

THE WHITE HOUSE
WASHINGTON

BUDGET WORKING GROUP

Mtg. 7-a
July 24, 1995

Agenda

9:00 -- 9:30 a.m.

I.	Calendar/Paper Flow	Jason Goldberg
II.	Daily Budget Notes	Barry Toiv
III.	Update From Morning Mtgs.	Erskine Bowles
IV.	Press Report	Mary Ellen Glynn
V.	Legislative Report	Susan Brophy
VI	Political Report	Karen Hancox
		Eric Berman
VII.	Pork Report	Larry Haas
VIII.	Communications Report	Michael Waldman
IX.	Education Group Report	Jeremy Ben Ami
X.	Health Care Group Report	Chris Jennings (Jen K.)
XI.	Taxes Group Report	Michael Barr
XII.	Welfare Reform Group Report	Bruce Reed
XIII.	Technology Group Report	Jonathon Sallet
XIV.	Environment/Safety Group	Loretta Ucelli
XV.	International Group Report	NSC
XVI.	Public Liaison Report	Marilyn Yager
XVII.	Cabinet Affairs Report	Stephen Silverman
XVIII.	Intergovernmental Affairs Report	Emily Bromberg

9:30 - 10:00 a.m.

I.	Action Items (attached)	Gene Sperling
II.	Discussion and Assignments	

Week of July 17 - 21

This week, we attacked Republican Medicare voucher proposals. We argued that under their voucher proposal, beneficiaries face a simple, cruel choice: they can choose to pay more or choose to get less.

- **Legislative and Advocacy Group Strategy.** Our strategy for the week was based around Judy Feder's testimony before the House Commerce Committee and HCFA Administrator Bruce Vladeck's testimony before the Ways and Means Health Subcommittee. Both were very critical of Republican voucher proposals, focusing on: (1) how the Republicans would constrain spending far below the private sector; and (2) how much more beneficiaries would pay under the Republican plan to stay in a plan that allowed them to choose their own doctor.

We worked closely with the Democrats on the hill to develop one, clear message. Democratic Senators held a press conference following Administrator Vladeck's testimony and talking points were widely distributed to Democrats on the hill.

We also worked closely with advocacy groups to prepare them to make press calls and get information to their members across the country.

- **Press.** There was significant press coverage (including the New York Times, the Washington Post, the Wall Street Journal, USA Today, AP) of the Democrats' attack on the Republican proposal to require beneficiaries to pay more. We made a number of calls on background to the reporters writing these stories and gave on the record interviews with Laura Tyson and Secretary Shalala.

Week of July 24 - 28

Next week, our strategy is based around the 30th anniversary of Medicare. We have a series of events planned, including:

- On Tuesday, July 25, you will join Senator Daschle and Congressman Gephardt at an event sponsored by the National Council of Senior Citizens to celebrate the Democrats' commitment to preserving and improving Medicare as we celebrate its 30th anniversary.
- During the week, we will release state-by-state data on the impact of Republican Medicare and Medicaid cuts. We will use the Cabinet and Democratic Governors to amplify the message, and we have a regional media strategy in place.
- On Friday, you will tape your Radio Address before an audience of seniors. We are hoping that Senator Gore will join you and the Vice President for the event to acknowledge the Senator's contribution and commitment to Medicare. The event should provide photos and quotes for stories that will appear on Sunday, July 30 (the actual date of the signing).

BUDGET WORKING GROUP

**Mtg. 6-a
July 21, 1995**

Agenda

9:00 -- 9:30 a.m.

I.	Calendar/Paper Flow	Jason Goldberg
II.	Daily Budget Notes	Barry Toiv
III.	Update From Morning Mtgs.	Erskine Bowles
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XVIII.	Intergovernmental Affairs Report	Emily Bromberg

9:30 - 10:00 a.m.

I.	Action Items (attached)	Gene Sperling
II.	Discussion and Assignments	

WEEK ONE
July 21, 1995

July 20, Thursday

1. MEDICARE VOUCHERS: GOOD JOB!
(Non-POTUS)

Purpose: To take early offensive on our side on Medicare vouchers.

Theme/Soundbite: Choice vs. Coercion and they make seniors pay more out of pocket

Desired Press Result: Possible next day or weekend stories by health care reporters and reporter education for long-haul -- to sensitize them to bogus Republican claims.

Event:

Vladek Testimony

Health Care calls by Health Care principals

2. NATIONAL CONFERENCE OF STATE OF LEGISLATORS: (POTUS)

Purpose: To make case to NCSL that the Clinton balanced budget is the one that helps working families and states, while Republican plan shifts burdens and hurts working families.

Theme/Soundbite: That Clinton balanced budget will continue to be good for states, investing in people and helping provide a strong economy, while Republican plan relies on simply shifting burdens -- with approaches like block grants -- that have the effect of cutting at the expense of states and working families.

Desired Press Result: Not our main POTUS story. Should get out message into stories on the conference without becoming the main POTUS story of the day.

Event: POTUS satellite to NCSL

July 21, Friday

3. EDUCATION/TRAINING STATE-BY-STATE: (Non-POTUS)

Purpose: To get local stories across the country on the number of people hurt in each state by education and training cuts. To give Congressional Dems material on fight they can join with us.

Theme/Soundbite: Theme: Mostly that their BB would devastate education, ours would protect it.

Desired Press Result: Local stories across the country.

Event: 50 separate press releases given out, with regional conference calls and state and local officials and groups hitting the issue.

Issues:

- *Committee action delayed until today.*
- *Numbers Ready: adjustments if changes*
- *Regional Press Call (50 reporters targeted)*

OTHER ISSUES:

LINE ITEM VETO

Reed/Weinstein idea of Contract signing site

Saturday Morning Panetta/Rivlin Press Hit

- *Rahm suggests that Leon P. or Alice R. call in reporters on Saturday morning and hit hard on line-item veto. Makes Sunday stories and POTUS joins fight later.*

- *Weinstein research on Republican quotes on line-item veto -- praising us or saying how imperative it is.*

Panetta on Sunday Show:

- **What to do to make it pop?**

WEEK TWO

July 24, Monday

4. BUDGET REINTRODUCTION SPEECH? (POTUS)

Purpose: To present overall budget speech to educate more people that we have a 10 year balanced budget plan -- and that ours is the one for working families.

Theme/Soundbite: Clinton has common ground balanced budget for working families. Medicare, education and the environment are issues that there has always been core support for in the mainstream. Why have they stepped off common ground? Extreme political agenda and to pay for tax cuts for the most well-off.

Desired Press Result: Network story or major print stories stating that President offered his common ground approach to his balanced budget plan, but promised to fight if Republicans step off common ground with extreme cuts to Medicare, education and training, and the environment just to pay for tax cuts to the well-off.

Event: Boys Nation Speech

Issues:

- *How to foreshadow common ground theme?*
- *What type of paper are we giving out?*
- *What type of info on campaign for budget?*
- *How deep is our amplification?*

July 25, Tuesday

5. MEDICARE 30th ANNIVERSARY: (POTUS)

Purpose: To show commitment to Medicare and to draw clear distinction between our reform plan that protects beneficiaries and their extreme Republican plan.

Theme/Soundbite: Protect Medicare, not use it as a bank (or turn to second-class program) to pay for tax cuts or seven year budget.

Desired Press Result: Evening news soundbite of President making the case for Medicare with seniors around him

Common Ground Bal. Budget
Value not a program
Not Medicare →
protecting security for
elderly Am.
• Voted for program
• Supported program
• Volume of support
→ 1 page

Event: POTUS appears with Congressional leaders and seniors for 30th anniversary of passage.

