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**Collection/Record Group:** Clinton Presidential Records

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**Subseries:**

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**Folder Title:**

State of the Union [1996] [1]

**Stack:**  
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**24**

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# Withdrawal/Redaction Sheet

## Clinton Library

| DOCUMENT NO.<br>AND TYPE | SUBJECT/TITLE                                                                                                                                 | DATE       | RESTRICTION |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------|
| 001. memo                | LeeAnn Inadomi to WAVES, re: attendees of January 17,1996 State of the Union meeting [Personally Identifiable Information] [partial] (1 page) | 01/16/1996 | P6/b(6)     |
| 002. memo                | LeeAnn Inadomi to WAVES, re: attendees of January 17,1996 State of the Union meeting [Personally Identifiable Information] [partial] (1 page) | 01/17/1996 | P6/b(6)     |
| 003. list                | Attendees, State of the Union Public Affairs Directors meeting, January 17, 1996 [Personally Identifiable Information] [partial] (1 page)     | 01/17/1996 | P6/b(6)     |

### COLLECTION:

Clinton Presidential Records  
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Inadomi, LeeAnn  
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### FOLDER TITLE:

State of the Union [1996] [1]

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### RESTRICTION CODES

#### Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]  
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]  
P3 Release would violate a Federal statute [(a)(3) of the PRA]  
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]  
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]  
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

#### Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]  
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]  
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]  
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]  
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]  
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]  
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]  
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]



# AMERICA'S CHALLENGE

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

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1. **CHALLENGE ON FAMILIES:** Cherish our children and strengthen the American family.
2. **CHALLENGE ON EDUCATION:** Renew our schools for the new century and open wide the doors of college.
3. **CHALLENGE ON ECONOMIC SECURITY:** Provide new security for the American family in the new economy.
4. **CHALLENGE ON CRIME AND DRUGS:** Join together to take back our streets from crime, gangs and drugs.
5. **CHALLENGE ON THE ENVIRONMENT:** Protect the environment for future generations.
6. **CHALLENGE ON WORLD LEADERSHIP:** Meet our responsibility to lead the fight for freedom and peace.
7. **CHALLENGE ON GOVERNMENT :** Reform our political system and make government work for the people.

# AMERICA'S CHALLENGE

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

## CHALLENGE ON FAMILIES

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

## CHALLENGE ON ECONOMIC SECURITY

- Raise the minimum wage.
- Preserve the Earned Income Tax Credit.
- \$500 per child tax credit.
- Protect workers' pensions.
- Protect Medicare and Medicaid.
- Make health care portable and eliminate pre-existing conditions exclusions.

## CHALLENGE ON WORLD LEADERSHIP

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

## CHALLENGE ON EDUCATION

- Higher standards and public school choice.
- Educational Technology Initiative.
- Expand college work-study to more than 1 million students.
- \$10,000 tax deduction for college tuition.
- \$1,000 college merit scholarship for top 5% of high school graduates.

## CHALLENGE ON CRIME AND DRUGS

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

## CHALLENGE ON THE ENVIRONMENT

- Brownfields Initiative to clean up contaminated sites in distressed areas.
- Project XL-- Challenge businesses to find cheaper ways to meet tougher standards.
- Expand and strengthen citizens' Right-To-Know about toxic chemicals in their communities.

## CHALLENGE ON GOVERNMENT

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



# AMERICA'S CHALLENGE

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

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

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

### **Cut Down On TV-Violence.**

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

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

### **Protect Our Children From Tobacco.**

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

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

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

**Child Support Enforcement.**

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

**Teen Pregnancy.**

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



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

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

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

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

*Specifically the President has four goals:*

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

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

- The President and Vice President will lead an effort to wire all of the nation's classrooms for computer access to the Internet by the year 2000.
- The President is calling for the creation of an Educational Technology Fund -- a private/public technology "matching fund" to help ensure that every student has adequate access to a cutting-edge computer and every teacher has the skills and software to make the best possible use of available technology.
- Challenge to educational software and entertainment leaders to produce better educational software to make learning more exciting and interesting.

### **Higher Education Standards For Students And Teachers.**

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

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

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

### **Public School Choice.**

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

### **Charter Schools.**

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

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

### **Parent Involvement.**

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



## **Dramatically Expand Access To College.**

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

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

- **Merit Scholarships.** The President calls for the creation of the largest-ever merit-based scholarship program, rewarding the top 5% of high school graduates in every school -- over 125,000 students annually -- with \$1,000 grants toward the cost of college. The scholarships, rewarding excellence and achievement, will be awarded to the top five percent of graduating students in every secondary school in the United States.
- **Expansion Of Work Study.** The President proposed a dramatic expansion of the College Work Study program, from 700,000 students to over one million over the next five years. This nearly 50 percent increase will significantly expand a program that reaffirms the American ethic, rewarding hard work and helping ensure that all who want a higher education are able to afford it.
- **Tuition Tax Deduction.** The President renewed his call for a deduction of up to \$10,000 for the cost of tuition and training. 16.5 million students stand to benefit from this proposal for tax relief to working families.



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

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

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

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

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

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

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

### **Increase the Minimum Wage.**

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

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

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

### **The Earned Income Tax Credit and \$500 Per Child Tax Credit.**

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

### **Making Pensions More Accessible For All Americans.**

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



### **Simplifying Pension Rules.**

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

### **Safeguarding Retirement Savings.**

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

### **Opposing Raids on Pension Funds.**

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

### **Health Insurance Reform -- Portability Protections.**

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

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



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

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

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

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

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

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



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

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

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

## **Cracking Down On Health Care Fraud And Abuse.**

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

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



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

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

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

##### **Anti-Gang Initiatives.**

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

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

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

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

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



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

### **Truth-In-Sentencing.**

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

### **New Drug Czar -- General Barry R. McCaffrey.**

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

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

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

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

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

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

**Project XL -- Tougher Standards And More Flexibility.**

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

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

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

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



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

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

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

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

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

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

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



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

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

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

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

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

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

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



### **Comprehensive Test Ban Treaty.**

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

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

### **Chemical Weapons Convention.**

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

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

### **Counter-Terrorism.**

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

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

## **Supporting Resources for Leadership**

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

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

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



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

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

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

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

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

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

### **Reinventing Government.**

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

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

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

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

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

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



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

January 22, 1996



The President will deliver the State of the Union tomorrow, January 23, 1996 at 9:00 pm in the Capitol. He will challenge the American people to come together as a nation and face the future together. Right now, we have reached agreement to balance the budget, cut government and provide a responsible tax cut. In the State of the Union, the President will talk not only about what we have agreed to for today, but also what we must do together for tomorrow.

**All Americans Must Do Their Part.** If we are going to seize the promise of our times, we must all work together. Not government alone. Not individuals alone. The President will challenge Americans to work together -- in their communities, their families, businesses, churches, schools, and in our government -- to help Americans make the most of their own lives in the new century. We can only meet the challenges of this new time together.

**The President will outline the crucial CHALLENGES FOR ALL AMERICANS in his speech:**

### **CHALLENGE TO PROVIDE NEW SECURITY FOR THE NEW ECONOMY**

- Opening access to education and training so all Americans can be the winners of economic change;
- Ensuring that all Americans have access to affordable health care and the security of a decent retirement.

### **CHALLENGE ON EDUCATION: Educate our children so they can keep their dreams alive.**

- Bringing our schools into the 21st century by setting the highest standards and ensuring that all our children have access to new technology.
- Throwing open the doors of college as never before.

### **CHALLENGE ON CRIME: Keep our children safe from crime.**

- A renewed assault on the gangs and drugs that threaten our children.

### **CHALLENGE ON THE ENVIRONMENT: Preserve the environment for future generations.**

- First: Do no harm. Do not undermine the strong bipartisan efforts that have given us the safe, clean air and water we enjoy today;
- Making environmental protection in businesses' best interest, providing incentives for corporations to take responsibility to keep our environment clean and safe.

### **CHALLENGE ON WORLD LEADERSHIP: Continue America's leadership role as responsible peacemaker throughout the world.**

### **CHALLENGE AMERICANS TO RECOGNIZE THE RESPONSIBILITY AND DUTY WE OWE TO ONE ANOTHER.**

- In our government: better government for less money, and political reform;
- In our families and for our children;
- In our communities.

January 30, 1996

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

FROM: DON BAER & DOUG SOSNIK

SUBJECT: STATE OF THE UNION FOLLOW-THROUGH

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

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

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

#### I. MESSAGE GUIDELINES

(A) Demonstrate the President is not simply talking about the nation's challenges, but taking action to move the country forward. He is doing his job.

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



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

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

## II. SCHEDULING GUIDELINES

(A) Avoid competing with the Republican primary schedule; work around it to get our message out.

(B) Keep the schedule light and flexible to maximize our limited break-through capacity during the primaries and to provide opportunities for budget message, if necessary. We should hold off making commitments to major events outside our control (e.g., annual conventions) until as late as possible.

(C) Most Tuesdays (caucus/primary days) and Wednesdays (results coverage), either:

(1) schedule no events, or

(2) schedule non-political, value-based (e.g., President meeting with school children about tobacco) or foreign policy events with a chance of being included in coverage as "while Republicans fought over their nomination, the President . . ." stories.

(D) Schedule major D.C.-based national message events on Thursdays, when possible.

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

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

## III. PROPOSED MESSAGE SCHEDULE

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

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

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

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

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

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

- 2/5 - **NGA Roundtable:** Budget delivered. (DONE)

- 2/6 - **NGA Plenary Speech:** Emphasize some of following -- school choice (with planned announcements from some governors supporting President's call for reform); Medicaid; welfare. (Hold on school choice)

- 2/7 - **Foreign Policy:** Highlight swearing-in of new President of Haiti. (DONE)

- 2/7 - **Education:** Speech on college opportunity agenda to the Nat'l Assoc. of Indep. College & Universities. (DONE)

- 2/8 - **Telecom Bill signing:** Library of Congress, emphasizing bipartisan themes, new opportunities and anti-violence. Announce date of Media Industry Meeting. (2/29)

- 2/10-11 - **Iowa -- Family:** Radio address on violence and children or on domestic violence (new HHS hotline for abused spouses).

**Iowa -- College:** Speeches to large college audiences on college opportunity agenda; roundtable with parents and students on paying for college.

- 2/12 - **Family:** Discussion with children and parents in Oval Office on television violence in preparation for Media Industry Meeting. (Iowa caucuses).

- 2/13 - **Education:** Major education technology event with National Information Infrastructure Advisory Council, and announcement of matching grants.



- 2/14 - **Corporate responsibility:** Baldrige Awards, in which we can focus some on how the recipients are fulfilling corporate responsibility.

- 2/15 - **New York -- Family:** Event with PTA group on tobacco and young people.

- 2/17 - **N.H.:** Message and radio address (values) tbd.

- 2/20 - **N.H. Primary Day:** Event TBD

- 2/22 - **Family:** Meeting with Teen Pregnancy Initiative board members (at White House or successful school program).

- 2/23 - **Economy:** White House Conference on Empowerment Zones (emphasis on bipartisan support; brownfields?)

- 2/23-24 - **California -- Crime:** Radio address at Long Beach (where uniforms have cut back gang violence) unveiling federal guidelines on school uniforms. Other California message tbd; possibilities include: children and violence in run-up to Media Industry Meeting; charter schools/choice; health care; parental responsibility.

- **Wash. or Wisc.:** Message tbd, as above.

- 2/29 - **Family:** Major White House meeting with Media Industry Executives on ratings system and children's programming.

- 3/2 - **Crime:** Radio address on drugs and gangs with Drug Czar McCaffrey, right after Senate confirmation.

- 3/4 - **Michigan -- Crime or Education:** Event on crime in public housing (one-strike-and-you're out), or GI Bill for workers (non-college education and training).

- 3/7 - **Crime:** White House Conference on Youth, Violence and Drug Abuse with action on gang violence.

- 3/8-9 - **California/Education:** "Net Day" event (20% of state schools connected); radio address on same issue. Environmental Speech also a possibility.

- 3/10-11 - **Wash. or Wisc./Florida:** Message tbd, as above.

- 3/11 - **New York -- Environmental or Crime:** Brownfields, or other tbd.

- 3/14 - **Foreign Policy:** Major speech at university on large themes (day after Bosnia milestones and three days before St. Patrick's Day.)

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

#### IV. ISSUES THAT NEED MORE EMPHASIS

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

(B) Economic agenda, specifically health care

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

(D) School choice/charter schools

(E) College opportunity agenda

(F) Parental responsibility (fathers)

(G) Drug prevention efforts

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

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



V. POLITICAL TRAVEL SUMMARY

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

## OUTLINE FOR STATE OF THE UNION IMPLEMENTATION

### I. Children and Families

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

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

2. TV Guide to interview President on these issues.

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

#### B. Campaign against children smoking

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

#### C. Welfare reform challenges

#### D. Campaign against teen pregnancy

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

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

#### E. Keep families together -- reduce domestic violence

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

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

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

4. Presidential public service announcements.



**F. Absent fathers -- support for children**

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

**II. Education**

**A. Every classroom connected to info superhighway by 2000**

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

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

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

**C. Each school should teach character education**

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

**D. Schools should be able to require school uniforms**

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

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

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

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

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

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

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

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

III. Economic Security

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

B. Raise minimum wage

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

C. Maintain Earned Income Tax Credit

D. Tax credit for working families with children

E. Make it easier for small businesses to provide pensions

1. Visit business doing it right.

F. Protect existing pension plans

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

G. Enact bipartisan health insurance reform bill

H. Protect Medicare and Medicaid

I. Fight health care fraud and abuse

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



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

#### IV. Crime, Gangs and Drugs

- A. Continue community policing -- bringing crime rate down
  - 1. Visit D.C./Georgia Avenue's "orange hat" community policing program.
  - 2. Event at a "citizen academy."
- B. Keep Brady Bill and assault weapons ban on the books
- C. Take on gang violence -- FBI targeting gangs; prosecute violent teens as adults
  - 1. Bring in all U.S. attorneys and FBI (Freeh) to discuss/present DOJ's "anti-gang" strategy. [task force?]
  - 2. Award DOJ's COPS/anti-gang grants to 10 cities.
  - 3. Event with local police chiefs, citizen groups re their success with gangs, crackhouses, etc.
- D. Housing authorities -- 1 strike & out for criminals
  - 1. Visit Dallas housing project with this policy.
  - 2. Visit/invite in tenant groups policing their own local housing.
  - 3. Announce possible HUD guidelines on how local authorities can implement.
- E. Ensure violent offenders serve 85% of sentence
- F. Prevention strategies -- community policing; sports leagues
  - 1. Meet with successful ministers/church program.
- G. Reduce drug problem -- drug-free schools; McCaffrey
  - 1. Event for confirmation of McCaffrey (likely February hearing date).
  - 2. Youth, drugs and violence conference (2/29).

## V. Environment

- A. Congress should not reverse generation of bipartisan effort -- no enforcement cuts; polluters to pay

- 1. If EPA is cut, event to illustrate.

- B. Make it easier for businesses to take initiatives -- more efficient/cheaper ways to meet standards

- 1. Visit business with success story/Project XL; [McGinty to provide other options].

- C. Strengthen community right-to-know laws

## VI. Leadership in Freedom and Peace

- A. America must lead -- borderless threats, etc.

- B. Tougher trade deals, open markets, increase exports

- 1. Options to come from USTR.

- C. Risks for peace -- N.Ireland, Middle East, Bosnia

- D. Ratify Start II and Chemical Weapons; sign test ban treaty; enact anti-terrorism bill

- 1. Presidential statement and radio address commentary on Start II ratification.

## VII. Reform government and democracy

- A. Continue reinventing government initiatives

- B. Enact campaign finance reform bill

- C. Pass the line-item veto

- D. Help communities -- empowerment zones, community development banks, brownfields

- 1. Visit to clean-up site (brownfields).

- E. Stop illegal immigration -- stiffen border protection and executive order on hiring of illegal immigrants

- 1. Photo op on signing of executive order (date?)

- F. Never again shut down government / extend debt limit

- G. Honor America's "real champions" -- community heroes



K. Higgins

THE WHITE HOUSE  
WASHINGTON

December 21, 1995

MEMORANDUM FOR DISTRIBUTION

FROM: DON BAER

SUBJECT: State of the Union Working Groups

To move ahead on the State of the Union process, we have made assignments for specific tasks in preparation for the speech and surrounding events.

Attached is a list of groups. Where appropriate, each group is being supplied with a separate assignment sheet that includes a deadline and recommendations for the task at hand. The designated lead for each group should call the group together or, in some cases, should reach out for written recommendations and to other staff in whatever way is helpful.

The Communications Department staff and I will work with each of the groups. Your final reports should be sent to me directly, and I will circulate to other senior staff for their ideas and sign-off.

