich will still be able to afford comprehensive health care coverage. But, according to CBO estimates, at least 24 million Americans, most of whom work for a living, will have no coverage at all.

Control Spiraling Health Care Costs: People without health care coverage still get health care. But many of them don't pay for it. Their costs are shifted onto everyone who does pay an insurance premium. And their costs are higher because the uninsured often seek treatment after a problem has become a crisis, in a hospital emergency room.

II. SHARED RESPONSIBILITY: THE AMERICAN WAY

Shared responsibility is the American way -- part of the American tradition of work and reward. Nine out of ten Americans with private insurance already get it through their workplace. Real health care reform will continue this tradition, building on the existing system and expanding it to include all Americans.

This health care reform debate is coming down to a choice between two approaches. One builds on our American system of workplace health benefits, and makes sure employers live up to their responsibilities. The other approach encourages employers to drop health care coverage for its workers. For middle class Americans, its an obvious choice.

*Bus Tour
groups
hc*

E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

11-Jul-1994 10:18am

TO: (See Below)

FROM: Jeffrey L. Eller
 Office of Media Affairs

SUBJECT: Health Care Express

July 11, 1994

TO: Harold Ickes
 Dwight Holton
 Laura Quinn
 Steve Richitti

FR: Jeff Eller

RE: Support Activies for Health Security Express

Current plans call for putting the First Lady's event on 7/22 in Portland, OR up on satellite and doing extensive notification to cities that are on the route of the HSE. This will give them footage to use as well as generate stories on 7/22 and in following days.

In addition, we're planning on pre-taping "testimonials" of support and feeding them prior to the event as well as afterwards.

We'll do the same thing with some expansion for the four major players in Independence on 7/30.

Regards

Distribution:

TO: Dwight Holton
TO: Janice A. Enright
TO: Laura Quinn
TO: Gordon Li
TO: Steven C. Edelstein
TO: Lorraine McHugh
TO: Patricia A. Enright

P. 1
Bus Trip
hc

HEALTH SECURITY EXPRESS

FAX TRANSMISSION

TO: Mike Lox

ORGANIZATION:

FAX NUMBER: 456-6218

FROM: Heather Booth

DATE: 7/8

TIME:

TOTAL # OF PAGES (INCLUDING COVER): 3

COMMENTS:

**AMERICA'S MESSAGE
TO CONGRESS PASS IT NOW!**

Health Security Express, 1334 "G" St. NW, 3rd Floor, Washington, DC 20005
1-202-639-8959 or 1-800-368-8478 Fax 1-202-639-8661

JUL-9-91 FRI 10:52 PM P. 2
Mike -

Here is the Draft Script.

Is This OK.

We'll do as you say...

Kathryn Broth

(Our Phone System is Not working correctly
Please leave a detailed voice mail
message if we don't connect)

groups/ —
individuals.

7/8 —
Lux is concerned
about the 2
underlines.

J.

* LEADER SCRIPT 2 *

Script for Phone Calls to Individual Leadership

Hello. My name is _____ and I'm calling from Health Security Express.

We received your name and number from the White House. Do you have a few minutes to talk now? [if not, ask when a convenient time to call back would be.] May I ask if you support the principles of the President's health reform proposal?

Health Security Express is a non-partisan project organized by a wide range of groups, deeply committed to health care reform.

Our goal is for Congress to pass a universal coverage bill now. We are conducting a national bus caravan to show the breadth of grassroots support for reform. We have the enthusiastic support of the President and the First Lady.

The bus tour originates in four parts of the country. We don't have much time. Our kick-off event is July 22nd in Portland, Oregon. One of our main events takes place in Independence, Missouri on July 30th. All health express buses are to arrive in D.C. by August 4th.

The event nearest to you is [place] and occurs on [date & time].
[See Attached Map]

Because of your leadership for health care reform, we wanted to involve you in the project. May we send you some detailed information and request your assistance?

[If answer is "yes"] It is possible we have extra seats on the buses. If one were available would you ride the express bus? If so, where could you join us and how far could you travel?

Other assistance might include: attending a rally along , making phone calls, writing letters, speaking with press about the health express bus, and so on.

