
CATEGORY

#2

FEB 12 '97 02:44PM NEW YORK TIMES C 2020620340

P.3/6

OFFICE OF PUBLIC LIAISON/ APA OPINION LEADERS
LOS ANGELES

FIRST NAME	LAST NAME	COMPANY	REFERENCE	ETHNICITY
Dee Ann	Kayashi	Santa Monica City Attorney's Office	D. TSENG	JAPANESE
Irene	Kirami	Japanese American National Museum	F. OHATA	JAPANESE
Ernest	Miroshige	Music Center, Asian Pacific Support Group	F. OHATA	
J. D.	Nakoyama	LEAP	F. OHATA	
David	Munison	Hastings School of Law Alumni Association	F. OHATA	
Susan	Iwan	Asian Pacific American Labor Alliance, Orange County Chapter	F. OHATA	
Michael	Ishikawa	Little Tokyo Leasing and Sales	F. OHATA	JAPANESE
Bruce	Ishimatsu	Bryan Cave	D. TSENG	JAPANESE
Lance	Ito		F. OHATA	
Bruce	Iwasaki	O'Melveny and Myers	D. TSENG	
Miya	Iwataki	Asian Pacific FIRE: Immigration and Welfare Rights	F. OHATA	
Gene	Jin	Korean Grocers Association	F. OHATA	KOREAN
Curtis	Jung	Jung and Yuen	F. OHATA, D. TSENG	CHINESE
Anil	Kachyap		R. AHAND	INDIAN
Gyan	Khare		R. AHAND	INDIAN
Bong Hyan	Kim	Korean Youth and Community Center	F. OHATA	KOREAN
George	Kiriyama	Los Angeles Board of Education	F. OHATA	
George	Kodama	Japanese American Citizen's League	F. OHATA	JAPANESE
Saspat	Kohli		R. AHAND	INDIAN
Eileen	Kurahachi	Guan, Cohen, Kurahachi, Nsieh, and Scholts	F. OHATA, D. TSENG	JAPANESE
Stewart	Kuch	Asian Pacific American Legal Center of Southern California	F. OHATA, D. TSENG	CHINESE
Collin	Lai	California Democratic Party	B. LONG	

DETERMINED TO BE AN ADMINISTRATIVE

MARKING INITIALS: MUDATE: 12/2/99

2024-0774-5-12

8 0001274
CONFIDENTIAL

FEB 12 '97 02:44PM NEW YORK TIMES C 2028620340

P.2/6

CIVIL LISTING
CIVILOFFICE OF PUBLIC LIAISON: APA OPINION LEADERS
LOS ANGELES

FIRST NAME	LAST NAME	COMPANY	REFERENCE	ETHNICITY
		Veterans of Foreign Wars	F. OHATA	
		Asian American Artist Association	F. OHATA	
Rajen	Anand	Indo-American Political Association	R. ANAND	INDIAN
Angela	Anand	Asian Indian Women's Network	R. ANAND	INDIAN
Ajit	Arora		R. ANAND	INDIAN
Nancy	Au	Western Region Asian Pacific Agency	F. OHATA	
Steven	Awakuni	California Federal Bank	F. OHATA	
Emma	Sellantesos	Philippine American Bar Association	F. OHATA	PHILIPPINO
Sart	Cheula		R. ANAND	INDIAN
Pamela	Chin	ARCO	D. TSENG	CHINESE
Deborah	Ching	Chinatown Service Center	F. OHATA, D. TSENG	CHINESE
Anand	Chopra	Indo-American Political Association	R. ANAND	INDIAN
Donald	Chow	Professional Financial Advisors	F. OHATA	
Howard	Chugh	Toastmaster Club	R. ANAND	INDIAN
Tommy	Chung	State Attorney General's Office	D. TSENG	KOREAN
Hai	Cong	Vietnamese Service Center	F. OHATA	VIETNAMESE
Kerry	Doi	Pacific Asian Consortium on Employment	F. OHATA	
Benito	Domingo		D. TSENG	PHILIPPINO
Samuel	Fujii		F. OHATA	
Fred	Fujioke	Gomez, Fujioke, and Furukawa	F. OHATA, D. TSENG	JAPANESE
Has	Fukas	Gardena City Council	F. OHATA	
Warren	Furutani	Los Angeles Board of Education	F. OHATA	
Dotty	Gee	Schwartz, Steinsapir, Dohmann and Sommer	F. OHATA, D. TSENG	CHINESE
Sumi	Haru	Association of Asian Pacific American Artists	F. OHATA	
Frances	Nashimoto	Little Tokyo Business Association	F. OHATA	JAPANESE

8 0001

CONFIDENTIAL

CIVIL LISTING
CIVILOFFICE OF PUBLIC LIAISON: APA OPINION LEADERS
LOS ANGELES

FIRST NAME	LAST NAME	COMPANY	REFERENCE	ETHNICITY
		Veterans of Foreign Wars	F. OHATA	
		Asian American Artist Association	F. OHATA	
Rajen	Anand	Indo-American Political Association	R. ANAND	INDIAN
Angela	Anand	Asian Indian Women's Network	R. ANAND	INDIAN
Ajit	Arora		R. ANAND	INDIAN
Nancy	Au	Western Region Asian Pacific Agency	F. OHATA	
Steven	Awakuni	California Federal Bank	F. OHATA	
Emma	Ballasteros	Philippino American Bar Association	F. OHATA	PHILIPINO
Sart	Chawla		R. ANAND	INDIAN
Pamela	Chin	ARCO	D. TSENG	CHINESE
Deborah	Ching	Chinatown Service Center	F. OHATA, D. TSENG	CHINESE
Anand	Chopra	Indo-American Political Association	R. ANAND	INDIAN
Donald	Chow	Professional Financial Advisors	F. OHATA	
Navneet	Chugh	Toastmaster Club	R. ANAND	INDIAN
Tammy	Chung	State Attorney General's Office	D. TSENG	KOREAN
Hai	Cong	Vietnamese Service Center	F. OHATA	VIETNAMESE
Kerry	Doi	Pacific Asian Consortium on Employment	F. OHATA	
Renato	Domingo		D. TSENG	PHILIPINO
Samuel	Fujii		F. OHATA	
Fred	Fujioka	Gomez, Fujioka, and Furukawa	F. OHATA, D. TSENG	JAPANESE
Has	Fukui	Gardena City Council	F. OHATA	
Warren	Furutani	Los Angeles Board of Education	F. OHATA	
Dolly	Gee	Schwartz, Steinsapir, Dohrmann and Sommer	F. OHATA, D. TSENG	CHINESE
Sumi	Haru	Association of Asian Pacific American Artists	F. OHATA	
Frances	Hashimoto	Little Tokyo Business Association	F. OHATA	JAPANESE

B 0001
CONFIDENTIAL

OFFICE OF PUBLIC LIAISON: APA OPINION LEADERS
LOS ANGELES

FIRST NAME	LAST NAME	COMPANY	REFERENCE	ETHNICITY
Dee Ann	Keyashi	Santa Monica City Attorney's Office	D. TSENG	JAPANESE
Irene	Kirano	Japanese American National Museum	F. OHATA	JAPANESE
Ernest	Hiroshige	Music Center, Asian Pacific Support Group	F. OHATA	
J. D.	Hokoyama	LEAP	F. OHATA	
David	Hunston	Hastings School of Law Alumni Association	F. OHATA	
Susan	Irman	Asian Pacific American Labor Alliance, Orange County Chapter	F. OHATA	
Michael	Ishikawa	Little Tokyo Leasing and Sales	F. OHATA	JAPANESE
Bruce	Ishimatsu	Bryan Cave	D. TSENG	JAPANESE
Lance	Ito		F. OHATA	
Bruce	Iwasaki	O'Melveny and Myers	D. TSENG	
Miya	Iwataki	Asian Pacific FIRE: Immigration and Welfare Rights	F. OHATA	
Gens	Jin	Korean Grocers Association	F. OHATA	KOREAN
Curtis	Jung	Jung and Yuen	F. OHATA, D. TSENG	CHINESE
Anil	Kashyap		R. AXAND	INDIAN
Gyan	Khare		R. AXAND	INDIAN
Bong Myan	Kim	Korean Youth and Community Center	F. OHATA	KOREAN
George	Kiriyama	Los Angeles Board of Education	F. OHATA	
George	Kodama	Japanese American Citizen's League	F. OHATA	JAPANESE
Satpal	Kohli		R. AXAND	INDIAN
Eileen	Kurahashi	Quan, Cohen, Kurahashi, Ksieh, and Scholtz	F. OHATA, D. TSENG	JAPANESE
Stewart	Kwoh	Asian Pacific American Legal Center of Southern California	F. OHATA, D. TSENG	CHINESE
Collin	Lai	California Democratic Party	B. WONG	

8 0001274

CONFIDENTIAL

**The White House Office for Women's Initiatives & Outreach
At the Table
Asian Pacific American Community Leaders
December 27, 1995 - Seattle, Washington**

In addition to their professional work, they are all longtime volunteers in the APA community and sit on CBO boards. Most are also longtime Democratic Party and campaign volunteers and donors.

Maria Batayola
Chairperson, Asian Pacific Women's Caucus (also actress, writer)
2011 S. Brandon
Seattle, WA. 98108

Teresita Batayola
(City of Seattle Water Dept. executive)
7534 - 14th N.E.
Seattle, WA. 98115

Emma Catague
(union organizer; works with low income elderly)
10457 - 65th S.
Seattle, WA. 98178

Maxine "Max" Chan
(International District/Chinatown liaison to Seattle Police Dept.)
1601 E. Columbia #303
Seattle, WA.

Judy Chen
(advocate for battered women and AIDS education; lesbian feminist activist)
4811 S. Orcas
Seattle, WA. 98118

Jackie Der
(senior State education administrator)
7582 - 45th SW
Seattle, WA.

Vera Ing
Ing & Associates, Architects
112 - 5th North
Seattle, WA.

Rev. Jean Kim
Church of the Mary Magdalene (full time ministry to homeless women)
17046 - 26th N.E.
Seattle, WA. 98155

***Jan Kumasaka**
(Senior City of Seattle staffer)
11214 - 56th South
Seattle, WA.

Patricia Lee
(attorney; civil rights activist)
4887 Columbia Drive S.
Seattle, WA. 98144

***Sharon Tomiko Santos**
(major gifts manager, Seattle International District/Chinatown PDA;
longtime international women's rights and peace activist; daughter of
United Methodist minister; helped organize grassroots group to Beijing
Conference)
9806 - 61st S.
Seattle, WA.

Joby Shimomura
(political campaign manager; all her candidates, initiatives have won)
P.O. Box 4083
Seattle, WA. 98104

Sue Taoka
Executive Director, Seattle Chinatown International District Public
Development Authority
1746 S. Ferdinand
Seattle, WA.

Annie M. Wong-Daly
(attorney)
5920 - 103rd Place S.W.
Mukilteo, WA. 98275

Joan Yoshitomi

(Senior staffer to King County Executive, Gary Locke)

7614 S. 128th

Seattle, WA.

***attended Beijing Women's Conference**

17TH STORY of Level 1 printed in FULL format.

Copyright 1996 Times Mirror Company
Los Angeles Times

December 29, 1996, Sunday, Home Edition

SECTION: Part A; Page 16; National Desk

LENGTH: 937 words

HEADLINE: DEMOCRATIC AIDE'S ROLE IN CAMPAIGN TOLD;
POLITICS: WHITE HOUSE OFFICIAL HEADED GROUP OVERSEEING EFFORTS TO WOO ASIAN
AMERICAN DONORS, ACCORDING TO MEMO.

BYLINE: ALAN C. MILLER, TIMES STAFF WRITER

DATELINE: WASHINGTON

BODY:

A prominent White House official helped oversee a concerted election-year effort to boost President Clinton's standing among Asian Americans at the same time that the Democratic Party was seeking to raise millions of dollars in campaign contributions from this community, the White House acknowledged Saturday.

Doris Matsui, deputy assistant to the president and the wife of a Sacramento congressman, headed a working group composed of federal officials and Democratic Party aides that was to "manage and oversee all campaign activities" of the Asian Pacific American community, according to a Democratic National Committee plan written last April and released last week.

The document listed fund-raising among the activities to be coordinated, but it noted that legal constraints could prevent government officials from being involved in this phase of the plan. Matsui and the White House said she had played no role in fund-raising. As a government official, she is legally barred from soliciting campaign donations.

According to the memo, dated April 1996, the DNC's goal was to raise \$ 7 million from Asian Americans. It urged that big donors be rewarded "by inviting them to special White House or other events"---a proposal that corresponds closely to the kinds of special access accorded to large donors both before and after the memo was written.

