

FOIA MARKER

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

Collection/Record Group: Clinton Presidential Records

Subgroup/Office of Origin: Staff Secretary

Series/Staff Member: Sean Maloney

Subseries:

OA/ID Number: 14866

FolderID:

Folder Title:

Friday, August 13, 1999

Stack:

S

Row:

40

Section:

5

Shelf:

2

Position:

2

Bridget Terry

'99 AUG 13 PM3:39

August 3, 1999

President Bill Clinton
The White House

8-13-99
Send to Burkhardt
for reply

Yes ☒
No ☐

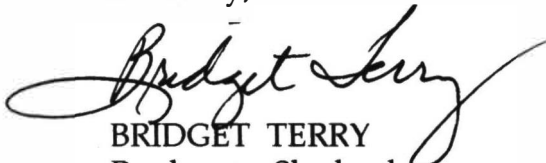
Dear Mr. President,

On behalf of all of us involved in the mal
thank you for the extraordinary opportun
House on June 10th. It was an evening r

I have enclosed the French poster for the film as I thought Chelsea may enjoy
it. It's been a decade or so, but when I was in college the French poster of any
film was considered to be "very cool." And as the producer, I am, believe me,
loathe to say that our film's unfortunately low visibility will make its poster
certifiably collectible. I hope she likes it.

It was a pleasure and a privilege to meet you. Thanks to you and your
gracious staff for making it possible.

Sincerely,


BRIDGET TERRY
Producer, Shadrach

8-13-99
Poster not forwarded
w/ letter from Oval

1237 22nd Street
Santa Monica, Ca. 90404
310-453-4810; 310-828-9771

C. Church

Bridget Terry

'99 AUG 13 PM 3:39

August 3, 1999

President Bill Clinton
The White House

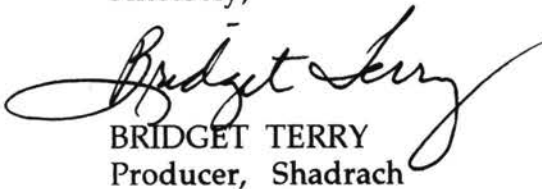
Dear Mr. President,

On behalf of all of us involved in the making of the film, SHADRACH, thank you for the extraordinary opportunity to screen it for you at the White House on June 10th. It was an evening none of us shall ever forget.

I have enclosed the French poster for the film as I thought Chelsea may enjoy it. It's been a decade or so, but when I was in college the French poster of any film was considered to be "very cool." And as the producer, I am, believe me, loathe to say that our film's unfortunately low visibility will make its poster certifiably collectible. I hope she likes it.

It was a pleasure and a privilege to meet you. Thanks to you and your gracious staff for making it possible.

Sincerely,


BRIDGET TERRY
Producer, Shadrach

1237 22nd Street
Santa Monica, Ca. 90404
310-453-4810; 310-828-9771

to try



Stanley K. Sheinbaum

12 August, 1999

President Bill Clinton
The White House
Via Fax

99 AUG 13 AM 11:33

Dear Bill,

It used to be that I might have contacted Jesse Jackson to prod you on something or other. This time I hope you will prod him. I wrote him in early July about Ron Bloomberg's idea to use sports heroes to tackle the racial question. I am enclosing Ron's three pager on it.

On the other hand could you go directly to Magic Johnson?

Respectfully,

Stanley K. Sheinbaum
SKS/kc
enclosure

8/13/99

Send to Bunkhardt?

Yes ☒
No ☐

C

COMBATING RACISM

Contact: Ron Bloomberg
E-mail: Ronblom@aol.com
Ph: (818) 713-8214

COMBATING RACISM

A new century is beginning and America is still stuck in a time warp called racism. This debilitating plague prevents us from becoming a truly great nation. It need not be.

We live in a time of a communications revolution. Attitudes can be changed. Especially among young people who's belief systems have not hardened. And the way to reach those young people is through their idols. Sports heroes.