If you want additional information, the contact for your area is [_____] .
[See attached list]

Thanks for your time and help.

file: LDRSCRIPT.2/national outreach

5/23

Arnold's memo -
looks good.

Needs your attention
esp. re: funding.

bus trip
bus trip
- health

THE HEALTH SECURITY EXPRESS

WHAT IT IS A series of bus caravans through various regions of the country, arriving at Capitol Hill on 3 or 4 successive days while Congress is debating health reform at the beginning of August. The caravans carry tens of thousands of letters and cards to Members of Congress, urging passage of the Administration/Leadership reform.

PURPOSES 1. To demonstrate a dramatic outpouring of support for passage of the President's health reform in both Houses of Congress. 2. To impact on swing members by creating dramatic events in their home markets. 3. To give supportive groups, businesses and community leaders an exciting opportunity to contribute resources and energy to our cause, and to get public credit for their contribution.

SPONSORSHIP AND MANAGEMENT The Express will be incorporated as a 501 (c) 4 and managed by a firm hired by the national sponsors. The firm will report to a Finance Committee of 3 to 5 individuals representing the 3 to 5 national sponsors.

THE FINANCE COMMITTEE Each national sponsor will contribute a minimum of \$200,000 to \$300,000, at least \$100,000 in the form of a cash contribution. The national sponsors might be among the following: AFSCME, Norma Asnes, NEA, CWA, UAW, Chrysler, General Motors. Families USA agrees to be a national sponsor and contribute \$100,000 in cash and more than \$100,000 in staff for the field organizing and press operations.

The Finance Committee will play a leading role in recruiting bus sponsors, route sponsors and other contributors of cash, goods and services. The Finance Committee will be a small group, made up of principals, that will oversee decisions by the managing firm.

Two areas will be agreed upon at the beginning and will not be open to further discussion: 1) the message (support for passage of the Administration/Leadership health reform) and 2) the way in which routes are chosen or altered (the firm will make final

decisions based on its consultations with the national sponsors and others).

SCHEDULE The entire Express will take place during a 10-12 day period at the end of July and beginning of August. Bus caravans will leave various starting points on different days, and all but one arrive on Capitol Hill on 3 or 4 consecutive weekdays. One caravan, from the West Coast, terminates in a big pass-off event in the Midwest.

ABORT DATES A great deal of work has to be done between now and the launching of the first bus. To be sure that the Express will be big enough and run smoothly enough to succeed, we will begin by setting realistic interim goals -- and abort the entire project if key interim goals are not met. The first abort date is June 6. By that date, we must have at least two national sponsors, contributing at least \$500,000, a managing firm contracted, the Express incorporated as a 501 (c) 4, routes and major event ADIs selected, and a campaign schedule with further abort dates set.

ROUTES Three to five major routes will be established to get maximum coverage in media markets impacting on key swing Senators and Representatives. Each route will run from two to five days. In addition, there will be a number of short routes (each less than 250 miles and a number originating in the Washington suburbs) designed to increase the number of buses arriving in Washington without greatly increasing the cost or management complexity of the Express. The firm will determine the routes and the location of events in consultation with the national sponsors as well as on the basis of its independent research, but its decisions will not require approval.

EVENTS In order to make every major regional event a big, glitzy, crowded event, the number of events will be limited. Optimally, there would be one major regional event most days; under no circumstances would we want more than one per day on any major route. At every opportunity, the caravans pick up cards and letters for delivery to Congress.

MAJOR REGIONAL EVENTS Located in key markets such as New York City, Minneapolis, Oklahoma City, New Orleans, Omaha, Kansas City, Memphis, Boston, Seattle, Salt Lake City, Milwaukee and Detroit. Each is a big crowd event attended by a major Administration official, some Congressional leadership, key regional political figures, and noted entertainers. We anticipate drop-ins by each of the four White House principals, with at least one present at a number of the events. We expect a show of fire and rescue equipment and uniforms as the caravan arrives or departs, and live music either at the event or on flat bed trucks arriving or leaving with the caravan. Flags, banners, enormous Health Security cards.