Issues:

- *Picture? Mock Medicare signing?*
- *County Report? Or Save for Thursday?*
- *How sharp is the message and contrast?*
- *How much is it Medicare and Medicaid?*
- *Is state-by-state the heart of amplification strategy?*

July 26, 1995, Wednesday

**6. EMPOWERMENT CONFERENCE:
(POTUS and VPOTUS)**

Purpose: To contrast the right way and wrong way for on urban policy. Present positive vision; not make budget cuts the main emphasis.

Theme/Soundbite: POTUS presents new urban report and calls Republican plan harmful to metropolitan areas.

Desired Press Result: Major press articles on Clinton vision on neighborhoods and urban policy.

Event: Empowerment Zone conference with VPOTUS, mayors and Cabinet:

Issues:

- *National Urban Report policy sign-off looks likely*
- *Theme of Report: Community empowerment? New Covenant?*
- *How to fit in AA message on empowerment contracting?*
- *If strong "right way," message is there more room to mention some budget cuts while not making it a budget story?*

July 28, Friday

**7. AMERICAN FEDERATION OF TEACHERS SPEECH:
(POTUS)**

Purpose: To show a the major contrast in visions for America: POTUS believes that empowering people with education is key to helping working families win in the new economy: Republicans see no role other than for bank to pay for tax cuts and balance budget:

Theme/Soundbite: Clinton draws line on Education: calls increase in education critical for economic future, and republican cuts unacceptable: to change education

Desired Press Result: Evening news on drawing the line: Press stories saying that Clinton stood up for education. Local stories generated by groups working in coordination with us to amplify the event.

Issues:

- *Because Friday event, what can we do to increase chances of network coverage: is there aspect for Friday's papers?*
- Should the event be broadbased on education, or should it try to isolate and highlight a specific issue.
- Does he need challenge to teachers: avoid the special interest story.
- We want major amplification with groups for local stories. What is the best way?

July 29, Saturday

**8. MEDICARE 30TH ANNIVERSARY RADIO ADDRESS:
(POTUS)**

Purpose: To further use 30th Anniversary as hook to highlight differences between us and Republicans on commitment to Medicare.

Theme: Reform Medicare to strengthen it with more choice, more quality, more benefits -- not cutting Medicare beneficiaries, coercion and second-class system.

Desired Press Result: Quotes from the President to fit in 30th anniversary stories in Sunday paper with Photo of him with senior Americans.

Event: Radio Address will be taped on Friday. He would do Medicare address, with picture to be released Saturday of him with older Americans.

Issues:

- *Invitation with Regional Press angle*
- *First Medicare beneficiary with POTUS*
- *Al Gore Sr?*
- *What is new hook that is different from Tuesday speech?*

July 30, Sunday

8.5 VPOTUS AT 30th ANNIVERSARY SIGNING (?)

- **Status?**

July 31, Monday

**9. NGA SPEECH:
(POTUS)**

Purpose: *To discuss differential impacts on states and nation of two balanced budget plans. Stress we both have balanced budget plan that claim to be for children, yet deep cuts in education, immunization and Medicaid is no legacy to leave for children.*

Theme/Soundbite: *Clinton 10 year balance budget plan is budget for children: Republicans would have devastating consequences for children.*

Desired Press Result: *Evening news or major print story on POTUS balanced budget statements on why his is best for children.*

- *Perhaps regional feed-in with state-by-state numbers release.*

Event: *Speech at Burlington, VA.*

Issues:

- *Even if on children, do Medicaid, welfare or any other issue get main stress?*
- *Suggest impact on property taxes*
- *Federalism Theory, Role of Government and Budget*
- *Other events while he is there?*

OTHER ISSUES:

POTUS Interviews on Medicare: *Decided against USA Today? Other possibilities?*

THE WHITE HOUSE
WASHINGTON

July 19, 1995

MEMORANDUM FOR BUDGET WORKING GROUP

FROM: MICHAEL WALDMAN *MW*
SUBJECT: THEMATIC STRUCTURE

As you know, our communications strategy is undercooked at present. However, we should assume for the moment that this is our message structure:

- a. The President has introduced a balanced budget.
- b. Contrast. The President's balanced budget is good for working families; the GOP's budget benefits the special interests.

- Medicare
- taxes
- education/training
- environment/consumers

(This list does not foreclose other issues being used. But in terms of the central messages for the President, these are my current thinking of the ones that work.)

- c. Common ground. The President wants to be responsible and protect the public; the GOP wants to foment a "train wreck" in the interest of their extreme ideology.

We should assume, as well, that these issues are best presented seriatim -- i.e., that we need to remind people that we have a balanced budget before we attack their cuts; we need to persuade the public that they should root for our budget before the public will care about the train wreck.

Finally, we need to have some discipline. Not everything is budget!

THE WHITE HOUSE
WASHINGTON

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		Eric Berman
VII.	GOP Special Interest Report	Larry Haas
VIII.	Communications Report	Michael Waldman
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XV.	International Group Report	NSC
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XVII.	Cabinet Affairs Report	Kitty Higgins
XVIII.	Intergovernmental Affairs Report	Emily Bromberg

9:30 - 10:00 a.m.

I.	Action Items (attached)	Gene Sperling
II.	Discussion and Assignments	

WEEK ONE

July 20, 1995

July 20, Thursday

1. MEDICARE VOUCHERS: (Non-POTUS)

Purpose: To take early offensive on our side on Medicare vouchers.

Theme/Soundbite: Choice vs. Coercion and they make seniors pay more out of pocket

Desired Press Result: Possible next day or weekend stories by health care reporters and reporter education for long-haul -- to sensitize them to bogus Republican claims.

Event:

Vladek Testimony

Health Care calls by Health Care principals

Issues:

- *Decided to hold back on county data*

2. NATIONAL CONFERENCE OF STATE OF LEGISLATORS: (POTUS)

Purpose: To make case to NCSL that the Clinton balanced budget is the one that helps working families and states, while Republican plan shifts burdens and hurts working families.

Theme/Soundbite: That Clinton balanced budget will continue to be good for states, investing in people and helping provide a strong economy, while Republican plan relies on simply shifting burdens -- with approaches like block grants -- that have the effect of cutting at the expense of states and working families.

Desired Press Result: Not our main POTUS story. Should get out message into stories on the conference without becoming the main POTUS story of the day.

Event: POTUS satellite to NCSL

Issues:

- *Key Question is whether we put EdLab/HHS veto statement in remarks or as statement to be released later?*

July 21, Friday

3. EDUCATION/TRAINING STATE-BY-STATE: (Non-POTUS)

Purpose: To get local stories across the country on the number of people hurt in each state by education and training cuts. To give Congressional Dems material on fight they can join with us.

Theme/Soundbite: Theme: Mostly that their BB would devastate education, ours would protect it.

Desired Press Result: Local stories across the country.

Event: 50 separate press releases given out, with regional conference calls and state and local officials and groups hitting the issue.

Issues:

- *Lorrie and Susan Frost must work with education groups*

on specific press release plan to supplement our education state-by-state release.

- *Regional Press Call (50 reporters targeted)*

OTHER ISSUES:

LINE ITEM VETO

Presidential Event on Friday?

