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OA/ID Number: 7257
FolderID:

Folder Title:
State of the Union [1996] [3]

Stack:	Row:	Section:	Shelf:	Position:
S	24	1	5	2

AMERICA IS MOVING FORWARD STATISTICAL BACKGROUND

ECONOMY

- * **Unemployment and inflation are at their lowest combined level since 1968;**
- * **7.8 million new jobs have been created in the last three years;**
- * **Creating Jobs in Basic Industries.** After a decade of enormous job losses in construction, manufacturing and automobiles, these industries have turned around, combining to add nearly one million new jobs under President Clinton;
- * **High Growth.** The United States has the highest growth of any major economy in the world over the last three years;
- * **Cut the Deficit Nearly in Half.** The President's economic plan cut the deficit for three years in a row for the first time since Harry Truman was President -- the largest three-year reduction in history;
- * **Smaller, Smarter Government.** The Clinton Administration eliminated over 200,000 jobs from the government payrolls, and is eliminating more than 16,000 pages of obsolete regulations;
- * **More Small New Businesses.** A record number of new small businesses have been created since the start of the Clinton Administration.
- * **More Home Owners.** Home ownership is at its highest level in 15 years;
- * **American Automobiles Are Once Again Leading The World.** The United States beat Japan and every other country in the world in the last two years in the production of automobiles, the first time that has happened since 1979.

CRIME

- * **The crime rate is declining,** with the number of murders reported dropping by 12%, robberies down 10% and car theft down 5%;
- * **Keeping Guns Out of the Hands of Criminals.** More than 45,000 fugitives and felons have been blocked from buying handguns because the Clinton Administration fought for and passed the Brady Bill requiring background checks on handgun purchases;
- * **The Clinton Administration passed an assault weapons ban, outlawing 19 of the deadliest assault weapons;**
- * **More Cops, Safer Streets.** The Clinton Administration's Crime Bill puts 100,000 new cops on the street -- over 31,000 have been funded so far;
- * **The United States protected its borders better, deporting a record number of illegal aliens in 1995.**

EDUCATION

- * **More Kids Going to College.** The Clinton Administration has opened access to higher education. In 1994, 62% of high school seniors went directly to college, up from only 55% ten years ago;
- * **Fewer Dropouts.** Fewer students are dropping out of high school. Since 1991, the dropout rate has fallen by 16%;
- * **Educating for the Future.** 54% of Americans use a computer in either their school, home or office;
- * **Better Results.** 1995 SAT scores show continuing improvement on both verbal and math scores for college-bound seniors.

COMMUNITY

- * **1.2 million people climbed out of poverty in 1994;**
- * **The welfare rolls are down by 8% since March, 1994;**
- * **Teen pregnancies are down;**
- * **Donations to the largest 400 charities in the United States increased by 6% in 1994, with giving reaching \$130 billion;**
- * **Building Our Communities and Our Kids.** Last year, President Clinton's AmeriCorps Program brought 25,000 American volunteers into our communities, helping to rebuild our neighborhoods and generating private sector partnerships with those efforts, while helping the volunteers pay for their own higher education;
- * **Putting Families First.** Each year, 2.4 million workers are likely to take advantage of President Clinton's Family and Medical Leave Act, allowing them to take up to 12 weeks of unpaid leave for the birth of a child or to care for a sick family member.

PEACE

- * **From Haiti to Northern Ireland, from the Middle East to Bosnia, America is leading the world towards peace and freedom.**

THE SECRETARY OF VETERANS AFFAIRS
WASHINGTON

DEC 17 1996

MEMORANDUM TO: Kitty Higgins, Secretary to the
Cabinet

FROM: Harold Gracey, Chief of Staff



SUBJECT: State of the Union

Just a note to reinforce that we believe it is imperative that the President mention veterans in the speech. No President has built such a positive record on veterans' issues; none has provided the kind of access that President Clinton has provided.

Since veterans' programs have been acknowledged as one of the President's priorities in discussions about the budget, no opportunity, especially one as important as the State of the Union, should pass without mentioning veterans.

Thank you in advance for your help.

Cabinet Members attending State of the Union Address

State	Warren Christopher
Treasury	Robert Rubin
Defense	William Perry
Justice	AG Janet Reno
Interior	Bruce Babbitt
USDA	Dan Glickman
Commerce	Ronald Brown
Labor	Robert Reich
HHS	Donna Shalala
HUD	Henry Cisneros
DOT	Fedrico Pena
Energy	Hazel O'Leary
Education	Richard Riley
VA	Jesse Brown
EPA	Carol Browner
OMB	Alice Rivlin
CEA	-----
UN	Madelaine Albright
USTR	Mickey Kantor
ONDCP	-----
SBA	Phil Lader
CIA	John Deutch

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

18-Jan-1996 06:12pm

TO: Kathryn Higgins
TO: Stephen B. Silverman
TO: LeeAnn Inadomi
TO: Anne E. McGuire

FROM: Kris Balderston
 Office of Cabinet Affairs

SUBJECT: sou update

at the end of the day this is where we are on the Secretarial travel for the post SOU travel next wednesday

Riley - the Goals 2000/Charter school stuff is only being done in MA and MI - two untargetted states. They are looking into it now.

Cisneros - Toledo

EPA - Cincinatti

Commerce - WV and Chicago

Labor - Minneapolis

Interior - they had plans to go to NC already; they may add TN since they were in the neighborhood

I'll keep you posted

CABINET AFFAIRS ROUTING SLIP

DATE: 1/16/96
FROM: Steve Silverman
SUBJECT: FYI - FEMA News

FOR YOUR INFORMATION _____
FOR YOUR COMMENTS BY _____
FOR YOUR ACTION BY _____

Leon Panetta (Jen Palmieri)
Harold Ickes (John Sutton)
George Stephanopoulos
John Angell ✓
Barry Toiv
Kitty Higgins ✓
Marcia Hale ✓
John Emerson
Emily Bromberg
Alexis Herman
Lee Satterfield
Dan Wexler
Stephanie Streett-Anne Walley
Doug Sosnik
Karen Hancox
Linda Moore
Wendy Smith
Eric Eve ✓
Mike McCurry
Ginny Terzano ✓
Mary Ellen Glynn
Tom O'Donnell
Gene Sperling
Michael Deich
Jen O'Connor
Kathy Whalen
Marvin Krislov
Don Baer
Michael Waldman
Gabrielle Buschman
Bob Litan ✓
T.J. Glauthier
Larry Haas
John Koskinen
Lee Ann Inadomi ✓
Kris Balderston
Anne McGuire

HOUSTON CHRONICLE

JAN 18 1996

For distribution / R4I

Dear Uncle Sam, please send cash soon

If your town had a choice today of using its meager funds to feed 100 hungry children or getting the snow off the street, which would you prefer?

One might think that in a caring, compassionate society, as we profess it to be, the no-brainer decision would be to feed the children. But not so.

This very week we had politicians who have clamored for "less federal government," and who supported a welfare bill that Sen. Daniel Patrick Moynihan says would have thrown "some 1.5 million children into poverty," suddenly asking for federal funds to dispose of the snow dumped into their jurisdictions by the "Blizzard of 1996."

Carl T. Rowan

It is a dismaying commentary on this society that only a presidential veto could block a cruel "welfare reform" bill, but the likelihood is great that federal dollars will be allocated to pay 75 percent of the cost of plowing snow or dumping it into rivers in New York and Maryland, and probably New Jersey, Pennsylvania, Massachusetts and other East Coast jurisdictions. You can bet that if any state gets a nickel from Uncle Sam the others will come with a gargantuan tin cup.

New York Gov. George E. Pataki wrote the Federal Emergency Management Agency asking for federal reimbursement for overtime costs, fuel for trucks, food and other costs of fighting and cleaning up after a snowstorm that, unlike hurricanes and tornadoes, did no great lasting damage. Maryland Gov. Parris N. Glendening made a similar request.

Officials in wealthy Montgomery

County, Md., are talking of "emergency" federal aid; Mayor Marion Barry of the eternally impoverished nation's capital asked President Clinton to declare the District of Columbia in a "state of emergency."

Never was there more proof in one week that most people talking about downsizing the federal government are posturing in the abstract or suggesting curtailment only of problems that benefit someone else. But when

The damages of hunger and other deprivations among poor children do not melt in the sun or with time. They often are permanent with all of society paying the consequences.

they are inconvenienced, however, briefly or trivially, they want federal dollars — urgently!!

I support FEMA's immediate intervention during a natural disaster where the physical damage is great and the present and future lives of people are imperiled by lack of income, shelter, medical care and food. But a snowstorm? Hell, snow sooner or later gets hit by sand and salt and sun, and it melts. A strapped Uncle Sam ought not use precious resources to cut your and my inconvenience from two weeks to one.

The damages of hunger and other deprivations among poor children do not melt in the sun or with time. They often are permanent with all of society paying the consequences.

So we had a welfare bill under which the federal government would

have shucked off responsibility for giving life-sustaining help to the poor by giving responsibility to the states, but with grants of money well below the amounts Uncle Sam has been spending. It is obvious that states that can't pay for plowing and removing snow will declare themselves unable to supplement the federal grants for a "safety net" for poor kids. In fact, some states had made it clear that they would cut welfare funding again after getting the federal grants.

The pity of human nature is that we can all see the ways it affects our lives, however inconsequentially, and we want the government to get it out of our way. But if we live in comfortable neighborhoods and circumstances, we are "snow-blind" insofar as hungry kids are concerned. If we don't see them and feel them the way we feel our car's hopeless rocking in a snowbank, then the children don't really exist.

A garage blocked by a snowhill is a "real" problem; some kid somewhere on some dole is a fantasy problem, usually created by some "do-gooder" with a bleeding heart.

It's remarkable how much we can learn about ourselves and our neighbors by comparing our responses to a vote in Congress about welfare with our anguish over a snowstorm. But most of us, most of the time, refuse to make such comparisons because they tell us what we don't want to hear or believe — that we have, in fact, become the slaves of class and race warfare, and unashamedly selfish people, too often drifting to indifference, and even cruelty.

But that's what America is becoming. And there doesn't seem to be the chance of a snowball in Hades of reversing the ugly trend.

Rowan is a syndicated columnist based in Washington, D.C.

TITLE: U.S. snow cleanup aid falls short, Ridge says
BYLINE: Linda Wilson Fuoco, Post-Gazette Staff Writer
EST. PAGES: 2
DATE: 01/15/96
DOCID: PPGZ174356
SOURCE: Pittsburgh Post-Gazette; PPGZ
EDITION: SOONER; SECTION: STATE; PAGE: a-1
NOTES: Staff Writer Johnna A. Pro contributed to this report.
(Copyright 1996)

Snow-stricken Allegheny, Armstrong, Bradford and Washington counties are officially under a "state of emergency," Gov. Ridge decreed late Saturday.

But those counties, and 47 others that Ridge had designated earlier in the week, will not be getting enough federal disaster aid to help in the cleanup, the governor complained in a separate statement.

Pennsylvania is one of nine states declared federal disaster areas as a result of the blizzard Jan. 7. Pennsylvania received the federal designation Saturday, making it eligible for federal help.

The federal funds authorized by President Clinton will "cover only emergency snow-removal operations," according to James Lee Witt, director of the Federal Emergency Management Agency.

Witt emphasized that "salting, sanding and other anti-skid measures will not be covered by federal funds. Selective hauling of snow may be eligible if it can be shown that the hauling was absolutely necessary to maintain required lane openings."

"The initial reaction from our people and the governor's reaction is that the president was offering a very narrow definition of what the state's emergency costs were," said Tim Reeves, the governor's press secretary. "While it's certainly good news that the president has recognized the emergency ... Gov. Ridge is not content."

The blizzard and subsequent snowfall have cost state, county and municipal governments an estimated \$69 million as of Friday, said Steve Miskin, Ridge's deputy press secretary, and costs are escalating as dig-out efforts continue.

Under the federal declaration, the state and local governments can apply for reimbursement of 75 percent of the costs for equipment, contracts and overtime required to clear one lane in each direction along snow emergency routes.

In communities without designated snow routes, the federal funds can be used to clear "select primary roads." The money also can be applied to clearing routes that emergency vehicles use to get to hospitals, nursing homes and other critical facilities.

In 1988, when Ridge was a congressman, he wrote the bill that led to the federal disaster assistance act, known as the Stafford Act.

Ridge maintained that the act provides ample assistance for a disaster of the magnitude of the Blizzard of 1996.

"As a member of Congress, I cast many votes that authorized billions to help victims of floods, earthquakes and other natural disasters," Ridge said. "It is clear the president does not understand the magnitude of the problem we face."

"While I thank the president for his interest in trying to help our residents and communities dig out from under this major disaster, his offer of limited assistance falls far short of the mark needed to effectively resolve the serious public safety challenges we face in Pennsylvania," Ridge said.

Miskin said state officials also are concerned about the blizzard's aftermath.

"Temperatures are rising and rain is forecast. There's concern about roofs collapsing," Miskin said.

Reeves said the governor had little recourse except to lobby Clinton for a broader definition that subsequently would allow the state to recoup more money.

Ridge said more than 10,000 state employees and 3,000 pieces of snow-removal have been working constantly since the blizzard to reopen roads and support local snow-removal efforts.

Kentucky, New Jersey, North Carolina, Pennsylvania, Virginia and West Virginia were added to the federal disaster list Saturday. The previously declared states are Delaware, Maryland and New York, as well as the District of Columbia.

LIB2

January 17, 1996

MEMORANDUM TO DEPARTMENT OF AGRICULTURE

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:

The Times Picayune

City Editor: Jed Horn, #504/826-3300

Editorial Page Editor: Malcolm Forsyth, #504/826-3432

Baton Rouge Advocate

City Editor: Dan Hatfield, #504/388-0291

Editorial Page Editor: Linda Lightfoot, #504/388-0291 x 276

Shreveport Times

City Editor: Craig Durrett, #318/459-3233

Editorial Page Editor: Frank May, #318/459-3280

Alexandria Town Talk, #318/487-6397

City Editor: Richard Sharkey

Editorial Page Editor: N/A

The News Star (Monroe, LA), #318/362-0278

City Editor: Greg Hillburn

Editorial Page Editor: N/A

Lake Charles American Press, #318/494-4081

City Editor: Bobby Dower

Editorial Page Editor: N/A

Lafayette Advertiser, #318/235-8511 x115

City Editor: Jim Bredshaw

Editorial Page Editor: N/A

Charleston Gazette, #304/348-5700

City Editor: Patty Vandergrift

Editorial Page Editor: James Aught

Charleston Daily Mail, #304/348-4830

City Editor: Frank Hutchins

Editorial Page Editor: N/A

Huntington Herald Dispatch, #304/526-2798

City Editor: Jim McMiller

Editorial Page Editor: N/A

Beckley Register-Herald, #304/255-4462

City Editor: Debra Legg

Editorial Page Editor: N/A

Wheeling News Register, #304/233-0100 x 200

City Editor: Margaret Beltz

Editorial Page Editor: N/A

Bluefield Telegraph, #304/327-2811

City Editor: Tom Colly

Editorial Page Editor: N/A

Clarksburg Telegram, #304/624-6411

City Editor: Greg Cockington

Editorial Page Editor: N/A

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 New Orleans, Baton Rouge, Alexandria, Monroe, Shreveport, Lafayette, and Lake Charles, LA and Charleston, Wheeling, Huntington, Clarksburg, Bowling Green and Bluefield, WV.

