

Report to the President:
Economic Package Outreach Plans

February 18, 1993

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OVERVIEW

Divider Title: _____

THE WHITE HOUSE
WASHINGTON

February 17, 1993

MEMORANDUM FOR THE PRESIDENT

FROM: Mack McLarty *mmf*
Mark Gearan *mg*

SUBJECT: Promotion of the Economic Package

- I. This memorandum provides a synopsis of the outreach program to promote the economic package. It is accompanied by the specific plans that were developed by Assistants to the President and the DNC.
- II. The focal point for promoting the economic package is your address to the Joint Session of Congress. It will articulate to the Congress and the American people your plan for change, the need for long term deficit reduction and investments in our future. To leverage your message of positive change to the voters, we have developed a public outreach strategy which highlights the opportunities, and addresses the challenges outlined in the plan. Major components of the promotion effort include:

POTUS/VPOTUS

You and the Vice President will travel to several cities in the South, Midwest and California promoting the economic plan (See POTUS briefing book for draft schedules and specific briefings).

Cabinet Visits

Following your Wednesday address, all members of the Cabinet will travel to their home states and other targeted states to attend events highlighting the economic package. Meetings with editorial boards and appearances on local morning shows have also been arranged.

Public Liaison

Intensive outreach to constituency groups, unions and business leaders has begun and will continue through the weekend. Phone calls and meetings will encourage public support of the plan, and attempt to minimize criticism from those who will not view the package as positively. Group-specific strategies and talking points have been drafted for outreach to several audiences, including agriculture groups, veterans, federal employees and older Americans. Nationally-recognized economists have also been targeted to identify their support for the economic package.

Political Outreach

A major part of our political outreach is an effort to generate over 265,000 calls nationwide to members of Congress supporting the economic package. Additionally, over 135 house parties are scheduled for Wednesday evening. Participants will be available to their local media and encouraged to participate in talk radio programs.

Intergovernmental/Congressional

Outreach has begun to the primary intergovernmental organizations, such as the US Conference of Mayors, the National Conference of State Legislatures and the Democratic Governors Association. Additionally, Secretary Cisneros will also lead an effort to contact over 100 Mayors across the country to solicit their support. As you know, outreach to Members of Congress has been aggressive -- over 200 members have been to the White House within the last two weeks.

attachment

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INTERGOVERNMENTAL

Divider Title: _____

MEMORANDUM FOR MARK GEARAN

FROM: Loretta Avent *LJA*

DATE: February 17, 1993

RE: DGA (Katie Whelan)

Mark, Katie is great! See attached list. Better than the earlier one sent to you.

LTA:ets

Attachment

P 2/3

FEB 17 '93 19:47 DEMOCRATIC GOVERNORS' ASSOCIATION

GOVERNOR	CONTACT	PRESS CONFERENCE	STATEMENT	OTHER	COMMENTS
Jim Guy Tucker (Arkansas)			2-18 releasing		sending statement
Roy Romer (Colorado)		D.C. & CO. radio & tv int.	yes	Attending Speech	
Tom Carper (Delaware)		2-17,18,19 radio & print interv.		2-17 speech	sending statement
Lawton Chiles (Florida)		2-18			sending statement
Zell Miller (Georgia)			2-18 releasing	Press availability in Atlanta	sending statement
John Waihee (Hawaii)		2-18	2-17 releasing		
Cecil Andrus (Idaho)		2-18 Press avail. & speech	2-17 releasing	2-18 radio call in show	
Evan Bayh (Indiana)		Press Avail 2-17 Press Avail 2-18	N/A	Press Conference next week	
Joan Finney (Kansas)		N/A	sending out 2-18	2-17 Radio: Kansas City Market	
Bretton Jones (Kentucky)		Pending	Pending		Will do Press Conference or Statement
Edwin Edwards (Louisiana)					
Don Schaefer (Maryland)			Pending	Pending	Will do something
Mel Carnahan (Missouri)			2-18 releasing	Press watch party 2-17	
Ben Nelson (Nebraska)		2-17 Statewide Press Tele-Conference			100% Statewide Package
Bob Miller (Nevada)			2-18 Releasing Speech	2-17 indiv. media interviews	
Jim Florio (New Jersey)			Sending Statement	2-17 & 18 Interviews	

GOVERNOR	CONTACT	PRESS CONFERENCE	STATEMENT	OTHER	COMMENTS
Bruce King (New Mexico)		2-17 Press Avail.	2-17 Releasing		
Mario Cuomo (New York)		Pending	Pending		Will do something
Jim Hunt (North Carolina)		2-19	N/A	V.P. will address state legislature 2-19 am	Gov. will hold press conference 2-19 pm
David Walters (Oklahoma)		D.C. interviews 2-17	2-17 Releasing		
Barbara Roberts (Oregon)		2-17 USA Today & AP	Pending		
Bob Casey (Pennsylvania)			2-17 Releasing		
Bruce Sundlun (Rhode Island)			2-17 Releasing		
Ned McWhorter (Tennessee)		2-18 Press Avail.	2-18 Releasing	2-17 Ind. print & elec. interv.	
Ana Richards (Texas)			2-17 Releasing		
Howard Dean (Vermont)		Press avail at watch party 2-17		Dem watch party interviews 2-17	
Doug Wilder (Virginia)		2-18 Press Avail.	2-17 Releasing	CNN Inside Politics or Newsmaker 2-19	
Mike Lowry (Washington)		Pending	Pending		
Gaston Caperton (West Virginia)		2-17 & 18 Press Avail.	2-17 Releasing		
Mike Sullivan (Wyoming)					wants to help but no specific plan

DRAFT

MEMORANDUM FOR MACK McLARTY

FROM: Regina T. Montoya

DATE: February 15, 1993

RE: Office of Intergovernmental Affairs' Plan for Economic Agenda

The Office of Intergovernmental Affairs' liaison to the Public Interest Groups (PIGS) has been meeting with and communicating by telephone with the staff and leadership of the organizations which represent the various levels of government to gather as much support as possible for the President's economic agenda.

The Office of Intergovernmental Affairs has been in communication with the following:

- a. HUD - Loretta Avent and I met with Secretary Henry Cisneros, Chief of Staff, Bruce Katz, Andrew Cuomo and Jacquie Lawing today to coordinate communicating the President's economic agenda to local elected officials. Mayors of the 100 largest cities in America will be called by HUD Senior Staff on Thursday morning.
- b. DNC/DGA Coordination of Strategy - Loretta Avent has contacted Katie Whelan (who is out of the country until Tuesday, February 16, 1993). Loretta did speak with Crickett O'Connor from the DGA who felt that Katie Whelan and Jake Siewert would feel comfortable with the governors who are attending the Address to the Joint Session.

Craig Smith came to the office, and we reviewed our bi-partisan strategy with him. He, too, was comfortable with the list of governors we shared with Mark Gearan.

We also spoke to Alice Travis, and she and Loretta will continue meeting and discussing our intergovernmental agenda.

Loretta and I will attend the briefing from 11:30 a.m. - 12:00 p.m. tomorrow at the DNC for the Washington representatives (staff) of various elected officials, groups, states, and cities.

- c. U.S. Conference of Mayors (USCM) - Thomas Cochran, Executive Director, USCM, met with Loretta Avent and informed her that he and his President, William Althaus will hold a press conference at 10:30 a.m. on Thursday, February 18, to release the results of a 1000 cities survey.

The survey is on the stimulus money. Loretta's understanding is that, as of this moment, we can count on support from over 500 cities. They are serious about the completion of projects by December, 1993.

Loretta has heard that the press is trying to scare up a story by asking whether there is going to be a community development initiative. Part of that, she believes, stems from the press's using the term infrastructure to mean only roads and bridges, which appears (only on its image) to exclude housing and community development.

Loretta has discussed with Tom the best way to help our administration in responding to that question. We don't need an up-front fight between the cities and the states before the President speaks. She suggests we should start off with at least as much fairness and equity as possible.

USCM has 70 urban lobbyists that will be briefed once they get the materials. They will then fax to their membership whatever is necessary for their support. The President, who is Republican, has pledged his interest in getting bi-partisan support. Loretta spoke to him again to see if he was encountering any flak from his statement after meeting with the President at the White House.

- d. National League of Cities (NLC) - Loretta set up a meeting in our office with Mayor Don Fraser, NLC President, his Chief of Staff, Trudy Gayer-Moloney, and Janel Bush, his legislative person. The Mayor and his staff committed their support for what they thought the President's economic package would include and would lobby other Mayors we absolutely need to support the same. Trudy Gayer-Moloney called Loretta on Sunday to task her to please fax to her, as soon as we have materials, whatever is needed for their support, and they, in turn, would get it out through the NLC system. They also agreed to make calls for us.

Mayor Fraser feels that this is the President's best window of opportunity to push this kind of economic package through. He mentioned that Loretta helped put the NLC leadership in place through 1995, so they are prepared to work. His strongest area of interest is family and children.

- e. National Conference of State Legislatures (NCSL) - Carl Tubbesing called Loretta Avent from their NCSL Denver retreat today to let us know that they are on stand-by to help us in any way they can (within the bi-partisan constraints of the organization). Their President called to let us know that Loretta helped him in his election to head NCSL and that he welcomes the opportunity to help us as much as he can.

They have a fax system that can get our message to 50 of their Executive Committee Members, 100 Legislative Leaders, Key Legislators, Committee Chairs, officers, etc. It takes a little longer, but they can even get something out to the Fiscal Committee Chairs (see attached request of what they would like). Loretta has all their hotel, beeper and any other phone numbers we need. Their membership is key from many perspectives (i.e., Governors, etc.)

- f. National Association of State Treasurers - Loretta and I met last week with Milton Wells, Director, Office of Federal Relations, National Association of State Treasurers (see attached), and they also want to assist us quickly, and will do so as soon as they have been briefed.
- g. Council of State Governments (CSG) - Abe Frank, Deputy Director, called Loretta today and offered the assistance of their four regional offices to get the message out. They have a decentralized organization (Atlanta, Chicago, New York and San Francisco) and they can also get something out to Lieutenant Governors, Secretaries of State, The Leadership (Speakers of the House, Senate Presidents, etc.) The CSG can also get information to an issue-oriented membership (i.e., 50 Labor Commissioners, State Election Chairs, State Emergency Managers).

*Impact
new federation*

- h. National Association of Counties (NACo) - Larry Naake, NACo Executive Director, called Loretta from home Saturday and Sunday to advise her of their desire to be at the table; their meeting with us made them feel like real partners again. Their President, John Stroger, offered the organization's assistance in getting our message out. They can fax our message to a network of 1100 (State Associations, Boards of Directors, Steering Committees, etc.). We can count on their delivery because the urban and rural counties will be important factors in the mix.
- i. National Association of Regional Councils (NARC) - Loretta and I met with the NARC President who is from California, and the leadership of the Texas Association of Regional Councils. They stand ready to assist us with getting our message out.
- j. National Association of Development Organization (NADO) - Loretta spoke to the NADO Executive Director, Alice Ann Walbruck, at home over the weekend. The help of this group is important to us in the rural area, and with agricultural issues. We can get their support, but will have to work hard because of the cuts.
- k. Metropolitan Washington Council of Governments (WASH-COG) - Ruth Crone, Executive Director, called Loretta, sent her a letter, and their Chairman of the Board of Directors, Hilda Pemberton, made a pitch at Loretta's brother-in-law in church on Sunday, to give this President's economic agenda a chance to work. Loretta is planning to call them on Wednesday. They will do what they can to get the message out. They represent between 16 and 19 jurisdictions in D.C., Maryland, and Virginia.
- l. International City County Managers Association - Loretta and I met with their deputy director and they have offered their services. Loretta, again, worked to get their current President, Roy Pederson, elected and he has called to ask her what he can do to help. Their membership is appointed and elected. We need to discuss this one in greater detail.

- m. Advisory Commission on Intergovernmental Relations (ACIR) - I received a letter today from one of its members (see attached). Loretta will follow-up to see how we can plug them in. We also need to discuss appointments to ACIR to insure our people get on. We have some ideas. Loretta received calls from two Public Interest Groups supporting a candidate, and to let us know who from the Commission could help push our economic agenda.

n. Governors

1. Conference Call - During the NGA Annual Winter Meeting, the President invited the Governors to attend the Address to the Joint Session, and several Governors have expressed an interest in doing so. These Governors have indicated that they would like to show their bi-partisan support of the economic plan.

In preparation for the Address, our office coordinated an hour and a half telephone conference call on Friday, February 12, 1993, with Leon Panetta; Bob Rubin; Governor Romer; Governor Walters; Governor Carper; Governor Edgar; Governor Branstad; Governor Mickelson; Ray Scheppach, Executive Director of NGA; and our office.

2. The Address - We have secured 5 floor passes and Governors Romer, Walters, Campbell and Thompson have been invited. Governor Florio will probably be the fifth. (See attached memo to Mark Gearan.)

- Demo governors Washington
reps*
3. Outreach to all Governors - Our office will be attending the daily communications meetings, and we will be distributing by telecopier to each Governor and to their DC representatives the briefing papers regarding the speech. In addition, as soon as the completed economic booklet is available, we will send it to each Governor by federal express and will have it available for pickup by each DC representative.

4. DNC Presentation to NGA - On Tuesday, February 16th, the DNC has scheduled a briefing to the Executive Director of the NGA, among others.

Memorandum for Mack McLarty
Page Six

Mack, you may already know this, but Loretta Avent worked as a lobbyist, generalist, government relations specialist, librarian, citizen participation coordinator, and assistant/associate director for a number of the organizations we are working with. They have all called me to express their excitement about her being in this office, and express that that is one reason we can count on their being reasonable and receptive to our agenda. The organizations are the NGA, NLC, USCM, WASH-COG, NACo and her former boss is the Executive Director of NADO. She was a consultant to the State Legislators. This has helped the Office of Intergovernmental Affairs tremendously.

