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January 30, 1996

MEMORANDUM FOR LEON E. PANETTA, HAROLD ICKES & EVELYN LIEBERMAN

FROM: DON BAER & DOUG SOSNIK

SUBJECT: STATE OF THE UNION FOLLOW-THROUGH

This memorandum summarizes the results of discussions with Anne Walley, George Stephanopoulos, Bruce Reed, Rahm Emanuel and Mark Penn. Our goal has been to develop a message schedule to reinforce the State of the Union themes between now and April 15 -- a period which includes the bulk of the Republican primary season (until March 26) and runs up to the President's Japan/Russia trip. These recommendations are based on our decision to keep the President above the fray and "presidential" throughout the Republican primaries.

If we are able to work out a plan like the one below, we can also give more guidance to our various outreach operations and our surrogates. This will be particularly helpful in scheduling the Vice President, the First Lady and Mrs. Gore, and Cabinet secretaries to support the President's message.

One issue that is not dealt with in detail in the schedule below is the budget. If we find that we need to go on the offensive again on the budget, this approach would allow us to both criticize Republicans in Congress for retreating on fundamental commitments, even as we support new approaches to meet our challenges. This memo also does not address media interviews to support this schedule, which Mike McCurry and I are working on.

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(B) Emphasize issues from the State of the Union challenges, with focus on family, education and crime, along with the economic agenda and environment. The common themes are enabling people to make the most of their own lives and

underscoring where community and shared efforts work. Foreign policy events will also help.

(C) Keep the President on "presidential," non-partisan footing, while the Republicans are fighting out their primaries.

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(E) Leave weekends and some Mondays for travel to non-primary, targeted states (after Iowa and New Hampshire) geared towards local and regional media.

(F) Organize series of radio addresses for February and early March to highlight Presidential actions on the family/economic/crime agenda which served as the foundation for the State of the Union.

III. PROPOSED MESSAGE SCHEDULE

- 1/29 - **Family:** Teen pregnancy event with members of new national group, grassroot organizers and Henry Foster. (DONE)
- 1/30 - **Foreign Policy:** Drop-by Vice President Gore's meeting with Prime Minister Chernomyrdin. (DONE)

- 2/1 - **Family:** National Prayer Breakfast -- "A Prayer for the American Family." (DONE)

- **Foreign Policy:** Chirac visit. (DONE)

- 2/2-3 - **N.H. -- Education/Economy:** Education technology event at Concord H.S.; "school to work" event elsewhere in state. (DONE)

N.H. -- Economy: Radio address on minimum wage for first anniversary of President's proposed increase. (Switched to health care/budget)

N.H. -- Crime: Community policing event.

- 2/5 - **NGA Roundtable:** Budget delivered. (DONE)
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- Iowa -- College:** Speeches to large college audiences on college opportunity agenda; roundtable with parents and students on paying for college.
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- 2/15 - **New York -- Family:** Event with PTA group on tobacco and young people.
- 2/17 - **N.H.:** Message and radio address (values) tbd.
- 2/20 - **N.H. Primary Day:** Event TBD
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- 3/14 - **Foreign Policy:** Major speech at university on large themes (day after Bosnia milestones and three days before St. Patrick's Day.)

(Budget CR due to run out 3/15. Scheduling/message for 3/15 to 4/15 in planning now.)

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(A) Businesses that practice corporate responsibility, including "family-friendly" policies

(B) Economic agenda, specifically health care

(C) Political reform (possible meeting with Sens. McCain and Feingold before vote on bill)

(D) School choice/charter schools

(E) College opportunity agenda

(F) Parental responsibility (fathers)

(G) Drug prevention efforts

Also, we are somewhat light on real actions for the President to take on most of the areas discussed. We will have a separate plan coming soon on Olympic-related scheduling, some of which may take place during this period.

For future planning purposes, attached is a separate document which organizes potential events according to the challenges set out in the State of the Union.

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- 2/15 - New York: Political dinner
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- 2/23, 2/24 - California, Washington state
- 3/4 - Detroit: DNC/Clinton-Gore lunch; Levin event.
- 3/8, 3/9 - California, Wisconsin
- 3/10 - Florida
- 3/11 - New York: DCCC dinner
- 3/17 - Illinois: St. Patrick's day parade
- 3/23 - Ohio: Ohio JJ dinner
- 4/10 - Philadelphia/Baltimore: DNC event
- 4/29 - Little Rock/Miami

OUTLINE FOR STATE OF THE UNION IMPLEMENTATION

I. Children and Families

A. **Media challenges:** to create movies, etc. suitable for own children; V-chip requirement; media should rate programs

1. Meeting with TV/media executives on TV ratings system and minimum hours of children's programming; SOTU promises "next month" -- require February date.

2. TV Guide to interview President on these issues.

3. Other possibilities: remarks during/after telecommunications bill passage; California event.

B. Campaign against children smoking

1. Possible events: President to judge children's anti-smoking essay contest; theme for February's PTA speech; [O'Connor to prepare list of other options].

C. Welfare reform challenges

D. Campaign against teen pregnancy

1. Meeting with grass-roots organizers at which President announces the members of the national group to support grass-roots efforts and the appointment of Henry Foster. (1/29)

2. Other options: Event with the national group; visit to a successful anti-teen pregnancy program; meet with both pro-choice and pro-life groups working together to reduce teen pregnancy rates.

