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

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
Asian Pacific Americans
Business CEO
California African Americans
Disability
Hispanic
Jewish
Law Enforcement
Non-Profit/Children/Family
Religious/Catholics
Seniors
Veterans (National Commanders)
Women
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 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, Tarent County Bob Hampton, Tarrent County J. D. Johnson, Tarrent County
Tx25	Bentsen	Mayor Lanier, Houston L. Franco Lee, Harris County Jim Fonteno, Harris County

Va05	Payne	Mayor Young, Richmond

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 Balnco
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 LaFolette 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
Tallahasse	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
Cinncinatti	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
Seatle	Rice
Madison	Soglin
Milwaukee	Norquist

Additions to list

City/County	Mayor
New Haven	DeStefano
Hartford	Peters
East Hartford	DeCrezenzo
DeKalb	Sparrow
Delta (MI)	Phelps
Lansing	Holister

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.

AMERICA'S CHALLENGE

Background on President Clinton's State of the Union Address to Congress

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.

Embargoed until 9:00 p.m. EST, January 23, 1996

AMERICA'S CHALLENGE

President Clinton's State of the Union Address to Congress

January 23, 1996

CHALLENGE ON FAMILIES

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

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 and eliminate pre-existing conditions exclusions.

CHALLENGE ON WORLD LEADERSHIP

- America as Peacemaker, not isolationist and not global policeman.
- Ratify Start II Treaty to cut nuclear stockpiles by another 25%.
- Pass Comprehensive Test Ban Treaty.
- Approve Chemical Weapons Convention.
- Pass Anti-Terrorism Bill to give law enforcement greater power to fight terrorism at home and abroad.

CHALLENGE ON EDUCATION

- Higher standards and public school choice.
- Educational Technology Initiative.
- 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 high school graduates.

CHALLENGE ON CRIME AND DRUGS

- Challenge states to meet 85% truth-in-sentencing.
- Direct FBI to wage war on gangs that involve juveniles in violent crime.
- "One-Strike-and-You're-Out" in Public Housing.
- Appoint General McCaffrey as Drug Czar.

CHALLENGE ON THE ENVIRONMENT

- Brownfields Initiative to clean up contaminated sites in distressed areas.
- 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.

CHALLENGE ON GOVERNMENT

- Executive Order revoking federal contracts of businesses that hire illegal workers.
- Continue Reinventing Government -- creating the smallest, smartest government in 30 years.
- Enact McCain-Feingold real campaign finance reform.

AMERICA'S CHALLENGE

Background on President Clinton's
State of the Union Address to Congress
January 23, 1996

1. CHALLENGE ON FAMILIES: *Cherish our children and strengthen the American Family.*

Families are the foundation of American life. The President challenges families to stay together, respect one another, end domestic violence, and for parents to take responsibility for their children.

Cut Down On TV-Violence.

The Administration wants to give parents the information they need to determine what their children see and hear. For this reason, the President supports the V-chip and voluntary rating system established by the television industry. The Administration also supports action to increase and improve the quality of programming for children.

To this end, the President has urged the Commissioners of the Federal Communications Commission to require broadcasters to air at least three hours per week -- and preferably more - of quality children's programming and has supported Public Broadcasting and the quality programming option it offers children and adults. The President's meeting with leaders of major media corporations and the entertainment industry will discuss voluntary ways to achieve these goals without delay.

Protect Our Children From Tobacco.

More than 300,000 Americans every year die because of illnesses associated with tobacco use. Every single day, another 3,000 children become regular smokers. One thousand of these children will eventually die from smoking-related disease. It is up to all of us -- family, schools and communities -- to work together to protect our children from the deadly disease of nicotine addiction.

This past year, President Clinton proposed targeted measures to fight this deadly problem. The Administration has proposed regulations designed to restrict the methods used by the tobacco industry to sell tobacco products to children. Specifically, these proposals cut off children's access to tobacco and reduce the appeal of these products.

Just last week, the Clinton Administration gave states guidance on how to implement the Synar Amendment, which requires states to have and to enforce laws banning the sale and distribution of tobacco products to children.

Child Support Enforcement.

The President reiterated his proposal for the toughest child support enforcement measures ever: streamlined paternity establishment; employer reporting of new hires to catch non-paying parents who move from job to job; uniform interstate child support laws; computerized state-wide collections to speed up payments; and tough new penalties, like drivers' license revocation. Together, these measures will send a clear and consistent message that both parents must take responsibility for the children they bring into this world. Congress should pass them now as part of real, bipartisan welfare reform.

Teen Pregnancy.

In last year's State of the Union Address, the President called for a national campaign to address teen pregnancy, which he called "our most serious social problem." This year, the President announced that his call has been answered. A diverse and bipartisan group of prominent Americans is about to announce the formation of A National Campaign to Reduce Teenage Pregnancy. Their goal is to reduce teenage pregnancy by one-third over the next ten years. This is a serious, nonpartisan effort to mobilize many sectors of American society -- business, entertainment, media, religious leaders and others -- to tackle this serious problem. The Clinton administration has worked to help the organizers of this independent effort get started, and the President has promised his active support for their work.

2. CHALLENGE ON EDUCATION: *Renew our schools for the new century and open wide the doors of college.*

Over the past three years, President Clinton has led efforts to dramatically reform education and training policy. Now, President Clinton proposes several new initiatives to bring more technology into the classroom; urge states, communities, and schools to raise standards; give parents more public school choice; and greatly expand access to college.

Educational Technology Initiative -- Technologically Literacy For The 21st Century.

Nothing is more critical to preparing our public schools for the 21st century than ensuring they have the modern technology to prepare students for the information age. The President challenges the nation to work together in a major new national effort to help every student become technologically literate for the 21st century.

Specifically the President has four goals:

(1) Provide access to modern computers for all teachers and students;
(2) Connect every school in America to the Information Superhighway;
(3) Develop effective software in all subject areas, and
(4) Give every teacher the development they need to help students use and learn through technology.

To reach these goals the President will lead a national effort that will include the following new initiatives:

- The President and Vice President will lead an effort to wire all of the nation's classrooms for computer access to the Internet by the year 2000.

- The President is calling for the creation of an Educational Technology Fund -- a private/public technology "matching fund" to help ensure that every student has adequate access to a cutting-edge computer and every teacher has the skills and software to make the best possible use of available technology.

- Challenge to educational software and entertainment leaders to produce better educational software to make learning more exciting and interesting.

Higher Education Standards For Students And Teachers.

Perhaps no challenge is more central to ensuring America's competitive strength in the 21st century than renewing our public school system. The President wants to see public schools driven by demanding high standards for students and teachers.

President Clinton challenges states and school districts to enact professional standards of excellence for teachers, and high standards of achievement for students. He also urged that all parents should have the opportunity to change schools or start new ones if their child's school is not performing.

Schools need to be safe and drug-free, and need to teach well the basics, good citizenship, responsibility, and core academics. The President believes that schools need to be accountable for their students' performance and that a high school diploma must mean something.

Public School Choice.

President Clinton believes that information, competition, and choice among public schools should be the rule, not the exception. Any parent who is dissatisfied with either their own child's or the school's performance should have the opportunity to choose a public school that will do better.

Charter Schools.

To ensure that every parent has this chance, the President is calling on all 50 states to enact charter school laws within 12 months. Twenty states currently have laws providing for the creation of charter schools -- public schools, created and managed by parents, teachers and administrators. They are held accountable for their results through a performance-based contract with a local school board, state, or other public institution.

The President will also be asking for a substantial increase in federal funding, up to $40 million annually, to help local efforts to start nearly 3,000 new charter schools over the next five years.

Parent Involvement.

The President believes strongly in the critical importance of parent involvement in their children's education. Parents are and continue to be their children's first and most important teacher. The President asks parents to read with children, see that their homework is done, see that they take the tough courses, know their children's teachers, talk to their children directly about the dangers of drugs and alcohol, and talk to them about the values they want them to have. These conversations could literally save their lives. Businesses, schools, and religious organizations can help parents find the time for all of this by being family-friendly for learning.

Dramatically Expand Access To College.

President Clinton is deeply committed to ensuring that all deserving students can afford to go to college, and to helping American families invest in their children's and their nation's future. That is why he will continue to block attempts to cap the Direct Lending Student Loan program, which makes college more accessible by allowing students to repay loans as a percentage of their income and by cutting out the middle-man and eliminating red tape. That is also why he will block attempts to cut Pell Grant Scholarships and instead wants to increase their number and the maximum award.

Now, President Clinton calls for the enactment of three key initiatives to increase access to and the affordability of college education. Each of these proposals rewards responsible students and hard-working families.

- **Merit Scholarships**. The President calls for the creation of the largest-ever merit-based scholarship program, rewarding the top 5% of high school graduates in every school -- over 125,000 students annually -- with $1,000 grants toward the cost of college. The scholarships, rewarding excellence and achievement, will be awarded to the top five percent of graduating students in every secondary school in the United States.

- **Expansion Of Work Study**. The President proposed a dramatic expansion of the College Work Study program, from 700,000 students to over one million over the next five years. This nearly 50 percent increase will significantly expand a program that reaffirms the American ethic, rewarding hard work and helping ensure that all who want a higher education are able to afford it.

- **Tuition Tax Deduction.** The President renewed his call for a deduction of up to $10,000 for the cost of tuition and training. 16.5 million students stand to benefit from this proposal for tax relief to working families.

3. CHALLENGE ON ECONOMIC SECURITY. *Provide new security for the American family in the new economy.*

America's economy is strong. Home ownership is at its highest rate in 15 years and 7.8 million new jobs have been created during the last three years. The President's 1993 Economic Plan has cut the deficit nearly in half. And Taxes have been lowered for 15 million households by dramatically expanding the Earned Income Tax Credit. But our people are working harder than ever, and they deserve what it takes to get ahead in the new economy.

A G.I. Bill for America's Workers.

In the new economy, skills matter more. For workers, a year of either on-the-job or formal training raises wages by about as much as a year of college education. That is why the President challenged the Congress in December 1994 to enact a new GI Bill for America's Workers.

Now, the President calls for the Congress to pass his fundamental reform of the federal job-training system. The Administration's proposal would eliminate at least 70 separate job training programs, replacing them with an integrated system that minimizes red tape and maximizes individual choice in each local community. Unemployed and low-income workers would be able to get individual Skill Grants to use as they choose for learning new skills to find new and better jobs.

The President's proposal would also provide workers access, through networks of One-Stop Career Centers already under construction in the States, to reliable computerized data on jobs, careers, what skills are in demand, and the success records of training institutions, so that workers can make good choices to improve their futures. States and localities would have flexibility to work in partnership with the private sector to tailor training programs and delivery systems to reflect local conditions and priorities.

The Administration proposal also includes a youth component. Federal education, training, and employment programs for youth would be reshaped to support the community-based school-to-work movement already underway in states under the School-to-Work Opportunities Act of 1994. The proposal will enable schools, colleges, and the private sector in each local community to offer all youth work-based learning opportunities and clear pathways to good jobs, rewarding careers, and lifelong learning.

Increase the Minimum Wage.

The President challenges Congress to raise the minimum wage and provide the opportunity for Americans to lift themselves and their families out of poverty. One year ago, the President proposed increasing the minimum wage from $4.25 to $5.15 an hour in two equal steps. If Congress does not act now, the value of the minimum wage will fall to its lowest level in 40 years. The President's proposal would help lift the lives of the estimated 11 million Americans who earn less than $5.15. For those people working full-time, this minimum wage increase provides $1,800 -- enough money for the average American family to buy groceries for seven months.

A rise in the minimum wage helps families that are working hard but struggling to make ends meet. Most workers who earn the minimum wage are adults; nearly 40 percent are the sole breadwinner in their family; and the average minimum wage worker brings home half of their family's earnings. And more than one dozen studies suggest that a modest minimum wage increase -- like the President's proposal -- would not cost jobs.

Despite criticism in some corners, the minimum wage has traditionally had bipartisan support. In 1989, the minimum wage increase passed the House by a vote of 382 to 37, and 89 to 8 in the Senate. It's time to raise the minimum wage. And it's time to ensure that those who work hard and play by the rules can live with the dignity that they have earned.

The Earned Income Tax Credit and $500 Per Child Tax Credit.

President Clinton's 1993 Economic Plan expanded the Earned Income Tax Credit to provide tax relief to 15 million working families and households. The EITC encourages families to move from welfare to work by making work pay. President Clinton has staunchly opposed deep cuts in the EITC proposed by Republicans which would raise income taxes on millions of hard-working families. The President's seven-year balanced budget plan provides additional tax relief to working families. It would provide a tax credit of up to $500 per child to families with incomes up to $75,000.

Making Pensions More Accessible For All Americans.

Only about half of all full-time workers in the private sector are covered by a pension. Three-quarters of workers in small businesses with fewer than 100 employees are not covered by a pension plan. President Clinton believes that we need to better empower Americans to save for their futures.

Simplifying Pension Rules.

In June of last year, the President proposed a significant simplification of our pension system, so that businesses of all sizes, but particularly small businesses, could more easily make tax-advantaged savings programs available to their employees. The NEST option would enable businesses with 100 or fewer employees to establish a retirement savings program by sending the IRS a simple one-page form. By getting rid of the family aggregation rules, families who work together in small or large businesses could save as individuals. Larger businesses and tax-exempt organizations could also offer simpler plans, so more money could go to workers' retirement and less to accountants, lawyers, and other consultants. These proposals are all part of the President's budget offer of January 18, 1996. Similar reforms have been passed by the Congress. This is an area where agreement to benefit all Americans is both possible and close to fruition.

Safeguarding Retirement Savings.

The Clinton Administration has taken important actions to make certain that pension savings are there when people need them. The Retirement Protection Act enacted in 1994 protects the pension funds of more than 40 million workers and retirees in traditional pension plans, including more than 8 million in plans that remain underfunded. Pension underfunding has been reduced for the first time in a decade -- from $71 billion in 1993 to $31 billion in 1994. The Department of Labor's 401(k) enforcement program and proposed legislation and regulations are designed to ensure that employees' savings are actually contributed to their retirement plan and invested. The Department has already recovered more than $3.5 million for 2,800 workers. This Administration has demonstrated its commitment to safety and security in the pension system.

Opposing Raids on Pension Funds.

No corporation should be able to raid your hard-earned savings. The Clinton Administration will continue to fight cynical Republican efforts to fund tax cuts by allowing corporations to raid their pension funds -- the same kind of raids that cost workers about $20 billion in the 1980s to fund corporate mergers and leveraged buyouts. The Republican proposal would allow corporations to reduce pension fund assets by approximately $15 billion.

Health Insurance Reform -- Portability Protections.

The President calls on the Congress to pass meaningful health insurance reforms that would guarantee that insurers no longer apply pre-existing condition exclusions to previously insured workers who have had at least one year of coverage. Providing for this portability protection and eliminating "job-lock" for all Americans has always been one of President Clinton's top priorities. His proposal would also require plans to renew coverage without regard to health status.

Insurance reform bills similar to the President's have received broad, bipartisan support in the Congress. Over 35 insurance market reform bills have been introduced since 1990, including legislation cosponsored by Republican Senator Kassebaum and Democratic Senator Kennedy that was unanimously reported out of the Labor Committee last year.

Protect Medicare and Medicaid: Reform that Protects and Strengthens the Programs.

Medicare. The President's proposal preserves and enhances Medicare. In so doing, he rejects proposals that structurally undermine the program through excessive cuts and unwise programmatic changes that unnecessarily harm beneficiaries and providers. Instead, the President proposes reforms that achieve savings that limit the per person growth of the program to just below the private sector growth rate, extends the life of the Medicare Trust Fund through at least 2010, adds new cost-effective preventive benefits, and provides a new respite benefit for families of beneficiaries with Alzheimer's disease.

In addition, the President proposal expands plan choices for beneficiaries to include HMOs with a point-of-service option, Preferred Provider Organizations (PPOs), and Provider Service Networks. These options work to promote competition on the basis of cost and quality, rather than to "cherry-pick" at the expense of the sick and the elderly.

Medicaid. Like the Medicare program, the President calls on the nation to maintain its commitment to a strong, but more flexible and cost-conscious Medicaid program. He rejects proposals that block grant the program and provide for harmful and excessive cuts that could deny health benefits to 3-6 million Americans in 2002, including more than 1 million children. Instead, President Clinton advocates making the program more flexible by removing unnecessary Federal health care delivery and reimbursement strings that tie a Governor's hands in administering an efficient and responsive program. In so doing, however, he maintains the Federal guarantee to a set of meaningful benefits, retains financial and quality protections for the states (through his per capita cap, which provides more dollars during economic downturns), and continues protections of recipients and their families (through retention of nursing home quality, spousal impoverishment, and family financial resources protections, and retention of coverage of low-income Medicare beneficiaries' premiums and costsharing).

Health Insurance Reforms -- Building On Portability Protections: Health Insurance For The Temporarily Unemployed.

The President believes that individuals who lose their health insurance when they lose their job should be eligible for premium subsidies to pay for private insurance coverage for up to six months. Such a proposal would provide coverage for 3.8 million more Americans a year.

Health Insurance Reform -- Making Insurance More Accessible And Affordable For Small Business And Their Employees.

In addition to the insurance reforms outlined above, the President's proposal would require plans to make coverage available to all groups of businesses, regardless of the health status of any of the group's members ("guaranteed issue"). Insurers would be required to provide an open enrollment period of at least 30 days for all new employees (whether or not they had been previously insured). Moreover, insurers could not individually underwrite new enrollees, i.e., their premiums would have to be the same as other enrollees with similar demographic characteristics. These provisions also have broad, bipartisan support.

To address the issue of affordability, the President's insurance reforms would also limit premium variations for small businesses by phasing out the use of claims experience, duration of coverage, and health status in determining rates. To put the self-employed on a more equal footing with other businesses, the President proposes to gradually increase the self-employed tax deduction from 25 to 50 percent. And finally, to help provide small businesses with the type of purchasing clout larger businesses have, technical assistance and funding ($25 million a year in grants) would be provided to states to set up voluntary purchasing cooperatives. (Purchasing cooperatives are also included in the Kassebaum/Kennedy plan.) Under the President's plan, the State could request that commercial insurers providing Federal Employee Health Benefit Plans (FEHBP) also offer insurance products to small businesses in a voluntary purchasing cooperative. To assure cost control within the Federal program, the Federal employee and private sector "pools" would be kept separate.

