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THE WHITE HOUSE
WASHINGTON

95 JUN 29 P 1 : 06

29 June 1995

THE PRESIDENT HAS SEEN

7-7-95

MEMORANDUM TO THE PRESIDENT
LEON PANETTA
ERSKINE BOWLES
MAGGIE WILLIAMS
JACK QUINN
DOUG SOSNIK

FROM: Harold Ickes (47)
SUBJECT: Center for New Media

Attached is a revision of my 12 June 1995 memorandum to you about the same subject. It has additional information. In addition, it describes the need to have 2 or 3 commitments each in the million dollar range prior to the proposed late July meeting of potential large donors to this project. If you are in agreement with this project, you could be extraordinarily helpful in obtaining those 2 or 3 commitments, among which would be probably Steven Spielberg.

Finally, those who are organizing this project think that if you are in agreement with it, it would be critical that you attend a meeting on the evening of 29 July at the Rockefeller estate either in Westchester County, New York or in Washington D.C. (probably down here makes more sense from your point of view) with a group of 20 or so potential short-term and long-term donors to this project.

Let's discuss.

PHOTOCOPY
WJC HANDWRITING

02 JUL 1 10:30

June 28, 1995

MEMORANDUM TO THE PRESIDENT

CC: LEON PANETTA
ERSKINE BOWLES
MAGGIE WILLIAMS
JACK QUINN
DOUG SOSNICK

FROM: Harold Ickes 

SUBJECT: The Center for New Media

As we have discussed, Laura Quinn, Senator Rockefeller's communications director, has researched and developed a multi-media presentation about the communications technology and methodology of the Republicans and their various conservative/right-wing allies. She has also developed a proposal for the progressives to bring themselves into the last quarter of the 20th century and to compete at the beginning of the 21st century with regard to communications. Basically, the proposal would be to establish a media center which would consist of a facility with the technology and appropriate personnel to assist Democratic organizations, office holders and activists to conceive of, produce and distribute media and other communications. The working title for this project is the Cneter for New Media (CNM).

Senators Rockefeller and Daschle and Congressman Gephardt, among others, support this proposal and have taken steps to begin serious fundraising.

The current proposal is for the facility to be operational by January 1996. In order to meet that schedule, an interim board has been established, which includes Rob Stein, former Commerce Chief of Staff, Wade Green, who manages the Rockefeller family foundations, and Rob Reiner, the producer/director. (The Members are working to add Jennifer Stanley, the philanthropist, and John Cook of Disney to the interim board this week).

This CNM interim board is now at work to convene a meeting this July of 20 people to capitalize construction and provide first year operating budget. Initial capitalization of the center would require \$5.2 million to be spent immediately to build out the facility by next January, and \$7.4 million to cover 1996 operating costs. This center will have a

corporate, rather than a non-profit, structure and is projected to be self-sustaining after 8 years.

As CNM will approach our communications deficit from a new perspective, the structure and capitalization of the center requires a financing approach atypical for progressive organizations and donors. While conservative organizations and individuals have a history of making large and sustained financial commitments to institution building and media infrastructure, progressives have failed to make similar investments.

The CNM board has decided to call upon a small circle of individuals (15-25) who have both the capacity and the commitment necessary to found CNM. The Members and the board are currently making calls and visits to identify the small circle of founders. They are also in the process of completing a business plan and multi-media presentation to be presented to this group at the end of July at the Rockefeller estate.

For this effort to be successful, the July event is being designed to "close" the deal. This requires an advance commitment by 2 or 3 participants of \$1-2 million each. The early commitment of these key individuals will provide the central gravity necessary to leverage the investment needed from the rest of the group. If these commitments are secured and the participants are correctly chosen this one event will provide all the necessary financing for CNM to open its doors by January.

In the next few days and weeks, for a variety of reasons, you will be in contact with some of the most important participants that the CNM board has identified. Your personal endorsement of this effort can substantially enhance the prospects for CNM's complete success.

Attached is a 2 page summary captioned "The Center for new Media: A Summary." They also have a short multi-media presentation that accompanies their proposal which you would find interesting.

Let's discuss.

THE CENTER FOR NEW MEDIA

A Summary

Over the last few months, we have put together an extensive examination of conservative media efforts and the changing media environment. We have also designed a proposal for the creation of a Center for New Media to link progressives with the creative talent and stable resources needed to develop innovative media strategies, exploit new media tools, and give focus and force to our message.