RTM:ets

Attachments

MEMORANDUM FOR MARK GEARAN

FROM: Loretta Avent *L5a*

DATE: February 17, 1993

RE: More Support

Mark, attached is what the U.S. Conference of Mayors sent out TONIGHT! Pretty good considering they haven't received any paper yet.

LTA:ets

Attachment



J. THOMAS COCHRAN
Executive Director

Loretta.

this went out
to our Mayors tonight.

Tom Cochran



J. THOMAS COCHRAN
Executive Director

Washington
2/17/1993

Mayor

We need positive
statements supporting
President Clinton.

Mayor Althaus
will endorse the
Clinton proposal tomorrow
morning at 10 AM.

This is our chance.
Stand up and be counted.
It's Ours to win!
Tom Cochran



THE UNITED STATES CONFERENCE OF MAYORS

1620 EYE STREET, NORTHWEST
WASHINGTON, D.C. 20006
TELEPHONE (202) 293-7330
FAX (202) 293-2352

MEMORANDUM

TO: The Mayor *Tom Cochran*
FROM: J. Thomas Cochran, Executive Director
DATE: February 17, 1993
SUBJECT: Reaction to the President's Stimulus Package

Tonight President Bill Clinton will deliver on his promise to the nation's mayors and announce his economic stimulus package as part of his economic plan. Details are contained below.

We plan to publish comments by our leadership on the stimulus package in the next issue of U.S. Mayor. We invite you to send us a brief statement on the stimulus proposals for inclusion. PLEASE FAX IT TO LAURA DEKOVEN WAXMAN AT (202) 293-2352 NO LATER THAN 3:00 PM EST TOMORROW, FEBRUARY 18.

Summary of the President's Stimulus Proposal

The \$29.222 billion proposal is intended to sustain and strengthen the recovery and create 500,000 full and part-year jobs this year. It includes \$19.669 billion in spending outlays; \$3.331 billion in loans (less \$220 million in loan subsidies), mostly through the Small Business Administration; and \$6.442 billion in investment tax credits and other tax stimulus provisions (unspecified at this time).

Among the spending increases for the current fiscal year which the Conference has long supported are:

- o \$2.5 billion for Community Development Block Grants
- o \$2.976 billion for highways
- o \$250 million for airport improvements
- o \$188 million for AMTRAK
- o \$736 million for mass transit
- o \$845 million for wastewater clean-up initiatives
- o \$1 billion for summer youth employment (projected to create 680,000 additional jobs)
- o \$423 million for supportive housing for the homeless
- o \$94 million for the Economic Development Administration
- o \$500 million for Head Start
- o \$300 million for immunization
- o \$200 million for the Ryan White Care Act
- o \$75 million for WIC (Women, Infants and Children's Program)

Please note that the materials provided us by the Office of Management and Budget state that the spending portion of the package will be within the overall discretionary spending totals for FY93 agreed to in the 1990 Budget Agreement.

MEMORANDUM FOR MARK GEARAN

FROM: Loretta Avent

DATE: February 17, 1993

RE: OIA & HUD Working Together with Mayors

Regina and I met with Secretary Cisneros and his staff and they have agreed to do calls to the mayors on the attached sheets.

Their briefing was well-received, as I've heard from the Directors of NACO, USCM, NCSL, Jim Martin and NLC.

LTA:ets

Attachment

Top 100 Mayors
 February 16, 1993

Mayor calls for 2/17/93

I need
 16
 callers

NAME	CITY	STATE	TELEPHONE
1-David N. Dinkins	New York City	New York	212/788-7585
Tom Bradley	Los Angeles	California	213/485-2121
2 Richard M. Daley	Chicago	Illinois	312/744-6868
3 Stephen P. Clark	Miami Dade County	Florida	305/375-5305
4 Bob Lanier	Houston	Texas	713/247-2023
5 Edward Rendell	Philadelphia	Pennsylvania	215/686-2181
6 Susan Golding	San Diego	California	619/236-6330
7 Coleman A. Young	Detroit	Michigan	313/224-3400
8 Lori Nance Parrish	Fort Lauderdale	Florida	305/357-7095
9 Steve Bartlett	Dallas	Texas	214/670-5658
10 Paul Johnson	Phoenix	Arizona	602/262-7111
Nelson W. Wolff	San Antonio	Texas	512/299-7060
Thomas M. Davis, III	Annandale	Virginia	703/256-7717
Susan Hammer	San Jose	California	408/277-4237
Frank F. Fasi	Honolulu	Hawaii	808/523-4141
Steve Goldsmith	Indianapolis	Indiana	317/327-3600
Kurt Schmoke	Baltimore	Maryland	410/396-3100
Charles E. Rainey	Clearwater	Florida	813/462-3365
Frank M. Jordan	San Francisco	California	415/554-6141
Ed Austin	Jacksonville	Florida	904/630-1776
Greg Lashutka	Columbus	Ohio	614/645-7674
John O. Norquist	Milwaukee	Wisconsin	414/278-2300
W. W. Herenton	Memphis	Tennessee	901/576-6000
Sharon Pratt Kelly	Washington	D.C.	202/727-6319
Raymond Flynn	Boston	Massachusetts	617/635-4455
Norman Rice	Seattle	Washington	206/684-4000
William S. Tilney	El Paso	Texas	915/541-4015
Philip Bradesen	Nashville	Tennessee	615/862-6000
Michael R. White	Cleveland	Ohio	216/623-2200
Sidney J. Barthelemy	New Orleans	Louisiana	504/581-2200
Wellington Webb	Denver	Colorado	303/733-2200
Bruce Todd	Austin	Texas	512/499-2200
Ray Granger	Fort Worth	Texas	817/871-6117
Ronald J. Norick	Oklahoma City	Oklahoma	405/297-2424
Hector Luis Acevedo	San Juan	Puerto Rico	809/721-6320
Vera Katz	Portland	Oregon	503/823-4120
Emanuel Cleaver, II	Kansas City	Missouri	816/274-2395
Ernie Kell	Long Beach	California	213/590-6305
George Miller	Tucson	Arizona	602/791-4300
Vincent Schoemehl, Jr.	St. Louis	Missouri	314/622-2200
Richard Vinroot	Charlotte	North Carolina	704/376-5354
Maynard Jackson	Atlanta	Georgia	404/330-6100
Meyera E. Oberndorf	Virginia Beach	Virginia	804/427-4581
Louis E. Saavedra	Albuquerque	New Mexico	505/768-3000
Tom Ed McHugh	Baton Rouge	Louisiana	504/389-3100
Elihu Mason Harris	Oakland	California	415/273-3141
John P. Stone	Jefferson County	Colorado	303/271-8545
Sophie Masloff	Pittsburgh	Pennsylvania	412/255-2100
Joe Berna, Jr.	Sacramento	California	916/264-7005
Donald M. Fraser	Minneapolis	Minnesota	612/673-2100
M. Susan Savage	Tulsa	Oklahoma	918/596-7411
Dwight Tillary	Cincinnati	Ohio	513/352-3250
Xavier L. Suarez	Miami	Florida	305/250-5300

Latimer 10
 Latimer 2
 Caller 1
 Caller 2
 Caller 3
 Caller 4
 Callers 5
 Caller 6
 Caller 7
 Latimer

02/16/93 18:31

003

(209) 224-8929

12
Karan Humphrey
M. J. Morgan
John McHugh
James D. Griffin
Bob Knight
Daniel H. Young
Willie Wong
Robert M. Isaac
Sandra W. Freedman
Sharpe James
James Scheibel
Jerry E. Abramson
Fred Hunter
Richard Arrington, Jr.
Richard E. Greene
Nason C. Andrews
Jan Laverty Jones
Mary Rhodes
David J. Fischer
Thomas P. Ryan, Jr.
Bret Schundler
Terry Frizzel
Tom Fink
Sam Miller
Don Plusquellic
Paul E. Tauer
Joan Darran
Avery C. Upchurch
Walter T. Kenney
Hazel Beard
Jane Ditto
Michael C. Dow
Ramon Luis Rivera
John P. Dorrian
Michael O. Johanne
Paul R. Soglin
John H. Logie
Rafael Cordero Santiago
Terence M. Zalaski
Julio J. Martinez
Emory M. Folmar
David Langston
Vic M. Nussbaum, Jr.
Richard Clay Dixon
Grace Winchell
Richard W. Glover
Bob Smith

Caller 8
Caller 9
Caller 10
Caller 11
Caller 12
Caller 13
Caller 14
Caller 15
Caller 16

Fresno
Omaha
Toledo
Buffalo
Wichita
Santa Ana
Mesa
Colorado Springs
Tampa
Newark
St. Paul
Louisville
Anaheim
Birmingham
Arlington
Norfolk
Las Vegas
Corpus Christi
St. Petersburg
Rochester
Jersey City
Riverside
Anchorage
Lexington
Akron
Aurora
Stockton
Raleigh
Richmond
Shreveport
Jackson
Mobile
Bayamon
Des Moines
Lincoln
Madison
Grand Rapids
Ponce
Yonkers
Hialeah
Montgomery
Lubbock
Greensboro
Dayton
Huntington Beach
Henrico County
Garland

California 209/428-1111
Nebraska 402/444-5005
Ohio 419/245-1001
New York 716/851-4841
Kansas 316/268-4331
California 714/647-6900
Arizona 602/962-9154
Colorado 719/578-6600
Florida 813/223-8251
New Jersey 201/733-6400
Minnesota 612/298-4323
Kentucky 502/625-3061
California 714/254-5247
Alabama 205/254-2000
Texas 817/459-6121
Virginia 804/441-5126
Nevada 702/229-6241
Texas 512/880-3100
Florida 813/893-7117
New York 716/428-7045
New Jersey 201/547-5200
California 714/782-5551
Alaska 907/343-4431
Kentucky 606/258-3200
Ohio 216/375-2345
Colorado 303/695-7015
California 209/944-8244
North Carolina 919/890-3050
Virginia 804/780-7977
Louisiana 318/226-6250
Mississippi 601/960-1084
Alabama 205/434-7395
Puerto Rico 809/787-8836
Iowa 515/283-4944
Nebraska 402/471-7515
Wisconsin 608/255-1111
Michigan 616/255-1111
Puerto Rico 809/787-8836
New York 917/984-3094
Florida 305/883-5824
Alabama 205/241-2000
Texas 306/767-3000
North Carolina 919/373-2326
Ohio 513/443-2636
California 714/536-5552
Virginia 804/672-1111
Texas 214/205-2000

MEMORANDUM FOR MARK GEARAN

FROM: Loretta Avent

DATE: February 17, 1993

RE: President's Support and Activities

As of 5:45 p.m., Wednesday, February 17, 1993, we have the following information as it relates to the support and activities for the President's stimulus package:

Governors (Katie Whelan worked this for us.)

Governor Jim Guy Tucker, Arkansas: statement tomorrow
Governor Roy Romer, Colorado: attending Address to the Joint Session; press tonight and TV tonight
Governor Tom Carper, Delaware: print and radio tonight and tomorrow
Governor Lawton Chiles, Florida: press conference tomorrow
Governor Zell Miller, Georgia: press requests and statement tomorrow
Governor John Waihee, Hawaii: statement and press availability
Governor Evan Bayh, Indiana: press availability tomorrow; press conference tomorrow; press conference next week regarding jobs, especially as it affects Indiana
Governor Joan Finney, Kansas: sending out statement; tonight will be in KC market and will be doing radio
Governor Mel Carnahan, Missouri: doing a watch party and will be issuing a statement tonight
Governor Nelson, Nebraska: statewide telephone conference call tonight; available to print and TV: should cover 40 media markets; live interview with NBC and CBS affiliates; will cover 100% of state
Governor Bob Miller, Nevada: local interviews; statewide speech tomorrow to developers association in Las Vegas and will focus on speech
Governor Jim Florio, New Jersey: 14 or 15 interviews

Mayors, County Officials, and Public Interest Groups

See attached.

Mayor Bradley, Los Angeles will be there tonight and tomorrow morning. He's doing a call-in from D.C. to the most widely-broadcast radio station in L.A. He will do whatever we need press-wise while he is in town.

Mayor Don Fraser, Minneapolis, President of the National League of Cities will do press statements and support the President's package.

Memo for Mark
Page Two

Mayor Daley of Chicago, Rahm worked this. He and I were on the phone at the same time.

DNC

See attached.

Mark, Regina spoke to Ray Scheppach and he had not heard of specific plans. Spoke to the NLC, and they had no specific information on what mayors or councilmembers were doing because their calls were all asking for documents first. But attached are what we received from other organizations.

Mark, finally, I called dozens of mayors and county officials tonight, and I will be ear-attached to the phone first thing tomorrow morning.

LTA:ets

Attachments

✓

ADDITIONAL INFORMATION/INTERGOVERNMENTAL

MAYORS' PLANS FOR RESPONSE TO STATE OF THE UNION

DISTRICT OF COLUMBIA

MAYOR SHARON PRATT KELLY:

Interviews with Washington Post & Washington Times. Post speech press availability.

BALTIMORE

MAYOR KURT SCHMOKE:

Statement to local press endorsing President. Held a cabinet meeting prior to speech and watched with the cabinet. Formed an interagency economic stimulus group to prepare to work in partnership with the President.

PHOENIX

MAYOR PAUL JOHNSON:

Press availability supporting the President.

STATE TREASURERS' PLANS FOR RESPONSE TO STATE OF THE UNION

CALIFORNIA

KATHLEEN BROWN:

Contact state press to support and discuss President's plan.

LOUISIANA

MARY LANDRIEU:

Contact state press to support and discuss President's plan.

COLORADO

GAIL SCHOETTLER:

Contact state press to support and discuss President's plan.

OHIO

MARY ELLEN WITHROW:

Contact state press to support and discuss President's plan.

COUNTY OFFICIALS' PLANS FOR RESPONSE TO STATE OF THE UNION

**PARRIS GLENDENNING &
JOHN STROGER:**

Will be contacted by Gannett newspapers immediately following the State of the Union.

Clinton Presidential Records Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a tabbed divider. Given our digitization capabilities, we are sometimes unable to adequately scan such dividers. The title from the original document is indicated below.