- Girls Nation

Reed/Weinstein idea of Contract signing site

Saturday Morning Panetta/Rivlin Press Hit

- *Rahm suggests that Leon P. or Alice R. call in reporters on Saturday morning and hit hard on line-item veto. Makes Sunday stories and POTUS joins fight later.*

- *Weinstein research on Republican quotes on line-item veto -- praising us or saying how imperative it is.*

Possible Statements needed:

Thursday: *USDA on Floor*
 DOL/Ed/HHS Committee*****
 DOT on floor

Friday: Commerce/Justice/State on Floor
 DOD Committee

WEEK TWO

July 24, Monday

4. BUDGET REINTRODUCTION SPEECH?

(POTUS)

***Purpose:** To present overall budget speech to educate more people that we have a 10 year balanced budget plan -- and that ours is the one for working families.*

***Theme/Soundbite:** Clinton plans fight for 10 year balanced budget plan that protects Medicare, education and forgoes taxes for well-off. (Won't be intimidated by threats of trainwreck?)*

***Desired Press Result:** To break through in either print or television so that more Americans understand that we have a 10 year balanced budget plan -- as opposed to them seeing just pieces of theirs we oppose -- and to show press that we are ready and planning for a fight for our balanced budget plan*

***Event:** Boys Nation Speech*

Issues:

- *What is our hook?*
- *How deep is our amplification?*

July 25, Tuesday

5. MEDICARE 30th ANNIVERSARY:

(POTUS)

***Purpose:** To show commitment to Medicare and to draw clear distinction between our reform plan that protects beneficiaries and their extreme Republican plan.*

***Theme/Soundbite:** Protect Medicare, not use it as a bank (or turn to second-class program) to pay for tax cuts or seven year budget.*

***Desired Press Result:** Evening news soundbite of President making the case for Medicare with seniors around him*

***Event:** POTUS appears with Congressional leaders and seniors for 30th anniversary of passage.*

Issues:

- *Picture? Mock Medicare signing?*
- *County Report? Or Save for Thursday? - (Tues) - Hill still concerned*
- *How sharp is the message and contrast?*
- *How much is it Medicare and Medicaid? - Working on it*
- *Is state-by-state the heart of amplification strategy?*

Exclusive - is it a good use of POTUS Time
Op Ed - - VP & Al Gore Senior? Shalala?

July 26, 1995, Wednesday

**6. EMPOWERMENT CONFERENCE:
(POTUS and VPOTUS)**

(2)

Radio → Al Gore Senior?
→ Johnson - 96 yr old - one of first
→ Marilyn to talk about invites from
→ Reg. press amp. areas of country

Purpose: To contrast the right way and wrong way for on urban policy. Present positive vision; not make budget cuts the main emphasis.

(3) *Indep. → VP may go*
→ Shalala going

Theme/Soundbite: POTUS presents new urban report and calls Republican plan harmful to metropolitan areas.

Desired Press Result: Major press articles on Clinton vision on neighborhoods and urban policy.

Event: Empowerment Zone conference with VPOTUS, mayors and Cabinet:

Issues:

- *National Urban Report policy sign-off looks likely*
- *Theme of Report: Community empowerment? New Covenant?*
- *How to fit in AA message on empowerment contracting?*
- *If strong "right way," message is there more room to mention some budget cuts while not making it a budget story?*

July 28, Friday

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Issues:

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Event: Radio Address will be taped on Friday. He would do Medicare address, with picture to be released Saturday of him with older Americans.

Issues:

- *Invitation with Regional Press angle*
- *First Medicare beneficiary with POTUS*
- *Al Gore Sr?*
- *What is new hook that is different from Tuesday speech?*

July 30, Sunday

8.5 VPOTUS AT 30th ANNIVERSARY SIGNING (?)

- **Status?**

July 31, Monday

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(POTUS)**

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Theme/Soundbite: *Clinton 10 year balance budget plan is budget for children: Republicans would have devastating consequences for children.*

Desired Press Result: *Evening news or major print story on POTUS balanced budget statements on why his is best for children.*

- *Perhaps regional feed-in with state-by-state numbers release.*

Event: *Speech at Burlington, VA.*

Issues:

- *Even if on children, do Medicaid, welfare or any other issue get main stress?*
- *Suggest impact on property taxes*
- *Federalism Theory, Role of Government and Budget*
- *Other events while he is there?*

OTHER ISSUES:

POTUS Interviews on Medicare: *Decided against USA Today? Other possibilities?*

THE WHITE HOUSE
WASHINGTON

BUDGET WORKING GROUP

Mtg. 4-a
July 19, 1995

Agenda

9:00 -- 9:30 a.m.

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- IV. Press Report
- V. Legislative Report
- VI. Political Report
- VII. Pork Report
- VIII. Communications Report
- IX. Education Group Report
- X. Health Care Group Report
- XI. Taxes Group Report
- XII. Welfare Reform Group Report
- XIII. Technology Group Report
- XIV. International Group Report
- XV. Public Liaison Report
- XVI. Cabinet Affairs Report
- XVII. Intergovernmental Affairs Report

Jason Goldberg
Barry Toiv
Erskine Bowles
Mary Ellen Glynn
Susan Brophy
Karen Hancox
Eric Berman
Larry Haas
Michael Waldman
Jeremy Ben Ami
Chris Jennings (Jen K.)
Michael Barr
Bruce Reed
Jonathon Sallet
NSC
Marilyn Yager
Kitty Higgins
Emily Bromberg

Treas. / Portal on floor
HUD/VA finished action
State by state - 25th
Ken/Kase. article
30th anniv. mths w/ bill
VP doing it
Patrus speech

9:30 - 10:00 a.m.

- I. Action Items (attached)
- II. Discussion and Assignments

Gene Sperling

To Do

- Clear Vladick
- State-by-state | give text to Lorrie
- 30th anniv. planning
- Get speech stuff to Erskine

WEEK ONE

July 19, 1995

July 20, Thursday

1. MEDICARE VOUCHERS:

(Non-POTUS)

Purpose: To take early offensive on our side on Medicare vouchers.

Theme/Soundbite: Choice vs. Coercion and they make seniors pay more out of pocket

Desired Press Result: Possible next day or weekend stories by health care reporters and reporter education for long-haul -- to sensitize them to bogus Republican claims.

Event:

Vladek Testimony

Health Care Reporter Roundtable

Call reporters in Advance

Congressional Paper and Coordination

Figure out

Issues:

- Whether to do roundtable or calls?
- Distribution to Press of New Stats
- Coordination with Hill Democrats
- Exact theme on Medicare vouchers
- Which Reporters
- Which Principals?

After Vladek testimony

Press

Donna - Post

USA Today

Laura - NYT

WSJ

AP

LA Times

Judy - M. Weinstein

P. Millius

to say more tomorrow

Regional desks to do press

Groups

Marilyn - Senior Groups to talk about testimony

Bar - AHCA (Sol.) testifying on Thurs.

Interq.

Shalala to call Milwaukee paper
County data
Let friendly elected officials know

2. NATIONAL CONFERENCE OF STATE OF LEGISLATORS: (POTUS)

Purpose: To make case to NCSL that the Clinton balanced budget is the one that helps working families and states, while Republican plan shifts burdens and hurts working families.

Theme/Soundbite: That Clinton balanced budget will continue to be good for states, investing in people and helping provide a strong economy, while Republican plan relies on simply shifting burdens -- with approaches like block grants -- that have the effect of cutting at the expense of states and working families.

Desired Press Result: Not our main POTUS story. Should get out message into stories on the conference without becoming the main POTUS story of the day.