Cracking Down On Health Care Fraud And Abuse.

In the last three years alone, the Administration has saved an unprecedented $15 billion by cracking down on fraud and abuse in the Medicare and Medicaid programs.

The President's balanced budget plan continues these aggressive policies. It strengthens the fraud and abuse laws so that we can better prosecute health care fraud in all government programs and private plans, makes it easier to restore money to Medicare and Medicaid and to American taxpayers, and increases penalties so that wrongdoers are punished severely. It expands "Operation Restore Trust" nationwide -- a program currently operating in five states that coordinates anti-fraud activities and uses new technology to fight fraud and abuse. Finally, it guarantees funding to investigate and prosecute those who have defrauded the Medicare and Medicaid programs and the taxpayers who support them.

4. CHALLENGE ON CRIME AND DRUGS: *Take back our streets from crime, gangs, and drugs.*

America has begun to find the way to stop crime. In New York City murders are down 25%, in St. Louis 18%, and in Seattle 32%. The President's Crime Bill is putting more police on the streets -- 31,000 just this last year. The Brady Bill has stopped 44,000 felons and over 20,000 fugitives, stalkers, and others from buying handguns. The Assault Weapons Ban is keeping UZIs out of the hands of drug runners, and the Violence Against Women Act has cracked down on abusers of women while improving services for victims so that they have somewhere to turn. The President's anti-crime strategy is working.

The President reiterated that he will veto any attempt to repeal the Brady Bill, the Assault Weapons Ban, or the COPS program -- which will put an additional 25,000 cops on the streets of America in 1996. In addition, the President announced several new initiatives to build on his Administration's successful efforts to win the war on crime and drugs.

Anti-Gang Initiatives.

Over the past decade, street gangs have become the major force in the distribution of narcotics and the commission of violent crimes. Gangs are a significant problem affecting not only our inner cities but also suburban and rural communities throughout the country. Over the last year, the Justice Department's Anti-Violent Crime Strategy -- in which Federal prosecutors work in tandem with members of their local law enforcement and communities -- has lead to the prosecution of thousands of violent and repeat offenders.

- *Building on that success, the President directed the FBI and other investigative agencies to wage a coordinated war on gangs that involve juveniles in violent crime.* The Justice Department has also developed a comprehensive anti-gang strategy that it will submit to Congress later this week. In addition, the Administration has submitted legislation to Congress that would afford Federal prosecutors the discretion to prosecute juvenile offenders as adults. Juveniles who commit adult crimes should be treated like adults. President Clinton calls on the Congress to pass this legislation now. At the same time, we will hold adults who traffic crime guns to kids accountable by launching an initiative in over 10 cities that will track, arrest, and prosecute these gun peddlers.

One Strike And You're Out -- A Directive To Remove Criminals From Public Housing.

President Clinton is committed to cracking down on gangs and drugs in public housing. Large, violent street gangs have controlled entire projects in some of our cities, recruiting children as young as 7 years old to sell drugs.

President Clinton challenges HUD, local governments and public housing residents to link arms

in ousting drug dealers and violent crime from public housing. In city after city, the count for abusive residents involved in drugs and crime will now be "one strike and you're out." Under this plan, the President will direct the Secretary of HUD to implement a one strike program for public housing. We will no longer tolerate these drug dealers and violent offenders terrorizing residents in their homes.

Truth-In-Sentencing.

State and local prison populations continue to grow. Unfortunately, some correctional systems faced with rising prison populations have released offenders when their institutions reach a certain population level. The result is that prisoners are released before they finish serving their full sentence. This is a hoax being played on the American public. The Federal criminal justice system resolved this problem some time ago by adopting truth-in-sentencing. Federal prisoners serve at least 85% of the sentence imposed and are not eligible for parole. Now is the time for the States to get on board and stop releasing criminals back into the general public before they serve their time. That is why the President is challenging the States to ensure that by the year 2000 State prisoners serve at least 85% of their sentence.

New Drug Czar -- General Barry R. McCaffrey.

Ending the drug scourge in America has and will be a top priority for the Clinton Administration. That is why President Clinton announced during the State of the Union that he will be nominating General Barry R. McCaffrey to be his next Director of the Office of National Drug Control Policy.

A Four Star General, McCaffrey served in four combat tours, was wounded three times in action, and was decorated twice with the Distinguished Service Cross and twice with the Silver Star. In praising President Clinton for choosing McCaffrey, *The Miami Herald* described him as "decisive, analytical, candid, soldier's soldier, the Army's most decorated officer... says what he thinks, and he thinks with great clarity."

As Commander of U.S. forces in Latin America McCaffrey built an international and interagency coalition that has achieved significant successes over the last two years against narcotraffickers attempting to bring cocaine into the United States. His service and leadership in Latin America will build upon the success that his predecessor, Lee Brown, contributed in dismantling the Cali Drug Cartel.

General McCaffrey's skills and background make him perfectly suited for this position -- a proven military leader who commands respect from young Americans, pursues his goals with efficiency and order, and expects positive results. He has spent his military career engaged in coordinated campaigns that are directed toward solutions and winning. He will not tolerate bureaucratic turf wars or grandstanding on this critical issue.

5. CHALLENGE ON THE ENVIRONMENT: *Protect the environment for future generations.*

For the past generation we have made great progress in protecting the environment. We now have cleaner and safer air and water. Lead levels in children's blood have been cut 70 percent and toxic emissions from factories are cut in half. 25 years ago, lake Erie was dead, now it is a thriving resource. Now, President Clinton challenges Congress to move forward, not backward, on the environment, and called on Congress to abandon reckless proposals to cut environmental enforcement by 25% and make taxpayers -- not polluters -- pick up the tab for environmental cleanup.

Project XL -- Tougher Standards And More Flexibility.

As the nation has made progress in protecting the environment, the system created to address the environmental crises of 25 years ago must change with the times.

To achieve better environmental results at less cost, provide regulatory flexibility, and maintain accountability, President Clinton announced Project XL -- for excellence and leadership -- in March 1995. In November 1995, the President named eight pilot projects from six companies and a state and a local government as the first of 50 projects.

Project XL is based on the premise that by giving businesses, states and communities the flexibility to explore creative solutions for controlling pollution, they will develop innovative ways to achieve results that go beyond the ones required by environmental regulations -- and do so in more common-sense and cost-effective ways.

In his 1996 State of the Union Address, the President offered this challenge to all businesses: If you can meet even higher environmental standards, we will cut red tape and regulations, so that you can find the cheapest and most efficient way to do it.

Expanding Community Right-To-Know About Toxic Chemicals Released In Their Communities.

For nearly a decade, Americans have had an important right: the right to know what dangerous chemicals are being released into their communities. Armed with Community-Right-To-Know information, citizens around the country are taking action to solve local environmental problems that affect their health and safety. Since the inception of these laws in 1986, reported releases of toxic chemicals have declined by 43% nationwide.

EPA's Toxics Release Inventory is an annual listing of chemical hazards that industries have released into the environment, organized by zip code. Citizens have easy access to these reports through local libraries, state and federal environmental offices, the internet, and EPA's toll-free hotline. President Clinton has acted to strengthen and expand the public's right to know about local pollution by requiring Federal facilities and government contractors to report on chemical releases, by expanding the number of chemicals that must be publicly reported, and by making it easier for small businesses to report right-to-know information. Now, President Clinton calls on Congress to work with his Administration to expand and strengthen communities' right-to-know.

Brownfields Initiative -- Common Sense Approach To Cleaning The Environment.

The Administration is taking a new approach to environmental regulation, one that tackles problems with common sense. Throughout America's cities, hundreds of thousands of old industrial sites lie neglected. These so-called "brownfields" have lingered as trash-strewn eyesores while businesses have shifted their operations to pristine locations in the suburbs and the countryside.

The President pledges that his Administration would revitalize America's cities by challenging American business to work with their communities to clean up brownfields that are a blight to our communities, a threat to our health, and an obstacle to economic growth. Under this proposal, EPA will continue to make common sense policy changes that speed the cleanup of brownfields and provide grants to cities to cleanup and redevelop contaminated land.

The President is proposing to offer new purchasers and other businesses that will redevelop brownfields a new targeted tax incentive to recover the cost of clean-up in distressed communities over a shorter period of time. This initiative will spur the private sector to create jobs, return land to productive use, and clean up the environment. As part of this package, the Administration will also ask Congress to enact legislation to protect lenders who finance the clean-up or redevelopment of these sites. This common sense, cost-effective initiative captures the best of what we can do together to revitalize the cities of this country.

6. CHALLENGE ON WORLD LEADERSHIP: *Meet our responsibility to lead the fight for freedom and peace.*

> President Clinton has continued the strong tradition of American leadership in the world that has brought our people 50 years of security and prosperity. He has addressed the challenges of today: ethnic and religious hatreds; aggression by rogue states; the spread of weapons of mass destruction; terrorism; crime; drug trafficking; environmental decay -- because problems that start beyond our borders can quickly become problems within them. The United States cannot be the world's policeman, because our reach and resources are limited. Instead, where our interests and values demand it -- and where we can make a difference -- America takes the lead.

America The Peacemaker -- Not Isolationist, Not Global Policeman.

- We stayed engaged with Russia -- now there are no Russian missiles pointed at our cities or citizens.
- Our patient pressure persuaded North Korea to freeze its nuclear weapons program.
- By threatening to use force in Haiti, we gave democracy a second chance and stopped the flow of refugees to our shores.
- By standing with those who take risks for peace in Northern Ireland and the Middle East, we have helped people turn from conflict to cooperation.
- By opening markets abroad, we have created more jobs for Americans at home.
- By standing up for peace in Bosnia, we have helped end the worst atrocities in Europe since World War II.
- We are bringing the nations of Europe closer together, modernizing and preparing to expand NATO, working with Russia and revitalizing the economies of Central Europe and the Former Soviet Union.
- America is leading because we've kept out military strong and know when to use it.

Ratification of START II Treaty To Cut Nuclear Stockpiles By Another 25%.

President Clinton calls on the Senate to give its advice and consent to ratification of the Treaty Between the United States and Russian Federation on Further Reduction and Limitation of Strategic Offensive Arms (START II) now. Before Christmas 1995, the Senate virtually completed debate on the Treaty and adopted a unanimous consent agreement that no further amendments to the resolution of ratification would be in order.

When ratified by Russia and entered into force, START II will require far-reaching nuclear arms reductions. In combination with the START I Treaty, START II will eliminate launchers that carried over 14,000 of the 21,000 warheads deployed when the START I Treaty was signed in 1991 -- a reduction of two-thirds. In addition, START II will eliminate the most destabilizing strategic nuclear arms -- heavy ICBMs and multiple warhead ICBMs. The President urges no further delay in reducing the nuclear threat to all Americans.

Comprehensive Test Ban Treaty.

President Clinton challenges the 38 nations participating in the Geneva Conference on Disarmament to finish work on the Treaty so that it is ready to be signed this fall as called for by the United Nations General Assembly last December. As President Clinton said on August 11, "American leaders since Presidents Eisenhower and Kennedy have believed a comprehensive test ban would be a major stride toward stopping the proliferation of nuclear weapons. Now, as then, such a treaty would greatly strengthen the security of the United States and nations throughout the world. But now, unlike then, such a treaty is within our reach."

Last August, the President announced his decision to ban nuclear testing for all time by negotiating a true "zero yield" Comprehensive Test Ban Treaty (CTBT). This decision was an historic milestone in our efforts to reduce the nuclear threat and to strengthen U.S. and global security that will stop an entire generation of new nuclear weapons.

Chemical Weapons Convention.

The President calls upon the Senate to outlaw poison gas once and for all by ratifying the Chemical Weapons Convention now. At the UN General Assembly last October, the President pressed for ratification of this vital treaty, stating: "As the Cold War gives way to the global village, too many people remain vulnerable. No one is immune .... We must press other countries and our own Congress to ratify the Chemical Weapons Convention."

Since the use of chemical weapons in World War I, the United States has led the effort to control and ultimately eliminate them. We outlawed the wartime use of poisonous gas in the Geneva Protocol of 1925 and today President Clinton is working hard to outlaw not only the use but also the development, production and possession of chemical weapons. Completed in 1992 and opened for signature in January 1993, 160 countries now have signed the Convention and 47 have ratified it. It is time the United States did so too.

Counter-Terrorism.

In the past three years, the President has devoted unprecedented attention to the fight against terrorism. New strategies and resources resulted in the arrest of World Trade Center bombers; increased pressure on the most dangerous terrorist groups, including preventing other bombing plots; blocking the fundraising by terrorist groups opposed to the Middle East peace process; and improved our effectiveness in coping with terrorism involving chemical and biological weapons. The Clinton Administration was preparing to counter this new scourge well before the terrifying Sarin attack in Tokyo's subway.

One year ago this month, the President asked Congress for legislation to strengthen our ability to combat international terrorism. On April 19, 1995 terrorists bombed the Murrah Federal Building in Oklahoma City, killing and maiming scores of innocent workers, visitors, and children. In response, the President asked Congress to expand the international terrorism bill to include domestic terrorism. Although the Senate acted quickly, the House has failed to act. This bill is essential if we are to keep overseas terrorists from attacking Americans here at home; to prevent terrorist groups from raising funds here; to respond effectively to chemical or biological attacks; and give our Federal law enforcement agencies the tools they need to bring terrorists to justice before they strike again. The President calls upon Congress to act now on this bill creating a more secure America at home.

Supporting Resources for Leadership

America cannot lead without adequate resources. Some want to retreat in the post-card war era, while others want to lead on the cheap. Our ability to lead now faces a clear and present danger from efforts to drastically cut our foreign affairs budget. Such cuts could eliminate aid to some states of the former Soviet Union and hinder our efforts to reduce the nuclear threat; cripple our non-proliferation efforts; eliminate our contribution to peace operations, which can save us from deploying our own forces; limit our ability to promote peace in the Middle East; undermine our efforts to expand U.S. exports; and slash programs to wipe out production and smuggling of drugs that ultimately destroy our neighborhoods.

Support for these programs requires only 1% of the Federal budget. This is good investment for the American people -- and a good bargain.

America must maintain the best trained, best equipped, and best prepared military in the world. Together with a strong military, an adequately funded international affairs programs will preserve our security, expand our prosperity and advance democracy. The President calls on Congress to give us the resources we need to lead for peace.

7. CHALLENGE ON GOVERNMENT: *Reform our political system and make government work for the people.*

> This government must again become one of the people, by the people, and for the people. The President challenges Congress to curb special interest influence in politics by passing the first truly bipartisan campaign finance reform in a generation. And the President challenges government to continue down the path of reinvention and downsizing, creating the smallest, smartest, and cheapest government in 30 years.

Political Reform -- Endorsement of The McCain-Feingold Bipartisan Campaign Finance Reform Bill.

In his first three years in office, the President has pursued a strong, wide-ranging political reform agenda. He imposed the toughest-ever ethics code on his appointees, closed the tax provision that allowed corporations to deduct the cost of lobbying expenses, signed the Motor Voter law, and cut the White House staff by 25%.

Last year the President signed two major reform bills that he had promised to enact in Putting People First. The Congressional Accountability Act which requires Members of Congress to live by the laws of the land and lobbying disclosure legislation.

Yet, two major reforms have yet to be sent to his desk. President Clinton calls on Congress to send him the line-item veto bill so he can sign it immediately and to pass the McCain-Feingold bipartisan campaign finance reform legislation. This legislation would provide thirty minutes of free television time and require broadcasters to sell advertising at 50% of the lowest available unit rate for candidates who abide by voluntary spending limits; would limit PAC contributions to $1,000; toughen bundling rules; ban personal use of campaign funds; increase disclosure and accountability of those who engage in political advertising and restrict the use of soft money.

Reinventing Government.

Under the Vice President's National Performance Review, the Clinton Administration has cut 16,000 pages of unnecessary rules and regulations and cut the Federal workforce by 205,000 employees, making it the smallest in 30 years.

President Clinton feels strongly that never again should a public servant threaten the full faith and credit of the United States and no public servant should ever again shut down the government of the United States.

Federal workers who remain are working harder and delivering better value for less money. In the coming weeks the Administration will be pursuing even more initiatives for governing with less resources. The guiding principle behind these initiatives is the need to manage government in a way that rewards performance and not red tape.

Critical to this goal will be the following initatives: transforming the federal work force via Civil Service Reform, transforming certain government organizations into Performance Based Organizations, reinventing federalism via the establishment of more Performance Partnerships with States and localities, transforming the regulatory agencies in the federal government in order to improve compliance, and establishing specific, widely publicized customer service standards for those American citizens who interact with the federal government.

Executive Order To Revoke Federal Contracts Of Businesses That Hire Illegal Workers.

The President is preparing to issue an Executive Order that is intended to ensure that Federal Government contracts are not awarded to companies than employ illegal workers. Consistent with federal law prohibiting such employment, this order provides for debarment of any federal contractor who knowingly employs illegal workers thereby depriving U.S. legal workers of opportunities to hold those jobs. Unfortunately, this does occur. A recent INS enforcement action, Operation SouthPAW, found that illegal aliens were employed in the construction of a federal building in Atlanta. Nothing in this order relieves employers of their obligations to avoid unfair immigration-related employment practices and to comply with all antidiscrimination requirements of applicable law.

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PRESIDENT WILLIAM J. CLINTON
STATE-OF-THE-UNION ADDRESS
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Mr. Speaker, Mr. Vice President, Members of the 104th Congress, distinguished guests, my fellow Americans all across our land.

I want to begin by saying to our men and women in uniform around the world, and especially those helping peace take root in Bosnia, to these warriors for peace and to their families, I say: we are proud of you.

My duty tonight is to report on the State of our Union. Not on the state of our government, but of our American community. And it is also my duty to speak to Americans as citizens and family members, as workers and managers, as members of business and charitable organizations, as citizens of states and communities, about our responsibilities to make our nation greater: to form a more perfect union.

The State of our Union is strong, as strong as it has ever been.

Our economy is the healthiest it's been in three decades. We have the lowest combined rate of unemployment and inflation in 27 years. We have created over 7.8 million new American jobs, including over a million in basic industries like construction and automobiles. We have increased American exports of American products by 33 percent in three years, and in each of those years we had a record number of new businesses started. Detroit is selling more cars than Japan for the first time since the 1970s.