The memo also called for the White House and the DNC to "solicit input" from major Asian American contributors "on key issues, projects and activities concerning" the party and the Asian American Pacific community.

The 32-page strategic plan appears to shed new light on the orchestrated campaign by the Democratic Party to draw large campaign gifts from a relatively new pool of Asian American donors---an effort that has subsequently resulted in the DNC returning more than \$ 1 million in illegal or improper contributions.

In addition, the document offers further evidence of the extent to which various presidential aides oversaw---and used the White House to

facilitate--the efforts of Clinton's campaign.

White House Special Counsel Lanny J. Davis said Saturday that the document contains no suggestion of impropriety by the Clinton administration.

"It is proper and appropriate for a member of the White House staff to encourage citizens who are supporters and contributors to offer their input to the White House," Davis said.

The administration has faced growing controversy over revelations about the extraordinary access to the president and the White House enjoyed by those who gave six-figure contributions. In some cases, generous Asian American contributors were joined at coffees or other events with the president by foreign business associates who were not eligible to make campaign donations or to vote.

Matsui, the highest-ranking Asian American at the White House and wife of Rep. Robert T. Matsui (D-Sacramento), said she was not consulted in drafting or approving the DNC document and that it overstated her role in coordinating administration and campaign activities.

She said that, as deputy White House director for public liaison, she had sought to help the administration and the Democrats promote Clinton's candidacy in the Asian American community.

"What we're doing in the White House is obviously trying to sell the president. We're all trying to do that, certainly in an election year for the reelection of the president," she said.

But she emphatically denied a report in the New York Times that she had helped devise a strategy to raise \$ 7 million from Asian Americans, partly by offering special access to the White House.

"I've never been involved in fund-raising," Matsui said.

An administration attorney said White House employees, who are assumed to routinely work more than 40 hours a week, "are permitted to engage in political activities during the day and in federal government buildings provided they do not use government resources to assist in that activity or there is appropriate reimbursement."

The DNC plan was written by William Kaneko, the director of the party's Asian Pacific Outreach program. He relied on materials developed by the Asian Pacific American Working Group that Matsui chaired, as well as fund-raising information developed by the DNC, apparently by former DNC fund-raiser John Huang, a senior administration official said.

The strategic plan was among several thousand pages of documents relating to Huang's employment at the DNC that the party publicly released at the same time that it turned them over to a congressional committee. Huang's activities at the DNC and at the Commerce Department, where he previously worked, are being investigated by various federal agencies and Congress.

Kaneko wrote that Matsui's group met in January and February "to draft a strategic plan to coordinate all White House, Democratic National Committee

and Clinton/Gore 1996 activities for the Asian Pacific American community."

Matsui said her group had developed "a very generic-type plan in the sense we were going to make sure that people understand the accomplishments of the president."

The fund-raising section of the Kaneko document says that a group of big donors, referred to as the Asian Pacific Leadership Council, should be rewarded "by inviting them to special White House or other events." The memo noted that a Feb. 19 fund-raising dinner at the Hay-Adams Hotel in Washington featuring Clinton, followed by breakfast with Vice President Al Gore the next day, raised \$ 1.1 million--the DNC's most successful Asian American fund-raising effort.

LANGUAGE: English

LOAD-DATE: December 29, 1996

INTRODUCTION	1
OBJECTIVES	2
WORKING GROUP	3
NATIONAL STEERING COMMITTEE RECOMMENDATIONS	4
STATE STEERING COMMITTEE RECOMMENDATIONS	5
STATE PLANS AND TACTICS	6
FUNDRAISING	7
SURROGATE SPEAKERS OPERATION	8
MESSAGE DEVELOPMENT	9
MEDIA PLAN	10
CALENDAR OF EVENTS	11
1996 TIMELINE	12
	13
	14
	15

AN INTRODUCTION TO CLINTON ADMINISTRATION OUTREACH TO THE ASIAN PACIFIC AMERICAN COMMUNITY IN 1996

The Asian Pacific American (APA) community is the fastest growing immigrant group in the United States. As a swing-vote constituency, APAs can represent the critical margin of victory for Clinton/Gore '96 in key states (see Tables 1, 2 and 3), especially in California where the APA community consists of roughly ten percent of the population. Although elements of the APA community continue to follow Republicans, evidence from both the 1992 presidential election and the 1994 Congressional races strongly suggest that APAs are becoming increasingly receptive to the President's principles and values, and increasingly skeptical of the Republican agenda.

In order to persuade more APAs to support the Administration, however, we must recognize a few basic principles regarding this constituency:

1. **The State of the Union Address provides the framework to win the APA community in 1996.** President Clinton's State of the Union address contains important themes that resonate deeply with Americans of Asian Pacific Islander descent. The Administration's policy positions on small business, international trade, education, law enforcement, environmental protection and fiscal responsibility should have widespread APA support once this community is fully informed of the Administration's accomplishments and views. Message development for this community, as discussed further in this proposal, will require an ongoing process involving the White House, the Re-Elect, the DNC and selected Administration APA appointees. This activity must also address more sensitive policy areas, such as immigration reform and affirmative action, which have not yet been harmonized completely between the Administration and the APA community.

2. **Coordination is key.** Efforts to outreach to the APA community require painstaking coordination because of the multitude of ethnicities and cultures. The Asian Pacific American Working Group will oversee coordination among senior Clinton Administration officials from the APA community, as appropriate, the Re-Elect and the DNC. The Working Group will assist the Re-Elect in providing political and policy strategies tailored to respond to the needs of the APA community.

3. **Clinton Administration APA appointees are vital to this effort.** Since last summer, Doris Matsui has convened roundtable discussions with the Administration's APA appointees to discuss the Administration's outreach to the APA community. The result of these roundtable discussions was the creation of three committees of appointees, supervised by a Coordinating Council which reports to Doris, whose efforts focus on (a) organizing surrogates; (b) establishing Clinton Administration APA talking points; and (c) creating and participating in special events (such as the array of activities scheduled for National Asian Pacific American Heritage Month in May) designed to showcase the Administration's accomplishments benefiting the APA community.

4. **Winning the APA community requires major, tailored campaign activities in key states.** APAs have large populations in California, New York, Illinois, Washington state and Texas. Everyone dedicated to the President's re-election must be educated on the importance of cultivating relationships with APAs in these states, as well as other areas of the country. Re-Elect efforts to package events in these states must include significant outreach to APAs.

5. **One size does not fit all.** Finally, APAs do not fit into easily defined demographic compartments. APAs come from over forty countries and speak approximately 28 languages and dialects. The immigrant Pakistani American cab driver in Manhattan may have little in common with the fifth-generation Japanese American dentist in Long Beach. Accordingly, common themes affecting the broader APA community will have to be enhanced with "micro-plans" for targeted ethnic groups to ensure comprehensive coverage of this community during the campaign. (see Table 4)

6. **Successful outreach requires a comprehensive, multi-step approach.** As summarized in the attached Rollout, this national plan capitalizes on key phases and events to drive momentum to its peak this fall. First, preparation of the national plan; activating initial media and appointee activities; and establishment of national and state steering committees will focus the APA community's attention to the Clinton Administration in time for our array of activities developed for May as National Asian Pacific American Heritage Month. Second, concentrated media events, including a major naturalization ceremony with the President in July will create community and national interest in Clinton Administration APA-related activities leading to APA events being planned for the Convention in August. Finally, APA activities coordinated through the Working Group will be undertaken to maximize the interest and exposure developed through the first two phases throughout the fall campaign efforts in the APA community.

Any effective communications strategy for Clinton/Gore '96 in this community, discussed in further detail below, must also contain selected bilingual materials, as well as translations of major speeches and relationships with ethnic press and broadcast stations. The task of communicating effectively within the APA community is a daunting challenge, but one that can be overcome with the right amount of planning and coordination.

The balance of this proposal summarizes important mechanisms required to undertake successful outreach to the APA community on behalf of the Clinton Administration in 1996. We look forward to working with our Administration colleagues and sibling constituencies on a successful year.

