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THE WHITE HOUSE
WASHINGTON

JANUARY 19, 1996

MEMORANDUM FOR THE PRESIDENT

FROM:

DON BAER ^{DAB}
KITTY HIGGINS ^{Kitty}
MIKE McCURRY

SUBJECT:

STATE OF THE UNION COMMUNICATIONS PLAN

Attached is a comprehensive communications plan that details the outreach and amplification activity both before and after the State of the Union speech. The plan is a coordinated effort on the part of the Offices of Communications, Cabinet Affairs, Public Liaison, Intergovernmental Affairs, Legislative Affairs, Political Affairs, the Press Office and the DNC.

The surrogate activity before the State of the Union will lay the groundwork for the themes of your speech. Cabinet and Administration officials will be engaged in a wide-ranging plan to talk about the sense of realistic optimism the American people should have about the progress America is making. They will use both accomplishments and recent positive statistics to illustrate this progress under your Administration. Following your speech, surrogates will elaborate on the specific challenges in the speech.

I. THE PRESIDENT AND VICE PRESIDENT

The President

- Interview with *US News and World Report* (January 18)
- Drop by national columnists roundtable (January 22) - tentative
- Photo opportunity while working on speech (January 23).
- Crime and Community Event, Louisville, KY (January 24)
- Editorial board with Louisville Courier-Journal (January 24)
- Bipartisan meeting with mayors (January 25)

- U.S. Conference of Mayors Address, Washington, D.C. (January 25)
- Interview with CNN White House reporters (January 26) - tentative
- Environmental Event Highlighting Budget Impact (January 26) - tentative
- Speech to National Association of Hispanic Publications. (January 26)
- Radio address (January 27) (Democratic Mayors will be invited)
- Education and Technology Event (January 29) - tentative
- Women's event (January 30) - tentative
- National Prayer Breakfast on Community and Common Ground (February 1)

The Vice President

- Interview with *Time* and *Newsweek* (January 18)
- Participate in the PBS 1996 National Issues Convention (January 21)
- Pre-State of the Union meeting with network anchors (January 23)
- The Washington Post editorial board (January 23)
- Regional satellite tours into 10 targeted markets (January 24)
- Roundtable with national radio correspondents (post SOTU) - tentative
- Morning shows (January 24)
- Sperling Breakfast (February 8)

II. PRESS

The White House

- Don Baer and George Stephanopoulos will call weekend television pundits. (January 20)

- Alice Rivlin will be on "Evans & Novak" (January 20)
- Leon Panetta will appear on "Meet the Press" (January 21)
- George Stephanopoulos and Elaine Kamarck will hold a background briefing for "New Democrat" columnists. (January 22)
- Leon Panetta and Bruce Reed will hold a background briefing for columnists. (January 22)
- Leon Panetta will brief White House TV, radio and print reporters. (January 23)
- 10 Roundtables (tongs) with White House officials will be conducted, reaching more than 100 major newspapers (January 24 - 26)
- More than 50 regional editorial board calls will be conducted by White House and Cabinet officials. (January 24, 25)
- A dozen influential regional columnists will be called by White House officials (eg, Tom Plate, Los Angeles Times). (January 24, 25)
- Laura Tyson will do the Los Angeles Times and The Wall Street Journal editorial boards. (January 23, 24)
- Ann Lewis will do press interviews related to the State of the Union.
- George Stephanopoulos, Alexis Herman, Laura Tyson, Gene Sperling, Bruce Reed, Alice Rivlin, Mike McCurry and Don Baer will conduct radio interviews into approximately 20 targeted states. These interviews will include syndicated shows, African American syndicated shows, state radio networks, public radio networks, regional main stream affiliate stations, and regional African American affiliate stations, reaching close to 1500 stations.

Outreach to syndicated shows will include: Talk of the Nation (NPR), 100 stations; All Thing Considered (NPR), 440 stations; Morning Edition (NPR) 435 stations; Alan Colmes Show, 120 stations; Judy Jarvis Show, 40 stations; Ellen Rattner; Agri-Talk, 126 stations; Smart Money with Dolans; Jim Bohannon, 400 stations; Gil Gross (CBS), 175 stations; Jay Severin, 120 stations; Hugh Rodham, 48 stations; Marketplace Radio (NPR), 280 stations.

