

Strategy Eight

Utilize the schedule of the President, Vice President, First Lady and Mrs. Gore to acknowledge ethnic communities and reinforce our message amongst ethnic Americans.

Implementation

- A. Identify list of priorities for proposed Presidential, Vice Presidential, First Lady and Mrs. Gore's participation. A draft priorities list is attached.
- B. Ethnic Outreach staff should be involved in the planning of Presidential and other Principal trips in the priority one states of New Jersey, New York, Michigan, Illinois, Ohio and Pennsylvania.
- C. Ethnic Outreach staff will propose targeted ethnic leadership to be included in planned trips by the President and other principals in priority two and three states. (Meet and greets and airport arrivals.)
- D. Proposed Major Message Event

Presidential Speech to Ethnic America, Ellis Island, New York

This is an opportunity to focus the President and the Administration's message on core value issues that are important to ethnic Americans; family, community, service, educational opportunities and the hard work and sacrifice required to attain and preserve these values. It is also an opportunity to focus on the economic issues and concerns of ethnic Americans, the sacrifices made by ethnic Americans to ensure the future of their children and grandchildren.

This is not a nostalgic speech, but a speech to re-enlist ethnic Americans in the fight to ensure that the children and grandchildren of today's ethnic Americans can once again attain a quality of life better than that of their parents and grandparents. This speech would re-engage ethnic Americans in the fight for the American Dream.

While the speech may be targeted at the ethnic constituency that traces its roots to Europe, this speech can resonate with all Americans, including African-Americans, Hispanic-Americans, Asian-Americans, etc.

- E. In the priority one states of New Jersey, New York, Michigan, Illinois, Ohio and Pennsylvania, at least one of the Presidential message events be set in an ethnic community environment. (Ethnic neighborhood, senior center, church, ethnic small business, etc.) These events will provide an opportunity to focus on the ethnic women's constituency.

1996 PRIORITY EVENTS FOR PRINCIPAL PARTICIPATION

March 11	Irish-American of the Year Award Reception	New York, New York	POTUS
March 15	St. Patrick's Day Reception	The White House	POTUS
March 23 *	Town Meeting on Neighborhoods and Communities for Central and East European, African-Am and Hispanic Grps	Toledo, Ohio	POTUS
March 25	Greek Independence Day	The White House	POTUS
April 10	10th Anniversary of the Chornobyl Nuclear Accident	The White House	FLOTUS
 May *	Ethnic Leadership Day	The White House	POTUS
May 2	Sons of Italy National and Leadership Award Dinner	Washington, DC	POTUS/FLOTUS
June-August	Ethnic Summer Festivals	Michigan New Jersey Ohio Pennsylvania	POTUS/FLOTUS VPOTUS/MRS.GORE
August 26-29 *	Multi-Ethnic Event Celebrating the Family of the Democratic Party	Chicago, Illinois	POTUS

1996 PRIORITY EVENTS FOR PRINCIPAL PARTICIPATION (continued)

September **	Ellis Island Speech addressing the family issues of the grandsons and granddaughters of immigrants	New York, New York	POTUS
September 25	National Fraternal Congress of America Annual Meeting	Nashville, Tennessee	VPOTUS
September - November	One Major Event in Each State Located in/Showcased in a Multi-Ethnic Setting	New York New Jersey Pennsylvania Ohio Michigan Illinois	POTUS/VPOTUS FLOTUS/MRS.GORE
October 5	National Italian American Foundation Gala Dinner	Washington, DC	POTUS/VPOTUS
October *	Major Foreign Policy Speech to Ethnic Audience (continuation of 92 Milwaukee speech and 95 Freedom House speech)	Site TBD	POTUS

Maximization of Existing Principal Events

April 2	State Visit of President Scalfaro of Italy	Washington, DC	POTUS
May 9	State Visit of President Stephanopoulos of Greece	Washington, DC	POTUS
June 13	State Visit of President Robinson of Ireland	Washington, DC	POTUS
June 18	Working Visit of President Clerides of Cyprus	Washington, DC	POTUS
September	Ireland Trade Conference (Tentative)	Philadelphia, PA	POTUS (?)

Strategy Nine

Utilize Administration surrogates to highlight our record of ethnic specific accomplishments.

Implementation

- A. Identify key national ethnic specific events. Ongoing effort. (Lists attached.)
- B. Identify key priority state ethnic events. Ongoing effort.
- C. Review Administration Political Appointee lists, including board and commission appointments to identify Ethnic Appointees from targeted base ethnic groups. Offer opportunities to these appointees to serve as surrogates. This has already been completed for the Italian-American and Greek-American constituencies.
- D. U.S. Ambassador strategy - arrange for appointed U.S. Ambassadors to ethnic member countries to attend ethnic events in the American counterpart community.
- E. Establish an Administration working group to identify key surrogates and coordinate Administration response to surrogate opportunities. Committee in formation.

Strategy Ten

Continue and expand the unprecedented access to the White House and key Administration decision makers for the leadership of the ethnic communities. Concentrate this effort on penetrating the leadership of the national non-partisan ethnic organizations.

Implementation

Engage the national ethnic leadership through a continued series of White House briefings and meetings. Outreach meetings focused at the targeted ethnic groups of Polish and other Central and East European-Americans, Irish-Americans, Italian-Americans and Ethnic Women.

- A. Schedule bi-monthly meetings/briefings for the Central and East European Coalition with senior Administration officials.
- B. Schedule at least one White House briefing for each of the targeted ethnic groups between now and November.
- C. Maximize existing White House and Administration events, both domestic and international, that resonate with ethnic Americans.
- D. Work with the Women's office and the Office of the First Lady to include ethnic women in their respective initiatives.
- E. Invite key ethnic American leaders supportive of the President to White House social functions.
- F. Provide ongoing messages to ethnic leaders and supporters via ethnic faxibility network of Presidential statements, accomplishments, and announcements that resonate with ethnic Americans on a bi-weekly basis.

IV. Issues and Message

A. Administration Accomplishments

- Access of ethnic leadership and organizations to the White House and senior Administration policy makers.