MEMORANDUM FOR DEPARTMENT OF COMMERCE

FROM: White House Office of Media Affairs
DATE: January 17, 1996
SUBJECT: State of the Union Roll Out

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

PRINT: Illinois and Minnesota

Chicago Tribune

Ed. Page Editor: Don Wycliff, #312/222-3431

City Editor: Mary Elson, 312/222-3540

Chicago Sun Times

Ed. Page Editor: Michelle Stevens, #312/321-2510

City Editor: Joyce Winneke, #312/321-2552

Daily Southtown (Chicago)

Ed. Page Editor: Michael Kelley, #312/229-2772

City Editor: Doug Williams, #312/229-2772

The Herald (Arlington Heights)

Ed. Page Editor: Dave Beery, #708/870-3702

Metro Editor: Tom Quinlan, #708/870-3631

Peoria Journal-Star

Ed. Page Editor: Barbara Drake, #309/686-3133

City Editor: Karen Sorenson, #309/686-3255

Rockford Register-Star

Ed. Page Editor: Wayne Peterson, #815/987-1359

City Editor: Belinda Stewart, #815/987-1361

State Journal-Register (Springfield, IL)

Ed. Page Editor: Steve Fagan, #217/788-1505

Cit Editor: Dana Heupel, #217/788-1518

The Pantagraph (Bloomington, IL)

Ed. Page Editor: Bill Wills, #309/829-9411 ext. 220

City Editor: Mark Pickering, #309/829-9411 ext. 241

Quincy Herald Whig

Nat'l Editor: Doug Wilson, #217/221-3361

Decatur Herald Review

Ed. Page Editor: Richard Icen, #217/421-6979

City Editor: Rick Monuvian, #217/421-6979

The Courier News (Elgin, IL)

Ed. Page Editor: Chris Bailey, #708/888-7807

Nat'l News Editor: Marty O'Mara, #708/888-7763

The Herald-News (Joliet)

Ed. Page Editor: David Hass, #815/729-6033

City Editor: John Whiteside, #815/729-6052

The Dispatch (Moline, IL)

Ed. Page Editor: Kenda Burrows, #309/764-4344

City Editor: Carolyn Hardin, #309/764-4344

Minneapolis Star Tribune

Ed. Page Editor: Susan Albright, #612/673-4777

City Editor: Jim Kelly, #612/673-4414

St. Paul Pioneer Press

Ed. Page Editor: Ron Clark, #612/228-5544

City Editor: Ruben Rosario, #612/228-5454

St. Cloud Times

Ed. Page Editor: Pia Lopez, #612/255-8776

Nat'l Editor: John Bodette, #612/255-8776

Duluth News Tribune

Ed. Page Editor: Virgil Swing, #218/720-5301

City Editor: Diana Faherty, #218/720-5312

Rochester Post-Bulletin

Ed. Page Editor: Bob Retzlaff, #507/285-7704

City Editor: Jay First, #507/285-7600

Mankato Free Press

Ed. Page Editor: Tim Kronhn, #507/625-4451

City Editor: Mike Larson, #507/625-4451

RADIO:

Refer to the White House radio directory. Contact the Illinois and Minnesota public radio stations and/or any statewide radio network as well as the top rated station in Minneapolis, St. Paul, Duluth, Rochester (MN), Chicago, Champaign and Rockford.

THE WHITE HOUSE
Office of Media Affairs

January 16, 1996

SECRETARY RON BROWN

STATE OF THE UNION SPECIALTY PRESS OUTREACH

Jet Magazine
Simeon Booker
Richette Haywood
(202) 393-5860 fax (202) 638-4753

FLORIDA

The Miami Times
Mohamed Hamalvdin
or Rachel Reeves, Publisher
(305) 757-1147 fax (305) 756-0771

CALIFORNIA

The Southwest Wave (cir. 300,000)
Alice Marshall/C.Z. Wilson
(213) 290-3000 fax (213) 291-0219

The Observer Group Newspapers of Southern California
Ellen Cleek/Joseph Coley (cir. 50,000)
(805) 324-9466 fax (805) 324-9472

NEW YORK

The Amsterdam News (cir. 60,000)
Wilbert Tatum
(212) 932-7464 fax (212) 222-3842

The New York Voice (cir. 70,000)
Tensey Lawson/Rozaan Mohamed
(718) 264-1500 fax (718) 264-7708

The City Sun (cir. 52,564 NY, NJ, CT)
Maitefa Angaza/Hugh Hamilton
(718) 624-5959 fax (718) 624-5357

The New York Daily Challenge (cir. 70,000)
Dawad Phillip
(718) 626-9500 fax (718) 857-9115

MEMORANDUM FOR DEPARTMENT OF LABOR

FROM: White House Office of Media Affairs
DATE: January 17, 1996
SUBJECT: State of the Union Roll Out

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

PRINT: Iowa and Michigan

Des Moines Register

Ed. Page Editor: Richard Doak, #515/284-8296
City Editor: Rob Bersellino, #515/244-8065

Cedar Rapids Gazette

Ed. Page Editor: Jerry Elsea, #319/398-8262
City Editor: Mary Sharp, #319/398-8254

Quad-City Times

Ed. Page Editor: Deb Brasier, #319/383-2452
City Editor: Mark Ridolfi, #319/383-2450

Sioux City Journal

Ed. Page Editor: Larry Myhre, #712/279-5070
City Editor: Glenn Olson, #712/279-5072

Waterloo Daily Courier

Ed. Page Editor: Eric Woblson, #319/291-1458
City Editor: Nancy Raffenspenger, #319/291-1481

Dubuque Telegraph-Herald

Ed. Page Editor: Brian Cooper, #319/588-5671 ext. 662
City Editor: Mark Allison, #319/588-5671 ext. 671

Detroit News

Ed. Page Editor: Thomas Bray, #313/222-2544
City Editor: Judy Deebo, #313/222-2300

Detroit Free Press

Ed. Page Editor: Joe Strouo, #313/222-6583
City Editor: Mike Lupo, #313/222-6806

Flint Journal

Ed. Page Editor: Roger Van Noord, #810/766-6326

City Editor: Mike Riha, #810/767-7518

Grand Rapids Press

Ed. Page Editor: Jack Naudi, #616/459-1455

City Editor: Andy Angelo, #616/459-1455

Lansing State Journal

Ed. Page Editor: Mark Nixon, #517/377-1038

City Editor: Jim McMiller, #517/377-1053

Saginaw News

Ed. Page Editor: John Puravs, #517/776-9684

Metro Editor: Rob Handeyside, #517/776-9678

Jackson Citizen Patriot

Ed. Page Editor: Ken Wyatt, #517/787-2300

City Editor: Eileen Leonard, #517/787-2300

Bay City Times

Ed. Page Editor: Irene Portnoy, #517/894-9631

Metro Editor: John Hiner, #517/894-9653

RADIO:

Refer to the White House radio directory. Contact the Michigan and Iowa public radio stations and/or any statewide radio network as well as the top rated station in Detroit, Flint, Grand Rapids, Des Moines, Cedar Rapids, Sioux City and Dubuque.

MEMORANDUM TO THE DEPARTMENT OF HEALTH AND HUMAN SERVICES

FROM: White House Office of Media Affairs
DATE: January 16, 1995
RE: State of the Union Roll Out

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

PRINT (AZ and FL):

The Arizona Republic
City Editor (602)271-8222
Editorial Board Editor (602)271-8475

Phoenix Gazette
City Editor (602)271-8632
Editorial Board Editor (602)271-8477

Arizona Daily Star
City Editor (602)573-4102
Editorial Board Editor (602)573-4233

Miami Herald
City Editor (305)376-4525
Editorial Board Editor (305)376-3520

St. Petersburg Times
City Editor (813)893-8215
Editorial Board Editor (813)893-8268

Tampa Tribune
City Editor (813)259-7943
Editorial Board Editor (813)259-7784

Ft. Lauderdale Sun Sentinel
City Editor (305)356-4500
Editorial Board Editor (305)356-4500

Orlando Sentinel
City Editor (407)420-5415
Editorial Board Editor (407)420-5418

-MORE-

Florida Times-Union
City Editor (904)359-4379
Editorial Board Editor (904)359-4307

Palm Beach Post
City Editor (407)820-4583
Editorial Board Editor (407)820-4447

Sarasota Herald-Tribune
City Editor (813)957-5189
Editorial Board Editor (813)957-5225

Pensacola News-Journal
City Editor (904)435-8673
Editorial Board Editor (904)435-8543

Tallahassee Democrat
City Editor (904)599-2256
Editorial Board Editor (904)

RADIO (AZ and FL):

Refer to the White House radio directory. Contact the Arizona and Florida public radio stations and/or any statewide radio network as well as the top rated station in Phoenix and Tucson, AZ and Tampa Bay, St. Petersburg, Miami, Ft. Lauderdale, Orlando, Jacksonville and Tallahassee, FL.

**THE WHITE HOUSE
Office of Media Affairs**

January 16, 1996

SECRETARY SHALALA

FLORIDA STATE OF THE UNION SPECIALTY PRESS OUTREACH

The Westside Gazette

Ft.Lauderdale

Pamela Lewis

(305) 523-5115 fax (305) 522-2553

The Florida Star

Erica Simpson

(904) 766-8834 fax (904) 765-1673

The Daytona Times

Charles Cherry

(904) 253-0321 fax (904) 254-7510

MEMORANDUM FOR DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

FROM: White House Office of Media Affairs
DATE: January 17, 1996
SUBJECT: State of the Union Roll Out

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

PRINT: Ohio

Cleveland Plain Dealer

Ed. Page Editor: Brent Larkin, #216/999-4252
City Editor: #216/999-4019

Columbus Dispatch

Ed. Page Editor: Richard Carson, #614/461-5200 ext. 5072
City Editor: Mark Ellis, #614/461-5200 ext. 5097

Cincinnati Post

Ed. Page Editor: Bob White, #513/352-2773
City Editor: Mike Phillips, #513/352-2704

Cincinnati Enquirer

Ed. Page Editor: Peter Bronson, #513/768-8301
City Editor: David Wells, #513/768-8392

Toledo Blade

City Editor: Rick Maas, #419/245-6050

Akron Beacon Journal

Ed. Page Editor: Dave Cooper, #216/996-3510
City Editor: Karen Chuparkoff, #216/996-3758

Dayton Daily News

Ed. Page Editor: Hap Cawood, #513/225-2286
Nat'l Editor: Kevin Riley, #513/225-2212

Youngstown Vindicator

Ed. Page Editor: Dennis Mangan, #216/747-1471
City Editor: Rea Taiclet, # 216/747-1471

--more--

page 2 of 2

The Repository (Canton, OH)

Ed. Page Editor: Bill Hopper, #216/454-5611

City Editor: Jim Hillibish, #216/454-5611

RADIO: Ohio

Refer to the White House radio directory. Contact the Ohio public radio stations and/or any statewide radio network as well as the top rated station in Akron, Cleveland, Cincinnati, Columbus, Dayton, Toledo and Youngstown.

**THE WHITE HOUSE
Office of Media Affairs**

Tuesday, January 16, 1996

Specialty Press Outreach for State of the Union

SECRETARY HENRY CISNEROS

NNPA (National Newspaper Publishers Association)
William Reed, Executive Director
(202) 588-8764 fax (202) 588-5029

DeWayne Wickham/USA Today (410) 581-5824

The Washington Afro-American
Frances Murphy
(202) 332-0080 fax (202) 939-7461

Hispanic Link
Joe Torres
(202) 234-0280 fax (202) 234-4090

January 17, 1996

MEMORANDUM TO DEPARTMENT OF TRANSPORTATION

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:

The Day, New London, CT, #203/442-2200 x354
City Editor: Roseanne Simborski
Editorial Page Editor: N/A

Norwich Bulletin, #203/887-9211
City Editor: Diana Mitsu-Klos
Editorial Page Editor: N/A

Hartford Courant
City Editor: Nadine Hazel, #203/241-3997
Editorial Page Editor: John Zakarian, #203/241-6484

New Haven Register
City Editor: Joe Brady, #203/789-5731
Editorial Page Editor: Charles Kochakian, #203/789-5635

Radio:

Refer to White House radio directory. Contact public radio stations and/or any statewide radio network as well as the #1 radio stations in Norwich, Storrs, New London, Middletown, Hartford, and New Haven, CT.

**THE WHITE HOUSE
Office of Media Affairs**

January 16, 1996

SECRETARY PENA

STATE OF THE UNION SPECIALTY PRESS OUTREACH

HISPANIC PRINT

Maribel Hastings Anna Maria Arias
La OpinionHispanic Magazine
(202) 662-1240 (202) 682-3000

Leonore Mulero
El Nuevo dia
662-7360

Patrice Guadelupe
Hispanic Link
(202) 234-0280

Angel Morales
Novedades (cir. 100,000 L.A.)
(213) 881-6524

**THE WHITE HOUSE
Office of Media Affairs**

January 16, 1996

SECRETARY O'LEARY
STATE OF THE UNION SPECIALTY PRESS OUTREACH

ILLINOIS

The Crusader Publications (cir. 69,000)
Dorothy Leavell (President, NNPA)
Chicago, IL

The Chicago Defender (cir. 160,000 5 x a week)
Michael Brown
John Sengstacke/Chinta Strausberg
(312) 225-2400
fax (312) 225-9231

The Chicago Citizen Newspaper Group (cir. 112,000)
Lisa Ely/William Garth
(312) 487-7700 fax (312) 487-7931

January 17, 1995

MEMORANDUM TO DEPARTMENT OF EDUCATION

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:

The Tennessean

City Editor: Tom Goldsmith, #615/259-8095

Editorial Page Editor: Sandra Roberts, #615/259-8025

Memphis Commercial Appeal

City Editor: Jesse Bunn, #901/529-5881

Editorial Page Editor:

Knoxville News-Sentinel

City Editor: Jack Lail, #615/521-8130

Editorial Page Editor: Hoyt Canady, #615/521-1861

Nashville Banner

City Editor: Pat Embry, #615/259-8268

Editorial Page Editor: Dan Coleman, #615/259-8245

Chattanooga News Free-Press

City Editor: Julius Parker, #615/757-6260

Editorial Page Editor: Lee Anderson, #615/757-6300

Louisville Courier Journal

City Editor: Hunt Helm, #502/582-4199

Editorial Page Editor: Keith Runyon, #502/582-4594

Lexington Herald Leader

City Editor: John Miller, #606/231-3302

Editorial Page Editor: Pam Lecke, #606/231-3224

Paducah Sun, #502/443-1771

City Editor: Ron Clark

Editorial Page Editor: N/A

Macon Telegraph

City Editor: Bill Weaver, #912/744-4330

Editorial Page Editor: Ed Corson, #912/744-4280

Augusta Chronicle, #706/724-0851

City Editor: Mac Hill

Editorial Page Editor: Philip Kent

Savannah News, #912/236-9511 x10

City Editor: Larry Peterson

Editorial Page Editor: Tom Barton

Columbus Ledger-Enquirer, #706/571-8565

City Editor: Jeff Davidson

Editorial Page Editor: Billy Winn

The Albany Herald, #912/888-9346

City Editor: Dan Carter

Editorial Page Editor: Earl Braswell

Radio:

Refer to White House radio directory. Contact public radio stations and/or any statewide radio network as well as the #1 rated stations in Memphis, Nashville, Knoxville and Chattanooga, TN; Louisville, Lexington, and Paducah, KY; and Augusta, Columbus, Savannah, Macon, and Albany, GA.