Picture Mark McGwire and Sammy Sosa on a TV commercial talking about the stupidity of hating people because of the color of their skin...while demonstrating the mutual respect and genuine affection they obviously have for one another.

Last season the country was riveted to their epic home run chase. Even more significant, cheers were ringing out for both of them. A saturated TV and radio campaign featuring the two of them and other sports stars could be momentous in attacking the malignancy of racism.

Those spots will be followed up with other sports stars. Michael Jordan and Phil Jackson. Six championship NBA rings. A feat that never could have been accomplished without the love and respect they have for each other.

Young people have heroes. And heroes are needed to deliver a smart and powerful message against this enemy. If Michael Jordan can sell millions of sneakers, then Jordan, McGwire and Sosa can certainly sell young people on the negativity of racism.

Sports stars are the royalty of our country. A royalty that is idolized by the blue collar worker and the executive. The well read and the illiterate. Sports is the great unifier between the races. And sports stars can show racism to be destructive, dumb, the furthest thing from cool!

However, to be successful, a cohesive, saturated TV and radio campaign featuring McGwire and Sosa will be necessary. Think of "Combating Racism" as if one were marketing a "Pepsi" campaign or introducing a new "McDonald" burger. That means running spots in prime time and in major sporting events!

The question then becomes, how does one fund a campaign of this magnitude without succumbing to corporate sponsorship and thus diluting the message?

-2-

THE WHITE HOUSE NEEDS TO TAKE THE LEAD ON THIS EXTRAORDINARY OPPORTUNITY

In a highly profiled priority meeting, the Commissioners of Major League Baseball, the NBA, and the National Football League along with top TV network executives and superstars like McGwire, Sosa and Jordan would be invited to the Oval office and asked by the President to contribute their talent and resources to make this happen.

If additional resources are needed, perhaps the Federal Government has funds for "bettering race relations." Under the Department of: Education, Human Services, Crime Prevention, etc.

And if push came to shove, maybe funding could specifically be appropriated for this campaign against racism. With McGwire, Sosa and Jordan before them..... who's going to vote against them?

Other stars to consider:

John Stockton - Karl Malone: Two NBA players for the Utah Jazz who are best friends off and on the court. Stockton the brilliant passer, white, wiry, six two, his face says the American west. Malone the phenomenal scorer, black, six ten, strong, rugged, articulate. Together on camera they make the point in an honest way, that without each other they would never be the winners they are.

Cal Ripken - Frank Robinson. When Cal Ripken broke Lou Gherig's record for games most consecutively played. It wasn't his manager, his teammates, or his father he thanked for showing him the way. It was Frank Robinson. Who happens to be black. There's a story there, without hitting anyone over the head that immediately jumps out at us.

Ken Griffy, Jr. - Jay Buhner: This unlikely duo says it all about getting along in America. Griffy, Jr. - a black ballplayer of exquisite talent and dignity. And Buhner, a white, hard nose, tough looking scrapper are just not teammates but the best of friends.

John Elway - Terrell Davis: the "most valuable players" of the past two Super Bowls. Separately it never would have happened. Together they have a dynasty going.

The sports world has a ready pipeline of hot young influential stars. We will look to hook up the following with teammates or friends of different ethnicity who mean a great deal to them.

-3-

Tiger Woods, Oscar De La Hoya, Peyton Manning, Kobe Bryant, Pete Sampras, Michael Chang.

Note: Sports is unevenly male oriented. To help further reach young women, we would incorporate America's other royalty: TV, music and movie stars who influence young people, i. e. Winona Ryder, Julia Roberts, Whoopie Goldberg, Jerry Seinfeld, Robin Williams, Leonard DiCaprio, Jewel, Garth Brooks, Alanis Morissette, LeAnn Rimes, etc.

The strength behind this concept is that it is doable. Sports stars will certainly wave their fees for this public service. Coordinated properly, schools, community groups, churches, could all be reinforcing this campaign.