1. Key Domestic Accomplishments:

- Defending medicare
- Family Leave Act
- Making housing affordable
- Lower interest rates / lower inflation
- Anti-crime initiatives including gun control
- Deficit reduction
- Urban neighborhood development agenda
- Access to education

2. Key International Accomplishments include:

- President's role as peacekeeper in Ireland, Middle East, Bosnia
- President's articulate opposition to isolationism
- Support for foreign aid
- Support for developing Democracies and free market economies

3. Ethnic specific Accomplishments

- One page accomplishments documents will be developed for each specific ethnic group, ie: Irish-Americans, Polish-Americans, etc.

B. Critical Issues

1. Domestic issues that must be addressed:

- Economic issues, the inability of the next generation to attain the economic security of their parents
- Continued defense of medicare
- Welfare reform, including its affect on legal immigrants
- Family, community values issues
- Crime
- Affirmative action, reverse discrimination
- English as an official language
- Legal immigration
- Issues that appeal to women including drugs, school uniforms, breast cancer, osteoporosis, domestic violence

2. International issues that must be addressed:

- Expansion of NATO to include the countries of Central and Eastern Europe
- Continued support for foreign aid
- International leadership on human rights and minority rights
- American leadership in the world

C. Message

The President's message must resonate with ethnic Americans. Not only should the message address issues of importance to ethnic Americans, but ethnic Americans must know the President is speaking to them. This can be done by the inclusion of code words, identifiable language. Message concepts recommended by the NDECC leadership include:

- Tolerance
- Common ground
- Self-reliance
- Ethnic legacies/ethnic heritage
- Home ownership agenda (anti flat tax)
- English Language (recommend an English + Initiative. Not bilingual education but promote the development of a multi lingual generation as an economic asset to the Nation)
- Community supporting, nurturing, caring for their own and others
- Projecting American values and leadership -- at home and abroad

V. Resources

A. Staffing Needs

1. Committee to Re-Elect Ethnic Outreach Director
Timeline: Immediately
(A commitment has been made to the leadership of the National Democratic Ethnic Coordinating Committee.)
2. Democratic National Convention Ethnic Outreach staff person
Timeline: May through August
3. Committee to Re-Elect Ethnic Press Coordinator
Timeline: July through November
4. Ethnic field staff person in the top six targeted states:
 - New York
 - New Jersey
 - Michigan
 - Pennsylvania
 - Ohio
 - Illinois
Timeline: August through November
5. Committee to Re-Elect Advance Staff person. One advance staffer with intimate knowledge of the dynamics of ethnic communities to focus on crowd building in the top six targeted states. This will ensure that ethnic communities are included in Presidential visits.
6. Democratic National Committee Support person dedicated full-time.
Timeline: Immediately
(A commitment was made to the leadership of the National Democratic Ethnic Coordinating Committee.)

VI. Fundraising

Significant fundraising activities are already taking place through the Democratic National Committee by base ethnic communities including Italian-American, Irish-American, Greek-American and Arab-American communities. Members of a number of the constituent groups serve on the DNC Finance Councils.

The NDECC on February 26, 1996, moved to establish a finance committee by May 1996, develop a program of small fundraisers, establish a target for each constituency and to develop a support budget for the NDECC. Technical advise and support is requested to define parameters and restraints in raising and expanding funds.

VII. Timeline

- February 26, 1996 Convene Irish-American Working Group.
- March 1, 1996 Send mailing from Chairman Fowler to State Party Chairs of the fifteen targeted states announcing the establishing of the DNC Ethnic Outreach Program and requesting their support and cooperation.
- March 4, 1996 Send mailing to all Democratic Members of Congress informing them of the establishing of the DNC Ethnic Outreach Program.
- March 15, 1996 Expand the NDECC to include at least two representatives of each key constituency and to represent all fifteen of the targeted states.
- March 15, 1996 Identify ethnic public officials in the priority one states of New Jersey New York, Michigan, Illinois, Ohio and Pennsylvania.
- March 15, 1996 Establish State Ethnic Coordinating Committees and appoint co-chairs for the priority one states of New Jersey, New York, Michigan, Illinois, Ohio and Pennsylvania.
- March 18, 1996 Convene Hungarian-American Working Group.
- March 22, 1996 Convene Polish-American Working Group
- April 15, 1996 Identify ethnic public officials in the priority two and three states of California, Massachusetts, Florida, Minnesota, Maryland, Connecticut, Wisconsin, Iowa and Delaware.
- April 20, 1996 Send a mailing to ethnic public officials informing them of the White House/DNC programs for ethnic outreach and enlisting them in the State Ethnic Coordinating Committees.
- April 20, 1996 Send a mailing to the ethnic Members of Congress informing them of the White House/DNC programs for ethnic outreach and enlisting them as honorary co-chairs of the National Democratic Ethnic Coordinating Committee.

April 30, 1996	Convene the Chiefs of Staff/AA's of the ethnic Members of Congress to help identify key ethnic leaders and involve their principals in key events.
April 30, 1996	Convene the Public Liaison/Ethnic Affairs Coordinators of Democratic Mayors in key cities in the priority one states of New Jersey, New York, Michigan, Illinois, Ohio and Pennsylvania to help identify key ethnic leaders and involve their principals in key events.
May, 1996	Submit a paid media proposal for priority one states and targeted ethnic constituencies.
June, 1996	Establish ethnic specific Clinton/Gore '96 organizations in the priority one targeted states of New Jersey, New York, Michigan, Illinois, Ohio and Pennsylvania.
June, 1996	Convene meeting of the National Democratic Coordinating Committee
June 30, 1996	Establish an Ethnic Response Team of Ethnic leaders trained by the DNC's Communications training program.
August 12, 1996	Convene meeting of the National Democratic Ethnic Coordinating Committee.
August 24, 1996	Convene Ethnic Leadership Issues Forum and Roundtable featuring Administration surrogates and focusing on issues of concern to Ethnic Communities at the Chicago Convention.
August 24, 1996	Present a Major Multi-Ethnic Event so-sponsored by the National Democratic Ethnic Coordinating Committee and the National Democratic Institute at the Chicago Convention.
August 25, 1996	Ecumenical Prayer Service for all Religious and Ethnic Constituencies including African-American, Hispanic, Central and East European, Polish, Italian, Irish, etc. , and Muslim , Jewish, Protestant, Catholic, Orthodox, etc.
August 25, 1996	Host Ethnic Leaders fundraising reception at the Chicago Convention.