America is bringing hope for peace and freedom across the world, and increasing our national security. Perhaps most important, all across America we are finding common ground in advancing our fundamental values of family, work and community. The crime rate, the welfare and food stamp rate, the poverty rate, the teen pregnancy rate are all down. As they go down, prospects for America's future go up.

This is an age of possibility. It is also a time of challenge and change. A hundred years ago we moved from farm to factory. Now we move to an age of technology, information, and global competition. More Americans are living better lives; too many of our fellow citizens are working harder to keep ahead, in search of greater security for their families. [While America is leading the world toward greater peace, threats to our security and our peace remain. While we are making progress on our profoundest social problems, we still have too much crime and violence, too many threats to our children's childhood, too

much family breakdown.]

Our mission is clear. We must make the American Dream of opportunity for all who are willing to work for it a reality; we must remain the world's leading force for peace and freedom; we must continue to come together around our basic values. And we must meet these challenges together.

Each of us has a role to play. What is our role here? We know big government does not have all the answers. There is not a program for every problem. We do not need centralized bureaucracies in Washington doing what could be done better by state and local governments, communities and the private sector.

But government still has responsibilities that are fundamental to the success of Americans in the new era -- to protect our security and our environment; to help grow our economy; to maintain a decent social safety net; and to help our people make the most of their own lives, with safer streets, more educational opportunity, access to health care and secure pensions, government that costs less and works better, and a climate of greater civility and cooperation.

We must all ask more of ourselves, and we must expect more of each other.

The era of big government is over. But we cannot go back to the time when our citizens were left on their own to deal with our common problems. Instead, we must go forward as one America -- a nation working together, to meet the challenges we face together. Self-reliance and teamwork are not opposing virtues -- we must have both.

There is now broad bipartisan agreement that permanent deficit spending must come to an end.

I compliment the Republicans for the energy and determination they have brought to balancing the budget. And I thank the Democrats for taking the first big steps with the Deficit Reduction Act of 1993, which has cut the deficit nearly in half in just three years.

Our budget would be in surplus today but for the interest payments we make on the deficits run up in the 12 years before 1993. Since then, we have all seen the benefits of deficit reduction: lower interest rates have made it easier for business to create new jobs and have brought down the cost of home mortgages, car and credit card rates to ordinary citizens.

Now it is time to finish the job, in a way that is fair to all Americans. Though differences remain, after many hours of budget negotiations, the combined total of the smallest proposed savings in each category of the budget is more than enough, according to your Congressional Budget Office, to balance the budget in seven years and provide a modest tax cut.

We have not reached agreement yet. Real differences remain over the level and kind of investments we need in education and environment, and over the level of savings and the changes which should be made in Medicare and Medicaid. We differ on what kind of investment will best provide economic growth, through research, technology, trade, and a good agriculture program -- still our largest winner in international trade.

Tonight I reaffirm my determination to work with you to reach a balanced budget agreement. I know you differ with me on what it takes to protect Medicare, Medicare, education, and the environment. I hope we can bridge those gaps. And I will try. But we have more than enough savings common to both our plans to balance the budget in seven years, restrain entitlement spending, preserve the Medicare Trust Fund, and give a modest tax cut. I ask you at least to enact these savings so we can give the American people their balanced budget, lower tax rates, and a bright future.

Whatever happens, I am convinced we will balance the budget, and make permanent deficits yesterday's legacy.

It is time to look to the challenges of today and tomorrow. That is what I believe we all came here to do, regardless of party.

America was built on challenges, not promises. So tonight I want to speak honestly of the challenges we face as a people, as one America.

The First Challenge is to renew our schools and college opportunity for a new century.

First, we need a partnership between educators, parents, business and government to connect every classroom to the information superhighway by the year 2000, with computers, good software, and skilled teachers. We are working with the telecommunications industry in California to wire 20% of the schools by this spring, and we will work with industry in every state to do the same. I challenge leaders in every state to develop a plan and Congress to provide a Technology Matching Fund to contribute 25% of the funds from private sources for this purpose.

I challenge every state to adopt national standards of excellence, measure whether schools are meeting those standards, and hold them accountable for results. Every diploma must mean something. But it is also important to cut red tape so that schools have more room for grassroots reforms. And that must include giving all parents the right to choose which public school their children attend, and letting teachers form new schools with a charter they can keep only if they do a good job.

I challenge all schools to teach character education: education, values, and good citizenship. I challenge parents to be their children's first teacher, and to turn off the TV. See that their homework gets done. Know your children's teachers.

Today, higher education is more important than ever before. We must open the doors of college to all who deserve it. Since 1993, we have increased Pell grant scholarships to record levels and created a new direct loan program that has made it easier and cheaper to borrow for college; and we have dramatically cut the student loan default rate. Through Americorps, our national service program, this year 25,000 students will earn college money by serving in their communities. This program is a bipartisan success story; it is the right thing for America -- we should keep it going.

Tonight I want to open the doors of college even wider. I challenge Congress to expand work study and help one million young Americans work their way through college by the year 2000; provide a $1,000 merit scholarship for the top five percent of all high school graduates. Again I say: there is no better way to cut taxes than to make $10,000 a year of college tuition tax deductible.

Our second challenge is to help every American achieve economic security.

People who work hard deserve what it takes to get ahead in the new economy: Education and training for a lifetime, retirement security, and access to health care.

More and more Americans are finding that the education of their childhood simply does not last a lifetime. Congress has gone a long way toward consolidating 70 overlapping job training programs into one simple voucher for unemployed or underemployed workers to use for community college tuition or other training. I challenge you to pass this GI Bill for America's Workers.

More and more Americans are working hard without a raise. Congress sets the minimum wage. This year, the minimum wage will fall to a 40-year low in purchasing power. $4.25 an hour is not a living wage. But millions of American workers and their children are trying to live on it. I challenge you to raise their minimum wage.

In 1993, Congress expanded the Earned Income Tax Credit to cut the taxes of 20 million hard pressed working families. Our goal was to make sure no parent who worked full-time would have to raise their children in poverty. That tax cut is worth about $1,800 to a family of four living on $20,000. The budget bill I vetoed had excessive cuts in the Earned Income Tax Credit, which would have raised taxes on 7 million of these people. When we cut taxes for other Americans, we must not raise taxes on them.

In addition to the education tax cut, I support a tax cut for working families with children. I know the Congress has taken a strong stand on this, and it should be part of a final budget agreement.

I challenge every business that can possibly afford it to provide pensions for their employees, and I challenge Congress to pass a proposal to make it easier for small businesses and farmers to establish pension plans. That was one of the top priorities of the White

House Conference on Small Business. That is something Republicans and Democrats can agree on.

We should also agree to protect existing pension plans. Two years ago, with bipartisan support, we enacted a law that protected the pensions of 8 million working people and stabilized the pensions of 32 million more. After the awful experiences of just a few years ago, we should oppose efforts in Congress that would let companies raid their worker's pension funds. I cannot accept that.

Finally, if working families are going to succeed in the new economy, they must be able to buy health insurance policies they don't lose when they change jobs or when someone in their family gets sick. In the past year, over 1 million Americans in working families lost their health insurance. The last Congress took no action on health reform. I challenge you to pass the bipartisan bill offered by Senators Kassebaum and Kennedy to require insurance companies to stop dropping people for switching jobs or denying coverage for pre-existing conditions.

And we must preserve the basic protections Medicare and Medicaid give, not just to the poor, but to children, people with disabilities, and senior citizens in working families. In the past three years, we have saved $15 billion by fighting health care fraud and abuse. We can bring the rate of increase down to the rate of growth in the private sector; perhaps we can do a little better. But we cannot abandon our fundamental obligations. Medicare and Medicaid are about the duty we owe one another, and we all are stronger because of them.

The GI Bill for Workers, tax relief for education and child-rearing, pension availability and protection, access to health care, preservation of Medicare and Medicaid, these things -- along with the Family and Medical Leave Act -- will help responsible hard-working American families to make the most of their own lives.

I challenge employees and employers to follow the example of our finest companies, to work together, to put long-term prosperity ahead of short-term gains. As workers increase their hours and their productivity, employers should make sure they get the skills they need and share the benefits of good years as well as the burdens of bad ones. When companies and workers work as a team, they do better. And so does America.

Our third great challenge is to take back our streets from crime, gangs, and drugs.

At last, we have begun to find the way to stop crime. It starts with a challenge to every community in America -- to come together and work with local police forces to catch criminals and to prevent crime with neighborhood patrols. This strategy of community policing has begun to work in a way no anti-crime effort has ever worked before. Violent crime is coming down across America.

In New York City, murders are down 25%, in St. Louis 18%, and in Seattle 32%. But we have a long way to go before our streets are safe and our people are free of fear.

The Crime Bill of 1994, passed with bipartisan support, is critical to the success of community policing. It provides funds for 100,000 new police in communities of all sizes. We're already a third of the way there. I challenge Congress to finish the job and keep the crime rate coming down with a strategy that works.

Community policing requires bonds of trust between our citizens and our police. I ask all Americans to respect our police. To honor, help and reward them with respect. To our police, I say: Our children regardless of race or neighborhood need you as our heroes. Give them role models to look up to.

The Brady Bill has already stopped 44,000 people with criminal records from buying guns. The assault weapons ban is keeping 19 kinds of assault weapons out of the hands of violent gangs. I challenge Congress to keep these laws on the books.

We must take on the gangs the way we took on the mob. I am directing the FBI and other investigative agencies to wage a coordinated war on gangs that involve juveniles in violent crime. And I challenge local housing authorities and tenant associations: Gang members and drug dealers have no right to live in public housing. They are destroying the lives of decent people. From now on, the rule for residents who get involved in drugs and crime should be: One strike and you're out. And if young people kill and maim like adults, prosecutors should have the authority to prosecute them as adults.

We must have prompt and effective prosecution and long imprisonment of career criminals. I challenge every state to match federal policy: to assure that serious criminals serve at least 85% of their sentence. Use our Crime Bill to close the revolving door.

We cannot just jail our way out of this crisis. We must keep our young people out of trouble. We passed the Crime Bill to help communities with police, punishment, and prevention. Not prevention strategies dictated by Washington, but those developed in communities. They are working too. Houston has the lowest murder rate in 20 years and juvenile crime has leveled off because it expanded community policing and got thousands of young people into sports leagues and other projects where they get good values, see good role models, and learn the right kind of teamwork. I challenge all communities and adults to give these children futures to say Yes to.

Finally, to reduce crime and violence, we must reduce the drug problem. The challenge begins at home, with parents talking to their children openly and firmly. It embraces our churches, youth groups, and of course, our schools. I challenge Congress not to cut our support for drug-free schools. All over America, anti-drug efforts in our schools are changing the lives of our kids. People like D.A.R.E. officers are making an impression on grade school children that will give them the strength to say no when the time comes.

[Chelsea]

Meanwhile, we must intensify our efforts to cut the flow of drugs into America. Tonight I am appointing a hero of the Persian Gulf and the Commander of our U.S. forces south of our border, General Barry McCaffrey, as my drug czar to command a campaign against drugs on our streets. For years, people have said there was no way to cut off the flow of drugs to our borders. Barry McCaffrey took over the Southern Command with a commitment to prove them wrong. In the last two years he has intensified our military efforts and military cooperation with other nations to stem the flow of illegal drugs into our country.

He has won three purple hearts fighting for America. Tonight I ask that he give his heart in our nation's battle against drugs. The future of millions of Americans depends upon his success. But we all have to do our part -- on this team, too. Thank you, General McCaffrey, for agreeing to serve your country one more time.

Our fourth challenge is to leave our environment safe and clean for the next generation.

Because of a generation of bipartisan effort, we have cleaner air and water. Lead levels in children's blood has been cut by 70 percent and toxic emissions from factories cut in half. Lake Erie was dead. Now it is a thriving resource.

But ten million children under 12 still live within four miles of a toxic waste dump. A third of us breathe air which endangers our health. And in too many communities, water is not safe to drink. We still have much to do.

Yet, in this Congress, lobbyists for the polluters have walked in these doors like they owned the place and written loopholes into bills to weaken laws that protect the health and safety of our children. Congress has voted to cut environmental enforcement by 25%. That means more toxic chemicals in our water, more smog choking our air, more pesticides in our food. I challenge Congress to reverse those priorities. We can expand the economy without hurting the environment. In fact we can create more jobs over the long run by cleaning it up.

We must challenge businesses and communities to take more initiative and make it easier for them to do so. To businesses, we are saying: If you can find a cheaper, more efficient way than government regulations require to meet tough pollution standards, then do it -- as long as you do it right.

Some in this Congress want to let polluters off the hook, and make taxpayers pick up the tab for toxic waste even if they are caught in the act and are proven to be responsible. I say: the polluters should pay.

We are expanding community right-to-know laws requiring polluters to disclose their emissions, and challenging them to use the information to work with business to cut pollution. People have a right to know that their air and water are safe.

I challenge the United States to meet our responsibility to lead the fight for freedom and peace.

Because of American leadership, more people than ever before live free and at peace, and Americans have known 50 years of prosperity and security.

All over the world, people look to us. And trust us to help them seek the blessings of peace and freedom.

But as the Cold War fades, voices of isolation say America should retreat from its responsibilities. I say they are wrong. The threats we Americans face respect no borders -- terrorism...the spread of weapons of mass destruction...organized crime...drug trafficking... ethnic and religious hatred... aggression by rogue states...environmental degradation.

We can't be everywhere. We can't do everything. But where our values and interests demand it -- and where we can make a difference -- America must lead. America must not be isolationist or the world's policeman. But we can be its best peacemaker. By keeping our military strong . . . by using diplomacy where we can and force where we must . . . by working with others to share the risk and the cost of our efforts . . . America is making a difference for people here and around the world.

North Korea, has now frozen its dangerous nuclear weapons program. For the first time, he dawn of the nuclear age, there are no Russian missiles pointed at any American cities, or any American citizens. In Haiti, the dictators are gone, democracy has a new day, and the flow of desperate refugees to our shores has ended.

Through tougher trade deals for America, over 80 of them, we have opened markets abroad, and now exports are at an all-time high and growing faster than imports.

We stood with those taking risks for peace . . . in Northern Ireland, where Catholic and Protestant children tell their parents war must never return . . . and in the Middle East, where Arabs and Jews, once seemed destined to fight forever share knowledge, resources and dreams.

And, we stood up for peace in Bosnia. Remember the skeletal prisoners . . . young men in mass graves . . . the campaigns of rape and torture . . . endless lines of refugees . . . . the threat of a spreading war -- these have given way to the hope of peace, in a treaty our troops and their allies are helping to take hold.

As a peacemaker, America has more challenges to build a safer future for our people. The Start II treaty with Russia will cut the world's nuclear stockpiles by another 25 percent; I urge the Senate to ratify it -- now. We must stop an entire generation of new nuclear weapons by signing a truly comprehensive nuclear test ban treaty -- this year. We can outlaw poison gas forever, if the Senate approves the Chemical Weapons Convention -- this year. We can help more people move from hatred to hope . . . if Congress gives us the means to remain leaders for peace.

And, we must take the fight to terrorists and organized criminals at home and abroad; Congress should finally pass legislation I proposed after the Oklahoma City bombing to give American law enforcement an even stronger arsenal -- now. We can make the next century an American century, too.

America's final, and most important challenge, is live up to the duty we owe one another, and take personal responsibility for the future of our country.

In every walk of life, we must pull together, and do our part.

Congress and I are near agreement on sweeping welfare reform. We agree on time limits, tough work requirements, and the toughest possible child support enforcement. But we must provide child care so mothers can go to work. Send me a bipartisan welfare reform that will really move people from welfare to work and that does right by children, and I will sign it in a heartbeat.

But reform is only the first step. The next step is to make it work. I challenge every American business: open up in poor areas, and hire people getting off welfare. I challenge America's banks to steer capital to the inner city, so people can build homes and new businesses. I challenge Congress to leave our community development banks that support these new businesses in place. And tonight, I propose a new tax incentive for companies that clean up abandoned industrial property, bringing jobs back to the urban and rural areas that desperately need them.

I challenge business to hire only legal workers. We are a nation of immigrants. But we are also a nation of laws. We need to keep working together on a bipartisan basis to stiffen control of our borders and protect the American workplace. Tonight, I announce an executive order to deny federal contracts to businesses that hire illegal immigrants.

I challenge all Americans to help keep the teen pregnancy rate going down. Last year, from this podium, I issued a call for a new national effort to come to grips with this problem. Tonight I am pleased to announce that a group of prominent national leaders is answering that call with an organization that will enlist the grass roots in a national campaign against teen pregnancy. I urge every American to join in their efforts.

Families are the foundation of American life. I challenge America's families to stay

together, to turn away from divorce and separation. If you stay together as a family, I believe we can stay together -- as a nation.

I call on American men and women to respect one another and end the deadly scourge of domestic violence. I ask every American man to swear, tonight, never, never, to lift his hand against a woman.

It is wrong to put most of the burden for family on women. I challenge fathers to love and care for their children. Unless a man has died, there is no such thing as a fatherless child, there is simply a father not doing his most basic human duty.

We are collecting record amounts of child support payments, and Congress has adopted my recommendation to deny drivers licenses to anyone who fails to pay the money he owes his children.

But a check is no substitute for your love. Please, as President, as a father, [as a man who lost his own father before I was born], I implore you: go back home.

Let us take responsibility for our children. I challenge our businesses, our parents, our media, our schools, our teachers, our communities, and our governments to help these children make it. We need Washington to clear away the hurdles, not to build them up. We don't need control from Washington. We need teamwork across America.

To the media: I say you should create movies, CDs and television shows you would want your own children to use. In the broadcast industry, do what movies have done, rate your programming to help parents protect their children.

I call on Congress to pass the requirement for a "V Chip" in TV sets, so parents can screen out programs with violence and sex. Television should not betray the values of the family home.

I invite the leaders of major media corporations and the entertainment industry to come to the White House next month to work with us on concrete ways to improve what our children see on television. I am ready to work with you.

I challenge those who produce and market cigarettes: Sell your products to adults, if you wish -- but draw the line on children. Every year, a million children take up smoking; 300,000 of them will die as a result. Our dear friend Mike Synar fought to stop sales of cigarettes to children; let's honor his memory by stopping tobacco companies from trying to hook them altogether.