January 17, 1996

MEMORANDUM TO DEPARTMENT OF VETERANS AFFAIRS

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.

Arkansas

Arkansas Democrat Gazette

City Editor: Ray Hobbs, #501/378-3485

Editorial page editor: #501/378-3485

Southwest Times Record

City Editor: Debbye Hughes, #501/785-7750

Editorial page editor: Jack Mosely, #501/785-7700

Jonesboro Sun

City Editor: Larry Fugate, #1-800-237-5341

Editorial page editor: John Troutt, Jr., #501/935-5255

Pine Bluff Commercial

City Editor: Emmett George, #501/534-3400

Editorial page editor: Jane Trimble, #501/534-3400

Radio:

Refer to White House radio directory. Contact the Little Rock, AR public radio station and/or any statewide radio network as well as the #1 rated stations in Little Rock, Fayetteville, Jonesboro, Pine Bluff and Ft. Smith, AR.

THE WHITE HOUSE
Office of Media Affairs

January 16, 1996

SECRETARY JESSE BROWN

STATE OF THE UNION SPECIALTY PRESS OUTREACH

ATLANTA

The Atlanta Voice (cir. 133,000)
Stan Washington/Janis Ware
(404) 524-6426
fax (404) 523-7853

Atlanta Daily World
Delia Pulliam/Portia Scott
(404) 659-1110

Georgia Sentinel Bulletin (cir. 24,000)
Atlanta, GA
Andre White
(404) 577-4091 fax (404) 221-1534

The People's Crusader (cir. 25,000)
Atlanta, GA
Martha Groomes
(404) 373-5751 fax (404) 681-1688

The Atlanta Inquirer (cir. 65,000)
David Stanley/Christopher Weems
(404) 523-6086 fax (404) 577-3433

MEMORANDUM TO THE ENVIRONMENTAL PROTECTION AGENCY

FROM: White House Office of Media Affairs
DATE: January 16, 1996
RE: State of the Union Roll Out

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

PRINT (WA and OR):

Seattle Post-Intelligencer
City Editor (206)448-8050
Editorial Board Editor (206)448-8387

Seattle Times
City Editor (206)464-2111
Editorial Board Editor (206)464-2773

Morning News Tribune
City Editor (206)597-8511
Editorial Board Editor (206)597-8511

Spokesman Review
City Editor (509)459-5403
Editorial Board Editor (509)459-5466

Yakima Herald-Republic
City Editor (509)248-1251
Editorial Board Editor (509)248-1251

The Oregonian
City Editor (503)221-8327
Editorial Board Editor (503)221-8157

The Register-Guard
City Editor (503)485-1234 x377
Editorial Board Editor (503)485-1234 x317

Statesman-Journal
City Editor (503)399-6611
Editorial Board Editor (503)399-6611

-MORE-

Medford Mail Tribune
City Editor (503)776-4411
Editorial Board Editor (503)776-4411

The Bulletin
City Editor (503)382-1811
Editorial Board Editor (503)382-1811

RADIO (OR and WA):

Refer to the White House radio directory. Contact the Oregon and Washington public radio stations and/or any statewide radio network as well as the top rated station in Portland, Eugene, Salem and Medford, OR and Seattle, Tacoma and Spokane, WA.

**MEMORANDUM TO THE OFFICE OF THE UNITED STATES TRADE
REPRESENTATIVE**

FROM: White House Office of Media Affairs
DATE: January 16, 1996
RE: State of the Union Roll Out

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

PRINT (CA):

San Francisco Chronicle
City Editor (415)777-7109
Editorial Board Editor (415)777-7182

The San Diego Union-Tribune
City Editor (619)299-3131
Editorial Board Editor (619)293-1746

Sacramento Bee
City Editor (916)321-1055
Editorial Board Editor (916)321-1908

San Jose Mercury News
City Editor (408)920-5993
Editorial Board Editor (408)920-5842

The Orange County Register
City Editor (714)953-4966
Editorial Board Editor (714)953-7825

Los Angeles Daily News
City Editor (818)713-3710
Editorial Board Editor (818)713-3648

Fresno Bee
City Editor (209)441-6472
Editorial Board Editor (209)441-6385

-MORE-

Santa Barbara News-Press
City Editor (805)564-5200
Editorial Board Editor (805)564-5200

The Monterey County Herald
City Editor (408)372-3311
Editorial Board Editor (408)372-3311

Chico Enterprise Record
City Editor (916)891-1234
Editorial Board Editor (916)891-1234

Eureka Times-Standard
City Editor (707)442-1711
Editorial Board Editor (707)442-1711

RADIO (CA):

Refer to the White House radio directory. Contact the California public radio stations and/or any statewide radio network as well as the top rated station in Los Angeles, San Francisco, Oakland, San Jose, Sacramento, San Diego, Fresno, Monterey and Santa Barbara, CA.

**THE WHITE HOUSE
Office of Media Affairs**

Janaury 16, 1996

USTR AMBASSADOR MICKEY KANTOR

CALIFORNIA STATE OF THE UNION SPECIALTY PRESS OUTREACH

Los Angeles Sentinel (38,500)
Marshall Lowe
(213)232-299-3800 fax (213)232-8035

Post Newspaper Group (cir. 114,437)
Gail Berkley/Thomas Berkley
(510)287-8200 fax (510)763-9670

The Reporter Publishing Co (cir. 159,000 9 counties
around San Francisco)
Ameilia Ward/Dr. Carlton Goodlet
(415)931-5778 fax (415)931-0214

January 17, 1996

MEMORANDUM TO SMALL BUSINESS ADMINISTRATION

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:

Winston Salem Journal

City Editor: Floyd Rogers, #910/727-7301

Editorial page editor: John Gates, #901/727-7357

Charlotte Observer

City Editor: Rick Thames, #704/358-5000

Editorial page editor: Ed William, #704/358-5012

Raleigh News Observer

City editor: Anders Gyllenhall, #919/829-4500

Editorial page editor: Steven Ford, #919/829-4572

Durham Herald-Sun

City Editor: Bill Stagg, #919/419-6630

Editorial page editor: Robert Wilson, #919/419-6630

Wilmington Star News, #910/343-2000

City Editor: Dave Ennis

Editorial page editor: Charles Riesz

Fayetteville Observer Times

City editor: Jeff Couch, #910/486-3586

Editorial page editor: Charles Reinken, #910/486-3501

Greensboro News Record, #910/373-7000

City Editor: Dan O'Mara

Editorial page editor: Dave Dubuisson

High Point Enterprise, #919/888-3500

City editor: Tom Inman

Editorial page editor: N/A

Rick Hill Herald

City Editor: Rich Rassman, #803/329-4038

Spartanburg Herald

City Editor: Brad Rogers, #803/582-4511 x210

Editorial Page Editor: Hubert Hendrix, #803/582-4511 x202

Radio:

Refer to White House radio director. Contact public radio stations and/or any statewide radio network as well as the #1 rated stations in York, Greenville, and Rock Hill, SC and Charlotte, Fayetteville, Wilmington, Greensboro and Raleigh-Durham, NC.

MEMORANDUM FOR GENERAL SERVICES ADMINISTRATION

FROM: White House Office of Media Affairs
DATE: January 16, 1996
SUBJECT: State of the Union Roll Out

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

PRINT: Wisconsin

Milwaukee Journal-Sentinel

Ed. Page Editor: Ken Rosslein, #414/224-2142
Pol. Editor: Craig Lambert, #414/224-2019

Wisconsin State Journal

Ed. Page Editor: Tom Still, #608/252-6110
Pol. Editor: Tom Still, #608/252-6110

La Crosse Tribune

Ed. Page Editor: Mark Weahrs, #608/782-9710
City Editor: John Smalley, #608/782-9710

Green Bay Press Gazette

Ed. Page Editor: Robert Woessner, #414/431-8341
City Editor: Barb Uebelacker, 414/431-8400

Appleton Post-Crescent

Ed. Page Editor: Mike Walter, #414/733-4411
City Editor: Bernie Peterson, 414/733-0600

Sheybogan Press

Ed. Page Editor: John Hill, #414/457-7711
City Editor: Joe Gulig, #414/457-7711

Eau Claire Leader-Telegram

Ed. Page Editor: Jean Ranghand, #715/833-9208
City Editor: Doug Mell, #715/833-3208

Wausau Herald

Ed. Page Editor: Tom Berger, #715/845-0664
City Editor: Sara Kuhl, #715/845-0663

RADIO:

Refer to the White House radio directory. Contact the Wisconsin public radio stations and/or any statewide radio network as well as the top rated station in Eau Claire, Green Bay, La Crosse, Madison, Milwaukee and Wausau.

MEMORANDUM TO THE DEPARTMENT OF TREASURY

FROM: White House Office of Media Affairs
DATE: January 16, 1996
RE: State of the Union Roll Out

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

PRINT (PA and NY):

Philadelphia Inquirer
City Editor (215)854-2771
Editorial Board Editor (215)854-4530

Philadelphia Daily News
City Editor (215)854-5949
Editorial Page Editor (215)854-5912

Pittsburgh Post-Gazette
City Editor (412)263-1607
Editorial Board Editor (412)263-1343

Harrisburg Patriot-News
City Editor (717)255-8176
Editorial Board Editor (717)255-8111

Allentown Morning Call
City Editor (610)820-6566
Editorial Board Editor (610)820-6728

Erie Daily Times
City Editor (814)870-1600
Editorial Board Editor (814)870-1600

Lancaster Intelligencer Journal
City Editor (717)291-8622
Editorial Board Editor (717)291-8622

Altoona Mirror
City Editor (814)946-7411
Editorial Board Editor (814)946-7411

Middletown Times Herald Record
City Editor (914)343-2181
Editorial Board Editor (914)343-2181

Albany Times Union
City Editor (518)454-5422
Editorial Board Editor (518)454-5472

Buffalo News
City Editor (716)849-4454
Editorial Board Editor (716)8494425

Binghamton Press and Sun Bulletin
City Editor (607)798-1170
Editorial Board Editor (607)798-1374

Syracuse Post Standard
City Editor (315)470-2172
Editorial Board Editor (315)470-2233

Watertown Daily News
City Editor (315)782-1000
Editorial Board Editor (315)782-1000

Utica Observer Dispatch
City Editor (315)792-5000
Editorial Board Editor (315)792-5000

Poughkeepsie Journal
City Editor (914)454-2000
Editorial Board Editor (914)454-2000

-MORE-

Kingston Daily Freeman
City Editor (914)331-5000
Editorial Board Editor (914)331-5000

Elmira Star-Gazette
City Editor (607)734-5151
Editorial Board Editor (607)734-5151

RADIO (PA and NY):

Refer to the White House radio directory. Contact the Pennsylvania and New York public radio stations and/or any statewide radio network as well as the top rated station in Philadelphia, Pittsburgh, Harrisburg and Allentown, PA and Middletown, Poughkeepsie, Schenectady, Albany, Syracuse and Buffalo, NY.

**THE WHITE HOUSE
Office of Media Affairs**

January 16, 1996

SECRETARY RUBIN

STATE OF THE UNION SPECIALTY PRESS OUTREACH

PHILADELPHIA

The Philadelphia New Observer
JH Warren
(215) 665-8400 fax (215) 665-8914

Philadelphia Tribune
Robert Bogle
(215) 893-4050 fax (215) 735-3612

January 17, 1996

MEMORANDUM TO DEPARTMENT OF JUSTICE

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:

Baltimore Sun

City Editor: Jim Ahser, #410/332-6539

Editorial Page Editor: Joseph Sterne, #410/332-6040

Annapolis Capital

City Editor: Stuart Samuels, #410/280-5912

Editorial Page Editor: Tom Marquardt, #410/280-5916

Salisbury Times

City Editor: Dick Fleming, #410/749-7171 x231

Editorial Page Editor: Mel Toadvine, #410/749-7171 x230

Denver Post

City Editor: Mark Harden, #303/820-1201

Editorial Page Editor: Chuck Green, #303/820-1935

Rocky Mountain News

City Editor: Deborah Goeken, #303/892-5055

Editorial Page Editor: Vincent Carroll, #303/892-5477

Newark Star Ledger

City Editor: Rick Everett, #201/877-4141

Editorial Page Editor: Neal Cocchia, #201/877-4239

Trenton Times

City Editor: Peter Callas, #609/989-5685

Editorial Page Editor: George Amick, #609/989-5681

Boston Globe

City Editor: Walter Robinson, #617/929-3000

Editorial Page Editor: Loretta McGloughlin, #617/929-3044

Springfield Union News

City Editor: Larry Rivais, #413/788-1304

Editorial Page Editor: Joseph Hopkins, #413/788-1345

Providence Journal-Bulletin

City Editor: Andy Bur, #401/277-7303

Editorial Page Editor: Robert Whitcomb, #401/277-7440

Radio:

Refer to White House radio directory. Contact public radio stations and/or any statewide radio network as well as the #1 rated stations in Baltimore, Annapolis, Salisbury, Frederick and Hagerstown, MD; Denver, CO; Newark, Trenton, NJ; Boston, Springfield, MA; and Providence, RI.

MEMORANDUM TO THE DEPARTMENT OF THE INTERIOR

FROM: White House Office of Media Affairs
DATE: January 16, 1996
RE: State of the Union Roll Out

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

PRINT (ME and NM):

Bangor News
City Editor (207)990-8239
Editorial Board Editor (207)990-8203

Lewiston Sun Journal
City Editor (207)784-5411
Editorial Page Editor (207)784-5411

Portland Press Herald
City Editor (207)791-6650
Editorial Board Editor (207)791-6480

Albuquerque Journal
City Editor (505)823-3841
Editorial Board Editor (505)823-3860

Albuquerque Tribune
City Editor (505)823-3600
Editorial Board Editor (505)823-3600

Santa Fe New Mexican
City Editor (505)983-3303
Editorial Board Editor (505)983-3303

Las Cruces Sun-News
City Editor (505)523-4581
Editorial Board Editor (505)523-4581

RADIO (OR and WA):

Refer to the White House radio directory. Contact the Maine and New Mexico public radio stations and/or any statewide radio network as well as the top rated station in Bangor, Lewiston, and Portland, ME and Albuquerque, Santa Fe and Las Cruces, NM.