SHORT ROUTE LAUNCH EVENTS In markets within a half day of Washington, such as Philadelphia, Pittsburgh, Harrisburg, Baltimore, Norfolk, Richmond, Wheeling, Roanoke, Annapolis. These should be just big enough to get some local coverage.

CHURCH/COMMUNITY LUNCHEES & DINNERS Feeding the bus riders en route is one of the bigger costs. Much of this should be covered by in kind contributions. Wherever possible, churches should be recruited to provide church/community lunches and dinners. Besides helping to fund the Express, this will provide appealing low-cost media events in small and medium target markets. Local political and community leaders should appear at these meals.

DRIVE-THROUGHS The caravans will pass through a number of small or medium target markets without stopping for an event. Nonetheless, we should organize low cost photo opportunities for local media. Local reporters who want to ride the Express through their community should be shuttled to and from the Express at pick-up and drop-off points 25 miles outside the community. Wherever possible, supportive firefighters and police should accompany the Express through town with their uniforms and equipment. Chrysler, Ford and GM dealerships should be encouraged to provide new cars to escort the Express, perhaps carrying local nurses and supportive doctors, and sporting health reform banners and balloons (as well as Chrysler, Ford and GM dealership ads). Supportive businesses might contribute delivery

trucks or other vehicles to the parade through their community. Wherever possible, trained spokespeople should drop off the Express to do local radio, tv and print interviews, catching up with the Express later in the day.

WASHINGTON DC EVENTS The Express and its hoopla culminate in a crescendo of media coverage and lobbying on Capitol Hill on three or four weekdays (Monday through Thursday or Tuesday through Thursday). Maximum participation by Administration, House and Senate leadership, co-sponsors, supportive organization leaders, nurses, doctors, clergy and celebrities should be coordinated for crescendo effect during successive days. Lots of buses and riders, supplemented by short routes from the Washington suburbs, should flood Capitol Hill with our folks, all wearing Health Security Cards on their shirts, and each carrying hundreds of messages from home to the Members. If possible, firefighter equipment should participate. Supportive independent truckers should bring large signs or flat bed musicians onto the Hill. Chrysler, Ford and GM dealers from the area should provide additional vehicles sporting health reform banners and balloons to add to the circus atmosphere.

MEDIA OPERATION The media operation will be designed to maximize both national and regional coverage of the Express, and also get heavy local coverage in target markets. There will be personal contact with every daily, weekly, radio station and tv station in most markets in about 35 states. In addition, radio news actualities and tv satellite interviews will be fed into these 35 states, and radio and tv interviews will be booked in every market along every route. We'll feed feature stories on the problems some of the bus riders have had with the insurance companies, and we'll feed rider interviews back into target districts from Washington.

The media operation will be run out of a centralized press boiler room, starting six weeks prior to the Express. There will be one media specialist responsible for each major route, one responsible for all of the short routes, three radio/tv bookers, a radio actualities/satellite tv tour director, and support staff, all under the direction of one media director.

BUDGET AND FINANCING With a caravan of 12 buses on each of four major routes and a caravan of 6 buses on each of 10 short routes, a total of 96 buses and about 3,000 riders will reach Washington (assuming that one route, from the West Coast, terminates in a pass-off in the Midwest). Not counting the in-kind help of the firefighters, police and car dealer escorts, or help from independent truckers and entertainers, the Express will require total contributions, cash and in kind, of \$1.3 to \$1.6 million. This should include funding of \$300,000 to \$400,000 cash in total from the national sponsors, sponsorship of 48 buses on major routes at \$15,000 to \$20,000 per bus, sponsorship of 60 short route buses at \$2,000 to \$5,000 per bus, and \$300,000 to \$400,000 worth of in-kind contributions. Major in-kind contributions could include field staff, media staff, union bus drivers, food for the church lunches and suppers, and printing.

GROUPS THAT COULD SPONSOR (AND PUT RIDERS ON) MORE THAN ONE BUS ON MAJOR ROUTES include the National Council of Senior Citizens, AARP, Children's Defense Fund, HealthRIGHT, National Association of Chain Drug Stores, UAW, CWA, IBEW, USWA, Teamsters, NEA, AFT, SEIU, Letter Carriers, Local 1199, UFCW, Carpenters, Laborers, IAM, APWU and Seafarers, as well as the national sponsors.