To those who run our schools: Set up courses to teach ethics and values and character education. To parents: Make sure those lessons begin at home. It will mean nothing if we reach for new material opportunities and lose the values that make us one

America.

I also challenge every American to reach across the lines that divide us. We have come a long way -- but we have still not fully overcome. One hate crime is one too many. One incident of discrimination is one too many. Racism is un-American. We must do better.

Finally, to Congress, I say: we have to take responsibility to make this democracy work. [This government must again become one of the people, by the people, and for the people.]

Last year, Congress applied to itself the laws that apply to America, banned gifts and meals from lobbyists, and forced lobbyists to disclose who pays them and what legislation they are trying to pass or kill.

Now I challenge Congress to go further: curb special interest influence in politics by passing the first truly bipartisan campaign finance reform bill in a generation, introduced by Republican Senators McCain and Thompson and Democratic Senator Feingold. Show the American people we can limit spending and open up the airwaves to all candidates.

I have ordered my top officials not to act as foreign lobbyists when they leave government. I challenge anyone who has ever served this country as a top trade negotiator never to sell their knowledge to foreign governments.

And I appeal to Congress to give me the line item veto you promised to give me.

The American people deserve a government that works better and costs less. Thanks to the work of Vice-President Gore, we are eliminating 16,000 pages of unnecessary rules and regulations, shifting responsibility out of Washington back to states and communities, and letting individuals and the private sector do more. Today, the federal workforce is 205,000 employees smaller than the day I took office -- the smallest in 30 years, and getting smaller every day. The federal workers who remain are working harder and delivering better value for less money.

[VP ANECDOTE ON OKLAHOMA CITY: _____ worked for Social Security for 22 years. During the Oklahoma City bombing he re-entered the building four times and saved lives of three women. We will never forget brave people who serve us daily. I want to recognize him and tell story of heroism. In November, he was forced out of his office when the government shut down. The second time the government shut down, he continued working without pay. Let us promise ____:]

[But we here in Washington have a duty to behave responsibly. I want to make this very clear:] No public servant should ever threaten the United States with default. And no public servant should ever -- ever -- again shut down the government of the United States.

Better education. Access to health care. Secure retirement. A clean environment. Safer streets. A stronger America. I have asked a lot of America this evening. But I am confident. When Americans gather in their homes, their schools, their churches, or at work, they have far greater power to shape our nation's destiny than do any of us in this august chamber.

I say again: The era of big government is over. The era of every person for himself is over. The era of all of us working together -- as a community, as a team -- to solve our problems is upon us.

I want you to meet two people tonight who show us what this all means. Dr. Lucius Wright is a professor at Jackson State University in Mississippi. He is a distinguished Viet Nam veteran, and he is helping young people work with police officers to make their community a better place and helping those children have futures they can believe in. Father Greg Boyle is from East Los Angeles, California. He has worked hard against the gangs in his community, helping give young people mentors and opportunities that guide them off the streets and into lives they can be proud of. And Sergeant Jennifer Rodgers is a police officer in Oklahoma City. And last April 19, when the evil bombing of the federal building occurred, she was on the scene in minutes -- helping to pull who fellow citizens out of the rubble and deal with that awful tragedy. She reminds us that, in their response to the madness, the people Oklahoma City lifted usa all with their basic sense of right and or community.

These are special Americans, for more reasons than what I have said. I have the honor tonight to announce that they are the first of several thousand Americans chosen to carry the Olympic torch on its long journey from Los Angeles to the centennial of the modern Olympics in Atlanta this summer. They are not star athletes; they are star citizens -- selected because they are community heroes meeting America's challenges -- America's real champions.

Each of us must hold high the torch in our own lives. But none of us can finish the race alone. We only achieve our destiny together, one hand, one generation, one American connecting to another.

There have always been things we could do together -- dreams we have made real -- which we could never have done apart. We Americans have forged our identity, our very union, from every point of view and every point on the planet. Bound by a faith more powerful than any doctrines that divide us -- by our belief in progress, our love of liberty and our relentless search for common ground -- America has always sought and risen to challenge.

Who is to say that, having come so far together, we cannot remain together now? Who is to say that the moment of our greatest potential has passed?

America must not wait passively for the future. Everywhere we turn, it waits for us.

Tonight, on the threshold of a new century -- a new millennium -- standing here, in our democracy's sacred hall, we know in our hearts that the future which lies before us is an unrivaled age of possibility.

Thank you, God bless you, and may God bless the United States of America.

DAILY POINTS

PRESIDENT CLINTON'S STATE OF THE UNION:
AMERICA'S CHALLENGE IN AN AGE OF POSSIBILITY
January 23, 1996

The President will deliver the State of the Union tonight, January 23, 1996 at 9:00 pm in the Capitol.

We live in an age of possibility, but also a time of challenge and change. The savings common to both the President's budget and that of the Republican plan would allow us to balance the budget, cut government and provide a responsible tax cut. In the State of the Union, the President will call on Congress to enact those savings, and he will call on all Americans to look to the challenges of tomorrow.

Face our challenges together. The era of big government is over, but we cannot go back to the time when our citizens were left on their own to deal with our common problems. The President will challenge all Americans to work together -- in their families, their communities, businesses, churches, schools, and in our government -- to meet the challenges we face together, and seize the promise of our age of possibility.

The President will outline the crucial challenges for all Americans in his speech:

Challenge to families to stay together.
- We must all take responsibility -- mothers, fathers, businesses, schools, and media -- to give our children the chance to pursue their dreams.

Challenge to renew our schools and college opportunity for a new century.
- Bring our schools into the 21st century by setting the highest standards and ensuring that all our children be technologically literate.
- Throw open the doors of college as never before.

Challenge to help every American achieve economic security.
- Open access to education and training for a lifetime, so all Americans can be the winners of economic change;
- Ensure that all Americans have access to affordable health care and the security of a decent retirement.

Challenge to take back our streets from crime, gangs and drugs.
- A continued commitment to community policing;
- A renewed assault on the gangs and drugs that threaten our children.

Challenge to leave our environment safe and clean for future generations.
- First: Do not undermine a generation of strong bipartisan efforts that have given us the safe, clean air and water we enjoy today;
- Make environmental protection in businesses' best interest, providing incentives for corporations to take responsibility to keep our environment clean and safe.

Challenge to meet our responsibility to lead the fight for freedom and peace.
- America must continue to build a safer future for our families by reducing the threat of weapons of mass destruction, taking on terrorists and drug traffickers, and remaining leaders for peace.

Challenge to reform our government and renew our democracy.
- Continued efforts to make government work better for less money;
- Real political reform and renewed citizenship.

D R A F T
10:02am

JANUARY 19, 1996

MEMORANDUM FOR THE PRESIDENT

FROM: **DON BAER**
KITTY HIGGINS

SUBJECT: **STATE OF THE UNION COMMUNICATIONS PLAN**

This memorandum outlines the outreach that will take place prior to and after the State of the Union address. The plan is a coordinated effort on the part of the Offices of Communications, Cabinet Affairs, Public Liaison, Intergovernmental Affairs, Legislative Affairs, Political Affairs, Press Office and the DNC.

For the most part, these activities will take place between January 18 - January 26. Given that the current Continuing Resolution will expire on January 26, this is a unique opportunity for the Administration and others to blend the budget message with your State of the Union themes.

I. THE PRESIDENT AND VICE PRESIDENT

The President

- Interview with *US News and World Report* (January 18)
- Drop by "New Democrats" columnists roundtable (January 22) - tentative
- Photo opportunity while working on speech (January 23)
- Crime and Community Event, Louisville, KY (January 24)
- U.S. Conference of Mayors Address, Washington, DC (January 25)
- Environmental Event Highlighting Budget Impact (January 26) - tentative
- Radio address (January 27) (Democratic Mayors will be invited)
- Education and Technology Event (January 29) - 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)
- Sperling Breakfast (February 8)
- Possible regional satellite tours; radio roundtable with national media (post SOTU)
- Possible morning shows (January 24)

II. PRESS

The White House

- Don Baer and George Stephanopoulos will call weekend TV pundits. (January 20)
- George Stephanopoulos, Bruce Reed, Elaine Kamarck, and Don Baer will hold a background briefing for "New Democrats" columnists. (January 22)
- Leon Panetta will hold a background briefing for columnists. (January 22)
- Administration officials on weekend talk shows will begin to set the groundwork for the State of the Union address. (January 20/21)
- Leon Panetta will drop by the Vice President's meeting with the network anchors. He will also do a briefing with TV, radio and print reporters. (January 23)
- George Stephanopoulos and Don Baer will do talk radio following the address. (January 24)
- Roundtable (tongs) with White House reporters. (January 24 - 26)

- Regional editorial board calls. (January 24, 25)

- Regional columnists calls. (January 24, 25)

- Laura Tyson will do the Los Angeles Times and The Wall Street Journal editorial boards. (January 23, 24)

- A coordinated effort is still being organized to ensure Administration participation in weekend news programs.

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 (tbd). 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 (tbd). She will do radio in Maryland, New Jersey, Colorado and Massachusetts (tbd).

- Secretary Babbitt will do the editorial boards of the two newspapers in Albuquerque and two in Santa Fe, in addition to the Bangor News and Portland Press Herald (tbd). He will do specialty Native American press and radio in Maine and New Mexico.

- Secretary Glickman will do the Shreveport Times, Charleston Gazette and Baton Rouge Advocate editorial boards (tbd). He will also do radio in Louisiana and West Virginia.

- Secretary Ron Brown will do the Chicago Tribune, Minneapolis Star Tribune and The Herald editorial boards (tbd). He will do radio in Illinois and Minnesota. He also will do specialty press including Jet Magazine.

- Secretary Reich will do the Detroit News, Quad-City Times and Des Moines Register editorial boards (tbd). He will do radio in Michigan and Iowa.

- Secretary Shalala will do the Phoenix Gazette, Miami Herald and Orlando Sentinel editorial boards (tbd). 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 (tbd). He will do radio in Ohio. He will also do specialty press including National Newspaper Publishers Association.

- Secretary Peña will do Connecticut press, including Hartford Courant, New Haven Register and The Day editorial boards (tbd) 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 (tbd). 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 (tbd). He will do radio in Tennessee, Kentucky and Georgia.

- Secretary Jesse Brown will do the Arkansas Democrat Gazette and Southwest Times Record editorial boards (tbd). He will do radio in Arkansas and Florida as well as specialty press in Atlanta, including The Atlanta Voice, Atlanta Daily World and The People's Crusader.

- Administrator Browner will do the Seattle Post-Intelligencer and The Oregonian editorial boards (tbd). 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.

- Director Lader will do the Winston Salem Journal, Raleigh News Observer and Greensboro News Report editorial boards. He will do radio in North 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)

- 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)

- State of the Union watch-parties are being held in targeted states including Iowa and New Hampshire. Press will be invited. (January 23)

- Members of Congress who will be asked to do post-speech commentary will be briefed by Administration on Monday and Tuesday.

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.

- 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.

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 on January 22.

Legislative Affairs

- Key Democratic members will be identified and asked to highlight certain key initiatives in the speech.

- 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)

Public Liaison

D.C. representatives of national organizations will be briefed on January 18 and 19. It is anticipated that roughly 200 people will attend the briefings. The following are the groups that will attend:

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

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

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 event in Louisville, KY on January 24.

- Secretary Ron Brown will do a technology and schools event in WV/Chicago.

- Secretary Reich will do a corporate responsibility event in _____.

- 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.

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.

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 sent out by Media Affairs to specialty press contacts.
- 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.

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

18-Jan-1996 02:43pm

TO: (See Below)

FROM: Karen L. Hancox
Office of Political Affairs

SUBJECT: SOU ROLLOUT

Several Repub. freshmen Senators went on a tour this week 1/16-1/18 and hit the following cities (that we care about):

Grand Rapids, MI

Columbus, OH

Philadelphia

Minneapolis

St. Louis

Knoxville

Please add these cities to our rollout list to be hit post-SOU.

Thank you

Distribution:

TO: Lorraine McHugh
TO: LeeAnn Inadomi
TO: Joshua Silverman
TO: Susan Brophy

CC: Marilyn Yager
CC: Stephen B. Silverman

THE WHITE HOUSE

schools

MA/MI only place goals 2000 for charter

Educ

HUD ~~Cleveland~~ Akron Toledo Trumbull Co (Warren) Youngstown

EPA ~~Cle/NW/Scranton~~ ~~Brownfields AT USCM~~ Cincinnati

(DOC NV → Chicago)

DOL – MPLS Ceridian CEO corp responsibility

INTERIOR NC maybe TN

Wed

POSSIBLE CABINET EVENTS

DOJ: *If we are to be strong abroad, we must remain strong at home. So America's third challenge is to crack down on violent crime, and turn our young people away from drugs and gangs.*

HUD: *People who live in public housing should live decent lives without being terrorized by gangs. Tonight I am asking every housing authority to take all steps necessary to drive gangs from public housing.*

Paulette
- 708 0417
-

America's fourth challenge is to give our people the tools they need to make the most of their God-given potential and become the winners of economic change.

USTR: *Three years ago, our auto industry was losing jobs. Today, it has gained over 700,000 jobs, and Detroit is beating Japan for the first time since the 1970s.*

SBA: *Small businesses started by women now employ more people than the Fortune 500.*

EPA/Interior: *Economic growth and environmental protection go hand in hand. We should say to business: if you can meet tough pollution goals, we will let you figure out how to do it in the cheapest, most efficient way. We will give communities the right-to-know what toxic chemicals are being released into their neighborhood, by expanding our pollution disclosure order. And we will launch a "brownfields initiative" to waive the rules and call off the lawyers for businesses that develope abandoned industrial sites.*

Fifth, to renew the American dream of opportunity for all, I challenge parents, teachers and students -- and business and community leaders -- to join a national mission to renew our public schools for the challenges of the 21st century.

Education: *America was the first nation to believe that every child deserves an education.*

charter schools / choice

Commerce: *Tonight I challenge educators, scientists and business leaders to join in connecting the schools and prepare our people for the future.*

technology + sch

- Crime
ed
work pay/pensions Reich

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

17-Jan-1996 07:29pm

TO: Karen L. Hancox

FROM: LeeAnn Inadomi
Office of Cabinet Affairs

CC: Kathryn Higgins

SUBJECT: State of the Union travel

We're working on a few Cabinet members traveling and want to run some cities by you. This would be for travel on Wednesday, 1/24.

Phoenix
FL - not Miami
Baton Rouge
Minneapolis
OH - not Cleveland
Scranton
Takoma
~~NC - anywhere~~
NM - anywhere
TN - anywhere
WV - anywhere

We got these based on your target list of states and where Lorrie McHugh thought Cabinet secretaries would break through.

Please advise. Thank you.

1/15/96

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

CLOSE HOLD

Document No. _____

WHITE HOUSE STAFFING MEMORANDUM

DATE: 01/16/96 ACTION/CONCURRENCE/COMMENT DUE BY: ASAP on Wednes. ~~A.M.~~

SUBJECT: PRESIDENTIAL REMARKS: STATE OF THE UNION

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☑	☐	McCURRY	☑	☐
PANETTA	☑	☐	McGINTY	☑	☐
McLARTY	☑	☐	NASH	☐	☐
ICKES	☑	☐	QUINN	☑	☐
LIEBERMAN	☑	☐	RASCO	☑	☐
RIVLIN	☑	☐	SOSNIK	☑	☐
BAER	☐	☐	STEPHANOPOULOS	☑	☐
CURRY	☑	☐	STIGLITZ	☑	☐
EMANUEL	☑	☐	STREETT	☐	☐
GIBBONS	☐	☐	TYSON	☑	☐
GRIFFIN	☑	☐	WALLEY	☐	☐
HALE	☑	☐	WILLIAMS	☑	☐
HERMAN	☑	☐	TOIV	☑	☐
HIGGINS	☑	☐	HAAS SPERLING	☑	☐
KLAIN	☑	☐	REED KAMARCK	☑	☐
LAKE	☑	☐	WALDMAN	☐	☑
LINDSEY	☐	☐		☐	☐

REMARKS: Please forward any comments directly to Michael Waldman ASAP on Wednesday morning. Thanks.

RESPONSE:

CLOSE HOLD

Staff Secretary
Ext. 6-2702

Draft January 16, 1996 9pm

PRESIDENT WILLIAM J. CLINTON
"AMERICA'S CHALLENGE"
STATE OF THE UNION ADDRESS
U.S. CAPITOL
JANUARY 23, 1996

96 JAN 16 P9:22

Mr. Speaker, Mr. Vice-President, Members of the 104th Congress, distinguished guests:

Tonight, I speak not only to you gathered here in this chamber and those across America, but also to the men and women of our armed forces who stand sentry around the world -- and particularly those who are helping peace to take root in Bosnia. To these warriors for peace, I say: we are proud of you.

My duty tonight under the Constitution is to report on the State of the Union. Not on the state of our government, or even on the state of individual Americans, but of our union -- how we as Americans together are building our national community and creating a more perfect union.

The State of our Union is strong -- as strong as it has ever been.

Through the hard work of the American people, our economy is the strongest it has been in three decades. The combined rate of unemployment and inflation is the lowest in 27 years. We are keeping the American dream alive.

Through the hard work of the American people, there is new hope for peace tonight -- from the cobblestone streets of Northern Ireland to the sands of the Middle East to the snows of Bosnia. We are keeping America the world's strongest force for peace and freedom.

And through the hard work of the American people, the crime rate is down, teen pregnancy is down, even divorce is down. We are coming together as a nation.

Exactly 200 years ago, President George Washington stood before the 4th Congress of the United States to deliver his annual message. America faced great uncertainty about a new century, a new economy and competing visions for how best to move into the future. President Washington could have spoken to the young nation about what divided it. But instead, he chose to talk about all that held us together -- in his words, of our mission to "unite our efforts to preserve, prolong and improve our immense advantages."

Much more unites us than divides us. That vision has rescued our nation every time we have been seriously tested. Throughout our history, we have come together around three

great ideals: First, our belief in progress -- that every American can dream of a better future, and that hard work can make those dreams come true. Second, our love of liberty. And third, our constant struggle to find common ground.

Now, at another moment of great change, our challenge -- America's Challenge -- is to find a way to preserve these old American ideals in new times. America's Challenge is to call on citizens in all walks of life to join together ... to win the war on crime, to renew our public schools for a new century, to give Americans health care and economic independence so they can be the winners of change.