## State of the Union Working groups

### Presidential schedule

#### (pre and post)

Anne Walley, Lead  
Ann Lewis  
Doug Sosnik  
George Stephanopoulos  
Dick Morris  
Mark Penn  
Bob Squier

### Speech visuals

Maggie Williams, Lead  
Ann Lewis  
Melanne Verveer  
Mike McCurry  
Bob Squier

### Surrogate themes and schedule

#### (pre and post)

Kitty Higgins, Lead  
Alexis Herman / *Marilyn Jager*  
Marcia Hale  
Barry Toiv  
Lorrie McHugh  
Gene Sperling  
Maggie Williams  
Melanne Verveer  
Ron Klain / *Kim Trilley*  
Ann Lewis  
Bill Curry  
Rahm Emanuel  
Jill Schuker  
Chris Dorval  
Mark Penn

### Policies

*Doug Sosnik / Karen Hancox*  
Bruce Reed, with help  
from others

### Media Training

Doug Sosnik, Lead  
Mike McCurry  
Don Baer

### Rehearsals

Don Baer, Lead  
Ann Lewis  
Michael Waldman

### Press Plan

Evelyn Lieberman, lead  
Ann Lewis  
Lorrie McHugh

### January Foreign Policy Speech

Tony Blinken

### January Budget Speech

Michael Waldman

### Themes

Don Baer, Lead  
Ann Lewis  
George Stephanopoulos  
Michael Waldman  
Maggie Williams  
Melanne Verveer  
Ron Klain  
Tony Blinken  
Rahm Emanuel  
Gene Sperling  
Elaine Kamarck  
Bill Curry  
Dick Morris  
Barry Toiv  
Mark Penn  
Bob Squier  
Mike McCurry



Assignment Sheet: Surrogate themes and schedule (pre and post)

To: Kitty Higgins  
From: Don Baer

**Assignment:** To help develop and route to all relevant surrogates the schedule and themes for their activities, pre and post SOTU.

**Deadline:** Will have to be dependent upon decisions about Presidential activity and themes. For Pre-period, January 8. For post-period, January 15.

**Method:** Outreach to as many of the outreach agents in White House and elsewhere as deemed helpful. This will be a difficult task which will have to be sensitive to developments on the Presidential front. Kitty and Don should talk ASAP.

EXECUTIVE OFFICE OF THE PRESIDENT

22-Jan-1996 12:30pm

TO: (See Below)

FROM: Julia Moffett  
Office of Communications

SUBJECT: Materials

Angus, Russell and I wanted to ensure that everyone knows what materials are available for the next two days. Please contact Angus (6-2128) if you need to make arrangements for certain materials to be used at certain places. Also, please let either us know of any additions or edits you have. Thanks very much.

AVAILABLE TODAY:

- Daily Talking Points on State of the Union
- Back-up Statistical Two-Pager to be used with Talking Points
- Economic Statistics Two-Pager (see Jason Goldberg)
- State by State Statistics to be used with Talking Points
- [ -Constituency-based Accomplishments Documents (African-American, Hispanic-American, Asian-American, Women, Seniors, and Labor)

AVAILABLE TUESDAY:

- Updated Talking Points on State of the Union (Mid-day) *done/sent out 2:12 PM*
- All materials listed above
- Pocket Cards for post-speech press (late afternoon)
- "Challenges" Document giving detailed outline of challenges in the State of the Union (late afternoon; embargoed until post-speech) *Jason*

AVAILABLE WEDNESDAY:

- New Talking Points
- Transcript of Speech (Time TBD)



February 1, 1996

*See am -  
Sorry for  
the delay.  
Pls see my  
"edits."  
Let's give  
an a draft  
K.*

**MEMORANDUM FOR THE PRESIDENT**

**FROM:** DON BAER  
KITTY HIGGINS  
ALEXIS HERMAN  
MARCIA HALE  
MIKE McCURRY

**SUBJECT:** STATE OF THE UNION FOLLOW UP

The coordinated effort to disseminate the State of the Union had an impact across the country. The following is a report of what was accomplished.

**THE WHITE HOUSE**

- More than 15,000 people have read the State of the Union address and 5,000 people have listened to it on the World Wide Web.
- White House officials called over 20 regional political columnists and 8 African American columnists in California, Florida, Illinois, Maryland, Minnesota, Ohio, Pennsylvania, Tennessee and Washington.
- The State of the Union speech and fact sheet were mailed to the newspapers which endorsed the President in 1992 (see attached list), plus the top 200 newspapers around the country. These documents have also been mailed to 4,200 specialty press outlets (African American; Hispanic print, radio and television; Labor; environmental; gay and lesbian; Native American; Asian Pacific American; seniors; veterans; education; business and women).
- Administration officials were interviewed by national radio programs and radio networks (reaching over 2,400 stations nationwide), plus over 40 radio stations in New York, Illinois, California, Pennsylvania, Alabama, Washington, Massachusetts, Louisiana, Kentucky, Iowa, North Dakota, Minnesota, Florida, Arizona and Michigan.
- The Vice President conducted satellite interviews with the top-rated television stations

in Chicago, Tampa, Knoxville, San Diego, Spokane, Sioux City, Madison, St. Louis, San Francisco and Portland.

- Laura Tyson and Rahm Emanuel <sup>Conducted</sup> held three tongs covering the following papers: Minneapolis Star Tribune, St. Petersburg Times, St. Louis Post Dispatch, Ft. Worth Star Telegram, Dallas Morning News, Houston Chronicle, Arkansas Democrat Gazette, Scripps Howard Newspapers (14 papers), Hearst Newspapers (13 papers), Newhouse News Service (24 papers), Copley News Service (10 papers).
- Laura Tyson spoke to the Women's Economic Club of Detroit on January 25. While there, she interviewed with <sup>news?</sup> The Detroit Journal, The Detroit Free Press, Crains Detroit Business, Knight Ridder and three radio stations. She also did interviews with the San Jose Mercury News, Orlando Sentinel, Cleveland Plain Dealer, Philadelphia Inquirer, the Wall Street Journal, the Los Angeles Times, and the Seattle Post Intelligencer. <sup>Conducted</sup>

## THE CABINET

The Cabinet and sub-Cabinet did targeted print, TV and radio press both before and after the State of the Union:

- Secretary Rubin was interviewed by the editorial board of The New York Times just prior to the State of the Union (1/23). He was interviewed on National Public Radio and The Today Show. Additionally, he was interviewed by the Sperling Group of reporters. <sup>Leo over</sup>
- Attorney General Reno <sup>news?</sup> did the Denver Post, Rocky Mountain News and Boston Globe editorial boards. Associate Attorney General John Schmidt did the Springfield Union News and Baltimore Sun editorial boards. On January 24, Attorney General Reno appeared on CNN's "Guest Source" while in Louisville, with the President. She did nine satellite interviews regarding the anti-crime elements of the State of the Union and spoke to local affiliates in the following markets: Kansas City, MO; Seattle, Knoxville, Miami, Oklahoma City, Grand Rapids, Atlanta, Louisville. She also did a radio interview in Louisville that aired in fifteen cities in the Midwest. <sup>find another unit for "did"</sup>
- Secretary Babbitt was interviewed by all the major papers, wire services and network affiliates Charlotte, Winston-Salem and Raleigh-Durham, North Carolina. By Friday, he will also have made calls to papers in Bangor and Portland, Maine, and to Nashville, Knoxville and Memphis, Tennessee.
- Secretary Glickman was interviewed by the St. Louis Dispatch and the Red River Radio Network, of National Public Radio in Louisiana.
- Secretary Ron Brown <sup>Conducted press interviews</sup> did press hits in Chicago including; WBBM Morning Radio, Copley News Service, Chicago Defender and WGN-TV Live Noon News (1/24). <sup>gone?</sup>



Secretary Brown also talked via phone with the St. Paul Pioneer Press, Duluth News Tribune and Rochester Post-Bulletin. Additionally he made calls to the Quincy (IL) Herald Wig, St. Cloud Times (Minn-St. Paul, MN) and The Dispatch (Moline, IL).

- Secretary Reich did radio in Lansing, Flint and Detroit MI. He also travelled to an event in St. Louis, Missouri that was covered by local stations. In St. Louis, Secretary Reich also had radio coverage and a reporter from both the New York Times and St. Louis Post Dispatch attend an event he did there. Secretary Reich will be interviewed by the editorial boards of the Des Moines Register (1/31). He will also be interviewed on the radio shows "Night Talk" (1/30) and on "Marketplace" (1/22).  
*update date has passed.*
- Secretary Shalala traveled to Union College in Schenectady, NY to deliver remarks <sup>after</sup> on the State of the Union (1/24). She received TV coverage from all the local network affiliates and two local newspapers. She also had editorial board calls with the Sarasota Herald-Tribune, Arizona Daily Star, The Florida Star, the Ft. Lauderdale Sun Sentinel and The Phoenix Gazette.
- Secretary Cisneros had a conference call with editorial boards of the Cleveland Plain Dealer, Cincinnati Post, Youngstown Vindicator and The Call and Post (minority paper) (1/24). In addition, he was interviewed by The New York Times, for their weekend piece on the State of the Union. He did local radio and TV on a trip to Toledo, Ohio (1/24). He also did nationwide TV when he appeared on CNBC's "Equal Time" (1/24). Lastly, he gave a speech to the National Federation of Hispanic Owned Publishers where he discussed the State of the Union (1/25).
- Secretary Peña did multiple radio interviews in Connecticut, as well as nationwide Hispanic specialty radio media (1/24). He also was interviewed by the editorial boards of The Hartford Courant and New Haven Register (1/24).
- Secretary O'Leary spoke to St. Paul Pioneer Press, Trenton Times and Baton Rouge Weekly Press (African America).
- Secretary Riley did an editorial board conference call with 13 newspapers from Kentucky, Georgia and Tennessee (1/24). In addition, he did state radio networks in those same states.
- Secretary Jesse Brown was interviewed by multiple central Florida editorial boards - Tampa Tribune, Orlando Sentinel, Florida Times-Union, Palm Beach Post (1/24). In addition, he was interviewed by the editorial boards of The Atlanta Voice, Atlanta Daily World and The People's Crusader (1/24). Deputy Secretary Gohber did Arkansas newspapers and radio (1/24).
- Administrator Browner did the Cincinnati Post editorial board as well as the press availability board for the Cincinnati Inquirer. She also did a press call to The Oregonian editorial board (1/24). Deputy Administrator Hanson did a press call with

ten reporters from the state of Washington (1/24). Administrator Browner continued to amplify the State of the Union in her speech to the US Conference of Mayors (1/25).

- Director Rivlin did the "Michael Jackson Show" on KABC radio in Los Angeles; "Ron Owens" show on KGO radio in San Francisco; WBZ radio in Boston. She also did the editorial board of the Wall Street Journal.
- Ambassador Kantor did the San Francisco Chronicle and Los Angeles Times editorial boards (1/24). He did radio in Kern City and Los Angeles, CA as well as with the USDA radio network.
- Administrator Lader was interviewed by The Wall Street Journal, USA Today, The Buffalo News (1/24). He also did radio South Carolina.
- ONDCP received extensive media coverage of the President's announcement that General Barry McCaffrey would be nominated to be the next Director. Acting Director Garcia did newspaper press in Albuquerque and Santa Fe, NM and spoke to the Albuquerque Hispanic Chamber of Commerce. Associate Director Rose Ochi was in Bakersfield meeting with local elected officials. She also interviewed with the Bakersfield Californian.
- Director King submitted an op-ed article to various newspapers in Iowa, Kentucky, Tennessee, Illinois, Louisiana, New Mexico, Michigan, South Dakota, Pennsylvania, California, Georgia, and New York.
- Administrator Johnson did two nationally syndicated shows and shows in Madison, WI, Albany, GA and Tallahassee, FL. He also directed a conference call with various Wisconsin print press entities including: Milwaukee Journal-Sentinel, Wisconsin State Journal, and LaCrosse Tribune.

## INTERGOVERNMENTAL AFFAIRS

A targeted list of mayors and local elected officials, as well as all Democratic governors, were faxed talking points before the speech. In addition, staff personally contacted more than 80 officials. This target list has also received a copy of the speech.

## PUBLIC LIAISON

### Background on Pre-Speech Activities

During the week prior to the speech, the Office of Public Liaison conducted **four large briefings** for supportive national organizations to preview the themes of the President's speech, and to provide talking points and updated accomplishment documents.



~~However, most importantly~~ <sup>T</sup> these national organizations were asked to conduct their own conference calls on Monday, January 22, with their state leaders reviewing the themes of the speech and orchestrating their own local press activities in advance of the speech. In addition, the national organizations were asked to use the speech as an opportunity to review the Clinton accomplishments of the previous three years and to remind their membership of the challenges ahead with a GOP led Congress.

These four briefings included: 62 African American groups (a separate briefing), 4 Hispanic groups, 8 senior organizations, 8 religious groups, 14 children and education organizations, 4 student organizations, 7 disability groups, 3 ethnic groups, 5 law enforcement, and 40 Washington business friends (a separate briefing) -- **155 supportive organizations in total.**

Monday and Tuesday morning prior to the speech <sup>? P-L: ?</sup> we conducted **thirteen** conference calls <sup>?</sup> with **210 key contacts** in targeted states. During these conference calls, we previewed the themes of the speech and asked them to take three specific actions:

- Call state and local national desk reporters on Tuesday afternoon to say that they share the priorities the President will be outlining in the speech and they would be happy to provide local stories or cite local statistics that fit these themes (we hoped this would trigger followup calls by reporters for quotes after the speech).
- Prepare a press statement in advance of the speech that indicates their support for the President's priorities in the speech and fax statement (assuming it fits the actual speech) to local media outlets by 10:30 pm after the speech.
- Organize a local watch of seven to ten people <sup>?</sup> in homes and invite local media to follow the speech from their watch party. We suggested that it would be especially helpful if the watch party had a constituency or issue theme, i.e. off-duty law enforcement officers watching together because of the speech focus on crime.

### Post-Speech Results and Activities

<sup>there is</sup> **State and Local Watch Parties** - Although ~~we do not have~~ a full record of watch parties which were conducted, the following represent the effort made:

- A Columbus, Ohio party organized by children disability groups was covered live by the NBC and ABC local affiliates, followed by the TODAY Show coverage the next morning. The Akron Beacon Journal, Columbus Dispatch, and local radio station also covered the watch party.
- An Oakland, CA watch party organized by disability groups was covered by KPIX Channel 5 news, KCBS Radio, and the Daily Californian (article attached).
- Watch parties were organized in Fort Lauderdale and Miami with seniors.

- Jewish American leadership in Chattanooga, TN conducted a watch party that was covered by the local ABC and CBS affiliates.
- The Children's Consortium in Fort Lauderdale organized a watch party and was covered by one local TV affiliate and quoted in the Ft. Lauderdale Sentinel. They mailed a supportive release to over 200 Florida media outlets.

**Individual Interviews** - the following are examples of interviews done by key state contacts:

- National leaders in the African American community conducted radio interviews in ten targeted markets. Jewish American leadership in Long Island, New York conducted five radio interviews.
- National Women's Political Caucus President, Sharon Bronson conducted three radio interviews. NOW Legal Defense Fund President, Vivianne Todine conducted five radio interviews. Elaine Baxter of Des Moines, Iowa wrote an op-ed for the Des Moines Register commending the speech.
- Bernard Schwartz, CEO of Loral, and Dwayne Andreas, CEO of Archer Daniels Midland, were both briefed prior to a CNN Moneyline interview the night of the speech.

**Other Activities** - the following are examples of other activities:

- The talking points were faxed to over 1000 African American ministers the Saturday prior to the speech.
- The State of the Union Address was mailed to 550 religious leaders.
- Catholic Network conference called their members in 22 states to insure their membership was complimentary of the President's speech.
- The American Association of University Women is writing a special accomplishments article in their February publication around the speech. The National Association of Women Business Owners is doing a similar column for their February newsletter.
- The Mayo Clinic in Rochester, MN released a supportive press statement quoted in the Minneapolis Tribune.
- Copies of the State of the Union address were mailed to 175 heads of the women's organizations and to the 200 participants of the DOJ Violence Against Women Conference.
- Copies of the State of the Union Speech were provided to over 500 hospital CEOs attending White House briefings this week.



- The American Association of School Administrators issued a press release stating, "Bill Clinton took the gloves off tonight and came out fighting for kids and education."
- Copies of the State of the Union were provided to 100 National Association of Evangelical College Forum members.

## POLITICAL

The DNC is coordinating with the House and Senate Leadership for State of the Union follow up. The plan is twofold:

- Senator Daschle and Rep. Gephardt will take the lead in arranging four issue/budget forums in key markets (Boston, Tampa, Philadelphia and Houston) with House and Senate participation over a four-week period. ~~Included in these visits would be~~ *will include* editorial boards and appearances on talk radio and other television opportunities.

These forums will discuss the Democratic position on the budget and how they fit in with the State of the Union challenges.

- The DNC will organize rallies in Seattle and Detroit. Working with seniors, students, labor and environmental groups, these rallies would contrast the President's priorities and values with those of the Republicans.

THE WHITE HOUSE  
WASHINGTON

JANUARY 19, 1996

MEMORANDUM FOR THE PRESIDENT

FROM:

DON BAER <sup>DAB</sup>  
KITTY HIGGINS <sup>Kitty</sup>  
MIKE McCURRY

SUBJECT:

STATE OF THE UNION COMMUNICATIONS PLAN

Attached is a comprehensive communications plan that details the outreach and amplification activity both before and after the State of the Union speech. The plan is a coordinated effort on the part of the Offices of Communications, Cabinet Affairs, Public Liaison, Intergovernmental Affairs, Legislative Affairs, Political Affairs, the Press Office and the DNC.