GROUPS THAT COULD SPONSOR (AND PUT RIDERS ON) ONE BUS ON A MAJOR ROUTE include Alzheimer's Association, American Nurses Association, Steve Gleason's doctors, National Council of Churches, Catholic Health Association, Paralyzed Veterans Association, League of Women Voters, AFL-CIO, UMWA, Firefighters, ACTWU, ILGWU, IUOE, UTU/ATU, the pro-reform small business coalition and any of several dozen supportive businesses.

GROUPS THAT COULD SHARE A BUS include a number of religious denominations and coalitions, a number of provider groups, some disabilities and disease-related groups and the Long Term Care Campaign.

ROUTE & PARTIAL ROUTE SPONSORSHIP may appeal to chain drug stores or chain groceries or other businesses concentrated in limited areas of the country.

IN-KIND SUPPORT of field and media staff can come from Families USA and a number of unions, and bus drivers as well. Local churches and auxiliaries recruited by denomination national offices can prepare food for the church lunches and suppers. Some unions and businesses might donate printing. American Airlines could help defray return transportation costs.

NATIONAL AND ROUTE SPOKESPEOPLE AND CELEBRITIES will be trained in the Express message and will avoid going off-message. It is crucial that we have political and entertainment stars as crowd-builders and for press attention at every major event and on Capitol Hill for the arrival ceremonies. It would also be helpful for a limited number of celebrities to ride sections of the routes for interviews in target markets and to attract press onto buses. Recruiting these celebrities is difficult, time-consuming and crucial; at least one top-flight person will need to devote full time to this task.

THE WHITE HOUSE

WASHINGTON



*DW to see
ce: MP
bus trip
- health*

OFFICE OF POLITICAL AFFAIRS

PHONE: (202) 456-6257

FAX: (202) 456-7929

JOE VELASQUEZ

TOM EPSTEIN

RETA LEWIS

LINDA MOORE

PETER SHAKOW

JOE TRAHERN

KAREN ANDERSON

MAUREEN ATTA

OTHER _____

To: Chairman Withers

Date: _____

Fax Number: 863-8174

Office Number: _____

Message: _____

of Pages 8
(including cover)

THE WHITE HOUSE
WASHINGTON

June 1, 1994

MEMORANDUM FOR DAVID WILHELM

From: Joe Velasquez
Subject: The Health Security Express

You should be aware of the project described in the attached pages.

THE HEALTH SECURITY EXPRESS

WHAT IT IS A series of bus caravans through various regions of the country, arriving at Capitol Hill on 3 or 4 successive days while Congress is debating health reform at the beginning of August. The caravans carry tens of thousands of letters and cards to Members of Congress, urging passage of the Administration/Leadership reform.

PURPOSES 1. To demonstrate a dramatic outpouring of support for passage of the President's health reform in both Houses of Congress. 2. To impact on swing members by creating dramatic events in their home markets. 3. To give supportive groups, businesses and community leaders an exciting opportunity to contribute resources and energy to our cause, and to get public credit for their contribution.

SPONSORSHIP AND MANAGEMENT The Express will be incorporated as a 501 (c) 4 and managed by a firm hired by the national sponsors. The firm will report to a Finance Committee of 3 to 5 individuals representing the 3 to 5 national sponsors.

THE FINANCE COMMITTEE Each national sponsor will contribute a minimum of \$200,000 to \$300,000, at least \$100,000 in the form of a cash contribution. The national sponsors might be among the following: AFSCME, Norma Asnes, NEA, CWA, UAW, Chrysler, General Motors. Families USA agrees to be a national sponsor and contribute \$100,000 in cash and more than \$100,000 in staff for the field organizing and press operations.

The Finance Committee will play a leading role in recruiting bus sponsors, route sponsors and other contributors of cash, goods and services. The Finance Committee will be a small group, made up of principals, that will oversee decisions by the managing firm.