States with the Largest 1990 Asian American Population



#1
CALIFORNIA

1990
A/PI

Percent
of
State

1980-90
Percent
Increase

2,845,659

9.6%

116.7%



#2
NEW YORK

693,760

3.9%

109.6%



#3
HAWAII

685,236

61.8%

16.0%



#4
TEXAS

319,459

1.9%

137.6%



#5
ILLINOIS

285,311

2.5%

65.7%



#6
NEW JERSEY

1990
A/PI

272,521

Percent
of
State

3.5%

1980-90
Percent
Increase

149.1%



#7
WASHINGTON

210,958

4.3%

89.0%



#8
VIRGINIA

159,053

2.6%

125.4%



#9
FLORIDA

154,302

1.2%

146.8%



#10
MASSACHU-
SETTS

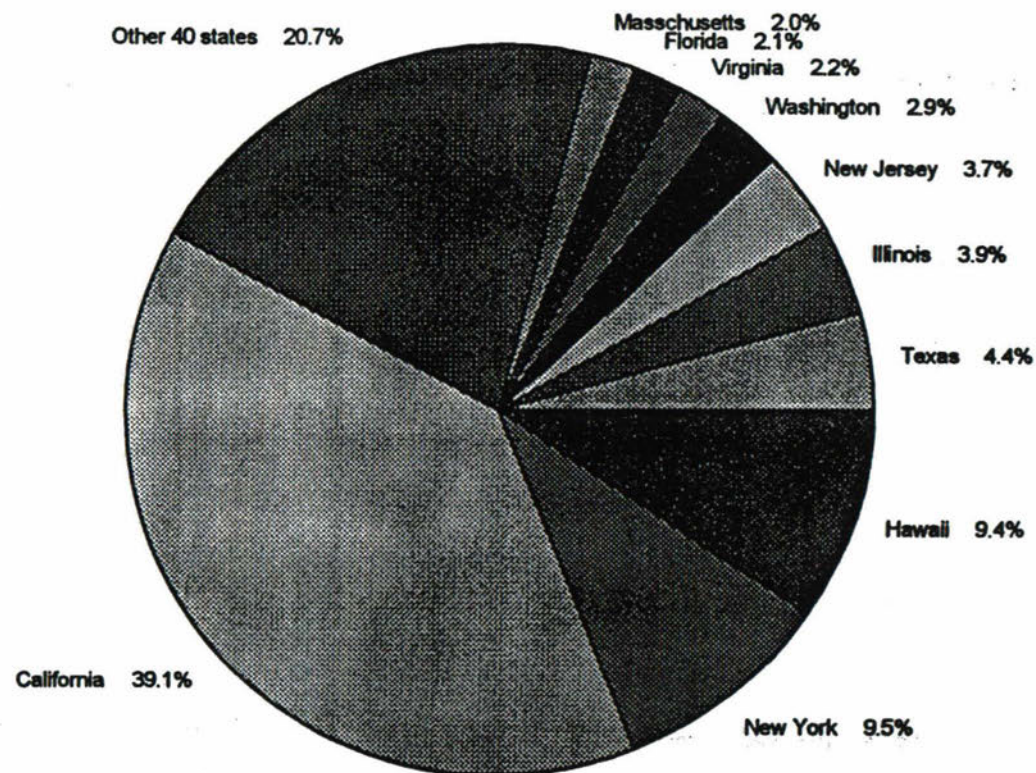
143,392

2.4%

172.5%

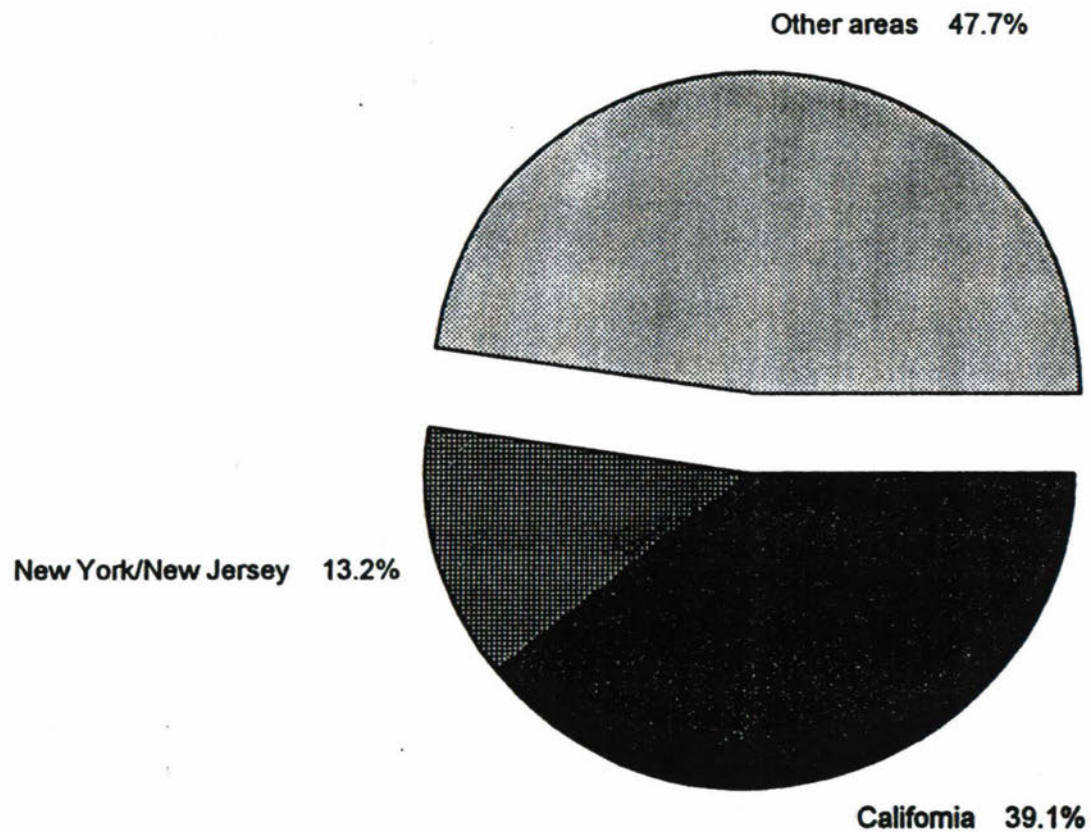
TABLE 1

Asian American Population By State



80% concentration in 10 states
Two-thirds in 5 states

Asian American Population In California and New York/New Jersey Areas



Majority of Asian Americans located in two areas

ASIAN AND PACIFIC ISLANDER AMERICAN GROUPS

Forty-nine Asian Pacific American groups were coded from the 1990 U.S. Census; twenty-nine Asian categories and twenty Pacific Islander groups.

ASIAN

Chinese
Filipino
Japanese
Asian Indian
Korean
Vietnamese
Cambodian
Hmong
Laotian
Thai

OTHER ASIAN

Bangladeshi
Bhutanese
Borneo
Celebesian
Ceram
Indochinese
Iwo-Jiman
Javanese
Malayan
Maldivian
Nepali
Okinawan
Pakistani
Sikkim
Singaporean
Sri Lankan
Sumatran
Asian, not specified

PACIFIC ISLANDER

Hawaiian
Samoan
Guamanian

OTHER PACIFIC ISLANDER

Carolinian
Fijian
Melanesian
Micronesian
Northern Mariana Islander
Palauan
Papua New Guinean
Ponapean (Pohnpeian)
Polynesian
Solomon Islander
Tahitian
Tarawa Islander
Tongan
Trukese (Chuukese)
Yapese
Pacific Islander, not specified

CLINTON ADMINISTRATION APA COMMUNITY OUTREACH OBJECTIVES

1. Resonate effectively the President's accomplishment and vision, as set forth in his State of the Union address, throughout the APA community.
2. Provide regular and consistent involvement and leadership opportunities for Asian Pacific Americans in the Democratic Party.
3. Educate Asian Pacific Americans of the importance of the values of the Democratic Party to help ensure long-term loyalty to the President and the Party.

CLINTON ADMINISTRATION APA COMMUNITY OUTREACH WORKING GROUP

Chair:

Doris O. Matsui

Members:

Maria Haley

John Huang

Bill Kaneko

Thomas Keaney

Ginger Lew

Mona Pasquil

[To Be Determined] - Committee to Re-Elect the President

Staff:

Ed Fujimoto

David Tseng

Explanation:

The Working Group is responsible for coordination among the White House, the DNC and the Re-Elect to ensure that policy and political strategies are tailored to address the needs and concerns of the APA community. A national steering committee of prominent APA community leaders (see Element 5) will work closely with the Working Group to develop and monitor these strategies. State steering committees (see Element 6) will assist the DNC and the Re-Elect in implementing these strategies at the local level. Finally, Clinton Administration APA appointees will assist this effort by participating in activities of three committees (Message Development; Surrogate Speakers Operation; and Special Events) which are represented at a Coordinating Council reporting directly to Doris Matsui.

**CLINTON ADMINISTRATION APA COMMUNITY OUTREACH
NATIONAL STEERING COMMITTEE RECOMMENDATIONS**

National Chair:

Congressman Robert T. Matsui

National Co-Chairs:

1. ~~Sant Chatwell - New York~~
~~President, Bombay Palace International~~
~~Longtime activist in the Asian Indian community~~
2. Stella Evangelista - Michigan
Filipina American physician
Community leader and philanthropist
3. Robert Gee - Texas
Chinese American, member of Texas Utilities Commission
Active in Texas Democratic Party and Asian American community
4. Angela Oh - California (Los Angeles)
Prominent criminal defense attorney
Korean American community activist
5. Dale Minami - California (San Francisco)
Civil rights attorney
Asian American community activist

6. *John Wanier*
WA state
T.M. Choe

**CLINTON ADMINISTRATION APA COMMUNITY OUTREACH
STATE STEERING COMMITTEE RECOMMENDATIONS**

NORTHERN CALIFORNIA

Alice Boulos
Claudine Cheng
Cedric Chow
Annie Dandavati
Henry Der
Georgette Imura
Sacto Inot
Waren Kashawagi
Kishore Kripalani
Fred Lau
Russ Lowe
Jeffery Mori
Lam Duc Nguyen
Adrianne Pon
Mabel Tang
Maeley Tom
Don Tomaki Tamaki
Yori Wada
George Wong
Alicia Wong
Leland Yee

SOUTHERN CALIFORNIA

Mi Ahn
Marissa Castro
Anand Chopra
Mai Cong
Fred Fujioka
Warren Furutani
Dolly Gee
Sumi Haru
Kim Hatamiya
Marsha Hirano
Stuart Kwoh
Din Lee
Kayleen Nakamura
Gloria Ochoa
Henry Ota
Beth Renge
Brian Sun
Mark Takano
Shan Thever
Casimir Tolentino
Ronald Wakabayashi
William Watanabe
Jocelyn Yap
Robert Yasui

ILLINOIS

Andres Botuyan
Tariq Butt
James Chao
Rashid Chaudry
Raymond Chin
Jae Choi
Ranjit Ganguly
Ross Harano
Ann Kalayil
Kamran Khan
Raymond Lee
Ha Nguyen
Sandra Otaka
Sarah Pang
Paul Park
Kampha Seth
Niranjana Shah
Tina Tchen
Nakares Thepjatri
Rudy Urian
Sandra Yamate
Kyle Yin
Bill Yoshino

WASHINGTON

Martha Choe
Ping Chow
Ruby Chow
Ward Chow
Cheryl Chow
Cynthia Chow
Ruthann Kurose
Gary Locke
Sharon Maeda
Dr. Margaret Chow
Paul Shin
Dolores Sibonga
Velma Valorie
Art Wang
Ben Woo
Ruth Woo

NEW YORK

Morshed Alam
Sant Chatwal
David Chen
Ethel Chen
Margaret Chin
Rod Chu
Margaret Fung
Jacqueline Huey
Adam Kim
Lillian Kimura
Midori Lederer
Daok Lee
Sandra K. Lee
Virgo Lee
Ben Q. Limb
Jean R. Lobell
Yvonne Louie
Flore Mebel
Jill Nishi
Pravin Pandhi
Suki Ports
Himanshu Shukla
Bonnie Wong
Mae Wong
Bo Yoon

TEXAS

Suzanne Ahn, M.D.
Hon. Hannah Chow
Sandi Heimsath
Toni Ingversen
Mark Lee
Utpal P. Mehta
Gordon Quan
Phillip Shinoda
Kathleen To
Philoan Marie Tran
George Willy

CLINTON ADMINISTRATION APA COMMUNITY OUTREACH STATE PLANS AND TACTICS

Recommendations:

1. The Working Group recommends that California, Illinois, New York, Texas and Washington state be identified as key states for Clinton Administration APA community outreach. Second-tier states identified are Maryland, Massachusetts, New Jersey, Virginia and Florida (see Tables 1, 2 and 3).
2. The Working Group will coordinate with the Re-Elect and the DNC to undertake voter registration, GOTV and absentee ballot efforts in the APA community in these states, as well as other areas.
3. State steering committees will be the vehicles which drive the campaign in key states with high APA communities. These committees should assist the Working Group to identify outreach and activation priorities in the APA community.
4. Volunteers will enhance considerably the campaign's "retail" efforts in the APA community. Thousands of APA volunteers should be mobilized, through DNC and Re-Elect organizing efforts in the spring and summer, to assist in outreach and GOTV activities.

Explanation:

Key states with significant APA communities, especially California, are by any measure critical to the President's re-election. The Working Group strongly believes that focused, organized APA community efforts in these states will be worth the expenditure of time and energy, as demonstrated by APA voting trends in California in 1994 (see Charts A and B, attached).

Coordination will require regular, detailed communication among the Working Group, DNC and the Re-Elect. National and state steering committees will be provided with regular communications pieces from the White House on APA-related accomplishments and activities. The first and second cycles of Clinton Administration APA information bulletins will be distributed at the beginning of March and at the end of April (just prior to National Asian Pacific American Heritage Month).

State steering committees will plan and design the individual state plans for APA community outreach. These committees will create local cluster groups. For example, in California it is contemplated that APA cluster groups will form in Los Angeles, San Francisco, San Diego, Sacramento and the Silicon Valley.

Targeted cities with significant APA populations will also be important to the effort in key states. Targeted cities include San Francisco/San Jose; Los Angeles; New York; San Diego; Sacramento; Chicago; Long Beach; Boston; Houston; and Seattle. These cities were identified on the basis of the APA populations in the relevant Congressional districts for each city (see Table 4, attached).

Individual activities to be coordinated by the state steering committees through the DNC and the Re-Elect will include major rallies; phone bank networking; creation of local APA supporter lists; providing APA participation for Re-Elect activities; and creating APA community events, for Principals and their designees during campaign travels.

APA outreach and activation priorities should cover all aspects of GOTV. Bilingual communication is of particular concern to the Working Group. We are identifying resources for translation of materials as well as key ethnic press and media which will require bilingual capability.

APA volunteers will provide important communications and cultural links to APA voters. These volunteers will be coordinated through the DNC and the Re-Elect under a major recruitment drive to occur this summer. Volunteers will assist in APA-related fundraising, communication, policy analysis, GOTV, outreach and other essential campaign activities.

States with the Largest 1990 Asian American Population



**#1
CALIFORNIA**



**#2
NEW YORK**



**#3
HAWAII**



**#4
TEXAS**



**#5
ILLINOIS**

1990 A/PI	Percent of State	1980-90 Percent Increase
2,845,659	9.6%	116.7%
693,760	3.9%	109.6%
685,236	61.8%	16.0%
319,459	1.9%	137.6%
285,311	2.5%	65.7%



**#6
NEW JERSEY**



**#7
WASHINGTON**



**#8
VIRGINIA**



**#9
FLORIDA**

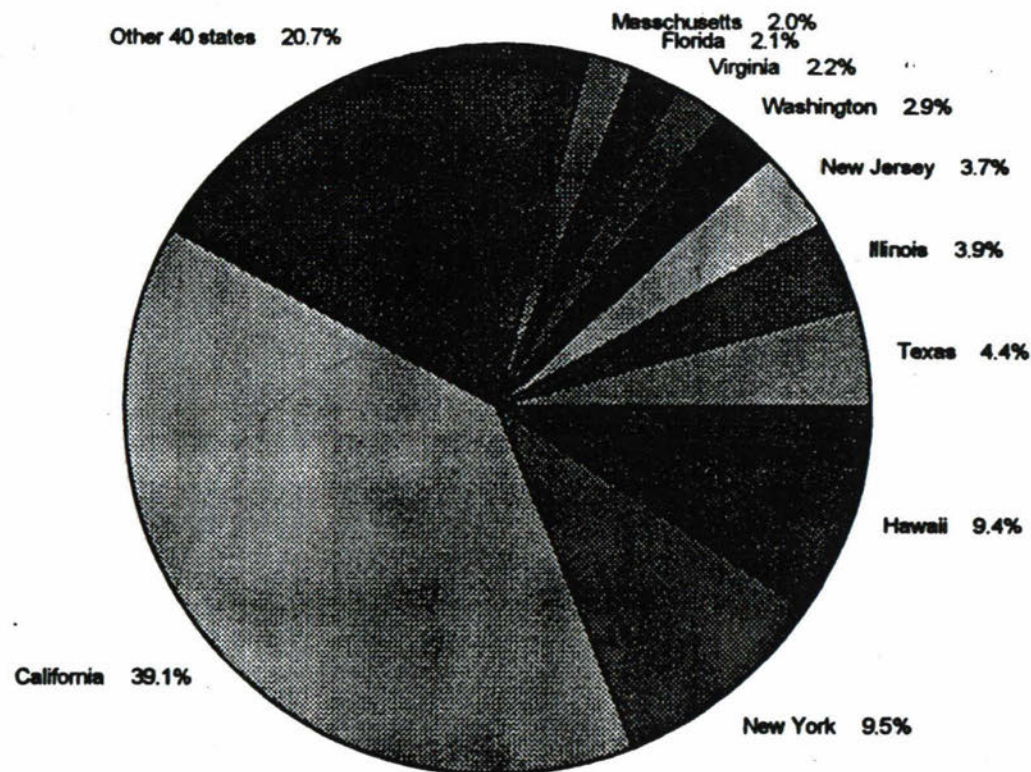


**#10
MASSACHU-
SETTS**

1990 A/PI	Percent of State	1980-90 Percent Increase
272,521	3.5%	149.1%
210,958	4.3%	89.0%
159,053	2.6%	125.4%
154,302	1.2%	146.8%
143,392	2.4%	172.5%