The surrogate activity before the State of the Union will lay the groundwork for the themes of your speech. Cabinet and Administration officials will be engaged in a wide-ranging plan to talk about the sense of realistic optimism the American people should have about the progress America is making. They will use both accomplishments and recent positive statistics to illustrate this progress under your Administration. Following your speech, surrogates will elaborate on the specific challenges in the speech.

I. THE PRESIDENT AND VICE PRESIDENT

The President

- Interview with *US News and World Report* (January 18)
- Drop by national columnists roundtable (January 22) - tentative
- Photo opportunity while working on speech (January 23)
- Crime and Community Event, Louisville, KY (January 24)
- Editorial board with Louisville Courier-Journal (January 24)
- Bipartisan meeting with mayors (January 25)



- Alice Rivlin will be on "Evans & Novak" (January 20)
- Leon Panetta will appear on "Meet the Press" (January 21)
- George Stephanopoulos and Elaine Kamarck will hold a background briefing for "New Democrat" columnists. (January 22)
- Leon Panetta and Bruce Reed will hold a background briefing for columnists. (January 22)
- Leon Panetta will brief White House TV, radio and print reporters. (January 23)
- 10 Roundtables (longs) with White House officials will be conducted, reaching more than 100 major newspapers (January 24 - 26)
- More than 50 regional editorial board calls will be conducted by White House and Cabinet officials. (January 24, 25)
- A dozen influential regional columnists will be called by White House officials (eg, Tom Plate, Los Angeles Times). (January 24, 25)
- Laura Tyson will do the Los Angeles Times and The Wall Street Journal editorial boards. (January 23, 24)
- Ann Lewis will do press interviews related to the State of the Union.
- George Stephanopoulos, Alexis Herman, Laura Tyson, Gene Sperling, Bruce Reed, Alice Rivlin, Mike McCurry and Don Baer will conduct radio interviews into approximately 20 targeted states. These interviews will include syndicated shows, African American syndicated shows, state radio networks, public radio networks, regional main stream affiliate stations, and regional African American affiliate stations, reaching close to 1500 stations.

Outreach to syndicated shows will include: Talk of the Nation (NPR), 100 stations; All Thing Considered (NPR), 440 stations; Morning Edition (NPR) 435 stations; Alan Colmes Show, 120 stations; Judy Jarvis Show, 40 stations; Ellen Rattner; Agri-Talk, 126 stations; Smart Money with Dolans; Jim Bohannon, 400 stations; Gil Gross (CBS), 175 stations; Jay Severin, 120 stations; Hugh Rodham, 48 stations; Marketplace Radio (NPR), 280 stations.

- Secretary Peña will do Connecticut press, including Hartford Courant, New Haven Register and The Day editorial boards and various radio in. He will also do specialty press, including Hispanic Link and La Opinion Hispanic Magazine.
- Secretary O'Leary will do the Dallas Morning News, Fort Worth Star Telegram and Houston Chronicle editorial boards. She will do radio in Texas. She will also do specialty press, including Crusader Publications, Chicago Defender and Chicago Citizen Newspaper Group.
- Secretary Riley will do the Tennessean, Knoxville News-Sentinel and Louisville Courier Journal editorial boards. He will do radio in Tennessee, Kentucky and Georgia.
- Secretary Jesse Brown will do the central Florida editorial boards (January 24). He will do radio in Florida and specialty press in Baton Rouge, Houston and Atlanta, including The Atlanta Voice, Atlanta Daily World and The People's Crusader. Deputy Secretary Gober will do Arkansas newspapers and radio.
- Administrator Browner will do the Cincinnati Post. Deputy Administrator Hanson will do the Seattle Post-Intelligencer and The Oregonian editorial boards. She will do radio in Oregon and Washington.
- Ambassador Kantor will do the San Francisco Chronicle, Los Angeles Daily News and San Diego Union-Tribune editorial boards as well as radio in California. He will also do specialty press including Los Angeles Sentinel, Post Newspaper Group and The Reporter Publishing Co.
- Administrator Lader will do The Wall Street Journal, USA Today, The Buffalo News editorial boards. He will do radio in North Carolina and South Carolina.
- Administrator Johnson will do the Milwaukee Journal-Sentinel, Wisconsin State Journal and Green Bay Press Gazette editorial boards. He will do radio in Wisconsin.
- Conference calls with specialty press will be done by several Cabinet officials.

#### Intergovernmental and Political Affairs

- Democratic mayors, governors and leading elected officials in targeted states and Congressional districts will issue press releases prior to the State of the Union. (January 22)



- Press secretaries for Democratic Senators and Representatives will be briefed by Mike McCurry and Don Baer. (January 22)
- Bruce Reed and Gene Sperling will brief House and Senate Administrative Assistants and Legislative Directors. (January 22)
- Leon Panetta, Alice Rivlin and Pat Griffin will brief the Senate Democratic caucus. (January 23)
- Alice Rivlin will brief the House Democratic Caucus. (TBD)
- Leon Panetta and Alice Rivlin will meet with the bipartisan Senate group (Breaux-Chafee). (TBD)

#### Public Liaison

D.C. representatives of national organizations were briefed on January 18 and 19. Approximately 200 people attended the briefings. The following groups attend:

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

In addition, conference calls with **statewide constituency contacts** will occur on January 22 and January 23. These calls are to ensure representatives in **targeted** states have been briefed on the major themes of the address. The following are the conference calls that will occur:

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

- The DNC is coordinating the Democratic senators and representatives who will be conducting issue fora in targeted states on the State of the Union (such as crime and children).
- The DNC is organizing a number of rallies of seniors and student groups in targeted markets in support of your budget priorities.

## V. MATERIALS

### Talking Points

- Talking points on the State of the Union address will be distributed before the speech to Democratic members of Congress, Public Liaison constituency groups, Democratic governors, mayors and elected officials.
- Talking points are being faxed to all Democratic elected officials. (January 18)
- The DNC is faxing talking points to 5,000 individuals, including state chairs, DNC members and selected donors. The DCCC and DSCC are faxing talking points to all of their candidates. (January 18)

### Accomplishment Documents

- State-by-state materials on the Administration's record (see attached sample) will be distributed by all White House outreach offices (Public Liaison, Intergovernmental Affairs, Legislative Affairs, Media Affairs).

### The Speech

- The text of the speech will be posted on the Internet and an on-line Q&A session regarding the speech will be arranged.
- The text of the speech will be sent out by Media Affairs to close to 1000 specialty press outlets.
- Media Affairs will mail the speech to the top 250 editorial boards, plus boards which endorsed Clinton/Gore.
- In advance of the network evening news shows, press excerpts of the address will be distributed to press and Democratic officials.
- The DCCC and the DSCC will send the speech out to all candidates.
- The DNC will distribute the speech to all State Party Chairs.



## Attachments

- 1) List of Targeted States.
- 2) List of Elected Officials Solicited by Intergovernmental Affairs to do press.
- 3) Sample of State-by-State on the Administration's Record.

Re: State of the Union Roll Out

Congressional Targeting

| District | Member    | Elected                                                                                      |
|----------|-----------|----------------------------------------------------------------------------------------------|
| Ca03     | Fazio     | Mayor Serna, Sacramento<br>Mayor Darrah, Stockton                                            |
| Ca17     | Farr      | Mayor Styles, Salinas<br>Mayor Beiers, Santa Cruz                                            |
| Ca36     | Harman    | Supervisor Molina<br>Supervisor Burke<br>Supervisor Yarioslavsky                             |
| Ca42     | Brown     | Mayor Minor, San<br>Bernadino<br>Assemblymember Baca                                         |
| Ct02     | Gejdenson | Mayor Serra, Middletown<br>Mayor Stafaci, New<br>London<br>Speaker Ritter<br>Senator DiBella |
| Fl11     | Gibbons   | Mayor Greco, Tampa                                                                           |
| Il03     | Lipinski  | Mayor Daley, Chicago<br>President Stroger, Cook<br>County                                    |
| Ky03     | Ward      | Mayor Abramson,<br>Louisville<br>David Armstrong,<br>Jefferson County                        |
| Me02     | Baldacci  | Mayor Jenkins, Lewiston<br>Mayor Frankel, Bangor<br>Speaker Gwadowsky<br>Senator Lawrence    |
| Mi09     | Kildee    | Mayor Stanley, Flint<br>Mayor Moore, Pontiac                                                 |
| Mi12     | Levin     | Mayor Notte, Sterling<br>Heights<br>Mayor Bonkowski,<br>Warren                               |



|      |       |                       |
|------|-------|-----------------------|
| Va05 | Payne | Mayor Young, Richmond |
|------|-------|-----------------------|

#### State Targeting

| State      | Electeds                                                              |
|------------|-----------------------------------------------------------------------|
| Alaska     | Governor Knowles                                                      |
| Alabama    | Lt. Gov. Siegelman                                                    |
| Arizona    | St. Rep. Art Hamilton<br>Senator Peter Goudinoff                      |
| Arkansas   | Governor Tucker                                                       |
| California | Lt. Gov. Davis<br>Sen. Bill Lockyer<br>Sen. Henry Mello               |
| Colorado   | Governor Roemer                                                       |
| Delaware   | Governor Carper                                                       |
| Florida    | Governor Chiles<br>Lt. Governor McKay                                 |
| Georgia    | Governor Miller                                                       |
| Hawaii     | Governor Cayetano                                                     |
| Illinois   | Mayor Daley<br>Speaker Madigan<br>Senator Jones                       |
| Indiana    | Governor Bayh                                                         |
| Kentucky   | Governor Patton                                                       |
| Louisiana  | Lt. Gov. Kathleen Balnco                                              |
| Maryland   | Governor Glendening                                                   |
| Michigan   | Attorney General Kelly                                                |
| Minnesota  | Attorney General Humphrey<br>Sec. of State Growe<br>Treasurer McGrath |
| Missouri   | Governor Carnahan                                                     |
| Nebraska   | Governor Nelson<br>Lt. Gov. Robak                                     |
| Nevada     | Governor Miller                                                       |

|                |            |
|----------------|------------|
| Bridgeport     | Ganim      |
| Wilmington     | Sills      |
| Miami          | Clark      |
| Tallahassee    | Maddox     |
| Clearwater     | Garvey     |
| Atlanta        | Campbell   |
| East St. Louis | Bush       |
| Rockford       | Box        |
| Aurora         | Pierce     |
| Gary           | King       |
| East Chicago   | Pasterick  |
| South Bend     | Kernan     |
| Terra Haute    | Chellos    |
| Debuque        | Duggan     |
| Des Moines     | Dorrian    |
| Lexington      | Miller     |
| New Orleans    | Morial     |
| Baltimore      | Schmoke    |
| Boston         | Menino     |
| Detroit        | Archer     |
| St. Paul       | Coleman    |
| St. Louis      | Bosley     |
| Kansas City    | Cleaver    |
| Cherry Hill    | Bass-Levin |
| Patterson      | Pascrell   |
| Newark         | James      |
| East Orange    | Cooper     |
| Albuquerque    | Chavez     |
| Santa Fe       | Jamilio    |



### Additions to list

[illegible]

## STATE OF THE UNION COMMUNICATIONS PLAN

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The surrogate activity before the State of the Union will lay the groundwork for the themes of the President's speech. Cabinet and Administration officials will be engaged in a wide-ranging plan to talk about the sense of realistic optimism the American people should have about the progress America is making.

### I. THE PRESIDENT AND VICE PRESIDENT

#### The President

- Interview with *US News and World Report* (January 18)
- Drop by national columnists roundtable (January 22) - tentative
- Photo opportunity while working on speech (January 23)
- Crime and Community Event, Louisville, KY (January 24)
- Editorial board with Louisville Courier-Journal (January 24)
- Bipartisan meeting with mayors (January 25)
- U.S. Conference of Mayors Address, Washington, D.C. (January 25)
- Interview with CNN White House reporters (January 26) - tentative
- Environmental Event Highlighting Budget Impact (January 26) - tentative
- Speech to National Association of Hispanic Publications. (January 26)
- Radio address (January 27) (Democratic Mayors will be invited)
- Education and Technology Event (January 29) - tentative
- Women's event (January 30) - tentative
- National Prayer Breakfast on Community and Common Ground (February 1)



### The Vice President

- Interview with *Time* and *Newsweek* (January 18)
- Participate in the PBS 1996 National Issues Convention (January 21)
- Pre-State of the Union meeting with network anchors (January 23)
- The Washington Post editorial board (January 23)
- Regional satellite tours into 10 targeted markets (January 24)
- Roundtable with national radio correspondents (post SOTU) - tentative
- Morning shows (January 24)
- Sperling Breakfast (February 8)

## II. PRESS

### The White House

- Don Baer and George Stephanopoulos will call weekend television pundits. (January 20)
- Alice Rivlin will be on "Evans & Novak" (January 20)
- Leon Panetta will appear on "Meet the Press" (January 21)
- George Stephanopoulos and Elaine Kamarck will hold a background briefing for "New Democrat" columnists. (January 22)
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Outreach to syndicated shows will include: Talk of the Nation (NPR), 100 stations; All Thing Considered (NPR), 440 stations; Morning Edition (NPR) 435 stations; Alan Colmes Show, 120 stations; Judy Jarvis Show, 40 stations; Ellen Rattner; Agri-Talk, 126 stations; Smart Money with Dolans; Jim Bohannon, 400 stations; Gil Gross (CBS), 175 stations; Jay Severin, 120 stations; Hugh Rodham, 48 stations; Marketplace Radio (NPR), 280 stations.

### The Cabinet

The Cabinet and sub-Cabinet will do targeted regional print and radio press both before and after the State of the Union. The following is a sampling of the Cabinet's press plans:

- Secretary Rubin will do the New York Times, The Washington Post, and The Chicago Tribune editorial boards. He will also do public radio in NY and Pennsylvania.
- Attorney General Reno will do the Baltimore Sun, Boston Globe and Denver Post editorial boards. She will do radio in Maryland, New Jersey, Colorado and Massachusetts.
- Secretary Babbitt will do radio and television events as he travels through Georgia, South Carolina and North Carolina. In addition, he will do specialty Native American press.



- Secretary Glickman will do the Shreveport Times, Charleston Gazette and Baton Rouge Advocate editorial boards. He will also do radio in Louisiana and West Virginia.
- Secretary Ron Brown will do the Chicago Tribune, Minneapolis Star Tribune and The Arlington Heights Herald editorial boards. He will do radio in Illinois and Minnesota. He also will do specialty press including Jet Magazine.
- Secretary Reich will do radio and TV in Michigan and St. Louis, MO. He will also do specialty radio on "Nighttalk with Bob Law", "Joe Madison" in D.C. and NPR's "Marketplace." Deputy Secretary Glynn will do Iowa press.
- Secretary Shalala will do the Phoenix Gazette, Miami Herald and Orlando Sentinel editorial boards. She will do specialty radio and press in Florida as well as radio in Arizona.
- Secretary Cisneros will do the Cleveland Plain Dealer, Cincinnati Post and Youngstown Vindicator editorial boards (January 24). He will do radio in Ohio. He will also do specialty press including National Newspaper Publishers Association. The Secretary will give the keynote address at the National Association of Hispanic Publications' 10th Annual Convention. (January 25)
- Secretary Peña will do Connecticut press, including Hartford Courant, New Haven Register and The Day editorial boards and various radio in. He will also do specialty press, including Hispanic Link and La Opinion Hispanic Magazine.
- Secretary O'Leary will do the Dallas Morning News, Fort Worth Star Telegram and Houston Chronicle editorial boards. She will do radio in Texas. She will also do specialty press, including Crusader Publications, Chicago Defender and Chicago Citizen Newspaper Group.
- Secretary Riley will do the Tennessean, Knoxville News-Sentinel and Louisville Courier Journal editorial boards. He will do radio in Tennessee, Kentucky and Georgia.
- Secretary Jesse Brown will do the central Florida editorial boards - Tampa Tribune, Orlando Sentinel, Florida Times-Union, Palm Beach Post (January 24). He will do radio in Florida and specialty press in Baton Rouge, Houston and Atlanta, including The Atlanta Voice, Atlanta Daily World and The People's Crusader. Deputy Secretary Gober will do Arkansas newspapers and radio.

- Administrator Browner will do the Cincinnati Post. Deputy Administrator Hanson will do the Seattle Post-Intelligencer and The Oregonian editorial boards. She will do radio in Oregon and Washington.
- Ambassador Kantor will do the San Francisco Chronicle, Los Angeles Daily News and San Diego Union-Tribune editorial boards as well as radio in California. He will also do specialty press including Los Angeles Sentinel, Post Newspaper Group and The Reporter Publishing Co.
- Administrator Lader will do The Wall Street Journal, USA Today, The Buffalo News editorial boards. He will do radio in North Carolina and South Carolina.
- Administrator Johnson will do the Milwaukee Journal-Sentinel, Wisconsin State Journal and Green Bay Press Gazette editorial boards. He will do radio in Wisconsin.
- Conference calls with specialty press will be done by several Cabinet officials.