**THE WHITE HOUSE
Office of Media Affairs**

Janaury 16, 1996

STATE OF THE UNION SPECIALTY PRESS OUTREACH

ADA DEER/DEPT. OF INTERIOR

NATIVE AMERICAN

National Native News

(907)277-2776

AME
MEB, 6D LME

D R A F T
10:02am

JANUARY 19, 1996

1. Talk radio -
names of shows
Ann
Hewes

MEMORANDUM FOR THE PRESIDENT

FROM: DON BAER
KITTY HIGGINS
Mike McCurry
SUBJECT: STATE OF THE UNION COMMUNICATIONS PLAN

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

Media Affairs

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

I. THE PRESIDENT AND VICE PRESIDENT

The President

- Interview with *US News and World Report* (January 18)
- Drop by "New Democrats" columnists roundtable (January 22) - tentative
- 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*
- U.S. Conference of Mayors Address, Washington, DC (January 25) (January 24)
- Environmental Event Highlighting Budget Impact (January 26) - tentative
- Interview with CNN White House Reporters (January 26) - tentative
- Radio address (January 27) (Democratic Mayors will be invited)
- Education and Technology Event (January 29) - tentative
- Speech to National Association of Hispanic Publications (January 26)

- National Prayer Breakfast on Community and Common Ground (February 1)

The Vice President

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

II. PRESS

The White House

- Don Baer and George Stephanopoulos will call weekend ^{TV} pundits. (January 20)
- George Stephanopoulos, ^{and} Bruce Reed, Elaine Kamarck, and Don Baer will hold a background briefing for "New Democrats" columnists. (January 22)
- Leon Panetta ^{and Bruce Reed} will hold a background briefing for columnists. (January 22)
- Alice Rivlin will be on Evans & Novak. (January 20/21)
- Administration officials on weekend talk shows will begin to set the groundwork for the State of the Union address. (January 20/21)
- Leon Panetta will be on Meet the Press (January 21)
- Leon Panetta will drop by the Vice President's meeting with the network anchors. He will also do a briefing with TV, radio and print reporters. (January 23) brief White House
- George Stephanopoulos and Don Baer will do talk radio following the address. (January 24) Alexis
- 10 Roundtables (tongs) with White House reporters. (January 24 - 26) officials will be conducted reaching more than 100 major newspapers

- You may want to put this under the speech*
- *More than 50* Regional editorial board calls. (January 24, 25) *will be conducted by the Cabinet or White House officials.*
 - *A dozen influential* Regional columnists calls. (January 24, 25) *will be called by White House officials (i.e. Tom Plater, XAT)*
 - Laura Tyson will do the Los Angeles Times and The Wall Street Journal editorial boards. (January 23, 24)

Media Affairs will set up interviews with Mayors following U.S. Conference of Mayors Speech

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

The Cabinet

Talk Radio - Please see separate memo. George Stephanopoulos will do NPR's 'Speaker of the Nation' on Tuesday. Don will do it on Wednesday.

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

- Secretary Rubin will do the New York Times, The Washington Post, and The Chicago Tribune editorial boards (tbd). He will also do public radio in NY and Pennsylvania. *Why are we doing TBO?*

Shipment documents

Attorney General Reno will do the Baltimore Sun, Boston Globe and Denver Post editorial boards (tbd). She will do radio in Maryland, New Jersey, Colorado and Massachusetts (tbd).

- Secretary Babbitt will do the editorial boards of the two newspapers in Albuquerque and two in Santa Fe, in addition to the Bangor News and Portland Press Herald (tbd). He will do specialty Native American press and radio in Maine and New Mexico.
- Secretary Glickman will do the Shreveport Times, Charleston Gazette and Baton Rouge Advocate editorial boards (tbd). He will also do radio in Louisiana and West Virginia.

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

- Secretary Reich will do the Detroit News, Quad-City Times and Des Moines Register editorial boards (tbd). He will do radio in Michigan and Iowa.
- Secretary Shalala will do the Phoenix Gazette, Miami Herald and Orlando Sentinel editorial boards (tbd). She will do specialty radio and press in Florida as well as radio in Arizona.

- Secretary Cisneros will do the Cleveland Plain Dealer, Cincinnati Post and Youngstown Vindicator editorial boards (tbd). He will do radio in Ohio. He will also do specialty press including National Newspaper Publishers Association.
- Secretary Peña will do Connecticut press, including Hartford Courant, New Haven Register and The Day editorial boards (tbd) and various radio in. He will also do specialty press, including Hispanic Link and La Opinion Hispanic Magazine.
- Secretary O'Leary will do the Dallas Morning News, Fort Worth Star Telegram and Houston Chronicle editorial boards (tbd). She will do radio in Texas. She will also do specialty press, including Crusader Publications, Chicago Defender and Chicago Citizen Newspaper Group.
- Secretary Riley will do the Tennessean, Knoxville News-Sentinel and Louisville Courier Journal editorial boards (tbd). He will do radio in Tennessee, Kentucky and Georgia.
- Secretary Jesse Brown will do the Arkansas Democrat Gazette and Southwest Times Record editorial boards (tbd). He will do radio in Arkansas and Florida as well as specialty press in Atlanta, including The Atlanta Voice, Atlanta Daily World and The People's Crusader.
- Administrator Browner will do the Seattle Post-Intelligencer and The Oregonian editorial boards (tbd). She will do radio in Oregon and Washington.
- Ambassador Kantor will do the San Francisco Chronicle, Los Angeles Daily News and San Diego Union-Tribune editorial boards as well as radio in California. He will also do specialty press including Los Angeles Sentinel, Post Newspaper Group and The Reporter Publishing Co.
- Director Lader will do the Winston Salem Journal, Raleigh News Observer and Greensboro News Report editorial boards. He will do radio in North Carolina.
- Administrator Johnson will do the Milwaukee Journal-Sentinel, Wisconsin State Journal and Green Bay Press Gazette editorial boards. He will do radio in Wisconsin.
- Conference calls with specialty press will be done by several Cabinet officials.

Intergovernmental and Political Affairs

- Democratic mayors, governors and leading elected officials in targeted states and Congressional districts will issue press releases prior to the State of the Union. (January 22)
- Talking points are being faxed to all Democratic elected officials. (January 18)
- The DNC is faxing talking points to 5,000 individuals, including state chairs, DNC members and selected donors. The DCCC and DSCC are faxing talking points to all of their candidates. (January 18)
- State of the Union watch-parties are being held in targeted states including Iowa and New Hampshire. Press will be invited. (January 23)
- Members of Congress who will be asked to do post-speech commentary will be briefed by Administration on Monday and Tuesday.

Outside Validators

- Independent commentators/validators who will make press appearances around the State of the Union will be faxed talking points and briefed by an Administration representative beforehand.
- A small group of non-traditional commentators such as nationally recognized academics and police chiefs will be made available to the press for State of the Union commentary.

III. BRIEFINGS

Cabinet Affairs

- Kitty Higgins and Don Baer briefed the Cabinet chiefs of staff. (January 16)
- Kitty Higgins, Mike McCurry and Don Baer briefed the Cabinet public affairs officers. (January 17)
- Leon Panetta will brief the Cabinet on the major themes of the State of the Union on January 22.

Legislative Affairs

- Key Democratic members will be identified and asked to highlight certain key initiatives in the speech.
- Press secretaries for Democratic senators and representatives will be briefed by Mike McCurry and Don Baer. (January 22)
- Bruce Reed and Gene Sperling will brief House and Senate Administrative Assistants and Legislative Directors. (January 22)

Public Liaison

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

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

IV. EVENTS

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

- Secretary Christopher will speak at Harvard's Kennedy School of Government on January 18.
- Secretary Perry will satellite to BusinessWeek Presidents' Forum in Palm Springs on January 18.
- Chairman Shalikashvili will address the Naval War College in Rhode Island on January 23.
- The Attorney General will participate in your COPS event in Louisville, KY on January 24.
- Secretary Ron Brown will do a technology and schools event in WV/Chicago.
- Secretary Reich will do a corporate responsibility event in _____.
- Secretary Shalala will speak at Union College in Schenectady, NY on January 24.
- Secretary Cisneros will participate in a public housing and gangs event in Toledo.
- Secretary Riley will do a charter schools event in Minneapolis.
- Administrator Browner will highlight environmental and business cooperation during her speech before the U.S. Conference of Mayors on January 24. She will also do a brownfields event in Cincinnati.
- Tony Lake will address the Chicago Council on Foreign Relations on January 29.
- Dr. Tyson will address the Detroit Women's Economic Club on January 25.

V. MATERIALS

Talking Points

- Talking points on the State of the Union address will be distributed before the speech to Democratic members of Congress, Public Liaison constituency groups, Democratic governors, mayors and elected officials.

Accomplishment Documents

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

The Speech

- The text of the speech will be sent out by Media Affairs to specialty press contacts.
- In advance of the network evening news shows, press excerpts of the address will be distributed to press and Democratic officials.
- The DCCC and the DSCC will send the speech out to all candidates.
- The DNC will distribute the speech to all State Party Chairs.
- Clinton/Gore will distribute talking points on the speech to field staff. They will ~~base~~ have surrogates ready to respond to local media.

January 19, 1996

MEMORANDUM FOR LORRIE MCHUGH

FROM: RICA RODMAN

SUBJECT: STATE OF THE UNION RADIO PLAN

Radio interviews will be scheduled Monday and Tuesday to preview the State of the Union address. Interviews will continue Tuesday night through the rest of the week as part of a post-State of the Union outreach.

interviews
Interviews will be scheduled in approximately 20 targeted states. These 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*.

Please start with this
The following White House staff members have been contacted so far for interviews: ~~Don Baer~~, George Stephanopoulos, Alexis Herman, Dr. Laura Tyson, Gene Sperling, Bruce Reed, Alice Rivlin,

Mike McCurry & Don Baer will conduct radio interviews

The following is the tentative schedule,

Herman	Tuesday either between 11AM-1PM or 3-5PM.
	Wednesday 3:00-3:30 PM (African American outreach)
Tyson	Wednesday (time TBD) (West coast outreach)
Stephanopoulos	Tuesday (Talk of the Nation tentatively)
Baer	Tuesday (Talk of the Nation preview)
	Wednesday (Talk of the Nation follow-up)

Outreach to syndicated show will include:

1. Talk of the Nation (NPR), 100 stations, ~~afternoon~~
2. All Things Considered (NPR), 440 ~~evening~~
3. Morning Edition (NPR), 435 stations, ~~morning~~
4. Alan Colmes Show, 120 stations, ~~afternoon~~
5. Judy Jarvis Show, 40 stations, ~~late afternoon~~
6. Ellen Rattner, ~~early morning~~
7. Agri-Talk, 126 stations, ~~late morning~~
8. Smart Money with the Dolans, ~~afternoon~~
9. Jim Bohanon, 400 stations, ~~late night~~
10. Gil Gross (CBS), 175 stations, ~~night~~
11. Jay Severin, 120 stations, ~~evening~~
12. Hugh Rodham, 48 ~~small-medium~~ stations, ~~evening~~
13. Marketplace Radio (NPR), 280 stations ~~evening~~

Outreach to African American syndicated show will include:

1. The Tom Joyner Show (ABC), Over 40 stations nationwide, morning
2. Night Talk with Bob Law (AURN), over 40 stations nationwide, night
3. Joe Madison (night)

if needed

The State of the Union Address offers the Cabinet, Administration officials and outside opinion leaders a unique opportunity to amplify your message. Attached is a comprehensive communications plan that details the outreach and amplification activity both before and after the 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 and the DNC.

The surrogate activity prior to the State of the Union will serve to 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 the progress the country has made under your Administration. Following your speech, surrogates will ~~focus~~ ^{ELABORATE} more specifically on the challenges you ~~laid out~~ ^{and explain} in the speech. ^{DESCRIBED}

add to First Bullet
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, to name a few.

add to second bullet
Examples include: Benjamin Barber, Henry Louis Gates, Bill Galston, and New York Commissioner William Bratton, to name a few.

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

18-Jan-1996 07:00pm

TO: Kris Balderston

FROM: Stephen B. Silverman
 Office of Cabinet Affairs

CC: Kathryn Higgins
CC: LeeAnn Inadomi
CC: Anne E. McGuire

SUBJECT: RE: sou update

as a follow-up:

I talked to Bruce Reed regarding initiatives that might be announced. He has been working with various agencies to develop plans/language. I asked him to join us on 8:30 Tomorrow to run through the ideas in general, not specific. Agencies are preparing briefing material in coordination with Bruce.

Here's a rough summary:

1) Education (with Mike Smith Under Sec): Ed wrote policy. Meeting yesterday with Labor, Commerce, OMB, VP. Challenge 50 states to pass charter schools and school choice; matching funds in corp. tech; merit scholarships for top 5% of students, expand college work study; restore moral values

2) Crime: HUD wrote. Direct public housing authorities to get rid of gangs. Working with Henry and Bruce. Justice: directive on juvenile violence. Unclear if AG agrees with. Worked with Policy shop; Truth in Sentencing (violent offenders need to serve 85% of time.

3) Health Care: insurance reforms; expand coverage. Challenge AMA to stop blocking insurance fraud prosecution. Worked with Jennings. I encouraged talking to HHS (he'll call Vladeck)

4) Pensions: Labor and Treasury. Lewis and Summers at meeting.

5) Environment: community right to know; project EXCEL; Brown Fields initiative.

Other challenges may include 1) campaign finance, 2) teen preg, 3) adoption, 4) deadbeat dads, 5) no tobacco to kids, 6) tv producers: violence on tv; 7) Americorp.

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

18-Jan-1996 02:43pm

TO: (See Below)

FROM: Karen L. Hancox
 Office of Political Affairs

SUBJECT: SOU ROLLOUT

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

Grand Rapids, MI

Columbus, OH

Philadelphia

Minneapolis

St. Louis

Knoxville

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

Thank you

Distribution:

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

CC: Marilyn Yager
CC: Stephen B. Silverman

JANUARY 18, 1996

MEMORANDUM FOR THE PRESIDENT

**FROM: DON BAER
KITTY HIGGINS**

SUBJECT: STATE OF THE UNION COMMUNICATIONS PLAN

The following memo is intended to provide you with information on the outreach that will take place prior to and after the State of the Union address. The efforts described below are a product of a coordinated strategy by the Offices of Communications, Cabinet Affairs, Public Liaison, Intergovernmental Affairs, Legislative Affairs, Political Affairs, Media Affairs and the **DNC**.

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

THE PRESIDENT

THE VICE PRESIDENT

- The Vice President will call network anchors.
- The Vice President will do a radio roundtable.

PRESS

The White House

- Leon Panetta will host a luncheon on January 23 with network anchors.
- McCurry/Stephanopoulos/Baer will do talk radio just after the address.
- Regional reporters roundtable.