PUBLIC LIAISON

Divider Title: _____

THE WHITE HOUSE

WASHINGTON

93 FEB 18 AM 11:38

February 18, 1993

MEMORANDUM TO THE PRESIDENT

FROM: Alexis Herman

RE: Economic Plan Activities

The Office of Public Liaison is conducting the following activities in support of the economic plan:

I. Obtain endorsements and public support from CEOs and organizations.

Attachment A represents CEOs and organizations who have committed to endorse and publicly support our economic plan. These endorsements are being forwarded to the Office of Communication as we obtain them.

II. Schedule ongoing consultations to continue building support and mitigate concerns.

Attachment B is a calendar of events for this week and illustrates the type of activities the Office of Public Liaison is conducting. We will repeat a similar schedule next week.

Today and tomorrow we meet with approximately 75 representatives from the energy community, 10 representatives from the seniors community, as well as 250 leaders from the business community.

III. Develop strategies to overcome obstacles that develop as a result of our ongoing dialogue with organizations.

It is apparent that we have two concerns that we must address more aggressively in the business community. First, we must vigorously communicate that spending cuts will exceed revenues in the "out years," and graphically display this data. Secondly, we must more forcefully articulate how we will fund health care reform without additional tax increases.

It is also apparent that we must continue and expand upon our outreach to veterans, colleges and universities, as well as minority business leaders.

CC: Mack McLarty

ATTACHMENT A

BUSINESS

Mr. Clark Johnson
Chairman & CEO
Pier 1 Imports
Fort Worth, TX 76102
O: (817) 878-800
H: (817) 735-8424

Roger Johnson
Chairman & CEO
Western Digital Corporation
Irvine, CA 92718
O: (714) 932-7800
H: (714) 497-2997

Jim Jones
President
American Stock Exchange
New York, New York
(212) 306-1000

Richard McCormick
CEO
US West
Englewood, CO 80111
Thursday: (202) 493-3100

John Clendenin
Chairman & CEO
Bell South Corporation
Atlanta, GA 30367
(404) 249-2020

Donald B. Marron
Chairman & CEO
Paine Webber Group, Inc.
New York
contact: Krisin Mannion (212) 713-2865

Mr. Archibald Cox, Jr.
President & CEO
The First Boston Corporation
(212) 909-3727

Robert Denham
Chairman & CEO
Solomon, Inc.

Walter Y. Elish
Chairman
Springs Industries, Inc.
Daily: (803) 547-3780
(A Republican, prepared to give positive response to the package)

John Correnti
President
Nucor Corporation
Charlotte, NC

Bonnie Minett
Beans & Creams
Wisconsin
(414) 473-5700

Pat Egan
Homsten Ice Rink, Inc.
Minnesota
(800) 392-0323

Linda Leake
Consultant, Change by Leake
North Carolina
(919) 782-7246

T. Boone Pickens
Mesa Petroleum
(Chairman, Natural Gas Vehicles Coalition)
(214) 969-2210

Mike Walsh
Tenneco
Houston, TX

John Scully
Chairman and CEO
Apple Computer Inc.
Cupertino, CA

Red Polling
Ford
Detroit, Michigan

Lionel Pincus
E. M. Warburg, Pincus & Co. Inc.
New York, NY
(212) 472-2521

CHILDREN ISSUES

Christine Benero
The Association of Junior Leagues
(202) 393-3364

Nancy D. Campbell
National Women's Law Center
(202) 328-5160

Mary Burdette
Child Welfare League of America
(202) 638-2952

Marianne Wright Edelman
Children's Defense Fund
Washington, D.C.

EDUCATION

Susan Frost
Committee for Education Funding
(202) 543-6300

Dena Stoner
Council for Educational Development and Research
(202) 223-1593

Ann Bryant
American Association of University Women
Office: (202) 785-7788

MEDICARE/SOCIAL SECURITY/HEALTH CARE/SENIORS

Ron Pollack
Families USA
o: (202) 628-3030

National Council of Churches---Agreed to put out a news release.
National Farmers Union
Consumer Federation of America

OTHERS

The following organizations have either agreed to be moderately supportive or will not be vocal in their opposition to the package:

AARP
Citizen Action
National Council of Senior Citizens
Rural Electric Association
American Hospital Association
Citizens for Tax Justice

PUBLIC LIAISON: FEBRUARY 15-19

February 1993

	MONDAY 15	TUESDAY 16	WEDNESDAY 17	THURSDAY 18	FRIDAY 19	
7 AM			8:00am Phone Calls/Outreach, Business Roundtable 8:00am Phone Calls/Outreach, National Assn. Man. 8:00am Phone Calls/Outreach, CEO's			7 AM
9 AM		10:00am Nat. Com. Preserve Social Security Mtg.	9:00am Phone Calls/Outreach, Hispanic Business Leaders 9:00am Phone Calls/Outreach, Women Business Leaders 9:00am Phone Calls/Outreach, African-Amer. Bus. Leaders	9:30-10:30am Economic Briefing/Energy 1, Roosevelt Room		9 AM
11 AM		12:00-1:00pm Economic Briefing, Educ. Grps., 180 OEOB 12:30pm A.M.A.		11:00am-12:00pm Economic Briefing/Energy 2, Roosevelt Room	11:30am-12:30pm Economic Briefing/Farm-Rural, Rm. 476 OEOB	11 AM
1 PM		2:00-3:00pm Economic Briefing, Child Adv. Grps., 180 OEOB			2:00-3:00pm Economic Briefing/Energy 3, Rm. 450 OEOB	1 PM
3 PM		4:00-5:30pm Economic Briefing, Business Working Grp., 180 OEOB	3:00pm Economic Briefing, Mesa Petroleum/T. Boone Pickens	3:00pm Seniors Group Mtg., Rm. 476 OEOB 4:00-5:30pm Economic Mtg./Business, Rm. 450 OEOB	3:00-4:00pm Economic Briefing/Agri-Business, Rm. 476 OEOB	3 PM
	<i>President's Day</i>	6:00-6:30pm Economic Briefing, High-Tech Companies 7:00-9:00pm Phone Calls/Outreach, CEO's	5:30pm Economic Club of Chicago President Mtg. 9:00pm State of the Union	5:30pm Hispanic Women's Groups, Roosevelt Room	8:00pm Atlanta Small Business Speech (Alexis Herman)	

External Schedule

2/18/1993

**NEWS**

Ford Motor Company
The American Road
Room 904
Dearborn, Michigan 48121
Telephone: (313) 322-9600
Fax: (313) 845-0570

STATEMENT

Contact: Judith Muhlberg
(313) 322-9600

STATE OF THE UNION REACTION

Following is a statement by Harold A. Poling, chairman and chief executive officer, Ford Motor Company, following the President's State of the Union message to Congress:

The President has prescribed tough medicine for the country's economic troubles. The plan needs to be studied, analyzed, debated fully, modified if appropriate, and acted on promptly. No one likes tax increases for individuals or businesses, since they could have a serious effect on any economic recovery. But Americans may be willing to make the sacrifice for a period of time, if the tax increases are accompanied by sizable spending cuts that show that the Administration and Congress are serious about balancing the budget, not just talking about it.

We all know that other large and difficult issues that the President described, such as health care and fair trade, must also be addressed, but this far-reaching economic proposal could -- as the President said -- start a process of renewal for America.

###

2/17/93



THE WHITE HOUSE
WASHINGTON

February 11, 1993

MEMORANDUM FOR THE PRESIDENT

From: Alexis Herman

Subject: Office of Public Liaison Outreach Program in Support of
the Economic Package

The following represents a short and long-term outreach program in support of the Economic Package. Essentially, the Office of Public Liaison (OPL) is working to contact and develop relationships with key organizations and individuals who may have an interest in the Economic Package.

At a minimum, we want to consult those who will be a problem, herald the package for those who will benefit, and reinforce support for the package among the Democratic base.

I. Activities Prior to the State of the Union Address

- A. We have met with the key national business organizations in an effort to develop a mutually consultative relationship. This effort includes the President's and Bob Rubin's meetings with executives of the Business Roundtable and other selected CEOs. It also includes ongoing contacts with the National Associations of Manufacturers, the Chamber of Commerce, and the American Business Council. Our efforts culminated in the President's Economic Address on February 12.
- B. We have met with leaders of interest groups and think tanks from the liberal wing of the party to shore up their support and get them ready to help us. Groups invited to a Roosevelt room briefing with Bob Rubin and Gene Sperling include Economic Policy Institute, Citizens for Tax Justice, Citizen Action, Center for Budget and Policy Priorities, Institute for Policy Studies, National Council of Senior Citizens, National Farmers Union, National Council of Churches, ACORN, Public Citizen, Consumer Federation of America, National Council of La Raza, Joint Center for Economic and Policy Studies. This meeting was held Friday, February 12.
- C. OPL, the White House Political Department, the Labor Department, and the DNC have combined to be in

continuous contact with labor on the economic plan. We set up a meeting for the President with Land Kirkland on February 2. Secretary Reich is going to the AFL-CIO winter meetings in Florida, and Joan Baggett from political is spending Saturday through Wednesday there. Between Joan Baggett and Mike Lux, we will continue working with labor leaders over the coming weeks to get their enthusiastic support.

We are meeting with the following groups and industries expected to be **most affected by** the Economic Package. Our initial goal for this category is to insure that we make a legitimate effort to initiate a dialogue, as well as exhibit the Administration's willingness to maintain such a dialogue.

1. Seniors
2. Agri-Business
3. Energy Industry

We met with the most influential national seniors groups over past week. Specifically, The President met with representatives of the AARP on February 5. On February 10, Mike Lux met with the Leadership Council of Aging Organizations, a coalition of 40 national seniors organizations. While Mike could not discuss the specifics of the package with the group, he tested using the customary "buzzwords" without any strong negative reactions from the meeting participants.

We commenced our outreach to the agri-business community by inviting selected businesses to the President's Economic Address yesterday. Officials from Farm Bureau and Archer, Daniels, Midland attended. We will invite additional agri-business to the White House for a briefing by an appropriate surrogate on February 18 and 19. Included will be commodity group leaders as well as both liberal and conservative general farm groups.

We commenced our outreach to the energy industry by inviting selected businesses to the President's Economic address yesterday. Again, we are inviting key industry leaders to the White House for a briefing by an appropriate surrogate February 18 and 19.

- D. We also are meeting with interest groups who are expected to **benefit** from the package.

4. Education organizations
5. Children's/Parenting organizations

On Tuesday, February 16, key education and children's organizations will be briefed on the economic package. Laura Tyson will attend the meeting of the education organizations. Vice-President Gore is scheduled to attend the meeting with the children's/parenting organizations.

a. Examples of Education-Related Organizations

- American Federation of Teachers
- National Education Associations
- American Association of School Administrators
- Council for Educational Development
- Council for Exceptional Children
- National Governors Association
- National Association of State Colleges and Universities
- American Association of University Women

b. Examples of Children's/Parenting Organizations

- Children's Defense Fund
- AFSME
- SEIU
- Center for Law and Social Policy
- Academy of Pediatrics
- Child Welfare League
- National Black Child Development
- National Women's Law Center

II. Activities on February 17

The day of the State of the Union address, we will be clearing our staff's schedules so that we can make key phone calls all day. We will also be preparing phone lists for the Vice President, Assistants to the President, and Cabinet members. Our messages to these groups will be as follows:

- A. With core Democratic Party groups, the message will be that we urgently need them to say positive things about the overall package, even if there are some aspects of it they do not like.
- B. With groups that our budget does the most for, we are giving them the good news and saying: this is your moment -- it is now or never.
- C. With groups negatively impacted, we are saying give us time: we will keep working positively with you if you

don't attack publicly in the first 72 hours. Give the package a chance to lift off the ground.

III. Activities After Announcement of the Package

- A. We will continue our outreach program to Seniors, Agri-Business and the Energy Industry.
- B. With the announcement of a detailed package and full analysis of its positive and negative impacts on individual states and regions, we will, working in conjunction with the DNC, then modify our outreach program to focus on regional and state opinion makers whose states or regions are benefited or hurt by the package. We presently envision bringing such opinion leaders to the White House for briefings during the week of February 22.
- C. We also will continue our outreach to the groups and organizations referenced previously. For example, Public Liaison will coordinate White House participation in a Chamber of Commerce event that will include more than 2,000 business people from around the country.
- D. Our outreach on behalf of the package also will be supported by a similar Public Liaison program presently underway in support of the Health Care Initiative.

MEMORANDUM

TO: MARK D. GEARAN

FROM: ALEXIS HERMAN

**SUBJECT: RESPONSE TO REQUESTED UPDATE FOR THE ECONOMIC PACKAGE
OUTREACH STRATEGY**

DATE: February 15, 1993

The following represents OPL's response to your specific questions regarding our outreach strategy for the economic package.

Question 1. "Detailed list of which groups need meetings with the White House on Thursday and Friday,..."

See Tab A. Attached are lists of representative companies in agri-business, energy and high-technology.

Question 2. "Detailed plan for coordination of the White House Public Liaison office with the DNC..."

See Tab B. Attached is a memorandum which reflects the understanding between Craig Smith and Mike Lux regarding OPL's coordination with the DNC. I am in full agreement with the allocations of responsibilities outlined in the memorandum, but I would of course want to receive an opinion from White House Counsel before OPL staff attends DNC mobilization meetings.

Question 3. "List of attendees representing agri-business, commodity groups,....expected to attend the February 18 and 19 briefings...."

See Tab C.

Question 4. "Detailed plan for post speech outreach to state and regional opinion makers.

See Tab D.

Invitees for Agri-Business Briefing 2/18 or 2/19

The following list represents a cross-section of industries, trade associations and corporations who will be affected by cuts in agriculture funding who will be invited to a White House briefing.