E. Keep families together -- reduce domestic violence

1. National Prayer Breakfast: Theme of "prayer for the American family" (2/1).

2. Other "bully-pulpit" speeches shedding light on family values and issues.

3. Events highlighting ongoing DOJ efforts: grants to counter domestic violence (possibly in Iowa with Bonnie Campbell); and new "hotline" for abused spouses.

4. Presidential public service announcements.

F. Absent fathers -- support for children

1. Meeting with successful men's group on family responsibilities (Omaha, Cleveland, Baltimore, New Jersey).
2. Announce "clearinghouse" for such efforts.
3. Follow-up with groups from Vice President's conference on family/fathers in Tennessee last year.

II. Education

A. Every classroom connected to info superhighway by 2000

1. Visit/remarks in Concord (N.H.) high school on progress in education technology (2/2).
2. Meeting (w/VP) with National Information Infrastructure Advisory Council to receive their report and announce matching grant program (2/13).
3. "Net Day" event in California to mark successful completion of connecting 20% of state's classrooms (3/9).
4. Photo op with President and newly-installed computer in Oval Office (Chelsea?).
5. Other possibilities: Visit to Union, N.J. success story; MCI 18-wheel computer lab.

B. Schools: Goals 2000; right to choose; charter schools

1. NGA speech on secondary education standards, choice and charter schools; invite governors to work with their state legislators to implement -- announce those who have (2/6).
2. Visit/bring in the first graduating charter school class in Minnesota.

C. Each school should teach character education

1. Visit school that is doing it right.
2. "Call-in" to President at elementary school by children in other schools.

D. Schools should be able to require school uniforms

1. With uniformed Long Beach School children in attendance, President signs directive to Education and DOJ to develop guidelines on uniforms to local school districts.

2. At subsequent PTA speech (or at Baltimore school), President announces national guidelines ("legal road map") to school districts on how to adopt a school uniform policy.

E. Parents should be more involved in children's learning

1. Visit a "family-friendly" business that allows leave for parent-teacher conferences, PTA, etc.

2. Other options: PTA speech; [Riley initiatives].

F. Open doors to college wider: expand work study (1 mill. by 2000) & Pell grants; merit scholarships; \$10,000/year tuition tax-deductible; continue loan program & AmeriCorps.

1. Speech to Nat'l Assoc. Independent Colleges (2/7).

2. Other events: meet with work-study students; roundtables at state universities w/students, parents, etc.; [Ben-Ami/Sperling to develop more].

III. Economic Security

A. GI Bill for Workers/voucher for tuition/training

B. Raise minimum wage

1. Subject of radio address at N.H. diner (2/3).

C. Maintain Earned Income Tax Credit

D. Tax credit for working families with children

E. Make it easier for small businesses to provide pensions

1. Visit business doing it right.

F. Protect existing pension plans

1. Possibilities: announce proposal allowing all to buy into federal plan; event on continuing enforcement actions against abuse of 401(k) plans.

G. Enact bipartisan health insurance reform bill

H. Protect Medicare and Medicaid

I. Fight health care fraud and abuse

1. Challenge to AMA to "self-police" own doctors.

- J. Employers and employees to work as team -- improving skills and productivity; sharing benefits and burdens

IV. Crime, Gangs and Drugs

- A. Continue community policing -- bringing crime rate down

- 1. Visit D.C./Georgia Avenue's "orange hat" community policing program.

- 2. Event at a "citizen academy."

- B. Keep Brady Bill and assault weapons ban on the books

- C. Take on gang violence -- FBI targeting gangs; prosecute violent teens as adults

- 1. Bring in all U.S. attorneys and FBI (Freeh) to discuss/present DOJ's "anti-gang" strategy. [task force?]

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- D. Housing authorities -- 1 strike & out for criminals

- 1. Visit Dallas housing project with this policy.

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- E. Ensure violent offenders serve 85% of sentence

- F. Prevention strategies -- community policing; sports leagues

- 1. Meet with successful ministers/church program.

- G. Reduce drug problem -- drug-free schools; McCaffrey

- 1. Event for confirmation of McCaffrey (likely February hearing date).

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V. Environment

- A. Congress should not reverse generation of bipartisan effort -- no enforcement cuts; polluters to pay
 - 1. If EPA is cut, event to illustrate.
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VI. Leadership in Freedom and Peace

- A. America must lead -- borderless threats, etc.
- B. Tougher trade deals, open markets, increase exports
 - 1. Options to come from USTR.
- C. Risks for peace -- N.Ireland, Middle East, Bosnia
- D. Ratify Start II and Chemical Weapons; sign test ban treaty; enact anti-terrorism bill
 - 1. Presidential statement and radio address commentary on Start II ratification.

VII. Reform government and democracy

- A. Continue reinventing government initiatives
- B. Enact campaign finance reform bill
- C. Pass the line-item veto
- D. Help communities -- empowerment zones, community development banks, brownfields
 - 1. Visit to clean-up site (brownfields).
- E. Stop illegal immigration -- stiffen border protection and executive order on hiring of illegal immigrants
 - 1. Photo op on signing of executive order (date?)
- F. Never again shut down government / extend debt limit
- G. Honor America's "real champions" -- community heroes

File

January 30, 1996

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