The answers will not come from here in Washington alone, or from individuals acting alone. They will come from all of us, acting together -- in our communities, our churches, our businesses, our homes, our neighborhoods, and, when necessary, through our government. We must ask more of ourselves, and expect more from one another.

We will only rise to our challenges by speaking honestly about the duties we owe one another and the possibilities of what we as a nation can do together. So tonight, I want to speak directly about eight great challenges that America must meet as we move into the next century. For America was built on challenges, not promises.

America's first great challenge lies with all of us here tonight: to put our partisan differences aside and balance the budget.

It is wrong to leave our children a legacy of debt. I am proud that my administration cut the deficit nearly in half in 3 years. The federal government is now the smallest it has been since 1965. Now we must finish the job.

Earlier this month, I presented to the Congress a balanced budget with tough cuts in wasteful spending. According to the Congress own economists -- the Congressional Budget Office -- my plan makes real cuts and balances the budget in seven years.

And it balances the budget in a way that reflects our values.

We have a duty to honor our parents. And we can balance the budget without devastating Medicare or Medicaid. To anyone who would undercut Medicare, let me make myself clear: I will not let it happen.

We have a duty to our children, and to future generations. And we can balance the budget without cutting education or the gutting the environment.

We believe in work and responsibility. And we can balance the budget while ending welfare as we know it.

We believe in helping families who are trying to raise their children. We can balance

the budget while still providing a modest tax cut. And certainly without raising taxes on working families.

That's the right way to balance the budget. And if this Congress gives me the line-item veto, as you have pledged to do, I pledge tonight that I will balance the budget.

In recent weeks, I have spent many hours negotiating in good faith with the Republican and Democratic leaders of Congress. Already, we have agreed to more than enough spending cuts to balance the budget, with enough left over for a modest tax cut.

In his 1862 State of the Union message, President Lincoln said to another Congress: "We cannot escape history. We of this Congress and this administration will be remembered -- in spite of ourselves." We, too, will be remembered. So I say tonight to you, Mr. Speaker, to you Mr. Majority Leader, to all the leaders of this Congress: Let us not be remembered for partisan bickering. Let us be remembered for seizing this moment of national unity. For the sake of our children, for the sake of the country, let us balance the budget -- and do it now.

And finally, let me say this: America is the greatest nation on earth -- we are its leaders, and we must behave responsibly. No public servant should ever threaten the full faith and credit of the United States. And no public servant should ever -- ever -- shut down the government again.

Balancing the budget is the beginning of our challenges, not the end. Our second great challenge is to make sure that America faces up to our responsibility to lead the way to peace in the world.

This century -- the American century -- our country has led the fight for freedom and peace -- and won. Because we did, more people than ever before live free, more nations enjoy peace -- and our own people have had half a century of prosperity and security.

But as the Cold War fades, the voices of indifference and fear grow louder. They say America should retreat from the hard work of leadership. I say they are wrong. All over the world, people look up to America not only because we are strong -- but because of what we stand for -- and what we stand against. And though it imposes extra burdens on us, they trust us to help them seek the blessings of peace and freedom.

Because of our leadership, tonight, there are no Russian missiles pointed at our cities or citizens. More Americans have jobs here at home because we're working to open markets abroad. In Haiti, the dictators are gone, the democrats are back and the flow of refugees to our shores has ended. In Northern Ireland, girls and boys can now dream of the simple blessings of a normal life.

In the Middle East, Arabs and Jews are learning to live side-by-side. The American

people -- and I -- lost a great friend and partner when Yitzhak Rabin was taken from us. We can be proud, though, that the people of the Middle East have found the strength to go forward, in part because they know that America will stand with them, now and forever.

And, in Bosnia, the most terrible conflict in Europe since World War II is over -- because America stared down aggression and stood up for peace.

We have been able to do all of this because we kept our military strong... we invested in diplomacy and foreign assistance... we built alliances to share the risk and the cost of fulfilling our responsibility. We know we can't be everywhere. We can't do everything. But where we can make a difference -- and where our values and interests are at stake -- America must lead.

Our leadership is more important now than ever. Old threats have assumed new and dangerous dimensions -- ethnic and religious hatreds and aggression by rogue states. New threats are equal opportunity destroyers with no respect for borders -- the spread of weapons of mass destruction, terrorism, organized crime and drug trafficking. We must confront them.

If we do, we can cut the world's nuclear stockpiles by another XX percent -- and we will if Congress ratifies the START II treaty -- this year.

We can stop the development of an entire new generation of nuclear weapons -- and we will by signing a truly Comprehensive Test Best Treaty -- this year.

We can better control chemical and biological weapons -- and we will if Congress heeds my call to ratify the Chemical Weapons Convention -- this year.

We can enact stronger laws to fight terrorism and organized crime -- and we will if Congress finally passes legislation I proposed after Oklahoma City to give our law enforcement even stronger tools to fight terrorists.

We can help more people move from hatred to hope -- and we will, if Congress gives our diplomats the resources they need to remain leaders for peace.

We can do all of these things -- but only if we continue to lead. It has never been -- and it must never be -- the American way to hide behind the curtain of our fears. If we hold to that truth now, the next century will be an American Century too.

If we are to be strong abroad, we must remain strong at home. So America's third challenge is to crack down on violent crime, and turn our young people away from drugs and gangs.

For 3 years in a row, crime has gone down in this country. In New York, the murder rate dropped 25% in one year; in St. Louis, 18%; in Seattle, 32%. Government is living up

to its first responsibility, to keep its citizens safe . . . and citizens are living up to their responsibility, by coming out from behind closed doors and shuttered windows to help one another. Tonight, for the first time in decades, we can say that America is winning the battle against crime.

But we have not yet won the war. We still face the challenge to make the defense of our streets as important as the defense of our shores.

That means keeping guns out of the hands of criminals. Under the Brady Bill, already 45,000 criminals have been stopped from buying guns. And that is why, if anyone tries to repeal the Brady Bill and the assault weapons ban, I will veto it.

That means putting more police on the street through community policing -- walking the beat, working with neighbors, catching criminals and stopping crime before it happens. And if Congress tries to gut the law that will put 100,000 more police on the street, I will veto it.

In the days after the Oklahoma City bombing, Americans wore T-shirts with a simple slogan: "A society that makes war against its police officers had better learn to make friends with its criminals." Those officers put their lives on the line to protect us, every day. We owe them our help, our support, our gratitude, and most of all, our undying respect.

We can cheer the drop in crime. We cannot begin to meet our other challenges until we break the culture of crime that engulfs our young people. Crime among juveniles is the one kind of crime that continues to rise. A few years ago, I spoke to grade school children in South Central Los Angeles. They told me that their biggest fear was getting shot on the way to school -- and their second biggest fear was being forced to join a gang when they turn 12.

We need more efforts like the boys and girls clubs in Chicago to steer young people away from drugs and crime.

People who live in public housing should live decent lives without being terrorized by gangs. Tonight I am asking every housing authority to take all steps necessary to drive gangs from public housing. From now on, for public housing residents involved in drugs and crime, the rule will be: One strike and you're out. I am directing our nation's prosecutors to prosecute violent juveniles as adults. And I am directing the FBI and other enforcement agencies to target gangs that involve juveniles in violent crime. It is time to break the gangs the way we broke the mob.

We must slam shut the revolving door that lets violent criminals go free. I am proud that we passed the Violence Against Women Act, made three-strikes-and-you're-out the law of the land, and said that if you kill a law enforcement officer, you will get the death penalty. Tonight, I challenge judges, prosecutors, and legislators in every state to meet a new national goal that, by the year 2000, every violent criminal will serve out at least 85% of his sentence.

All of this will make a difference. But, my friends, we could put a million new police on the streets and build a million new prison cells, and we would not win this war on crime and drugs unless we all join together -- every one of us -- to fight this fight.

America's fourth challenge is to give our people the tools they need to make the most of their God-given potential and become the winners of economic change.

These are good times for America. For three straight years, we have had the strongest growth of any major economy. Businesses have created nearly 8 million American jobs. Three years ago, our auto industry was losing jobs. Today, it has gained over 700,000 jobs, and Detroit is beating Japan for the first time since the 1970s. Three years ago, we were losing jobs in construction; today, we have gained over 700,000. Small businesses started by women now employ more people than the Fortune 500. Home ownership is expanding more rapidly than ever before. (ck) Thanks in no small measure to the work of Vice-President Gore, we have cut 16,000 page of unnecessary rules and regulations -- so government costs less and works better to build our economy. And from coast to coast, remarkable new industries like biotechnology and telecommunications are leading the world into the 21st century.

In the industrial economy dominated by big companies, people got their health care, their pensions and their training where they worked. Today, in the information age, more and more people work in small businesses or at home. More than ever, we need to help people carry with them the fruits of their work -- their training, their health care, their retirement benefits -- so they can thrive in the new economy. We must not fear economic change. We must conquer it.

We can do this, if Congress passes my GI Bill for workers, which will give people a training voucher they can take to a community college or their next job.

We can do it, if we enact reforms so that insurance companies cannot deny you coverage or raise rates when you are changing jobs, because you or a member of your family have a preexisting condition. We should help give small businesses the same purchasing power to buy health care as big businesses, make it easier for women to get mammograms every year, and find a way to ensure that if you lose your job, you don't lose your health care.

We can do this, if we cut through red tape to make it easier for small business to

provide pensions for their employees, so that every American can share the responsibility of saving for retirement. I propose that every American be allowed to join the federal workers retirement system. If it is good enough for federal workers, it should be good enough for employees of small businesses across the country.

Economic growth and environmental protection go hand in hand. We should say to business: if you can meet tough pollution goals, we will let you figure out how to do it in the cheapest, most efficient way. We will give communities the right-to-know what toxic chemicals are being released into their neighborhood, by expanding our pollution disclosure order. And we will launch a "brownfields initiative" to waive the rules and call off the lawyers for businesses that develop abandoned industrial sites.

And if we honor work, then work must pay. Two and a half million Americans -- many of them women with children -- earn the minimum wage, and it is at a 40 year low. A year ago, I called on Congress to raise the minimum wage. Since then, the value of the minimum wage has dropped $250 -- while Congress' pay has gone up [x]. That's wrong. Congress should increase the minimum wage.

We will all be stronger the more our companies invest in the long term and treat their workers like their most valuable asset. Last month, the Malden Mills factory in Massachusetts burned to the ground, taking 2400 jobs with it. The mill's owner could have cut his losses and left his workers behind. That's not what he did. Here's what he said at the time -- quote: "I don't consider the workers an expense that can be cut. I know in the long run that what I'm doing today will come back tenfold." His name is Aaron Fuerstein, and he is with us tonight. We salute him; and pledge to learn from his example. [*Mr Fuerstein will be in the First Lady's box.*]

Fifth, to renew the American dream of opportunity for all, I challenge parents, teachers and students -- and business and community leaders -- to join a national mission to renew our public schools for the challenges of the 21st century.

Our best economic strategy is also our best opportunity strategy.

America was the first nation to believe that every child deserves an education. For two hundred years, the public schools raised up generation after generation, and taught us what it meant to be an American. They have opened the world of math and science and poetry and history to the sons of farmers and the daughters of factory workers. Next year there will be more young Americans in school than ever before. Yet today, our schools are not ready for the new era. Our schools have low standards, dilapidated and crowded classrooms, and only chalkboards in the age of the microchip.

To make our school succeed at this moment of change, tonight I propose a four part challenge to renew every level of education in America for the new century.

We must raise our sights. We should insist that every teacher meet basic competency standards . . . that every student meet national standards of excellence . . . that every parent take responsibility for their children . . . and that every school be held accountable for results.

Every state should give parents the right to choose their child's public school. And if the idea of choice in public schools is to be real, we must give parents and teachers the right to start better public schools -- charter schools -- if the current ones do not work.

We must recognize that technological literacy is now as important as learning to read, write, and do math. Our goal is clear: when we walk into any school in the 21st century -- five years from now -- we should see every classroom connected to the outside world . . . a cutting-edge computer accessible to every student . . . and teachers with the skills and the software to make technology as exciting in the classroom as it is in the video arcade. Tens of millions of parents have watched their children play every video game from Mortal Kombat to Killer Instinct. From now on, the most important computer game in America must be learning.

Tonight I challenge educators, scientists and business leaders to join in connecting the schools and prepare our people for the future. If a company or community is willing to donate money to put new computers in the schools, we will match that donation dollar for dollar. (*policy decision needs to be made*)

It is not enough to make our public schools the best in the world. We must make it easier for deserving Americans to go to college. We have already made it easier for people to pay back their college loans.

And last year, I asked the Congress to make $10,000 of college tuition costs tax deductible. If businesses can deduct the cost of their equipment, then families should be able to deduct the cost of a college education.

Tonight, I propose two more steps to open the doors of college for people who are willing to work hard and excel. First, a $2000 merit scholarship for the top 2% of graduating students in every secondary school in America. Second, a dramatic expansion of college work-study, so that 1 million young Americans will be working their way through college by the Year 2000. (ck)

Higher standards. Public school choice. Technology in the classroom. And an aggressive strategy to open wider the doors of college. That is my education challenge. Because when our schools succeed, America succeeds.

America's eighth and perhaps most important, challenge is this: to live up to our values, and restore a sense of right and wrong, in our daily lives. I challenge Americans in all walks of life to reach within themselves and find a new sense of personal responsibility.

As Americans, we more than any people on earth should recognize the truth of the Gospel: "To whom much is given, from them much is required." We need a rebirth of ethics, of values, of the moral code that this country was built on. Only if we share a community of values, can we value community.

Throughout our history, Americans have always joined together as neighbors and citizens to build strong communities and a strong country. We need that spirit more than ever today.

That means:

- We in this chamber should give the government back to the people. In the past year, we have already applied to Congress the laws that apply to America, banned gifts and meals from lobbyists to lawmakers, and forced the lobbyists to fully disclose who they are working for, what they are spending, and what bills they are trying to pass or kill. But we all know that special interests give too much money in political campaigns. And we should all take personal responsibility for changing it. There is a strong, bipartisan campaign finance reform bill, waiting for action. Let's pass it without delay.

- We must challenge our young people not to get pregnant or father a child until they are ready. Tonight, I am pleased to announce that a group of prominent Americans have answered this call, and are forming a new national organization to enlist the media, business and communities to help our young people do the right thing.

- I believe in a woman's right to choose an abortion. Some people deeply disagree. But I challenge people on both sides of the abortion divide to find common ground. At the very least, let us do what we can to encourage adoption, and unite the hundreds of thousands of eligible parents who want a child with the thousands (ck) of babies who need a loving home.

- We must challenge every father to take responsibility for his children. Spend time with your child, love your child, and take an interest in your child's daily life. And if you owe child support, pay it. Your child needs you. You cannot walk away.

- We must challenge those who produce and market cigarettes to take responsibility for your actions. Sell your products to adults, if you wish. But draw the line on children.

- All of us working together must find a way to do something about violence and sex on TV. We must challenge the media to put more education and less sex and violence on TV. And challenge parents to turn off the set if they don't.

- We must challenge every citizen to give something back to their community through service. I am proud of what the national service program, AmeriCorps, has done to put 25,000 young people to work in communities -- raising reading scores, pulling

garbage out of rivers, helping police shut down crack houses. But we shouldn't stop there. Every American has something to contribute -- from volunteering at an AIDS clinic to adopting a child. And let me issue a special summons to our nation's seniors, who have the time and the wisdom to teach us all: let your retirement years be a season of service.

And let me say this above all: Every one of us faces a challenge to seek common ground with our fellow Americans -- to reach out beyond our differences, both because it is the right thing to do, and because it is the way we will meet every one of our other challenges as we enter a new century.

Conclusion/Olympic torchbearers

That is what we will see this summer in Atlanta, when we are hosts to the centennial of the modern Olympics. I am not just talking of our athletes, who show us all how to work hard to make our dreams come true. I also mean the shared effort of the entire community of Atlanta -- the City Too Busy to Hate. One community, pulling together. That is what's right with America.

But there is another group of Americans I want to call your attention to tonight. They are the ones who will hold high the Olympic torch and carry it on its path across America, from Los Angeles, across mountains, concrete canyons, unbroken desert and lush farmland. They will even carry the torch across the White House lawn, and I'll be there to greet them.

These are not celebrities or heroic athletes, but they are heroes nonetheless. Thousands of them are being selected because they are community heroes -- Americans who have used their energies to make our world better, one community at a time. Most of these people will be announced next month. But I am proud to say that the first three of them have been chosen so they can be here with us tonight. [insert on two or three heroes]

Let us strive to be like these everyday champions. They show us a different kind of strength and endurance and a lot of heart. They show us that if we each do our part, we are sure to reach our destination. Together. And when we do, we will know the joy of a special victory -- where every American has a chance to win.

We are going to show the world this summer what happens when America pulls together. And I believe, my fellow Americans, we are going to show it time and time again in the century that lies ahead. That is, and forever will be, America's challenge.

PRESIDENT CLINTON'S STATE OF THE UNION: AMERICA'S CHALLENGE

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1/16/96

Thurs 9:30

Message/Themes

- Talking Points - Don Baer/Julia Moffett (Budget & State of the Union) Thurs - TPts
- Accomplishments document - Russell Horwitz
- Stump speech - Jonathan Prince

Constituencies

- Cabinet - Kitty - Traven ?
- Elected officials - Kevin O'Keefe need st by states by Thurs NOON.
  Mayors? Radio Address on Saturday w mayors (Sat. after speech)
- Public Liaison - Marilyn Yager/Flo McAfee
- DNC/DCCC - Karen Hancox

Tues - St of Union
↳ Wednes. - react post-speech
Thurs - WH visit
Sat - radio address

- start briefings on Thurs/Fri
- DC reps natl organ

Fri
⇒ DC Biz Reps
↓
by OPL staff

Press Plan - Lorrie McHugh

- Regional assignments to 16 agencies to targetted states + BUFFALO
- Specialty Press
- Weekend shows
- Travel
- Pre-briefs/Ed boards

Gene S.

** More budget
Less challenge

Principles Schedules

Ed Bd / Radio - Thurs

specialty press - Fri

1/15/96

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

THE PRESIDENT HAS SEEN
1/8/96

96 JAN 3 P4:18

THE WHITE HOUSE

WASHINGTON

January 3, 1996

MEMORANDUM TO THE PRESIDENT

FROM: DON BAER
KITTY HIGGINS
MICHAEL WALDMAN

SUBJECT: Memoranda from the Cabinet

Attached are submissions from Cabinet secretaries on possible themes for the State of the Union.