American Poultry Association
Nona N. Sherarer, Sec - Treasurer
26363 S. Tucker Road
Estacada, OR 97023
503-630-6759

USA Rice Council
Bill Goldsmith, Exec. V. Pres.
Box 740123
Houston, TX 77274
713-270-6699 F 713-270-9021

Sugar Association
Charles D. Shamel, Pres.
1101 15th St., NW Suite 600
WDC 20005
202-785-1122 F 202-785-5019

Nat'l Grape Growers Cooperative
Robert N. Pyle, ED
PO Box 3731
WDC 20007
202-333-8579 F 202-337-3809

National Potato Council
Ron Walker, ED/Government Advisor
9085 E. Mineral Circle - Suite 155
Englewood, CO 80112
303-790-1141 F 303-790-1142

United Fresh Fruit and Vegetable Assn
George S. Dunlop, Pres.
727 N. Washington St.
Alexandria, VA 22314
703-836-3410 F 703-836-7745

American Soybean Assn.
PO Box 27300
Dt. Louis, MO 63141-1700
Dr. Kenneth L. Bader, CEO
314-432-1600 F. 314-567-7642

National Grain Trade Council
Robert R. Petersen, Pres.
1030 15th St. NW, Suite 1020
WDC 20005
202-842-0400 F 202-682-4033

National Corn Growers Association
Jeff Gain, CEO
1000 Executive Pkwy, Suite 105
St. Louis, MO 63141
314-275-9915 F. 314-275-7061

American Dairy Assn
Marion F. Brink, PhD., Pres.
6300 N. River Road
Rosemont, IL 60018
708-696-1880 F 708-696-1033

Federated Pecan Growers Assn of the US
Dr. E. Earl Puls, Sec-Treas.
Miller Hall
LSU
Baton Rouge, LA 70803
504-388-2222

Futures Industry Assoc.
John M. Damgard, Pres.
2001 Pennsylvania Ave. NW, Suite 600
WDC 20006-1807
202-466-5460 F. 202-296-3184

National Assn of Wheat Growers
Carl Schwensen, Exec VP
415 Second St. NE, Suite 300
WDC 20002
202-547-7800 F 202-546-2638

Nat'l Cattlemen's Assn
John Meetz, Exec., VP
Box 3469
5420 Quebec St.
Englewood, CO 80155
303-694-0305

Agriculture Council of America
1250 I St. NW - 601
WDC 20005
ED Judith O'Hara
202-682-9200 F 202-289-6648

Agriculture Publishers
401 N. Michigan Ave.
Chicago, IL 60611
312-644-6610 F 312-565-4658

American Association of Crop Insurers
2501 M St., 430
WDC 20037
E. VP E. Eugene Gantz
202-463-0541
F 202-466-6538

Farm Equipment Manufacturers
243 N. Lindbergh Blvd
St. Louis, MO 63141
E. VP Robert K. Schnell
314-991
0702

Nat'l Alliance of Independent Crop Consultants
1629 K St. NW - 1100
WDC 20006
E. VP Paul S. Weller, Jr.
202-785-6711 F 202-331-4212

Amer Assoc. of Meat Processors
PO Box 269
Elizabethtown, PA 17022
ED, Stephen F. Krut
717-367-1168 F. 367-9096

National American Wholesale Grocers
201 Park Washington Court
Falls Church, VA 22046-4521
John Block, President
703-532-9400 F 703-812-5766

Archer Daniels Midland
PO Box 1470
Decatur, IL 62525
Martin Andreas, Special Asst to Chairman
217-424-5200

Chicago Board of Trade
141 W. Jackson Blvd.
Chicago, IL 60604
Thomas R. Donovan, President
312-435-3604

Commodity Exchange, Inc. (COMEX)
1331 Pennsylvania Ave., NW Suite 550
WDC 20004
Stephen Storch, V.Pres., Gov't Affairs
202-662-8770

Deere & Co.
John Deere Road
1667 K St. NW - 1230
WDC 20006
Dean R. Dorf II, Counsel
202-223-4817

Beatrice/Hunt-Wesson, Inc.
1645 West Valencia Drive
Fullerton, CA 92633
Frank Quevedo, Director Corp. Affairs
714-680-1202

Frito-Lay
PO Box 660634
Dallas, TX 75266-0634
Robbi Dietrich, Director, Gov't Affairs
214-353-2102

General Mills
555 13th St. NW - 490
WDC 20004
Robert S. Bird, Director
202-737-8200

Sara Lee Corp.
3 First Nat'l Plaza -
Chicago, IL 60602
John Bryan, CEO
312-726-2600

Grocery Manufacturers of America
1010 Wisconsin Ave. NW - 800
WDC 20007
Manly Molpus, Pres./CEO
202-337-9400 F 202-337-4508

Food Marketing Institute
1750 K St NW - 700
WDC 20006-2394
Robert O. Aders, President
202-452-8444 F 202-429-4519

Fertilizer Institute
501 2nd St. NE
WDC 20002
Gary D. Myers, President
202-675-8250 F 202-544-8123

INVITEES FOR ENERGY BRIEFING - FEBRUARY 18 or 19, 1993

James T. Christy
Director, Federal Government
Relations
Air Products and Chemicals
805 15th Street, NW
Suite 330
Washington DC 20005

Allegheny Ludlum

Mr. David Parker
President
Aluminum Association
Washington DC

American Airlines
Box 619616
Dallas-Fort Worth Airport
Dallas TX 75261

Mr. Michael Baly
President
American Gas Association
VA

Richard Irby
American Gas Association
VA

Mr. Milton Deaner
President
American Iron and Steel Institute
Washington DC

John Jnebel
President
American Mining Congress
Washington DC

Mr. Charles DiBona
President
American Petroleum Institute
Washington DC

American Trucking Association

Mr. William E. Wickert, Jr.
Bethlehem Steel Corporation
1667 K Street, NW
Suite 600
Washington DC 20006

Mr. Robert J. Conner, Jr.
Vice President, Government Affairs
Chrysler Corporation
12000 Chrysler Drive
Highland Park MI 48288

Bob Moss
Coastal Corporation
Washington DC

Mr. Harold L. Bevis
Vice President, Public Affairs
Delta Air Lines
Hartsfield International Airport
Atlanta GA 30320

Mr. Jerry C. Byars
President, Government Affairs
Diamond Company
P.O. Box 10246
Birmingham AL 35202

Mr. Edgar S. Woolard, Jr.
Chairman & CEO
E.I. du Pont de Nemours & Company,
Inc.
1007 Market Street
Wilmington DE 19898-1226

Harold S. Russell
President, Government Affairs
Corporation
1627 K Street, NW
Suite 500
Washington DC 20006

Mr. Reuben Autery
President
Gas Appliance Manufacturers
Association
VA

Mr. Samuel A. Mabry
President & Director, Federal
Affairs
Hercules Incorporated
Hercules Plaza
Wilmington DE 19894

Mr. Jerry J. Jasinowski
President
National Association of
Manufacturers
Washington DC

Mr. Nick Bush
Natural Gas Supply Association
Washington DC

Mr. Steve Walker
Director, Federal Government
Relations
Reynolds Metals Company
1401 Eye Street, NW
Washington DC 20004

Mr. Larry L. Thomas
President
Society of the Plastics Industry
VA

Ernest Lang
Synthetic Organic Chemical
Manufacturing Association

Mr. Elliot Hall
Vice President, Washington Affairs
Office
Ford Motor Company
1350 Eye Street, NW
Washington DC 20005

Mr. James D. Johnston
Vice President, Industry Government
Relations
General Motors
1660 L Street, NW
Washington DC 20036

Mr. Davis S. J. Brown
Vice President, Government Affairs
Monsanto Company
700 14th Street
Suite 1100
Washington DC 20005

National Coal Association

Ms. R.M. "Julie" Archuletta
Vice President, Government Affairs
Occidental Chemical
1747 Pennsylvania Avenue, NW
Suite 300
Washington DC 20006

Mr. James E. Rich, Jr.
Washington Representative
Shell Oil Company
P.O. Box 2463
Houston TX 77252

Mr. Tom Wylie
Vice President, Government Affairs
Sun Company
East Tower, Suite 1010
555 13th Street, NW
Washington DC 20004-1109

Mr. Michael Walsh
Chairman
Tenneco, Inc.
P.O. Box 2511
Houston TX 77252

John D. Ong
rman
The BF Goodrich Company
3925 Embassy Parkway
Akron OH 43333-1799

United Airlines

Mr. Charles Corry
Chairman & CEO
USX Corporation
600 Grant Street
Pittsburgh PA 15219-4776

Mr. James D. Range
Staff Vice President, Government
Affairs
Waste Management, Inc.
3003 Butterfield Road
Oak Brook IL 60521

WHITE HOUSE BRIEFING WITH GORE

Erich Bloch	Council on Competitiveness
Kent Hughes	Council on Competitiveness
Dan Burton	Council on Competitiveness
Dick Iverson	American Electronics Association
Denise Michel	American Electronics Association
John Pickett	CBEMA
Ken Kay	CSPP/CORETECH
Frank Press	National Academy of Sciences
Robert White	National Academy of Engineering 334-3200
Robert Rosenzweig	American Association of Universities
William Nitze	Alliance to Save Energy (in DC)
Richard Nicholson	Executive Director, American Association for the Advancement of Science
President	MCI Telecommunications (might also invite Richard Liebhaver, V.P.)
Darryl Banks	World Resources Institute (env. tech. expert) 638-6300
Clyde Prestowitz	Economic Strategy Institute
Ken Flamm	Brookings Institution
Jerry Jasinowski	National Association of Manufacturers
Bill Morin	National Association of Manufacturers
Mike Maibach	Intel
Les Simon	IBM
Veronica Haggart	Motorola
Vicky Hadfield	SEMI
???	IEEE
???	Industrial Biotechnology Association
Fred Nichols	NACFAM
Chuck Larsen	Industrial Research Institute
Brian Turner	AFL-CIO, Industrial Union Department
Jim Mack	NMTBA
Jeff Faux	Economic Policy Institute
Peter McGrath	National Association of State Universities and Land Grant Colleges
Fred Bergsten	Competitiveness Policy Council
Mike Gadbaw	General Electric
Wayne Sayer	
Don Fuqua	AIA
Gar Kaganowich	FASEB
Ebin Tisdale	HP
Jim Johnson	Apple

Texas

Ben Rosen
Jerry Junkins
Craig Fields
Bobby Inman

Compaq
Texas Instruments
MCC
SAIC

Washington

Frank Shrontz
Bill Gates

Boeing
Microsoft

Henry Schacht
Norm Augustine
Ian Ross
George Heilmeyer
Joe Gorman
Frank Popoff
Governor Celeste

Cummins Engine
Martin Marietta
Former Head, AT&T Bell Labs
Bellcore
TRW
Dow Chemical Company

CEO CONFERENCE CALL WITH GORE

California

John Sculley
John Young
Larry Ellison
Regis McKenna
Ed McCracken
Roger Johnson
Gordon Moore
Sherwood Rowland
Jim Morgan
C. Michael Armstrong

Apple
Hewlett-Packard
Oracle

Silicon Graphics
Western Digital
Intel
President, AAAS
Applied Materials
Hughes

Connecticut

Paul Allaire
Karl Krapec

Xerox
Pratt and Whitney

Illinois

George Fisher
Jerry Pearlman

Motorola
Zenith

Massachusetts

Mitchell Kertzman
Bob Palmer
Sheryl Handler
Lewis Branscomb
Mitch Kapor
Ralph Gomory

Powersoft
Digital Equipment Corporation
Thinking Machines
Harvard University
EFF
Sloan Foundation

Missouri

John McDonnell

McDonnell-Douglas

New York

John Armstrong

IBM

Ohio

???

Cincinnati Milicron

Pennsylvania

Roger Nagel
Lynn Williams

Iacocca Institute
United Steel Workers

MEMO

TO: FILE
FROM: Craig Smith
RE: RELATIONSHIP BETWEEN DNC CONSTITUENCY OPERATIONS AND WHITE
HOUSE PUBLIC LIASON DIVISION
DATE: 2/13/93

While there is a tremendous amount of overlap between what the White House Public Liason office does and what the DNC Constituency Division does, there are some key differences that will determine how the organizations interact. Among those are:

1. The White House has an obligation to reach out to groups regardless of their partisian persuasion, the DNC does not.
2. The White House cannot "close" on action plans that involve mobilization, the DNC can.

Because of these two differences, I would reccommend that the relationship be structured in the following manner:

1. The White House operation will be in charge of all educational and persuasion activites. Those ~~meeting~~ will be held at the White House. DNC staff will discreetly attend those meetings to insure that they know what "pitch" was made.

2. The DNC will be in charge of all "mobilization" activites. All meetings held in conjunction with this function will be attended by White House^{staff} in more prominent roles. DNC staff will "close" and get committments for specific mobilization activites.

3. The White House public liason staff and the DNC constituency staff will determiine who their counterparts are and will commit~~s~~ to keeping each other informed of various activities as they relate to the respective organizations.

DNC Constituency staff:

Minyon Moore - Deputy Political Director for Outreach
African American

Michael Coen - Assistant to the Director
White Ethnics

Heather Booth - Women
Environmentalists
Good Government Groups

Sam Rodriguez - Hispanics
Elected Officials

Vida Benavides - Asians

Rocco Claps - Gays and Lesbians

Sarah Ehrman - Jewish
Senior Citizens

Karen Wilcox - Business
Academicians
Education

Gail Britton - College Age Youth
- Labor

Additional constituency groups interests will be hired and/or assigned. At this point we anticipate doing that for the disabled, American Indians, 25 to 35 year olds, veterans, agriculture and possibly Perot voters.

Rural Meetings

1. Liberal Farm Groups

National Farmers Union
National Farmers Organization
American Agriculture Movement
Save the Family Farm Coalition
Farm Aid
The Grange

Most appropriate WH principle: Vice-President Gore or
Alexis Herman

OPL Staff in charge: Mike Lux

2. Individual Meetings

A meeting with Bob Bergland of the Rural Electric
Association.

Most appropriate WH principle: Mack McLarty or John Podesta

OPL staff in charge: Mike Lux

A meeting with top leaders of American Farm Bureau.