The Message Delivery Gap

Progressive leaders, groups and activists will never recapture the majority without fundamentally redesigning the way we think about delivering our message to the American people.

Today, progressive message delivery is hampered by:

1. Inadequate Resources and a Fundamental Disconnect.

Progressive groups have repeatedly tried to access technical media resources to advance their messages. Almost without exception, their individual attempts have failed -- due to a lack of adequate and stable funding, and a failure of groups to aggregate their media needs and resources.

2. A Failure to Keep Pace with Media Evolution.

Progressives continue to rely on traditional communications tools, outlets and strategies, and fail to recruit or train activists to communicate via new media.

3. Conservatives Ability to Capitalize on Both Mistakes.

Conservatives deliver a coordinated "macro"-message by exploiting the full array of new "micro"-media outlets, while progressives are still struggling to deliver fragmented "micro"-messages using outdated "macro"-media strategies.

Closing the Gap: The Center for New Media

In order to combat the conservative grassroots media network we could build a cable channel or create our own version of the Rising Tide show. Or, we could take advantage of evolving communications technology and build a facility that will allow us to constantly adapt and produce programming tailored to fit growing cyber- and air-space, and changing consumer tastes. We must create a facility that will give program production capacity to the broad family of progressive organizations and causes.

Of course, a single building cannot by itself transform the political landscape. But the ideas it represents and the practical realities of design and funding can help restore a progressive movement now retreating in disarray.

The Center for New Media: Missions

The "Center for New Media" (CNM) will help progressive organizations take back the airwaves, and compete with already established conservative media networks -- not by duplicating their tactics, but by developing an alternative, cost-effective approach.

Produce Compelling Programming Arguing the Progressive Case and Get that Programming on the Air and into the Political Dialogue.

We need to reach voters and opinion leaders through every available channel. CNM can provide real alternatives by producing more "content" with inspirational appeal and greater entertainment value to compete with a conservative line-up that taps audience emotion with angry rhetoric and "revolutionary" ideas.

Build a Culture of Cooperation.

CNM will provide a facility through which donors can provide sustained funding to support the aggregated media needs of progressive groups. Savings from economies of scale will give even the smallest organization the ability to produce programming and capitalize on new media technologies. Shared facilities and funding inevitably promote use of shared messages.

Stay on the Cutting Edge of Innovation and Train the Next Generation of Media Activists.

As the media marketplace evolves, new opportunities for message delivery expand. By recruiting and training a new generation of talent CNM will help progressive organizations and activists turn their vision into visual communication.

The Center for New Media: Capitalization Event & Fundraising Goals

The developers of CNM are in the process of pulling together an event to capitalize the construction and first year operating costs of this project. They are gathering 25-30 people at an event in late July to capitalize and construct CNM.

The fundraising goal for the project is approximately \$5.5 million to be spent this year on construction, \$7.5 to be spent in 1996 on operating costs and future commitments diminishing to \$0 by 2004.

GREER, MARGOLIS,
MITCHELL, BURNS
GMMB&A
& ASSOCIATES, INC.

DATE: 9/8/95

TO: NANCY HERBERT

FROM: FRANK GREER

RE: _____

PAGES TO FOLLOW: 2

COMMENTS: HOPE YOU WOULD MAKE SURE THE
PRESIDENT SEES THIS.

HOPE YOU ARE DOING WELL.

THANKS.

The information contained in this facsimile message is confidential and intended solely for the use of the individual or entity named above. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering it to the intended recipient, you are hereby notified that any dissemination, distribution, copying or unauthorized use of this communication is strictly prohibited. If you have received this facsimile in error, please notify the sender immediately by telephone, and return the facsimile to the sender at the below address via the United States Postal Service. Thank you.

Any questions or comments, please call: 202/338-8700. Telecopier # 202/338-2334.