August 26, 1996 Host NDECC sponsored Ethnic Leaders and Delegates Breakfast at the Chicago Convention.

August 26, 1996 Hold NDECC Press Conference showcasing Ethnic America's support for Clinton/Gore and the Democratic Party at the Chicago Convention.

August 27, 1996 Host Ethnic Women's event at the Chicago Convention (tbd).

September, 1996 Present President Clinton's Speech to Ethnic America, Ellis Island, New York.

September - October, 1996 Implement paid ethnic media program, Coordinated Campaign, and ethnic specific organizational events.

November 1, 1996 Hold major ethnic specific organizations event in each of the fifteen targeted states with a proposed conference call with the President.

NATIONAL DEMOCRATIC ETHNIC COORDINATING COMMITTEE

Membership

DNC-recognized ethnic specific organizations (i.e. Italian American Democratic Leadership Council and National Arab American Advisory Council to DNC) and, when such DNC recognized groups do not exist, Clinton/Gore '96-recognized ethnic specific organizations (i.e. Irish Americans for Clinton/Gore '96). All such groups will be invited to join and designate a primary contact. For those ethnic groups for which such DNC- or Clinton/Gore-recognized organizations do not yet exist, the Coordinating Committee will work with the DNC, Clinton/Gore '96, etc. to create them.

The names of NDECC's organizing committee are attached.

Purpose

To be the clearinghouse for organized outreach by the DNC and Clinton/Gore '96 into participating ethnic communities and for input by them into the DNC and Clinton/Gore '96. Recognizing the shared common experiences of America's many ethnic communities, the coordinating committee will focus on raising issues of common concern. On the domestic side, we will emphasize the strength America draws from the celebration of the values inherent in our diverse heritages. And on the foreign policy side, our commitment is to an America that is engaged in the world in pursuit of our shared values of democracy, human rights and freedom.

Initial plan of proposed activities

The following activities provide an action plan for the National Democratic Ethnic Coordinating Committee in 1996 to benefit both the Clinton-Gore Re-Election Committee and the Democratic Party:

1. Develop and communicate free and paid messages that resonate with ethnic America, which stresses the values of family, community, faith, patriotism, hard work, education, respect for countries of heritage, and living the American Dream through the experiences of an immigrant family.
2. Implement an ethnic outreach program that will educate, magnify and remind ethnic America about the successes of the Clinton Administration and Democratic Party and build support for the Party within the new immigrant communities.
3. Develop and implement a Democratic National Convention strategy for Chicago that invites and involves "ethnic America" in visible, substantive ways at the Convention and in the platform process.

4. Formation of ethnic community Clinton-Gore steering committees especially targeting key Northeast and Midwest states, Florida, California, and, where appropriate, overseas in cooperation with Democrats Abroad.
5. Arrange ethnic-oriented Clinton-Gore events with appropriate Administration surrogates in the targeted states.
6. Implement a Get-Out-The-Vote program through the ethnic Clinton-Gore Steering committees that energizes ethnic America to vote Democratic and for Clinton-Gore in November, 1996.
7. Define a role for elected ethnic Democratic officials through the respective ethnic Clinton-Gore Steering Committees and DNC-sponsored activities.
8. Support DNC efforts to build a long-range ethnic outreach program by arranging events, helping with a message, working the media, providing interns, etc. and organizing activities with subgroups including new immigrant communities.
9. Arrange ethnic-oriented DNC events in key states/cities like NY, Pittsburgh, Chicago, Cleveland, LA and support DNC efforts to recruit ethnic leaders to join DNC finance and councils.

11/95



SLOVAK CATHOLIC SOKOL

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Daniel F. Tanzone
Editor

23 February 1996

Hon. Thomas A. Albert
Director,
Office of Ethnic Outreach
Democratic National Committee
Washington, D.C. 20003

Dear Mr. Albert:

I am delighted to learn that the Democratic Party under President Clinton's leadership has established the Office of Ethnic Outreach. Ethnicity has long contributed much to the strength of our nation and continue to enhance our American way of life through their various cultural contributions. The fabric of America is truly enriched by the various threads of ethnic consciousness.

I serve as editor of the Slovak Catholic Falcon the weekly publication of the Slovak Catholic Sokol a fraternal benefit society of 40,000 members in the United States. Our membership represents generations of Americans born of Slovak parentage as well as those who have recently arrived from Slovakia, the land of our ancestors. Our publication will observe its 85th anniversary on April 15, 1996. For the past 85 years our publication has promoted our American way of life as well as the gymnastic and athletic activities of our organization. In addition, our publication has promoted the rich heritage we share as Americans of Slovak ancestry. Initially a Slovak language publication, today ours is a 16-page tabloid with 12 pages in English and four in Slovak. We are the only remaining weekly serving the Slovak American community. Our circulation sent to our membership households, is currently 12,000.

We would very much appreciate a greeting from President Bill Clinton on the occasion of our publication's 85th anniversary. Hopefully, we can use the greeting and a photo of the President in our special commemorative issue of April 17. Is it possible for you to arrange a greeting from The President or should we contact the White House Press office? Please advise.

I didn't vote for President Clinton four years ago, however I certainly plan on doing so in November. I am a registered Republican and a leader of the Slovak American Republic Federation, however the mean-spirited, divisive attitudes of our party of late has caused me to reconsider. I plan on fully supporting President Clinton's reelection bid in November. You can count on my organization and publication's support in this effort.

With every good wish to you as you promote the rich diversity of America which has always been our nation's strength, I remain

Very sincerely

America's Greatest Slovak Gymnastic and Athletic Fraternity



UNITED GERMAN-AMERICAN COMMITTEE OF THE USA, INC.
(VEREINIGTES DEUTSCH-AMERIKANISCHES KOMITEE DER USA, INC.)