- Regional editorial board calls.
- Regional columnists calls.
- Tyson will do the editorial boards of The Los Angeles Times and The Wall Street Journal.

The Cabinet

The Cabinet has been asked to do targeted regional print and radio press across the country. Some of the press includes:

- Secretary Rubin will do the editorial boards of The New York Times and The Washington Post, The Chicago Tribune.
- Conference calls with specialty press will be done by several Cabinet officials.

Intergovernmental Affairs

Intergovernmental Affairs has identified mayors and other local elected officials in 26 targeted Congressional districts and has asked them to issue press releases prior to the State of the Union. In addition, Democratic governors, mayors and other leading Democratic elected officials (see attached list) in 20 targeted states have been asked to issue press releases.

The U.S. Conference of Mayors will be meeting in Washington next week and you are tentatively scheduled to meet with a bipartisan group of mayors on Thursday. Additionally, a small group of Democratic mayors will be invited to the radio address on January 27.

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

BRIEFINGS

Legislative Affairs

- Press secretaries for Democratic senators and representatives will be briefed prior to the State of the Union.

- House and Senate Administrative Assistants and Committee staffs will be briefed by Mike McCurry on January 22.

Key Democratic members will be identified and asked to highlight certain key initiatives in the speech.
[SUSAN: Do we have list?]

Public Liaison

Public Liaison briefed D.C. representatives of all constituency groups on January 18 and 19. In addition, they have arranged for conference calls with state representatives of all their groups to take place on January 22 and 23. The following is the list of constituency groups involved:

African Americans
Asian Americans
Business CEOs
Children/Family
Disability
Ethnics
Hispanic
Jewish
Law Enforcement
Non-profit
Religious
Seniors
Veterans
Women
Youth

EVENTS

- 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.
- Secretary Rubin will do a town hall meeting at Chicago State University on January 24, focusing on State of the Union, budget and urban themes.
- The Attorney General will participate in your COPS event in Louisville, KY on January 24.
- Secretary Ron Brown will do a technology and schools event in ____.
- Secretary Reich will ____.
- Secretary Shalala will speak at Union College in Schenectady, NY on January 24.

- Secretary Cisneros will participate in a public housing event in ____.
- Secretary Riley will do a charter schools event in ____.
- Administrator Browner will highlight environmental and business cooperation during her speech before the U.S. Conference of Mayors on January 24. *She will also participate in an event in Cincinnati, OH*
- 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.

MATERIALS

- Talking points on the State of the Union address will be distributed before the speech to Democratic members of Congress, Public Liaison constituency groups,
- State by state materials will be distributed by all White House outreach offices (Public Liaison, Intergovernmental Affairs, Legislative Affairs, Media Affairs).
- The text of the speech will be sent out by Media Affairs to specialty press contacts.

The DNC/DCCC/DSCC will distribute materials

Watch parties
DNC/DCCC/DSCC

include list of
targets

JANUARY 18, 1996

MEMORANDUM FOR THE PRESIDENT

**FROM: DON BAER
KITTY HIGGINS**

SUBJECT: STATE OF THE UNION COMMUNICATIONS PLAN

The following memo is intended to provide you with information on the outreach that will take place prior to and after the State of the Union address. The efforts described below are a product of a coordinated strategy by the Offices of Communications, Cabinet Affairs, Public Liaison, Intergovernmental Affairs, Legislative Affairs, Political Affairs, Media Affairs and the **DNC**.

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

Press

The White House

- The Vice President will call network anchors.
- The Vice President will do a radio roundtable.
- McCurry/Stephanopoulos/Baer will do talk radio just after the address.
- Regional reporters roundtable.
- Regional editorial board calls.
- Regional columnists calls.
- Tyson will do the editorial boards of The Los Angeles Times and The Wall Street Journal.

First Lady
Mrs. Gove

The Cabinet

The Cabinet has been asked to do targeted regional print and radio press across the country. Some of the press includes:

- Secretary Rubin will do the editorial boards of The New York Times and The Washington Post.
- Conference calls with specialty press will be done by several Cabinet officials.

Intergovernmental Affairs

Intergovernmental Affairs has identified mayors and other local elected officials in 26 targeted Congressional districts and has asked them to issue press releases prior to the State of the Union. In addition, Democratic governors, mayors and other leading Democratic elected officials in 20 targeted states have been asked to issue press releases.

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

Briefings

Legislative Affairs

- Press secretaries for Democratic senators and representatives will be briefed prior to the State of the Union.

• AAs/Committee staff briefings on the state of the budget

Public Liaison

Public Liaison has arranged for conference calls with state representatives of all their constituency groups. In addition, they will brief the D.C. representatives of all groups. The following is the list of constituency groups involved:

African Americans
Asian Americans
Business CEOs
Children/Family
Disability
Ethnics
Hispanic
Jewish
Law Enforcement

Non-profit
Religious
Seniors
Veterans
Women
Youth

Political

IS POLITICAL DOING ANY BRIEFINGS???

Events

- Secretary Christopher will speak at Harvard's Kennedy School of Government.
- Secretary Perry will satellite to BusinessWeek Presidents' Forum in Palm Springs.
- Chairman Shalikashvili will address the Naval War College in Rhode Island.
- Secretary Rubin will be in Chicago to ____.
- The Attorney General will participate in your COPS event in Louisville, KY.
- Secretary Ron Brown will do a technology event in ____.
- Secretary Reich will ____.
- Secretary Shalala will speak at Union College in Schenectady, NY.
- Secretary Cisneros will participate in a public housing event in ____.
- Secretary Peña will be in Portland, ME to announce ____.
- Secretary Riley will do a charter schools event in ____.
- Administrator Browner will highlight environmental and business cooperation at an event in ____.
- Tony Lake will address the Chicago Council on Foreign Relations.
- Dr. Tyson will address the Detroit Women's Economic Club.

Materials

Constituent accomplishments documents will be sent out to all groups.

- Talking points on the State of the Union address will be distributed before the speech to
- State by state materials will be distributed by all White House outreach offices (Public Liaison, Intergovernmental Affairs, Legislative Affairs). — Media Affairs.
- The text of the speech will be sent out by Media Affairs to specialty press contacts.

OPL will distribute the text of the speech

DNC will fax

DCCC
DSCC } fax to all their candidates.

Talking points.

DCCC puts up satellite just after the speech.

Chair/Vice Chair of the US Conference of Mayors
speech excerpts by Monday.

Watch parties in states — Craig Smith

July 21, 1995

MEMORANDUM FOR THE PRESIDENT

**FROM: GEORGE STEPHANOPOULOS
 ALEXIS HERMAN
 JULIA MOFFETT**

RE: AFFIRMATIVE ACTION PRESS AND OUTREACH

By all accounts, the media coverage of your speech and concluding report was extremely positive. The following memo is intended to provide you with information on the outreach that took place prior to the speech as well as the plans currently being implemented to amplify it. The efforts described below are a product of a successfully coordinated strategy by the Office of Communications, Public Liaison, Intergovernmental Affairs, Legislative Affairs, Political Affairs, the Press Office and the DNC.

Pre-speech Press Outreach

- Calls and/or meetings took place prior to the speech with the following:

Columnists and Pundits
Network White House Correspondents
African-American Reporters and Columnists
Morning Shows

Pre-speech Group, Congressional and Elected Official Outreach

- Conference calls prior to the speech took place with:

Democratic Governors
African-American, Hispanic and Women Mayors
County Executives of Major Metropolitan Counties
Legislative Leadership
Big City Mayors
Statewide Elected Officials
Other Elected Officials
Other Mayors
Governors' Washington Representatives
Constituency Group Leadership

Pre-speech Outreach, con't:

Page 2

- Briefings/Meetings prior to the speech took place with:

Congressional Leadership
Congressional Black Caucus
Congressional Hispanic Caucus
Civil Rights Leadership
Women's Leadership
Hispanic Leadership
University Presidents
CEOs
Additional Congressional Meetings

Talking Point and Speech Distribution/Mailings

- *TALKING POINTS* were faxed to:
 - Several thousand contacts in the African-American, Hispanic-American, Women, Asian and Pacific American, Education, Civil Rights, Disability, Religious, Jewish-American and non-profit communities.
 - 1,050 African-American leaders comprised of early supporters, women, university presidents, business owners, the Black Leadership Forum, the Urban Leagues and heads of black unions.
 - 210 key African-American ministers.
 - 270 women's organizations.
 - All Democratic Governors, all Democratic Statewide elected officials, Democratic Big City Mayors, Democratic Leadership of State Houses, and a targeted group of county officials.
 - 2,500 political supporters through the DNC.
 - 2,000 Cabinet officials and regional Administration representatives through Cabinet Affairs.
 - All press secretaries on Capitol Hill.
 - Talking points are also available via the Internet.

Talking Points and Speech Distribution/Mailings, con't:

Page 3

- The *SPEECH* has been mailed or is in the process of being mailed to:
 - 100 national religious organization heads and opinion leaders and the top 800 members of the African-American clergy. The speech will also be widely distributed at all of these organizations' national conventions. (Note: These members of the clergy will be called on Friday and Saturday to encourage them to discuss your affirmative action policies in their Sunday sermons.)
 - The Congressional Black Caucus who are, in turn, getting the speech to their local black ministers.
 - 2,500 African-American opinion leaders including: African-American early supporters, women leaders, university presidents, black business owners, the Black Leadership Forum, the Urban Leagues and the heads of black unions.
 - All African-American FOBs with a thank-you letter.
 - The following organizations and leaders in their respective communities: Jewish, business, ethnic, national law enforcement, women, Hispanic, Education (including the NEA, AFT, and University Presidents), and Asian Pacific American.
 - Approximately 5,000 reporters, primarily specialty press, editorial boards and radio talk show hosts.
 - The speech will also be translated into Spanish and distributed.
 - A compilation of the Georgetown, Family Conference, Religious Freedoms and Affirmative Action speeches is being widely distributed to opinion leaders, pundits, etc.
 - A condensed version of the speech will be printed in the religious community's newsletters.

Post-speech Press

- Satellite interviews into California
- On-the-record print interviews
- CNN Inside Politics, MacNeil/Lehrer, Charlie Rose Show, CNBC, Larry King Live, BET, Crossfire, Sunday shows
- Editorial Board Calls and Extensive Radio Bookings

Post-Speech Press, con't:

Page 4

- The Media Affairs press plan, targeted to African-American, Hispanic, Women, and Business press specifically, is in the process of implementing an extensive plan that includes Administration officials doing:

- 75 regional editorial boards
- 47 regional radio markets
- 252 specialty press interviews
- 10-20 nationally syndicated radio programs

Post-Speech Validation

Many organizations and individuals spoke to the press in support of your position following the speech. A few examples of this support are:

- Women Members of Congress held a press conference supporting the speech.
- Audience members conducted interviews following the speech.
- National network of ministers will discuss in their Sunday sermons.
- University Presidents are doing press in their own markets.
- California-based organizations held a coalition press conference supporting the speech.

(A sample of editorials from around the country are attached.)

Speaking Engagements

There are many speaking engagements throughout the summer where Cabinet or Administration officials will have the opportunity to reiterate your vision on Affirmative Action. A selection of these events are listed below:

- National Urban League
- Black Enterprise 25th Anniversary
- Progressive National Baptist Convention
- National Baptist Convention
- National Association of Black Journalists
- National Bar Association and American Bar Association
- BIG-Blacks in Government
- National Academy of Sciences Conferences
- Organization of Chinese Americans National Convention
- National Convention of the Pacific American Labor Alliance

Thur — CR 1/26

Press

- round tables
- Ed boards
- radio
- (all Cabinet)

[Sunday Shows]

Briefings

OPL (comb calls) ~~PO~~BITICAL

Leg Affairs

DNC
DCCC

Events



Materials

TPS <

State-by-State
after - speech fax'd out

— CR
media Affairs

March 17, 1995
(DRAFT; 5:00pm, 3/17)

MEMORANDUM

TO: ERSKINE BOWLES
MARK GEARAN

FROM: JULIA MOFFETT

SUBJECT: VIOLENCE AGAINST WOMEN ACT COMMUNICATIONS PLAN
TUESDAY, MARCH 21, 1995

Context

Message

The President stands by his landmark crime legislation and is moving forward in implementing it in order to make our streets and communities safer for all Americans. As an illustration, he will release funds to states under the toughest law ever passed to protect victim's rights, the Violence Against Women Act. In addition to releasing significant funds, the President will announce a new director of an office at the Department of Justice created to oversee this program. This announcement, as evidenced by the event and amplifying activity, enjoys tremendous national and bipartisan support from police, women's and victim's organizations as well Members of Congress.

Communications Plan

The President/The White House

- * The President will attend the Rose Garden event on Tuesday morning where he will announce the new office director and funding.
- * A pre-taped video by the President will air as part of the cable industry's "Voices Against Violence Week." (See below for more detail).
- * Background calls previewing the event will be placed to appropriate

White House print and television reporters.

- * Talking points and background information on the event will be widely distributed to Administration officials and outside supporters and validators on the morning of the event.
- * The President's remarks will be delivered to the Hill after the event.

Cabinet Affairs: DOJ and HHS

- * DOJ: Attorney General Reno will attend the event.
- * DOJ: DOJ is working in conjunction with the Office of Public Liaison to develop the list of police, victim's and women's groups to be invited to the event. (Partial list of invitees is under Public Liaison section).
- * DOJ: Attorney General Reno will be interviewed for NBC's violence prevention special, "The More You Know About Violence Prevention". (See below for more detail).
- * DOJ: Attorney General Reno will conduct interviews arranged by Media Affairs both before and after the event (See below for more detail).
- * DOJ: Will create a materials packet for all event attendees which will include a fill-in-the-blank release for them to send out when they return home, the White House/DOJ press release, a fact sheet on the Violence Against Women Act, and a biography on Bonnie Campbell.
- * DOJ: Will e-mail the press release to all 93 U.S. Attorney's offices who will be encouraged to contact their local media.
- * DOJ: Plans to hold a follow-up event to announce the advisory committee.
- * DOJ: In addition to her interviews (see Media Affairs), Bonnie Campbell will be making appearances around the country to raise the profile of the office.
- * HHS: Secretary Shalala will attend the event.
- * HHS: Will distribute talking points and fact sheets to appropriate constituencies.
- * HHS: Will preview event with HHS reporters.

Domestic Policy Council

- * For this event, DPC activity is coordinated through the Department of Justice.

Intergovernmental

- * Key Democratic Attorney Generals and women officials will be invited to the event. Information will be provided to those who cannot attend so that they may hold similar events in their states. Additionally, they will be encouraged to issue statements of support to be provided to the national and regional press on the day of the event. These activities will involve coordination with the DNC Governmental Affairs Office and the DLCC.
- * All female Lt. Governors as well as Governor Christie Todd Whitman will be invited to attend the event.
- * Will work with the DGA to provide information about the event to Democratic Governors so that they may hold similar events and issue supportive statements. These statements will be made available to the national press.
- * Will work with Bonnie Campbell and Iowa Democratic officials to ensure that her appointment receives special press attention in Iowa and that 10-12 Iowans associated with her crusade to combat violence against women are invited to this event.
- * California officials who have been especially instrumental will be invited to attend the event.
- * The United States Conference of Mayors will issue a statement of support for the Violence Against Women Act. Individual Mayors Norm Rice and Jerry Abramson are confirmed with others pending.