Event: POTUS satellite to NCSL

Issues:

- *Coordination with Reich speech?*
- *How do we make Ed/Lab/HHS Committee statement that day*
- *Sign-off from Reed and HC team on block grant aspect.*

July 21, Friday

3. EDUCATION/TRAINING STATE-BY-STATE: (Non-POTUS)

Purpose: To get local stories across the country on the number of people hurt in each state by education and training cuts. To give Congressional Dems material on fight they can join with us.

Theme/Soundbite: Theme: Mostly that their BB would devastate education, ours would protect it.

Desired Press Result: Local stories across the country.

Event: 50 separate press releases given out, with regional conference calls and state and local officials and groups hitting the issue.

Issues:

- *MUST DECIDE TODAY FOR COORDINATION*

- *Recommend: No embargo for Sunday?*
- *Give Dems on Hill on Friday*
- *Susan Frost & DPC to coordinate amplification calls with groups*
- *Regional calls on Friday*
- *Intergovernmental events and amplifications?*

OTHER ISSUES:

Rahm: Suggests that Leon P. or Alice R. call in reporters on Saturday morning and hit hard on line-item veto. Makes Sunday stories and POTUS joins fight later.

- *Need research on Republican quotes on line-item veto -- praising us or saying how imperative it is.*

Possible Statements needed:

Wednesday: *Treasury Postal on Floor*
USDA on Floor
Commerce/Justice/State Committee

Thursday: *DOT on Floor*
*DOL/Ed/HHS Committee******

Friday: *Commerce/Justice/State on Floor*
DOD Committee

WEEK TWO

July 24, Monday

4. BUDGET REINTRODUCTION SPEECH?

(POTUS)

***Purpose:** To present overall budget speech to educate more people that we have a 10 year balanced budget plan -- and that ours is the one for working families.*

***Theme/Soundbite:** Clinton plans fight for 10 year balanced budget plan that protects Medicare, education and forgoes taxes for well-off. (Won't be intimidated by threats of trainwreck?)*

***Desired Press Result:** To break through in either print or television so that more Americans understand that we have a 10 year balanced budget plan -- as opposed to them seeing just pieces of theirs we oppose -- and to show press that we are ready and planning for a fight for our balanced budget plan*

***Event:** Boys Nation Speech*

Issues:

- *What is our hook?*
- *How deep is our amplification?*

July 25, Tuesday

5. MEDICARE 30th ANNIVERSARY:

(POTUS)

***Purpose:** To show commitment to Medicare and to draw clear distinction between our reform plan that protects beneficiaries and their extreme Republican plan.*

***Theme/Soundbite:** Protect Medicare, not use it as a bank (or turn to second-class program) to pay for tax cuts or seven year budget.*

***Desired Press Result:** Evening news soundbite of President making the case for Medicare with seniors around him*

***Event:** POTUS appears with Congressional leaders and seniors for 30th anniversary of passage.*

• DPC doing satellite

Issues:

- How sharp is the message and contrast?
- How much is it Medicare and Medicaid?
- How do we highlight the state-by-state?
- Is state-by-state the heart of amplification strategy?

↳ Exclusive interview - Horrie to check w/ McClurry

• 1 hr of
Genr, Bruce,
Judy to do
regional media;
groups do press;
govs do press

- Get #s out by Monday afternoon

July 26, 1995, Wednesday

**6. EMPOWERMENT CONFERENCE:
(POTUS and VPOTUS)**

Purpose: To contrast the right way and wrong way for on urban policy. Present positive vision; not make budget cuts the main emphasis.

Theme/Soundbite: POTUS presents new urban report and calls Republican plan harmful to metropolitan areas.

Desired Press Result: Major press articles on Clinton vision on neighborhoods and urban policy.

Event: Empowerment Zone conference with VPOTUS, mayors and Cabinet:

Issues: NEED TO CLOSE ON THEME BY THURSDAY

- National Urban Report policy sign-off looks likely
- Theme of Report: Community empowerment? New Covenant?
- How to fit in AA message on empowerment contracting?
- If strong "right way," message is there more room to mention some budget cuts while not making it a budget story?

Lee Ann

• HHS reg. directors)
Office on Aging reg
offices
• Natl Council on
Aging → 7000
Senior
Centers

• HHS sits
down w/
trade press

July 28, Friday

**7. AMERICAN FEDERATION OF TEACHERS SPEECH:
(POTUS)**

Purpose: To show a the major contrast in visions for America: POTUS believes that empowering people with education is key to helping working families win in the new economy: Republicans see no role other than for bank to pay for tax cuts and balance budget:

Theme/Soundbite: Clinton draws line on Education: calls increase in education critical for economic future, and republican cuts unacceptable: to change education

Desired Press Result: Evening news on drawing the line: Press stories saying that Clinton stood up for education. Local stories generated by groups working in coordination with us to amplify the event.

Issues:

- *Because Friday event, what can we do to increase chances of network coverage: is there aspect for Friday's papers?*
- Should the event be broadbased on education, or should it try to isolate and highlight a specific issue.
- Does he need challenge to teachers: avoid the special interest story.
- We want major amplification with groups for local stories. What is the best way?

July 29, Saturday

**8. MEDICARE 30TH ANNIVERSARY RADIO ADDRESS:
(POTUS)**

Purpose: To further use 30th Anniversary as hook to highlight differences between us and Republicans on commitment to Medicare.

Theme: Reform Medicare to strengthen it with more choice, more quality, more benefits -- not cutting Medicare beneficiaries, coercion and second-class system.

Desired Press Result: Quotes from the President to fit in 30th anniversary stories in Sunday paper with Photo of him with senior Americans.

Event: Radio Address will be taped on Friday. He would do Medicare address, with picture to be released Saturday of him with older Americans.

Issues:

- *Have we thought out strategy for who we want invited: what type of photo op?*
- What is new hook that is different from Tuesday speech?

July 31, Monday

**9. NGA SPEECH:
(POTUS)**

Purpose: *To discuss differential impacts on states and nation of two balanced budget plans. Stress we both have balanced budget plan that claim to be for children, yet deep cuts in education, immunization and Medicaid is no legacy to leave for children.*

Theme/Soundbite: *Clinton 10 year balance budget plan is budget for children: Republicans would have devastating consequences for children.*

Desired Press Result: *Evening news or major print story on POTUS balanced budget statements on why his is best for children.*

- *Perhaps regional feed-in with state-by-state numbers release.*

Event: *Speech at Burlington, VA.*

Issues:

- *Even if on children, do Medicaid, welfare or any other issue get main stress?*
- *Suggest impact on property taxes*
- *Federalism Theory, Role of Government and Budget*
- *Other events while he is there?*

OTHER ISSUES:

POTUS Interviews on Medicare: *Decided against USA Today? Other possibilities?*

ACTION PLAN FOR WEEK OF JULY 17

Message: Republican voucher proposals mean financial coercion for Medicare beneficiaries. Our budget proposal gives people on Medicare more choice.

- **Legislative.** Several hearings will be held next week on Medicare, including a hearing on "Restructuring Medicare." At the hearing on Thursday, July 20, Bruce Vladeck hits hard on our message that under Republican voucher proposals elderly Americans will pay more to keep what they have today or will be forced into managed care.

- **Communications**

- **Press.** Melissa Skofield gets press charged up for the Administration's first attack on Republican voucher proposals.

← After the hearing, Secretary Shalala, Laura Tyson, Alice Rivlin and Bruce Vladeck do a press ~~conference or town~~ *briefing* with health care reporters to amplify the message.