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and *Executive Director*
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William E. O'Brien, Esq., *Vice President*
National German-American
Cultural Center Project

February 16, 1996

Mr. Thomas A. Albert
Director, Ethnic Outreach
Democratic Party Headquarters
430 South Capitol Street, S.E.
Washington, D.C. 20003

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Dear Mr. Albert,

I was very pleased to receive your letter of February 8th announcing the Office of Ethnic Outreach. This is an area that has been somewhat overlooked by the Democratic Party for some years.

Since I am a longtime registered Democrat, and have already accepted the President's invitation to be an Honorary Co-Chair of his primary election campaign, it will be a personal pleasure to work with you to achieve your goals. The opportunity to work closely with the Carter/Mondale White House and Capitol Hill during my years as the Vice-President of the NEA, 1979-1983, is a very cherished memory.

As President of the UGAC-USA I must stress that our organization is a not-for-profit educational organization that serves as the national voice of German-Americans and seeks to strengthen the ties of friendship between the United States and the Federal Republic of Germany. I am including our most recent newsletter for your information.

As soon as the date for my next trip to Washington is determined, I will contact your office in the hope that we might have a get-acquainted meeting and to offer some suggestions concerning ways in which your office can be effective.

Sincerely,

Bernard J. Freitag, President

Boston University

International Visitors Program
Elizabeth Shannon, Director
25 Lenox Street
Brookline, Massachusetts 02146



Tel: 617/353-6162

Fax: 617/353-7110

February 6, 1996

Mr. Thomas Albert
Democratic Party Headquarters
430 South Capital Street, S.E.
Washington, DC 20003

Dear Mr. Albert:

I received the announcement of the opening of the Office of Ethnic Outreach sponsored by the Democratic National Committee.

I am an active Democratic supporting the Clinton/Gore re-election campaign and deeply involved in the Irish American community in the United States.

My late husband, William Shannon, was the American Ambassador to Ireland under President Carter. I have written several books on Ireland and organized the Irish American Women's Conference here in Boston.

I would like to be kept informed about any projects that the Office of Ethnic Outreach invisions for the Boston area.

Sincerely,

A handwritten signature in cursive script that reads "Elizabeth Shannon".

Elizabeth Shannon



February 19, 1996

Thomas A. Albert
The Office of Ethnic Outreach
Democratic National Committee
430 South Capitol Street, S.E.
Washington, D.C. 20003

Dear Mr. Albert,

I was delighted to receive your letter of February 8 announcing the creation of The Office of Ethnic Outreach within The Democratic National Committee.

I am a first-generation American, the daughter of Portuguese parents. Our family has always fostered a love of this country and has consistently shared the vision articulated by the Democratic party. My late mother, Elvira Rodrigues, was a delegate to the 1968 Democratic Convention (a member of the New Jersey delegation) and my sister, Nancy Rodrigues, is aide to George Grayson, a democrat of longstanding in the Virginia House of Delegates.

Twenty years ago, after a long period of time spent mostly in Washington, D.C., Madison Wisconsin, and New York City, I returned to my "old neighborhood" in Newark, N.J. Our community is comprised of individuals of various ethnic backgrounds; however the vast majority are of Portuguese heritage. What is known as Newark's "Ironbound" section is home to over 50,000 individuals whose ethnic ties are to Portugal (similar communities exist elsewhere in the country most especially in Massachusetts, Rhode Island, Hawaii and California, as you probably know).

Over the years I have worked locally to help my neighbors take part in and contribute to the richness of this nation. I served on the Board of Trustees of the Newark Public Library for nine years (appointed by Major Sharpe James). I am actively involved at present in the mounting of major exhibit at the Newark Museum which will highlight aspects of Portuguese culture. I have worked closely with other entities as well, among them Planned Parenthood, the Newark Board of Education, the Portuguese Heritage Foundation, and the Portuguese Consulate in Newark.

A major part of my immigrant parents' legacy is a firm commitment to the responsibilities and joys of active citizenship. It would be my pleasure to serve the Democratic National Committee's Office of Ethnic Outreach in any way that may be of significance to you.

Please accept my best wishes for your success. I look forward to hearing from you.

Sincerely,

Linda M.A. Rodrigues, PhD

Academic Divisions
of the New School
for Social Research

enc.

The New School
Graduate Faculty
Graduate School
Parsons
Eugene Lang College
Mannes



THE AMERICAN COUNCIL OF THE WORLD FEDERATION OF HUNGARIANS

February 14, 1996

Mr. Thomas A. Albert
Director, Ethnic Outreach
Democratic National Committee
430 South Capitol Street, S. E.
Washington, DC 20003

Dear Mr. Albert:

Thank you for your letter of February 2 concerning the establishment of the Office of Ethnic Outreach. We welcome this move, inasmuch as we felt that the Democratic Party needed such a program because the untapped reservoir of support from the ethnic organizations could very well enhance President Clinton's standing and election support among the ethnic groups.

I am sure you know that the American Council of World Federation of Hungarians is not a political organization and its members are individually involved in both political parties. On the other hand, several of those in leadership positions are members of the Democratic party, including myself. I am an elected Town Councilman on the Democratic ticket in a heavily Republican town. The Hungarian Democratic Council which will work with the American Council of World Federation will keep in contact with you and please inform us if there is an opportunity for cooperation.

Sincerely,

Laszlo Papp, President
American Council of the
World Federation of Hungarians
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February 19, 1996

Thomas A. Albert, Director
Office of Ethnic Outreach
Democratic National Committee
430 South Capitol Street, S.E.
Washington, D.C. 20003

Dear Mr. Albert:

I received your letter regarding the formation of the Office of Ethnic Outreach. While I applaud the party's efforts to acknowledge the unique interests of ethnic America, I regret that this happens only once every four years and does not represent a sustained initiative.

For instance, the lack of Democratic support given the Polish American community in the early days of organizing the NATO expansion effort was a real black mark for the party. It led us to develop a truly bipartisan collaboration lobbying for NATO membership that involved Polish Americans and representatives of Baltic and East Central European communities from across the country. The success of this effort and cohesiveness of its proponents has contributed to the formation of a new national organization, the *Federation of Polish Americans*. This national political action committee is dedicated to promoting the interests of the Polish American community, which numbers over 10 million. In fact, here in Connecticut, home to 300,000 Polish Americans, we recently formed a state chapter of this organization (for which I serve as vice president) and are encouraging Polish Americans to participate in political campaigns and civic affairs.