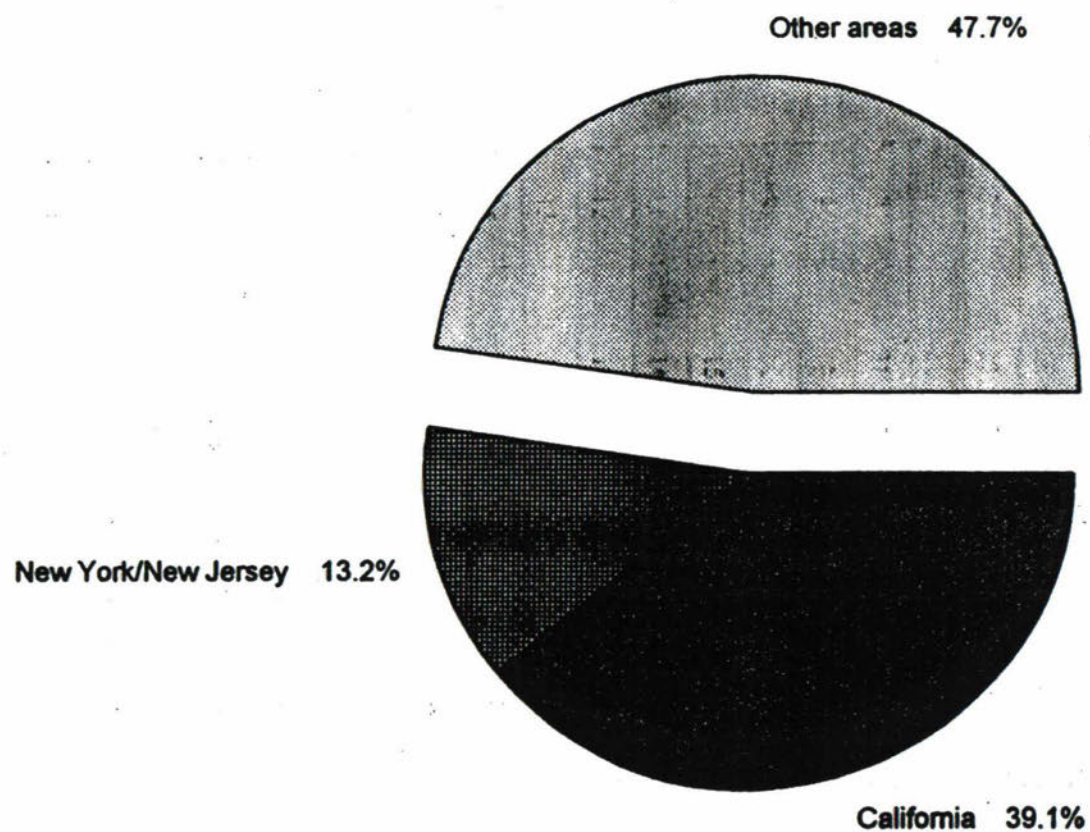
TABLE 1

Asian American Population By State



80% concentration in 10 states
Two-thirds in 5 states

Asian American Population In California and New York/New Jersey Areas



Majority of Asian Americans located in two areas

TABLE 4

**MEMBERS OF THE 104TH CONGRESS
WITH ASIAN PACIFIC AMERICAN CONSTITUENCIES
IN EXCESS OF 5%**

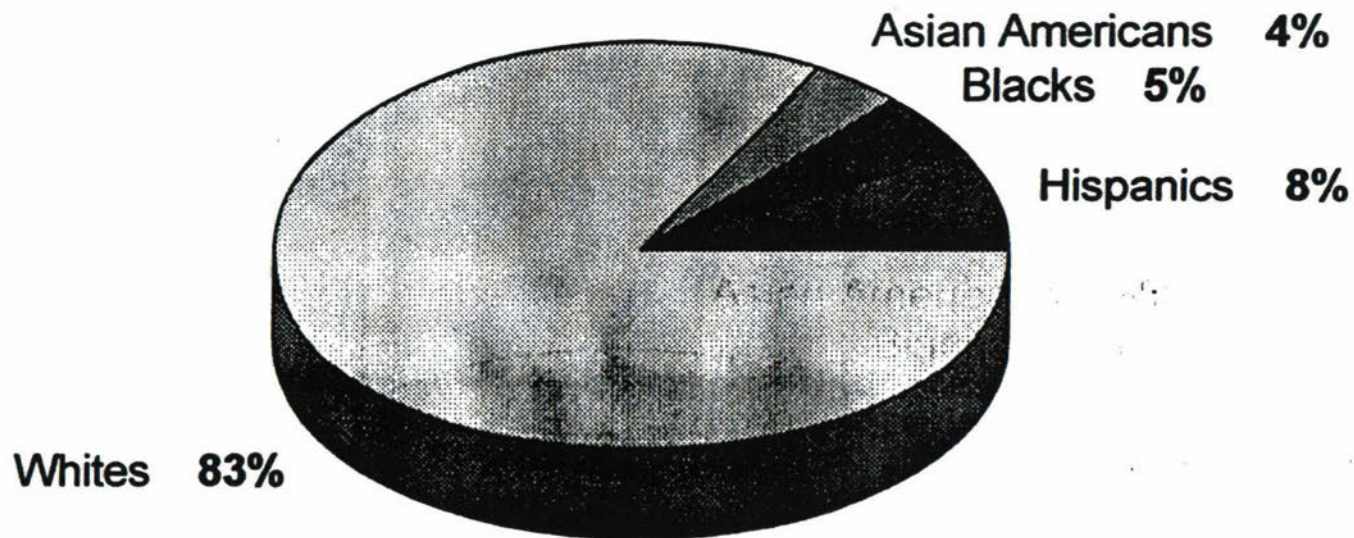
Rank	APA CONSTITUENCY %	State	District	Party	Congressional Member
1	66.57%	HI	01	DEM	Neil Abercrombie
2	57.09%	HI	02	DEM	Patry Mink
3	27.80%	CA	08	DEM	Nancy Pelosi
4	25.69%	CA	12	DEM	Tom Lantos
5	22.84%	CA	31	DEM	Manthaw Martinez
6	21.27%	CA	30	DEM	Xavier Becerra
7	21.14%	CA	16	DEM	Zoe Loughran
8	19.68%	NY	12	DEM	Nydia Velazquez
9	19.40%	CA	13	DEM	Pete Stark
10	15.67%	CA	09	DEM	Ronald Dellums
11	14.83%	CA	50	DEM	Bob Filner
12	14.37%	CA	07	DEM	George Miller
13	13.77%	CA	39	REP	Ed Royce
14	13.19%	CA	05	DEM	Robert Matsui
15	13.03%	CA	28	REP	David Dreier
16	12.50%	CA	36	DEM	Jane Harman
17	12.27%	CA	46	REP	Robert Dornan
18	12.20%	CA	14	DEM	Anna Eshoo
19	11.48%	NY	07	DEM	Thomas Manton
20	11.52%	CA	11	REP	Richard Pombo
21	11.30%	CA	15	REP	Tom Campbell
22	11.63%	WA	07	DEM	Jim McDermott
23	11.01%	CA	45	REP	Dana Rohrabacher
24	10.80%	CA	37	DEM	

Rank	APA CONSTITUENCY %	State	District	Party	Congressional Member
25	10.64%	NY	05	DEM	Gary Ackerman
26	10.51%	CA	27	REP	Carlos Moorhead
27	10.05%	CA	41	REP	Jay Kim
28	10.05%	IL	09	DEM	Sidney Yates
29	9.60%	CA	47	REP	Christopher Cox
30	9.30%	CA	34	DEM	Esteban Torres
31	9.10%	CA	38	REP	Steve Horn
32	8.04%	MD	08	REP	Constance Morella
33	8.16%	NY	18	DEM	Nita Lowry
34	8.17%	CA	51	REP	Randy Cunningham
35	8.12%	VA	11	REP	Tom Davis
36	7.89%	CA	32	DEM	Julian Dixon
37	7.69%	CA	29	DEM	Henry Waxman
38	7.37%	CA	19	REP	George Radanovich
39	7.32%	CA	26	DEM	Howard Berman
40	6.96%	TX	22	REP	Tom DeLay
41	6.59%	NJ	09	DEM	Robert Torricelli
42	6.58%	CA	49	REP	Brian Bilbray
43	6.67%	VA	08	DEM	James Moran
44	6.48%	CA	25	REP	Howard McKeon
45	6.43%	CA	24	DEM	Anthony Beilenson
46	6.31%	NY	06	DEM	Floyd Flake
47	6.28%	NY	08	DEM	Jerrold Nadler
48	6.37%	CA	10	REP	Bill Baker
49	6.34%	CA	17	DEM	Sam Farr
50	6.23%	NY	09	DEM	Charles Schumer
51	6.10%	WA	09	REP	Randy Tate
52	6.05%	CA	18	DEM	Gary Condit
53	5.97%	CA	35	DEM	Maxine Waters
54	5.85%	IL	05	REP	Michael Flanagan

Rank	APA CONSTITUENCY %	State	District	Party	Congressional Member
55	5.58%	TX	07	REP	Bill Archer
56	5.57%	MA	08	DEM	Joe Kennedy
57	5.55%	NY	14	DEM	Carolyn Maloney
58	5.53%	CA	03	DEM	Vic Fazio
59	5.52%	CA	20	DEM	Calvin Dooley
60	5.47%	NY	13	REP	Susan Molinari
61	5.36%	WA	01	REP	Rick White
62	5.20%	CA	23	REP	Elton Gallegly

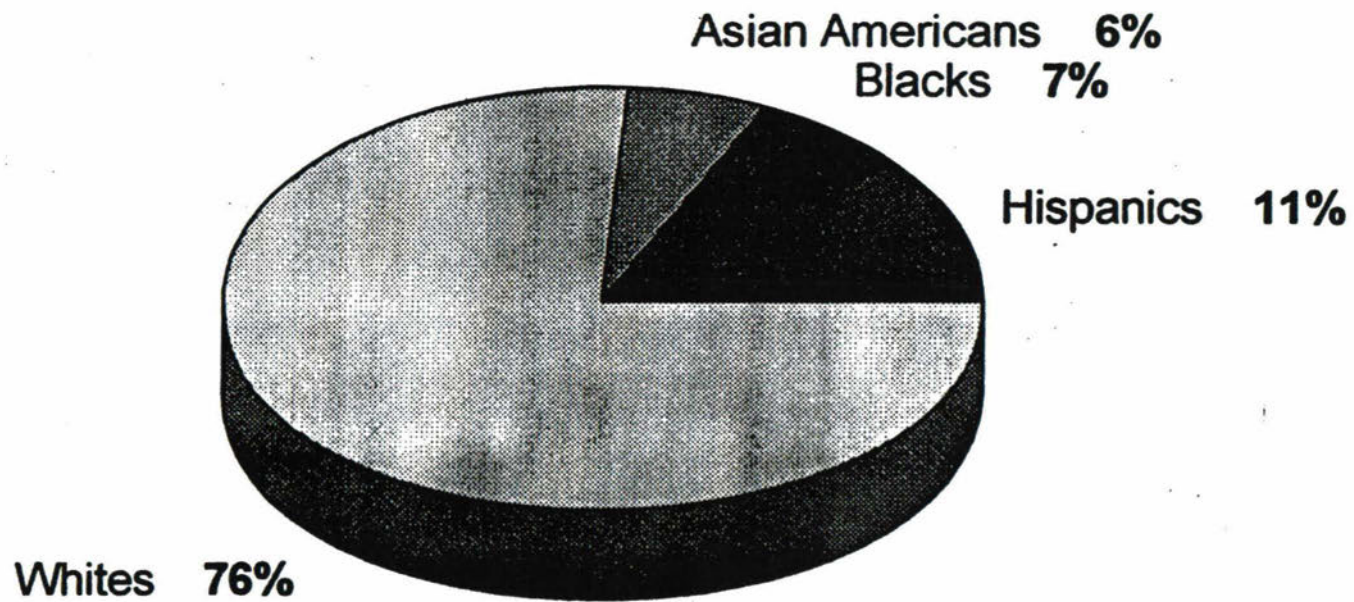
**California APA Voter Behavior In 1994
November Statewide Elections**

STATEWIDE VOTER TURNOUT



**California APA Voter Behavior In 1994
November Statewide Elections**

STATEWIDE REGISTERED VOTERS



CLINTON ADMINISTRATION APA COMMUNITY OUTREACH FUNDRAISING

Recommendations:

1. The DNC will continue to drive fundraising efforts in the APA community on behalf of the President. Their liaison will report regularly to the Working Group for purposes of coordination and identifying areas of assistance required of APA appointees.
2. The Working Group will help ensure that (a) APA appointees are utilized effectively in fundraising events, and that (b) these appointees do not run afoul of Hatch Act and other government ethics requirements.
3. Fundraising goals and timetables in the APA community will be established, monitored and met throughout the campaign.
4. A critical component of the APA community's fundraising strategy is to gain advantage by raising as much money as possible at the earliest possible dates; every dollar we raise is one less dollar available from the APA community for our opponents.