We try to get outside economists to write op eds opposing Republican voucher proposals.

- **Exclusive Interview.** Judy Kean at USA Today has been working on a Medicare article. We give her an interview with POTUS.]

- **Advocacy Groups.** We coordinate with groups and with Democrats on the hill to hit hard on choice v. coercion. Democrats on the hill host an event with groups for Thursday's hearing.

AARP is holding a conference on the "Future of Medicare." Judy Feder debates Stuart Butler of the Heritage Foundation on vouchers.

- **Policy Team.** The policy team has been charged with providing ammunition for next week's hit.
- **Cabinet.** We distribute the materials that we prepare to all Cabinet members. Secretary Shalala will be the primary Cabinet member used next week.

⇒ Hill lead. working w/ SOS on seniors events on Medicare/aid

Give story
to reporter
day before →
Judy Haveman -
Post -- leak
testimony

ACTION PLAN FOR WEEK OF JULY 24

Message: On the 30th anniversary of Medicare, we are committed to preserving and improving it. Republican cuts threaten the program.

• POTUS

- Pat Griffin working with Democratic leaders on joint event for Democrats and POTUS for July 25.
- POTUS does July 30 radio address to audience of seniors.

- **Legislative.** We work with Communications and Legislative Affairs to develop a unified message with Democrats on the hill.

- **Communications.** We work with Communications at White House and in Departments to get attention for July 25 event and radio address and regional press for release of state data (see below).

- **Advocacy Groups.** We coordinate with advocacy groups for a week long series of events. (AARP and others have events planned. We send Cabinet and other administration representatives.)

- **Policy Team.** Policy team charged with preparing updated charts and talking points on state-by-state impact of Republican Medicare and Medicaid cuts.

- **Intergovernmental.** We release data on state-by-state impact of Republican Medicare and Medicaid cuts in anticipation of National Governors Association Conference (July 30 - August 1) and NCSL Conference (July 23-28).

- **Cabinet.** We send Cabinet to advocacy group events. We get Cabinet out in targeted districts to talk about state impacts.

August →
Reich | Shalala - event on portability & temp. unemp.

1. Defining our proposals
 - ① Medicaid -- next week?
[in context of reform]
urban - block grant v. capita
 - ② unemployed | ins. reform & portability | self-emp.
→ Have someone introduce bill
[Daschle bill]
Mitchell
Gibbons hearings
2. Defining our message
 - ③ LTC Grants
→ v. changes in home health & SNFs
 - ④ Medicare - FRA, new benefits, man. care

Went to the
high school
in the
morning.

THE WHITE HOUSE
WASHINGTON

Think about:
→ What to do in weeks
3 and 4 ?

BUDGET WORKING GROUP

Mtg 2-a
July 17, 1995

Agenda

9:00 -- 9:30 a.m.

- | | |
|---------------------------------------|-------------------------|
| I. Calendar | Jason Goldberg |
| II. Update From Morning Mtgs. | Erskine Bowles |
| III. Press Report | Mary Ellen Glynn |
| IV. Legislative Report | Susan Brophy |
| V. Political Report | Karen Hancox |
| VI. Communications Report | Michael Waldman |
| VII. Education Group Report | Jeremy Ben Ami |
| VIII. Health Care Group Report | Chris Jennings (Jen K.) |
| IX. Taxes Group Report | Michael Barr |
| X. Welfare Reform Group | Bruce Reed |
| XI. Technology Group Report | Jonathon Sallet |
| XII. Public Liaison Report | Marilyn Yager |
| XIII. Cabinet Affairs Report | Kitty Higgins |
| XIV. Intergovernmental Affairs Report | Emily Bromberg |

9:30 - 10:00 a.m.

- | | |
|--------------------------------|---------------|
| I. Action Items (attached) | Gene Sperling |
| II. Discussion and Assignments | |

WEEK ONE

July 20, Thursday

1. MEDICARE VOUCHERS: (Non-POTUS)

Purpose: To take early offensive on our side on Medicare vouchers.

Theme/Soundbite: Choice vs. Coercion and they make seniors pay more out of pocket

Desired Press Result: Possible next day or weekend stories by health care reporters and reporter education for long-haul -- to sensitize them to bogus Republican claims.

Event:

Vladek Testimony

Health Care Reporter Roundtable -- or press calls

Call reporters in Advance

Congressional Paper and Coordination

Call reporters ←
-- accelerating
timeframe?

Issues:

- Exact theme on Medicare vouchers
- Which Reporters
- Which Principals?

2. NATIONAL CONFERENCE OF STATE OF LEGISLATORS: (POTUS)

Purpose:

Theme/Soundbite:

Desired Press Result:

Event: POTUS satellite to NCSL

Issues:

- Law enforcement supposed to be major event
- Affirmative action follow-up possible
- Could be moment to comment on Ed/Lab/HHS at Committee that day

July 20-22

**3. EDUCATION/TRAINING STATE-BY-STATE:
(Non-POTUS)**

Purpose: To get local stories across the country on the number of people hurt in each state by education and training cuts. To give Congressional Dems material on fight they can join with us.

Theme/Soundbite: Theme: Mostly that their BB would devastate education, ours would protect it.

Desired Press Result: Local stories across the country.

Event: (?) Possible Press Conference with Riley/Reich to highlight state-by-state with 50 separate press releases given out.

Issues:

● Timing: Committee is likely to be done by Thursday evening. Do we go for release on Friday? Good for members of Congress? Is it bad for press? Could save for Sunday or Monday?

● Important to decide soon so we can coordinate with education groups to amplify our release with their statements.

● What type of an event -- if any -- should there be to build up release

Conf. call w/ ←
local press

Release - (Sat.?)

OTHER ISSUES: Possible Statements needed:

Monday: Interior Appropriations House Floor

Tuesday: USDA Appropriations on House Floor
House Approp. HUD/VA Committee****

Wednesday: DOT House Floor
Commerce/Justice/State Committee

Thursday: Treasury/Postal on Floor
DOL/Ed/HHS Committee*****

Friday: Commerce/Justice/State on Floor/DOD Committee

WEEK TWO

July 24, Monday

4. MEAT INSPECTION/REGULATORY: (POTUS)

Purpose: To show consumer safety effects of extreme budget plan and selling out to special interests:

Theme/Soundbite:

Desired Press Result: Photo?

Event:

Issues:

- Does this make sense after Saturday radio address?
- Should it be broadened theme to the selling out of consumer and environment to special interests
- Should it be just photo or full event
- Should we be looking to different message all together (Education or POTUS not give way to budget blackmail)

July 25, Tuesday

5. MEDICARE 30th ANNIVERSARY: (POTUS)

Purpose: To show commitment to Medicare and to draw clear distinction between our reform plan that protects beneficiaries and their extreme Republican plan.

Theme/Soundbite: Protect Medicare, not use it as a bank (or turn to second-class program) to pay for tax cuts or seven year budget.

Desired Press Result: Evening news soundbite of President making the case for Medicare with seniors around him

Event: POTUS appears with Congressional leaders and seniors for 30th anniversary of passage.

Issues:

- How sharp is the message and contrast?
- How much is it Medicare *and* Medicaid?

Get extreme options

Medicare and long-term care?

July 26, 1995, Wednesday

**6. EMPOWERMENT CONFERENCE:
(POTUS and VPOTUS)**

Purpose: To contrast the right way and wrong way for on urban policy. Present national urban plan as positive plan and contrast with brutal cuts.