With the enormous popularity of McGwire, Sosa and Michael Jordan....we may not have this unique opportunity again. If it comes together we will have a good shot at finally combating the hate and misinformation that young people are fed on a daily basis about people different from themselves.

Stanley:

Hope you caught the opening of the "All Star" game the other night. The genuine emotion McGuire, Piazza, Tony Gwynn and the others showed for Ted Williams was amazing. Even my cat was choked up. This, on the heels of the women's soccer team victory. America's love affair with sports has never been more passionate. Which of course leads to Jesse and getting a reaction from him.

Assuming he's busy giving interviews, how long is a reasonable time for him to respond?

Ron

818 713 8214



Stanley K. Sheinbaum

Fax

To: Nancy Hemreich

From: Stanley K. Sheinbaum

Fax:

Pages: 7

Phone:

Date: 08/12/99

Thank you for passing this on to the President.

THE WHITE HOUSE
WASHINGTON

August 11, 1999

MEMORANDUM FOR THE PRESIDENT

FROM: GENE SPERLING

SUBJECT: ECONOMIC MANTRA FOR THE YEAR 2000: "20 Million Jobs and the Longest Expansion in History"

In February of 2000 the Administration will hit the longest expansion in history and somewhere between December-March we are also likely to hit 20 million new jobs. We need to create a strategy that will make the sentence "20 million new jobs and the longest expansion in history" the Administration mantra that is repeated with mind numbing repetition by every Administration official and by every Administration validators at every level.

If you think this is a good idea, I will work with John Podesta and the economic and communication teams to both develop a complete strategy and to prepare these two announcements -- "20 million jobs" and the "longest expansion in history" -- so as to encourage widespread use of this mantra. Below are some very preliminary ideas:

- Provide historical record, comparisons, and documentation for both achievements so that when these achievements happen we will be completely prepared to make our case to the press, supply information to validators and briefing materials to Congressional members.
- Anticipate and prepare Q & A for each and every one of our opponents' attacks on our record or bogus arguments as to why Bush or Reagan deserve the credit.
- Design clear charts and single page talking points that are easily accessible and widely disseminated.
- Coordinate with our communication and press offices to develop a thorough plan to make sure our message gets out.
- Have Podesta and the economic team brief Democratic House and Senates Caucuses.

For each separate milestone there are specific steps that we should take to ensure that you get the credit you deserve for this country's economic prosperity.

8-13-99

Podesta

L. L. L.

cap. ed
Podesta

STRATEGY

20 Million New Jobs

While we can not know exactly when we will achieve this impressive figure, we should be prepared by having a plan in place for when we do. This could include:

- Have people readied to submit op-eds and make the case that Reagan only created 16 million new jobs in 8 years while you have created 4 million more jobs in 1 year's less time (Reagan and Bush together created only 18 million new jobs in 12 years). Even when accounting for GDP and population growth your tenure has been one of the best in terms of overall job growth in this century.
- A large backdrop that reads "20 million new jobs" that you would stand in front of as you make the official announcement.
- A large mailing to friends and supporters of buttons that read "20 million new jobs."

Longest Expansion in History

This piece of the mantra is a bit more complicated to prepare for because formally it would not be until the first week of March that the Employment numbers are released that will definitively confirm that we were still in an expansion in February. Indeed the GDP numbers for the first quarter do not come out until April. If we wait this long, it will be old news already. Therefore, early on, I will consult with members of your economic team and others to decide what the soonest possible time is that we could credibly claim that we have reached this milestone. Once your economic team makes a decision on when we can publicly claim this we could do the following:

- Ask Bob Rubin to do an op-ed as well as ask Laura D'Andrea Tyson to make this achievement the focus of her *Business Week* column.
- Produce public documents that clearly and emphatically show why your policies have made a difference and are responsible for our economic prosperity over the past seven years.
- Collect all Chairman Greenspan, Paul Volker, Merrill Lynch type quotes that give the 1993 Economic plan and the 1997 Balanced Budget Act credit for deficit reduction and strengthening the economy.