#### **Intergovernmental and Political Affairs**

- Democratic mayors, governors and leading elected officials in targeted states and Congressional districts will issue press releases prior to the State of the Union. (January 22)
- State of the Union watch-parties are being held in targeted states including Iowa and New Hampshire. Press will be invited. (January 23)
- Media Affairs will set up interviews with mayors following your U.S. Conference of Mayors speech. (January 25)
- The DNC has a radio plan for members of Congress in targeted markets, both before and after the State of the Union.

#### **Outside Validators**

- Independent commentators/validators who will make press appearances around the State of the Union will be faxed talking points and briefed by an Administration representative beforehand. This group includes reporters, members of Congress, political consultants, opinion leaders and organization heads, such as Tim Russert, William Schneider, Al Hunt, Hal Bruno, Robert Greenstein, Thomas Mann and Norm Ornstein.



- A small group of non-traditional commentators, such as nationally recognized academics and police chiefs, will be made available to the press for State of the Union commentary. Examples include: Benjamin Barber, Henry Louis Gates, Bill Galston, and New York Police Commissioner William Bratton.

### III. BRIEFINGS

#### Cabinet Affairs

- Kitty Higgins and Don Baer briefed the Cabinet Chiefs of Staff. (January 16)
- Kitty Higgins, Mike McCurry and Don Baer briefed the Cabinet Public Affairs Officers. (January 17)
- Leon Panetta will brief the Cabinet on the major themes of the State of the Union. (January 22)

#### Legislative Affairs

- Key Democratic members (eg. Chuck Schumer, Joe Biden, Lee Hamilton, Charlie Stenholm, Dale Bumpers, Ben Cardin, Patty Murray, John Breaux, Carl Levin, Henry Waxman) will be identified and asked to highlight certain key initiatives in the speech. They will be briefed by White House officials. (January 22 and 23)
- Press secretaries for Democratic Senators and Representatives will be briefed by Mike McCurry and Don Baer. (January 22)
- Bruce Reed and Gene Sperling will brief House and Senate Administrative Assistants and Legislative Directors. (January 22)
- Leon Panetta, Alice Rivlin and Pat Griffin will brief the Senate Democratic caucus. (January 23)
- Alice Rivlin will brief the House Democratic Caucus. (TBD)
- Leon Panetta and Alice Rivlin will meet with the bipartisan Senate group (Breaux-Chafee). (TBD)

## Public Liaison

**D.C. representatives of national organizations** were briefed on January 18 and 19. Approximately 200 people attended the briefings. The following groups attend:

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

In addition, conference calls with **statewide constituency contacts** will occur on January 22 and January 23. These calls are to ensure representatives in **targeted states** have been briefed on the major themes of the address. The following are the conference calls that will occur:

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

- The Women's Office will hold a briefing for women appointees. (January 23)

## IV. EVENTS

The following Administration officials will be highlighting the major themes of the State of the Union address in numerous events before and after the State of the Union in targeted states.

- Secretary Christopher will speak at Harvard's Kennedy School of Government on January 18.



- Secretary Perry will satellite to BusinessWeek Presidents' Forum in Palm Springs on January 18.
- Chairman Shalikashvili will address the Naval War College in Rhode Island on January 23.
- The Attorney General will participate in your Cops and Community event in Louisville, KY on January 24.
- Secretary Babbitt will participate in an environmental van tour in Charlotte and Durham, NC and Atlanta, Savannah and Macon, GA. (January 24, 25)
- Secretary Ron Brown will do a technology and schools event in Chicago and West Virginia.
- Secretary Reich will do a jobs event in St. Louis.
- Secretary Shalala will speak at Union College in Schenectady, NY on January 24.
- Secretary Cisneros will participate in a public housing and gangs event in Toledo.
- Secretary Riley will do a charter schools event in Minneapolis.
- Administrator Browner will highlight environmental and business cooperation during her speech before the U.S. Conference of Mayors on January 24. She will also do a brownfields event in Cincinnati.
- Tony Lake will address the Chicago Council on Foreign Relations on January 29.
- Dr. Tyson will address the Detroit Women's Economic Club on January 25.
- The DNC is coordinating the Democratic senators and representatives who will be conducting issue fora in targeted states on the State of the Union (such as crime and children).
- The DNC is organizing a number of rallies of seniors and student groups in targeted markets in support of your budget priorities.

## V. MATERIALS

### Talking Points

- Talking points on the State of the Union address will be distributed before the speech to Democratic members of Congress, Public Liaison constituency groups, Democratic governors, mayors and elected officials.
- Talking points are being faxed to all Democratic elected officials. (January 18)
- The DNC is faxing talking points to 5,000 individuals, including state chairs, DNC members and selected donors. The DCCC and DSCC are faxing talking points to all of their candidates. (January 18)

### Accomplishment Documents

- State-by-state materials on the Administration's record (see attached sample) will be distributed by all White House outreach offices (Public Liaison, Intergovernmental Affairs, Legislative Affairs, Media Affairs).

### The Speech

- The text of the speech will be posted on the Internet and an on-line Q&A session regarding the speech will be arranged.
- The text of the speech will be sent out by Media Affairs to close to 1000 specialty press outlets.
- Media Affairs will mail the speech to the top 250 editorial boards, plus boards which endorsed Clinton/Gore.
- In advance of the network evening news shows, press excerpts of the address will be distributed to press and Democratic officials.
- The DCCC and the DSCC will send the speech out to all candidates.
- The DNC will distribute the speech to all State Party Chairs.
- Glossy copies of the speech will be distributed by White House outreach offices (Public Liaison, Intergovernmental Affairs, Legislative Affairs, Cabinet Affairs).
- Clinton/Gore will distribute talking points of the speech to field staff. They will have surrogates ready to respond to local media.



## **Attachments**

- 1) List of Targeted States.
- 2) List of Elected Officials Solicited by Intergovernmental Affairs to do press.
- 3) Sample of State-by-State on the Administration's Record.

January 17, 1996

MEMORANDUM TO DEPARTMENT OF ENERGY

FROM: OFFICE OF MEDIA AFFAIRS

SUBJECT: STATE OF THE UNION ROLL OUT

The news organizations listed below are recommended for your agency to contact following the President's State of the Union speech. Please contact us at 456-7150 if you have any questions. Thank you.

Print:

Dallas Morning News

City Editor: Gilbert Bilan, #214/977-8456

Editorial Page Editor: Rena Pederson, #214/977-8259

Ft. Worth Star Telegram, #817/390-7410

City Editor: Ernie Makovy

Editorial Page Editor: Mike Blackman

Houston Chronicle

City Editor: Steve Jetton, #713/220-7491

Editorial Page Editor: Frank Michel, #713/220-7077

Radio:

Refer to White House radio directory. Contact public radio stations and/or any statewide radio networks as well as the #1 rated stations in Dallas/Ft. Worth, Houston, Austin and San Antonio, TX.



## **Cabinet Accomplishments**

### **DOL**

- Enactment of School-to-Work Program
- Defining the Anxious Class
- Advocate for increasing the Minimum Wage
- Led the fight to prevent the replacement of striking workers

### **DoD**

- Success in Haiti
- Success in Bosnia

### **Treasury**

- Mexican Loan
- Management of Debt Limit
- Advocacy for Earned Income Tax Credit

### **State**

- Mid-East Agreement
- Bosnia diplomatic achievement

### **HHS**

- Child Support Enforcement
- Crack down on Medicare Fraud
- Welfare Waivers
- Expansion of Head Start

### **DOJ**

- 100,000 Cops
- Brady Bill
- Violence Against Women

## **Interior**

- Forest Plan
- Protecting National Parks and Public Lands
- New relationship with Indian Tribes

## **Commerce**

- Export Promotion
- Technology Initiative
- Work on NAFTA and GATT Trade Agreements

## **Education**

- Goals 2000
- Direct Lending
- Decrease in number of students defaulting on loans

## **HUD**

- Empowerment Zones
- Re-inventing HUD
- Tearing down Public Housing

## **Agriculture**

- Increase of Agriculture Exports
- Modernizing the lunch program
- Food Safety Reform
- Crack down on food stamp fraud

## **VA**

- Advocate for Veterans
- Initiative to help Persian Gulf Veterans



## **DOT**

- FAA Reform
- Response to National disasters
- National Highway initiative

## **Energy**

- Radiation Initiative
- Openness Initiative

THE WHITE HOUSE  
WASHINGTON

January 2, 1996

MEMORANDUM FOR KITTY HIGGINS

FROM: STEVE SILVERMAN 

SUBJECT: Cabinet State of the Union Address Roll-Out

In past years, Members of the Cabinet have played a key role in promoting (and to some extent developing) the themes set forth in the State of the Union Address. Last year, in particular, Members of the Cabinet traveled extensively after the State of the Union to educate Americans about the Middle Class Bill of Rights, a key theme of the address. They traveled to universities and high schools (often their alma mater or home town) to highlight the proposed education tax credit and other aspects of the Middle Class Bill of Rights. In addition, for the first time, an effort was made to include Members of the Sub-Cabinet to further amplify the message by utilizing a key resource, our appointees. In fact, over 100 Administration officials traveled to targeted markets to communicate the President's themes in events and media interviews.

In addition to this roll-out after the fact, Members of the Cabinet prepared memos laying out their vision of possible themes (already undertaken this year). Moreover, the Cabinet and Sub-Cabinet undertook an aggressive regional media outreach in the week before the State of the Union to help set the stage for the speech. Key opinion leaders around the country could be added to this lead-up. Finally, Members of the Cabinet attend the State of the Union address, sitting in the first row of the House Chamber.

This formula of utilizing the Cabinet to amplify the President's main message and themes has been developed this year through a series of roll-outs, including Rural Day, Back-to-School Week, Children's Day and others. There are several keys to successful roll-outs:

1) lead-time to plan; 2) good targeting information, 3) good theme development and briefing of Cabinet, Chiefs of Staff, Communication Directors, Press Secretaries, Schedulers and Special Assistants, 4) good talking points and other material, including stump speeches, 5) good events with nexus to the stated themes, 6) good media announcement of entire roll-out, 7) media coordination and 8) early interaction with Cabinet and staff for maximum input and buy-in.

Thus, for this years State of the Union Address, January 23, we should consider pursuing the following plan of action:



### **Plan of Action**

- 1) Clearly establish targets (work with Doug's shop) and provide to Cabinet
- 2) Cabinet staff reviews targets and volunteers for travel
- 3) Cabinet staff reviews targets and volunteers for markets for regional media during lead up (including radio, newspaper, op-eds)
- 4) Establish themes for Cabinet and Sub-Cabinet Amplification
- 5) Brief Cabinet and staff soon on themes
- 6) Paper preparation (including stump, talking points, other material) and distribution
- 7) Develop with Agencies and WH staff good event ideas with nexus to themes
- 8) Develop list of opinion leaders for pre/post SOTU calls (coordinate with OPL)
- 9) Gather and assess Cabinet Schedules for mid-late January
- 10) Work with Media Affairs to coordinate media
- 11) Work with WH Communications and WH Press to develop national media list Cabinet should call (includes columnists and major papers). WH staff handles a good deal of this, but Cabinet can support.

### **Time Frame**

- |                    |                                                                                                                                                                                                                                                       |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Week of January 1  | Develop themes; heads-up to Cabinet (at Cabinet meeting); targets; Cabinet schedules                                                                                                                                                                  |
| Week of January 8  | Brief on themes and strategy (COS breakfast, schedule meetings with Schedulers, Special Assistants, Communications Directors, Outreach staff); tentative travel assignments; regional media assignments; preparation of opinion leader list for calls |
| Week of January 15 | Op-Eds; Opinion Leader calls; Regional Media build-up                                                                                                                                                                                                 |
| Week of January 22 | National and Regional Media; Travel for events and media; Opinion leader calls                                                                                                                                                                        |

Please let me know your thoughts.

Wednesday, January 20, 1995

WHO: Labor Secretary Robert Reich

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Columbus Sate Community College  
550 East Spring Street  
Columbus, OH

WHEN: 4:00 p.m.

CONTACT: Natalie Wymedir  
202/219-8211

WHO: Interior Secretary Bruce Babbitt

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Intercultural Center Auditorium  
Georgetown University  
37th and O Streets, NW  
Washington, DC

WHEN: 3:30 p.m.

CONTACT: Kevin Sweeney  
202/208-6416



WHO: Health And Human Services Secretary Donna Shalala

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: The Maxwell Auditorium  
Syracuse University  
Syracuse, NY

WHEN: 12:30 p.m.

CONTACT: Avis Lavelle  
202/690-7850

WHO: Housing and Urban Development Secretary Henry Cisneros

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: University of Michigan  
Kuenzel Room, University of Michigan Student Union  
Ann Arbor, MI

WHEN: 10:00 a.m.

CONTACT: Jean Nolan  
202/708-0980

WHO: Attorney General Janet Reno

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: University of Maryland Baltimore County  
5401 Wilkins Avenue  
Baltimore, MD

WHEN: 9:30 a.m.

CONTACT: Caroline Adelman  
202/616-2771

WHO: Transportation Secretary Federico Pena

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Eagleton Institute of Politics at Rutgers University  
Carriage House  
86 Clifton Avenue  
New Brunswick, New Jersey 08901

WHEN: 10:15 a.m.

CONTACT: Richard Mintz  
202/366-4531

WHO: Energy Secretary Hazel O'Leary

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Christopher Community College  
Auditorium, 50 Shoe Lane  
Newport News, VA

WHEN: 9:30 a.m.

CONTACT: Barbara Semedo  
202/586-5806

WHO: Energy Secretary Hazel O'Leary

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Norfolk State University  
2401 Corprew Avenue  
Norfolk, VA

WHEN: 11:15 a.m.

CONTACT: Barbara Semedo  
202/586-5806



WHO: Veterans Affairs Secretary Jesse Brown

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Chicago City College  
Harold Washington Campus  
30 East Lake Street  
Chicago, IL

WHEN: 11:00 a.m.

CONTACT: Kathy Jurado  
202/273-4807

WHO: Chairperson of the Council of Economic Advisers  
Dr. Laura Tyson

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Community College TBA  
Philadelphia, PA

CONTACT: Alice Williams  
202/395-5042

WHO: United States Trade Representative Mickey Kantor

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Proctor and Gamble Corporation Mentoring Program For High School Students  
Cincinnati, OH

WHEN: 10:00 a.m.

CONTACT: Anne Luzzatto  
202/395-3230

WHO: Director of the National Drug Control Policy  
Dr. Lee Brown

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an  
Education and Job Training Tax Deduction

WHERE: Fisk University  
Appleton Room, Jubilee Hall  
Nashville, TN

WHEN: 11:00 a.m.

CONTACT: Charlotte Hayes  
202/395-6629

WHO: Deputy Secretary of Education Madeleine Kunin

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an  
Education and Job Training Tax Deduction

WHERE: Community College TBA  
Providence, RI

CONTACT: Carrie Morgan  
202/401-3383

WHO: Assistant Secretary of Education Norma Cantu

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an  
Education and Job Training Tax Deduction

WHERE: Location TBA  
Boston, MA

CONTACT: Carrie Morgan  
202/401-3383

WHO: Assistant Secretary of Education Tom Payzant

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Location TBA  
New Orleans, LA

CONTACT: Carrie Morgan  
202/401-3383

WHO: Assistant Secretary of Education Judy Heumann

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Location TBA  
Hartford, CT

CONTACT: Carrie Morgan  
202/401-3383

WHO: Assistant Secretary of Education Don Wurtz

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: University of San Francisco  
San Francisco, CA

CONTACT: Carrie Morgan  
202/401-3383

WHO: Federal Emergency Management Agency Director James Lee Witt

WHAT: Speech on Administration Accomplishments/Agenda

WHERE: Location TBA  
Des Moines, IA

CONTACT: Morrie Goodman  
202/646-4600



WHO: Deputy Secretary of Labor Tom Glynn

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Location TBA  
Providence, RI

CONTACT: Natalie Wymer  
202/219-8211

WHO: Deputy Veterans Affairs Secretary Hershel Gober

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Location TBA  
Little Rock, AR

CONTACT: Kathy Jurado  
202/273-5710

WHO: Assistant Secretary of Labor Doug Ross

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Locaiton TBA  
Flint, MI

CONTACT: Natalie Wymer  
202/219-8211

WHO: Assistant Secretary of Labor Davitt McAteer

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an Education and Job Training Tax Deduction

WHERE: Location TBA  
Jefferson County, WV

CONTACT: Natalie Wymer  
202/219-8211

Thursday, January 20, 1995

WHO: Environmental Protection Agency Administrator Carol  
Browner

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an  
Education and Job Training Tax Deduction

WHERE: Miami Dade Community College  
Miami, FL

WHEN: 1:00 p.m.

CONTACT: Loretta Ucelli  
202/260-9828

WHO: Small Business Administrator Phil Lader

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an  
Education and Job Training Tax Deduction

WHERE: Boston College  
Boston, MA

CONTACT: Nicole Elkon  
202/205-6905

WHO: General Services Administration Administrator Roger  
Johnson

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an  
Education and Job Training Tax Deduction

WHERE: California State University at Fullerton  
800 North State College Blvd.  
Fullerton, CA 92634

WHEN: 10:00 a.m.

CONTACT: Hap Connor  
202/501-0705

WHO: Environmental Protection Agency Deputy Administrator  
Fred Hansen

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an  
Education and Job Training Tax Deduction

WHERE: Portland Community College  
1200 South West 49th Avenue  
Portland, OR

WHEN: 10:00 a.m.