Most appropriate WH principle: Mack McLarty

OPL staff in charge: Amy Zisook

Energy Consumer Groups

Citizen Action
Consumer Federation of America
Public Citizen
U.S. PIRG
Consumers League
Consumers Union
Citizens for Tax Justice

Most appropriate WH principle: Vice-President Gore

OPL staff in charge: Mike Lux

Post Speech Outreach to State and Congressional District Opinion Leaders

We are awaiting the final Congressional targeting from Howard Paster's office. The plan would be to take whatever states and districts are on that list, and put together meetings based on the following procedure:

1. Identify the thirty people living in those states or districts who have the maximum influence with our swing members (eliminating any we find out are violently opposed to some major part of the plan.) We would use the DNC, WH Congressional Relations, WH Political Department, and any other friends with political intelligence about the state/CD to build these lists. They would include:

- important CEOs with influence on that MC.
- key labor leaders for with influence on that MC.
- top Democratic Party leaders with influence on that MC.
- top finance people for that MC.
- old staff people for that MC who have stayed in close touch.
- owners of important local newspapers, radio or tv stations.
- influential local elected officials.
- other influential organizational heads.

2. Invite these opinion leaders for a trip to the White House. Ideally, their day here would include:

- a few minutes with the President and/or Vice-President.
- a chance to meet with a Cabinet secretary.
- a thorough briefing on our budget and economic plans from an OPL staffer.
- a tour of the White House.
- for the Democratic activists, a chance to meet with David Wilhelm or top DNC staffers.

3. We would plan to then keep in touch with this group with follow-up faxes and mailings.

4. We would coordinate this with the Congressional Relations office, but it might also be appropriate for us to extend our visitors the courtesy of setting up a meeting with their MC as well.

THE WHITE HOUSE
WASHINGTON

February 15, 1993

MEMORANDUM FOR MARK GEARAN AND RAHM EMMANUEL

SUBJECT: SENIORS

FROM: MIKE LUX

As an addendum to our department's other memo today providing the requested detail on our plan, I wanted to add a memo on senior citizens. Although some great groundwork has been laid, and we have always planned on doing follow up phone calls to senior groups, it is clear from looking at the cuts that seniors are taking a very big hit and that some additional work needs to happen.

I would suggest the following plan:

- Scheduled
3:00 pm*
1. We are pulling together a meeting with Leon Panetta with the top people from the following groups for Thursday morning:

- AARP
- National Committee for the Preservation of Social Security and Medicare (The "Roosevelt" Group)
- National Council of Senior Citizens
- National Council on Aging

The message will need to be to tell people to keep working constructively with us instead of blasting away in the press.

2. The two most loyal segments of the seniors community are Families USA and AFL-CIO retirees. We'll work with them to see if we can get ringing endorsements on Thursday or Friday.
3. We should follow through on Rahm's idea of contacting Tip O'Neill to have him do a strong endorsement statement. I will have Alexis make that call.
4. When we did work with seniors in the campaign, having an FDR grandchild such as Anne Roosevelt speak for us played extremely well. We could have her with the President at his Hyde Park event.

5. Mrs. Clinton should call groups most concerned about health care reform, especially seniors groups, on Tuesday and Wednesday to reassure them. Because Medicare savings are going into deficit reduction, these groups will be disappointed and skeptical about our commitment to health reform. Groups that need to be called include:

- AARP
- National Council of Senior Citizens
- Families USA
- AFL-CIO (John Sweeney would be the best person)

6. We are meeting with some of these senior groups this week on health care and the chance to have input on that issue should help keep people calm on the budget.

MEMORANDUM

To: Alexis Herman

Fr: Mike Lux

Re: Seniors

Date: February 15, 1993

Rahm came up with the idea of contacting Tip O'Neill to have him do a strong endorsement statement on either Thursday or Friday in response to the President's address to help ease the rough cuts seniors are taking. I think it would be a good idea for you to make this call.

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VICE PRESIDENT

Divider Title: _____

February 13, 1993

TO: MARK GEARAN
PAUL BEGALA
cc George Stephanopoulos
Ricki Seidman
DeeDee Myers

FR: MARLA ROMASH

RE: UPDATE/VP AND ECONOMIC PLAN

SATURDAY, FEBRUARY 13, 1993:

- o CNN NEWSMAKER SATURDAY: Reinforce message in the President's Saturday radio address -- restoring hope, offering change, reinforcing cuts in government, battles with special interests, etc. Strengthens stories in Sunday newspapers.
- o JOINS PRESIDENT IN MEETINGS WITH CONGRESS
- o NBC NIGHTLY NEWS: 3 - 3-1/2 minute live to tape interview with Garrick Utley.

SUNDAY, FEBRUARY 14, 1993:

- o JOINS PRESIDENT IN "HEALTHY HEART RUN": February is "Heart Month."

MONDAY, FEBRUARY 15, 1993:

- o JOINS PRESIDENT IN MEETINGS WITH CONGRESS This is President's Day.

TUESDAY, FEBRUARY 16, 1993:

- o MEETING WITH DOW JONES BOARD (w/WSJ REPORTERS): Previously scheduled meeting with members of the Dow Jones Board. There will be at least one or two reporters and editors in the crowd. THIS WILL BE OFF THE RECORD.
- o MEETING WITH ENVIRONMENTAL LEADERS: Briefing for leaders of major environmental groups. List being developed now with input from public liaison.
- o SHIMON PERES MEETING: He's in town; this is on our schedule.

WEDNESDAY, FEBRUARY 17, 1993:

- o JOIN THE PRESIDENT IN MEETINGS WITH CONGRESS
- o MAINSTREAM FORUM: AGJ attends a 5:30 p.m. meeting with Rep. McCurdy and his group.
- o MEETING WITH HIGH TECH CEOs: Briefing for high tech leaders.
- o REGIONAL REPORTERS ROUNDTABLE/[LATE IN THE DAY]: For regional reporters at mid-sized dailies -- who may not get a shot at anyone else but who reach a large audience where it counts, the VP could provide an effective scene-setter. This should be done very late in the day.
- o POST-SPEECH INTERVIEWS: Live interviews, post-speech on CNN and the major networks (if they're planning to extend coverage beyond the GOP response). Nightline is worth considering, depending on how they frame the program.
- o SATELLITES/RADIO FEEDS: If there's money for satellites, the VP will be available. Radio feeds should go national and, where appropriate, we may want to think about live radio to important markets.

THURSDAY, FEBRUARY 18, 1993:

- o MORNING TELEVISION: "Good Morning America," "Today," and "CBS This Morning." "GMA" is a definite. The others have asked for the VP. Our goal is to hit all three; not clear at this writing if it will work.
- o SPERLING BREAKFAST: This would be a good draw and a big crowd -- could be an effective way to reinforce the message in second day stories.
- o JOIN THE PRESIDENT: Assuming the President visits the Hill, the VP would accompany. Should there be another event, and if it is appropriate, the VP would accompany as well. (NOTE: Thursday is regular lunch with the President.)
- o INTERVIEWS/MEETINGS: The VP will remain in Washington Thursday afternoon. That time will be used for media, continued meetings with Congressional leaders, or for briefings for special groups. We'll work with public liaison, Congressional, and political for schedule.

FRIDAY, FEBRUARY 19, 1993: TRAVEL
GREENSBORO/WINSTON SALEM, NC
ATLANTA, GA
RON BIRMINGHAM, AL

SATURDAY, FEBRUARY 20, 1993: TRAVEL
BIRMINGHAM, AL
TAMPA, FL
RON ARLINGTON, VA

*NOTE: Events Friday and Saturday TBA. Emphasis will be on enviro-jobs and technology-jobs pieces in the plan as well as general events. Schedule would be media-heavy with local interviews, editorial boards, etc.

SUNDAY, FEBRUARY 21, 1993: Return to D.C. (Could be available for Sunday shows.) Radio feed for Monday drive time. In the afternoon or early evening will depart for California to coordinate with President's schedule.

MONDAY, FEBRUARY 22, 1993: California with the President.

STILL TO BE DETERMINED: TECHNOLOGY ANNOUNCEMENT: We could reassemble and broaden the coalition that endorsed the campaign's technology initiative and build an event or a series of events over one day (or more, if appropriate) in California, where these issues are particularly important. Considering the subject, we could also talk about interactive hook-ups and involving various networks in spreading the news. There are a number of interesting opportunities here.

FOR WEEK AFTER STATE OF THE UNION:

- o Tennessee media roundtable for Tennessee reporters in D.C.
- o Regular meetings per Public Liaison and Political with interested groups. (We're assuming at least one meeting each day)

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POLITICAL

Divider Title: _____

M E M O R A N D U M

TO: Mack
FR: Rahm
RE: Week Two
DT: February 15, 1993

If Thursday and Friday are seen as creating the momentum behind the economic plan, the following week should accomplish two objectives: to continue to build support for the plan, and to further the theme of national interest vs. special interest.

There are a number of events we should put in motion in order to achieve the above goals.

1. Western governors (Romer, Walters, Sullivan, King, Miller and Andrus) should be brought together for a press conference to endorse the plan. They would probably support the plan, and can help with the rural piece.

2. Since the plan has been prematurely defined as part pain and sacrifice, we should seek a press conference with John White, Paul Tsongas, Warren Rudman, Mike Walsh, the Chair of the Business Roundtable, Lee Iacocca, etc... In the last year, these individuals have become the voices of pain and budget "honesty." They would legitimize the honest budget element.

3. As described in an earlier memo, the Economic Team should be broken into groups to hit one market each. (See attached memo)

4. On a different angle, we should build on the theme of the plain national interest against special interest. The President should attend counter-scheduled events:

- * Business groups to explain their higher taxes.
- * Hospitals, Doctors, Insurance companies, pharmaceutical companies.
- * Some gathering of large farm groups and agricultural interests.
- * Labor Unions.

M E M O R A N D U M

TO: Mark Gearan
FR: Rahm Emanuel
RE: DLC
DT: February 15, 1993

This is to give you an update on the DLC and Mainstream Forum members.

1. At 3:00 pm today, Leon Panetta will be doing a conference call with Dave McCurdy, Glenn Browder, John Spratt, Jim Slattery, and Jim Cooper.
2. Mack and the Vice President are speaking on Wednesday at 5:00 pm to the Mainstream Forum.
3. Al From is sending a memo to the state chapter presidents with our talking points.
4. Dave McCurdy will organize a press conference supporting the plan for Thursday or Friday.

***MEDIA MARKETS COVERED BY MEMBERS OF THE CABINET
AND TOP ECONOMIC STAFF***

THURSDAY

Tucson, AZ
Albuquerque, NM
Washington, DC
Austin, TX
Chicago, IL
Philadelphia, PA
Burlington, VT
Somerville, NJ
Columbia, SC
New York, NY
San Francisco, CA
Boston, MA
Cleveland, OH
Denver, CO
San Antonio, TX
Los Angeles, CA
Flint-Saginaw, MI
Biloxi-Gulfport-Pascagoula, MS

FRIDAY

Oklahoma City, OK
Washington, DC
Baltimore, MD
Syracuse, NY
Minneapolis/St. Paul, MN
Chapel Hill, NC
Raleigh-Durham, NC
New York, NY
Portland, OR
Oakland, CA
New Orleans, LA
Chicago, IL
Louisville, KY

TWO DAY TOTAL

Tucson, AZ
Oklahoma City, OK
Albuquerque, NM
Washington, DC
Baltimore, MD
Austin, TX
Syracuse, NY
Chicago, IL
Minneapolis/St. Paul, MN
Philadelphia, PA
Chapel Hill, NC
Burlington, VT
Raleigh-Durham, NC
Somerville, NJ
Columbia, SC
Portland, OR
New York, NY
Oakland, CA
San Francisco, CA
New Orleans, LA
Boston, MA
Cleveland, OH
Louisville, KY
Denver, CO
San Antonio, TX
Los Angeles, CA
Flint-Saginaw, MI
Biloxi-Gulfport-Pascagoula, MS

House and Senate Economic Vote Points by Market

Media Market	Points	Cabinet Secretary
New York	16.50	Secretary Ron Brown
New Orleans	9.25	Secretary Epsy
Cleveland	6.50	Secretary Shalala
Denver	4.00	Secretary Pena
Louisville	4.00	Secretary Pena
San Antonio	1.25	Secretary Cisneros
Los Angeles	1.25	Ambassador Kantor
Flint-Saginaw	1.25	Secretary Cisneros
Biloxi-Gulfport-Pascagoula	1.25	Secretary Epsy
Chicago	1.25	Secretary Ron Brown



Wednesday, 2/17/93, 4:00 pm

-- TENTATIVE SCHEDULE --

Secretary Babbitt

Wednesday, Feb. 17

10:00 pm

Live interviews
Radisson Inn West
401 S. Meridien
Oklahoma City, OK
(405) 947-7681
(405) 947-4253 fax

Thursday, Feb. 18

11:30

Lunch hosted by "The Tucson 30"
30 largest employers in southern Arizona. Environmentalists will
be invited to attend as well.
Arizona Inn
2200 East Elm Street
Tucson, AZ
(602) 325-1541

5:30 pm

Live interviews
Albuquerque, NM Airport

7:00 pm

Meet and greet with Interior office employees
Interior regional office
Albuquerque, NM

Friday, Feb. 19

time tbd

Press availability
location tbd
Phoenix, AZ

Staff contact: Ali Webb

Secretary Bentsen

Thursday, Feb. 18

9:00 am

Address to the Senate Budget Committee
Capitol Hill
Washington, DC

11:40 am -
2:05 pm

En route from Washington to Austin
One-on-one interviews with reporters from the following
publications: New York Times, Washington Post, Wall Street
Journal, USA Today, Los Angeles Times and Boston Globe

2:30 pm

Address to 300-400 students and faculty members of McCallum
High School
Austin, TX
open to the press
Tentative: one-way satellite uplink to schools in the following
cities: Dallas, Houston, San Antonio, Texarkana, Brownsville, El
Paso

Friday, Feb. 19

noon

Speech before the National Press Club
National Press Club Building
Washington, DC

Staff contact: Ed Knight

Travel aide: Jack DeVore, Asst. Sec'y for Public Affairs and Public Liaison Designate

Secretary Jesse Brown

Thursday, Feb. 18

9:45 am

Tour/visit Lakeside VA hospital
Chicago, IL
open to the press

11:00 am

Interview with the Chicago Defender

12:00 n

Luncheon with Armed Forces Council
Union League Club
Chicago, IL

1:45 pm

Interview with Chicago Tribune

2:30 pm

Interview with Chicago Sun Times

3:30 pm

Interview with Chicago Defender

4:30 pm

Live interview on First Edition News (WBBM/CBS)

Friday, Feb. 19

10:00 am -

12:30 pm

Visit to Hyde Park Career Academy High School in celebration
of Black History Month
Chicago, IL

Note: This is Secretary Brown's alma mater.