The Polish American community is as interested in policy issues such as NATO expansion and the Helsinki Initiative as we are in the bread and butter domestic policies that effect our lives and communities. Of vital interest to many Polish Americans is the series of hearings by the Helsinki Commission (the U.S. Commission on Security and Cooperation in Europe, an arm of the U.S. Congress) tentatively scheduled to take place in Washington in the summer of 1996 on Soviet war crimes committed during and immediately following the Second World War. Democratic leadership should be informed and supportive of these hearings.

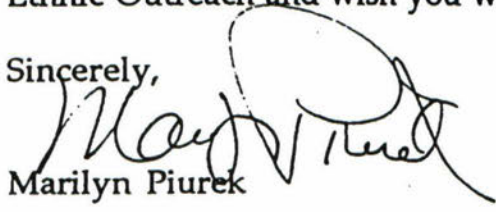
Thanks to the dedication and hard work of Polish Americans across the country on these and other issues, we have been able to strengthen and grow our national networks and create an even more politically active community.

I have always been an active Democrat and find it increasingly difficult to promote the Democratic party to my colleagues within the various Polish American organizations with which I am involved. I have seen the Polish American community across America become increasingly Republican-oriented in the past fifteen years. While this "sea change" has been primarily due to the positive role played by Republican presidents in supporting freedom initiatives in Poland in the eighties, it has been strengthened more recently by the perception that Democratic elected officials are not listening to the community (e.g. NATO, etc.). When people ask what the Democratic party has done (and will be doing) for Polish Americans, we must be able to give meaningful answers.

Ethnic America has changed considerably since the days of FDR and traditional ethnic politics. Understanding these changes and the shifts in the social, political and economic characteristics of individual ethnic communities can lead to a fuller understanding of how best to serve these very communities. The Polish American community is no exception to this – indeed, I sometimes think that we wrote the book on change.

We hope to see some meaningful issues developed through the new Office of Ethnic Outreach and wish you well.

Sincerely,


Marilyn Piurek

cc: Senator Christopher Dodd
Richard Kosinski, President, CFPA



February 14, 1996

Members

8th Day Center for Justice
Adult Learning Resource Center
ALAC Immigration & Naturalization
Albany Park Community Center
Arab American Chaldean Council
Assyrian National Council of IL
Baha'i Refugee Office
Cambodian Association
Casa Guatemala
Centro Romero
Chinese American Service League
Chinese Mutual Aid Association
Citizens Information Service of IL
Coalition of Limited English Speaking Elderly
Comite Latino
Ethiopian Community Assoc.
Erie Neighborhood House
Exodus World Service
FREE, Inc.
Haitian-American Community Association
Heartland Alliance for Human Needs & Human Rights
Hebrew Immigrant Aid Society
Hermandad Mexicana Nacional
Hispanic Council of Bensenville
Howard Area Community Center
ILGWU Midwest Region/UNITE
Illinois Partners for Social & Economic Development
Immigrant/Refugee Area Health Center (AHEC)
The Immigration Project
Indo-American Center
Instituto del Progreso Latino
InterChurch Refugee & Immigration Ministries
Jewish Federation of Metropolitan Chicago
Korean American Community Services
Korean American Resource and Cultural Center
Latino Institute
Mexican-American Legal Defense and Educational Fund
Mexican-American Lawyers Association
Missionary Sisters of St. Charles
National Immigration Project/NLG
Pakistan Federation of America
Polish Welfare Association
Proyecto Asistencia Social
Public Welfare Coalition
Social Justice Network
Sisters of Charity, BVM
Su Casa
The Women's Office
Tibetan Alliance of Chicago
Ukrainian Congress Committee of America, Inc.
Vietnamese Association of IL
World Relief
YWCA of Elgin

Government Affiliates

Chicago Commission on Human Relations
Cook County Department of Public Health
Nuevos Horizontes/Triton College
Rock Valley College Adult Education Center
Township High School Dist. 214 Community Education

Thomas Albert
Director, Ethnic Outreach
Democratic National Committee
430 S. Capitol Street, SE
Washington, DC 20003

Dear Mr. Albert:

We write on behalf of the Illinois Coalition for Immigrant and Refugee Protection, and association of approximately 70 groups throughout Illinois that work together to promote the rights of immigrants and refugees. Our members include legal and social service providers, educators, ethnic and community-based organizations that represent and serve Illinois' immigrant and refugee communities. We are anxious to work with you and provide you with information about Chicago's ethnic communities as you plan this year's Democratic Convention.

As the sixth largest immigrant receiving state in the nation, Illinois is home to nearly one million foreign born residents. We are extremely concerned about the current anti-immigrant mood that is sweeping the nation as well as the many immigrant-related pieces of legislation currently before Congress and state governments.

In the last year, immigrant and refugee communities have become more vulnerable as they face a growing national backlash against newcomers. The current national immigration debate has played upon misperceptions, misinformation and stereotypes, leaving little room for constructive discussion on the issues.

The results may prove to be devastating to immigrant and refugee communities. Immigration reform legislation currently making its way through both the House and Senate would drastically reduce legal immigration, slash refugee admissions, strip asylum protection, deny public benefits to legal immigrants, create a national identification system and institute Proposition 187-type reporting requirements. Meanwhile, welfare reform proposals target immigrants for major eligibility cuts and would result in the denial of benefits to thousands of hard-working, tax-paying, law-abiding Americans.

We look to the Democratic party to support the following principles:

- ▶ **Cutting legal immigration hurts American families.** By eliminating preference categories for siblings of U.S. citizens and adult children of both U.S. citizens and legal permanent residents, Congress would prevent

nuclear families from reuniting. The bills currently before Congress also propose to make it more difficult for parents of U.S. citizens to reunite with their children in the U.S. These measures are anti-family and not in the best interest of American families.