CONTACT: Melissa Bonney  
202/260-9828

WHO: Federal Highway Administrator Rodney Slater

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an  
Education and Job Training Tax Deduction

WHERE: Little Rock, AR

CONTACT: Steve Akey  
202/366-0660

WHO: Department of Transportation Research and Special Programs Administrator

WHAT: Address on the President's Proposal For A Middle Class Bill of Rights and an  
Education and Job Training Tax Deduction

WHERE: San Jose State University  
San Jose, CA

CONTACT: Richard Mintz  
202/366-4531



*Lee Ann*

December 11, 1995

**MEMORANDUM FOR THE CHIEF OF STAFF**

**FROM: DON BAER**

**SUBJECT: STATE-OF-THE-UNION PROCESS**

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

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

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

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

## DECEMBER

Week of 12/11

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

Week of 12/18

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

Week of 12/25

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

## DECEMBER-JANUARY 1996

Week of 12/31

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

## JANUARY

Week of 1/8

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

Week of 1/15

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

Question: Bosnian visit in run-up to speech?

Week of 1/22

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



# December 1995

## State-of-the-Union Schedule

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

November 95

|    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|
| S  | M  | T  | W  | T  | F  | S  |
|    |    |    | 1  | 2  | 3  | 4  |
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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

January 96

|    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|
| S  | M  | T  | W  | T  | F  | S  |
| 1  | 2  | 3  | 4  | 5  | 6  |    |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
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| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 |    |    |    |

# January 1996

## State-of-the-Union Schedule

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

| December 95 |    |    |    |    |    |    |
|-------------|----|----|----|----|----|----|
| S           | M  | T  | W  | T  | F  | S  |
|             |    |    |    | 1  | 2  | 3  |
| 3           | 4  | 5  | 6  | 7  | 8  | 9  |
| 10          | 11 | 12 | 13 | 14 | 15 | 16 |
| 17          | 18 | 19 | 20 | 21 | 22 | 23 |
| 24          | 25 | 26 | 27 | 28 | 29 | 30 |
| 31          |    |    |    |    |    |    |

| February 96 |    |    |    |    |    |    |
|-------------|----|----|----|----|----|----|
| S           | M  | T  | W  | T  | F  | S  |
|             |    |    |    | 1  | 2  | 3  |
| 4           | 5  | 6  | 7  | 8  | 9  | 10 |
| 11          | 12 | 13 | 14 | 15 | 16 | 17 |
| 18          | 19 | 20 | 21 | 22 | 23 | 24 |
| 25          | 26 | 27 | 28 | 29 |    |    |

# **STATE OF THE UNION SURROGATE WORKING GROUP**

January 22, 1996  
Roosevelt Room  
11:00 AM

## **AGENDA**

### **I. Reports from Legislative Affairs**

Intergovernmental Affairs

Public Liaison

Press Office

Cabinet Affairs

Political Affairs

Communications

### **II. Updated Talking Points**

Speech Excerpts



Re: State of the Union Roll Out

Congressional Targeting

| District | Member    | Elected                                                                                         | Action         | IGA Contact |
|----------|-----------|-------------------------------------------------------------------------------------------------|----------------|-------------|
| Ca03     | Fazio     | Mayor Serna,<br>Sacramento<br>Mayor Darrah,<br>Stockton                                         |                | Emerson     |
| Ca17     | Farr      | Mayor Styles,<br>Salinas<br>Mayor Beiers,<br>Santa Cruz                                         |                | Emerson     |
| Ca36     | Harman    | Supervisor Molina<br>Supervisor Burke<br>Supervisor<br>Yarioslavsky                             |                | Emerson     |
| Ca42     | Brown     | Mayor Minor,<br>San Bernadino<br>Assemblymember<br>Baca                                         |                | Emerson     |
| Ct02     | Gejdenson | Mayor Serra,<br>Middletown<br>Mayor Stafaci,<br>New London<br>Speaker Ritter<br>Senator DiBella | Yes<br><br>Yes | Hart        |
| Fl11     | Gibbons   | Mayor Greco,<br>Tampa                                                                           |                | Hart        |
| Il03     | Lipinski  | Mayor Daley,<br>Chicago<br>President Stroger,<br>Cook County                                    | Yes<br><br>Yes | O'Keefe     |
| Ky03     | Ward      | Mayor Abramson,<br>Louisville<br>David Armstrong,<br>Jefferson County                           |                | Hale        |

|      |          |                                                                                                                   |            |                  |
|------|----------|-------------------------------------------------------------------------------------------------------------------|------------|------------------|
| Me02 | Baldacci | Mayor Jenkins,<br>Lewiston<br>Mayor Frankel,<br>Bangor<br>Speaker Gwadowsky<br>Senator Lawrence                   |            | Hart             |
| Mi09 | Kildee   | Mayor Stanley,<br>Flint<br>Mayor Moore,<br>Pontiac                                                                | Yes<br>Yes | O'Keefe          |
| Mi12 | Levin    | Mayor Notte,<br>Sterling Heights<br>Mayor Bonkowski,<br>Warren                                                    | Yes<br>Yes | O'Keefe          |
| Mi13 | Rivers   | City Council<br>Member Hanna-<br>Davies,<br>Ann Arbor<br>Mayor Breen,<br>Garden City<br>Mayor Thomas,<br>Westland |            | O'Keefe          |
| Mn02 | Minge    | Mayor Sales-Benton,<br>Minneapolis                                                                                | Yes        | O'Keefe          |
| Mn   | Luther   |                                                                                                                   |            | O'Keefe          |
| NY26 | Hinchley | Tim Grippen,<br>Broome County<br>Executive                                                                        | Yes        | Hart             |
| NC07 | Rose     |                                                                                                                   |            | Hart             |
| NC08 | Hefner   |                                                                                                                   |            | Hart             |
| Oh13 | Brown    | Mayor Olejko,<br>Lorraine<br>Mayor Keyes,<br>Elyria<br>St. Rep. Sweeney<br>St. Rep. Campbell<br>Sen. Boggs        | Yes<br>Yes | O'Keefe<br>/Hart |

|      |         |                                                                                                        |                |         |
|------|---------|--------------------------------------------------------------------------------------------------------|----------------|---------|
| Oh14 | Sawyer  | Mayor Plusquellic,<br>Akron<br>Tim Davis,<br>Summit County<br>Executive                                | Yes<br><br>Yes | O'Keefe |
| Or01 | Furse   | Mayor Katz,<br>Portland                                                                                | Yes            | O'Keefe |
| Pa15 | McHale  |                                                                                                        |                | Hart    |
| SC05 | Spratt  | Mayor Rhea,<br>Rockhill                                                                                |                | Hale    |
| Tn06 | Gordon  | Mayor Reed,<br>Murfreesboro                                                                            |                | Hart    |
| Tx24 | Frost   | Dionne Bagsby,<br>Tarrant County<br>Bob Hampton,<br>Tarrant County<br>J. D. Johnson,<br>Tarrant County |                | Hart    |
| Tx25 | Bentsen | Mayor Lanier,<br>Houston<br>L. Franco Lee,<br>Harris County<br>Jim Fonteno,<br>Harris County           |                | Hale    |
| Va05 | Payne   | Mayor Young,<br>Richmond                                                                               | Yes            | O'Keefe |

#### State Targeting

| State    | Electeds                                         | Action | IGA<br>Contact |
|----------|--------------------------------------------------|--------|----------------|
| Alaska   | Governor Knowles                                 |        | Emerson        |
| Alabama  | Lt. Gov. Siegelman                               |        | Emerson        |
| Arizona  | St. Rep. Art Hamilton<br>Senator Peter Goudinoff |        | Hart           |
| Arkansas | Governor Tucker                                  |        | Emerson        |



|                |                                                                       |            |                     |
|----------------|-----------------------------------------------------------------------|------------|---------------------|
| California     | Lt. Gov. Davis<br>Sen. Bill Lockyer<br>Sen. Henry Mello               |            | Emerson             |
| Colorado       | Governor Roemer                                                       | Yes        | Bromberg            |
| Delaware       | Governor Carper                                                       | Yes        | Bromberg            |
| Florida        | Governor Chiles<br>Lt. Governor McKay                                 | Yes        | Bromberg            |
| Georgia        | Governor Miller                                                       |            | Emerson             |
| Hawaii         | Governor Cayetano                                                     | Yes        | Bromberg            |
| Illinois       | Mayor Daley<br>Speaker Madigan<br>Senator Jones                       | Yes        | O'Keefe             |
|                |                                                                       | Yes        |                     |
| Indiana        | Governor Bayh                                                         | Yes        | Bromberg            |
| Kentucky       | Governor Patton                                                       |            | Emerson             |
| Louisiana      | Lt. Gov. Kathleen Balnco                                              | Yes        | Bromberg            |
| Maryland       | Governor Glendening                                                   | Yes        | Bromberg            |
| Michigan       | Attorney General Kelly                                                |            | Hart                |
| Minnesota      | Attorney General Humphrey<br>Sec. of State Growe<br>Treasurer McGrath |            | Hart                |
| Missouri       | Governor Carnahan                                                     |            | Emerson             |
| Nebraska       | Governor Nelson<br>Lt. Gov. Robak                                     | Yes        | Emerson<br>Bromberg |
| Nevada         | Governor Miller                                                       | Yes        | Bromberg            |
| New Mexico     | Sec. of State Gonzales<br>Attorney General Udall<br>Treasurer Montoya |            | Hart                |
| North Carolina | Governor Hunt                                                         |            | Emerson             |
| Ohio           | St. Rep Sweeney<br>Senator Boggs                                      | Yes<br>Yes | O'Keefe             |
| Oregon         | Governor Kitzhaber                                                    |            | Emerson             |
| Pennsylvania   | Treasurer Knoll                                                       |            | Hart                |
| Rhode Island   | Lt. Gov. Weygand                                                      | Yes        | Bromberg            |

|               |                                                                                             |     |                                 |
|---------------|---------------------------------------------------------------------------------------------|-----|---------------------------------|
| Tennessee     | Lt. Gov. John Wilder<br>Sec. of State Darnell<br>Attorney General Burson<br>Treasurer Adams |     | Emerson<br>Hart<br>Hart<br>Hart |
| Texas         | Lt. Gov. Bullock                                                                            |     | Emerson                         |
| Vermont       | Governor Dean                                                                               |     | Emerson                         |
| Virginia      | Lt. Gov. Beyer                                                                              | Yes | Bromberg                        |
| Washington    | Governor Lowry                                                                              | Yes | Bromberg                        |
| West Virginia | Gov. Caperton                                                                               | Yes | Bromberg                        |
| Wisconsin     | Sec. of State LaFollette<br>Attorney General Doyle                                          | Yes | O'Keefe                         |

#### Additional Mayors

| City          | Mayor    | Action         | IGA Contact |
|---------------|----------|----------------|-------------|
| Tuscon        | Miller   | out of country | Gallegos    |
| Flagstaff     | Bavasi   | out of country | Gallegos    |
| Little Rock   | Dailey   | Yes            | O'Keefe     |
| San Francisco | Brown    |                | Emerson     |
| Oakland       | Harris   |                | Emerson     |
| San Jose      | Hammer   |                | Emerson     |
| Santa Anna    | Pulido   |                | Emerson     |
| Long Beach    | O'Neill  |                | Emerson     |
| Denver        | Webb     |                | Hale        |
| Bridgeport    | Ganim    | Yes            | O'Keefe     |
| Wilmington    | Sills    |                | Hart        |
| Miami         | Clark    | Yes            | O'Keefe     |
| Tallahassee   | Maddox   |                | Bromberg    |
| Clearwater    | Garvey   | Yes            | O'Keefe     |
| Atlanta       | Campbell |                | Hale        |

|                |            |     |          |
|----------------|------------|-----|----------|
| East St. Louis | Bush       | Yes | O'Keefe  |
| Rockford       | Box        | Yes | O'Keefe  |
| Aurora         | Pierce     | Yes | O'Keefe  |
| Gary           | King       | Yes | O'Keefe  |
| East Chicago   | Pasterick  | Yes | O'Keefe  |
| South Bend     | Kernan     | Yes | O'Keefe  |
| Terra Haute    | Chellos    |     | O'Keefe  |
| Debuque        | Duggan     |     | Hart     |
| Des Moines     | Dorrian    |     | Hart     |
| Lexington      | Miller     | Yes | Gallegos |
| New Orleans    | Morial     |     | Hale     |
| Baltimore      | Schmoke    |     | Hale     |
| Boston         | Menino     | Yes | O'Keefe  |
| Detroit        | Archer     |     | Hale     |
| St. Paul       | Coleman    | Yes | O'Keefe  |
| St. Louis      | Bosley     |     | Hale     |
| Kansas City    | Cleaver    |     | Hale     |
| Cherry Hill    | Bass-Levin | Yes | O'Keefe  |
| Patterson      | Pascrell   | Yes | O'Keefe  |
| Newark         | James      | cb  | O'Keefe  |
| East Orange    | Cooper     | Yes | O'Keefe  |
| Albuquerque    | Chavez     | Yes | O'Keefe  |
| Santa Fe       | Jamilio    | Yes | Gallegos |
| Albany         | Jennings   |     | Hart     |
| Rochester      | Johnson    |     | Hart     |
| Buffalo        | Massiello  |     | Hart     |
| Cinncinatti    | Qualls     |     | Hart     |
| Cleveland      | White      |     | Hart     |
| Mansfield      | Reid       |     | Hart     |



|                |           |     |          |
|----------------|-----------|-----|----------|
| Lima           | Berger    |     | Hart     |
| Toledo         | Finkbiner |     | Hart     |
| Youngstown     | Ungaro    |     | Hart     |
| Tulsa          | Savage    | Yes | O'Keefe  |
| Utah           | Corradini |     | Emerson  |
| Eugene         | Bascom    | Yes | Gallegos |
| Philadelphia   | Rendell   |     | Hale     |
| Pittsburgh     | Murphy    |     | Hale     |
| Harrisburg     | Reid      | cb  | O'Keefe  |
| Eire           | Savachio  | cb  | O'Keefe  |
| Charleston     | Riley     |     | Hale     |
| Columbia       | Coble     |     | Hale     |
| Nashville      | Bredeson  |     | Hale     |
| Memphis        | Herenton  | cb  | O'Keefe  |
| Dallas         | Kirk      | Yes | Gallegos |
| Houston        | Lanier    | cb  | Gallegos |
| Austin         | Todd      | Yes | Gallegos |
| Salt Lake City | Corradini |     | Emerson  |
| Spokane        | Geraughty |     | Hart     |
| Seattle        | Rice      |     | Hale     |
| Madison        | Soglin    | Yes | O'Keefe  |
| Milwaukee      | Norquist  | Yes | O'Keefe  |

Additions to list

| City/County   | Mayor      | Action | IGA Contact |
|---------------|------------|--------|-------------|
| New Haven     | DeStefano  | Yes    | O'Keefe     |
| Hartford      | Peters     | Yes    | O'Keefe     |
| East Hartford | DeCrezenzo | Yes    | O'Keefe     |
| DeKalb        | Sparrow    | Yes    | O'Keefe     |

[illegible]

**FAX TRANSMITTAL SHEET**



**RECEIVER TELECOPIER NUMBER:** \_\_\_\_\_

**TO:** STEVE SILVERMAN

**FROM:** BIBBH

**DATE:** 1/26 **TIME:** \_\_\_\_\_

**PAGE NUMBER ONE OF** \_\_\_\_\_ **PAGES**

**TRANSMITTER TELECOPIER:** (202) 219-7971

**ADDITIONAL COMMENTS:**

1. DOL SOU AMPLIFICATION
2. 1/19 VERSION OF <sup>CR</sup>IMPACT STATEMENT FROM OMB. THERE ARE 2 MISTAKES, PLEASE NOTE & CHANGE.  
THANKS!