Explanation:

Fundraising in the APA community must be designed and carried out by APA officials working within the DNC and the Re-Elect. Last fall, the DNC also created the Asian Pacific American Leadership Council specifically for the purpose of boosting DNC fundraising efforts among APAs.

The efforts of these groups can be supplemented by APA appointee speeches and appearances. The Working Group will assist the DNC and the Re-Elect to identify appropriate APA appointees to speak on behalf of the Administration. The Working Group will help ensure that appointees are reminded of the need to keep any political appearances separate from official duties.

Fundraising goals and timetables in the APA community will be evaluated on regular basis. Several priority fundraising goals, however, have emerged as important objectives for the APA community. First, the APA community established and successfully met a major goal to raise \$1 million at a dinner with the President on February 19th. This event was the first of its kind in the history of APA political fundraising in this country.

Second, the DNC's Financial Board of Directors includes approximately ten APA major fundraisers each of whom have committed to contributing or raising \$350,000, for a total of \$3.5 million from APA members of this Board this year.

Third, in light of the success of the February 19th event, there continues to be intense interest among prominent APA donors in participating in an event with the President on the West Coast, possibly in the late spring or fall. We fully expect this event will also raise \$1 million.

Finally, APA community fundraising will be enhanced by a number of other factors. For example, special, targeted smaller scale events by the Principals will be hugely popular with donors across the fundraising spectrum. The APA community has already planned major fundraising events to coincide with the Vice President's scheduled visits to Los Angeles and San Jose. APA fundraisers will also undertake activities to appeal to a broad cross-section of donors in key cities with high APA populations such as New York, San Francisco, Los Angeles and Houston. In addition, plans for an APA fundraiser to be held in Chicago at the time of the Convention are being finalized.

The DNC also continues to work with proven APA fundraisers who are experienced in planning community specific events (e.g., Filipino professionals in Northern California). We anticipate that these additional activities described above will raise \$1.5 million this year.

Accordingly, the overall fundraising goal for the APA community is \$7 million by November.

CLINTON ADMINISTRATION APA COMMUNITY OUTREACH SURROGATE SPEAKERS OPERATION

Recommendations:

1. The APA Working Group will maintain a 1996 APA community calendar-of events.
2. The Working Group will then utilize this calendar along with recommendations from major APA national organizations, to identify important speaking opportunities for Principals (POTUS, HRC, VP and Mrs. Gore).
3. The Working Group's Surrogate Speakers Bureau will identify appropriate Cabinet, subcabinet or APA appointees to serve as surrogate speakers for the Administration for the remainder of major APA community events which Principals are unable to attend.
4. Surrogate speakers will be provided with Administration talking points for the APA community, as well as briefing papers on the specific audience involved (e.g., Indian doctors in suburban Chicago).
5. Surrogates will be required upon their return to submit a feedback report, including updated lists of important contacts, future events, and issues that can be used by the Working Group to monitor the effectiveness of the Administration's message to the APA community.

Explanation:

The Surrogate Speakers Operation will serve the critical function of providing multiple versions of the President's message through his appointees. The Working Group will be assisted by Clinton Administration APA appointees, as well as major national community organizations, in identifying important APA community events throughout the country at which major speakers from the Administration are expected or requested.

The calendar of events will be supplemented by agency events noting the travel schedules of Cabinet and subcabinet officials in key APA states. The Working Group will then work through the Office of Public Liaison to determine which events will require the presence of a Principal. If a Principal is unavailable, or if the event is determined to be more appropriate for another official, the Working Group and the Office of Public Liaison will work with Cabinet Affairs to identify an appropriate Cabinet, subcabinet or APA appointee to be a surrogate speaker.

Surrogate speakers will be provided with talking points and briefing materials in order to tailor their presentations to the relevant audience. They will also work with our colleagues at the DNC and the Re-Elect to identify other local groups with whom they should be in contact during travels as surrogates. Surrogates will also be responsible for organizing and participating in roundtable discussions with local organizations to enhance direct communication with APA constituents on a more personal, interactive basis.

All surrogate speakers will submit feedback reports to the Working Group. These reports will summarize pertinent information such as topics covered; size and composition of audience; major and sensitive issues raised; required follow-up activities; media coverage; and key contacts.

While we fully expect this Operation to function through November, we anticipate that the more critical events for purposes of developing relationships in this community will occur prior to the Convention in August. Therefore, we must maximize attendance by Principals or their designees at important APA community events prior to the President's formal nomination in Chicago.

LAST NAME	FIRST NAME	TITLE	COMPANY	CITY	ST	NO	AREA OF EXPERTISE
-----	-----	-----	-----	-----	--	--	-----
Anand	Rajen	Director, Program Development	USDA, Center for Nutrition Policy & Promotion	Washington	DC	CA	Education; Journalism
Aranza	Ferdinand	Special Assistant - Territorial & International Affairs	Department of the Interior	Washington	DC	NI	Territorial issues; Nonprofit Homelands; Environment.
Buono	Irene	Deputy Assistant Secretary for Legislation	Department of Health & Human Services	Washington	DC	CA	Welfare; Immigration; Health Domestic Violence; and other health and human services matters.
Cheng	Lorraine			Omaha	NE	NE	Employment and Training; Reinventing Government.
Cheng-Netterly	Jennifer	Special Assistant, Office of Legislation	Department of Health and Human Services	Washington	DC	CA	Civil Rights and Constitutional Law; Child Care; Children & Families issues; Welfare Reform.
Cheng	Tzylai	Special Assistant to the Secretary's Representative	Department of Housing and Urban Development	New York City	NY	NY	Housing; Community Development; Media.
Chou	Wushou	Deputy Assistant Secretary, Office of Assistant Secretary for Management	Department of the Treasury	Washington	DC	NC	Information Technology (computer, communications).
Chou	Berbara	Special Assistant to the Pres.-Senate, Office of Legislative Affairs	The White House	Washington	DC	CA	Budget; Congress
Chou, Jr.	Edward	Deputy Assistant Secretary	Department of Veterans Affairs	Washington	DC	VA	Veterans Affairs
Chung	Tong Soo	Director-Advocacy Center, International Trade Administration	U.S. Department of Commerce	Washington	DC	CA	International Trade; Commercial Law.
Enomoto	Jerry	US Marshal	Department of Justice, U.S. Marshal's Service	Sacramento	CA	CA	Corrections (prisons, jails, parole, probation); Law Enforcement; Civil Rights Issues.

LAST NAME	FIRST NAME	TITLE	COMPANY	CITY	ST	NO	AREA OF EXPERTISE
Pujianto	Edward	Deputy Director, Office of Public Affairs	U.S. Department of Education	Washington	DC	NI	Communications; Military Administrative Services; Governmental Affairs.
Reley	Maria	Member of the Board of Directors	Export-Import Bank of the U.S.	Washington	DC	AR	Trade; Exports; Finance; Economic Development.
Rotaniya	Lon	Administrator, Agricultural Marketing Service	USDA	Washington	DC	CA	Food & Agriculture Issues; Public Speaking; Domestic & International Marketing.
Toyoshi	Dennis	Director, Office of Civil Rights	Department of Health and Human Services	Washington	DC	CA	Civil Rights, Immigration, Welfare
Jensen	Eric	Legislative & Intergovernmental Affairs Chief	Department of Commerce, Minority Business Development Agency	Washington	DC	DC	Minority Business; Job Training; Youth Policy; Civil Rights; Financial Access; Community Development Issues.
Jin	Lee	General Counsel, Office of the General Counsel	United States Information Agency	Washington	DC	CA	Employment; Discrimination Law; Affirmative Action
Kojima	Kenn	Regional Administrator-Pacific Rim Region (9A)	General Services Administration	San Francisco	CA	NI	Law; Real Property; Management
Lakshmanan	Trivurur	Director-Transportation Statistics	Department of Transportation	Washington	DC	NH	Transportation; Environment/Energy
Lee	Regina	Deputy Director, Office of Refugee Resettlement	Department of Health and Human Services	Washington	DC	MA	Refugee and Immigrant Law & Policies; Welfare; Human Services; Community Development.
Law	Ginger	General Counsel	Department of Commerce	Washington	DC	CA	International Trade (Pacific Rim, Latin America, NAFTA)
Matsui	Doris	Deputy Assistant to the President/Deputy Director, Office of Public Liaison	The White House	Washington	DC	CA	Children, Education, Family, Nonprofit, Trade

LAST NAME	FIRST NAME	TITLE	COMPANY	CITY	ST	NO	AREA OF EXPERTISE
Ochi	Rose	Associate Director, State and Local Affairs	Office of National Drug Control Policy	Washington	DC	CA	Criminal Justice; Drugs; Immigration; Civil Rights; Women's Issues.
Pang	Frederick	Assistant Secretary of Defense for Force Management Policy	Department of Defense	Washington	DC	NI	National Security; Management of Human Resources; Domestic Economic Priorities.
Park	Jim	Executive Assistant to the Federal Housing Commissioner	Housing and Urban Development	Washington	DC	CA	Legislative; Public Relations; Housing Issues.
Patten	Nancy	Deputy Assistant Secretary for Asia & the Pacific	U.S. Dept. of Commerce, International Trade Administration	Washington	DC	NI	Asia-Pacific Economic Policy (Trade & Investment)
Pham	Dang	Deputy Director, Office of Bi-Lingual Education	Department of Education	Washington	DC	MA	Education; Refugees; Immigration
Sagman	Shirley	Managing Director	Corporation of National & Community Service	Washington	DC	NY	Children; Family; Education Policy
Santos	Bob	Secretary's Representative	Department of Housing and Urban Development	Seattle	WA	WA	Community Preservation and Development
Sherman	Dharmendra	Administrator	DOT/Research & Special Programs Administration	Washington	DC	CA	Transportation; Science & Technology; Education
Suyat	Stanley	Associate Director for Administration	The Peace Corp	Washington	DC	NI	Reinventing Government; Development in Third World Countries.
Tamura	Thomas	Principal Deputy Assistant Secretary for Human Resources	Department of Energy	Washington	DC	NI	Congressional Affairs; Military background in installation management and airlift transportation.
Teong	David	Special Assistant	Dept. of Labor/Pension and Welfare Benefits Admin	Washington	DC	CA	Pension Policy; Seniors Issues; Health Care.
Tsuneysaki	Reynor	Counsel to Commissioner Won	Federal Maritime Commission	Washington	DC	CA	Maritime Affairs; Asian Affairs

LAST NAME	FIRST NAME	TITLE	COMPANY	CITY	ST	NO	AREA OF EXPERTISE
-----	-----	-----	-----	-----	--	--	-----
Wang	Byron	Counsel To the Deputy Attorney General	Department of Justice	Washington	DC	CA	Litigation; Criminal Law; Government Grants
	Chantale	Senior Advisor to the Director	Office of Management and Budget	Washington	DC	CA	Budget; Environmental Policy
	Jacqueline	Senior Advisor to the Assistant Secretary	U.S. Dept. of Treasury, Office of Tax Policy	Washington	DC	NY	Taxation; International Trade; Finance; HI-Tech.
Yang	David	Democracy Advisor	Bureau for Asia and the Near East	Washington	DC	CA	International Relations
Yun	Philip	Senior Advisor & Assistant Secretary	Bureau of East Asian & Pacific Affairs	Washington	DC	WA	East Asia - foreign policy; Business; Political Advance
Zia	Moyt	Chief Counsel for Export Administration	Dept. of Commerce/Bureau of Export Administration	Washington	DC	CA	Civil Rights (anti-Asian Violence; Language Rights) Law

CLINTON ADMINISTRATION APA COMMUNITY OUTREACH MESSAGE DEVELOPMENT

Recommendations:

1. The State of the Union address provides the framework for a clear, focused message from the Clinton Administration to the APA community of the goals and accomplishments of the President. All seven challenges of the State of the Union address resonate well in the APA community.
2. The APA Working Group will develop, test-market and monitor the use of broad themes which span across APA ethnic and cultural groups.
3. The Working Group's Message Development Team will develop and refine (a) broad themes, (b) talking points detailing themes, (c) Clinton Administration APA talking points, and (d) responses to sensitive issues of concern to the APA community nationwide.
4. The Working Group will coordinate message dissemination and evaluation through the APA media plan described in this proposal.
5. APA state focus groups will be used to help develop messages tailored to specific state audience (e.g., Vietnamese American fishing community in Texas).

