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[Memo for Agency Chiefs of Staff re: State of the Union Amplification] [1996] [loose]

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THE WHITE HOUSE
WASHINGTON

April 2, 1996

MEMORANDUM FOR AGENCY CHIEFS OF STAFF

FROM: KITTY HIGGINS *Kitty*
Assistant to the President and
Secretary to the Cabinet

STEPHEN SILVERMAN *OK 3/5*
Deputy Assistant to the President and
Deputy Secretary of the Cabinet

SUBJECT: Amplification

In order to develop a coordinated strategy of amplifying the President's message please submit a draft plan for your agency that promotes the President's accomplishments and challenges between now and August.

To assist in your planning we have attached a suggested format and a copy of the President's challenges as outlined in his State of the Union address. Each agency should submit their draft plan to the Office of Cabinet Affairs by **10:00 am, Wednesday, April 10th.**

We will share your proposals with the White House Communications and Press offices. The Communications conference call will continue to be scheduled every Thursday and Amplification reports reflecting the past week's efforts and plans for the upcoming week should be submitted Friday morning by 10:00 am.

We appreciate your hard work and look forward to working with you to finalize and implement your plans.

CC: Don Baer
Mike McCurry
Lorrie McHugh

AMPLIFICATION PLAN FORMAT

I. CHALLENGES

Please describe which of the seven Presidential challenges laid out in the State of the Union your agency will amplify and include how the issues relevant to your agency can reflect these challenges. Be creative. eg.

HUD: CHALLENGE ON CRIME AND DRUGS

- "One-Strike-and-Your Out" Policy Guidance

II. AGENCY INITIATIVES

Describe the agency priorities not directly related to the challenges that you will promote in the next four months. You each have issues that demonstrate the President's commitment to working families. Please explain these initiatives and describe how they complement the President's message.

III. EVENTS

Describe the types of events and meetings that you will schedule to amplify the challenges and initiatives that you outlined in Sections I and II. Be specific and include media opportunities, speech possibilities, and other outreach.

IV. MEDIA

List the states, media markets, and other outlets your agency will target to reach working families.

V. CALENDAR

Please attach a calendar that reflects your planning between now and August. While these plans will evolve over the next few months please make an effort to highlight travel, events, key speeches, meetings, regional media interviews, and other milestones that you have scheduled utilizing both the Secretary and other senior appointees.

A CHALLENGE TO AMERICA

*Background on President Clinton's
Agenda for the Nation*

State of the Union Address

January 23, 1996

1. **CHALLENGE ON FAMILIES:** Cherish our children and strengthen the American family.
2. **CHALLENGE ON EDUCATION:** Renew our schools for the new century and open wide the doors of college.
3. **CHALLENGE ON ECONOMIC SECURITY:** Provide new security for the American family in the new economy.
4. **CHALLENGE ON CRIME AND DRUGS:** Join together to take back our streets from crime, gangs and drugs.
5. **CHALLENGE ON THE ENVIRONMENT:** Protect the environment for future generations.
6. **CHALLENGE ON WORLD LEADERSHIP:** Meet our responsibility to lead the fight for freedom and peace.
7. **CHALLENGE ON GOVERNMENT:** Reform our political system and make government work for the people.

A CHALLENGE TO AMERICA

Background on President Clinton's

Agenda for the Nation

State of the Union Address

January 23, 1996

1. CHALLENGE ON FAMILIES

- Cut down on TV violence.
- Protect our children from tobacco marketing.
- Child Support enforcement.
- Pass bipartisan welfare reform.
- National campaign against teen pregnancy.
- End the tragedy of domestic violence.
- Challenge fathers to care for their children.

3. CHALLENGE ON ECONOMIC SECURITY

- Raise the minimum wage.
- Preserve the Earned Income Tax Credit.
- \$500 per child tax credit.
- Protect workers' pensions.
- Protect Medicare and Medicaid.
- Make health care portable, eliminate existing conditions exclusions, allow unemployed to purchase health insurance.

5. CHALLENGE ON THE ENVIRONMENT

- Project XL -- Challenge businesses to find cheaper ways to meet tougher standards.
- Expand and strengthen citizens' Right-to-Know about toxic chemicals in their communities.
- Stand up against efforts to cut environmental protections.

7. CHALLENGE ON GOVERNMENT

- Brownfields Initiative to clean up contaminated waste sites in distressed areas.
- Executive Order revoking federal contracts of business that hire illegal workers.
- Continue Reinventing Government -- creating the smallest, smartest government in 30 years.
- Enact bipartisan campaign finance reform.

2. CHALLENGE ON EDUCATION

- America's Technology Literacy Challenge.
- Higher standards, Charter schools, and public school choice.
- Expand college work-study to more than 1 million students.
- \$10,000 tax deduction for college tuition.
- \$1,000 college merit scholarship for top 5% of graduates at every high school.
- Challenge parents to be involved in their children's education.

4. CHALLENGE ON CRIME AND DRUGS

- Direct FBI to target gangs that involve juveniles in violent crime.
- "One-Strike-and-You're Out" in Public Housing.
- Challenge states to meet 85% truth-in-sentencing.
- Appoint General McCaffrey as Drug Czar.
- Maintain Brady Bill and Assault Weapons Ban.
- Put 100,000 police on the streets in community policing.

6. CHALLENGE ON WORLD LEADERSHIP

- Ratify Start II Treaty to cut nuclear stockpiles by another 25%.
- Pass Comprehensive Test Ban Treaty.
- Pass Anti-Terrorism Bill to give law enforcement greater power to fight terrorism at home and abroad.