I suggest Farm Foods Month

Department of Education December 22, 1995

Thoughts on 1996 State of Union Speech

Major Themes: Continue major theme of "opportunity and responsibility"

1. Increase Emphasis on responsibility

- o Responsibility to others, to society, to America
- o Taking advantage of opportunity requires hard work
- o Use concepts such as performance, accountability, standards, respect for others, discipline.

2. We are emerging into a new post cold-war, post balanced-budget era. We need to position America to be a strong democracy and economy in a diverse society with constrained spending.

- o Smaller, more responsive and efficient government
- o Focus on selected national purposes -- to support good citizenship and economy: Quality schools, clean water and air, healthy youngsters, safe streets and schools.
- o Performance Partnerships with states based on national purposes.

3. Provide leadership to address fundamental stresses and strains in society:

- o racial tensions
- o income inequalities
- o responsible role for youth who are not going on to college

4. Invest in Education: New Federal K-12 role based on leadership and high standards

- o Reaffirm national purpose of public schools -- to promote citizenship and create the public as well as serve the public.
- o Performance ~~partnership~~ with states around high state standards, local responsibility and flexibility with accountability.
- o National leadership through voluntary national standards, support for citizenship and service in schools, putting technology to use, and charter schools.

5. Invest in Education: Insure access to at least two years of college for all prepared high school graduates.

- o Scholarships based on merit for top two percent of all graduating classes.
- o Strong direct lending program with income contingent repayment allowing graduates to take low paying, service

oriented jobs.
o Increase responsibility through greater work-study opportunities.
o Reduce regulations for schools with strong administrative records.

6. Face issue of work for non-college going youth. "More recently he has proffered the wisdom that instead of simply yelling a the unskilled underclass to get off their duffs and go to work, we might spend some thought seeing to it that there is some entry-level work for them to do -- some modern-day equivalent of the factory." (WM Raspberry paraphrasing Hugh Price. WPost 12/22)

Department of Education

December 22, 1995

Other Thoughts on 1996 State of Union Speech:

Beginning to fleshing out some of the Themes

Emerging new federal role in post-cold war post-balanced budget era: Requires a new vision -- not a highly regulated government or the fragmented, rudderless vision of the Republicans. Government will be smaller, more responsive.

o Need **bold** federal **leadership** in critical areas of national purposes and responsibilitiesd -- clear direction in those domestic and international arenas required to keep our democracy and economy strong and to ensure "domestic tranquility."

o **Performance Partnerships around national purposes:** Structure around clear standards of **performance** rather than conformity with process: Get incentives straight -- support and reward progress, quality, innovation, and hard work; emphasize responsibility; exercise accountability when progress is not forthcoming.

o **Tight budgets with new resources created by economic growth targeted to national priorities and a different way of doing business.**

o **Key national priorities** -- all where state and local governments are critical -- but where our national livelihood is at stake: To build a strong nation we need:

* **Strong schools that prepare all of our youth to be productive and involved citizens with good jobs** through solid basic skills, high academic standards, and clear rules of conduct with consequences for mis-behaving.

* **Clean water, clean air ....**

* **Healthy youngsters** ... Basic safety net.

* **Safe streets, communities and schools ...**

Education: A different Federal Role based on leadership, vision, identification of national purposes

o **Reaffirm fundamental national purpose of public schools** -- public schools do not only serve the public, they create the public.[1] Public schools are necessary to prepare our students to live and work in a challenging and internationally competitive democracy and economy.

o To meet this purpose public schools must prepare students to meet **rigorous academic and occupational standards and** to participate as **Americans** in our diverse democratic society. **High academic standards as well as the basics, a safe and disciplined environment, well trained teachers, local flexibility and charter schools, occupational training for high paying jobs, support for all prepared students to attend college -- these are the ingredients of an effective education strategy. Clinton priority programs will help make this happen.**

o A strong nation needs a **strong** school system -- while we have a long way to go the nation is beginnning to move **in the right direction**: achievement is up in math, science and reading, 4 times as many advanced placement courses taken than in 1980, standards are having great effect in Maryland, NYC, KY and other states and communities throughout the nation.

o The federal **government is beginning to move in the right direction** -- put into place strong programs in support or state and local reforms for all students, reduced programs by over 70, reduced regulations in elementary and secondary education by over 75%, implemented large scale waiver program for the first time.

o **At Elementary and Secondary level continued national leadership is necessary** to make performance count. The need for increased national efforts is greater than ever as the school population will see a tidal wave of new students (over 20% increase) over the next decade to the highest levels ever.

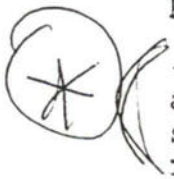
- **Support state and local reforms for challenging standards** through Goals 2000 and School to Work.

- Strong **Presidential and Secretarial support** for **voluntary national standards** to help guide and challenge our schools. Strengthen National Assessment of Education Progress to give us regular performance feedback on our national and state efforts. Give public clear

[1] See recent Neil Postman book The End of Education.

expectations about what is high quality, internationally competitive work.

- **Promote flexibility and accountability for results:** Establish a system of **performance partnerships** with states to give **incentives to states with improved achievement** -- waive all federal education laws and regulations except civil rights laws and IDEA for states that have deomonstrated improved achievement. In consultation with MD and other states to implement this plan.



- **Presidential and Secretarial support** for increased attention to **citizenship** in our schools -- **public service**, saluting the **flag**, clear guidelines for religious activities ...

- **Technology** -- public, private partnership to put computers to use **in every classroom in the nation** by the year 2000 -- wire all schools to the world wide web -- and train all teachers to use computers to enhance student opportunities to reach high academic standards.

- Provide strong incentives for the development and initial implementation of **charter schools** throughout the nation.

o **At Post-Secondary level: Insure financial access to college for all deserving high school graduates.** Simplify and strengthen other student assistance programs. (Could propose IRAs for college use -- Laura Tyson's plan: This would be expensive but powerful!!) Alternatively:

- Establish $1000/year scholarship based on merit for up to two years for the top two percent of all graduating students in every secondary school in the nation (grade point average) for use in the college of their choice. 60,000 students per year cost up to $120 million in the second year (when 120,000 students would have received awards).

- Increase Pell grants, the heart of the financial aid programs, to $3128 by 2002!!

- Continue to have a strong Direct Loan program.

- Increase work-study by 50% phasing in over five years.

- Reward schools with strong records in administering student aid with dramatic reduction in federal regulatory requirements.

DRAFT 12/18/95

Connecting Education As A National Concern to Local Action and Support

*1. **Given the long American tradition of local and state control, are education and its funding a national or federal concern of the public? Examples from recent polls show strong support:***

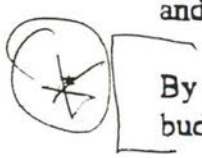
* 81% oppose decreasing federal education funding to decrease the federal deficit; 19% would favor (Times Mirror, 1994).

* 75% said federal aid to education should be expanded; 18% said "keep same"; and 4% said "cut back" (Gallup, 1995).

* 80% of Americans think the federal Department of Education is necessary; 70% say "very necessary" (NBC/Wall Street Journal, 1995).

* 76% disapprove of reducing federal funding for low-income schools to balance the federal budget; by comparison, 61% disapprove of cutting the rate of spending growth for Medicare; and 36% oppose cutting food stamp funding (Times Mirror, 1995).

* 74% of Republicans in New Hampshire (10/25/95), said "no" to cuts in education to reduce the deficit as compared to 62% "no" to Medicare cuts; 33% "no" to defense cuts; and 43% "no" to cuts in assistance to the poor.



By almost 2-to-1, young voters (18-34) cite education as a top voting issue over the budget deficit, crime, and Medicare (NBC, Wall Street Journal, 11/2/95).

However, citizens clearly don't want micromanagement of detailed programs from the federal or state levels, but they do want accountability and want to reduce waste and red tape. They like encouragement of community-based solutions and local partnerships. They want all of us to work together on needed educational changes to reflect the changed realities of American society and the demands of today's and tomorrow's workplaces.

*2. **What is the overall message on education that connects with local citizens?***

Celinda Lake has a framework that captures this well. Combining her findings with several others gives a good general message about needed focus and attention.

* Quality education is absolutely necessary not only to the future of our children and our families but to the future of America. A good education is certainly essential to each citizen for full participation in the changing economy, but a well-educated citizenry is also essential to our country's democratic way of life. As a nation, we have a stake in giving our children a solid foundation to make the most of their lives and to be productive, responsible adults.

  In addition to academics, a quality education is one that stresses discipline, hard work, respect and responsibility where guns, violence and drugs are not present. We need to set the highest standards in education and we need to make this a national priority. Parents should have the choice of public schools or charter schools to escape poorly run or disorderly schools. Schools should not allow hostility to religion or to good citizenship.

HeadStart, strong teacher training, extra help in the basics, getting computers in the classroom, and streamlined college loans are fundamental to helping our children get started on the right course. Along with better financial aid for college, providing specialized courses for career preparation with work-study experiences is also important.

We should be making all of these initiatives better, not cutting them back. They are essential to a strong economic future for our children and our families, and to our ability to compete in an international economy to bring us together as Americans.

Recurring critical issues:

* safe, disciplined, and drug-free learning environment.
* promoting parent involvement.
* rigorously teaching the basics.
* getting quality teachers and upgrading teacher skills.
* setting high standards of discipline and achievement.
* getting computer technology into the classroom as soon as possible.
* access to student loans and financial aid for college.
* teaching and connecting young people to real life skills that prepare them for adulthood, careers, and college.

3. ***What are any opportunities to address these issues locally?***

a. The proposed reconciliation and appropriation bills by the "new" Congress cut the very education areas people support the most. In fact, the public wants to improve and expand them. However, most people do not know about the cuts nor what to do about them. Showing direct impact on local schools, colleges, students, parents and teachers can make this a real and very important local issue.

b. Citizens like to see local parent-teacher, business-school, and community-school partnerships that are solving education problems faced by real families and students. Many of the changes in new education legislation passed by the last Congress are beginning to create, and will create, new opportunities for building and expanding local partnerships and community-based solutions to solve the very education issues of most concern to the American public: *school-law enforcement partnerships through the Safe and Drug-Free Schools Act; school-community partnerships for educational excellence through the Goals 2000: Educate America Act; school-employer-community college partnerships through the School-to-Work Opportunities Act; school-parent compacts through Title I of the Elementary and Secondary Education Act; school-college partnerships through TRIO; and college student-direct financial aid through Direct Lending. Highlighting these partnerships solving the above critical issues shows leadership for effective change.*

Why Federal Education Funding Is Important

The Federal government plays a critical role in education. The most important contributions are:

1) **raising standards of achievement**

2) **improving basic skills of disadvantaged children**

3) **ensuring safe and disciplined schools**

4) **helping families pay for college**

5) **preparing youth for the world of work.**

The public overwhelmingly supports education, including the Federal role:

- 81 % oppose decreasing Federal education funding to decrease the federal deficit; 19 % would favor (Times Mirror, 1994).

- 75 % say federal aid to education should be expanded; 18 % say "keep same;" and 4 % say "cut back" (Gallup, 1995).

- In response to strong public demand and the outcome of the 1995 state election, Virginia's Governor George Allen this month submitted a new budget which substantially increases state expenditures for classrooms, technology, and higher education.

- 74 % of Republicans in New Hampshire say "No" to cuts in education to reduce the deficit as compared to 62 % "No" to Medicare cuts; 33 % "No" to Defense cuts; and 43 % "No" to cuts in assistance to the poor (10/25/95).

- By almost 2 to 1, young voters (18 to 34) cite education as a top voting issue over the budget deficit, crime, and Medicare (NBC/Wall Street Journal 11/2/95).

- 76 % of Americans disapprove of reducing Federal funding for low-income schools to balance the Federal budget; by comparison, 61 % disapprove of cutting the rate of spending growth for Medicare; and 36 % oppose cutting food stamp funding (Times Mirror 1995).

The Department of Education addresses critical areas of National concern, including:

- Provides $32 billion in financial aid to help 6.5 million students attend college.

- Through Title I grants to local school districts, provides $7 billions to more than 6 million

students each year in the highest poverty schools to improve basic and advanced skills.

- Provides $3 billion a year to help communities meet the special needs of over 5 million children with disabilities to prepare them for further education and employment.

- Helps communities and States raise standards of student achievement, prevent drug abuse and violence in schools, and build partnerships to get computers and technology in classrooms.

- Assists States in helping youth move from school to careers.

Education works:

- Greater prosperity. In 1992, average annual earnings for those with a bachelor's degree were 74 % higher than for those with a high school diploma, and 155 % higher than for those who had not graduated from high school. Also, a student who graduates from high school earns $200,000 more during his lifetime than a student who doesn't. A college graduate earns $1 million more than someone who doesn't.

- Less welfare. Only 5 % of college graduates have ever participated in government assistance programs (AFDC, Supplemental Security Income, food stamps, housing assistance, or Medicaid), and only 10 % of high school graduates have, compared to 24 % of high school dropouts.

- Less crime. Although only about 18 % of the population has never finished high school, this group accounts for 41 % of state prison inmates and 47 % of prisoners on death row.

- More civic participation. Fully 85 % of college graduates and 75 % of high school graduates, but only 50 % of high school dropouts, are registered to vote.

Education programs work:

- The Rand Corporation found that the Title I program helped to close the achievement gap between disadvantaged students and their advantaged peers (from 1970 to the mid 1980's, the learning gap in reading, mathematics, and science was cut by over a third--NAEP). Bipartisan reauthorization in 1994 focused on improving the program to challenge low-income students to high standards to help continue closing the gap.

- The dropout rate is declining (from 14 % in 1982 to 11 % in 1993) , fewer students are taking remedial math courses, more students are taking advanced placement courses (150,000 in 1982, 450,000 in 1992), and the science test scores of both the highest- and the lowest-performing students are increasing.

- Comprehensive standards-based reforms, such as those supported by Goals 2000, in leading-edge states are showing impressive gains in student performance, such as in Kentucky, where 4th, 8th, and 12th graders demonstrated dramatic improvement on 1993-94 assessments over previous years' tests in mathematics, reading, science, and social studies.

- IBM Chairman Lou Gerstner, for example, says that "Goals 2000 is only a small portion of what we need. But it is a very critical portion because it is the fragile beginning of the establishment of a culture of measurement standards and accountability in this country. We must go beyond Goals 2000. But if we lose Goals 2000, it is an incredibly negative setback for the Nation.

- Goals 2000 has received widespread support because of its flexibility and its emphasis on high standards and accountability. The Wall Street Journal has reported that Goals 2000 is viewed "by many political analysts as the most flexible education plan ever produced by the Federal government." (WSJ 8/30/95)

- The New York Times reports that tougher graduation requirements in New York City public schools are spurring thousands more school students to take and pass college preparatory mathematics and science courses (5/9/95). Entering freshmen at CUNY are the best academically prepared in two decades (12/10/95).

- Increases in special education funding have contributed to major educational gains in children with disabilities, who now have opportunities that were unavailable before enactment of the Individuals with Disabilities Education Act.

- For 5 years, Maryland has been working systematically to raise academic standards and is showing significant improvement in achievement as a result.

THE SECRETARY OF COMMERCE
Washington, D.C. 20230

MEMORANDUM FOR The President

FROM: Ronald H. Brown

SUBJECT: Your 1996 State-of-the-Union Address

DATE: December 26, 1995

Your election in 1992 and the Republican congressional victory in 1994 were both fueled in significant part by voter discontent. 1996 is the year when American voters will move to the next stage: Choosing between two different visions of the future.

Of course, our recent political success has been assisted by Republican extremism, a self-destructive impulse that has helped Americans understand how glib language can translate into hard-hearted policy -- if not rebuffed by strong Presidential leadership. You will continue to join battles with Republican extremists on the items of their own agenda.

Nonetheless, I believe that the last State-of-the-Union Address of your first term should be a time to sum up the past and present a compelling vision of what America can be. With the budget battle presumably over (hopefully, along the lines we discussed the other night), such a speech will demonstrate how Presidential leadership will be expressed in an era of smaller government and a balanced federal budget.

The key is to stand on common ground: Neither silly regulation that unnecessarily burdens businesses nor disavowal of efforts that protect our children from unclean air and water and our workers from unsafe conditions; neither disproportionate reliance on government as a force for economic growth, nor blind refusal to recognize the new, interdependent global environment in which we must compete.

Balance can be demonstrated both by your policies and by your battles. To begin, I believe that you must remind the American people of the outstanding performance of this economy and that it didn't happen by accident. Your 1993 budget plan was the first great step towards a balanced budget. The Republican naysayers of 1993 should be forced to confront the very success that they tried to obstruct.

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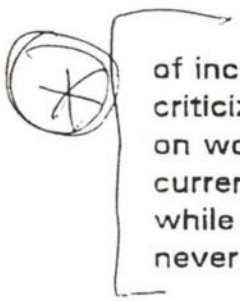
The purpose here is not simply to paint a picture of economic success. It is, as well, to demonstrate that the path you have followed is the right track. You demonstrated great courage by fighting for lower budget deficits without any Republican support in 1993; fighting for the NAFTA against significant Democratic opposition; facing down Republican budget threats against our core values in a time when political pundits proclaimed the dawn of a new Republican revolution. Each time, you disdained the easy course and each time, America benefitted.

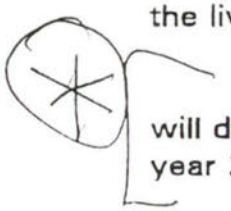
The path that took courage before is the same balanced course that will lead to a prosperous future for all Americans.



In this context, I believe that it is important to confront directly the problem of income stagnation and disparity We spent a lot of time in 1992 rightly criticizing George Bush for his failure to grasp the impact of the slowing economy on working Americans. This Republican crowd has the same problem: As the current budget negotiations show, they're fixated on a return to Reaganomics while at the same time ripping out the social safety net (something even Reagan never really attempted).

It is the challenge of growing income disparity that shows just how out of touch the Republicans are (incredibly all of their proposals would make the disparity worse while ours would help close the gap). Moreover, it is the theme that ties together all of our constituencies: from traditional Democratic voters to the political center, which has fueled political revolt precisely because so many of our people feel that the traditional American dream is ever harder to realize.