Explanation:

President Clinton's State of the Union address provides an effective, straightforward organizing tool to help structure the Administration's message to the APA community. His vision of this country's future in small business, international trade, education, law enforcement and fiscal responsibility will strike a positive chord with APAs once this vision is more widely known.

Broad APA-related campaign themes will have to be developed to transcend ethnic and cultural boundaries within the APA community. For example, the APA community is filled with successful entrepreneurs in the Horatio Alger mold. A targeted "Investing in the Future" campaign which champions the Clinton Administration's many favorable positions on small business could be explored.

Immigrant APAs must also be motivated to consider the strong record of the President and understand that their real interests lie with his re-election and not the immigrant-bashing policies of the Republicans. Immigrant APAs could be reached through a targeted campaign and themes focusing on "The First Generation." This effort would underscore the tremendous contributions immigrant Americans make to this country and the

Clinton Administration's respect for their hard work and dedication to family and community in contrast to the Republican immigrant-bashing rhetoric.

The Message Development Committee will oversee the plan and design of the campaign's themes and specific messages targeting the APA community. In this regard, a committee of APA appointees has been meeting since December to develop specific Clinton Administration talking points highlighting our accomplishments impacting the APA community. This group is also responsible for providing detailed talking points for each of the APA-related themes emphasized by the campaign, as well as responses to potential concerns raised in the APA community such as immigration or welfare reform.

The Message Development Committee has identified "Leadership in the 21st Century" as the broad, overarching theme for outreach to the APA community. This theme provides a tie to the State of the Union challenges set forth by President Clinton to which the APA community can relate strongly. The Message Development Committee also identified three basic topics to be developed within this framework: Administration of Justice; Economic Development; and Education and Training.

These messages will also be coordinated through the APA Working Group's media plan to maximize exposure and effectiveness. Messages may need to be prioritized to ensure that the President's strongest themes received the widest audience possible within the APA community. All messages will be tailored for use at the state level by APA state working groups as well.

State group participation will help to keep messages timely and provide a mechanism for state steering committee members to assist in creating meaningful themes that will connect APAs to the President. The APA summit conference recently sponsored by the DNC provided an excellent opportunity to explore these themes with APA state activists. Information collected at the summit will be folded into the strategy developed for each key state.

Speech Outline With Broad Themes

Clinton Administration Working Together for America's Future

Introduction

President Clinton is committed to making the American dream a reality for all Americans, as we enter the 21st century.

The President's agenda comes down to a simple proposition: When we use the talents of all our people, and when we work together towards clear objectives, America never loses.

When we do these things, everyone is pushed forward. We gain as a nation. We can compete with anybody.

The President's platform reflects our values: (1) our desire for community; (2) our search for common ground; (3) our belief in the American dream of opportunity for all who are willing to work for it.

I would like to talk briefly about three issues President Clinton feels strongly about. They are issues of great interest to all of us.

#

Conclusion

President Clinton has the vision, the energy, and the balanced judgment America needs as it prepares for the 21st century.

The President is guided by an ethic of inclusion, which says we have got to work together, and reach out across the lines that divide us.

President Clinton will pursue policies that ensure a competitive, outward-looking America - an America that can fully meet the challenges of the 21st century.

1. Education

We are moving into an age of information and global competition.

In today's workplace, workers need to do more than simply follow instructions. They have to understand complex material. They must be able to solve problems quickly on the factory floor. They have to use their initiative.

President Clinton knows that in order to prepare our students for global competition, we've got to raise the standards in our schools.

- That's what his Goals 2000 initiative is all about.
- The objective is to create a national standard of excellence.
- An additional purpose is to cut bureaucratic red tape to encourage grass-roots reform of education.
- We have to reform our public education system from the bottom up, not from the top down.

Many of you are worried about the rising cost of college education. During the past two years alone, college tuition has risen at twice the rate of inflation.

- To address this problem, the Clinton Administration has created a new student loan program - the Student Loan Reform Act.
- Act makes it easier to borrow and repay loans. Opens the doors of college to many more young Americans.

These are only two of the Administration's achievements in education. The President wants to do more to widen opportunity. He has challenged Congress to help him do so.

The Clinton Administration has been sensitive to the education needs of the Asian American community. The Administration has:

- increased funding for the Office of Bilingual Education & Minority Affairs;
- hosted two Asian Pacific American Education Forums to address the needs of Asian American students and their teachers.

2. Justice and Civil Rights

President Clinton understands that we cannot restore economic opportunity or solve our social problems unless we find a way to bring the American people together.

That is why the President has spoken out so forcefully against discrimination.

- He supports affirmative action, done right, without quotas;
- He condemns racially-motivated hate crimes. The Administration has been meeting with APA leaders to address hate crimes faced by Asian Pacific Americans.
- He has increased effort to identify "glass ceiling" problems, which bar many APAs from top management positions.

President Clinton wants what we want: a society in which hard work and sacrifice are rewarded.

America is a great society because it has long welcomed immigrants to its shores.

The flip side of America's generosity is that it has benefited from the tremendous contribution of newcomers.

President Clinton wants to help legal immigrants become citizens, so that they can contribute their talent and skill to our society. The Administration:

- launched Citizenship USA, to speed up naturalization;
- opposes GOP proposals to ban outright immigrant eligibility for Medicaid, and other benefits.

While I am on the subject of fairness, I should mention that President Clinton has made a strong effort to place qualified minorities in his Administration. He has:

- assembled the most diverse administration in history in his Cabinet, staff, and the federal agencies; (including many women);
- appointed more APAs than any other President - three times as many as the previous one; and at higher levels than ever before; "looks like America."

3. Business Opportunity

I have talked about two things President Clinton believes we must do to move forward: first, make our people competitive assets; and second, pull our society together and work as a team.

There is a third element in the President's strategy. He wants to strengthen American business.

Part of the strategy is to boost small business. The President understands that small business plays a key role in our economy, creating jobs and generating growth. Many technical innovations come out of small firms.

- The Administration has made tax cuts available to over 90% of small businesses, and increased availability of SBA loans. These policies have helped the Asian American business community.
- For example, nearly 8,500 SBA loans totaling nearly \$2 billion have been awarded to Asian American businesses.
- Furthermore, the Minority Business Development Agency has helped Asian American firms obtain \$57 million to finance projects, and win over \$131 million in contracts.

The other important part of the President's business strategy is export promotion. The Administration has worked hard to expand trade opportunities in the Asian-Pacific region - the fastest growing part of the world.

- At the APEC Conference, US and Asian leaders agreed to eliminate trade barriers by 2020. Event symbolizes arrival of the "Pacific Century."
- The Administration has helped US firms secure big contracts in Asian countries.
- "Export Assistance Centers" set up in many parts of US - purpose is to assist American firms that want to sell abroad.

The payoff: exports to Asia up (over 44% in 3 years); this means more jobs. Asian American businesses have directly benefited.

CLINTON ADMINISTRATION ACCOMPLISHMENTS ON BEHALF OF ASIAN PACIFIC AMERICANS

"As we face the challenges of the global economy in the information age, we turn to you for hope and inspiration. You know well about overcoming barriers and embracing change. You know well about the importance of preserving the traditional values of family and hard work, and sacrifice today for a better future tomorrow. And, yet you have shown the most remarkable ability to adapt to changing circumstances of perhaps any group of your fellow Americans."

-- President Clinton, Cong. Asian American and Pacific American Institute Dinner, May 18, 1995

CREATING ECONOMIC OPPORTUNITY AND SECURITY FOR ALL AMERICANS

- The economy created 8.4 million new jobs in the 3 years of this Administration.
- Unemployment has fallen to 5.5% from 7% when President Clinton first took office.
- After more than a decade of decline, over 1 million new manufacturing and construction jobs have been created since the President's budget plan passed.
- Passed the largest deficit-cutting plan in history -- saving more than \$1 trillion over 7 yrs.
- Lowest combined rate of unemployment, inflation and mortgage rates in 27 years.
- Highest level of homeownership in 15 years.
- Made new tax cuts available to 90% of small businesses.

EXPANDING BUSINESS AND TRADE DEVELOPMENT

- Approved nearly 8,500 Small Business Administration loans totalling nearly \$2 billion to Asian American businesses.
- Funded an SBA program targeted to Asian American women that provides training and counseling to thousands in the Chinatown section of New York City.
- Secured commitments from Asia-Pacific Economic Cooperation leaders to eliminate barriers to open trade in the Asia Pacific region in 2020.
- Helped increase exports to Asia by more than 44% since taking office; our exports to Asia account for over 2 million jobs in the United States.

PROMOTING A FUTURE OF EDUCATIONAL OPPORTUNITY

- Increased Head Start Funding by \$760 million.
- Enacted the Student Loan Reform Act, August 10, 1993.
- Signed into law the National Service Act, September 21, 1993.
- Implemented Goals 2000 -- Setting world-class educational standards, March 31, 1994.
- Signed into law the Improving America's School Act, September 28, 1994.
- Signed into law the School-to-Work Act, May 4, 1994.
- Signed Telecommunications Bill, helping connect every child in America to internet by 2000.
- Increased funding for Office of Bilingual Education & Minority Languages Affairs.
- Restructured Foreign Language Assistance Program to assist local schools in establishing programs in Chinese, Japanese, and Korean.
- Hosted two Asian Pacific American Education Forums to address the needs of Asian American students and their teachers.

MAKING COMMUNITIES AND SCHOOLS SAFE FOR OUR FAMILIES

- Signed into law the toughest most comprehensive Crime Bill ever, Sept. 13, 1994
- Signed into law the Brady Bill, blocking over 60,000 criminals from buying guns, Nov. 30, 1994
- Signed into law the Assault Weapons Ban, as part of the Crime Bill.
- Puts 100,000 new police on the street -- over 31,000 more officers have been funded.
- Signed Presidential Directive enforcing a "Zero Tolerance" gun policy in schools
- Signed Police Hiring Supplement -- awards \$200 million for community policing.

MAKING GOVERNMENT WORK BETTER AND COST LESS

- Appointed the most diverse Cabinet and Administration in history.
- There are currently 155 Asian Pacific Americans serving in the Clinton Admin. -- three times as many Asian American appointees as the previous Administration.
- Nominated more Asian-Americans to the federal bench than any other Administration; President Clinton's first Asian-American nomination to a federal court was the first in almost 50 years.
- Already cut the Federal Workforce by 215,000 positions -- its lowest level in 30 years.
- \$58 billion in savings are already in the bank. \$116 billion in savings still to come.
- Cut the Small Business Administration loan form from 1 inch thick to 1 page.

PROMOTING HEALTH CARE FOR ALL AMERICANS

- Signed into law the Family and Medical Leave Act, February 5, 1993.
- Introduced the Health Care Security Act, November 20, 1993.
- Signed into law a comprehensive Child Immunization Plan.
- Put the Women, Infants and Children Program (WIC) on a full-funding path.
- Established the Office of Minority Health Research and Alternative Medicine at the National Institute of Health.

CREATING OPPORTUNITY IN AMERICA'S COMMUNITIES

- Created nine Economic Empowerment Zones and 95 Enterprise Communities.
- Signed the Community Development Banking Bill, September 23, 1994.
- Made the Low-Income Housing Tax Credit and Mortgage Revenue Bond Program permanent.