- ▶ **Putting a cap on refugee admissions is not in the nation's best interest.** Annually, the U.S. accepts less than one half of one percent of the world's refugees. The U.S. has a long standing humanitarian commitment to resettling a fair share of the world's refugees; reducing annual refugee admissions sends a signal to the international community that the U.S. is no longer willing to live up to its commitments.
- ▶ **A national worker verification system represents "Big Brother" politics and will create more problems than it will solve.** Smith's proposal would force the government to create a database with information on every working-age person in the U.S. Even a one percent error rate would mean that over 600,000 people who are entitled to work would be denied jobs each year because they didn't "check out" on the database. Furthermore, employers who willingly employ undocumented workers will simply not utilize the database service and will continue to exploit their illegal workforce.
- ▶ **Enforcement mechanisms designed to stop the flow of illegal immigration are a legitimate priority, but must be held accountable and must respect human rights.** The INS Commissioner testified before the Senate Immigration Subcommittee this year and said that the INS can safely absorb no more than 700 new Border Patrol agents per year. However, immigration reform bills propose 1,000 a year for four years. The new grounds for exclusion proposed in the bill are unduly excessive and punitive.
- ▶ **Legal immigrants and all non-citizen children should not be denied basic benefits.** HR 2202, S. 269 and various welfare reform proposals would literally take food from children's mouths as children would be denied school lunches and nutrition programs. The bill would also deny assistance related to maternal and child health services, protection to abused and neglected children, and basic health services. Furthermore, each agency providing a federally funded service would be forced to act as INS agents and check the immigration status of each individual that walks through their doors. The administrative burden accompanying these verification provisions far outweighs any cost savings achieved through deeming.

Legal immigrants are Americans who play by the rules, work hard, pay their taxes and support the fundamental principles on which this country stands. Just like the immigrants of yesteryear, today's immigrants come to pursue the American dream. Studies show that immigrant families turn to public assistance much less frequently than native born families. However, illness, accidents and disasters do not discriminate on the basis of immigration status. When disaster strikes, legal immigrants must remain eligible to tap into the programs that their tax dollars have in part funded.

As in the past, immigration continues to be in the interest of the United States. Anti-immigrant measures that play upon the stereotypes and misperceptions promulgated by politicians and the

media only serve to avoid the real issues confronting our nation.

The Illinois Coalition for Immigrant & Refugee Protection is happy to serve as an informational resource on immigrants and immigration policy in Illinois. Please feel free to contact us if you have any questions or comments.

Sincerely,



David Marzahl
Executive Director



Michele Waslin
Policy Coordinator

SCHEDULE DATE	EVENT	LOCATION	ST	ETHNIC GROUP	CONTACT	RECOMMENDED ACTION	STATUS	AUDIENCE
03/23/96	Muslim Public Affairs Council Political Forum	Pamona	CA	Arab	Salam Al-Marayati 213-383-3443			
03/30/96	25th Access Anniversary Dinner	Livonia	MI	Arab	Ismael Ahmed	Surrogate Cabinet Member		2,000
04/20/96	Arab American Anti-Discrimination's Award Banquet	Arlington	VA	Arab	Hamzi Mograhbi 202-244-2990			
04/21/96	Arab-American Dinner	Philadelphia	PA	Arab	Marwan Kreidie	Have VP Gore or Donna Shalala be the keynote speaker		
05/04/96	Cultural and Community Center Opening Gala	Houston	TX	Arab	Abdel Fustok 713-621-2950			
06/14/96	East Dearborn Arab Festival	Dearborn	MI	Arab	Ismael Ahmed			100,000
06/25/96	American Druze Society 50th Annual Conference		MI	Arab	Fouzi Mokarem 301-217-9230 x203			
07/04/96	American Federation of Ramallah, Palestine 38th Annual Conference	Birmingham	AL	Arab	Maher Hanania 202-219-8878			
07/10/96	Birzeit Society 3rd Annual Conference	Los Angeles	CA	Arab	Rateb Rabie 301-871-9222			
08/25/96	Arab American Tribute to the Democratic National Convention	Chicago	IL	Arab	James Zogby 202-429-9210			
10/18/96	Assoc. of Arab American University Graduates 29th Annual Conference	Anaheim	CA	Arab	Peter Lems 202-337-7717			
10/25/96	Arab American Heritage Festival (Arab American Day)	Los Angeles	CA	Arab	Ghada Mansur-Barakat 202-244-2990			
6/95 ?	Arab American Festival	Chicago	IL	Arab	Ishmael Ahmed/ACC			
11/95 ?	Arab American Institute Annual Leadership Conference	Washington	DC	Arab	Jim Zogby			

START DATE	EVENT	LOCATION	ST	ETHNIC GROUP	CONTACT	RECOMMENDED ACTION	STATUS	AUDIENCE
05/31/96	Armenian Assembly of America National Tribute Banquet	Boston	MA	Armenian	Ann Riser 202-393-3434			500
06/09/95 ?	Armenian National Committee Independence Day Celebration	Pasadena	CA	Armenian	Aram Hamparian			

START DATE	EVENT	LOCATION	ST	ETHNIC GROUP	CONTACT	RECOMMENDED ACTION	STATUS	AUDIENCE
03/02/96	CAA Illinois Chapter's Annual Banquet	Chicago	IL	Croatian	Frank Brozovich 202-429-5543			500-700
03/17/96	Croatian American Congress annual meeting	Cleveland Croatian Cultural Center	OH	Croatian	Ivanka Kusmanovic 414-421-7389	Special Letter	Complete	
04/21/96	Croatian Days on the Hill- gives Croatsians a chance to be heard at the capitol	Washington	DC	Croatian	Frank Brozovich 202-429-5543			
05/05/96	The Croatian Catholic Union's 75th Anniversary	Chicago	IL	Croatian	Frank Brozovich 202-429-5543			
05/18/96	National Federation of Croatian /American Convention	Dooubletree Hotel, Pasedena	CA	Croatian	Steve Rukavina	One of the following to attend: VP Gore, Richard Holbrooke, or Madeleine Albright		800-900
05/30/96	Croatia's Independence Day			Croatian	Frank Brozovich 202-429-5543			
06/08/96	Croatian 's Extravaganza Festival	Sacramento	CA	Croatian	Frank Brozovich 202-429-5543			
07/10/96	Croatian Summer Festival	Torrence	CA	Croatian	Frank Brozovich 202-429-5543			6,000
9/95 ?	Croatian Fraternal Union of America Convention/Banquet	St. Louis	MA	Croatian	Joseph Brigich			