Because income disparity is a real, recognizable problem, it also helps us ground our message on the importance of a growing economy -- and how to achieve it. You have clearly stated that economic growth will come from education and training, from new technologies, through the success of American firms in foreign markets. In the context of the budget battle, the emphasis has been, quite rightly, on values. In its aftermath, I believe that the emphasis should also include strategies, of the kind implemented in my own Department, that touch the lives of ordinary Americans.



By one calculation, for example, 60% of the jobs created in the year 2000 will demand technology skills now held by less than 25% of our workers. But the year 2000 is no longer some distant event; it arrives in less than 1500 days.

Finally, I believe that your vision of the future should stress the importance of reconciliation -- the same call to civility that you emphasized earlier this year.

Sometimes in popular culture, calls for tolerance are depicted as naive. That is because some people fail to understand that tolerance and reconciliation are ingredients of strength, not charity. We welcome diversity of background and a free expression of views because we know that using each person's talents will make us all stronger.

Just as the Brooklyn Dodgers were a stronger baseball team after Jackie Robinson took the field, so, too, we are a stronger nation when we understand that we are all on the same team -- fighting in a brutal world of international competition and foreign strife for the simple hope that our work will be rewarded; that our families will be strong and that our children will live even better lives.

THE SECRETARY OF TRANSPORTATION
WASHINGTON, D.C. 20590

December 21, 1995

MEMORANDUM

TO: Kitty Higgins
Don Baer

FROM: Federico Peña

RE: Themes and Messages for the State-of-the-Union Address

You asked for my recommendations concerning potential themes and messages for the President's upcoming State-of-the-Union address.

The four-prong message the White House has been using (Leadership/Family/Opportunity/Common Ground) has proven very effective indeed. I believe the element of Family -- particularly the view of broader family or community typified by Americans' support for victims of Oklahoma City and the many natural disasters that have occurred in recent years -- should particularly be emphasized.

Within each of these overall themes, however, we believe the State-of-the-Union should highlight another aspect of Administration policy -- "Keeping Promises." At base, voters are dissatisfied because they see a disconnect between the promises of political candidates and campaigns and the actual execution of government policy. It is particularly important to address this concern as we move into this next year. And we have a terrific story to tell -- promises kept that don't receive much attention in the conflict-focused national media. (An effective variation on this theme is to contrast talk -- especially from members of Congress and the rest of the Washington establishment -- with real change-oriented action.)

The revitalization of America's economy was the central theme of the President's 1992 campaign, and the results are plain. As part of this core message, the President also emphasized the importance of "Rebuilding America" to compete economically. Here, too, we have some real achievements worth highlighting. Several from the transportation world are outlined below, using speech-style rhetoric to illustrate how it might work.

REBUILDING AMERICA

In 1992, I saw the way our Nation's transportation system -- highways, bridges, railroads and ports -- affect Americans in their everyday lives. Vice President Gore and I traveled much of the country in buses, talking to all kinds of people -- at a truck stop in Carlisle, PA, along U.S. Highway 51 in Sandoval, IL and in countless towns along the highways. During our first bus trip, from New York City to St. Louis, Mo, I made a commitment to rebuild America. I'm proud to say my Administration has done just that. We've invested more in highway and bridge construction than any comparable period before -- more than $40 billion. This means faster, safer travel for the American people.

But we've also done something more, because we know: it's not how much you spend, but how you spend the public's money. So we've worked hard to make better, more strategic investments -- to get more bang for the buck -- and to get the private sector to invest more. I'm proud to say that by cutting red tape and giving state and local government more flexibility, we've managed to jump start $2 to $3 billion worth of construction projects that otherwise never would have happened at all -- and without using any additional Federal funds. We've also built public-private technology partnerships like the one for Interstate 75 where high-tech transponders and micro-chips mean big rigs roll safer and more efficiently from Florida to Michigan, and cut millions of dollars in delivery costs.

The improvements to our infrastructure help us to move people and goods more quickly, so Americans can spend more time at home with their families and so we can solidify our position as the most dynamic economy in the world.

AVIATION

One of the first things I did when I came into office was to appoint a special Commission to look into the condition of the airline and aerospace industries. These industries, in which America had always led the world, were on the a tremendous downswing. The industry lost $10 billion in 1990-92 and suffered as major carriers like Eastern and Pan Am went bankrupt.

Today, the airline industry is in the midst of the transportation turnaround of the decade, thanks in large part to the work of that commission and this administration's economic policies. I am proud to tell you that our major carriers earned over $2.1 billion this year -- record levels, for many of them -- and not a single one is in bankruptcy. In fact, there are more new companies entering the aviation business than ever before. This means more jobs -- for people who build airplanes and work in airports, for example -- and it means better, cheaper airline service for all Americans.

Part of this success has been opening up new foreign markets for our airlines. In the past three years, the Administration has negotiated 28 new bi-lateral aviation agreements, including 10 "open-skies" agreements with European nations, a Canadian accord which has led to a 25

percent increase in service, and Asian treaties which will form the critical transportation links to these key emerging markets for our cargo and passenger carriers.

MARITIME

As a candidate, I visited this country's docks and shipyards and met with many of the tens of thousands of shipbuilding workers who had lost their jobs. I called attention to this national tragedy. And in San Diego, CA I pledged to help turn the industry around.

We came through. In 1993, the administration launched a five-part National Shipbuilding Initiative. Since then, there has been a tremendous industry resurgence. Given the tools and a level playing field, I knew that the workers in Mobile, Alabama and Newport News, Virginia could compete globally, and we've helped put them back in business building ships. My Administration's loan guarantee program has helped these and many other shipyards to completely modernize so they could compete with the Europeans and the Japanese. In 1995, the program paved way for construction of 36 commercial vessels and $502 billion worth of business in American shipyard, creating thousands of new jobs. One of my proudest moments as President came when one worker from the San Diego shipyard who had come to Washington to participate in the announcement of our shipbuilding initiative said to me: "Thank you, Mr. President. We're used to politicians forgetting about us after the campaign. You didn't, and you came through." [Note: this is a paraphrase; exact quote to be checked.]

SOCIAL SECURITY

Office of the Commissioner

December 20, 1995

MEMORANDUM TO THE PRESIDENT

FROM: SHIRLEY S. CHATER
COMMISSIONER OF SOCIAL SECURITY

SUBJECT: STATE-OF-THE-UNION ADDRESS

As requested, I am forwarding my recommendations for themes and messages to possibly be included in your State-of-the-Union Address in January. My suggestions are as follows:

1. The need for intergenerational cooperation

All too often, debates on national issues divide generations of Americans instead of bringing them together. If we, as a nation, are going to develop long-term solution to issues facing our country, all of us, young and old alike, must be willing to work together for a common goal.

Social Security and Medicare are perfect examples of issues that require intergenerational cooperation. Today's seniors and tomorrow's workers must decide the future of these programs together because all Americans, regardless of their ages, are impacted by Social Security and Medicare.

For two of every three senior citizens, Social Security represents more than 50 percent of annual income. For 14 percent of Americans age 65 and older, Social Security is 100 percent of income.

In addition, Social Security benefits young workers through survivors and disability protection. Younger Americans face roughly a 1-in-5 chance of dying before reaching age 65. If the unthinkable happens, Social Security is there with average protection equivalent to a $295,000 life insurance policy.

A 20-year-old worker stands nearly a 1-in-3 chance of becoming disabled before age 65. Once again, Social Security is there if the unthinkable occurs--with disability protection which on the average is equivalent to a $203,000 disability policy for an average income earner with a spouse and two children.

Social Security is much more than retirement. It is a program that affects all Americans. As a result, we all must work together to preserve and protect it.

2. The need to make "tough decisions" about our country's future

"No pain, no gain" is a familiar phrase and one that all Americans should keep in mind. As we move forward in the resolution of national issues, Americans must be prepared for a series of "give and take." Individually, we may not be happy with the resolution of each issue, but as a nation we can be satisfied in the fact that we are doing what's right for America's future.

A specific example of a tough decision involves the future of Social Security. Although Social Security is solvent today, a time will come when Social Security cannot pay full benefits. Two groups--the Kerry-Danforth Commission and the Social Security Advisory Council--examined the issue of solvency earlier this year and could not agree on a solution.

Both groups did agree, however, that tough choices must be made in order to make Social Security financially sound. At some point, Americans of all ages must decide on the future of Social Security. The earlier the tough choices are made, the less drastic they will have to be. Ultimately, everyone will have to sacrifice a little for the good of the country's future.

It's not that young workers and Baby Boomers don't want a Social Security program. In fact, a study commissioned by AARP found overwhelming support by Americans for Social Security. The problem is that many young people don't believe Social Security will be there for them.

Since Social Security affects Americans of all generations, it's important that the voices of senior citizens, Baby Boomers and Generation X be heard in the debate. As in the past, any major change in the Social Security program must involve bipartisan cooperation and must be the result of an engaged American public.

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20410-0001

M E M O R A N D U M

TO: Don Baer

FROM: Bruce Katz

RE: State of the Union Themes

DATE: December 21, 1995

Over past few months, the NEC has led an interagency process to generate ideas on community empowerment (in fact a principals meeting was held as recently as this past tuesday). From these and other meetings, there is widespread consensus emerging among the Cabinet and key folks in the White House and OMB that the essential elements of a community empowerment strategy are as follows:

- increasing access to capital for business development
- reclaiming abandoned land in central cities
- transforming public housing -- which includes demolishing the worst of the public housing stock
- reinventing the federal government's relationship to local governments -- i.e. decentralize and "put communities first"
- linking people to work

What these concrete policy elements have in common -- and what could be a vital part of a powerful State of the Union message, are the following community empowerment themes:

- putting communities first
- strengthening our central cities
- getting devolution and decentralization right
- insisting on reciprocity for government benefits
- asserting that the government has a vital role to play

Focusing on these themes is not only the right substantive approach to community empowerment, but it also has strong appeal to middle-class values -- as these themes focus on work, personal responsibility, private sector leadership and public service.

Following are suggestions for articulating these themes. Many of these are elaborated on in *Where We Live*, a document which outlines HUD's plans for its second stage of reinvention. You should have already received this report from the Secretary.

Put Communities First

Generating economic opportunities (good jobs) is important to our ability to compete and succeed in the global economy. But many people will not succeed in these turbulent times unless their community roots -- families, neighborhoods, schools, churches -- are strong. To best help families thrive, we must first focus on strengthening our communities for the 21st century.

That means recognizing two realities: First, that our national well-being rests on the health of our communities; and second, in an era of budget belt-tightening, we need a laser-like focus of federal resources on meeting community needs -- maximizing those resources by building partnerships among local governments, businesses, non-profits and state/federal governments. In particular, it's right for the President to challenge the private sector, especially the business community, to take an active partnership role in fixing our most distressed communities. Facing the new century, we must ensure that all our actions support the foundations of economic and civic health, uplifting mainstream values. (Offer a Covenant with America's Communities).

Strengthen Our Central Cities

Focus on the importance of central cities -- and their links to the larger metropolitan area -- as the anchors of America's economy. Our national economy is increasingly a system of metropolitan regional economies which need economically vital central cities to thrive. The destinies of metro areas are tied to the performance of their cities; while some suburban residents may want to ignore the plight of cities -- and don't see it as connected to their lives -- we can't afford to abandon these engines of economic growth and must find ways to reinvest.

Decentralize with a Vengeance

If we are going to really put more power into people's hands to shape their destinies, we need to push federal programs to the front-lines, past state bureaucracies and into effective and flexible partnerships with communities. Block granting to states is short-sighted and will be ineffective; a real community empowerment strategy would radically restructure federal agencies to make them focus on building safe, strong and hopeful communities, not on enlarging Washington bureaucracies. (That means any community empowerment strategy we propose should extend federal reinvention to the federal government's relationships with

States and local communities).

To really decentralize, we must trust and listen closely -- and then help empower -- the people in the trenches -- parents, teachers, law enforcement, community leaders, social workers, shop owners and church leaders. As we pursue this kind of dramatic decentralization -- for the first time in decades -- we must also find the common sense balance between cutting communities loose with no federal help and strangling them to death with federal regulations and red-tape.

Insist on Conditionality

Americans, and often many poorer inner city residents, understand and support the balancing of rights and responsibilities. This acknowledgement of reciprocity in acceptance of society's benefits has led to a readiness to accept stricter personal and moral conditions on program benefits. Our society -- especially inner city residents -- is prepared to go a good deal further than many might expect in accepting the discipline of work, service and responsibility. This framework can, and should, be applied much more broadly than welfare reform.

The right to a good education means kids must do their homework and parents must hold their children accountable (and help out). Having safe streets mean community residents must work closely with local police. Program examples: Getting a job and work skills in a HUD lead-paint abatement program means that single fathers accept responsibility to attend pre-natal and pediatric appointments, complete a curriculum on fatherhood and participate in a support group. A public housing addiction recovery program assists single mothers if they pledge to stay away from drugs, go without TV, help their children with homework and keep their apartments clean.

"We Can Do This"

Americans are ready for someone to confront their pervasive feeling that nothing works and that none of the efforts we make at solving our most intractable national problems make a difference. Many still believe that government has a vital role to play in solving our national problems, but they're not confident of the federal government's ability to make programs work and deliver results. In addition to substantive reinvention efforts, the words "we can do this" are critical to our national sense of optimism and hope. People know that our major social and economic problems -- especially those in our urban areas -- are profoundly complex , but they also know these problems are not going to go away, and they're ready for strong leadership to tell them that we can overcome our challenges and show the way towards what's already working.

UNITED STATES
OFFICE OF PERSONNEL MANAGEMENT
WASHINGTON, D.C. 20415

OFFICE OF THE DIRECTOR

December 21, 1995

MEMORANDUM FOR KITTY HIGGINS
ASSISTANT TO THE PRESIDENT
AND SECRETARY TO THE CABINET

DON BAER
ASSISTANT TO THE PRESIDENT AND DIRECTOR OF
COMMUNICATIONS

FROM: JAMES B. KING
DIRECTOR

SUBJECT: State-of-the-Union Themes and Messages

I recommend the following two messages be included in next month's State-of-the-Union address:

I. FEDERAL EMPLOYMENT DROPS BELOW 2 MILLION FOR FIRST TIME SINCE 1966 -- ELIMINATING AN ENTIRE GENERATION OF GROWTH IN GOVERNMENT

OPM data shows that, in October, the Clinton-Gore Administration attained a major achievement when the Federal government's total, on-board civilian workforce fell below two million for the first time since May, 1966. As the attached chart shows, Federal employment dropped to 1,980,170, which reflects a reduction of 204,530 employees since January, 1993. This figure includes part-time and seasonal workers.

While our figure is not the Full-Time Equivalent (FTE) number that is sometimes used, we believe the total, on-board workforce figure better reflects the actual size of the government and is easier to communicate to the public.

II. FEDERAL GOVERNMENT SET TO SPIN-OFF FIRST ESOP -- REPLACING TAXPAYER-FUNDED JOBS WITH PRIVATE SECTOR OPPORTUNITIES

OPM is in the final stages of negotiations that will enable some 700 skilled investigators now on the Federal payroll to leave government and create a private, employee-owned company. This new private-sector enterprise will conduct background investigations both for the government and for the private sector.

This is the Federal government's first privatization of its kind and can be a model for moving other employees from the public payroll to the private sector.

For more information, please call Janice Lachance on 606-1800.

Attachments

12/18/95

Trend of Federal Civilian On-Board Employment for Executive Branch (non-Postal) Agencies

These figures represent total on-board employment - not FTE's and include all work schedules (full-time, part-time, intermittent), and tenure groups (permanent and temporary)

January 1993 through October 1995

	Month	Total	Change from Prev. Month	Cumulative Change since Jan. '93
1993				
	January	2,188,700		
	February	2,197,937	9,237	9,237
	March	2,193,890	-4,047	5,190
	April	2,186,245	-7,645	-2,455
	May	2,186,755	510	-1,945
	June	2,198,963	12,208	10,263
	July	2,183,131	-15,832	-5,569
	August	2,178,540	-4,591	-10,160
	September	2,156,844	-21,696	-31,856
	October	2,138,358	-20,486	-52,342
	November	2,127,496	-8,862	-61,204
	December	2,120,463	-7,033	-68,237
1994				
	January	2,113,692	-6,771	-75,008
	February	2,123,448	9,756	-65,252
	March	2,119,019	-4,429	-69,681
	April	2,117,292	-1,727	-71,408
	May	2,110,334	-6,958	-78,366
	June	2,112,533	2,199	-76,167
	July	2,107,582	-4,951	-81,118
	August	2,099,555	-8,027	-89,145
	September	2,085,492	-14,063	-103,208
	October	2,061,515	-23,977	-127,185
	November	2,048,493	-13,022	-140,207
	December	2,039,882	-8,611	-148,818
1995				
	January	2,028,078	-11,804	-160,622
	February	2,033,404	5,326	-155,296
	March	2,030,046	-3,358	-158,654
	April	2,027,480	-2,566	-161,220
	May	2,037,427	9,947	-151,273
	June	2,051,719	14,292	-136,981
	July	2,047,573	-4,146	-141,127
	August	2,037,190	-10,383	-151,510
	September	2,011,870	-25,320	-176,830
	October	1,984,170	-27,700	-204,530

Notes: By Executive Order 12839, on February 10, 1993, the President ordered a reduction of 100,000 full-time equivalent positions during the FY 1993-1995 period.

In a memorandum to Department/Agency Heads in September 1993, the President increased this number to 252,000 through FY 1999.

The Work Force Restructuring Act of March 30, 1994 further increased this number to 272,900 through FY 1999.

SOURCE: U.S. Office of Personnel Management
Office of Workforce Information
Monthly Report of Federal Civilian Employment (SF 113-A).