Theme/Soundbite: POTUS presents new urban report and calls Republican plan harmful to metropolitan areas.

Desired Press Result: Major press article on mean-spirited urban plan and major themes of urban report.

Event: Empowerment Zone conference with VPOTUS, mayors and Cabinet:

Issues:

- Do we do the National Urban Report then?
- Can it get policy sign-off in time?
- How to fit in AA message on empowerment contracting?

July 28, Friday

**7. AMERICAN FEDERATION OF TEACHERS SPEECH:
(POTUS)**

Purpose: To show a the major contrast in visions for America: POTUS believes that empowering people with education is key to helping working families win in the new economy: Republicans see no role other than for bank to pay for tax cuts and balance budget:

Theme/Soundbite: Clinton draws line on Education: calls increase in education critical for economic future, and republican cuts unacceptable: to change education

Desired Press Result: Evening news on drawing the line: Press stories saying that Clinton stood up for education. Local stories generated by groups working in coordination with us to amplify the event.

Issues:

- Should the event be broadbased on education, or should it try to isolate and highlight a specific issue.
- Does he need challenge to teachers: avoid the special interest story.
- We want major amplification with groups for local stories. What is the best way?

July 29, Saturday

**8. MEDICARE 30TH ANNIVERSARY RADIO ADDRESS:
(POTUS)**

What are
the Republicans
doing?



Purpose: To further use 30th Anniversary as hook to highlight differences between us and Republicans on commitment to Medicare.

Theme: Reform Medicare to strengthen it with more choice, more quality, more benefits -- not cutting Medicare beneficiaries, coercion and second-class system.

Is this
right?

Desired Press Result: Quotes from the President to fit in 30th anniversary stories in Sunday paper with Photo of him with senior Americans.

Event: Radio Address will be taped on Friday. He would do Medicare address, with picture to be released Saturday of him with older Americans.

Issues:

- Which aspect of Medicare message?
- What type of photo?
- Who should the seniors be he is photographed with?

July 31, Monday

**9. NGA SPEECH:
(POTUS)**

Purpose: To discuss differential impacts on states and nation of two balanced budget plans.

Theme/Soundbite:

Desired Press Result:

Event: Speech at Burlington, VA.

Issues:

- Which aspect of the budget?
- Medicaid (effects on property taxes?)
- welfare?
- Overall budget
- Federalism Theory, Role of Government and Budget

OTHER ISSUES:

POTUS Interviews on Medicare: Networks; Judy Keen ~~USA Today~~

Children
• Education
• Medicaid

Rep. Choices → Pay more or get less

7/17

4:00 mtg.
re July 25
event

MEDICARE/MEDICAID 30TH ANNIVERSARY

July 25 -- POTUS Event on 30th Anniversary of Medicare with Congressional Democrats

TO DO:

Find out more about event (planning meeting Tuesday) - (1) reception for 12

Work on speech → 10:00 a.m.

Group strategy (Marilyn Yager)

• Get info on Republican statements about Medicare

Communications strategy (Skofield/McHugh/Moffet)

• Question: Does it make sense to give an exclusive interview?

If so, to whom? Whom?

• Talking points on 30th anniversary

[Larry Smedley - NSC]

2 events

(1) reception for 12 members who voted for

(2) Daschle, Gep. speeches

• Remarks - strong statements

• First signer of law

→ With Johnsons
pen ? → Andre
to find

Do we want to
push groups to
attend this event?

Senate Dems.

Deborah Sulemco
224-3232

• Give networks tape
of radio address

July 27 -- Release of State by State Medicare/Medicaid Data

TO DO:

Issue: Is this the right day? - Melissa to talk to Lorrie -- build into

Cabinet strategy

• Get Cabinet in targeted districts (Lee Ann to talk to
Brophy/Hancox about where)

Group strategy (Marilyn Yager)

Communications strategy

• Regional press push (Lorrie McHugh)

25th or 29th

July 29 -- POTUS Radio Address on Medicare and Long-Term Care

TO DO:

Work on radio address

Get groups invited (Marilyn Yager waiting for Erskine to get sign off)

Communications strategy

ISSUES:

What are groups doing on other days?

Communications -- How to sustain/use press attention?

Focus on Medicare and Medicaid?

How sharp is the message and contrast?

Not about how to balance budget but how

Truman
descendants
to be at
event?

Hearing 10:00 a.m.
Rm

PLAN FOR THIS WEEK

- What are reporters doing? (Chris)
- Clear Feder/Vladeck testimony (Nancy Ann, Chris, Jen)
- Draft talking points (Chris, Jen)
- Calls to groups (Marilyn)
- Press calls
 - Give story to reporter (Haveman?) (Skofield)
 - Calls after hearing from Tyson, Rivlin, Shalala, Vladeck (Skofield/Moffet/McHugh)

Aaron - Writing op Ed on how Rep. won't get savings
savings unless do bad things
Wash. Post - Spencer Rich
WSJ - Laurie McKinley

Shalala to talk to reporters - (Skofield)
Dems asking tough questions

Couple growth rate w/ fixed contribution problems

- below private sector
- + have to buy in private sector

THE WHITE HOUSE
WASHINGTON

BUDGET WORKING GROUP

Mtg 3-a
July 18, 1995

July 24 - Budget
Emp. Zone - no longer budget

July 29 - Medicare
Radio Address

Aug 1 - Strong Attacks -
on Env. & Health
(Medicare/aid)

Agenda

9:00 -- 9:30 a.m.

- I. Calendar
- II. Daily Budget Notes
- III. Update From Morning Mtgs.
- IV. Update From NEC Mtg.
- V. Press Report
- VI. Legislative Report
- VII. Political Report

- VIII. Pork Report
- IX. Communications Report
- X. Education Group Report
- XI. Health Care Group Report
- XII. Taxes Group Report
- XIII. Welfare Reform Group Report
- XIV. Technology Group Report
- XV. International Group Report
- XVI. Public Liaison Report
- XVII. Cabinet Affairs Report
- XVIII. Intergovernmental Affairs Report

Jason Goldberg
Barry Toiv
Erskine Bowles
Laura Tyson
Mary Ellen Glynn
Susan Brophy
Karen Hancox
Michael Berman
Larry Haas
Michael Waldman
Jeremy Ben Ami
Chris Jennings (Jen K.)
Michael Barr
Bruce Reed
Jonathon Sallet
NSC
Marilyn Yager
Kitty Higgins
Emily Bromberg

9:30 - 10:00 a.m.

- I. Action Items (attached)
- II. Discussion and Assignments

Gene Sperling

WEEK ONE

July 17, 1995

July 18, Tuesday

July 20, Thursday

1. MEDICARE VOUCHERS:

(Non-POTUS)

Purpose: To take early offensive on our side on Medicare vouchers.

Theme/Soundbite: Choice vs. Coercion and they make seniors pay more out of pocket

Desired Press Result: Possible next day or weekend stories by health care reporters and reporter education for long-haul -- to sensitize them to bogus Republican claims.

Event:

Feder (Tuesday) Testimony

Possible Tuesday Press Calls

Vladek Testimony

? → Health Care Reporter Roundtable
Call reporters in Advance
Congressional Paper and Coordination

Issues:

- *Whether to do roundtable or calls?*
- *Press calls on Tuesday if necessary?*
- *Distribution to Press of New Stats*
- *Coordination with Hill Democrats*
- Exact theme on Medicare vouchers
- Which Reporters
- Which Principals?