START DATE	EVENT	LOCATION	ST	ETHNIC GROUP	CONTACT	RECOMMENDED ACTION	STATUS	AUDIENCE
03/31/96	Heritage Festival of the German Societies of Florida	Kissimme	FL	German	Bernard Freitag			2000
06/30/96	German Day	Philadelphia	PA	German	Bernard Freitag			2000
09/08/96	German American Heritage Festival	Holmdel	NJ	German	Bernard Freitag			5000
09/13/96	German American Steuben Day Parade Banquet	NY Hilton Hotel	NY	German	Bernard Freitag			1000
11/23/96	Annual Council of 1000 Banquet of the UGAC-USA			German	Bernard Freitag			200
10/01/95 ?	National Observance of German-American Day	Washington	DC	German	Marlene Stocks			

START DATE	EVENT	LOCATION	ST	ETHNIC GROUP	CONTACT	RECOMMENDED ACTION	STATUS	AUDIENCE
02/12/96	AHEPA Briefing	Washington	DC	Greek	George Savidis	George Stephanopolus, Anthony Lake and Sandy Vershbow attended & POTUS video	Complete	
03/02/96	Hellenic Heritage & National Public Service Awards Dinner	Washington	DC	Greek	Basil Simon	Requests someone from the administration to attend		
03/02/96	Athenagoras Human Rights Award to Order of AHEPA	Waldorf- Astoria NY City	NY	Greek	Nikki Stephanopoulos			1,000
03/03/96	Installation of the new members to the Order of St. Andrew	Archdiocesan Cathedral of the Holy Trinity, NY City	NY	Greek	Nikki Stephanopoulos			1,000
03/23/96	Greek Dinner-Dance	Detroit	MI	Greek	Basil Simon	Requests someone from administration		1000
03/25/96	Greek Independence Day			Greek				
05/18/96	Pancyprian Freedom Award Banquet	New York City	NY	Greek	Andrew Manatos 393-7790		500	
05/22/96	PSEKA Cyprus Conference	Washington	DC	Greek	Andrew Manatos 393-7790	President attendance		100
8/95 ?	AHEPA National Convention	Miami Beach	FL	Greek	Alexis Paphelas			
7/95 ?	Cyprus Federation of America Anniversary of Turkish Invasion of Cyprus	New York	NY	Greek	Savas Tsivicos			

START DATE	EVENT	LOCATION	ST	ETHNIC GROUP	CONTACT	RECOMMENDED ACTION	STATUS	AUDIENCE
TBD	1100th Anniversary Presentation of Hungarian Nationhood Bronz Mural	Washington	DC	Hungarian	Laszlo Papp	Vice President is requested		
03/15/96	Hungarian Independence Day (Kossuth Day)			Hungarian				
06/01/96	Hungarian Festival	New Brunswick	NJ	Hungarian	Laszlo Papp			17,000
6/96 ?	Hungarian Human Rights Workshop			Hungarian	Andy Ludanyi			
08/18/96	Birmingham Ethnic Festival	Toledo	OH	Hungarian	Peter Ujvagi			40,000-50,00
08/18/96	Hungarian Community of Friends Hugarian Week	Lake Hope	OH	Hungarian	Andy Ludanyi			
09/03/96	Hungarian American Federation Centennial Celebration (Membership: 20,000)	New Brunswick	NJ	Hungarian	George Dozsa, Rev. Bertalan			500
10/03/96	New York Salutes Hungary Gala	UN Headquarters NY City	NY	Hungarian	Laszlo Papp			
10/20/96	Hungarian Week			Hungarian		President and Governor of all states statement requests		
10/23/96	40Th anniversary of '56 uprising against communism			Hungarian				

START DATE	EVENT	LOCATION	ST	ETHNIC GROUP	CONTACT	RECOMMENDED ACTION	STATUS	AUDIENCE
02/04/96	Bay Ridge Irish American Action Association Memorial Mass and March	New York	NY	Irish	Mary Nolan 718-833-3405	Bruce Morrison Attended		
02/11/96	New Hampshire Candidate's Forum	New Hampshire College Hooksett	NH	Irish	Atty. Tom Collins	Elizabeth Shannon Represented Us	Complete	
6/95 ?	Irish Festival	Holmdel	NJ	Irish	Kathleen Hyland			
11/95 ?	Irish-American Unity Conference National Convention	Boston	MA	Irish	Bob Linnon			

LATINO OUTREACH PLAN FOR CLINTON/GORE '96

Outline

I. Objectives

- A. Turnout largest Latino vote possible for Clinton/Gore
- B. Turnout Latino voters for Democrat candidates in state and local races
- C. Build Latino loyalty to Democratic Party for the long term
- D. Build a strong Latino voice in the Democratic Party

II. Strategies

- A. Create state-based Adelante con Clinton structure to energize Latinos in the re-election effort
- B. Utilize Hispanic Congressional members to leverage members' leadership roles
- C. Use Hispanic media to communicate importance of re-electing Clinton/Gore to the Latino community
- D. Schedule President, other three principals and Cabinet members to maximize visibility in Latino community
- E. Raise money from Latinos to support Latino-specific activities
- F. Participate in allocation of coordinated campaign resources to maximize election effort for Clinton/Gore
- G. Exploit opportunities at Democratic convention to communicate with Latinos nationally about Clinton/Gore

III. Resources

- A. Organize Appointee Steering Committee to provide framework for outreach
- B. Hire staff person at Re-elect by 1/1 to facilitate coordination of outreach effort
- C. Hire senior director of Latino effort by 5/15 to evidence commitment of re-election to Latinos
- D. Develop plan for paid Hispanic media to ensure maximum impact

TIMELINE FOR APPOINTEE AND STATE STEERING
COMMITTEES FOR LATINO OUTREACH

<u>TASK</u>	<u>DUE DATE</u>
APPOINTEE AND LIAISONS IDENTIFIED	12/16/95
STEERING COMMITTEE MEETING	12/20/95
STATE LIAISONS IDENTIFY STATE COMMITTEE MEMBERS	2/1/96
PLAN CLINTON/GORE ANNOUNCEMENT EVENT IN EACH PRIORITY STATE	week of 2/8/96
PLAN PRIMARY ACTIVITIES	EACH STATE PRIMARY DATE
DEVELOPING AND IMPLEMENTING STATE PLAN (GOTV, GRASS ROOTS ORGANIZATION, FUNDRAISING, SCHEDULING, MEDIA, ETC.)	POST-PRIMARY TO CONVENTION
IMPLEMENT GOTV	POST CONVENTION - ELECTION

LATINO OUTREACH PLAN FOR CLINTON/GORE '96

I. Introduction

The first and foremost objective of this Latino Outreach Plan is to turn out the greatest number of Hispanic voters for Clinton/Gore on election day, November 5, 1996. This comprehensive outreach plan focusing on both leadership and grassroots also seeks to achieve: turn out as many Latino voters for Democratic candidates around the country as possible, nurture and strengthen Latino loyalty to the Democratic party and build a strong Latino voice within the party.