Legislative

- * A bipartisan group of approximately 40 Senate and House members will be invited to the event. Since the House will be returning from a long weekend and will not conduct rollcall votes before 5PM on Tuesday, and the Democratic and Republican Senators will be meeting at their weekly caucus luncheon at 12:30 PM, it is uncertain how many Members will be able to attend the event.
- * Targeted members will be asked to issue press statements, speak on the floor, or hold press events at the Capitol or in their district in

support of the Administration's initiatives. Targeted members include: the 33 Democratic women in the House, the 5 Democratic women Senators, Senators Biden and Kennedy, and Reps. Conyers and Schumer. In addition, Rep. Lowey, the chair of the Women's Caucus, will be contacted and asked to coordinate a press event with the members of the Caucus on Tuesday.

- * Talking points prepared by Justice will be provided to the Members at the conclusion of the week.

Media Affairs

- * Will draft and send out a media advisory on Tuesday's announcement which will include the names of invited guests who will be available for interviews following the event.
- * Will set-up print, radio and tv interviews for invited guests on the North Lawn. (List of invitees under Public Liaison)
- * Will set-up radio interviews with Bonnie Campbell on nationally syndicated talk shows, especially those targeted at women, for Tuesday and Wednesday. Will also set up an interview with NPR's The Diane Rehm Show.
- * Will set-up profile interview of Bonnie Campbell with *The Des Moines Register* and, possibly, with *The Washington Post* Style section. David Yepsen of *The Des Moines Register* may also be invited to do a piece on all Iowa Administration officials.
- * State-by-state data detailing the Violence Against Women Act grants will go to all 50 AP bureaus.
- * Iowa press will be saturated with faxes to print and radio and personal phone calls. Exploring a satellite tour with Bonnie Campbell into Iowa, as the state does not have TV here in Washington.
- * Will set-up conference calls with women's newsletters and other media in conjunction with Marilyn Yager and the Public Liaison staff.
- * Will set-up a roundtable interview with national women's magazines and Reno, Shalala, and Campbell. These publications have a two to three month lead time.
- * Will add Women's Violence/Crime bill message into roundtables and conference calls we are doing with African-American and other specialty press on other issues including rescissions.

- * Will do a post-event mailing to specialty press lists including women, law enforcement, and African-American.
- * Radio interviews will be arranged for Attorney General Reno on Wednesday.

Political

- * Talking points will be sent to:
 - Political Affairs' fax list of political leaders across the country
 - DNC's fax list of 2,500 elected officials, state parties, activists and supporters, including the DNC Women's Caucus
 - Approximately 500 members of the Women's Leadership Forum, the DNC's women's finance council
- * The 25 state directors of the National Democratic Women's Network (NDWN) will distribute talking points, organize letter writing, call in to radio talk shows, issue press releases and hold press conferences. These directors are located in the following states: AL, AZ, CA, CO, CT, DE, FL, IL, IN, KY, MI, MN, MO, MS, NE, NJ, NM, OK, PA, RI, SC, VA, WI.
- * The Iowa Democratic Party will supply a list of Iowa spokespersons on this issue to all of the print, radio and TV outlets in the state to ensure maximum coverage of the President's announcement and Bonnie Campbell's appointment.
- * Barbara Baldizar of New Hampshire, along with several other women who were key to the passage of New Hampshire's Violence Against Women legislation, will issue a press release applauding the President's commitment to preventing and prosecuting crimes against women and will follow up with interviews with local reporters. The group is also expected to attend the event here at the White House.
- * Several California women's leaders will be invited to the Rose Garden ceremony and do a press briefing for D.C.-based California press following the event.

Public Liaison

- * Representatives from around the country from key women's, police, and victim's groups that have been actively involved in this issue are being invited to attend the event. The following **partial list** of invitees has been developed in conjunction with the Department of Justice. This is a partial list intended to illustrate the range of the

group being invited. A full list is available.

National Association of Attorney Generals
National District Attorneys Association
Police Foundation
International Association of Chiefs of Police
Police Executive Research Forum
National Sheriffs Association
NOBLE
National Organization for Women
Family Violence Prevention Fund (CA)
National Women's Law Center
Women's Legal Defense Fund
Victim Services
Chicago Abused Women Coalition
New York City Gay and Lesbian Anti-Violence Project
Milwaukee Women's Center, Inc.
Norfolk County District Attorney's Office
Older Women's League
Domestic Abuse Intervention Program (MN)
Domestic Violence Training Project (CT)
Domestic Violence Coalition (TX)
Pennsylvania Coalition Against Domestic Violence
Rhode Island Rape Crisis Center
White Buffalo Calf Women's Shelter (SD)
Minnesota Coalition for Battered Women
State Domestic Violence Coalitions
State law enforcement officials

- * The above organizations, and others who are unable to attend, are being asked to generate activity around the event in the form of press releases, op-ed pieces, newsletter articles, and post-event mailings to their membership.
- * In conjunction with Media Affairs, regional and specialty press, including a stakeout, will be arranged for the group representatives.
- * Talking points on the morning of the event and the President's remarks after the event will be sent to key national and local women's, police and victim's groups.

Other

- * Beginning on Monday, March 20, 1995, NBC will run a one week series on violence prevention focused on family violence and its effect on children entitled "The More You Know About Violence Prevention".

- * Beginning on Sunday, March 19th, fifty-one cable networks will air programming in the cable industry organized "Voices Against Violence Week." The President has taped a video as part of this program.

March 23, 1995
(FINAL)

MEMORANDUM FOR THE PRESIDENT

FROM: MARK GEARAN AND JULIA MOFFETT

CC: THE VICE PRESIDENT, LEON PANETTA, ERSKINE BOWLES, HAROLD
ICKES AND JACK QUINN

SUBJECT: UNFUNDED MANDATES BILL SIGNING COMMUNICATIONS
AND OUTREACH PLAN, WEDNESDAY, MARCH 22, 1995

Context

from CR

It is important to note that, in the past, bill signing events have received little national media attention. In the case of the Unfunded Mandate Reform Act of 1995, the minor coverage of its final passage in the House gives us even further cause to have lowered expectations of breaking through on the national front. On the regional front, however, this event has enormous potential, and the activities represented below reflect an extensive operation intended to maximize opportunities for media and other amplification on the state and local level.

Message

It is a unique opportunity to get the Admin msg out!

As an example of the stronger and more efficient partnerships between the federal government and states that the President has historically supported, he will sign into law the Unfunded Mandate Reform Act of 1995. This legislation, passed with broad bipartisan support, curtails the imposition of unfunded mandates, fulfilling the President's promise to restore balance to the partnership between the Federal government and State, local and tribal governments. In signing this legislation, the second time since the new Republican Congress, the President will demonstrate his belief that Washington can solve problems and create opportunity when both parties work together.

Communications Plan

The President/The White House

- * The President will sign the Unfunded Mandates legislation on Wednesday.

- * Talking points and additional pertinent information will be widely distributed to Administration officials and outside supporters.
- * Sally Katzen, Administrator of the Office of Information and Regulatory Affairs at the OMB, will brief press in the White House briefing room following the event.

Cabinet Affairs

- * Cabinet members who are former state and local officials will issue statements and conduct media interviews, to be arranged in conjunction with Media Affairs, amplifying the President's remarks.
- * EPA: Administrator Browner (formerly the Environmental Commissioner for the State of Florida), Deputy Administrator Fred Hansen (same position in Oregon) and Assistant Administrator Bob Perciasepe (same position in Maryland) will issue statements.
- * Education: Secretary Riley (former governor) and Deputy Secretary Kunin (former governor) will both issue statements and do local media into medium and small targeted media markets.
- * Interior: Secretary Babbitt (former governor) will issue a statement and conduct media interviews into medium and small targeted media markets while on the road in Arizona.
- * Justice: Attorney General Reno (former District Attorney) will issue a statement.
- * Transportation: Secretary Pena (former mayor) will issue a statement.
- * Cabinet Affairs will work with other agencies to identify former state and local elected officials who will issue statements to their hometown media outlets.

DPC

- * Will prepare paper on major initiatives/policy areas integral to the unfunded mandates debate.
- * Will prepare a fact sheet which recounts the President's history and long-time support for this issue.

Intergovernmental Affairs

The signing of the unfunded mandate bill is of utmost importance to state and local elected officials. Our constituency was extremely supportive of this legislation and will be vocal in praising the signing of this bill into law.

- * A key segment of the Intergovernmental Affairs office to amplify the message on unfunded mandates will be accomplished at the bill signing. As a result, the maximum number of elected officials as the event will permit will be invited.
- * Will arrange interviews through the Media Affairs office for a strong, targeted group of elected officials.
- * Many elected officials who are unable to attend the bill signing will hold press conferences and issue supportive statements in their states.
- * Elected officials who are attending the event will hold events in their states on Tuesday before coming to the White House.
- * Each major Intergovernmental organization (National Governors Association, National Association of County Officials, United States Conference of Mayors, the National League of Cities, and the National Conference of State Legislatures) will issue strong statements of support for the passage of this legislation.
- * A post-event mailing of the President's remarks will be done.

Legislative

- * Legislative Affairs will be inviting a large number of Members to the Unfunded Mandates bill signing on Wednesday. In conjunction with Intergovernmental Affairs, the Democratic Members will be asked to meet with their respective Governor at the conclusion of the event for media availability. Democratic Members will also be asked to release joint statements with their Governor or other local elected officials to applaud the signing of the Unfunded Mandates bill.
- * Talking points will be distributed to Members of Congress early Wednesday morning.
- * The President's remarks will be distributed to the Hill following the event.

Media Affairs

- * Will draft and send out media advisory on the President's bill signing which will include the names of the state and local officials who are available for interviews.
- * Will set-up print, radio and tv interviews for state and local officials selected by Intergovernmental Affairs on the North Lawn immediately after the event. The following officials were made available for interviews following the event:

George Voinovich, Governor of Ohio
Richard Daley, Mayor of Chicago, IL
Jerry Abramson, Mayor of Louisville, KY
Carolyn Long Banks, Councilwoman of Atlanta-at-large, GA
Greg Lashutka, Mayor of Columbus, OH
Lucy Allen, Mayor of Louisburg, NC
NACO Commissioner Randy Franke, OR
NACO Commissioner Michael Hightower, GA
NACO County Board President John Stroger, Cook County, IL.
Former NACO President Barbara Todd
Former Governor William Winter, MS, Head of ACIR
James Lack, State Senator, Suffolk County, NY
Jane Campbell, State Representative, Cleveland, OH
Elihu Harris, Mayor of Oakland, CA
Cardell Cooper, Mayor of East Orange, NJ
James Garner, Mayor of Hempstead, NY
Glenda Hood, Mayor of Orlando, FL
Fred Harrison, Mayor of Scotland Neck, NC
Paul Agidius, Mayor of Moscow, ID
Clarence Anthony, Mayor of South Bay, FL
Eddie Blankenship, Mayor of Birmingham, AL
Ilene Lieberman, Mayor of Laudehill, FL
Kathy Morris, Mayor of San Marcos, CA
Carolyn Ratto, Councilmember of Turlock, CA
Richard Haas, Mayor of Trotwood, OH
Thomas Morales, Councilmember of Avondale, AZ
Christopher McKenzie, Exec. Dir., League of Kansas Municipalities
NACO Commissioner Randy Johnson, Hennepin, MN
Jerry Griffin, Director GA. Association of Counties, Fulton, GA
NACO Commissioner Carol Roberts, Palm Beach County, FL
NACO Judge Kenneth Stoner, Helena, AR
Penelope Cameron, County Board Member, Kane, IL
NACO County Executive John Collins, Kenosha, WI
NACO Commissioner Marilyn Byers, Ashland, OH
NACO Councilmember Rochelle Specter, Baltimore City, MD

Media Affairs, con't:

NACO Commissioner Dean DeLong, Carbon, PA
NACO Commissioner Dow Wagner, Eagles, OH
NACO Commissioner David Schmidt, Linn, OR
Andrew Warren, Chairman of Board of Commissioners, Bucks, PA
Tim McGuire, Exec. Dir., MI Association of Counties, Ingham, MI
Treasurer/Auditor Robert Ryan, Olmstead, MN
NACO Commissioner Colleen Landkamer, Blue Earth, MN
NACO Commissioner Kay Beard, Wayne, MI
NACO Commissioner Belle Kennette, Greenwood, SC
NACO Commissioner Joe River, Chatham, GA
Robert Jauch, State Senator, WI
Cedic Hayden, State Representative, OR
Dave Ennis, State Representative, DE
Patrick Sweeny, State Representative, OH
William Bell, Councilmember, Birmingham, AL

- * Will fax talking points to friendly talk show hosts.
- * Will send the President's remarks to AP bureaus and political reporters. Additional material, such as a one pager on the history of the President's long-standing commitment to the issue - or highlights of what the President has said in past years - will also be sent out.
- * Will set up radio interviews on Tuesday with senior White House officials to preview the bill signing and emphasize the President's long-standing commitment to restoring balance to the partnership between the Federal and State and local governments.
- * Will work with DGA and Conference of Mayors to assist with their amplification of the message.
- * Media Affairs has submitted a request for funds to put the event up on satellite in order to ensure the maximum amount of coverage into regional markets possible.

Political

- * Talking points will be distributed to our list of political leaders across the country. The DNC will also send out talking points.
- * With regard to additional amplifying activity, the Political Affairs office does not have a well-defined constituency for this event, but will continue to try and identify outreach opportunities.

Public Liaison

- * Mike Lux and Gene Sperling met with 30 groups two weeks ago to discuss their concerns about the unfunded mandates legislation. These groups included labor, consumer groups, seniors groups and civil rights groups. Public Liaison made sure that they were aware that the President intended to sign the legislation and tried to make sure that their concerns were discussed with regard to this specific piece of legislation.
- * The disability groups received courtesy calls prior to the event, and seem to content that the ADA was not affected by the legislation. In fact, Justin Dart will attend the ceremony.



Department of Veterans Affairs

Office of Public & Intergovernmental Affairs

Lottie Wright

FAX: (202) 273-5717

TELEPHONE: (202) 273-5750/5751

FAX FACTS:

TO: Lee Ann Inadomi and Rick Borsheldt

DATE: Jan. 17, 1996

FROM: Kathy Jurado

Transmitting: Cover page plus 4 pages

COMMENTS: The following is the memo to Don Baer regarding
the text for the State of the Union.