PRESERVING AND STRENGTHENING OUR FAMILIES

- Expanded the Earned Income Tax Credit providing tax relief for 15 million working families.
- Passed the Family Support and Preservation Program.
- Increased adoption and foster care funds by nearly \$600 million from 1994-1995.
- Approved 37 waivers to states permitting comprehensive welfare reform demonstrations.
- Collected a record \$10 billion in child support through enforcement in 1994 -- an 11 percent increase over the previous year.

RESTORING TRUST IN OUR GOVERNMENT

- Signed into law the National Voter Registration Act (Motor-Voter), May 20, 1993 -- expanded voting rights for all, including the poor and the young, by creating new, more accessible voter registration locations.

PROMOTING LEGAL IMMIGRATION

- Launched Citizenship USA whose goal is to ensure that by summer 1996, eligible persons who apply for citizenship will become new citizens within six months.
- Already implemented in Los Angeles, Citizenship USA will begin in San Francisco, New York, Miami, Chicago -- cities that represent more than 75% of all pending citizenship applications.

CLINTON ADMINISTRATION LEGISLATIVE ACCOMPLISHMENTS

- **Family and Medical Leave Act, February 5, 1993**

This is an historic effort that allows working Americans to take leave up to 12 weeks to care for a sick relative or a new child without the fear of losing their jobs. Over 42 million workers are covered by the new law and it is estimated that as many as 2.5 million workers will take advantage of it annually.

- **Student Loan Reform Act, August 10, 1993**

The new direct student loan program will enable more than 16 million borrowers to consolidate their guaranteed loans into direct loans. Borrowers will benefit from lower fees and the option of income contingent repayment -- taxpayers will save as much as \$12 billion over seven years.

- **Empowerment Zones and Enterprise Communities, August 10, 1993**

After a decade of failed attempts, President Clinton championed the passage of this legislation, which uses tax incentives and flexible grants to promote economic empowerment and private-sector job creation in 104 distressed communities across America. Over 500 communities took up the "EZ" challenge, developing comprehensive strategies and forging unprecedented partnerships for community renewal that made all applicants winners.

- **National Service Act, September 21, 1993**

In 1995, 25,000 AmeriCorps members (more than served during the largest year of the Peace Corps) tutored students, immunized children, reclaimed parks and patrolled streets -- and in return received education awards that make college or job training more affordable. AmeriCorps is scheduled to increase to 50,000 members in FY1996, with a total of almost 100,000 Americans serving our country in the first three years.

- **The Brady Act, November 30, 1993**

After stalling for several years in Congress, the Brady Bill became law under the leadership of President Clinton. The Act requires a five-day waiting period during which all potential handgun purchasers are required to submit to a background check. \$100 million was appropriated for implementation in FY1995 and another \$50 million is authorized for this year. So far, the Brady Law has stopped more than 60,000 fugitives and felons from purchasing handguns.

- **Goals 2000: Educate America Act, March 31, 1994**

The Goals 2000 bill assists communities and states with funds to develop and implement their own school improvements based on local, "bottom-up" initiatives. Improvements will include ways to strengthen academic achievement, improve discipline, increase parent involvement, better utilize technology, and improve teaching. Over 47 states, Washington D.C., Puerto Rico, and 7 territories have received federal grants.

- **School-to-Work Act, May 4, 1994**

This landmark legislation provides venture capital to spark a nationwide system for moving America's young people smoothly from the classroom to a job with a future. Since 1994, all states, plus the District of Columbia and Puerto Rico, have received funds for planning their school-to-work programs, 27 states now have school-to-work state implementation grants, and localities and 21 urban-rural-high poverty areas have received grants. In May 1995, over 116,000 students, 2,730 schools, and over 41,000 employers were involved in school-to-work after just one year.

- **The Crime Bill, September 13, 1994**

The \$30 billion Crime Bill attacks crime by adding 100,000 police officers, funding comprehensive prevention programs and building more prisons. The legislation also includes strong punishment for criminals by implementing "three-strikes-and-you're-out" for repeat violent offenders. Half the nation's law enforcement agencies -- jurisdictions of all sizes -- have received grants to hire more than 31,000 new police officers.

-- Homicides fell 12% in the first half of 1995, the largest drop in 35 years. [FBI, December 17, 1995]

-- The nation's largest cities saw their serious crime rate fall 6% in the first six months of 1995. [FBI, December 17, 1995]

-- In 1995, New York saw its murder rate drop 31% in the first six months and is at the lowest level since 1970. [Department of Justice, September 13, 1995]

-- During the first half of 1995, the overall crime rate was down by more than 16% in San Francisco, 10% in San Antonio, and 9% in Los Angeles County. [Washington Post, August 16, 1995]

- **Assault Weapons Ban, September 13, 1994**

President Clinton successfully challenged gun interests to ban 19 specific types of deadly assault weapons while simultaneously protecting hunters rights by exempting over 650 hunting rifles.

- **Community Development Banking and Financial Institutions Act, September 23, 1994**

This legislation creates a national network of non-traditional grassroots community lending institutions and will inject \$4.8 billion of capital into economically distressed urban and rural areas.

EXAMPLE:
Talking points for one specific area.

APA TALKING POINTS
Economic Development and Trade

- Business has made unprecedented gains during the Clinton Administration:
 - Business failures declined by 15% and bankruptcies by 17%;
 - GDP Increased while CPI declined for fourth straight year;
 - Long-term interest rates have remained low.
- The Administration has recognized the importance of Asia as a new center of global economic activity and focused its trade promotion and market opening efforts on Japan, our second largest trading partner, and on the "Big Emerging Markets" of South Korea, China, Taiwan, Hong Kong, Indonesia, and India. President Clinton's trade initiatives include:
 - Leadership in the Asia Pacific Economic Cooperation ("APEC") Forum, where President Clinton hosted the largest gathering ever of American and Asia Pacific leaders who committed themselves to work hand in hand with business to achieve free and open trade and investment in the Asia Pacific region by 2010 for industrialized countries, and by 2020 for developing countries;
 - Negotiating historic agreements with China over textiles and U.S. intellectual property rights in such things as software, and compact and laser discs which protect American businesses and workers;
 - Obtaining agreement from the Japanese to reduce trade imbalances by opening its markets to greater exports of American products, such as automobile parts, thereby creating high wage U.S. jobs and reducing our trade deficit with Japan for the first time in five years;
 - Normalizing diplomatic relations with Vietnam and initiating discussions on a trade agreement;
 - Launching over 23 new Export Assistance Centers in 1995 alone to promote trade and assist U.S. businesses export products overseas;
 - In 1994, assisted U.S. businesses in signing business deals overseas totaling more than \$45 billion dollars, \$15 billion of which were in China and Hong Kong alone.
- President Clinton's trade initiatives have produced results for Americans:
 - Exports have grown 31% since President Clinton took office, accounting for one-third of overall U.S. economic growth. The U.S. has regained its position as the world's largest exporter.
 - Over one million high quality, high wage jobs have been created as a direct result of increased exports. Roughly one out of every ten American workers depends on exports for their jobs.

- The Administration's commitment to education, and particularly to making the Information Superhighway available to as many Americans as possible, is evidenced by, among other initiatives, its **Technology and Information Infrastructure Project** which awards matching funds to public schools, libraries, and non-profits to enable them to get "on-line." Among the recipients of this funding was the **Korean Youth & Community Center** which received a grant of **\$100,000**.
- The Administration has aggressively assisted small and minority businesses competing in the mainstream economy. Such businesses employ over half of all U.S. workers:
 - The growth of small businesses during the Clinton Administration has been remarkable; in 1994, for example, an all-time record **807,000 new small firms** reported initial employment figures with more than **3.2 million jobs** added to the economy. Proprietorship earnings increased by a healthy **7.4%** and corporate earnings by **11.7%**;
 - Over **\$1 billion** in section 8(a) minority contracts administered by the SBA were awarded in 1995 alone to APA small businesses. Over **one thousand APA businesses** registered in the Section 8(a) program--more than **25%** of all the minority- and women-owned small businesses registered in the program;
 - Over **3800 APA businesses** received start-up or expansion assistance from the Administration's Minority Business Development Agency ("MBDA");
 - During the Clinton Administration, MBDA has helped APA companies obtain over **\$131 million** in contract awards and over **\$57 million** in financing for their businesses;
 - The Administration encouraged the participation of APA businesses in international trade, tourism, telecommunications and franchising; more than **twenty-four APA businesses** were able to participate in U.S.-sponsored trade missions in Latin America, Canada, and the Caribbean which, between 1993-1995, resulted in **103 agreements** with projected sales of over **\$8.4 million**.
- APAs are heavily involved in the export business, either with their own firms or as employees of export-dependent companies. For example, over **25%** of the employees in Silicon Valley are APAs:
 - Under the Clinton Administration, export controls have been liberalized to enable exporters of commercial high tech products such as supercomputers, software, and telecommunications equipment to sell their products overseas;
 - Export control regulations have been completely rewritten and simplified to make it easier for small "Mom and Pop" exporters to understand when export licenses are needed and then obtain them without having to resort to expensive consultants and attorneys.

CLINTON ADMINISTRATION APA COMMUNITY OUTREACH MEDIA PLAN

Objectives:

1. Focus the media campaign in the APA community on the five key states that provide the greatest "swing-vote" capabilities and the largest concentrations of APA communities: California, Illinois, New York, Texas and Washington state.
2. Ensure that this media campaign (a) energizes the APA community; (b) counteracts and overcomes efforts of Republicans to recruit APAs; and (c) creates unity and momentum with targeted events designed to utilize media in order to peak in the fall 1996 campaign.
3. Encompass and harmonize activities of Clinton Administration APA appointees through the surrogate speakers' operation, message development and special events under the auspices of the APA Working Group.
4. Take into account the most efficient use of free and paid media.
5. Reinforce through media activities the importance of the APA community as a swing-vote constituency.

Media Plan:

Timeline: February through May

Major Activities:

1. Gather information through appointee focus groups, DNC summit for APA activists and networking with state and local APA Democratic Party activists. This information should include reliable APA media and specialty press lists; APA community and opinion leader lists; and a collection of sensitive policy issues which will be important to the APA community throughout the campaign.
2. Use a message development process to craft themes, talking points and questions and answers on policy issues of concern to the APA community.
3. Utilize non-Washington resident APA appointees and state steering committees to contribute to the media plan database of information.
4. Commence coordination of media exposure of Principals and surrogate speakers through use of APA media and specialty press.

5. Expand national media coverage of National Asian Pacific American Heritage Month schedule for May 1996. Coordinate activities through White House activities; APA calendar of events; and surrogate speaker operations.

6. Explore use of "APA moments" displayed in a video featuring a diverse group of APA community members from all walks of life. This video could be use in a variety of media throughout May to help educate and inform all Americans of the richness of our community and our contributions to American society.

7. Commence APA media "positive theme" activities, i.e., release profiles of prominent Clinton Administration APA appointees.

8. Highlight Administration accomplishments through high-profile media events for Heritage Month, including a women's event with the First Lady and a White House briefing for APA community leaders.

Timeline: June through August

Major Activities:

1. Plan and design major APA summer media activities emphasizing inclusion, diversity and common values.

2. Propose paid media buys for effective Clinton Administration exposure in the APA community.

3. Create and support one major APA community activity associated with the Fourth of July. A large naturalization ceremony, officiated by a Principal, could be a tremendously successful event highlighting the loyalty of new APA citizens to this country and bonding them on this occasion to the Administration.

4. Design media-related APA events for the Democratic National Convention, such as a media roundtable with Clinton Administration APA appointees to expand coverage of this community as part of the Democratic Party's unified effort to re-elect the President.

5. Create an APA media roundtable with Clinton Administration APA appointees.

6. Utilize APA celebrities, such as George Takei and Margaret Cho, in an audiovisual spot that could be divided into two pieces to be used in June and July. The audio portion could be used for June APA activities; the overall audiovisual piece could be introduced in July; and then the overall piece could be refined for August and the Convention to build momentum and exposure.

Timeline: September through November

Major Activity:

1. Construct a California rally of the APA community featuring a Principal, APA celebrities utilized in the audiovisual piece, APA elected officials and other luminaries to create energy and enthusiasm for the re-election effort. This rally could take place in Southern California in a place with a high APA population, such as Torrance or Gardena.

Timeline: February through November

Major Simultaneous Activities:

1. Use free media, including public service announcements, to showcase nonpartisan activities benefiting the re-election effort. Voter registration activities could be promoted through nonpartisan groups, e.g., the League of Women Voters. The APA Working Group will explore other alternatives with the DNC and the Re-Elect.