**IF YOU HAVE QUESTIONS REGARDING THIS FAX CALL:** \_\_\_\_\_



STATE OF THE UNION PRESS  
(Media Affairs' List)

**IOWA PRINT PRESS**

| <i>NEWSPAPER</i>         | <i>INTERVIEWEE/STATUS</i> | <i>DATE</i>        |
|--------------------------|---------------------------|--------------------|
| Des Moines Register      | Secretary Reich           | Thursday, Jan. 31  |
| Cedar Rapids Gazette     | Deputy Secretary Glynn    | Wednesday, Jan. 24 |
| Quad City Times          | declined                  |                    |
| Sioux City Journal       | declined                  |                    |
| Waterloo Courier         | declined                  |                    |
| Dubuque Telegraph-Herald | Deputy Secretary Glynn    | Wednesday, Jan. 24 |

**MICHIGAN PRINT PRESS**

| <i>NEWSPAPER</i>        | <i>INTERVIEWEE/STATUS</i> | <i>DATE</i>        |
|-------------------------|---------------------------|--------------------|
| Detroit News            | on strike                 |                    |
| Detroit Free Press      | on strike                 |                    |
| Flint Journal           | Bernard Anderson - ESA    | Wednesday, Jan. 24 |
| Grand Rapids Press      | declined                  |                    |
| Lansing State Journal   | Bernard Anderson - ESA    | Monday, Jan. 29    |
| Saginaw News            | declined                  |                    |
| Jackson Citizen Patriot | declined                  |                    |
| Bay City Times          | declined                  |                    |

**SPECIALTY PRESS**

| <i>NEWSPAPER</i>          | <i>INTERVIEWEE/STATUS</i> | <i>DATE</i>      |
|---------------------------|---------------------------|------------------|
| The Louisville Defender   | declined                  |                  |
| Minority Business Journal | Bernard Anderson          | still scheduling |

Page 2

State of the Union Press

Media Affairs' List

**RADIO**

| <i>STATION</i>        | <i>INTERVIEWEE/STATUS</i> | <i>DATE</i>                      |
|-----------------------|---------------------------|----------------------------------|
| Night Talk w/ Bob Law | Secretary Reich           | scheduling -<br>Tuesday, Jan. 30 |
| Joe Madison           | declined                  |                                  |
| Marketplace           | Secretary Reich           | Monday, Jan. 22                  |

STATE OF THE UNION PRESS  
(DOL AMPLIFICATION)

**TV**

| <i>STATION</i>         | <i>INTERVIEWEE/STATUS</i> | <i>DATE</i>                                |
|------------------------|---------------------------|--------------------------------------------|
| CNN                    | Secretary Reich           | Wednesday, Jan. 24                         |
| CNBC                   | Secretary Reich           | scheduling problem -<br>Wednesday, Jan. 24 |
| KSDK (NBC - St. Louis) | Secretary Reich           | Wednesday, Jan. 24                         |

**RADIO**

| <i>STATION</i>                | <i>INTERVIEW/STATUS</i> | <i>DATE</i>        |
|-------------------------------|-------------------------|--------------------|
| WITL, Lansing, MI.            | Secretary Reich         | Wednesday, Jan. 24 |
| WHZZ, Lansing, MI.            | Secretary Reich         | Wednesday, Jan. 24 |
| KMOX, St. Louis, MO.          | Secretary Reich         | Wednesday, Jan. 24 |
| KFDF, Flint, MI.              | Secretary Reich         | Wednesday, Jan. 24 |
| WDET, Detroit, MI.            | Secretary Reich         | Wednesday, Jan. 24 |
| KSD, St. Louis, MO.           | Secretary Reich         | Wednesday, Jan. 24 |
| KMOX, St. Louis, MO.          | Secretary Reich         | Wednesday, Jan. 24 |
| Radio Iowa, Des Moines,<br>IA | reporter cancelled      |                    |
| WSGW -AM, Saginaw, MI.        | Timothy Barnicle - ETA  | Thursday, Jan. 25  |

**PRINT**

| <i>NEWSPAPER</i>  | <i>INTERVIEWEE/STATUS</i> | <i>DATE</i>       |
|-------------------|---------------------------|-------------------|
| Boothe Papers, MI | Timothy Barnicle - ETA    | Thursday, Jan. 25 |
| BNA               | Timothy Barnicle - ETA    | Thursday, Jan. 25 |



**THE WHITE HOUSE**  
**Office of Media Affairs**

January 26, 1996

MEMORANDUM FOR LEEANN INADOMI

FROM : PEGGY LEWIS

RE : STATE OF THE UNION SPECIALTY PRESS OUTREACH

The amplification of the President's State of the Union address to Specialty Press is well underway. We did three tongs Wednesday with Laura Tyson and Rahm Emanuel covering the following papers:

- \*Minneapolis-St.Paul Star Tribune
- \*St.Petersburg Times
- \*St.Louis Post Dispatch
- \*Ft.Worth Star Telegram
- \*Dallas Morning News
- \*Houston Chronicle
- \*Scripps howard Newspapers
- \*Hearst Newspapers
- \*Newhouse News Service
- \*Copley News Service
- \*Arkansas Democrat Gazette
- \*McLatchey News Service

Harold Ickes did a Tong Friday, January 26, with Britt Hume of ABC, Brian Williams of NBC, Susan Page of USA Today, Mara Liason of National Public Radio, Mike Frisby of the Wall Street Journal and a reporter from the L.A. Times.

We have mailed with quote-specific cover letters for each group, the State of the Union Address ~~to~~ and Accomplishments documents to **2753 SPECIALTY PRESS OUTLETS (African-American, Hispanic print, radio and television, Labor, Environmental, Gay & Lesbian, Native American, Asisan Pacific, Seniors, Veterans, Education, Business and Women)**

I also included **8 African American** columnists from around the country in our Regional State of the Union calls from Administration officials.

There are **131 Specialty Press interviews** being made by Cabinet Secretaries, sub-cabinet members, surrogates and appointees.

**PRESIDENT WILLIAM J. CLINTON  
STATE-OF-THE-UNION ADDRESS  
U.S. CAPITOL  
JANUARY 23, 1996**

Mr. Speaker, Mr. Vice President, Members of the 104th Congress, distinguished guests, my fellow Americans all across our land.

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

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

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

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

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

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



much family breakdown.]

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

[Chelsea]

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



America.

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

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

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

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

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

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

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

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

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



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

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

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

her

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

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

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

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

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

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

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



## Hearst Newspapers

Washington Bureau  
1701 Pennsylvania Avenue NW  
Washington DC 20006  
202 298 6920

An Operating Group of The Hearst Corporation

February 6, 1996

Mike McCurry  
Press Secretary to the President  
The White House  
Washington, D.C.

Dear Mike,

I'm writing to make arrangements with you on a confidential basis to obtain White House reaction to a package of stories on President Clinton's Cabinet.

The package has been prepared by Hearst Newspapers for movement on the New York Times News Service, advance for release this Sunday, February 11.

The centerpiece of the package is a report card on the performance of the President's Cabinet based on a comprehensive questionnaire completed by Cabinet specialists across the country.

Academic specialists graded Cabinet officers on a variety of criteria, including their effectiveness implementing existing public policy, their success implementing the President's agenda, their skills as spokesmen for Clinton administration policies and their effectiveness with the Republican Congress.

The specialists' rankings for Cabinet officers were:

1) Labor Secretary Bob Reich; 2) Defense Secretary William Perry; 3) Treasury Secretary Robert Rubin; 4) Secretary of State Warren Christopher; 5) HHS Secretary Donna Shalala; 6) Attorney General Janet Reno; 7) Interior Secretary Bruce Babbitt; 8) Commerce Secretary Ron Brown; 9) Education Secretary Richard Riley; 10) Housing Secretary Henry Cisneros; 11) Agriculture Secretary Dan Glickman; 12) Veterans Affairs Secretary Jesse Brown; 13) Transportation Secretary Federico Pena; 14) Energy Secretary Hazel O'Leary.

I'd like to solicit White House reaction to the results of the survey which rated Reich the most effective Cabinet officer and O'Leary the least effective.



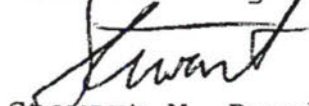
Page 2....

I'd also like to seek reaction to the Cabinet experts' comments on the attorney general. The specialists told us they rated Reno below the traditional Top Four Cabinet departments because they questioned her ability to carry out the President's agenda and her ability to seize the initiative.

Beyond reaction to the survey, I'd also like to ask you for generalized comment about the President's satisfaction with the performance of his Cabinet as he heads into his re-election campaign.

I'll give you a call later today to make arrangements to get together. Thanks for your help.

With warm regards,

A handwritten signature in dark ink, appearing to read "Stewart", written over the typed name.

Stewart M. Powell  
White House Correspondent

## POSSIBLE CABINET EVENTS

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

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

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

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

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

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

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

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

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

THE WHITE HOUSE  
WASHINGTON

December 19, 1995

MEMORANDUM FOR CABINET SECRETARIES

FROM: KITTY HIGGINS   
DON BAER

SUBJECT: STATE-OF-THE-UNION THEMES AND MESSAGE

As you know, the President will deliver the State-of-the-Union Address in the third week of January.

We are preparing for the President a compendium of memoranda from thinkers and supporters inside and outside the government. We would like to ask you to prepare for the President a brief (1-2 pages) memorandum outlining which themes and messages you would recommend he use in this speech. There will be additional opportunities at a later point to discuss specific policies and proposals to be included in the address.

Please fax us your recommendations, if you choose to do so, by COB Thursday. If you have any questions, please don't hesitate to call us or Michael Waldman at 456-2272.



List of Attendees -- State of the Union Surrogate Working Group Meeting:

Wednesday, 16 January 1996, 5:00pm Roosevelt Room

Attending:

|                           |       |
|---------------------------|-------|
| Alexis Herman             | 66455 |
| Marcia Hale               | 67060 |
| ✓ Barry Toiv              | 66796 |
| Gene Sperling             | 62620 |
| Maggie Williams           | 66266 |
| ✓ Kimberly Tilley         | 54245 |
| ✓ Bill Curry              | 66597 |
| Rahm Emanuel              | 62531 |
| ✓ Jill Schuker            | 69391 |
| ✓ Chris Dorval <i>WBC</i> | 65358 |
| ✓ Don Baer                | 62640 |
| ✓ Julia Moffett           | 65690 |
| ✓ Russ Horwitz            | 65715 |
| Jonathan Prince           | 62777 |

*Kevin O'Keefe*

*[Signature]*

*[Signature]*

Waiting for Response:

|               |       |
|---------------|-------|
| ✓ Flo McAfee  | 62930 |
| Karen Hancox  | 61125 |
| Lorrie McHugh | 67150 |

Not Attending:

Marilyn Yager

# Withdrawal/Redaction Marker

## Clinton Library

| DOCUMENT NO.<br>AND TYPE | SUBJECT/TITLE                                                                                                                                  | DATE       | RESTRICTION |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------|
| 001. memo                | LeeAnn Inadomi to WAVES, re: attendees of January 17, 1996 State of the Union meeting [Personally Identifiable Information] [partial] (1 page) | 01/16/1996 | P6/b(6)     |

### COLLECTION:

Clinton Presidential Records  
Cabinet Affairs  
Inadomi, LeeAnn  
OA/Box Number: 7257

### FOLDER TITLE:

State of the Union [1996] [1]

2020-0810-F  
md72

### RESTRICTION CODES

#### Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

#### Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

1249959

January 16, 1996

MEMORANDUM TO      WAVES  
FROM                      LEEANN INADOMI *Q*

The following people need to be waved in for a 5:30pm meeting in the Roosevelt Room of the West Wing tomorrow, January 17, 1996.

Calvin A Mitchell III  
Lisa Guide  
Tom Amontree  
Carol Hamilton  
Susan King  
Melissa Skolfield  
Regina Nolan  
Steven Akey  
Kathryn Kahler  
Carmen MacDougall  
Melissa Bonney  
Robert S. Weiner  
Maurice Goodman  
Janice Lachance  
Kimberly Marteau  
Phillip Gambino  
Henry L Connors

(b)(6)

[001]

If you have any questions please call Gabriel London at 6-2572



# Withdrawal/Redaction Marker

## Clinton Library

| DOCUMENT NO.<br>AND TYPE | SUBJECT/TITLE                                                                                                                                  | DATE       | RESTRICTION |
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P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]  
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

b(1) National security classified information [(b)(1) of the FOIA]  
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]  
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b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]  
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

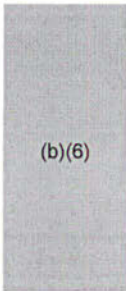
January 17, 1996

MEMORANDUM TO WAVES  
FROM LEEANN INADOMI



The following people need to be waved in for a 5:30pm meeting in the Roosevelt Room of the West Wing tomorrow, January 17, 1996.

Myron Marlyn  
Carmen MacDougall  
Kathy Jurado  
William Blacklow  
Laura Marcus  
Jon Cowan  
Loretta Ucelli  
Jeanne Saddler



(b)(6)

[002]

People that were to be cleared in from 1/16 WAVES memo for the same meeting:

Calvin A Mitchell III  
Lisa Guide  
Tom Amontree  
Carol Hamilton  
Susan King  
Melissa Skolfield  
Regina Nolan  
Steven Akey  
Kathryn Kahler  
Carmen MacDougall  
Melissa Bonney  
Robert S. Weiner  
Maurice Goodman  
Janice Lachance  
Kimberly Marteau  
Phillip Gambino  
Henry L Connors



(b)(6)

If you have any questions please call Gabriel London at 6-2572

UNCLASSIFIED  
FAX TRANSMITTAL SHEET

NATIONAL SECURITY COUNCIL  
OLD EXECUTIVE OFFICE BUILDING  
ROOM 491  
WASHINGTON, D.C. 20504

FROM:

✓ Jill A. Schuker,  
Senior Director, Communications/Public Affairs

    Steven J. Naplan,  
Associate Director, Communications

PHONE: 202-456-9391

FAX: 202-456-9390

TO: FAX: PHONE:

Verity Higgins

NUMBER OF PAGES INCLUDING COVER SHEET

7

NOTES:

UNCLASSIFIED



**Memorandum**

**From:** Jill A. Schuker  
**To:** Kitty Higgins  
**Date:** January 17, 1996  
**Subject:** Administration Speakers

cc. Inadomi, Moffett

In the days preceding and following the President's January 23rd State of the Union Address, Administration Principals and representatives are slated for the following speaking appearances:

**Vice President Gore:**

Washington Post Editorial Board  
Washington, DC  
January 23

Sperling Breakfast  
Washington, D.C.  
February 8

**APNSA Lake:**

Chicago Council on Foreign Relations  
Chicago, Illinois  
January 29 (tent.)

**Secretary Christopher:**

Harvard University's Kennedy School of Government  
Cambridge, Massachusetts  
January 18

**Ambassador Albright:**

Visit to Egypt (speech possible)  
Cairo, Egypt  
January 22

Address to City Club of Cleveland  
Cleveland, Ohio  
February (possible)

**Deputy Secretary Talbott:**

Address to Carter Center  
Atlanta, Georgia

January 24

Address to Carnegie Endowment for International Peace  
Washington, D.C.  
February 14

Under Secretary Wirth:

Address to Thorne Ecological Institute  
Denver, Colorado  
February 15

Under Secretary Tarnoff:

Address to Baltimore World Affairs Council  
Baltimore, Maryland  
January 22

Address to "Great Decisions" Speaker Series  
Milwaukee, Wisconsin  
February 6

Assistant Secretary Donilon:

Council on Foreign Relations, Donilon-Ellsworth Debate  
New York City  
January 25

Director Pol/Plan Steinberg:

Address to New York Foreign Policy Association  
New York City  
January 24

Secretary Perry:

Address via Satellite to BusinessWeek Presidents' Forum  
Perry at Pentagon, Executives in Palm Springs, California  
January 18

Address to White House Fellows  
The Pentagon  
January 18

Lunch with Defense Writers Group  
Washington, D.C.  
January 24

Address to Stanford University's Hoover Institute

Stanford, California  
January 31

Address to Werkunde Conference  
Germany  
February 2

CJCS Shalikashvili:

Address to Naval War College  
Newport, Rhode Island  
January 23

Remarks to Naval War College Distinguished Graduates  
Newport, Rhode Island  
January 26

National Defense University Distinguished Lecturer Address  
Fort McNair, Washington, D.C.  
February 15

Deputy Secretary White:

Visit to SOUTHCOM (media avail)  
Panama  
January 25-27

DCI Deutch:

Address to U.S. Air Force Academy  
Colorado Springs, Colorado  
February 13

Address to Students of Duke University  
??, North Carolina  
February 14

Address to National Youth Leadership Forum  
Washington, D.C.  
February 16



E X E C U T I V E   O F F I C E   O F   T H E   P R E S I D E N T

17-Jan-1996 03:26pm

TO:            LeeAnn Inadomi

FROM:          Chris Dorval  
              National Economic Council

CC:            Chris Dorval  
CC:            Julia E. Chamovitz

SUBJECT:      Tyson activities, state of the union

LeeAnn:

Laura has a full public and press schedule this Thursday and Friday, Jan. 18 and 19, in San Francisco and LA, including a speech to the Commonwealth Club of SF, SF Chronicle Ed Bd, radio and tv intervioews and a press availability in SF. In LA on Friday, she gives a speech at UCLA, does Michael Jackson radio, LA Times ed board (tentative) and several other media hits.

All of her activities are geared to pre-SOU, hitting the economic message in particular.

On Jan. 25, two days after the SOU, she has a speech in Detroit before the Detroit Women's Economic Club, an audience of about 400-500; she will be doing plenty of pre-trip press as well as on site, day of media.

SHE IS WILLING TO GO TO CHICAGO OR IOWA ON THE DAY AFTER THE SOU -- THE DAY BEFORE DETROIT -- IF EVERYONE HERE WANTS HER TO... I know the decision is to lowe key travel, but this is already booked and she can add more stops if you want.

Please make sure to note in your planning documents and reports that she is doing plenty of press; she also has left open next Mond. and Tue, for pre-SOU press.

Thanks.

(I have a conflict at 9:15 Thursday -- can I send my assistant, Julia Chamovitz, to attend, take notes and pickup the talking points?)