Kathy

Memorandum To: Don Baer, Director, White House Communications
From:  Kathy Jurado, Department of Veterans Affairs
Subject: Suggested text for State of the Union
Date: January 16, 1996

The following text was sent to Cabinet Affairs last month through our Chief of Staff. I am sending it again to you today for the following reasons. The President often speaks of the agreement signed with Congress to balance the budget, but he doesn't include a reference regarding the protection of veterans benefits. We hope he will include that reference in the his State of the Union speech. Secondly, you may have read Sunday's New York Times front page article "Hospitals of V.A. Expanding in Face of Nation's Cuts." The speech text below addresses the theme of the article which has been a rallying cry from some members of Congress. I have attached the New York Times article for your review. Please let me know if I can provide you with any additional information.

Text for State of the Union Speech

The Congress and I agreed that veterans benefits would be protected while we strive to achieve a balanced budget in seven years. Last year, I proposed a budget that would have ensured that veterans seeking health care from the VA would receive that care. Since then, some people have argued that we no longer need a veterans' health care system -- that the number of veterans is declining and so should VA.

This nation has a time honored commitment to our veterans -- whether to the WW II veteran, older now and in need of nursing home care, or the Persian Gulf veteran suffering from an unexplained illness.

America's veterans are directly responsible for the freedom's we enjoy and a way of life which we must not take for granted. As long as we continue to send young men and women into harm's way, we should have a health care system in place that honors their sacrifice.

That is why I will send Congress a budget that lives up to that commitment, and I hope you will join me.

The New York Times, 1/14/96

HOSPITALS OF V.A. EXPANDING IN FACE OF NATION'S CUTS

REPORT ASSAILS SYSTEM

As Veterans' Numbers Drop,
a Quarter of Beds in 173
Institutions Are Empty

By PETER T. KILBORN

PHILADELPHIA — At a time when the Federal Government is driving down the cost of health care and forcing hospitals across the country to close, the Department of Veterans Affairs keeps expanding its own hospital system, the nation's largest, and spending more for health care.

Government reports call the Veterans Health Administration a bloated bureaucracy, with surgeons who have gone a year without lifting a knife, and rife with wasteful practices like admitting clients to hospitals for conditions that outpatient clinics everywhere else treat in an hour or two.

A quarter of the beds in the V.A.'s 173 hospitals stand empty as the surviving soldiers of World War II move into their 70's and 80's and the veteran population shrinks. There are 26 million veterans now, down from 30.1 million in 1980.

Yet in Washington's battle over the 1996 budget, President Clinton has proposed an increase of more than \$700 million for the Veterans Health Administration, mostly for new construction, and the Republican-dominated Congress has approved an increase of \$400 million. At the same time, Medicare, the Government insurance program for the elderly, and Medicaid, the program for the poor, face sizable cuts in projected spending.

V.A. jobs have grown with the spending. The Federal work force shrank 8 percent, to 2 million, since the Clinton Administration took office through September, according to the Office of Personnel Management. But the V.A. work force climbed 1.4 percent, to 284,000.

The veterans hospital system

bucks the trends in health care because no one can touch it politically. President Clinton, denounced by many veterans for avoiding the Vietnam War draft, has bent backward to court them.

Members of Congress, sensitive to jobs the hospitals provide in all 50 states, recoil at shutting one in their own. And lobbies like the American Legion, the Disabled American Veterans and the Veterans of Foreign Wars boost the interests of veterans unchallenged by other groups.

V.A. officials themselves say they have too many hospital beds.

"Every place is overbedded," said Kenneth W. Kizer, the department's Under Secretary for health, who is attempting to reorganize the system. Dr. Kizer said he was also cutting his headquarters staff to 600 from 802.

But he blames Congress for some of the redundant capacity and for writing some of the regulations that discourage the department from turning to less expensive outpatient care, a development that is rapidly changing the American hospital system. "People are admitted to hospitals who don't have to be admitted," he said. "But the only way they can be treated is to be admitted."

Officials in Congress acknowledge the political difficulties of cutting the budget of an agency that serves the nation's veterans, even at a time when they are struggling with some of the deepest budget cuts in history.

"You mention the word 'veteran,' and you're supposed to pitch forward on your sword," said Senator Alan K. Simpson, Republican of Wyoming and chairman of the Veterans' Affairs Committee. He said no one begrudges a battle-scarred infantryman a lifetime of medical care, a disability check and a pension for him and his widow.

But the veterans' lobbies "raise tremendous amounts of money," Mr. Simpson added. "They tell their public this Congress doesn't care about their vets. I'm a veteran. If I weren't, they'd have cremated me by now."

Veterans' groups forced Edward J. Derwinski to resign as President Bush's Secretary for Veterans Affairs in 1992 after he suggested admitting nonveterans to a few underused V.A. hospitals.

"With welfare, abortion, gun control, the death penalty," Mr. Derwinski said, "you've got legitimate pro and con positions. But there's no anti-vet lobby. No one's going to come in and say, 'Don't waste any more money on veterans.'"

An Aging Group With Growing Needs

With its network of hospitals and more than 500 clinics, nursing homes and other facilities, including about 20 golf courses, the Department of Veterans Affairs runs the nation's largest health system.

That system, which cares for about 2.6 million veterans, is in line to receive \$16.6 billion in the fiscal year 1996. By contrast, said a Senate aide who specializes in veterans affairs, the Department of Defense spends about half as much for the care of 8 million soldiers and dependents.

In defense of the system, veterans advocates say the budget, while growing, has fallen behind the pace of rising health care costs and that veterans, while declining in number, are reaching ages when they need two and three times more care than they did in their 30's and 40's.

The advocates say fewer hospital beds would be empty if the Government relaxed eligibility rules for free care. All veterans can use the hospitals, but just 10 percent do, mostly those whose expenses are paid. To qualify for free care a veteran — anyone who has served at least 180 consecutive days in the armed forces — must earn less than \$20,469 or be deemed at least 50 percent disabled by injuries or diseases contracted in the service.

The system's supporters also say that the hospitals have developed invaluable expertise in researching and treating service-related conditions, like spinal cord injuries, amputations, hypertension and acute mental disorders, and that they maintain a culture that is especially responsive to the concerns of veterans.

"It's a place where other things happen than health care," says Dr. John O. Lipkin, chief of staff of an immense old veterans medical center in Perry Point, Md. "Vets are protective of a system that treats them in a different way. They feel there is no net out there that meets their needs."

Waiting for a prescription to be filled in the Philadelphia veterans hospital the other day was John T. Edison, 62. He told of getting his left hip damaged by shrapnel in Korea when he was serving in the infantry. Much later he developed lung cancer. He had a lung removed and received chemotherapy and radiation, all here, all free.

(more)

(CONT.)

Robert C. Woerner, 63, was a boiler tender on a destroyer in the Korean War who emerged without injury or an illness. But recently, he mangled his left arm.

"I was drunk," he said, "and I fell off a building. Four stories." He said the hospital had sent him to a veterans alcohol treatment center. "It doesn't work," he said.

Also waiting for medication was Bill Berghandler, 42, who was a mechanic in the Marines in the Vietnam War.

After tests at a private hospital three years ago, Mr. Berghandler learned he had H.I.V., the virus that causes AIDS. "The doctor wouldn't come near me," he said. "He ignored my complaints."

On Medicaid then, Mr. Berghandler switched to the veterans hospital here. "I had to have my spleen taken out," he said. "The day after I was discharged for that, they found blood clots in my stomach and I had to have six feet of intestine removed. There's a new drug now they're letting me use."

He said he had decided not to go back to Wisconsin, where he grew up, because of the care he gets at the veterans hospital here.

Declining Numbers In All but Money

In spite of the declining number of veterans, the department shut only two hospitals since the 1980's, both in California and both because of earthquakes. It has mothballed or eliminated half the hospitals' beds since then, but it is filling fewer than 75 percent of those that remain.

Veterans hospitals would be even emptier if they were keeping up with the shift toward less expensive outpatient care that has been shutting community hospitals at a rate of three a month for nearly two decades. That process is sure to accelerate. Both the President and Congress are committed to cutting tens of billions of dollars from projected spending for Medicaid and Medicare.

The Clinton Administration and Congress are encouraging less hospital use. Special Medicare payments that help support teaching hospitals could be curbed. All parties in the debate agree that the country is glutted with hospitals and that in the bloodletting likely to follow enactment of the 1996 budget, many more will close.

Yet in the dispute over the budget, few agencies have proven more immune to these pressures than the Veterans Health Administration. President Clinton and his Secretary for Veterans Affairs, Jesse Brown, proposed in this year's budget not to close hospitals but to spend \$343 million for two more, in California and Florida.

The Republican Congress's budget committees vetoed the new hospitals. But they approved spending \$50 million to build clinics at each site, and to pay for work at other hospitals.

As a result, the Veterans Health Administration is expected to receive at least \$400 million, or 2 percent, more in the fiscal 1996 budget than it was granted in 1995. Since 1990, spending on health care for veterans has risen 43 percent, four times the pace of all other spending whose levels are set by Congress or the Clinton Administration.

Despite Criticism, Immunity Is the Rule

The department's year-upon-year success in winning bigger budgets illustrates paradoxes of political expediency.

Republicans in Congress who stopped the President's overhaul of the nation's health care system in 1994 on grounds that it smacked of big government nevertheless condoned a big-government health care system for former soldiers. And in the budget debate, lawmakers who would restrict guaranteed care for the poor through cuts in Medicaid go along with unrestricted care for all poor and many better-off veterans.

Meanwhile, President Clinton has assiduously sought the favor of veterans. In picking Mr. Brown, he chose a former president of the Disabled American Veterans who calls himself a career lobbyist for veterans.

Mr. Brown, who declined to be interviewed, has said he shares the view of veterans' organizations that anyone who serves in the military is special and deserves privileged care.

Yet in audits, both the General Accounting Office and the department's own Inspector General have raised fundamental questions about the department's health care mission and management.

In a look at six hospitals, in 1990, the Inspector General found that 21 of 131 surgeons "spent no time in the operating room at all during the year." Four years later, in an audit of three other hospitals, it found that 13 of 79 surgeons went a year without lifting a knife.

By dwelling on building and renewing hospitals, the reports showed, the V.A. resists the trend toward outpatient care and keeps patients in hospitals much longer than community hospitals do.

The department's annual report for 1994 shows a 17 percent increase in outpatient visits from 1987 to 1994. But over the same period outpatient visits in the private sector jumped about 50 percent.

Part of the problem is regulations like those that require hospital stays for many procedures, including cataract operations, that are routinely performed by outpatient clinics in the private sector. Dr. Kizer said such regulations even apply to giving a patient a pair of crutches.

"A patient comes in with a broken ankle," he said. "It is casted in the emergency department. He needs crutches. Well, crutches are called a prosthetic device. Prosthetic devices are only given on an inpatient basis. So he has to be admitted to the hospital. Every place else in the world just gives him a set of crutches and lets him go home."

Earl F. Falast, director and chief executive of the Philadelphia center, said he has cut some fat, reducing the number of hospital beds to 330 from 450 and raising the number of outpatient visits to 321,000 from 250,000. He has also reduced staff to 1,820 from 1,980.

But regulations intrude upon such initiatives. Because Congress has mandated that hospital employment systemwide be kept constant, Mr. Falast cannot cut staff members until officials in Washington have agreed to add positions elsewhere.

Critics say both veterans and taxpayers could be served at less cost by wholly different means. "The real question is whether there should be a veterans health care system at all," said Richard Cogan, a senior fellow at the Center on Budget and Policy Priorities in Washington.

Representative Bob Stump of Arizona, a Republican and chairman of the House Veterans' Affairs Committee, said closing hospitals was politically difficult.

"You're talking about something that would be worse than base closings," he said. But he added, "We're going to try a program of letting some guys go into any hospital and see what happens." he said.

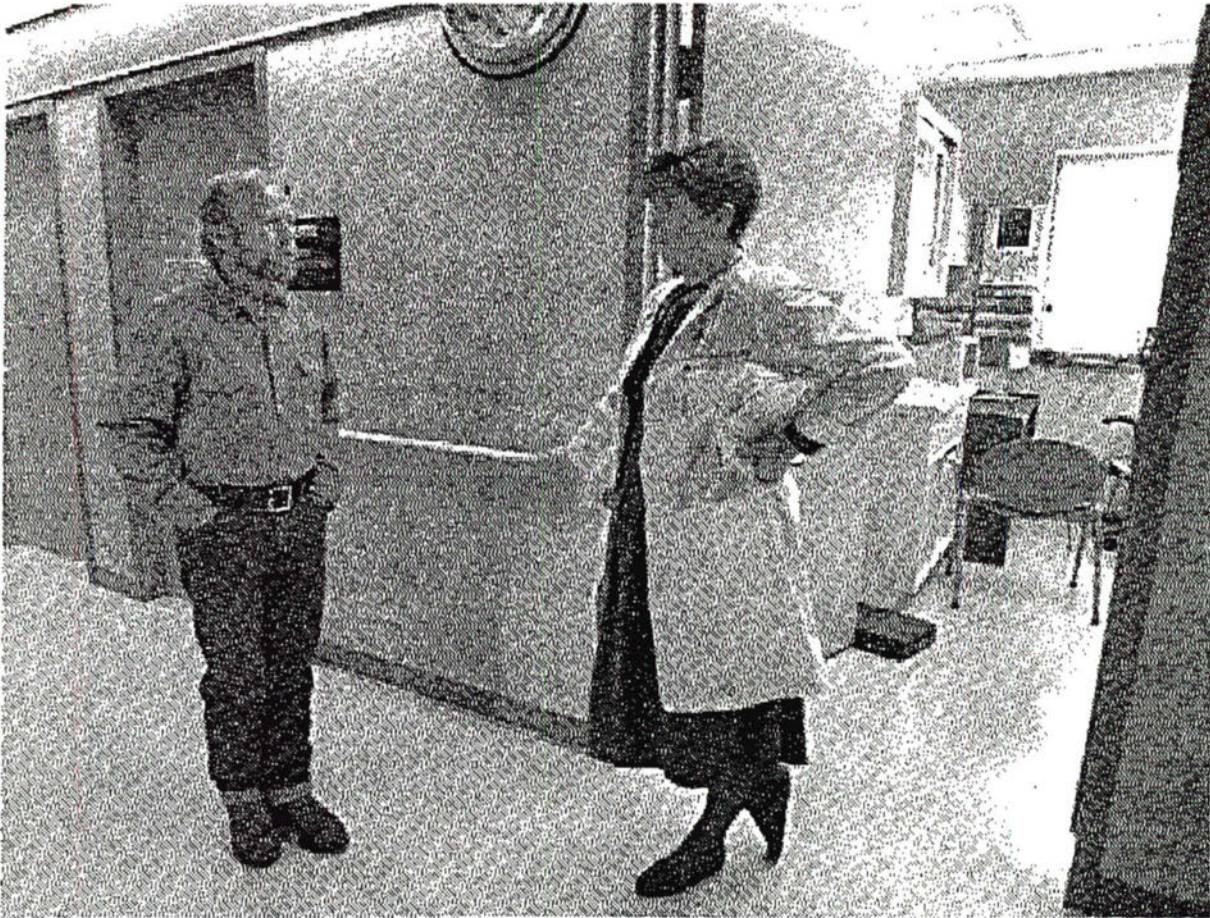
Under Secretary Kizer appears to be pushing the department in that direction. An outsider appointed a little over a year ago after a career in health-system management, he is reorganizing the hospitals, linking them into regional groups, eliminating duplication and trying to force a faster shift to outpatient care.