2. NATIONAL CONFERENCE OF STATE OF LEGISLATORS: (POTUS)

Purpose:

Theme/Soundbite:

Desired Press Result:

Event: POTUS satellite to NCSL

Issues:

- Law enforcement supposed to be major event
- *Instruction being given speechwriters?*
- *Coordination with Reich speech?*
- *How do we make Ed/Lab/HHS Committee statement that day*

July 20-22

3. EDUCATION/TRAINING STATE-BY-STATE: (Non-POTUS)

Purpose: To get local stories across the country on the number of people hurt in each state by education and training cuts. To give Congressional Dems material on fight they can join with us.

Theme/Soundbite: Theme: Mostly that their BB would devastate education, ours would protect it.

Desired Press Result: Local stories across the country.

Event: (?) Possible Press Conference with Riley/Reich to highlight state-by-state with 50 separate press releases given out.

Issues:

- *Friday embargoed for Sunday?*
- *Give Dems on Hill on Friday?*
- *Susan Frost & DPC to coordinate amplification calls with groups*
- *Does regional conference calls still make sense. (L. McHugh says Saturday ones do not work)*
- *Tie to other cabinet press event?*

July 22, 1995 Friday

3.5. IS FRIDAY POSSIBLE BUDGET SPEECH?

OTHER ISSUES:

Rahm: Suggests that Alice Rivlin give speech blasting Republicans on line item veto

Possible Statements needed:

Monday: Interior Appropriations House Floor

Tuesday: *USDA Appropriations on House Floor*
*House Approp. HUD/VA Committee*****

Wednesday: *DOT House Floor*
Commerce/Justice/State Committee

Thursday: Treasury/Postal on Floor
DOL/Ed/HHS Committee*****

Friday: Commerce/Justice/State on Floor/DOD Committee

WEEK TWO

July 24, Monday

4. BUDGET REINTRODUCTION SPEECH? **(POTUS)**

Purpose: To present overall budget speech to educate more people that we have a 10 year balanced budget plan -- and that ours is the one for working families.

Theme/Soundbite: Clinton plans fight for 10 year balanced budget plan that protects Medicare, education and forgoes taxes for well-off. (Won't be intimidated by threats of trainwreck?)

Desired Press Result: To break through in either print or television so that more Americans understand that we have a 10 year balanced budget plan -- as opposed to them seeing just pieces of theirs we oppose -- and to show press that we are ready and planning for a fight for our balanced budget plan

Event: Boys Nation Speech?

Issues:

- *If no Friday speech, we do this in place of selling out and meat inspection event?*
- *What is our hook? Comment or intentions on trainwreck scenario is most likely one to break through?*
- *If we give trainwreck hook, how to ensure that main message still breaks through?*
- *Is this appropriate for Boys Nation?*

July 25, Tuesday

5. MEDICARE 30th ANNIVERSARY: **(POTUS)**

Purpose: To show commitment to Medicare and to draw clear distinction between our reform plan that protects beneficiaries and their extreme Republican plan.

Theme/Soundbite: Protect Medicare, not use it as a bank (or turn to second-class program) to pay for tax cuts or seven year budget.

Desired Press Result: Evening news soundbite of President making the case for Medicare with seniors around him

Event: POTUS appears with Congressional leaders and seniors for 30th anniversary of passage.

Issues:

- How sharp is the message and contrast?
- How much is it Medicare *and* Medicaid?

July 26, 1995, Wednesday

**6. EMPOWERMENT CONFERENCE:
(POTUS and VPOTUS)**

Purpose: To contrast the right way and wrong way for on urban policy. Present national urban plan as positive plan and contrast with brutal cuts.

Theme/Soundbite: POTUS presents new urban report and calls Republican plan harmful to metropolitan areas.

Desired Press Result: Major press article on mean-spirited urban plan and major themes of urban report.

Event: Empowerment Zone conference with VPOTUS, mayors and Cabinet:

Issues:

- *National Urban Report policy sign-off looks likely*
- *Theme of Report: Community empowerment? New Covenant?*
- How to fit in AA message on empowerment contracting?
- *If right way, wrong way speech, should wrong way focus on Republican budget cuts -- giving this a budget angle?*

July 28, Friday

**7. AMERICAN FEDERATION OF TEACHERS SPEECH:
(POTUS)**

Purpose: To show a the major contrast in visions for America: POTUS believes that empowering people with education is key to helping working families win in the new economy: Republicans see no role other than for bank to pay for tax cuts and balance budget:

Theme/Soundbite: Clinton draws line on Education: calls increase in education critical for economic future, and republican cuts unacceptable: to change education

Desired Press Result: Evening news on drawing the line: Press stories saying that Clinton stood up for education. Local stories generated by groups working in coordination with us to amplify the event.

Issues:

- Should the event be broadbased on education, or should it try to isolate and highlight a specific issue.
- Does he need challenge to teachers: avoid the special interest story.
- We want major amplification with groups for local stories. What is the best way?

July 29, Saturday

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(POTUS)**

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Theme: Reform Medicare to strengthen it with more choice, more quality, more benefits -- not cutting Medicare beneficiaries, coercion and second-class system.

Desired Press Result: Quotes from the President to fit in 30th anniversary stories in Sunday paper with Photo of him with senior Americans.

Event: Radio Address will be taped on Friday. He would do Medicare address, with picture to be released Saturday of him with older Americans.

Issues:

- *Get sign-off to decide who should be invited?*
- Which aspect of Medicare message?
- What type of photo?
- Who should the seniors be he is photographed with?

July 31, Monday

**9. NGA SPEECH:
(POTUS)**

Purpose: *To discuss differential impacts on states and nation of two balanced budget plans. Stress we both have balanced budget plan that claim to be for children, yet deep cuts in education, immunization and Medicaid is no legacy to leave for children.*

Theme/Soundbite: *Clinton 10 year balance budget plan is budget for children: Republicans would have devastating consequences for children.*

Desired Press Result: *Evening news or major print story on POTUS balanced budget statements on why his is best for children.*

- *Perhaps regional feed-in with state-by-state numbers release.*

Event: *Speech at Burlington, VA.*

Issues:

- *Even if on children, do Medicaid, welfare or any other issue get main stress?*
- *Suggest impact on property taxes*
- *Federalism Theory, Role of Government and Budget*
- *Other events while he is there?*

OTHER ISSUES:

POTUS Interviews on Medicare: *Decided against USA Today? Other possibilities?*

THE WHITE HOUSE
WASHINGTON

July 17, 1995

MEMORANDUM FOR BUDGET WORKING GROUP

FROM: ERSKINE BOWLES 
SUBJECT: Follow-up From 7/17/95 9:00 a.m. Mtg.

This memo outlines assignments/responsibilities from today's Budget Working Group morning meeting. Please contact the appropriate individual(s) listed besides each activity.