# Withdrawal/Redaction Marker

## Clinton Library

| DOCUMENT NO.<br>AND TYPE | SUBJECT/TITLE                                                                                                                                   | DATE       | RESTRICTION |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------|
| 003. list                | Attendees, State of the Union Public Affairs Directors meeting,<br>January 17, 1996 [Personally Identifiable Information] [partial] (1<br>page) | 01/17/1996 | P6/b(6)     |

### COLLECTION:

Clinton Presidential Records  
Cabinet Affairs  
Inadomi, LeeAnn  
OA/Box Number: 7257

### FOLDER TITLE:

State of the Union [1996] [1]

2020-0810-F  
md72

### RESTRICTION CODES

#### Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
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RR. Document will be reviewed upon request.

#### Freedom of Information Act - [5 U.S.C. 552(b)]

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**List of Attendees -- State of the Union Public Affairs Directors meeting**

--January 17, 1996 - 5:30pm - Roosevelt Room--

|              |                       |
|--------------|-----------------------|
| Treasury --  | Calvin A Mitchell III |
| Defense      | William Blacklow      |
|              | Laura Marcus          |
| Justice --   | Myron Marlyn          |
| Interior --  | Lisa Guide            |
| USDA --      | Tom Amontree          |
| Commerce --  | Carol Hamilton        |
| Labor --     | Susan King            |
| HHS --       | Melissa Skolfield     |
| HUD --       | Jon Cowan             |
| DOT --       | Katherine Archuletta  |
|              | Steven Akey           |
| Education -- | Kathryn Kahler        |
| Energy --    | Carmen MacDougall     |
| VA --        | Kathy Jurado          |
| EPA --       | Loretta Ucelli        |
|              | Melissa Bonney        |
| OMB --       | Larry Haas            |
| CEA --       | Michele Jolin         |
| USTR --      | Anne Lauzato          |
| ONDCP --     | Robert S. Weiner      |
| SBA          | Jeanne Saddler        |
| NEC --       | Chris Dorval          |
| FEMA --      | Maurice Goodman       |
| OPM --       | Janice Lachance       |
| USIA --      | Kimberly Marteau      |
| SSA --       | Phillip Gambino       |
| GSA --       | Henry L Connors       |

(b)(6)

[003]

List as of January 17, 1996 at 5:25pm.



## **Renewing America's Communities From the Ground Up: Completing the Plan to Transform HUD**

Three years ago, under the leadership of President Clinton and Vice President Gore, HUD began a dramatic reinvention to make this agency an effective partner with America's communities. We proposed to eliminate dozens of programs, transform the nation's public housing system, and restructure the Federal Housing Administration. Some of our proposals have already gone into effect; others are embodied in legislation currently under consideration in Congress. We are advancing our reinvention in 1996.

### **Principal Themes**

***Creating a Community-First, Right-Side Up Cabinet Agency*** -- As our policies and programs have changed, so too has the department. HUD will seek to accelerate its reinvention as the nation's first "community-first, right-side up" cabinet agency.

- We will create a "single point of contact for cities with populations over 150,000 and the largest cities and countries in each state. Community contacts in each jurisdiction will create "virtual departments" in their area; these contacts will be specially trained to troubleshoot, respond to community priorities and help local leaders identify and overcome federal impediments. These single points of contact also can serve as a focal point to collaborate with other federal agencies, a necessity if communities are to implement comprehensive solutions to local problems.
- Using the latest computer technology and satellite transmissions to communicate with partners, we will create "paperless" offices.
- Training of HUD staff will be increased, so that workers go from professionals who write and enforce rules to "change agents" who do what it takes to help communities realize their visions -- i.e., cut red tape, waive rules, and find answers to problems. We will also put our staff to work in the offices of our partners so they can share the latest methods and techniques to rehab, build and finance housing, develop communities, spur job creation, and reduce homelessness.

### **Examples of Media Events**

- Announcement of "virtual department" office in a city where we are restructuring now: Philadelphia, Chicago, Columbus and Denver.
- Hold event in Denver to highlight the single-family processing center that has reduced FHA mortgage insurance processing from 180 days to 1-2 days and announce additional centers.



**Empowering Communities** -- Communities know better than Washington how to solve their problems. They know best how to produce housing, revitalize neighborhoods, create jobs, improve schools, tackle crime, and set goals for the future. The federal government works most effectively when it gives communities the power to design solutions tailored to local needs and flexible resources to carry out those plans with accountability:

- Sixty programs will be replaced with three "performance-based funds" for community development, affordable housing and homelessness that provide flexible money in return for communities committing to specific results. Communities that excel will be able to receive bonus funds for special job creation, homeownership and homeless activities.
- Communities that create long-term, comprehensive plans will receive a single check that they can use to implement that plan in the most flexible, regulation-free manner possible.
- We will provide communities with tools to bring back jobs, attract business and leverage private investment -- through flexible grants and loan guarantees.

#### Examples of Media Events

- Release report at a homeless facility in a city that has had extraordinary success -- i.e., Boston -- with HUD's continuum of care strategy, which is an integral part of our new "community-first" planning emphasis.
- Hold town meeting on how citizens can be involved in community planning and demonstrate consolidated planning program in a targeted market, such as Columbus, Toledo, Akron in Ohio or Saginaw, Michigan.

**Transforming Public Housing and All Federally Assisted Housing** -- We are extending our dramatic reinvention of public housing to all federally assisted housing. Our goal is to create the maximum amount of safe and affordable housing possible so that it serves as a step on the road to self-sufficiency.

- HUD is changing requirements so that public housing authorities can screen applicants to public housing to weed out troublemakers, evict irresponsible tenants, sue corrupt owners and seize mismanaged housing authorities.
- Working in neighborhoods across the country, dense, deteriorated public housing where crime and gangs proliferate is being demolished and replaced with attractive developments that house people with a range of incomes.



- Residents of public housing who work will be able to stay in their homes without normal rent increases, move to the public housing of their choice or live in privately owned apartments with a Section 8 certificate.
- Operation Safe Home, the Administration's interagency effort to combat drugs, crime and gangs in public and assisted housing will be intensified.

#### Examples of Media Events

- Hold event in Dallas on apartment project sold to a non-profit by HUD where residents must sign lease agreeing to keep kids in school and stay out of trouble or in Euclid, Ohio where a National Church Residence site is the first project in the United States to require drug testing of prospective tenants.
- Organize a national media event around Baltimore's program where fathers must participate with their families to get a job in a lead-paint program.

**Ensuring Homeownership for All Americans --** We are pursuing a sustained, nationwide effort to ensure the opportunity of homeownership for all Americans.

- The President has challenged the homebuying industry to reach the highest homeownership rate in U.S. history. We are convening the industry to help make this goal a reality -- without creating a new government program or using additional federal funds.
- The Federal Housing Administration (FHA) will undertake important changes to its business so that it operates like a modern insurance company, thus enabling it to expand homeownership to first-time buyers, minorities, immigrants and others not served by the private market. FHA will shorten the time it takes to serve our customers and find new ways to help more people become owners.

#### Examples of Media Events

- Use this week's housing starts upsurge, (5.7% in November is the largest jump in a year) at a home construction site in Ohio, Connecticut or New Jersey.



- 1). Responsibility for US to maintain leadership role in the world. role of economics in foreign policy.
- 2). Be strong @ home.
- 3). Making work pay. (JOBS)  
good jobs  
jobs pay well

### Education

- how is education treated in this country
- a. govt standards -  
technology
  - b. business involvement/role
  - c. schools

### roll up

realistic optimism

→ America has moved forward in 3 1/2 yrs.  
Not what we have done, but what the American people are doing.

talking confidently/optimistically about what has been done.  
State of the Union talking points - Tuesday.

**STATE OF THE UNION  
SURROGATE WORKING GROUP MEETING**

**JANUARY 12, 1996**

- I. Introduction (Higgins)
- II. Message (Baer/Penn)
- III. Constituencies Report
  - Intergovernmental Affairs (O'Keefe)
  - Public Liaison (Yager)
- IV. Media Affairs (McHugh)
- V. Travel (Hancox)

~~El~~ link budget cuts to State of the Union themes.

EITC

Ruth Bader Ginsburg

economy

assault weapons ban

VAWA



**State of the Union Working Group**  
Surrogate themes and schedule (pre and post)

12 January 1996

List of those attending:

Marilyn Yager  
Kevin O'Keefe (on the phone)  
Gene Sperling  
Maggie Williams  
Melanne Verveer  
Bill Curry  
Rahm Emanuel  
Jill Schuker (on the phone)  
Chris Dorval  
Mark Penn  
Barry Toiv  
Lorrie McHugh  
Karen Hancox  
Jonathan Prince (on the phone)  
Flo McAfee  
Kim Tilley ?  
Ann Lewis ?

Accomplishments document. - Russell Horowitz

Stump Speech - Jonathan Prince

Communications will do talking points

DNC/DCCC <sup>contact</sup> - Hancox

Mayors - O'Keefe/Hancox

Groups - DPL

targets -

Media assignments - McHugh

travel

**State of the Union Working Group**  
Surrogate themes and schedule (pre and post)

12 January 1996

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Marilyn Yager  
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Lorrie McHugh  
Karen Hancox  
Jonathan Prince (on the phone)  
Flo McAfee  
Kim Tilley ?  
Ann Lewis ?



Re: State of the Union Roll Out

Congressional Targeting

| District | Member    | Elected                                                                                       | IGA Contact |
|----------|-----------|-----------------------------------------------------------------------------------------------|-------------|
| Ca03     | Fazio     | Mayor Serna<br>Sacramento<br>Mayor Darrah<br>Stockton<br>Mayor Tuttle<br>West Sacramento      | Emerson     |
| Ca17     | Farr      | Mayor Styles<br>Salinas<br>Mayor Beiers<br>Santa Cruz                                         | Emerson     |
| Ca36     | Harman    | Supervisor Molina<br>Supervisor Burke<br>Supervisor<br>Yarioslavsky                           | Emerson     |
| Ca42     | Brown     | Mayor Minor<br>San Bernadino<br>Assemblymember<br>Baca                                        | Emerson     |
| Ct02     | Gejdenson | Mayor Serra<br>Middletown<br>Mayor Stafaci<br>New London<br>Speaker Ritter<br>Senator DiBella | Hart        |
| Fl11     | Gibbons   | Mayor Greco<br>Tampa                                                                          | Hart        |
| Il03     | Lipinski  | Mayor Daley<br>Chicago<br>President Stroger<br>Cook County                                    | O'Keefe     |
| Ky03     | Ward      | Mayor Abramson<br>Louisville<br>David Armstrong<br>Jefferson County                           | Hale        |

|      |          |                                                                                                                |              |
|------|----------|----------------------------------------------------------------------------------------------------------------|--------------|
| Me02 | Baldacci | Mayor Jenkins<br>Lewiston<br>Mayor Frankel<br>Bangor<br>Speaker Gwadowsky<br>Senator Lawrence                  | Hart         |
| Mi09 | Kildee   | Mayor Stanley<br>Flint<br>Mayor Spinks<br>Pontiac                                                              | O'Keefe      |
| Mi12 | Levin    | Mayor Notte<br>Sterling Heights<br>Mayor Bonkowski<br>Warren                                                   | O'Keefe      |
| Mi13 | Rivers   | City Council<br>Member Hanna-<br>Davies<br>Ann Arbor<br>Mayor Breen<br>Garden City<br>Mayor Thomas<br>Westland | O'Keefe      |
| Mn02 | Minge    | Mayor Sales-Benton<br>Minneapolis                                                                              | O'Keefe      |
| Mn   | Luther   |                                                                                                                | O'Keefe      |
| NY26 | Hinchley | Tim Grippen<br>Broome County<br>Executive                                                                      | Hart         |
| NC07 | Rose     |                                                                                                                | Hart         |
| NC08 | Hefner   |                                                                                                                | Hart         |
| Oh13 | Brown    | Mayor Olejko<br>Lorraine<br>Mayor Keyes<br>Elyria<br>St. Rep. Sweeney<br>St. Rep. Campbell<br>Sen. Boggs       | O'Keefe/Hart |

|      |         |                                                                                                    |         |
|------|---------|----------------------------------------------------------------------------------------------------|---------|
| Oh14 | Sawyer  | Mayor Plusquellic<br>Akron<br>Tim Davis<br>Summit County<br>Executive                              | O'Keefe |
| Or01 | Furse   | Mayor Katz<br>Portland                                                                             | O'Keefe |
| Pa15 | McHale  |                                                                                                    | Hart    |
| SC05 | Spratt  | Mayor Rhea<br>Rockhill                                                                             | Hale    |
| Tn06 | Gordon  | Mayor Reed<br>Murfreesboro                                                                         | Hart    |
| Tx24 | Frost   | Dionne Bagsby<br>Tarent County<br>Bob Hampton<br>Tarrent County<br>J. D. Johnson<br>Tarrent County | Hart    |
| Tx25 | Bentsen | Mayor Lanier<br>Houston<br>L. Franco Lee<br>Harris County<br>Jim Fonteno<br>Harris County          | Hale    |
| Va05 | Payne   | Mayor Young<br>Richmond                                                                            | O'Keefe |

#### State Targeting

| State      | Electeds                                         | IGA Contact |
|------------|--------------------------------------------------|-------------|
| Arizona    | St. Rep. Art Hamilton<br>Senator Peter Goudinoff | Hart        |
| Arkansas   | Governor Tucker                                  | Bromberg    |
| California | Lt. Gov. Davis                                   | Emerson     |
| Colorado   | Governor Roemer                                  | Bromberg    |



|                |                                                                       |          |
|----------------|-----------------------------------------------------------------------|----------|
| Florida        | Governor Chiles<br>Lt. Governor McKay                                 | Bromberg |
| Illinois       | Mayor Daley<br>Speaker Madigan<br>Senator Jones                       | O'Keefe  |
| Kentucky       | Governor Patton                                                       | Bromberg |
| Louisiana      |                                                                       |          |
| Maryland       | Governor Glendening                                                   | Bromberg |
| Michigan       | Attorney General Kelly                                                | Hart     |
| Minnesota      | Attorney General Humphrey<br>Sec. of State Growe<br>Treasurer McGrath | Hart     |
| New Mexico     | Sec. of State Gonzales<br>Attorney General Udall<br>Treasurer Montoya | Hart     |
| North Carolina | Governor Hunt                                                         | Bromberg |
| Ohio           | St. Rep Sweeney<br>Senator Boggs                                      | O'Keefe  |
| Oregon         | Governor Kitzhaber                                                    | Bromberg |
| Pennsylvania   | Sec. of State Grant<br>Treasurer Knoll                                | Hart     |
| Tennessee      | Sec. of State Darnell<br>Attorney General Burson<br>Treasurer Adams   | Hart     |
| Washington     | Governor Lowry                                                        | Bromberg |
| West Virginia  | Gov. Caperton                                                         | Bromberg |
| Wisconsin      | Sec. of State LaFollette<br>Attorney General Doyle                    | O'Keefe  |

#### Additional Mayors

| City      | Mayor  | IGA Contact |
|-----------|--------|-------------|
| Tuscon    | Miller | Gallegos    |
| Flagstaff | Bavasi | Gallegos    |

|                |            |          |
|----------------|------------|----------|
| Little Rock    | Dailey     | O'Keefe  |
| San Francisco  | Brown      | Emerson  |
| Oakland        | Harris     | Emerson  |
| San Jose       | Hammer     | Emerson  |
| Long Beach     | O'Neill    | Emerson  |
| Denver         | Webb       | Hale     |
| Bridgeport     | Ganim      | O'Keefe  |
| Wilmington     | Sills      | Hart     |
| Tallahassee    | Maddox     | Bromberg |
| Clearwater     | Garvey     | O'Keefe  |
| Atlanta        | Campbell   | Hale     |
| East St. Louis | Bush       | O'Keefe  |
| Rockford       | Box        | O'Keefe  |
| Gary           | Barnes     | O'Keefe  |
| East Chicago   | Pasterick  | O'Keefe  |
| South Bend     | Kernan     | O'Keefe  |
| Terra Haute    | Chellos    | O'Keefe  |
| Debuque        | Duggan     | Hart     |
| Des Moines     | Dorrian    | Hart     |
| Lexington      | Miller     | Gallegos |
| New Orleans    | Morial     | Hale     |
| Boston         | Menino     | O'Keefe  |
| Detroit        | Archer     | Hale     |
| St. Paul       | Coleman    | O'Keefe  |
| St. Louis      | Bosley     | Hale     |
| Kansas City    | Cleaver    | Hale     |
| Cherry Hill    | Bass-Levin | O'Keefe  |
| Patterson      | Pascrell   | O'Keefe  |
| Newark         | James      | O'Keefe  |

|              |           |          |
|--------------|-----------|----------|
| East Orange  | Cooper    | O'Keefe  |
| Albuquerque  | Chavez    | O'Keefe  |
| Santa Fe     | Jamilio   | Gallegos |
| Albany       | Jennings  | Hart     |
| Rochester    | Johnson   | Hart     |
| Buffalo      | Massiello | Hart     |
| Cincinnati   | Qualls    | Hart     |
| Cleveland    | White     | Hart     |
| Mansfield    | Reid      | Hart     |
| Lima         | Berger    | Hart     |
| Toledo       | Finkbiner | Hart     |
| Youngstown   | Ungaro    | Hart     |
| Tulsa        | Savage    | O'Keefe  |
| Utah         | Corradini | Emerson  |
| Eugene       | Bascom    | Gallegos |
| Philadelphia | Rendell   | Hale     |
| Pittsburgh   | Murphy    | Hale     |
| Harrisburg   | Reid      | O'Keefe  |
| Eire         | Savachio  | O'Keefe  |
| Charleston   | Riley     | Hale     |
| Columbia     | Coble     | Hale     |
| Nashville    | Bredeson  | Hale     |
| Memphis      | Herenton  | Bromberg |
| Dallas       | Kirk      | Gallegos |
| Houston      | Lanier    | Gallegos |
| Austin       | Todd      | Gallegos |
| San Antonio  | Wolff     | Gallegos |
| Spokane      | Geraughty | Hart     |
| Seattle      | Rice      | Hale     |



|           |          |         |
|-----------|----------|---------|
| Madison   | Soglin   | O'Keefe |
| Milwaukee | Norquist | O'Keefe |
| Aurora    | Pierce   | O'Keefe |
| Baltimore | Schmoke  | Hale    |

1/15/96

AR  
AZ  
CA  
FL  
IA (George)  
IL (Rubin)  
KY  
LA  
MD  
MI  
MN  
NC - any  
NM - any  
OH  
PA  
TN - any  
WA  
WV - any  
WI  
CO

Louisville

Phoenix  
outside Miami

Baton Rouge

Minneapolis

Not Cleveland

Scranton

Takoma

Mayors —

- Bipartisan group on Thursday  
Pull D's out to do regional on the lawn.
- Possibly do some group of mayors on Wed.
- Radio Address for D's.