*Pres has seen
9/9/95
Re: 10/20/95 -
TWO*

MEMORANDUM

TO: PRESIDENT BILL CLINTON
FROM: FRANK GREER
DATE: SEPTEMBER 8, 1995
RE: BUDGET BATTLE

As the battle over the budget heats up and threats to shut down the government increase, I think it is important that we not make this a battle between Bill Clinton and the Republicans in Congress. Instead it needs to be a battle between the Republican Congress and the American people. This needs to be presented as a battle about what's best for the country, with the President fighting on behalf of the American people who oppose the cuts in Medicare, the cuts in education, cuts in health and safety to pay for \$245 Million tax breaks for the rich. Lets make it clear that the Republicans are willing -- in an irresponsible way -- to shut down the government that provides essential services like Social Security checks, air traffic control, environmental protections and food safety inspections.

This may seem like an obvious point but the tendency is to portray this battle as a partisan political battle between President Clinton and the Republicans, as opposed to a battle between the American people and the Republicans about what is best for the country. You have offered a reasonable, commonsense and economically sound plan to balance the budget and the American people agree with your approach. They oppose the substance of the drastic Republican plans.

PHOTOCOPY
WJC HANDWRITING

Every appeal and every explanation needs to be an appeal to the American people to let the Republican leadership and the Republicans in Congress know that the American people don't want this to happen.

Ronald Reagan was a master at always going over the heads of Congress, appealing to the American people and asking them to get involved in urging Congress to take action. It became as if he was their champion, their advocate, their representative in Washington fighting against the dark forces of the Democrats in Congress. He enlisted their support, their help and their pressure on the Congress. I think it is critically important that we do the same thing as this battle rages.

Congratulations on the great VJ Day ceremonies. The speeches were terrific. Also, all reports are that your trip through California was a great success.

The numbers are looking better every day.

Keep up the good work, you're doing a terrific job.

As always, let me know how I can help.

05/30/95 TUE 08:00 FAX 408 887 8793

SEN BAUCUS DLGS

PRESS FAX

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The Billings Gazette**TUESDAY**
May 30, 1995■ **PRESIDENTIAL VISIT**

Farm families get Clinton's ear

President will visit Broadview farm, talk ag policy

BY NICK SHU
Of The Gazette Staff

Les Auer has no idea how his farm near Broadview was selected for a presidential visit this Thursday afternoon. He's just glad that it was.

Auer said a representative from Sen. Max Baucus' office called Saturday, asking if he would be interested in hosting President Bill Clinton for a talk with a handful of area farmers. Clinton will be in the Billings area Wednesday evening and Thursday following his participation in graduation ceremonies at the U.S. Air Force Academy in Colorado Springs, Colo.

"I said, 'Yeah, I think we could work that out,'" Auer said.

"Having the president here will be a real honor, no question about it."

Clinton is scheduled to arrive in Billings at about 6:15 p.m. Wednesday. He will speak at Montana State University-Billings Wednesday night and will conduct an hourlong town meet-

"We're just going to try to be ourselves and visit."

—Jannette Helton
Lavina farmer

ing at KTVO-TV Thursday night.

On Thursday afternoon, he'll be at Auer's farm, a 7,000-acre spread off Montana Highway 3 north of Billings.

The meeting is not open to the public, and only a few farming families in the area have been invited to meet and speak with the president, according to the White House planning staff.

"From what I understand, he wants to sit down with an average agriculture family," said Keith Schott, who with his wife will also attend the meeting with the president. The Schotts farm 10 miles west of Broadview.

The president is scheduled to stay at

05-30-95 11:07AM

FROM: SENATOR BAUCUS DC

TO 94566429

P002/007

05/30/95 TUE 08:00 FAX 406 857 6708

SEN BAUCUS HLGS

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The Billings Gazette

TUESDAY
May 30, 1995

Auer's plans for a couple of hours, but Auer, who operates the farm with his wife and 15-year-old son, said that Clinton's advance staff told him not to be surprised if the president stays longer.

"From what they've told us, he's very easy to talk to," said Auer, who hopes to talk with Clinton about budget cuts in the national farm program.

Jeanette Holman, who has farmed between Broadview and Levisa with her husband Steve since 1969, said she is excited to meet with the president, especially among such a small group.

"It's something you would never expect to happen to you," she said. "We're just going to try to be ourselves and visit."

Auer said he doesn't plan to polish up the farm for the president's visit, except that a Laurel firm, Top Hand Air Sprayers, will spray, at no cost, to try to control the mosquitoes that have taken to the standing water in the area.

"It will be the same as it always is," Auer said.



Les Auer, who grows wheat between Anton and Broadview, will be President Clinton's host Thursday.

PHOTOCOPY
PRESERVATION