2:30 pm

Meeting with Mayor Daley re: the four regional VA medical
centers and Chicago VA regional office

Saturday, Feb. 20

Speech to the Disabled Veterans Convention
Washington, DC

Staff contact: Linda Kaufman

Travel aide: Mark Longabaugh, Asst. Sec'y for Public Affairs

Administrator Carol Browner

Thursday, Feb. 18
time tbd

Address to the Senate Government Operations Committee on
cabinet status of EPA
Capitol Hill

4:00 pm

Press availability
EPA Regional Office
841 Chestnut, Administrator's Conference Room
Philadelphia, PA

Friday, Feb. 19
9:00 am

Address on economic program to 600 employees of the
Philadelphia regional office of the EPA
Benjamin Franklin Hotel, Ballroom, Mezzanine Level
9th and Chestnut Streets
Philadelphia, PA
open to the press

11:00 am

Meeting with editorial board of the Philadelphia Inquirer

Staff contact: Alison Rainey

Deputy Secretary Kunin

Thursday, Feb. 18
6:00 pm

Speech at University of Vermont
Burlington, VT
open to all students, faculty and press

Friday, Feb. 19
9:00 am

Speech at Syracuse University
Syracuse, NY
open to all students, faculty and press

Staff contact and travel aide: Camille Johnston

Secretary Hazel O'Leary

Thursday, Feb. 18

9:00 am

Tape address on the economic program to be broadcast at DOE facilities around the country on Friday
Local media will be invited to all sites for viewing.

1:30 pm

Visit to Somerville (NJ) Elementary School's Science Center 2000, an interactive science learning program for 3rd, 4th and 5th graders
Press availability to follow tour. (This will be covered by MN Star Tribune. Front page Friday morning expected.)

3:00 pm

Meet with editorial board of the Somerville Courier-News

Friday, Feb. 19

8:30 am

Meet with editorial board of the Minneapolis Star Tribune

10:30 am

Meet with editorial board of the St. Paul Pioneer Press

12:00 n

Luncheon at Science Museum of MN hosted by MN Business Partnership, MN Chamber of Commerce, MN AFL-CIO and MN Science Museum

1:20-2:00 pm

Press availability to follow luncheon.

2:10-2:20 pm

Live Interview with WCCO Radio

2:30-3:30 pm

Taped interview with KSTP which will run on all evening news shows

4:45 pm

Deliver address followed by Q & A at the Humphrey Forum at the University of Minnesota, hosted by University officials, head of the MN Dept. of Energy, and House and Senate leadership

5:45-6:15 pm

Press availability

7:00-8:00 pm

Participate in live panel discussion TV show on public channel with Sen. Wellstone

Staff contact: Mike Gauldin
Travel aide: Steve Fried

Secretary Riley

Thursday, Feb. 18

1:00 pm

Speech at the University of South Carolina
Columbia, SC
open to all students, faculty and press

3:00 pm

Meeting with the editorial board of the Columbia newspaper

Friday, Feb. 19

2:00 pm

Speech at University of North Carolina
Chapel Hill, NC
open to all students, faculty and press

Staff contact: Camille Johnston

Travel aides: Leslie Thornton and Terry Peterson

Hon. Bob Rubin

Thursday, Feb. 18

12:00 n Reception and luncheon
New York Stock Exchange
11 Wall Street, Sixth Floor Boardroom
New York, NY
(Hon. Alice Rivlin has been invtd but is not yet confirmed.)

1:15 pm Remarks and Q & A

tent. 3:35-4:00 pm Tour Countee Cullen Community Center
Public School 194
242 West 144th Street
Harlem, NY
Note: This school/community center is part of the Beacon
Program sponsored by Mayor Dinkins.

4:00 pm Meet with directors of the Beacon Program and concerned
citizens about the economic plan
242 West 144th Street (between 7th and 8th)
Harlem, NY

5:30-7:00 pm New York Partnership Reception
Regency Hotel, Ballroom
(Secretary Ron Brown and Hon. Alice Rivlin also expected to
attend.)
closed to the press

Friday, Feb. 19
time tbd

Editorial board meetings with Newsday and New York Daily
News

Staff contact: Sylvia Matthews

Travel aide: Tricia Enright, White House Communications Staff

Hon. Laura Tyson

Thursday, Feb. 18

1:00 pm

Address to the Commonwealth Club of San Francisco
Sheraton Palace, Grand Ballroom
2 New Montgomery Street
San Francisco, CA
open to the press

2:15 pm

Meeting with the editorial board of the San Francisco Chronicle

4:00 pm

Speech at University of California-Berkeley
Zellerbach Hall
Berkeley Campus
Green room: (510) 643-8212
open to all students, faculty and press

5:15-6:15 pm

Faculty Reception
UC-Berkeley Campus

Friday, Feb. 19

8:00 am

Address to the City Club of Portland
Mayfair Room, Benson Hotel
Portland, OR
(503) 228-2000
Open to the press
Local contact: Hon. Jeff Rogers, City Attorney

2:00 pm

Meeting and press availability with the Mayor of Oakland re:
summer jobs program
Oakland, CA

Staff contact and travel aide: Tom O'Donnell

Hon. Alan Blinder

Thursday, Feb. 18
12:00 n

Lunch speech to the Brookings Institute
Washington, DC
open to the press, no availability

Staff contact: Tom O'Donnell

Deputy Secretary Roger Altman

Thursday, Feb. 18

time tbd	Meet with the editorial board of the Boston Herald
10:00 am	Visit worker retraining site with Mayor Flynn Boston, MA open to the press
12:00 n	Lunch speech hosted by Boston Chamber of Commerce and New England Council Parker House, Ballroom, 14th Floor Boston, MA open to the press (Speech to begin at approximately 12:45 pm.)
2:30 pm	Meet with the editorial board of the Boston Globe
4:00 pm	Meeting with the editorial board of the Christian Science Monitor

Staff contact and travel aide: Josh Steiner

To: Rahm Emanuel
From: Reta J. Lewis
RE: Cabinet Visits
Date: February 17, 1993, Wednesday (as of 2:00 pm)

Secretary Ron Brown

Thursday, February 18, 1993

11:00am--11:30am	Walkthrough (C) Metro Tech Center 333 J Street Brooklyn, New York Contact: Robert Maciag, Senior Vice President Metro Tech is a high technology research development center which is in partnership with Polytechnic University. Audience: 350 employees; workers; students
11:30am--12noon	Press Availability (C) 4 Chase Metro Tech Center Corner of Flatbush & Myrtle Avenue Brooklyn, New York
12:30pm--1:30pm	Editorial Board Luncheon (C) Business Week 49th and Avenue of the Americas 39th Floor Contact: Doug Harbrecht (202) 383-2205
2:00pm--3:00pm	Editorial Board (C) Fortune Magazine 1271 6th Avenue Ave. of the Americas btw/ 50th & 51st 16th Floor Contact: Ann Dowd (202) 861-4068
3:30pm--4:00pm	Taped Interview w/ Lou Dobbs (C) CNN -- Moneyline 510 Plaza, 20th Floor 8th between 33rd & 34th Contact: Lisa Pedrago (212) 714-7916
4:00pm--5:00pm	Radio Calls (UC)

Secretary Ron Brown cont.

Thursday, February 18, 1993

5:30pm--6:30pm	Meeting w/Rubin (C) New York City Partnership Regency Hotel 540 Park Avenue New York, New York
7:00pm--8:00pm	Speech (C) Coalition of 100 Black Men

Friday, February 19, 1993

7:00am	Interview (C) Today Show NBC Studios 4001 Nebraska Avenue Washington, D.C. (202) 885-4819
11:00am	Editorial Board (UC) Chicago Tribune
12:30pm	Editorial Board (UC) The Sun Times
pm	Message Event (UC) Chicago, Illinois

Staff Contact: Bill Morton
Maria Cardona

(C) Confirmed
(UC) Unconfirmed

Secretary Henry Cisneros

Thursday, February 18, 1993

Noon	Luncheon Speech (C) Radisson Hotel Presentation Hall Flint, Michigan Audience: Cisneros will address a group of 400 community leaders and grassroots individuals. In attendance will also be Senator Riegle and Mayor Woodrow Stanley.
1:30pm	Press Conference w/ Senator Riegle (C) Curtis-Nash Room Radisson Hotel
2:00pm--4:30pm	Tour by Bus (C)
2:15am	Proposed University Park Project
2:45am	Court Street Village 800 East Court Street Flint, Michigan
3:15am	River Park Public Housing Project 7002 Pemberton Street Flint, Michigan
4:00am	Burton Neighborhood Housing Project 1335 Kenneth Street Burton, Michigan

Friday, February 19, 1993

11:00am--12:00pm	Media Appearances (UC) San Antonio, Texas
1:00pm	Speech (C) San Antonio City Council City Council Chamber City Hall San Antonio, Texas Audience: Elected officials and over 100 business and community leaders.

Secretary Cisneros cont.

Monday, February 22, 1993

9:30am	Keynote Address (C) National Association of Home Builders Las Vegas, NV
11:30am	Media Appearances (UC)

Staff Contact: Jim Whitney
Jean Nolan

Secretary Mike Epsy

Thursday, February 18, 1993

Noon	Speech (C) The Capitol Building Joint Session of the Legislature Jackson, Mississippi Contact: Oleta Fitzgerald (601) 982-8989
1:30pm	Editorial Board (C) Campbell Clarion-Ledger Contact: David Hampton (601) 961-7000
3:00pm	Event (UC) Audience: Welfare Reform Jackson, Mississippi
6:00pm	Meeting (C) Harrison County Courthouse Board of Supervisors' Meeting Room Gulfport, Mississippi Audience: Supporters

Friday, February 19, 1993

9:00am	Editorial Board Meeting (C) New Orleans Times-Picayune New Orleans, Louisiana Contact: Malcomb Forsyth, Editor
10:30am	Press Availability (UC)

Sunday, February 21, 1993

7:00pm	Private Dinner Meeting (C) Chairman de la Garza Hilton Palacio Del Rio Hotel 200 S. Alamo Street San Antonio, Texas Host: Texas Farm Bureau <u>Closed Press</u>
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Secretary Epsy cont.

Monday, February 22, 1993

9:30am

Speech (C)
Annual Meeting
National Corn Growers Association
Marriott Riverwalk
711 E. Riverwalk
San Antonio, Texas
Contact: Randy Cruise
President
(512) 224-4555

Staff Contact: Olieta Fitzgerald

Secretary Federico Pena

Thursday, February 18, 1993

11:45am	Editorial Board (C) Denver Post
1:00pm	Address (C) Joint Session of the Legislature State Capitol Denver, Colorado
2:00pm	Photo Opportunity (C) 23rd Street Viaduct Construction Project Audience -- Recipients of Federal Transportation Funds
3:00pm	Remarks and Reception (C) Denver City Council and Colorado Municipal League
4:00pm	Editorial Board (C) Rocky Mountain News
5:00pm	Remarks and Reception (C) Denver Chamber of Commerce

Friday, February 18, 1993

am	Event with Senator Ford (UC) Lexington, Kentucky
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Staff Contact: Richard Mintz

Secretary Donna Shalala

Thursday, February 18, 1993

10:45am Tour (C)
Rainbow Babies and Children Hospital
2074 Abington Road
Cleveland, Ohio
Contact: Jim Lubetkin
 (216) 844-3825
Pool Press Only

11:15am Roundtable Discussion (C)
Audience: Parents of the patients at the
hospital. Rainbow is a pediatrics facility
which is part of Case Western Reserve
University Hospital.
Open Press

12:00pm Press Availability (C)

2:00pm Private Reception (C)
City Hall
601 Lakeside Avenue
Host: Mayor White
Audience: Cleveland healthcare workers in
the Mayor White Administration.
Contact: Cecilia Huffman
 (216) 664-4270
Closed Press

3:00pm Interview (C)
Cleveland Plains Dealer

Friday, February 19, 1993

am Interviews (UC)
Satellite into Iowa and South Dakota

Staff Contact: Virginia Cox

Ambassador Mickey Kantor

Thursday, February 18, 1993

Noon	Luncheon Speech (C) Business Leaders Times Mirror Building Times Mirror Chairman is the organizer Los Angeles, California <u>Closed Press</u>
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Mid-Afternoon	Tour (UC) Port of Los Angeles Audience: Brief chat to factory employees re: Jobs to Export
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Friday, February 19, 1993

9:00am	Interview (C) Michael Jackson Show
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Noon	Lunch -- Editorial Board (C) Los Angeles Times
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pm	KNBC--TV (UC) KNX-- Radio (UC)
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Staff Contact: Ann Lazado

Secretary Reich

Thursday and Friday: Testimony (House & Senate) (C)
News Shows -- Washington, D.C.