The Cabinet

The Cabinet and sub-Cabinet will do targeted regional print and radio press both before and after the State of the Union. The following is a sampling of the Cabinet's press plans:

- Secretary Rubin will do the New York Times, The Washington Post, and The Chicago Tribune editorial boards. He will also do public radio in NY and Pennsylvania.
- Attorney General Reno will do the Baltimore Sun, Boston Globe and Denver Post editorial boards. She will do radio in Maryland, New Jersey, Colorado and Massachusetts.
- Secretary Babbitt will do radio and television events as he travels through Georgia, South Carolina and North Carolina. In addition, he will do specialty Native American press.
- Secretary Glickman will do the Shreveport Times, Charleston Gazette and Baton Rouge Advocate editorial boards. He will also do radio in Louisiana and West Virginia.
- Secretary Ron Brown will do the Chicago Tribune, Minneapolis Star Tribune and The Arlington Heights Herald editorial boards. He will do radio in Illinois and Minnesota. He also will do specialty press including Jet Magazine.
- Secretary Reich will do radio and TV in Michigan and St. Louis, MO. Deputy Secretary Glynn will do Iowa press.
- Secretary Shalala will do the Phoenix Gazette, Miami Herald and Orlando Sentinel editorial boards. She will do specialty radio and press in Florida as well as radio in Arizona.
- Secretary Cisneros will do the Cleveland Plain Dealer, Cincinnati Post and Youngstown Vindicator editorial boards (January 24). He will do radio in Ohio. He will also do specialty press including National Newspaper Publishers Association. The Secretary will give the keynote address at the National Association of Hispanic Publications' 10th Annual Convention. (January 25)

- Secretary Peña will do Connecticut press, including Hartford Courant, New Haven Register and The Day editorial boards and various radio in. He will also do specialty press, including Hispanic Link and La Opinion Hispanic Magazine.
- Secretary O'Leary will do the Dallas Morning News, Fort Worth Star Telegram and Houston Chronicle editorial boards. She will do radio in Texas. She will also do specialty press, including Crusader Publications, Chicago Defender and Chicago Citizen Newspaper Group.
- Secretary Riley will do the Tennessean, Knoxville News-Sentinel and Louisville Courier Journal editorial boards. He will do radio in Tennessee, Kentucky and Georgia.
- Secretary Jesse Brown will do the central Florida editorial boards (January 24). He will do radio in Florida and specialty press in Baton Rouge, Houston and Atlanta, including The Atlanta Voice, Atlanta Daily World and The People's Crusader. Deputy Secretary Gober will do Arkansas newspapers and radio.
- Administrator Browner will do the Cincinnati Post. Deputy Administrator Hanson will do the Seattle Post-Intelligencer and The Oregonian editorial boards. She will do radio in Oregon and Washington.
- Ambassador Kantor will do the San Francisco Chronicle, Los Angeles Daily News and San Diego Union-Tribune editorial boards as well as radio in California. He will also do specialty press including Los Angeles Sentinel, Post Newspaper Group and The Reporter Publishing Co.
- Administrator Lader will do The Wall Street Journal, USA Today, The Buffalo News editorial boards. He will do radio in North Carolina and South Carolina.
- Administrator Johnson will do the Milwaukee Journal-Sentinel, Wisconsin State Journal and Green Bay Press Gazette editorial boards. He will do radio in Wisconsin.
- Conference calls with specialty press will be done by several Cabinet officials.

Intergovernmental and Political Affairs

- Democratic mayors, governors and leading elected officials in targeted states and Congressional districts will issue press releases prior to the State of the Union. (January 22)

- State of the Union watch-parties are being held in targeted states including Iowa and New Hampshire. Press will be invited. (January 23)
- Media Affairs will set up interviews with mayors following your U.S. Conference of Mayors speech. (January 25)
- The DNC has a radio plan for members of Congress in targeted markets, both before and after the State of the Union.

Outside Validators

- Independent commentators/validators who will make press appearances around the State of the Union will be faxed talking points and briefed by an Administration representative beforehand. This group includes reporters, members of Congress, political consultants, opinion leaders and organization heads, such as Tim Russert, William Schneider, Al Hunt, Hal Bruno, Robert Greenstein, Thomas Mann and Norm Ornstein.
- A small group of non-traditional commentators, such as nationally recognized academics and police chiefs, will be made available to the press for State of the Union commentary. Examples include: Benjamin Barber, Henry Louis Gates, Bill Galston, and New York Police Commissioner William Bratton.