---

Groups

- briefings begin on Thursday (1 PM)  
national groups.

Conf calls w/ state groups on Monday.

DNC/DCCC

ask Karen

Denton } NY  
Steinberg }  
Borger }

---

Council on Foreign Relations — Lake 1/22

Chris — JFK School —

Perry — Forum on International Relations — Palm Springs  
Business Week

Albright — City Club of OH (Cleveland)

Shali — Navy War College 1/23



THE WHITE HOUSE  
WASHINGTON

JANUARY 8, 1996

MEMORANDUM FOR PAM AHEARN

FROM: LEEANN INADOMI   
OFFICE OF CABINET AFFAIRS

SUBJECT: STATE OF THE UNION

Per your request, attached please find a list of the President's Cabinet to be invited to the State of the Union. As I mentioned to you in our conversation, in addition to official members of the Cabinet, there are seven senior Administration officials that we would also like to be included (see attached).

Please note, the Cabinet position for the Office of National Drug Control Policy is currently vacant. If, however, this has been filled before the State of the Union, we will forward you the additional name.

Thank you very much for your assistance. Please do not hesitate to contact me at 456-2572 if you have any additional questions.

*Timmer —  
Here's what I sent.  
Thanks. J.*

## **The President's Cabinet**

The Honorable Warren Christopher  
Secretary of State  
2201 C Street, N.W.  
Room 7226  
Washington, D.C. 20520

The Honorable Robert E. Rubin  
Secretary of the Treasury  
15th Street & Pennsylvania Avenue, N.W.  
Room 3330  
Washington, D.C. 20220

The Honorable William J. Perry  
Secretary of Defense  
1000 Defense Pentagon  
Room 3E880  
Washington, D.C. 20301-1000

The Honorable Janet Reno  
Attorney General of the United States  
10th & Constitution Avenue, N.W.  
Room 5111  
Washington, D.C. 20530

The Honorable Bruce Babbitt  
Secretary of the Interior  
1849 C Street, N.W.  
Room 6156  
Washington, D.C. 20240

The Honorable Daniel R. Glickman  
Secretary of Agriculture  
14th Street & Independence Avenue, S.W.  
Second Floor  
Washington, D.C. 20250

The Honorable Ronald H. Brown  
Secretary of Commerce  
14th Street & Constitution Avenue, N.W.  
Room 5852  
Washington, D.C. 20230

The Honorable Robert B. Reich  
Secretary of Labor  
200 Constitution Avenue, N.W.  
Room S2018  
Washington, D.C. 20210

The Honorable Donna E. Shalala  
Secretary of Health and Human Services  
200 Independence Avenue, S.W.  
Room 606G  
Washington, D.C. 20201

The Honorable Henry G. Cisneros  
Secretary of Housing and Urban Development  
451 Seventh Street, S.W.  
Room 10000  
Washington, D.C. 20401

The Honorable Federico Peña  
Secretary of Transportation  
400 Seventh Street, S.W.  
Room 10200  
Washington, D.C. 20590

The Honorable Hazel R. O'Leary  
Secretary of Energy  
1000 Independence Avenue, S.W.  
Room 7A-257  
Washington, D.C. 20585

The Honorable Richard Riley  
Secretary of Education  
600 Independence Avenue, S.W.  
Room 6161  
Washington, D.C. 20202

The Honorable Jesse Brown  
Secretary of Veterans Affairs  
810 Vermont Avenue, N.W.  
Room 1000  
Washington, D.C. 20420



The Honorable Carol M. Browner  
Administrator of the Environmental Protection Agency  
401 M Street, S.W.  
Room 1200  
Washington, D.C. 20460

The Honorable Alice M. Rivlin  
Director of the Office of Management and Budget  
Old Executive Office Building - Room 252  
Washington, D.C. 20503

The Honorable Joseph E. Stiglitz  
Chairman  
Council of Economic Advisors  
Old Executive Office Building - Room 314  
Washington, D.C. 20503

The Honorable Madeleine K. Albright  
Ambassador to the United Nations  
2201 C Street, N.W.  
Room 6333  
Washington, D.C. 20520

The Honorable Mickey Kantor  
United States Trade Representative  
600 Seventeenth Street, N.W.  
Room 209  
Washington, D.C. 20506

VACANT  
Director of the Office of National Drug Control Policy  
750 17th Street, N.W.  
8th Floor  
Washington, D.C. 20500

The Honorable Phil Lader  
Administrator of the Small Business Administration  
409 3rd St., S.W.  
Room 7000  
Washington, D.C. 20416

The Honorable Leon Panetta  
White House Chief of Staff  
The White House  
1FL/WW  
Washington, D.C. 20500

The Honorable Mack McLarty  
Counselor to the President  
The White House  
GFL/WW  
Washington, D.C. 20500

The Honorable John Deutch  
The Director of Central Intelligence  
Headquarters Building - Room 7D56  
Washington, D.C. 20505

The Honorable James Lee Witt  
Director - Federal Emergency Management Agency  
500 C Street, N.W.  
Suite 828  
Washington, D.C. 20472

The Honorable James B. King  
Director - Office of Personnel Management  
1900 E Street, N.W.  
Room 5A07  
Washington, D.C. 20415

The Honorable Joseph D. Duffey  
Director - United States Information Agency  
301 Fourth Street, S.W.  
Room 800  
Washington, D.C. 20547

The Honorable Roger W. Johnson  
Administrator - General Services Administration  
General Services Building  
18th and F Streets, N.W.  
Room 6137  
Washington, D.C. 20405

The Honorable Shirley Chater  
Commissioner - Social Security Administration  
1825 Connecticut Avenue, N.W.  
Room 714  
Washington, D.C. 20009

The Honorable Laura Tyson  
Assistant to the President  
for Economic Policy  
The White House  
Washington, D.C. 20500

The Honorable Carol Rasco  
Assistant to the President  
for Domestic Policy  
The White House  
Washington, D.C. 20500



THE WHITE HOUSE  
WASHINGTON

January 10, 1996

NOTE TO: LEEANN INADOMI

FROM: KITTY HIGGINS *K*

FYI

Attachment

THE PRESIDENT HAS SEEN

1/8/96

96 JAN 3 P4:18

THE WHITE HOUSE  
WASHINGTON

January 3, 1996

MEMORANDUM TO THE PRESIDENT

FROM: DON BAER  
KITTY HIGGINS  
MICHAEL WALDMAN

SUBJECT: Memoranda from the Cabinet

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

*Handled from Joe's thing*

Thoughts on 1996 State of Union Speech

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

1. Increase Emphasis on responsibility

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

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

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

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

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

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

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

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

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



oriented jobs.

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

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

Department of Education

December 22, 1995

*Good thought*

Other Thoughts on 1996 State of Union Speech:

Beginning to fleshing out some of the Themes

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

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

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

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

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

- \* Strong schools that prepare all of our youth to be productive and involved citizens with good jobs through solid basic skills, high academic standards, and clear rules of conduct with consequences for mis-behaving.
- \* Clean water, clean air ....
- \* Healthy youngsters ... Basic safety net.
- \* Safe streets, communities and schools ...



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

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

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

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

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

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

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

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

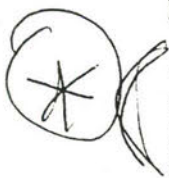
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<sup>1</sup> See recent Neil Postman book The End of Education.



expectations about what is high quality, internationally competitive work.

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



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

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

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

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

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

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

- Continue to have a strong Direct Loan program.

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

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

## Connecting Education As A National Concern to Local Action and Support

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

- \* 81% oppose decreasing federal education funding to decrease the federal deficit; 19% would favor (Times Mirror, 1994).
- \* 75% said federal aid to education should be expanded; 18% said "keep same"; and 4% said "cut back" (Gallup, 1995).
- \* 80% of Americans think the federal Department of Education is necessary; 70% say "very necessary" (NBC/Wall Street Journal, 1995).
- \* 76% disapprove of reducing federal funding for low-income schools to balance the federal budget; by comparison, 61% disapprove of cutting the rate of spending growth for Medicare; and 36% oppose cutting food stamp funding (Times Mirror, 1995).
- \* 74% of Republicans in New Hampshire (10/25/95), said "no" to cuts in education to reduce the deficit as compared to 62% "no" to Medicare cuts; 33% "no" to defense cuts; and 43% "no" to cuts in assistance to the poor.



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

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

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

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

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

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



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

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

Recurring critical issues:

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

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

- a. The proposed reconciliation and appropriation bills by the "new" Congress cut the very education areas people support the most. In fact, the public wants to improve and expand them. However, most people do not know about the cuts nor what to do about them. Showing direct impact on local schools, colleges, students, parents and teachers can make this a real and very important local issue.
- b. Citizens like to see local parent-teacher, business-school, and community-school partnerships that are solving education problems faced by real families and students. Many of the changes in new education legislation passed by the last Congress are beginning to create, and will create, new opportunities for building and expanding local partnerships and community-based solutions to solve the very education issues of most concern to the American public: *school-law enforcement partnerships through the Safe and Drug-Free Schools Act; school-community partnerships for educational excellence through the Goals 2000: Educate America Act; school-employer-community college partnerships through the School-to-Work Opportunities Act; school-parent compacts through Title I of the Elementary and Secondary Education Act; school-college partnerships through TRIO; and college student-direct financial aid through Direct Lending. Highlighting these partnerships solving the above critical issues shows leadership for effective change.*



## Why Federal Education Funding Is Important

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

- 1) **raising standards of achievement**
- 2) **improving basic skills of disadvantaged children**
- 3) **ensuring safe and disciplined schools**
- 4) **helping families pay for college**
- 5) **preparing youth for the world of work.**

The public overwhelmingly supports education, including the Federal role:

- ▶ 81 % oppose decreasing Federal education funding to decrease the federal deficit; 19 % would favor (Times Mirror, 1994).
- ▶ 75 % say federal aid to education should be expanded; 18 % say "keep same;" and 4 % say "cut back" (Gallup, 1995).
- ▶ In response to strong public demand and the outcome of the 1995 state election, Virginia's Governor George Allen this month submitted a new budget which substantially increases state expenditures for classrooms, technology, and higher education.
- ▶ 74 % of Republicans in New Hampshire say "No" to cuts in education to reduce the deficit as compared to 62 % "No" to Medicare cuts; 33 % "No" to Defense cuts; and 43 % "No" to cuts in assistance to the poor (10/25/95).
- ▶ By almost 2 to 1, young voters (18 to 34) cite education as a top voting issue over the budget deficit, crime, and Medicare (NBC/Wall Street Journal 11/2/95).
- ▶ 76 % of Americans disapprove of reducing Federal funding for low-income schools to balance the Federal budget; by comparison, 61 % disapprove of cutting the rate of spending growth for Medicare; and 36 % oppose cutting food stamp funding (Times Mirror 1995).

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

- ▶ Provides \$32 billion in financial aid to help 6.5 million students attend college.
- ▶ Through Title I grants to local school districts, provides \$7 billions to more than 6 million

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

- ▶ Provides \$3 billion a year to help communities meet the special needs of over 5 million children with disabilities to prepare them for further education and employment.
- ▶ Helps communities and States raise standards of student achievement, prevent drug abuse and violence in schools, and build partnerships to get computers and technology in classrooms.
- ▶ Assists States in helping youth move from school to careers.

#### Education works:

- ▶ Greater prosperity. In 1992, average annual earnings for those with a bachelor's degree were 74 % higher than for those with a high school diploma, and 155 % higher than for those who had not graduated from high school. Also, a student who graduates from high school earns \$200,000 more during his lifetime than a student who doesn't. A college graduate earns \$1 million more than someone who doesn't.
- ▶ Less welfare. Only 5 % of college graduates have ever participated in government assistance programs (AFDC, Supplemental Security Income, food stamps, housing assistance, or Medicaid), and only 10 % of high school graduates have, compared to 24 % of high school dropouts.
- ▶ Less crime. Although only about 18 % of the population has never finished high school, this group accounts for 41 % of state prison inmates and 47 % of prisoners on death row.
- ▶ More civic participation. Fully 85 % of college graduates and 75 % of high school graduates, but only 50 % of high school dropouts, are registered to vote.

#### Education programs work:

- ▶ The Rand Corporation found that the Title I program helped to close the achievement gap between disadvantaged students and their advantaged peers (from 1970 to the mid 1980's, the learning gap in reading, mathematics, and science was cut by over a third--NAEP). Bipartisan reauthorization in 1994 focused on improving the program to challenge low-income students to high standards to help continue closing the gap.
- ▶ The dropout rate is declining (from 14 % in 1982 to 11 % in 1993), fewer students are taking remedial math courses, more students are taking advanced placement courses (150,000 in 1982, 450,000 in 1992), and the science test scores of both the highest- and the lowest-performing students are increasing.



- ▶ Comprehensive standards-based reforms, such as those supported by Goals 2000, in leading-edge states are showing impressive gains in student performance, such as in Kentucky, where 4th, 8th, and 12th graders demonstrated dramatic improvement on 1993-94 assessments over previous years' tests in mathematics, reading, science, and social studies.
- ▶ IBM Chairman Lou Gerstner, for example, says that "Goals 2000 is only a small portion of what we need. But it is a very critical portion because it is the fragile beginning of the establishment of a culture of measurement standards and accountability in this country. We must go beyond Goals 2000. But if we lose Goals 2000, it is an incredibly negative setback for the Nation.
- ▶ Goals 2000 has received widespread support because of its flexibility and its emphasis on high standards and accountability. The Wall Street Journal has reported that Goals 2000 is viewed "by many political analysts as the most flexible education plan ever produced by the Federal government." (WSJ 8/30/95)
- ▶ The New York Times reports that tougher graduation requirements in New York City public schools are spurring thousands more school students to take and pass college preparatory mathematics and science courses (5/9/95). Entering freshmen at CUNY are the best academically prepared in two decades (12/10/95).
- ▶ Increases in special education funding have contributed to major educational gains in children with disabilities, who now have opportunities that were unavailable before enactment of the Individuals with Disabilities Education Act.
- ▶ For 5 years, Maryland has been working systematically to raise academic standards and is showing significant improvement in achievement as a result.





THE SECRETARY OF COMMERCE  
Washington, D.C. 20230

MEMORANDUM FOR The President  
FROM: Ronald H. Brown   
SUBJECT: Your 1996 State-of-the-Union Address  
DATE: December 26, 1995

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

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

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

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

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

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

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



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

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

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



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

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



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

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





THE SECRETARY OF TRANSPORTATION  
WASHINGTON, D.C. 20590

December 21, 1995

MEMORANDUM

TO: Kitty Higgins  
Don Baer

FROM: Federico Peña *Federico Peña*

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

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

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

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

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

## REBUILDING AMERICA

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

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

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

## AVIATION

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

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

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



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

## MARITIME

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

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





# SOCIAL SECURITY

Office of the Commissioner

December 20, 1995

## MEMORANDUM TO THE PRESIDENT

FROM: SHIRLEY S. CHATER  
COMMISSIONER OF SOCIAL SECURITY

SUBJECT: STATE-OF-THE-UNION ADDRESS

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

### 1. The need for intergenerational cooperation

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

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

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

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

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

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

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

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



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

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

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

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





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

MEMORANDUM

TO: Don Baer  
FROM: Bruce Katz *B. Katz*  
RE: State of the Union Themes  
DATE: December 21, 1995

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

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

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

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

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



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

### Put Communities First

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

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

### Strengthen Our Central Cities

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

### Decentralize with a Vengeance

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



States and local communities).

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

### Insist on Conditionality

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

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

### "We Can Do This"

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





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

OFFICE OF THE DIRECTOR

December 21, 1995

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

DON BAER  
ASSISTANT TO THE PRESIDENT AND DIRECTOR OF  
COMMUNICATIONS

FROM: JAMES B. KING  
DIRECTOR

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

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

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

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

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

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

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



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

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

Attachments