(more)

(CONT.)

But he said little can happen without Congress's help. "Our biggest impediment to change is the failure of Congress to give us the tools," Dr. Kizer said.

"Congress acknowledges that the laws aren't consistent with where health care is today," he said. "But they won't do anything."



Michelle V. Azim/The New York Times

After tests showed that Bill Berghandler, 42, a mechanic with the Marines in the Vietnam War, had the AIDS virus, he switched to the veterans' hospital

in Philadelphia from a private hospital, where he said doctors ignored him. He was at the V.A. hospital recently with one of his doctors, Carolyn Johnson.

From Vicki RADD.

TO:

LEE ANN

DRAFT
10:02am

JANUARY 19, 1996

MEMORANDUM FOR THE PRESIDENT

**FROM: DON BAER
KITTY HIGGINS**

SUBJECT: STATE OF THE UNION COMMUNICATIONS PLAN

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

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

I. THE PRESIDENT AND VICE PRESIDENT

The President

- Interview with *US News and World Report* (January 18)
- Drop by "New Democrats" columnists roundtable (January 22) - tentative
- Photo opportunity while working on speech (January 23)
- Crime and Community Event, Louisville, KY (January 24)
- U.S. Conference of Mayors Address, Washington, DC (January 25)
- Environmental Event Highlighting Budget Impact (January 26) - tentative
- Radio address (January 27) (Democratic Mayors will be invited)
- Education and Technology Event (January 29) - tentative

- Add edits

- Some additional
bullet points
on DNC effort.

- Feel free to rewrite,
combine, etc -

- Minor other edits.

- National Prayer Breakfast on Community and Common Ground (February 1)

The Vice President

- Interview with *Time* and *Newsweek* (January 18)
- ~~Participate~~ ^{Add STET} in the PBS 1996 National Issues Convention (January 21)
- Pre-State of the Union meeting with network anchors (January 23)
- The Washington Post editorial board (January 23)
- Sperling Breakfast (February 8)
- Possible regional satellite tours; radio roundtable with national media (post SOTU)
- Possible morning shows (January 24)

II. PRESS

The White House

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

- Regional editorial board calls. (January 24, 25)
- Regional columnists calls. (January 24, 25)
- Laura Tyson will do the Los Angeles Times and The Wall Street Journal editorial boards. (January 23, 24)
- A coordinated effort is still being organized to ensure Administration participation in weekend news programs.

The Cabinet

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

- Secretary Rubin will do the New York Times, The Washington Post, and The Chicago Tribune editorial boards (tbd). He will also do public radio in NY and Pennsylvania.
- Attorney General Reno will do the Baltimore Sun, Boston Globe and Denver Post editorial boards (tbd). She will do radio in Maryland, New Jersey, Colorado and Massachusetts (tbd).
- Secretary Babbitt will do the editorial boards of the two newspapers in Albuquerque and two in Santa Fe, in addition to the Bangor News and Portland Press Herald (tbd). He will do specialty Native American press and radio in Maine and New Mexico.
- Secretary Glickman will do the Shreveport Times, Charleston Gazette and Baton Rouge Advocate editorial boards (tbd). He will also do radio in Louisiana and West Virginia.
- Secretary Ron Brown will do the Chicago Tribune, Minneapolis Star Tribune and The Herald editorial boards (tbd). He will do radio in Illinois and Minnesota. He also will do specialty press including Jet Magazine.
- Secretary Reich will do the Detroit News, Quad-City Times and Des Moines Register editorial boards (tbd). He will do radio in Michigan and Iowa.
- Secretary Shalala will do the Phoenix Gazette, Miami Herald and Orlando Sentinel editorial boards (tbd). She will do specialty radio and press in Florida as well as radio in Arizona.

- Secretary Cisneros will do the Cleveland Plain Dealer, Cincinnati Post and Youngstown Vindicator editorial boards (tbd). He will do radio in Ohio. He will also do specialty press including National Newspaper Publishers Association.
- Secretary Peña will do Connecticut press, including Hartford Courant, New Haven Register and The Day editorial boards (tbd) and various radio in. He will also do specialty press, including Hispanic Link and La Opinion Hispanic Magazine.
- Secretary O'Leary will do the Dallas Morning News, Fort Worth Star Telegram and Houston Chronicle editorial boards (tbd). She will do radio in Texas. She will also do specialty press, including Crusader Publications, Chicago Defender and Chicago Citizen Newspaper Group.
- Secretary Riley will do the Tennessean, Knoxville News-Sentinel and Louisville Courier Journal editorial boards (tbd). He will do radio in Tennessee, Kentucky and Georgia.
- Secretary Jesse Brown will do the Arkansas Democrat Gazette and Southwest Times Record editorial boards (tbd). He will do radio in Arkansas and Florida as well as specialty press in Atlanta, including The Atlanta Voice, Atlanta Daily World and The People's Crusader.
- Administrator Browner will do the Seattle Post-Intelligencer and The Oregonian editorial boards (tbd). She will do radio in Oregon and Washington.
- Ambassador Kantor will do the San Francisco Chronicle, Los Angeles Daily News and San Diego Union-Tribune editorial boards as well as radio in California. He will also do specialty press including Los Angeles Sentinel, Post Newspaper Group and The Reporter Publishing Co.
- Director Lader will do the Winston Salem Journal, Raleigh News Observer and Greensboro News Report editorial boards. He will do radio in North Carolina.
- Administrator Johnson will do the Milwaukee Journal-Sentinel, Wisconsin State Journal and Green Bay Press Gazette editorial boards. He will do radio in Wisconsin.
- Conference calls with specialty press will be done by several Cabinet officials.

Intergovernmental and Political Affairs

- Democratic mayors, governors and leading elected officials in targeted states and Congressional districts will issue press releases prior to the State of the Union. (January 22)
- Talking points are being faxed to all Democratic elected officials. (January 18)
- The DNC is faxing talking points to 5,000 individuals, including state chairs, DNC members and selected donors. The DCCC and DSCC are faxing talking points to all of their candidates. (January 18)
- The DNC has a radio plans for Members of Congress in targeted states
- State of the Union watch-parties are being held in targeted states including Iowa and New Hampshire. Press will be invited. (January 23) *watched both before and after the State of the Union.*
- Members of Congress who will be asked to do post-speech commentary will be briefed by Administration on Monday and Tuesday.

Outside Validators

- Independent commentators/validators who will make press appearances around the State of the Union will be faxed talking points and briefed by an Administration representative beforehand.
- A small group of non-traditional commentators such as nationally recognized academics and police chiefs will be made available to the press for State of the Union commentary.

III. BRIEFINGS

Cabinet Affairs

- Kitty Higgins and Don Baer briefed the Cabinet chiefs of staff. (January 16)
- Kitty Higgins, Mike McCurry and Don Baer briefed the Cabinet public affairs officers. (January 17)
- Leon Panetta will brief the Cabinet on the major themes of the State of the Union on January 22.

• The DNC is coordinating the Democratic senators and congressmen who will be conducting issues ⁵ ~~forum~~ ^{fora} in targeted states on SOTU & ~~themed~~ ^{topics} (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.

Legislative Affairs

- Key Democratic members will be identified and asked to highlight certain key initiatives in the speech.
- Press secretaries for Democratic senators and representatives will be briefed by Mike McCurry and Don Baer. (January 22)
- Bruce Reed and Gene Sperling will brief House and Senate Administrative Assistants and Legislative Directors. (January 22)

Public Liaison

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

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

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.

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V. MATERIALS

Talking Points

- Talking points on the State of the Union address will be distributed before the speech to Democratic members of Congress, Public Liaison constituency groups, Democratic governors, mayors and elected officials.

Accomplishment Documents

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

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- add speech on Internet
- any other Internet?
"chat rooms", etc -

D R A F T

10:02am

JANUARY 19, 1996

MEMORANDUM FOR THE PRESIDENT

**FROM: DON BAER
KITTY HIGGINS**

SUBJECT: STATE OF THE UNION COMMUNICATIONS PLAN

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

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

I. THE PRESIDENT AND VICE PRESIDENT

The President

- Interview with *US News and World Report* (January 18)
- Drop by "New Democrats" columnists roundtable (January 22) - tentative
- Photo opportunity while working on speech (January 23)
- Crime and Community Event, Louisville, KY (January 24)
- *Bipartisan meeting with mayors (January 25)*
- U.S. Conference of Mayors Address, Washington, DC (January 25)
- Environmental Event Highlighting Budget Impact (January 26) - tentative
- Radio address (January 27) (Democratic Mayors will be invited)
- Education and Technology Event (January 29) - tentative

- National Prayer Breakfast on Community and Common Ground (February 1)

The Vice President

- Interview with *Time* and *Newsweek* (January 18)
- Participate in the PBS 1996 National Issues Convention (January 21)
- Pre-State of the Union meeting with network anchors (January 23)
- The Washington Post editorial board (January 23)
- Sperling Breakfast (February 8)
- Possible regional satellite tours; radio roundtable with national media (post SOTU)
- Possible morning shows (January 24)

II. PRESS

The White House

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

- Regional editorial board calls. (January 24, 25)
- Regional columnists calls. (January 24, 25)
- Laura Tyson will do the Los Angeles Times and The Wall Street Journal editorial boards. (January 23, 24)
- A coordinated effort is still being organized to ensure Administration participation in weekend news programs.

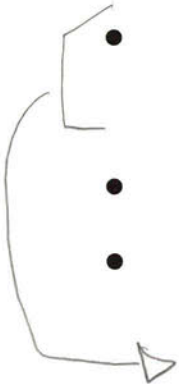
The Cabinet

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

- Secretary Rubin will do the New York Times, The Washington Post, and The Chicago Tribune editorial boards (tbd). He will also do public radio in NY and Pennsylvania.
- Attorney General Reno will do the Baltimore Sun, Boston Globe and Denver Post editorial boards (tbd). She will do radio in Maryland, New Jersey, Colorado and Massachusetts (tbd).
- Secretary Babbitt will do the editorial boards of the two newspapers in Albuquerque and two in Santa Fe, in addition to the Bangor News and Portland Press Herald (tbd). He will do specialty Native American press and radio in Maine and New Mexico.
- Secretary Glickman will do the Shreveport Times, Charleston Gazette and Baton Rouge Advocate editorial boards (tbd). He will also do radio in Louisiana and West Virginia.
- Secretary Ron Brown will do the Chicago Tribune, Minneapolis Star Tribune and The Herald editorial boards (tbd). He will do radio in Illinois and Minnesota. He also will do specialty press including Jet Magazine.
- Secretary Reich will do the Detroit News, Quad-City Times and Des Moines Register editorial boards (tbd). He will do radio in Michigan and Iowa.
- Secretary Shalala will do the Phoenix Gazette, Miami Herald and Orlando Sentinel editorial boards (tbd). She will do specialty radio and press in Florida as well as radio in Arizona.

- Secretary Cisneros will do the Cleveland Plain Dealer, Cincinnati Post and Youngstown Vindicator editorial boards (tbd). He will do radio in Ohio. He will also do specialty press including National Newspaper Publishers Association.
- Secretary Peña will do Connecticut press, including Hartford Courant, New Haven Register and The Day editorial boards (tbd) and various radio in. He will also do specialty press, including Hispanic Link and La Opinion Hispanic Magazine.
- Secretary O'Leary will do the Dallas Morning News, Fort Worth Star Telegram and Houston Chronicle editorial boards (tbd). She will do radio in Texas. She will also do specialty press, including Crusader Publications, Chicago Defender and Chicago Citizen Newspaper Group.
- Secretary Riley will do the Tennessean, Knoxville News-Sentinel and Louisville Courier Journal editorial boards (tbd). He will do radio in Tennessee, Kentucky and Georgia.
- Secretary Jesse Brown will do the Arkansas Democrat Gazette and Southwest Times Record editorial boards (tbd). He will do radio in Arkansas and Florida as well as specialty press in Atlanta, including The Atlanta Voice, Atlanta Daily World and The People's Crusader.
- Administrator Browner will do the Seattle Post-Intelligencer and The Oregonian editorial boards (tbd). She will do radio in Oregon and Washington.
- Ambassador Kantor will do the San Francisco Chronicle, Los Angeles Daily News and San Diego Union-Tribune editorial boards as well as radio in California. He will also do specialty press including Los Angeles Sentinel, Post Newspaper Group and The Reporter Publishing Co.
- Director Lader will do the Winston Salem Journal, Raleigh News Observer and Greensboro News Report editorial boards. He will do radio in North Carolina.
- Administrator Johnson will do the Milwaukee Journal-Sentinel, Wisconsin State Journal and Green Bay Press Gazette editorial boards. He will do radio in Wisconsin.
- Conference calls with specialty press will be done by several Cabinet officials.

Intergovernmental and Political Affairs

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- Democratic mayors, governors and leading elected officials in targeted states and Congressional districts will issue press releases prior to the State of the Union. (January 22)
 - Talking points are being faxed to all Democratic elected officials. (January 18)
 - The DNC is faxing talking points to 5,000 individuals, including state chairs, DNC members and selected donors. The DCCC and DSCC are faxing talking points to all of their candidates. (January 18)
 - State of the Union watch-parties are being held in targeted states including Iowa and New Hampshire. Press will be invited. (January 23)
 - Members of Congress who will be asked to do post-speech commentary will be briefed by Administration on Monday and Tuesday.

Outside Validators

- Independent commentators/validators who will make press appearances around the State of the Union will be faxed talking points and briefed by an Administration representative beforehand.
- A small group of non-traditional commentators, such as nationally recognized academics and police chiefs, will be made available to the press for State of the Union commentary.

III. BRIEFINGS

Cabinet Affairs

- Kitty Higgins and Don Baer briefed the Cabinet chiefs of staff. (January 16)
- Kitty Higgins, Mike McCurry and Don Baer briefed the Cabinet public affairs officers. (January 17)
- Leon Panetta will brief the Cabinet on the major themes of the State of the Union on (January 22)

Legislative Affairs

- Key Democratic members will be identified and asked to highlight certain key initiatives in the speech. *They will be briefed by Admin officials (1/22/83)*
- Press secretaries for Democratic senators and representatives will be briefed by Mike McCurry and Don Baer. (January 22)
- Bruce Reed and Gene Sperling will brief House and Senate Administrative Assistants and Legislative Directors. (January 22)

Public Liaison

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

African Americans	Labor
Asian Pacific Americans	Law Enforcement
Business CEOs	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 CEOs	Religious/Catholics
California African Americans	Seniors
Disability	Veterans (National Commanders)
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