III. BRIEFINGS

Cabinet Affairs

- Kitty Higgins and Don Baer briefed the Cabinet Chiefs of Staff. (January 16)
- Kitty Higgins, Mike McCurry and Don Baer briefed the Cabinet Public Affairs Officers. (January 17)
- Leon Panetta will brief the Cabinet on the major themes of the State of the Union. (January 22)

Legislative Affairs

- Key Democratic members (eg. Chuck Schumer, Joe Biden, Lee Hamilton, Charlie Stenholm, Dale Bumpers, Ben Cardin, Patty Murray, John Breaux, Carl Levin, Henry Waxman) will be identified and asked to highlight certain key initiatives in the speech. They will be briefed by White House officials. (January 22 and 23)

- Press secretaries for Democratic Senators and Representatives will be briefed by Mike McCurry and Don Baer. (January 22)
- Bruce Reed and Gene Sperling will brief House and Senate Administrative Assistants and Legislative Directors. (January 22)
- Leon Panetta, Alice Rivlin and Pat Griffin will brief the Senate Democratic caucus. (January 23)
- Alice Rivlin will brief the House Democratic Caucus. (TBD)
- Leon Panetta and Alice Rivlin will meet with the bipartisan Senate group (Breaux-Chafee). (TBD)

Public Liaison

D.C. representatives of national organizations were briefed on January 18 and 19. Approximately 200 people attended the briefings. The following groups attend:

African Americans	Labor
Asian Pacific Americans	Law Enforcement
Business Ceo	National Black Association Leaders
Children/Family	Non-profit
D.C. Business Representatives	Religious
Disability	Seniors
Education	Veterans
Ethnics	Women
Hispanic	Youth
Jewish	

In addition, conference calls with statewide constituency contacts will occur on January 22 and January 23. These calls are to ensure representatives in targeted states have been briefed on the major themes of the address. The following are the conference calls that will occur:

African Americans	Law Enforcement
Asian Pacific Americans	Non-Profit/Children/Family
Business CEO	Religious/Catholics
California African Americans	Seniors
Disability	Veterans (National Commanders)
Hispanic	Women
Jewish	Youth

- The Women's Office will hold a briefing for women appointees. (January 23)

IV. EVENTS

The following Administration officials will be highlighting the major themes of the State of the Union address in numerous events before and after the State of the Union in targeted states.

- Secretary Christopher will speak at Harvard's Kennedy School of Government on January 18.
- Secretary Perry will satellite to BusinessWeek Presidents' Forum in Palm Springs on January 18.
- Chairman Shalikashvili will address the Naval War College in Rhode Island on January 23.
- The Attorney General will participate in your Cops and Community event in Louisville, KY on January 24.
- Secretary Babbitt will participate in an environmental van tour in Charlotte and Durham, NC and Atlanta, Savannah and Macon, GA. (January 24, 25)
- Secretary Ron Brown will do a technology and schools event in Chicago and West Virginia.
- Secretary Reich will do a jobs event in St. Louis.
- Secretary Shalala will speak at Union College in Schenectady, NY on January 24.
- Secretary Cisneros will participate in a public housing and gangs event in Toledo.
- Secretary Riley will do a charter schools event in Minneapolis.
- Administrator Browner will highlight environmental and business cooperation during her speech before the U.S. Conference of Mayors on January 24. She will also do a brownfields event in Cincinnati.
- Tony Lake will address the Chicago Council on Foreign Relations on January 29.
- Dr. Tyson will address the Detroit Women's Economic Club on January 25.

- The DNC is coordinating the Democratic senators and representatives who will be conducting issue fora in targeted states on the State of the Union (such as crime and children).
- The DNC is organizing a number of rallies of seniors and student groups in targeted markets in support of your budget priorities.

V. MATERIALS

Talking Points

- Talking points on the State of the Union address will be distributed before the speech to Democratic members of Congress, Public Liaison constituency groups, Democratic governors, mayors and elected officials.
- Talking points are being faxed to all Democratic elected officials. (January 18)
- The DNC is faxing talking points to 5,000 individuals, including state chairs, DNC members and selected donors. The DCCC and DSCC are faxing talking points to all of their candidates. (January 18)

Accomplishment Documents

- State-by-state materials on the Administration's record (see attached sample) will be distributed by all White House outreach offices (Public Liaison, Intergovernmental Affairs, Legislative Affairs, Media Affairs).

The Speech

- The text of the speech will be posted on the Internet and an on-line Q&A session regarding the speech will be arranged.
- The text of the speech will be sent out by Media Affairs to close to 1000 specialty press outlets.
- Media Affairs will mail the speech to the top 250 editorial boards, plus boards which endorsed Clinton/Gore.
- In advance of the network evening news shows, press excerpts of the address will be distributed to press and Democratic officials.
- The DCCC and the DSCC will send the speech out to all candidates.
- The DNC will distribute the speech to all State Party Chairs.