- **Calendar:** All departments/groups should send updated information daily to Jason Goldberg for inclusion in master calendar. Please make sure to include meeting schedules.
[Goldberg]
- **Congressional Meetings:** All meetings with Members of Congress or Congressional staff must be reported to Stacey Rubin in Pat Griffin's office (456-6735) as soon as scheduled.
[Brophy/Rubin]
- **CD Action:** Karen Hancox and Susan Brophy will chair a sub-group on strategy for mobilizing activity in specific CD's.
[Hancox/Brophy]
- **Paper Flow:** All event proposals, option papers, and reports should be sent to my attention through Jason Goldberg.
[Bowles/Goldberg]
- **Pork Analysis:** Need analyses and compilation of pork. Daily Pork Report.
[Haas]
- **Message Issues:**
 - Option memo by COB 7/17/95 on 7/24/95 "Gutting Safety" POTUS event
[Sperling/Waldman]
 - Option memo by COB 7/19/95 on 7/26/95 POTUS "Empowerment Zone/Urban Communities" event
[Sperling/Waldman]

- **Opposition Research:** Daily Report on GOP activity [Berman]
- **Cabinet Staff Briefing:** Briefing/Strategy Session on 7/18/95 with Agency Intergovernmental, Press, Public Liaison, and Budget contacts. [Higgins]
- **Health Care Group:** The following items need to be decided:

- 25m | 27m | 30th - Media HHS - NGA*
- ① Need final on roll out date
 - ② Cabinet - Lee Ann to talk to Karen Susan
 - ③ Reg. Media
- Medicare Vouchers: Targeted phone calls to reporters? [Jennings]
Background calls today? Tues? [Jennings]
Roll-out strategy for Thurs. [Jennings]
- Medicaid State-by-State #'s: Strategy for roll-out [Jennings/McHugh] *Meeting this afternoon*
- Medicare 30th: Option Memo on POTUS event [Jennings]
Interview Strategy [Glynn/McHugh] *Working on speech, group, cabinet strategy*
- Need guidance on ① how sharp contrast ② focus on Medicaid as well? NRC Budget - not clear?*

- **Education Group:** The following items need to be decided:

State-by State #'s: Strategy/timing of release [Ben Ami/McHugh]
Calls to local papers [Ben Ami/McHugh]
Hill packet [Brophy]
Preparation of #'s [Apfel]

AFT Speech: Option memo on POTUS event [Waldman/Ben Ami]

- **Vermont Public Event:** Proposal/Option memo by COB 7/18/95 on public POTUS event in Vermont on 7/31/95. [Yager]

Friday embargoed until Sunday

THE WHITE HOUSE
WASHINGTON

July 18, 1995

MEMORANDUM FOR BUDGET WORKING GROUP

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[Goldberg]

- **Congressional Meetings:** All meetings with Members of Congress or Congressional staff must be reported to Stacey Rubin in Pat Griffin's office (456-6735) as soon as scheduled.

[Brophy/Rubin]

- **Paper Flow:** All event proposals, option papers, and reports should be sent to my attention through Jason Goldberg.

[Bowles]

- **Daily Budget Notes:** Barry Toiv will compile daily "Budget Notes," -- news of the day, message, and key schedule notes. Assignments will be made daily for individuals to contribute to the Budget Notes. Please send your information to Jason Goldberg via e-mail or on disk.

[Toiv]

The following individuals are responsible for preparing information for Wednesday, July 19, 1995:

<u>Topic</u>	<u>Writer</u>
Medicare Vouchers	Jennings/Klein
VA/HUD Appropriations	Haas
DOL Working Poor Report	Silverman

- **Monday Speech:** Michael Waldman will chair a meeting with the Outreach Offices to design and implement Amplification strategy for Monday POTUS speech.
[Waldman]

- **POTUS Report:** I will report to the President on the Budget Working Group's activities each Tuesday and Friday evening. Please send me updates on your department's actions, activities, and planning for inclusion in these reports.

- **Health Care Group:** The following items need to be decided:

<u>Medicare Vouchers:</u>	Timing for calls to reporters	[Jennings]
	Roll-out strategy for Thurs.	[Jennings]

<u>Medicaid State-by-State #'s:</u>		
	Strategy for roll-out	[Jennings / McHugh]

<u>Medicare 30th:</u>	Option Memo on POTUS event	[Jennings]
	POTUS Interview Strategy	[Glynn /McHugh]

- **Education Group:** The following items need to be decided:

<u>State-by State #'s:</u>	Strategy/timing of release	
		[Ben Ami / McHugh]
	Calls to local papers	
		[Ben Ami/McHugh]
	Hill packet	
		[Brophy]
	Preparation of #'s	
		[Apfel]

<u>AFT Speech:</u>	Option memo on POTUS event
	[Waldman/Ben Ami]

- **Vermont Public Event:** Proposal/Option memo by COB TODAY on public POTUS event in Vermont on 7/31/95.

[Yager]

SORRY SO LATE -- FUTURE EDITIONS WILL BE PUT OUT BY 12:00 p.m. DAILY

July 19, 1995

MEMORANDUM FOR BUDGET WORKING GROUP

FROM: ERSKINE BOWLES

SUBJECT: Follow-up From 7/19/95 9:00 a.m. Mtg.

This memo outlines assignments/responsibilities from today's Budget Working Group morning meeting. Please contact the appropriate individual(s) listed beside each activity.

Line Item Veto: Possible POTUS statements on Friday 7/21. If not, possible Rivlin and Panetta briefings for reporters on Saturday 7/22. [Sperling]

Research memo on background facts and previous GOP quotes due by COB TODAY. [Weinstein/Haas]

Creativity Meeting: A sub-group needs to meet ASAP to develop creative ideas (i.e. pictures, charts, graphs, slogans, events) for educating people on the President's Balanced Budget Proposal. [Sperling/Waldman]

Appropriations Veto Statements: Rapid response team needs to prepare POTUS statements immediately following Congressional actions, and work with Press Office on release. [Toiv]

Education Group: State-by State #'s: Release Friday 7/21. No embargo. Coordinate amplification events with Cabinet / Intergovernmental Affairs, and Public Liaison. Hill Packet. [Ben Ami/McHugh]

Health Care Group:

Medicare Vouchers: Need closure ASAP on Thursday Reporters Roundtable with Shalala, Tyson, and Rivlin. [Jennings/McHugh]

Need hard hitting talking points (1 pager) TODAY. [Jennings/Klein]

State-by-State #'s:

Numbers should be released on Tuesday, April 25.
Information to Media Affairs by noon 7/24.
[Jennings / McHugh]

Medicare 30th: Option Memo on POTUS event [Jennings]
POTUS Interview Strategy [Glynn /McHugh]

Technology Group: Need proposal for possible R&D events and language.
[Sallet]

Americans With Disabilities Act: Need proposal TODAY on how to include budget
message in POTUS ADA speech. Schedule of Cabinet amplification events.
[Ben Ami / Yager]

Urban/Rural Sub-Groups: Steve Silverman will chair these two sub-groups with
Agency representatives and report daily.
[Silverman]

Calendar: All departments/groups should continue sending daily updates to Jason
Goldberg for inclusion in master calendar. Please make sure to include all
pertinent meeting schedules. [Goldberg]

Paper Flow: All event proposals, option papers, and reports should be sent to
my attention through Jason. [Bowles]

POTUS Report: I will report to the President on the Budget Working Group's
activities each Tuesday and Friday evening. Please send me updates on your
department's actions, activities, and planning for inclusion in these reports.
Information for the Thursday, 7/20/95 report must be sent to Jason by 3:00 p.m.
on 7/20/95.

Daily Budget Notes: Barry Toiv will compile daily "Budget Notes," -- news of
the day, message, and key schedule notes. Assignments will be made daily for
individuals contribute to the Budget Notes. Please send your information to
Jason via e-mail or disk. [Toiv]

The following individuals are responsible for preparing information for
Thursday, July 20, 1995:

Topic	Writer
Medicare Vouchers	Jennings/Klein
Appropriations	Haas/Toiv