2. Use paid media, based on an appropriate budget, to advertise effectively in the APA press the accomplishments of the Administration; to send greetings of the President on special occasions, such as National Asian Pacific American Heritage Month; and to balance activities of Republican candidates within the APA press.

3. Schedule ethnic press meetings and roundtables with Principals, senior Administration officials on a regular basis.

4. Develop an APA-related White House media strategy to encourage Cabinet and sub-Cabinet officials to include ethnic press interviews in their media activities.

5. Distribute audiotapes of targeted Presidential speeches and remarks to ethnic radio outlets.

6. Coordinate release of APA community leader op-eds and letters to the editor to reinforce the President's record of accomplishments.

7. Develop an APA "rapid response" team to communicate our message to the APA community.

**CLINTON ADMINISTRATION APA COMMUNITY OUTREACH
SCHEDULING PRIORITIES FOR PRINCIPALS**

MAY

TBD Signing ceremony of the APA Heritage Month proclamation. (POTUS).

The President surrounded by 10-15 students from key states. Education is a key theme in the APA community as is the importance of teaching the young about APAs heritage in the United States.

✓ 16 **APA Caucus Institute Dinner (POTUS)**

The most widely attended by prominent community leaders from communities all over the country. This dinner gives the President major media coverage and widespread community support. Over 1,500 people will attend.

JUNE

TBD Roundtable with the APA specialty press. (POTUS)

This is part of the rollout of our APA outreach strategy. Many in the community follow these newspapers carefully. The specialty press gives the President good coverage and would portray him in a very positive light.

29 **Filipino Historical Society, New York, (VPOTUS)**

This the largest Filipino event in the country. The Filipino community is the largest growing group--both in numbers and political activity--in the larger APA community. This event combines the many Filipino historical organizations (celebrating the past) with the many prominent Filipino advocacy organizations (working toward the future).

JULY

TBD Naturalization Event. (Chicago ?) (POTUS)

I understand there is the possibility of his attending a large naturalization event on July 1 in Chicago. The event would be all inclusive of APAs, hispanics and other immigrant groups. This is a great venue to display our views on immigration--done the right way with an emphasis on citizenship. In addition to winning support in states with high immigrant communities (California and New York) This will also play well in the mainstream communities.

29 Organization of Chinese Americans. (San Francisco) (VPOTUS)

The President's participation was regretted because of travel. We would like to bump it over to the Vice President's calendar if it has not already been done.

AUGUST

10 Japanese American Citizen's League. (San Jose) (HRC)

This event was regretted because it was too close to the Republican Convention. We would like to explore the possibility of the First Lady or the Vice President. This is a major event and needs to be attended by a high level--if not a principal--person.

TBD APA Leadership Meeting. (20-25 people) (POTUS)

During the last campaign, the President held a leadership roundtable discussion with prominent APA community leaders. He said this would be a regular occurrence. These meetings have never taken place. In fact, there has never be any substantive, policy discussion with the President and APA community during this term.

ASIAN PACIFIC AMERICAN COMMUNITY
1996 CALENDAR OF EVENTS
(as of 2/26/96)

DATE	EVENT	LOCATION	ETHNICITY	TYPE
January 1	Japanese New Year	National	Japanese	Holiday
13	Japanese American Historical Society	San Francisco	Japanese	National Convention
14-18	Association of Asian Pacific Community Health Assoc.	Honolulu	APA	National Convention
20	Gay Asian Pacific Support Network	Los Angeles	APA	National Convention
24	Chinese for Affirmative Action	San Francisco	Chinese	Annual Dinner
26	Japanese American Bar Association	Los Angeles	Japanese	Annual Dinner
26	Diwali (Indian New Year)& Republic Day	National	Indian Asian	Holiday
February 9	Korean American Museum	Los Angeles	Korean	Annual Dinner
12	Asian American Legal Defense and Education Fund	New York	APA	Annual Dinner and Awards

DATE	EVENT	LOCATION	ETHNICITY	TYPE
13-19	Vietnamese Tet New Year Celebration	San Jose	Vietnamese	Annual Holiday Festival
19	Vietnamese Tet New Year	National	Vietnamese	Holiday
19	Chinese (Lunar) New Year	National	Celebrated by most APA communities	Holiday
23	Korean American Bar Association	Los Angeles	Korean	Annual Dinner
March 2	Asian Americans for Equality	New York	APA	Annual Dinner
2	Day of Remembrance/ E.O. 9066	New York	Japanese	Annual Remembrance ceremony
8-10	Asian & Pacific Americans in Higher Education	San Francisco	APA	National Convention
8-10	East Coast Asian Student Union	College Park, MD	APA	Leadership Conference
10	Founder's Day (lunar calendar)	National	Vietnamese	Holiday
22	Asian Law Caucus	San Francisco	APA	National Convention
22	Southern California Chinese Lawyers Association	Los Angeles	Chinese	21st Annual Dinner
23	Pakistan Day	National	Pakistani	Holiday
30	Fred Lau Dinner (First APA Police Captain)	San Francisco	APA	Dinner

DATE	EVENT	LOCATION	ETHNICITY	TYPE
April	Ghost Festival (Date Varies)	National	Chinese	Holiday
5	Cho-fah Raising Ceremony	National	Thai	Holiday
6	Chakri Day Celebration	National	Thai	Holiday
7-15	Songkran (Thai New Year)	National	Thai	Holiday
13	Loa New Year	National	Laotian	Holiday
13-21	San Francisco Cherry Blossom Festival	San Francisco	APA	Annual Festival
15	Cambodian New Year	National	Cambodian	Holiday
27	American Citizens for Justice	Detroit, MI	APA	Annual Meeting
May	ASIAN PACIFIC HERITAGE MONTH (various events will be held throughout the country)			
3-4	APA Heritage Council	Washington, DC	APA	Annual Festival
4	New York APA Heritage Festival	New York	APA	Annual Festival
15	Indian American Forum on Political Education	Washington, DC	Asian Indian	Congressional Luncheon
16	Congressional Asian Pacific American Caucus Institute Dinner	Washington, DC	APA	Annual Dinner
17	Smithsonian Heritage Month Event	Washington, DC	APA	Annual Event (varies)
22-25	National Association for Asian American & Pacific American Education	San Francisco	APA	National Conference
29	Asian American Federation of New York	New York	APA	Annual Dinner

DATE	EVENT	LOCATION	ETHNICITY	TYPE
June 10-14	Filipino Week	National	Filipino	Annual Heritage Festival
13	Philippine Independence Day	National	Filipino	Holiday
27-29	Filipino American National Historical Society	New York	Filipino	National Convention
27-30	Organization of Chinese Americans	San Francisco	Chinese	National Convention
TBD	National Association of Korean Americans	New York	Korean	National Convention
TBD	Chinatown Public Safety Association Awards Dinner	Los Angeles	Chinese	Annual Dinner
TBD	Japanese Cultural & Community Center of Southern California	Los Angeles	Japanese	Annual Dinner
July 4	Filipino American Friendship Day	National	Filipino	Holiday
4	Federation of Kerala	Dallas, TX	South East Asian Indian	National Convention
18	Leadership Education for Asian Pacifics	Los Angeles	APA	Annual Awards Dinner
TBD	1996 Biannual National Telegu Youth & Adult Conference	Houston, TX	Telegu	National Convention
TBD	Asian American Drug Abuse Program Fundraising Concert	Los Angeles	APA	Concert

DATE	EVENT	LOCATION	ETHNICITY	TYPE
August 2-4	Asian Pacific American Labor Alliance	San Diego	APA	National Convention
6-11	Japanese American Citizen's League	San Jose	APA	Annual Conference
8-9	National Filipino American Women's Conference	Minneapolis	Filipino	National Convention
10-18	Nisei Week Festival of Los Angeles	Los Angeles	Japanese	Cultural Festival
14	Pakistan Independence Day	National	Pakistani	Holiday
14-17	Asian American Journalist Association	St. Paul, MN	APA	National Convention
15	Chooseok (Korean Thanksgiving Day)	National	Korean	Holiday
15	India Independence Day Korean Independence Day	National	Indian Korean	Holiday Holiday
16	Japanese Cultural & Community Center of N. California	San Francisco	Japanese	Annual Dinner
26-31	Coalition of Samoan Affiliates	Los Angeles	Samoan	Annual Cultural Festival
Mid Aug.	August Moon Festival (Mid-Autumn Festival)	National	Chinese	Cultural Festival
End Aug.	Ancestors' Day	National	Cambodian	Holiday
September 9	National Federation of Indian American Association	Washington, DC	Asian Indian	National Convention

DATE	EVENT	LOCATION	ETHNICITY	TYPE
TBD	Chinatown Service Center	Los Angeles	APA	Annual Dinner
TBD	Nihonmachi Legal Outreach Anniversary	San Francisco	APA	Annual Dinner
TBD	Self-Help for the Elderly	San Francisco	APA	30th Anniversary Dinner
TBD	Filipinos of Affirmative Action	San Francisco	Filipino	Annual Dinner
October TBD	Festival of Lights	National	Asian Indian	Holiday
TBD	Leadership Education for Asian Pacifics (LEAP)	Los Angeles	APA	National Convention
TBD	Pan Asian Cultural Festival	Bellevue, WA	APA/Asian Islander	Annual Cultural Festival
TBD	Northwest Asian Weekly Foundation's "Diversity at the Top" Dinner	TBD	APA	Annual Dinner
TBD	APA Legal Center of Southern California	Los Angeles	APA	Annual Awards Dinner
November 15-17	National Asian Pacific Bar Association (NAPABA)	Denver, CO	APA	National Convention
17-19	National Asian Women's Health Organization	San Francisco	APA Women	National Convention
22-23	Buddhist New Year	National	Thai	Holiday
TBD	Hmong New Year	National	Hmong	Holiday

DATE	EVENT	LOCATION	ETHNICITY	TYPE
TBD	Asian AIDS Project Annual Commitment to our Communities	San Francisco	APA	Annual Awards Dinner
December TBD	Rizal Day	National	Filipino	Holiday

**CLINTON ADMINISTRATION APA COMMUNITY OUTREACH
1996 TIMELINE**

**PHASE I
FEBRUARY - MAY**

January/February

- Coordinating Council committee develops objectives of committees.
- Convene focus groups of appointees and community leaders to brainstorm steering committee lists, media contacts and message themes.
- Million dollar fundraiser.
- Plan developed, presented and approved.

March

- State specific groups work on state books and strategies.
- Message Development Team develops strategies, talking points and sample speeches.
- Administration APA surrogate speaker operation activated.
- Heritage Month (May) planning commences.
- National Steering Committee announced. (Initial Conference call followed by bi-weekly calls and/or meetings.)

April

- Explore production of video "APA Moments" (to be utilized throughout the year in various APA media and events).
- Members of Working Group visit Los Angeles, San Francisco, New York, Houston and Chicago to initiate strategy (through May).
- Media activities commence (Positive themes to develop through April and climax in May).
 - * APA profiles.
 - * APA accomplishments.
- 2 Vice Presidential fundraisers.
- State Books completed by April 30.
- Introductions of State Steering Committees
 - * State steering committees utilize state books to develop, implement specific state strategies for voter registration, GOTV, media and fundraising.
 - * Convene weekly conference calls

MAY (APA Heritage Month)

- Sign proclamation surrounded by students from key states or APA appointees.
- Heritage Month activities:
 - * Large Administration involvement with appointees in various events and media throughout country--
 - * Women's event with the First Lady.
 - * Congressional Asian Pacific American Caucus Institute Dinner.
 - * White House Briefing.
 - * High profile media activities (highlight Administration accomplishments).
- Supporter Day at the White House.
- State plans activated.
- State chairs enrollment of Clinton/Gore supporters. (continue through cycle)
- Commence planning of convention activities.
- Tentative fundraiser with the President.

PHASE II JUNE - AUGUST

June

- Propose paid media buys.
- Produce audio visual spots to be used in radio and TV spots in June and July--refine for the convention.
- APA media roundtable with the President or Vice President.

July

- Appointees success stories on immigration for media use.
- Presidential Naturalization Event.
- Voter registration drives in California and Texas.
- Media activity--
 - * emphasis on inclusion, diversity, and common values.
- Joint meeting with the National Committee and State Steering Committee.

August

- Leadership Meeting--Presidential participation.
- Convention--Chicago.
 - * Events--Reception and briefing
 - * Fundraiser (Huang)
 - * APA media roundtable with appointees.

PHASE III **SEPTEMBER-NOVEMBER**

TBD--Includes a large APA rally with the President in Southern California.