- Glossy copies of the speech will be distributed by White House outreach offices (Public Liaison, Intergovernmental Affairs, Legislative Affairs, Cabinet Affairs).
- Clinton/Gore will distribute talking points of the speech to field staff. They will have surrogates ready to respond to local media.

CC: The Vice President
Leon Panetta
Harold Ickes
Evelyn Lieberman
Alexis Herman
Marcia Hale
Pat Griffin
Doug Sosnik
George Stephanopoulos
Carol Rasco
Maggie Williams

Attachments

- 1) List of Targeted States.
- 2) List of Elected Officials Solicited by Intergovernmental Affairs to do press.
- 3) Sample of State-by-State on the Administration's Record.

1/15/96

AR
AZ
CA
FL
IA
IL
KY
LA
MD
MI
MN
NC
NM
OH
PA
TN
WA
WV

Re: State of the Union Roll Out

Congressional Targeting

District	Member	Elected
Ca03	Fazio	Mayor Serna, Sacramento Mayor Darrah, Stockton
Ca17	Farr	Mayor Styles, Salinas Mayor Beiers, Santa Cruz
Ca36	Harman	Supervisor Molina Supervisor Burke Supervisor Yarioslavsky
Ca42	Brown	Mayor Minor, San Bernadino Assemblymember Baca
Ct02	Gejdenson	Mayor Serra, Middletown Mayor Stafaci, New London Speaker Ritter Senator DiBella
Fl11	Gibbons	Mayor Greco, Tampa
Il03	Lipinski	Mayor Daley, Chicago President Stroger, Cook County
Ky03	Ward	Mayor Abramson, Louisville David Armstrong, Jefferson County
Me02	Baldacci	Mayor Jenkins, Lewiston Mayor Frankel, Bangor Speaker Gwadowsky Senator Lawrence
Mi09	Kildee	Mayor Stanley, Flint Mayor Moore, Pontiac
Mi12	Levin	Mayor Notte, Sterling Heights Mayor Bonkowski, Warren

Mi13	Rivers	City Council Member Hanna-Davies, Ann Arbor Mayor Breen, Garden City Mayor Thomas, Westland
Mn02	Minge	Mayor Sales-Benton, Minneapolis
Mn	Luther	
NY26	Hinchley	Tim Grippen, Broome County Executive
NC07	Rose	
NC08	Hefner	
Oh13	Brown	Mayor Olejko, Lorraine Mayor Keyes, Elyria St. Rep. Sweeney St. Rep. Campbell Sen. Boggs
Oh14	Sawyer	Mayor Plusquellic, Akron Tim Davis, Summit County Executive
Or01	Furse	Mayor Katz, Portland
Pa15	McHale	
SC05	Spratt	Mayor Rhea, Rockhill
Tn06	Gordon	Mayor Reed, Murfreesboro
Tx24	Frost	Dionne Bagsby, Tarrant County Bob Hampton, Tarrant County J. D. Johnson, Tarrant County
Tx25	Bentsen	Mayor Lanier, Houston L. Franco Lee, Harris County Jim Fonteno, Harris County

Va05	Payne	Mayor Young, Richmond
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State Targeting

State	Electeds
Alaska	Governor Knowles
Alabama	Lt. Gov. Siegelman
Arizona	St. Rep. Art Hamilton Senator Peter Goudinoff
Arkansas	Governor Tucker
California	Lt. Gov. Davis Sen. Bill Lockyer Sen. Henry Mello
Colorado	Governor Roemer
Delaware	Governor Carper
Florida	Governor Chiles Lt. Governor McKay
Georgia	Governor Miller
Hawaii	Governor Cayetano
Illinois	Mayor Daley Speaker Madigan Senator Jones
Indiana	Governor Bayh
Kentucky	Governor Patton
Louisiana	Lt. Gov. Kathleen Babco
Maryland	Governor Glendening
Michigan	Attorney General Kelly
Minnesota	Attorney General Humphrey Sec. of State Growe Treasurer McGrath
Missouri	Governor Carnahan
Nebraska	Governor Nelson Lt. Gov. Robak
Nevada	Governor Miller

New Mexico	Sec. of State Gonzales Attorney General Udall Treasurer Montoya
North Carolina	Governor Hunt
Ohio	St. Rep Sweeney Senator Boggs
Oregon	Governor Kitzhaber
Pennsylvania	Treasurer Knoll
Rhode Island	Lt. Gov. Weygand
Tennessee	Lt. Gov. John Wilder Sec. of State Darnell Attorney General Burson Treasurer Adams
Texas	Lt. Gov. Bullock
Vermont	Governor Dean
Virginia	Lt. Gov. Beyer
Washington	Governor Lowry
West Virginia	Gov. Caperton
Wisconsin	Sec. of State LaFollette Attorney General Doyle