TREND OF FEDERAL CIVILIAN ON-BOARD EMPLOYMENT FOR EXECUTIVE BRANCH (NON-POSTAL) AGENCIES

Average Employment by Calendar Year

CALENDAR YEAR	EXECUTIVE BRANCH
1960	1,814,766
1961	1,814,225
1962	1,877,131
1963	1,895,670
1964	1,877,940
1965	1,891,580
1966	2,035,515
1967	2,206,636
1968	2,220,369
1969	2,235,199
1970	2,177,246
1971	2,123,176
1972	2,107,628
1973	2,068,135
1974	2,112,470
1975	2,134,410
1976	2,138,600
1977	2,145,771
1978	2,176,759
1979	2,181,739
1980	2,274,269
1981	2,180,837
1982	2,149,206
1983	2,164,132
1984	2,184,927
1985	2,218,346
1986	2,197,590
1987	2,222,589
1988	2,222,933
1989	2,237,528
1990	2,344,168
1991	2,228,974
1992	2,231,535
1993	2,171,277
1994	2,094,903
1995	

DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Secretary

Washington, D.C. 20201

MEMORANDUM

To: Kitty Higgins, Don Baer

From: Dan Porterfield, DAS for Public Affairs, HHS

Subject: State of the Union speech

Date: 12/21/95

Secretary Shalala mentioned two themes for the speech.

First, and most important, she believes the speech should be bold and visionary. The President should speak to the American people as citizens, and not simply as taxpayers. The speech should be about the future of our country, and about our obligation as Americans to protect the hard-won legacy of the 20th century while having the courage to address the new challenges of tomorrow.

This century we won two world wars and the Cold War. We met the challenge of Sputnik. We integrated our society and shattered glass ceilings. We built a strong safety net for children and transformed the experience of growing old.

How did this happen? At our best, we committed ourselves to bold and relentless progress. We put the common good and common ground first. And we moved forward in a true spirit of partnership -- with citizens, families, communities, and states all doing their part, and the national government helping and sometimes leading.

Today, this tradition has been placed under seige. There are some politicians and special interests who, under the misleading mantle of federalism, are really trying to abolish the partnership between the national government and its people. That may be an opportunistic campaign theme -- but it's be bad for the country. We need limited government -- not absent government.

Because we do have a national interest in ensuring that work pays in this country. In guaranteeing a quality education to every child. In making sure that seniors can see a doctor and poor children are able to eat. In keeping tobacco out of the hands of children and guns out of the hands of criminals. In preserving the freedom of parents to raise their children as they want. In opening new international markets for our products and preventing international anarchy when we can.

These are American values that define us as a nation -- and preserving and achieving them requires federal leadership. We have shown that leadership for three years. We have achieved truly national goals for all our people -- everything from lowering the homicide rate to lowering the welfare rolls; from

collecting record levels of unpaid child support to helping states increase the number of their citizens with health insurance; and from achieving the highest immunization rates in history to funding breakthrough discoveries against breast cancer and AIDS. This is good government, responsible government, limited government. We ought not give up on it.

Second, Secretary Shalala recommends that the President discuss the importance of a truly national partnership to help parents in the most important role any of us will ever: raising children.

The fact is, millions of parents are worried about the things their children are exposed to when they are outside the home: Alcohol. Tobacco. Drugs. Teen pregnancy. AIDS. Violence. As one parent said in The Washington Post, "I went from wanting my son to win the Nobel Prize to wanting him to survive."

Even as they worry about their children, parents are frustrated that they have less control than they would like. Many parents are working longer hours with less job security. They have less time to spend with their children. They're finding it harder to pay today's grocery bills while saving for tomorrow's college bills.

There are more families in which both parents are working. There are more single-parent families. There are fewer families that feel connected to strong, supportive communities. And there is more competition for their children's attention -- too often from influences like tobacco ads or glamorized images of drug use.

Secretary Shalala recommends that the President speak directly to the hopes, dreams and fears of these parents. As parents of a teenager, he and Mrs. Clinton deeply understand these concerns.

The President should tell America's parents that he stands with them. That's why he has taken on powerful interests -- the NRA, the media/entertainment industry, and the tobacco industry -- to put power back in the hands of parents. That's why he and his Cabinet have sent a clear and consistent message that it is illegal, dangerous, and wrong from children and teenagers to use drugs, alcohol, and tobacco. That's why he has led the fight for a private sector campaign to reduce teen pregnancy and lent his voice to the cause of AIDS prevention. That's why he has fought for young people in the budget battles -- gaining victories to ensure that summer jobs, drug free schools, and college loans are always there to give young people real options to say "yes" to. And that's why he has reached out to young people himself with a message of opportunity and responsibility.

Teenagers aren't just our national future -- they are our national present. They deserve safe passages, and we all must help them.

Thank you.

Administrator
General Services Administration
Washington, DC 20405

December 21, 1995

MEMORANDUM FOR KITTY HIGGINS
Secretary, White House Office of Cabinet Affairs
DONALD BAER
Director, White House Office of Communications

FROM: ROGER W. JOHNSON
Administrator, U.S. General Services Administration

SUBJECT: Call for Suggestions for State of the Union Address

Thank you for the opportunity to share with you my ideas for themes and ideas for inclusion in the President's 1996 State of the Union address.

Domestic Policy

The President is perhaps never stronger than when he appeals to the American people's higher self and better nature. The President can rise above the nasty noise level of present-day ideologues by elevating his discussion with the Congress and the American people to a broader theme of what is needed in our political system to move the country forward and meet the challenges of the next century.

Much as he did in 1992 and since -- although the message has been grossly distorted -- the President can speak to the fact that old ideologies, as well as the newer, harsher mix of populist-libertarianism couched as conservatism, will not provide the solutions to new challenges brought on by economic and cultural transformations. He can recognize that old so-called liberal solutions will not meet the challenges, while pointing out the fact that the calls to dismantle the federal government by "devolving" federal programs to the states without measurements or standards of accountability is nothing more than an abdication of responsibility. There is a need for a strong federal government, but one that works in partnership with state and local governments and the private sector, and one that is flexible and more responsive to changing needs. Then the President can easily transition into his accomplishments under the National Performance Review framing them into language to which working Americans can relate (see attached letter to the Vice President, Columbus Dispatch article and *GSA Message from the Administrator* as examples).

Foreign Policy

In explaining why American involvement is needed in Bosnia and other foreign trouble spots, the President's speech before the British Parliament last month, which called for fighting the "forces of destruction," was again an appeal to our higher and better nature as Americans (see "Clinton Calls for a War on 'Forces of Destruction,'" L.A. Times, November 30, 1995). It was a concise message that best explained why America cannot retreat from its leadership role in foreign affairs. In fact, the President should repeat this message constantly until it becomes known as the Clinton Doctrine.

If you would like to discuss these issues in greater detail, please do not hesitate to call.

Federal Recycling Program Printed on Recycled Paper

Administrator
General Services Administration
Washington, DC 20405

December 19, 1995

The Honorable Albert Gore, Jr.
Vice President of the United States
The White House

Dear Mr. Vice President:

It is not The Washington Post, The New York Times, or The Wall Street Journal (yet) but it sells in Columbus! (see enclosed article) A week earlier we put out a press release reporting a $600 million savings from the latest FTS-2000 negotiations and got no coverage, to speak of - but 3 1/2 cents per minute gets attention.

I believe we should expand this approach across all of N.P.R. activities including specific customer service improvements, as well as stating savings and service improvements in "people understandable units." One easy step would be to put out a weekly/monthly N.P.R. talking points bulletin focused on unit bites. Agency and White House speech writers should also receive the bulletin. If you have any questions, please do not hesitate to contact me. See you soon.

Sincerely,

Roger W. Johnson

Enclosure

cc:
Elaine Kamarck
Bob Stone
John Koskinen
Don Baer

Federal Recycling Program Printed on Recycled Paper

TOTAL P.01

Federal government is saving money, GSA chief says

■ *Employees are making day-to-day savings that don't make news, Roger W. Johnson says.*

By Darrel Rowland
Dispatch Statehouse Reporter

For just a moment, forget the heated rhetoric over billions of dollars in the federal budget battle, says Roger W. Johnson, administrator of the U.S. General Services Administration.

Instead, consider a cheap plane ticket, an inexpensive long-distance call and an economical car rental rate.

Such little political, day-to-day thrifti-ness shows that real savings can be made in the federal government, he said.

"You can make government work better and cost less," Johnson told about 400 county officials yesterday at the Greater Columbus Convention Center.

Johnson, in his first public sector job after 30 years in business, is the highest-ranking Republican in the Clinton administration. He formerly was chairman and chief executive officer of Western Digital, a Fortune 500 computer company in California.

People have become so cynical about the federal government that they don't believe true accounts of money being saved, he said.

The plane ticket he cited cost $242 to fly round trip between Washington, D.C., and Los Angeles, which normally costs about $760.

The calls he made yesterday to his Washington office from Columbus cost him 39 cents a minute, compared with the best business rate of about 9 cents. And the rental cars his agency provides to federal employees cost only $190 a month for a four-door sedan.

These deals were negotiated by General Services workers who have brought competition and creative approaches to the business arm of the federal government, said Johnson, whose agency oversees $10 billion in spending.

"Things do work better in Washington today," he said.

The more businesslike atmosphere gets little attention because "there's no political penalty or reward in Washington for professional managing," Johnson said.

A lifelong Republican and "flaming moderate," Johnson openly complained about George Bush in an October 1991 article in the *Los Angeles Times* and mentioned that he could support the right Democrat. A couple of days later the governor of Arkansas called.

Johnson said Bill Clinton's reputation as a waffler is unjustified, calling him "the most issues-oriented president since Harry Truman."

Meanwhile, Johnson labeled the leadership of his fellow Republicans as "kind of nasty right now" and said the GOP push to balance the budget is really a subterfuge for dismantling portions of the federal government.

Johnson backed Clinton for reducing the deficit for three consecutive years and trimming thousands of employees from the federal payroll. He said the federal government's operating budget (which doesn't include interest payments on the national debt) is balanced.

"The Democrats are the most marketers I've ever seen," he said. "Meanwhile, the Republicans are good marketers, but don't have a quality product."

Message From The Administrator

This year, GSA continued to make President Clinton's promise to make "government work better and cost less" a reality. Although the environment in Washington has made this past year difficult and sometimes uncertain, we have continued to focus on our mission using customer service and common sense management. While others try to paint federal employees as "faceless," we have never forgotten that GSA is an agency of people serving people. They are our customers, and we know that the better we serve them, the better we can all serve taxpayers. It just makes common sense!

Working together, we have been reshaping our agency and rethinking our business for over two years. And as you can see in the accomplishments outlined below, we are making real, lasting changes:

- ***Time Out and Review of Public Buildings Yields $1.36 Billion in Savings, Better Construction Management***
  Our "Time Out and Review" of the federal building program cut $1.36 billion from new real estate projects. An outgrowth of the review is the new Courthouse Management Group to ensure cost-effective and efficient construction of federal courthouses. Adopting business-like real estate principles into our program will ensure long-term savings.

- ***Changing Major Computer Purchases Avoids Over $7 Billion in Unnecessary Spending***
  Taxpayers were not getting a good return on their investments in major federal government computer systems, so we imposed a "Time Out" that avoided spending $7.4 billion for computer systems with cost overruns and other problems. Greater use of interagency teams, independent auditors, performance measurements, and Chief Information Officers will produce more efficient, less costly systems.

- ***Unrestricted Coast-to-Coast, Round-Trip Airfares for $242***
  Our unrestricted airfares with major airlines are on average 50% lower than commercial rates. Where else can you get a round-trip ticket from Washington to California for $242 on short notice?

- ***Rent a Car for $136 a Month***
  We lease four-door sedans to other agencies for $136 a month, plus 11 cents a mile for fuel and maintenance. Consolidating vehicles from other federal agencies into its fleet management program last year saved taxpayers $7.2 million, and other management improvements have saved an additional $22.8 million.

- ***Long-Distance Service for Just Over 3 Pennies per Minute***
  Our common sense management of the FTS2000 long-distance network has drastically cut costs. Due to a recompetition in the contract, federal customers now pay just 3 1/2 pennies per network minute, saving taxpayers $200 million a year. Overall costs under FTS2000 during the past 7 years have been reduced by 80%, saving nearly $5 billion compared to the old long-distance program.

(more)

- *It Pays to Use the American Express Government Travel Card – Literally!*
  Our contract with American Express Travel generates affinity refunds every time federal employees use the card for official travel. These refunds -- estimated at $20 million a year -- go back to agencies to offset travel-related expenses.

- *Government Purchase Card Saves Money and Headaches*
  With the increased use of the government purchasing card, federal agencies get better, faster service and will save $475 million by eliminating administrative headaches.

- *Expansion of Electronic Commerce, 'GSA Advantage!' and Other Initiatives*
  We are a leader among interagency teams working to eliminate burdensome, costly paper-driven procurement, while increasing accountability in government spending by expanding the use of electronic commerce. In fact, with ***GSA Advantage!***, federal customers can get supplies through the Internet and have them directly delivered to their desks with a few strokes of a keyboard. And our energy and recycling programs are proving that sound environmental policies can also save tax dollars.

So far, our customer focus and common sense have netted taxpayers over $12 billion in savings or cost avoidances. We've done all this with a workforce streamlined by 20% -- with no layoffs -- and operating costs cut by 17%. Our efforts have been recognized by Vice President Gore and the National Performance Review. GSA employees have received 17 Hammer Awards from the NPR to recognize excellence and creativity in public service.

As impressive as these accomplishments are, we must continue to define and shape GSA. And we are doing that, as we dig deeper into our operations through the FORM analysis to search for ways to improve our performance and service. In the end, this analysis will set us on a path of continuous improvement to create a culture of common sense management to build a common sense government that works better and costs less.

It has been a challenging year, but we have met those challenges and are moving forward. I thank you for all your hard work and perseverance. Let us now take time during this holiday season to rejuvenate our spirits and to celebrate the season with our families and friends. I wish you and your loved ones good health and happiness now and for the coming year.

Roger W. Johnson
Administrator

December 21, 1995

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 Speechwriting: first draft work	28	29	30
31						

November 95

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		

January 96

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			

Printed by Calendar Creator Plus on 12/14/95

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 Mall test spots
	Redrafting					
21 Read-through (2.5 hr) Mall test spots	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
28	29	30	31			

December 95

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						

February 96

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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STATE OF THE UNION
SURROGATE WORKING GROUP MEETING

JANUARY 12, 1996

Grace Notes

I. Introduction (Higgins)

II. Message (Baer/Penn)

III. Constituencies Report
Intergovernmental Affairs (O'Keefe) → USCM in town
Public Liaison (Yager)

IV. Media Affairs (McHugh)

V. Travel (Hancox)

THEME (BAER)
- FUTURE ORIENTED / VERY THEMATIC
- CONFIDENT / OPTIMISM
- ON THE RT. TRACK
- LIVING UP TO THE CHALLENGES THAT FACE AMERICANS
- LIST OF CHALLENGES (TO BIZ, churches)
  - ① CONT. AS [WORLD LEADER] / PEACE MAKER ROLE OF ECONOMICS IN WORLD
    - STRONG AT HOME (4 domestic cluster)
  - ② - [Making Work Pay] (Good jobs)
  - ③ - [Education] + Children (very large portion) (creative ideas) / technol. literacy gov't as catalyst / seed money Charter schools [schools biz parents]
  - ④ - ~~Sense of Safety~~ (Crime + envirn) [CRIME DOWN / JUVENILE CRIME UP]
  - ⑤ - [ROLE OF COMMUNITY] - teen pregnancy - ~~ADD~~ Ant. involved in community.

→ * HE WILL TALK ABOUT THE BUDGET. (may be a shutdown 2 days later)

IT'S THE CALL TO ARMS.

OPL - this yr. AT LEAST we know what ppl THINK
- they aren't lobbying us.

REALISTIC OPTIMISM
↳ 'it's what the Am ppl are doing in Educ, ITC, econ, etc'

PROBLEMS OVER FY97 budget - how to CAST IT

WORK Together in common cause

* POTUS WILL NOT LARD up speech w accomplishments IF ME knows Cab is trumpeting them.

① TTTS → skeletal on TUES
→ Crime/Economy → st by states

② Updates → Research on Record/Accomplishments

③ Stump Speech

④ st by St - Economy
- Educ
- Crime

ROLE OF Congress on Message

DNC - Mayors / satellite / dwtwn hotel

Post Speech Events
- POTUS on road
MIDDLE charter school
- Cab travel based on themes

OPTIMISM Themp
May not FIT w budget

* Cab M/TUES amplification

TUES 4pm

TRAVEL - Monday Cab Appts

Penn → accomplishments
≥ types
Economic
↳ believable
→ hit this
Crime/Teen Preg
not believable

Gore → FOCUS on 1/2 issues

TUES

	Sec. Rubin	Sec. Perry	Sec. Glickman	Sec. Brown	Sec. Riley	Adm. Browner	Dir. Rivlin
1/16/96			Mexico City trip	India, Pakistan & Turkey trip	France, Germany & Sweden trip		
1/17/96			Returns to DC	trip continued	trip continued	Oregon trip (tentative)	
1/18/96	Leaves for Spain			trip continued	trip continued	Return to DC	
1/19/96	Spain			trip continued	trip continued		
1/20/96	Spain			trip continued	trip continued		
1/21/96	Returns to DC			Returns to DC	trip continued	Day in Boston	
1/22/96					Returns to DC		
1/23/96							
1/24/96				Miami, FL trip			
1/25/96			India & China trip	Returns to DC			Day in NYC
1/26/96		New Mexico, California & Texas trip	trip continued			Day in Connecticut and New Hampshire	
1/27/96		trip continued	trip continued			Day in Des Moines, IA	
1/28/96		trip continued	trip continued				
1/29/96		Returns to DC	trip continued				
1/30/96			trip continued		Day in Boston		

	Amb. Albright	Dir. Deutch	Dr. Tyson	Dir. Duffey	Dir. King	Adm. Johnson	Carol Rasco	James Lee Witt	Comm. Chater
1/16/96	Travel abroad	Travel abroad		Return from FL to DC					
1/17/96	continued	continued						Trip to LA	Day in NYC
1/18/96	continued	continued				Trip to NYC		continued	
1/19/96	continued	continued				continued		continued	
1/20/96	continued	Return to DC				Return to DC		Return to DC	
1/21/96	continued							Trip to Puerto Rico	
1/22/96	continued							Return to DC	
1/23/96	Return to NY								
1/24/96					Day trip to Portsmouth, NH & Andover, MA	Day trip to Cleveland, OH (tentative)			Day trip to Annapolis, MD
1/25/96			Lunch in Detroit						
1/26/96									
1/27/96							Trip to SC		
1/28/96							continued		
1/29/96							Return to DC		
1/30/96									