Two areas will be agreed upon at the beginning and will not be open to further discussion: 1] the message (support for passage of the Administration/Leadership health reform) and 2] the way in which routes are chosen or altered (the firm will make final

decisions based on its consultations with the national sponsors and others).

SCHEDULE The entire Express will take place during a 10-12 day period at the end of July and beginning of August. Bus caravans will leave various starting points on different days, and all but one arrive on Capitol Hill on 3 or 4 consecutive weekdays. One caravan, from the West Coast, terminates in a big pass-off event in the Midwest.

ABORT DATES A great deal of work has to be done between now and the launching of the first bus. To be sure that the Express will be big enough and run smoothly enough to succeed, we will begin by setting realistic interim goals -- and abort the entire project if key interim goals are not met. The first abort date is June 6. By that date, we must have at least two national sponsors, contributing at least \$500,000, a managing firm contracted, the Express incorporated as a 501 (c) 4, routes and major event ADIs selected, and a campaign schedule with further abort dates set.

ROUTES Three to five major routes will be established to get maximum coverage in media markets impacting on key swing Senators and Representatives. Each route will run from two to five days. In addition, there will be a number of short routes (each less than 250 miles and a number originating in the Washington suburbs) designed to increase the number of buses arriving in Washington without greatly increasing the cost or management complexity of the Express. The firm will determine the routes and the location of events in consultation with the national sponsors as well as on the basis of its independent research, but its decisions will not require approval.

EVENTS In order to make every major regional event a big, glitzy, crowded event, the number of events will be limited. Optimally, there would be one major regional event most days; under no circumstances would we want more than one per day on any major route. At every opportunity, the caravans pick up cards and letters for delivery to Congress.

BUDGET AND FINANCING With a caravan of 12 buses on each of four major routes and a caravan of 6 buses on each of 10 short routes, a total of 96 buses and about 3,000 riders will reach Washington (assuming that one route, from the West Coast, terminates in a pass-off in the Midwest). Not counting the in-kind help of the firefighters, police and car dealer escorts, or help from independent truckers and entertainers, the Express will require total contributions, cash and in kind, of \$1.3 to \$1.6 million. This should include funding of \$300,000 to \$400,000 cash in total from the national sponsors, sponsorship of 48 buses on major routes at \$15,000 to \$20,000 per bus, sponsorship of 60 short route buses at \$2,000 to \$5,000 per bus, and \$300,000 to \$400,000 worth of in-kind contributions. Major in-kind contributions could include field staff, media staff, union bus drivers, food for the church lunches and suppers, and printing.

GROUPS THAT COULD SPONSOR (AND PUT RIDERS ON) MORE THAN ONE BUS ON MAJOR ROUTES include the National Council of Senior Citizens, AARP, Children's Defense Fund, HealthRIGHT, National Association of Chain Drug Stores, UAW, CWA, IBEW, USWA, Teamsters, NEA, AFT, SEIU, Letter Carriers, Local 1199, UFCW, Carpenters, Laborers, IAM, APWU and Seafarers, as well as the national sponsors.

GROUPS THAT COULD SPONSOR (AND PUT RIDERS ON) ONE BUS ON A MAJOR ROUTE include Alzheimer's Association, American Nurses Association, Steve Gleason's doctors, National Council of Churches, Catholic Health Association, Paralyzed Veterans Association, League of Women Voters, AFL-CIO, UMWA, Firefighters, ACTWU, ILGWU, IUOE, UTU/ATU, the pro-reform small business coalition and any of several dozen supportive businesses.

GROUPS THAT COULD SHARE A BUS include a number of religious denominations and coalitions, a number of provider groups, some disabilities and disease-related groups and the Long Term Care Campaign.

ROUTE & PARTIAL ROUTE SPONSORSHIP may appeal to chain drug stores or chain groceries or other businesses concentrated in limited areas of the country.

IN-KIND SUPPORT of field and media staff can come from Families USA and a number of unions, and bus drivers as well. Local churches and auxiliaries recruited by denomination national offices can prepare food for the church lunches and suppers. Some unions and businesses might donate printing. American Airlines could help defray return transportation costs.