Staff Contact: Kitty Higgins

House and Senate Economic Vote Points by Market

Media Market	Points	Cabinet Secretary
New York	16.50	Secretary Ron Brown
New Orleans	9.25	Secretary Epsy
Cleveland	6.50	Secretary Shalala
Denver	4.00	Secretary Pena
Louisville	4.00	Secretary Pena
San Antonio	1.25	Secretary Cisneros
Los Angeles	1.25	Ambassador Kantor
Flint-Saginaw	1.25	Secretary Cisneros
Biloxi-Gulfport-Pascagoula	1.25	Secretary Epsy
Chicago	1.25	Secretary Ron Brown

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CABINET

Divider Title: _____

THE WHITE HOUSE
WASHINGTON

February 12, 1993

*Tuesday
Briefing
- 700 pm*

MEMORANDUM FOR THE PRESIDENT

FROM: CHRISTINE A. VARNEY *CV*
Secretary to the Cabinet

SUBJECT: Cabinet Activity to Promote Economic Plan
(Revised)

Cabinet Secretaries will be working aggressively over the next week to promote the economic plan which you will present to the Congress and the Nation next Wednesday evening, February 17. This memorandum sets forth the activities which the Secretaries and their staffs will undertake to promote the economic plan.

Today, we are meeting with Cabinet Department and Agency Chiefs of Staff to discuss strategy for promoting the economic plan.

On Saturday, February 13, representatives of the Secretaries' press operations are meeting with the White House Communications staff to discuss the upcoming week's activities.

Tuesday evening, February 16, there will be a briefing on the goals and methodology of the economic plan for all Secretaries, Deputy Secretaries, Chiefs of Staff and Communications Directors. Senior White House staff will conduct the briefing.

At your request, the Secretaries are calling their authorizing and appropriating congressional Committees to discuss the specific budget proposals. On Wednesday, February 17, we will provide the specific talking points for use by the Secretaries for their calls to the Hill. The Secretaries are being encouraged to call the congressional committee leadership of both parties and all Democrats. In addition, the Secretaries will hold background briefings for beat reporters on Wednesday.

On Wednesday evening, the Cabinet has been invited to attend the Joint Session of Congress as honored guests. At the conclusion of your speech, Secretaries will conduct television, radio or newspaper interviews. A program of satellite interviews is being developed by the White House Communications staff.

On Thursday morning, February 18, some Secretaries will be asked to appear on morning television programs. White House Communications staff is coordinating this with the Secretaries' press staff.

Most Secretaries will be travelling next Thursday to promote your economic plan. Attached is a draft schedule of Secretarial travel locations. Several Secretaries will be testifying before Congress on Thursday on behalf of the economic plan, including Secretary Bentsen, Secretary Reich, and Director Panetta. The White House Congressional Relations office is coordinating their testimony.

As you know, at this past Wednesday's Cabinet meeting, the Secretaries committed to provide information to other Secretaries regarding specific benefits which their Agency or Department will provide in the communities scheduled for Secretarial visits next Thursday. We will disseminate this information.

We are working very closely with the other White House departments, including Congressional Relations, Public Liaison, Intergovernmental Affairs, Public Affairs, and Communications to ensure that the roll-out of the economic plan is as strong as the plan itself.

cc: Stephen B. Silverman
Attachment

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COMMUNICATIONS

Divider Title: _____

THE WHITE HOUSE
WASHINGTON

DRAFT

February 13, 1993

MEMORANDUM FOR THE PRESIDENT

From: The Communications Department

Subject: Proposed Plan for Promoting the President's Economic Address

This memorandum describes our plans to promote the President's economic address through February 18. Further suggestions will be forthcoming from the Office of Media Affairs. Subsequent memoranda will propose plans for the period subsequent to the speech.

Proposed Message Events for the President

Friday, February 12. The President, Mrs. Clinton, Senator Pryor, and Secretary Shalala travel to a child health facility to reveal the Administration's policy on immunizations.

Saturday, February 13. The President delivers the radio address, works on his speech, and lobbies Members of Congress to pass the program.

Sunday, February 14. Valentine's Day. Strong message advocates of the President's program appear on the Sunday talk shows. The President goes on a "healthy heart run" with joggers illustrate February as "Heart Month."

Concerns for the weekend. The print reporters will be writing for Sunday, and the networks will be preparing for the weekend shows, curtain-raiser pieces on the economic program. Assuming we maintain a close hold on decisions that have been made, these works in progress will discuss the following issues, without substantial comment or direction from the Administration:

- *The tax hikes are coming.* Why are all the leaks basically devoted to tax hikes and not spending cuts? What are the spending cuts going to be?
- *Is the President serious about reducing the deficit?* Is Clinton sticking with the \$145 billion figure? Is he departing from the \$2 spending cuts for each dollar in taxes formula spelled out in Panetta's confirmation?
- *New priorities.* Will Clinton stick with the \$60 billion increase in public investment figure by 1997?
- *The elderly.* Is the fraction of Social Security taxes exposed to tax going up?
- *Energy taxes.* Which ones and who suffers?
- *Defense.* Will defense cuts go beyond the prior Clinton plan formula of \$60 billion below Bush over five years?
- **Monday, February 15.**

The President continues to meet with Members of Congress.

The President delivers an Oval Office Address on the State of the Economy and the mess we inherited from the 1980s and the need to shared contributions, activism, and growth in the 1990s. As Roosevelt said, comparing similar cultures in the 1920s and 1930s, we need to move from "the dream of the golden ladder -- each individual for himself" to "a broad highway on which thousands of your fellow men and women are advancing with you."

- **Tuesday, February 16.**

The President does an infrastructure event, eating lunch with hard-hats and talking about jobs at a construction site.

Capitol Hill. Democrats in Congress are preparing a three-day blitz around the Joint Session Address utilizing radio and satellite television feeds, as well as more traditional reaction interviews the night of the President's speech. These activities will depend on the Administration providing talking points and some economic and message briefers for Members as specified below.

From 12:30 to 1:30 p.m., Democrats will be taping satellite television feeds for 5 p.m. and 6:00 p.m. local broadcasts. *They are expecting the White House to deliver talking points prior to the taping.*

- **Wednesday, February 17.**

The President conducts his Joint Leadership Meeting with Members of the House and Senate.

- *Administration officials to meet with Gephardt message group from 8:45 a.m. - 9:30 a.m. to discuss speech.*
- *[Note to OPL] Stan Collender of Price-Waterhouse has lined up John White and Tom Gallagher to deliver positive statements on the program. He is still waiting to hear from Jim McIntyre, Harrison Welford, Charles Lieberman (Chemical Securities), and Mickey Levy (CRT Government Securities Chief). We need to brief these people with some special handling.*

The House Democratic Caucus will convene a "Committee on Party Effectiveness" lunch on Wednesday. *They have extended through David Dreyer an invitation for two Administration guests -- an economics spokesperson and a message advisor -- to brief Members on how we want the Members to react to the Joint Session Address.*

- *At a time set by the Administration, before the speech, the Hill is expecting (1) a mid-afternoon set of talking points for reactions to the speech; (2) delivery of a set of talking points on the specifics of the program; (3) convenient delivery of the President's text.*

Typically, after such Presidential speeches, local television and the networks set up "pens" in Statuary Hall of the Capitol. Nearly all Members of Congress go to the Hall for reaction interviews.

We need to ensure they have talking points, etc., before the speech, so that they are armed for the interviews which occur immediately following the Address.

Prior to the speech, Speaker Foley and Majority Leader Gephardt will both tape radio feeds which will go up on satellite before the President has concluded his address. Also before the President speaks, Members of Congress whose districts are in East Coast markets will pre-tape satellite feeds for broadcast by their local television stations. Following the speech, Members from the Mid-west, Mountain West, and West Coast time zones will tape satellite feeds. The feeds go up on the satellite beginning at 10:45 p.m.

- *The Hill is also suggesting that we recruit Members to react positively, and counter-intuitively, to program cuts or tax hikes that might hurt their own constituencies, but which they are nonetheless willing to support.*

- **Thursday, February 18.**

The President appears in the well of the House for a House of Commons-style question and answer period with Members of Congress in defense of the program he unveiled on Wednesday evening.

The Administration has asked House and Senate press secretaries to initiate morning drive time radio interviews. Foley and Gephardt have committed to radio feeds for afternoon drive time. All Members will be able to tape satellite feeds for distribution to their local television stations at 12:30 p.m. for airing on 5:00 p.m. and 6:00 p.m. broadcasts. *White House is asked to supply Thursday reaction talking points for this exercise.*

- *The Senate Democratic Policy Committee is asking for two Administration spokespeople -- an economics expert and a message advisor -- to visit with Senators at the weekly Thursday policy lunch. We would recommend that Howard Paster explore whether this lunch can be bumped to Wednesday, so that we may brief Senators before the speech. If not, perhaps Senator Mitchell can be convinced to put a smaller group together for a message briefing on Wednesday.*

Thursday afternoon: the President departs for his fly-around.

Briefings for the Press

Wednesday, February 17, 1993

TBA	President meets with four television anchors
10:00am	Gene Sperling background briefing for the wires AP, UPI, Reuters, AFP
10:00	Roger Altman meets with the four White House network correspondents at Treasury
11:00	Gene Sperling background phone calls to John Yang, Washington Post, David Wessel, Wall Street Journal; Steven Greenhouse or David Rosenbaum, New York Times
11:00	Treasury technical briefing with technical staff and debt managers. Secretary Bentsen and Roger Altman will give policy direction at the close of the briefing

12:30pm Leon Panetta, Laura Tyson, Gene Sperling brief the White House Press Corps
(on background and embargoed)

Thursday, February 18, 1993

TBA Bob Rubin, Roger Altman, Gene Sperling go to New York to Wall Street to
meet with the press

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CONGRESSIONAL

Divider Title: _____

TO: Mark Gearan
FROM: Susan Brophy
DATE: February 15, 1993

RE: Plan for BC Contact with Capitol Hill

Howard asked me to delineate our proposed plan for the President's contact with the Hill for the week following his address to Congress.

Next week we hope to have Clinton meet with the House Black, Hispanic and Women's Caucuses. We also are working with the Minority Leadership to set up a meeting with Republicans--probably the ranking committee members and a deep leadership list. In addition, the following week, at the invitation of Senator Dole, the President is scheduled to meet with the Republican members of the Senate.

Vice President Gore is tentatively scheduled to speak to the Speaker's Policy Group (Speaker, committee chairs and other policy types) to discuss policy strategy for the economic package in the House.

As you are aware, the day following the speech, Bentsen, Panetta and Rivlin are testifying before the Senate and House Budget Committees. Secretary Reich is appearing before the Ways and Means Committee to discuss the extension of unemployment benefits.

We are in the process of scheduling cabinet members for committee hearings for the week of March 1. We want to have the team of Bentsen, Panetta and Tyson appear before the money committees in both Houses. Other cabinet officials will be scheduled for House and Senate committees on various aspects of the economic plan.

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NATIONAL SERVICE

Divider Title: _____

THE WHITE HOUSE

WASHINGTON

Memorandum

To: Mack McLarty
From: Eli Segal
Re: National Service Communications/Outreach Activities
for Week of February 15
Date: February 15, 1993

Please let me know the extent to which the National Service plans we detail below conflict with, or may be subsumed by, the plans of other White House staff.

For example, I would like to call Senator Nunn about the President redeeming his campaign pledge on service. Also, I want to encourage scheduling to arrange for the President or Vice President to drop by an important Wednesday briefing we are arranging for the service community.

COMMUNICATIONS:

• **National Service Communique:**

We are preparing a **one-page communique** on the National Service "good news" budget numbers and implications for Wednesday distribution. The communique will be distributed by Communications to their media universe in conjunction with other one-pagers they are preparing on specific issues/programs.

Additionally, we will conduct a massive distribution (by fax and mail) of the communique to the following key media and constituencies from our developing data base:

- **Education:** To education writers and higher-ed trade publications inside the beltway and the education writers of top 100 dailies nationwide.
- **Labor:** To labor writers and trade publications inside the beltway and to the labor writers of top 100 dailies nationwide.
- **University/Student:** To college student newspapers and radio stations nationwide.
- **Targeted Constituencies:** To national and grassroots associations, coalitions, and organizations from education, labor, service, and business (for distribution through their own newsletters and publications).

Page Two

● **Media Briefings: Talking Points:**

Communications is also planning pre-briefings with Administration spokespersons with targeted reporters for Tuesday and Wednesday. We are preparing **talking points** on National Service for the briefings for use by such spokespersons as Sperling, Panetta, and Rubin. We are also suggesting that **I be included in a select number of such briefings** to discuss the National Service component.

● **Embargoed Early Interviews with Targeted Media:**

We are suggesting I speak to the **Associated Press**, the **Chronicle of Higher Education**, and the **Chronicle of Philanthropy** early Wednesday on an embargoed bases so they can developed in-depth feature pieces on the National Service component.

OUTREACH

Working within the strategy and activities of political, public liaison, and intergovernmental, we suggest the following:

● **Constituency Briefings:**

Tuesday and Wednesday briefings are being arranged by public liaison for key constituencies. We suggest I and Bill Galston be available to discuss the National Service component at the Tuesday education briefing, and any others as appropriate.

● **Service Community Briefing:**

It is imperative we touch base with the somewhat thorny service community leadership this week in the midst of the release of the numbers. We are organizing a briefing for Wednesday to take place in the White House or EOB. Ideally, the briefing would include a drop-by from the President or Vice President. This is one community that will be extremely supportive of the President's plans and could give him a needed shot of adrenalin before his speech.

Page Three

● **Background Information Distribution:**

On Tuesday or Wednesday, as appropriate, we will be distributing the one-page communique and confidential talking points to **targeted Cabinet secretaries; ally Congressional members; and ally governors and mayors.** The information will simultaneously be distributed to their key staff, press secretaries, and ally professional associations (such as the Democratic Governors Association, the U.S. Conference of Mayors, and the National League of Cities).

● **Key One-on-One Briefings:**

On Tuesday and Wednesday, as appropriate, I will be individually briefing by phone the following allies:

- **Cabinet Secretaries:** Secretaries Riley, Reich, Shalalah, Babbitt, and O'Leary.
- **Congressional Members:** Senators Wofford, Mikulski, Nunn, Kennedy, Boren, Durenburger, Welstone, Simon and Pell; Representatives McCurdy, Ford, Stokes, and Owens.
- **Governors:** Governors Romer (head of NGA) and Walters (head of DGA).
- **Mayors:** Mayors Flynn of Boston and others to be determined.

