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[Memo re: State of the Union process] [1996] [loose]

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December 11, 1995

MEMORANDUM FOR THE CHIEF OF STAFF

FROM: DON BAER

SUBJECT: STATE-OF-THE-UNION PROCESS

Attached is a proposed process and notional schedule for the planning, writing and marketing of the 1996 State of the Union Address. This plan incorporates the following tasks:

1. Development of themes and substance
 - A. Policy outreach process from within and outside the government being led by Bruce Reed
 - B. Thematic outreach process from range of thinkers and advisers being conducted by Speechwriting
 - C. Public opinion research (polling on themes, language, target groups, ideas) being conducted by Penn & Schoen
2. Drafting of speech under White House Speechwriting
3. Presidential preparation, including time for thinking, writing, editing, media training and rehearsing. (Activity that requires substantial Presidential time is underlined).
4. Amplification and roll-out of speech and themes
 - A. Free media opportunities before and after speech
 - B. Paid media before and after speech
 - C. Other marketing efforts designed to build impact of speech

The attached schedule already reflects some ideas for Presidential media and events that relate broadly to year-end/new-year themes.

To move this entire process forward, we need to work closely with the Message Group. With your permission, I would like to use a subset of that group as a SOTU working group, which would begin to take responsibility this week for implementing the approved process (Attachment 1).

DECEMBER

Week of 12/11

- Present plan to Message Group; approval of plan by President; formation of SOTU working group
- Outreach by Speechwriting to outside thinkers and advisers (including Galston group) for themes (aimed at 12/19 deadline)
- Receive comments on Reed ideas memo and continue to vet new policy ideas (aimed at 12/19 deadline)
- Draft and circulate poll questionnaire, coordinated with theme and policy research (aimed at survey in field 12/16-18; note: no poll at this time if government is shut down)
- SOTU working group first cut at the following: Themes and policies; pre- and post-speech Presidential and Cabinet/surrogate amplification

Week of 12/18

- Preliminary analysis of poll (12/19-20)
- SOTU working group session to develop thematic outline and integrate other material (12/20 - 3 hours)
- Meeting with President (12/22) to present thematic memo, survey conclusions and notebooks containing Reed policy research and thematic advice from outside thinkers
- Proposed year-end media reflecting themes: CNN hour long special on President this year (12/21); CSPAN long interview

Week of 12/25

- First draft work by Speechwriting
- Meetings with President to discuss policy research (Reed) or thematic advice, if so desired or needed (12/26 - 27)
- SOTU working group: Further amplification plans

DECEMBER-JANUARY 1996

Week of 12/31

- Internal circulation of draft (1/5)
- First draft to President (1/6)
- Galston dinner with outside thinkers (1/6)
- SOTU working group: Final plans for Cabinet and other surrogates for pre- and post-speech efforts (1/5)
- Proposed new-year national town meeting (ABC/Jennings) reflecting themes

JANUARY

Week of 1/8

- Revised draft based on internal circulation and Galston group discussions (1/10)
- Media training (1/13)
- Polling/focus groups other research (1/8-12)
- SOTU working group meets with Cabinet/surrogates for pre-speech assignments to begin week of 1/15 (including speeches, tv interviews, talk radio, regional/specialty press); decides on post-speech plan for President and surrogates and develops other marketing
- Paid media group reviews themes; begins developing post-speech spot concepts (1/12)

Week of 1/15

- Draft back from President to staff (1/15)
- Martin Luther King Day speech (1/15)
- President speech prep (1/15)
- Redrafting (1/15-16)
- Full read through (1/17)
- Further media training
- Paid media drafts mall-test spots based on draft speech (1/16); filming with President (1/16-19, plus MLK Day speech)
- Proposed major print (newsmag) and tv interview by President on themes/expectations for speech
- SOTU working group meets with Cabinet/surrogates for final pre-speech assignments (in final run-up to speech) and post-speech assignments (to begin 1/24 - 25)

Question: Bosnian visit in run-up to speech?

Week of 1/22

- Rewriting by President
- Read through (1/21, 1/22) (2 ½ hours each day)
- Final pre-speech press interview?
- Mall test spots (1/20-21)
- State-of-the-Union (1/23 or 1/24)
- Post-speech Presidential activity TBD
- Cabinet/ surrogate post-speech activity
- Spot run begins (1/25)

December 1995

State-of-the-Union Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11 SOTU Working Group formed Reed outreach Outside thinker outreach	12 Plan to message group Plan to POTUS	13	14 Draft poll questionnaire	15 SOTU Working Group: themes, policies	16 Poll in field
17 Poll in field	18	19 Deadline: outside thinker outreach Deadline: Reed outreach Preliminary poll analysis	20 SOTU Working Group: review themes, polls, policies	21 CNN special Prepare booklets on policy/themes	22 POTUS meeting: themes, polls, policies	23
24	25	26 CSPAN special POTUS meeting: themes, policy SOTU Working Group: amplification	27	28	29	30 Speechwriting: first draft work
31						

November 95

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January 96

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January 1996

State-of-the-Union Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																											
	1	2	3 National town meeting (ABC)	4 SOTU Working Group: plans for POTUS post- speech	5 First draft: internal circulation SOTU Working Group: final plans for Cabinet/ surrogates	6 First draft to POTUS Galston group dinner																																																																																											
7	8 SOTU Working Group: meet Cabinet/surrogates for pre-speech; decide post-speech; marketing	9	10 Revised draft (based on circulation/Galston group)	11	12 Media group: themes, post-speech spot concepts	13 Media training																																																																																											
	Polling/focus groups																																																																																																
14	15 Draft to staff from POTUS Further media training MLK Day speech POTUS speech prep	16 Media group: draft mall spots	17 Read-through SOTU Working Group: meet Cabinet/surrogates for final pre/post-speech assignments	18 POTUS filming for spots POTUS major tv/print interviews	19	20																																																																																											
	Redrafting					Mall test spots																																																																																											
21 Read-through (2.5 hr)	22 POTUS rewrite Read-through (2.5 hr)	23 State-of-the-Union [TBD]	24 Cabinet/surrogates post- speech activity POTUS post-speech activity	25 Spot run begins	26	27																																																																																											
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28	29	30	31	December 95 <table> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr> <tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr> <tr><td>31</td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </table> February 96 <table> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr> <tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> <tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr> <tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td></td><td></td></tr> </table>			S	M	T	W	T	F	S						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29		
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