Additional Mayors

City	Mayor
Tuscon	Miller
Flagstaff	Bavasi
Little Rock	Dailey
San Francisco	Brown
Oakland	Harris
San Jose	Hammer
Santa Anna	Pulido
Long Beach	O'Neill
Denver	Webb

Bridgeport	Ganim
Wilmington	Sills
Miami	Clark
Tallahassee	Maddox
Clearwater	Garvey
Atlanta	Campbell
East St. Louis	Bush
Rockford	Box
Aurora	Pierce
Gary	King
East Chicago	Pasterick
South Bend	Kernan
Terra Haute	Chellos
Debuque	Duggan
Des Moines	Dorrian
Lexington	Miller
New Orleans	Morial
Baltimore	Schmoke
Boston	Menino
Detroit	Archer
St. Paul	Coleman
St. Louis	Bosley
Kansas City	Cleaver
Cherry Hill	Bass-Levin
Patterson	Pascrell
Newark	James
East Orange	Cooper
Albuquerque	Chavez
Santa Fe	Jamilio

Albany	Jennings
Rochester	Johnson
Buffalo	Massiello
Cincinnati	Qualls
Cleveland	White
Mansfield	Reid
Lima	Berger
Toledo	Finkbiner
Youngstown	Ungaro
Tulsa	Savage
Utah	Corradini
Eugene	Bascom
Philadelphia	Rendell
Pittsburgh	Murphy
Harrisburg	Reid
Eire	Savachio
Charleston	Riley
Columbia	Coble
Nashville	Bredeson
Memphis	Herenton
Dallas	Kirk
Houston	Lanier
Austin	Todd
San Antonio	Wolff
Salt Lake City	Corradini
Spokane	Geraughty
Seattle	Rice
Madison	Soglin
Milwaukee	Norquist

Additions to list

[illegible]

MAKING CALIFORNIA A BETTER PLACE TO LIVE AND WORK

America Is Moving In the Right Direction Under President Clinton

- **Stronger Economy.** The combined rate of unemployment and inflation is at its lowest level since 1968.
- **7.7 Million New Jobs.** The economy has created 7.7 million new jobs under President Clinton. Private sector job growth rate 8 times greater than during previous Administration.
- **Renewed Growth in Key Industries.** After a decade of enormous job losses in construction, manufacturing, and autos, these industries have made a remarkable recovery -- nearly one million new jobs combined under President Clinton.
- **Deficit Cut in Half.** The President's economic plan cut the deficit for three years in a row for the first time since Harry Truman was President -- the largest reduction in history.
- **Keeping Guns Away from Criminals.** More than 45,000 fugitives and felons blocked from buying handguns because President Clinton fought to pass the Brady Bill.
- **Safer Communities.** The crime rate is down and the number of murders reported dropped 12%--the largest decline in 35 years.
- **Stronger Families.** Teen pregnancy is falling, the poverty rate is decreasing, and the number of people on welfare is declining.

California Is Moving In The Right Direction Under President Clinton

- **Unemployment Rate in California Has Dropped from 9.4% to 7.8%.**
- **229,400 New Jobs Added in 33 Months -- After 63,200 Lost During the Previous 4 Years.**
- **Consumer Confidence is Up 43%, After Falling During the Previous Administration.**
- **Crime Is Down.** In *Los Angeles*, the number of robberies reported fell by 8% in the first half of 1995. In *San Diego*, the reported number of murder dropped by 25% in the first half of 1995.
- **\$15,000 of Reduced Federal Debt for Every Family of Four in California.** The President's economic plan is reducing the federal debt for each family of four by about \$15,000.
- **2,146,915 Working Families Receive a Tax Cut.** The President's expanded Earned Income Tax Credit is helping 2,146,915 working families make ends meet.
- **4,513 New Police Officers in California.** The President's Crime Bill puts 4,513 new police officers on the street, strengthens drug courts helping keep adult and juvenile offenders from cycling through the legal system, and helps protect women and children from domestic violence and sexual offenders.
- **298,000 Workers Protected by Family and Medical Leave.** The Family and Medical Leave Act allows workers to take up to 12 weeks of unpaid leave for the birth of a child or to care for a sick family member. This law covers about 297,914 workers in California.