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ECONOMISTS

Divider Title: _____

MEMORANDUM

February 15, 1993

TO: Mack McLarty, Mark Gearan
FR: Gene Sperling, Eric Berman, Paul Jamieson
RE: Proposed Strategy for Economists (REVISED 8:30 PM)

OUTREACH TO NATIONAL ECONOMISTS

We have identified 26 targeted national economists -- both those who are likely to be friendly and those who aren't -- who are typically contacted by the press for a major economic story. The plan here is to win the reaction war by briefing top national economists in advance of the speech and the press. The briefing will consist of general calls to help identify supporters for the President's package. Those who are enthusiastic will be prompted to take an active role in spreading good news about the plan.

STRATEGY FOR OUTREACH

Tuesday, senior Administration economic staff will contact the targeted economists to brief them on the President's economic package.

Those who are deemed "enthusiastic" will be prompted to write an op-ed piece and make themselves available to the media -- print, radio, and television. The economists will then make their availability known either through a press notification or by phoning their local media. The NEC "support group" staff -- i.e. Eric Berman, David Lane, Paul Jamieson, and others -- working with Media Affairs can provide specific contact persons, phone numbers, fax numbers, etc. Gene Sperling has already started calling some of these people to gauge their enthusiasm and has had success in lining some of these people up.

Callers should let these economists know that they will also receive the detailed OMB document (via fedex) on Friday (Thursday night mailout). However, they will be urged to contact media with positive statements before they receive the full document.

GENERAL TALKING POINTS FOR PHONE CALLS

- The President has put together a great plan and we want you to know some of the details so that you can be fully informed.
- The President feels that this is the best plan and, if it does not have strong support off the bat, we will lose a crucial moment for change.
- [If supportive] Would you be interested in expressing your support publicly? Will you talk to the press? We can have staff contact you or your staff to answer any logistical questions.
- We will fed ex you details on the whole package on Thursday (arrive Friday).

LIST OF TARGETED ECONOMISTS AND LIKELY CALLERS

(* denotes Nobel Laureate)

ECONOMIST**Academia**

William Sharpe, Stanford *
 Robert Solow, MIT *
 Kenneth Arrow, Stanford *
 James Tobin, Yale *
 Paul Samuelson, MIT *
 Lawrence Klein, UPENN *
 Franco Modigliani, MIT *
 Herbert Simon, Carnegie Mellon *
 Rudiger Dornbusch, MIT
 Martin Feldstein, Harvard
 Barry Bosworth
 Charles Schultze
 Rudy Penner
 George Perry
 William Nordhaus, Yale
 Bob Eisner, Northwestern
 James Galbraith

Financial

Bruce Steinberg, Merrill Lynch
 Allen Sinai, Boston Corporation
 Felix Rohatyn, Lazard Freres

Think-tanks

Henry Aaron, Brookings
 Jeff Faux, Economic Policy Institute
 Robert Kuttner
 Bob Greenstein
 Robert McIntyre, Citizens for Tax Justice
 Lester Thurow, MIT
 Carol Cox Waite, Ctr on Budget Priorities
 Larry Chimerine, DRI McGraw Hill
 Ben Friedman

Other

Pete Peterson
 Paul Tsongas
 Kevin Phillips

ADMINISTRATION

Tyson
 Blinder
 Summers
 Blinder
 Summers
 Blinder
 Summers
 Sperling
 Sperling
 Summers
 Rivlin
 Rivlin
 Rivlin
 Rivlin
 Blinder
 Tyson
 Sperling

Sperling
 Blinder
 Rubin

Sperling
 Tyson
 Sperling
 Sperling
 Rubin
 Rubin
 Panetta
 Blinder
 Summers

Altman
 [has already been called]
 Rubin

TARGETED MEDIA FOR ECONOMISTS' OP-EDS

ECONOMIST(S)

NY TIMES
WASHINGTON POST
WALL STREET JOURNAL
USA TODAY
LA TIMES
BOSTON GLOBE
CHICAGO TRIBUNE
PHILADELPHIA INQUIRER
DALLAS MORNING NEWS
HARTFORD COURANT

NEWSPAPER

Solow, Tobin
Schultze, Aaron
Dornbusch (already agreed)
Thurow, Faux
(Tyson will arrange)
Kuttner
Eisner, Pearlman
Klein
Jamie Galbraith
Tobin, Nordhaus

Unless Communications feels otherwise, other national economists will be urged to contact their local media.

"DEAR MR. PRESIDENT" LETTER

Gene Sperling will contact Henry Aaron at Brookings about circulating a "Dear Mr. President" letter among national economists on Thursday. This will be a general message of support to which economists will sign on. It should be clear that it is from the economists, organized by Henry Aaron, to the President. We will release this to the press.

REGIONAL ECONOMISTS' OUTREACH

NEC war room "support staff" will make initial calls to regional economists to gauge interest on Tuesday. Those who respond positively will get faxed an executive summary of the plan (produced by NEC by Thursday morning) and contact names/phone/fax number of their local media.

Note that there is some duplication of markets with the national economists. These duplicative markets are generally larger markets and thus we often need more than just one piece. Also, regional economists will be encouraged to contact media outlets (e.g. New York Newsday in New York) that have not been covered with national economists.

TARGETED REGIONAL MARKETS

(targeted by key Congressional district)

New York, NY
Philadelphia, PA
Hartford, CT
Boston, MA
Washington, DC
Portland, ME
Pittsburgh, PA
Cleveland, OH
Minneapolis, MN
St. Louis, MO
Omaha, NE

Kansas City, MO
Dallas-Ft. Worth, TX
Atlanta, GA
Greenville-Spartanburg
Tampa-St. Petersburg, FL
Louisville, KY
Norfolk, VA
Portland, OR
Denver, CO
Fresno-Vidalia, CA
Burlington, VT

Portland, ME
Des Moines, IA
Minot-Bismarck, SD
Birmingham, AL
New Orleans, LA
Oklahoma City, OK
Houston, TX
Jackson, MS
Lexington, KY
Albuquerque, NM
Salt Lake City, UT

MEMORANDUM

To: Laura D'Andrea Tyson
From: Eric Berman
Date: February 15, 1993
Re: National economists outreach

Pursuant to the strategy for economists distributed this morning by Mark Gearan, please call the following economists Tuesday, February 16, 1993:

ROBERT EISNER
Northwestern
ph> (708) 491-5394
fx> (708) 491-7001
(ask him to write in the Chicago Tribune)

WILLIAM F. SHARPE
Stanford University
ph> (415) 941-3990
fx> (415) 941-3994

JEFF FAUX
Economic Policy Institute
ph> (202) 775-8810
fx> (202) 775-0918
(ask him to write in USA Today)

MEMORANDUM

To: Alan Blinder
From: Eric Berman
Date: February 15, 1993
Re: National economists outreach

Pursuant to the strategy for economists distributed this morning by Mark Gearan, please call the following economists Tuesday, February 16, 1993:

ROBERT SOLOW
MIT
ph> (617) 253-5268
fx> (617) 253-0560
(ask him to write in the New York Times)

WILLIAM NORDHAUS
Yale University
(ask him to write in the Hartford Courant)

JAMES TOBIN
Yale University
ph> (203) 432-3720
fx> (203) 436-1600
(to be asked to write in the New York Times and Hartford Courant)

LAWRENCE R. KLEIN
University of Pennsylvania
ph> (215) 898-7713
ph> (401) 849-3587 (Rhode Island)
fx> (401) 847-2970 (Rhode Island)
(ask him to write in the Philadelphia Inquirer)

ALLAN SINAI
Boston Corp.
ph> (212) 298-6030

LAWRENCE CHIMERINE
DRI/McGraw-Hill
ph> (215) 293-9601
fx> (215) 687-9194

MEMORANDUM

To: Lawrence Summers

From: Eric Berman

Date: February 15, 1993

Re: National economists outreach

Pursuant to the strategy for economists distributed this morning by Mark Gearan, please call the following economists Tuesday, February 16, 1993:

KENNETH J. ARROW
Stanford University
ph> (415) 723-9165
fx> (415) 725-5702

PAUL A. SAMUELSON
MIT
ph> (617) 253-3368
fx> (617) 253-0560

FRANCO MODIGLIANI
MIT
ph> (617) 253-7153

MARTIN FELDSTEIN
Harvard
ph> (617) 495-2144

MEMORANDUM

Feb. 15, 1993

TO: Gene
FR: Paul
RE: Economists project

You must call these people on Tuesday

Herbert Simon
Carnegie Mellon University
p 412/268-2787
f 412/268-5288

Rudy Dornbush
(you have number)
* remind him of his promise to write to the WSJ *

Bruce Steinberg
Merrill Lynch
p 212/551-3000 (main number)

Bob Kuttner
(you have number)

Bob Greenstein
p 202/265-2191
f 202/408-1080

Jamie Galbriath (scheduled for the Dallas Morning News)
w 512/471-1244
f 512/471-1835
h 512/480-0250

Rudy Penner
(you have number)

Kevin Phillips

Henry Aaron —
Brookings Institution
ph> (202) 797-6125
fx> (202) 797-6181

"SEN. MA. PRES. LYA"

Pearlman (who is that?) (scheduled for the Chicago Tribune)

NOTE: Laura Tyson is assigned to call Jeff Faux (p 202/775-8810; f 0918). Rubin is scheduled to call Kevin Phillips. Call Tyson and Rubin if you want to make these calls.

Other questions

1. Dear Mr. President Gearan wants the "Dear Mr. President" letter from Aaron that the top economists can sign onto, and then release it to the press. You should work out the details with Aaron.
2. Matching National Figures with Media You began this process, but do you want to finish assigning the top people to specific print/TV/radio?
3. Regional Strategy Faux did not go for the idea of having EPI people do all the calling and faxing of the lesser known regional economists. Gearan wants us to do it, so the NEC war room staff will start the phone calls on Tuesday and fax the executive summary and media contacts on Thursday.
4. CEO's What is Lux doing on this and should we coordinate with him?

MEMORANDUM

TO: Roger Altman
FROM: Eric Berman
DATE: February 15, 1993
RE: National economists outreach

Pursuant to the strategy for economists distributed this morning by Mark Gearan, please call the following economist Tuesday, February 16, 1993:

Pete Peterson

MEMORANDUM

TO: Alice Rivlin
FROM: Eric Berman
DATE: February 15, 1993
RE: National economists outreach

Pursuant to the strategy for economists distributed this morning by Mark Gearan, please call the following economists Tuesday, February 16, 1993:

Barry Bosworth
Brookings Institution
ph> (202) 797-6122

Charles Schultze
Brookings Institution
ph> (202) 797-6295

George Perry
Brookings Institution
ph> (202) 797-6296
fx> (202) 797-6181

MEMORANDUM

TO: Robert Rubin
FROM: Eric Berman
DATE: February 15, 1993
RE: National economists outreach

Pursuant to the strategy for economists distributed this morning by Mark Gearan, please call the following economists Tuesday, February 16, 1993:

Felix Rohatyn
Lazard Freres
ph> (212) 632-6123

Robert McIntyre
Citizens for Tax Justice
ph> (202) 626-3780
fx> (202) 638-3486

Lester Thurow
MIT: Sloan School of Management
ph> (617) 253-2932
fx> (617) 258-6617

MEMORANDUM

TO: Leon Panetta
FROM: Eric Berman
DATE: February 15, 1993
RE: National economists outreach

Pursuant to the strategy for economists distributed this morning by Mark Gearan, please call the following economist Tuesday, February 16, 1993:

Carol Cox-Waite

Economic Policy Institute

1730 RHODE ISLAND AVENUE, NW • SUITE 200 • WASHINGTON, DC 20036 • 202/775-8810 • FAX 202/775-0819

HOLD FOR RELEASE

Until 9:00 PM

Wednesday, February 17

Contact: Nan Gibson
o) 202-775-8810
h) 202-544-2824

STATEMENT OF JEFF FAUX, PRESIDENT, ECONOMIC POLICY INSTITUTE In Response to President Clinton's State of the Union Address

"President Clinton's budget plan is a first step along the path to economic revival," said Jeff Faux, President of the Economic Policy Institute (EPI) today.

Faux said that the President's strategy, as outlined in his State of the Union address Wednesday night, represents a breakthrough in the stalemate on economic policy.

"The President is to be congratulated on playing it straight with the American people," said Faux. "After 12 years of slight-of-hand budgets, we finally have a plan where the numbers are realistic and the choices are clear. It is the framework for democratic decision making that we have been waiting for."

Commenting on the plan's merits, Faux said:

"First, the plan is basically fair in its distribution of the contributions needed to reduce the deficit burden over the longer term. Although the President is appropriately asking sacrifices of all Americans, he is asking those who enjoyed the upward redistribution of income and wealth of the Reagan-Bush years to pay the lion's share. This is certainly in line with the Economic Policy Institute's long held view that we should 'Send the Bill to Those Who Went to the Party' (the title of a 1987 EPI report on tax policy).

"Second, the plan shifts the Federal Government's spending priorities towards filling the wide gap between the nation's investment needs and its investment performance. The planned increases will still leave us behind our major competitors in the shares of our income we are investing in our people, infrastructure and technology. But for the first time, the White House is now leading the effort to catch-up.

"Third, the President has wisely decided to move immediately to stimulate job creation. The stimulus, however, seems weak. The plan assumes more natural buoyancy in the economy over the next four years than we think is prudent. I would hope that the Congress will consider strengthening the stimulus and extending it through 1994.

"No one will be completely satisfied, of course," said Faux. "The real question is: Has President Clinton given us a solid proposal that the Congress and the public can work with? Clearly, the answer is yes."

Faux also noted that the Economic Policy Institute has been a major source of economic research and analysis used by the President in arguing for his overall program, particularly in the areas of:

- the role that government spending for education, training, infrastructure and technology play in making the economy more productive;
- the need for immediate job stimulus;
- the long-term decline in real earnings and the rise in hours worked;
- the upward redistribution of income and wealth over the last dozen years.