NATIONAL AND ROUTE SPOKESPEOPLE AND CELEBRITIES will be trained in the Express message and will avoid going off-message. It is crucial that we have political and entertainment stars as crowd-builders and for press attention at every major event and on Capitol Hill for the arrival ceremonies. It would also be helpful for a limited number of celebrities to ride sections of the routes for interviews in target markets and to attract press onto buses. Recruiting these celebrities is difficult, time-consuming and crucial; at least one top-flight person will need to devote full time to this task.

trucks or other vehicles to the parade through their community. Wherever possible, trained spokespeople should drop off the Express to do local radio, tv and print interviews, catching up with the Express later in the day.

WASHINGTON DC EVENTS The Express and its hoopla culminate in a crescendo of media coverage and lobbying on Capitol Hill on three or four weekdays (Monday through Thursday or Tuesday through Thursday). Maximum participation by Administration, House and Senate leadership, co-sponsors, supportive organization leaders, nurses, doctors, clergy and celebrities should be coordinated for crescendo effect during successive days. Lots of buses and riders, supplemented by short routes from the Washington suburbs, should flood Capitol Hill with our folks, all wearing Health Security Cards on their shirts, and each carrying hundreds of messages from home to the Members. If possible, firefighter equipment should participate. Supportive independent truckers should bring large signs or flat bed musicians onto the Hill. Chrysler, Ford and GM dealers from the area should provide additional vehicles sporting health reform banners and balloons to add to the circus atmosphere.

MEDIA OPERATION The media operation will be designed to maximize both national and regional coverage of the Express, and also get heavy local coverage in target markets. There will be personal contact with every daily, weekly, radio station and tv station in most markets in about 35 states. In addition, radio news actualities and tv satellite interviews will be fed into these 35 states, and radio and tv interviews will be booked in every market along every route. We'll feed feature stories on the problems some of the bus riders have had with the insurance companies, and we'll feed rider interviews back into target districts from Washington.

The media operation will be run out of a centralized press boiler room, starting six weeks prior to the Express. There will be one media specialist responsible for each major route, one responsible for all of the short routes, three radio/tv bookers, a radio actualities/satellite tv tour director, and support staff, all under the direction of one media director.

MAJOR REGIONAL EVENTS Located in key markets such as New York City, Minneapolis, Oklahoma City, New Orleans, Omaha, Kansas City, Memphis, Boston, Seattle, Salt Lake City, Milwaukee and Detroit. Each is a big crowd event attended by a major Administration official, some Congressional leadership, key regional political figures, and noted entertainers. We anticipate drop-ins by each of the four White House principals, with at least one present at a number of the events. We expect a show of fire and rescue equipment and uniforms as the caravan arrives or departs, and live music either at the event or on flat bed trucks arriving or leaving with the caravan. Flags, banners, enormous Health Security cards.

SHORT ROUTE LAUNCH EVENTS In markets within a half day of Washington, such as Philadelphia, Pittsburgh, Harrisburg, Baltimore, Norfolk, Richmond, Wheeling, Roanoke, Annapolis. These should be just big enough to get some local coverage.

CHURCH/COMMUNITY LUNCHESES & DINNERS Feeding the bus riders en route is one of the bigger costs. Much of this should be covered by in kind contributions. Wherever possible, churches should be recruited to provide church/community lunches and dinners. Besides helping to fund the Express, this will provide appealing low-cost media events in small and medium target markets. Local political and community leaders should appear at these meals.

DRIVE-THROUGHS The caravans will pass through a number of small or medium target markets without stopping for an event. Nonetheless, we should organize low cost photo opportunities for local media. Local reporters who want to ride the Express through their community should be shuttled to and from the Express at pick-up and drop-off points 25 miles outside the community. Wherever possible, supportive firefighters and police should accompany the Express through town with their uniforms and equipment. Chrysler, Ford and GM dealerships should be encouraged to provide new cars to escort the Express, perhaps carrying local nurses and supportive doctors, and sporting health reform banners and balloons (as well as Chrysler, Ford and GM dealership ads). Supportive businesses might contribute delivery

Health Security Express – Preliminary Routes



● Large Event ● Route Stop