This outreach plan provides a framework that will be modified based upon new data as this plan is implemented. What is clear about the '96 election is that Hispanics will be critical to the President's victory in November, but only if we are systematic and organized in reaching out to this constituency. We have organized this plan in two categories: Strategies and Resources, as more fully explained below.

II. Strategies

We have identified a number of strategies to achieve the objectives sought. There is no one strategy that will succeed in mobilizing Latino votes; only a combination of efforts will ensure that we are doing everything possible to maximize the Latino vote.

A. Adelante con Clinton State Committees

To mobilize the grassroots we wish to create state based Adelante con Clinton committees. Our plan is to:

- 1) prioritize states in order of importance,
- 2) identify appointee liaison for each identified state and key players in the state,
- 3) direct such appointee(s) and key players to identify committee members for each state,
- 4) announce committees at time of Presidential declaration of candidacy, and
- 5) have committees be visible during primary in each state, participate in voter registration efforts, be surrogates for Clinton/Gore and work with coordinated campaign get out the vote effort.

Our plan envisions that each administration liaison will work with key people in the assigned state to identify Adelante

con Clinton Steering Committee members. (Attached is a timeline for tasks for the liaisons and committees.) The committee members would be announced at the time of the President's declaration of candidacy. We propose that the President address the committee members to thank them for their support either by a conference call with all committee members, or at a meeting to be held in Washington D.C.

We identified three groups of states: states where we must have extensive hispanic outreach effort because of the large numbers of Latino voters, states where every vote will count and there are pockets of Hispanic voters and states where we must show the flag to be credible. Below is our list of states and assigned individuals.

MUST HAVE STATES

<u>state</u>	<u>liaison</u>	<u>in-state kev players</u>
California northern	Michael Huerta (DOT)	Ron Gonzales (San Jose Cty Super), Blanca Alvarado (San Jose Cty Super), Joe Serna (mayor, Sacramento)
LA	Evelyn Fierro (DOT), Kathy Sandoval (FCC), Fernando Torres-Gil (Asst Secy, HHS), Dan Chavez (DOL)	Gloria Molina (LA city Super), Richard Altorre (LA city council), Richard Polanco (State Assembly, chair Hispanic caucus), Mike Hernandez (LA city council), Julio Ramirez (deputy chief of staff, Gray Davis)
San Diego	Irma Munoz (SBA)	Denise-Moreno Ducheny (State assembly)
Fresno	Cip Garza (HUD)	Cruz Bustamante (state assembly)
Colorado	Katherine Archuleta (deputy chief of staff, DOT)	Polly Baca (regional rep, HHS), Richard Martinez (state legis),
Connecticut	Juan Sepulveda (HUD), David Medina (Treasury)	Eddie Garcia (state legis)

Illinois	George Munoz (Asst Secy, Treasury), Carmen Lomellin(OPM)	Luis Gutierrez (Congress), Miriam Santos (Treasurer), Miguel del Valle (state senate), Jesus Garcia (state senate)
New Jersey	TBD/Maria Echaveste (DOL)	Peggy Anastos (chair, Hispanic Democratic caucus), Robert Menendez (Congress), Efrain Gonzales (S NJ community leader)
New Mexico	David Montoya (USDA), Clara Apodaca (Treasury)	Bill Richardson (Congress), Martin Chavez (mayor, Albuquerque), Eric Serna (businessman)
New York	Tda Castro (DOL), Aida Alvarez (Dir, Federal Housing Oversight)	Fernando Ferrer (Bronx Cty Pres), Jose Serrano (Congress), Nydia Velasquez (Congress), Roberto Ramirez (Bronx cty dem chair), Dennis Rivera (labor leader)
Pennsylvania	Nelson Diaz (general counsel, HUD)	Angel Ortiz (Philadelphia city council); B. Ramos (state elected official)

Every Vote Counts

Arizona	Andrea Esquier (DOE)	Ed Pastor (Congress), Mary Rose Wilcox (Phoenix city council), Ronnie Lopez (fundraiser), Danny Ortega (community leader)
Florida	Elio Mueller (Commerce, minority business), Gil Casellas (EEOC), Kathy Jurado (Asst Secy, VA), Lula Rodriguez (USIA)	Herminio San Roman (Hispanic affairs liaison for Chiles), Tony Suarez (county democratic chair, Orlando)

Michigan	Irasema Garza (NAFTA labor office director)	Judge Torres, Dorothy Gonzales (Michigan St trustee)
Nevada	Alfred Ramirez (dir, Hispanic Education initiative)	TBD
Ohio	Aida Alvarez	TBD
Oregon	Victor Vasquez (USDA)	TBD
Washington	Maria Veloz (State)	Margaret Prentice (state legislator)
Wisconsin	Bettie Baca (Commerce)	TBD
<u>Show the Flag</u>		
Massachusetts	Alex Rodriguez (Treasury)	TBD
Puerto Rico	Nelson Diaz (general counsel, HUD)	Hector Luis Acevedo (mayor, San Juan), Pedro Rosello (governor), Carlos Romero Barcelo (resident commissioner)
Texas	Norma Cantu (DOEd), Choco Meza (HUD), Rick Hernandez (NPR)	Jose Villarreal (Fannie Mae appointee), Gary Mauro (land commissioner)

There are a number of other states that have pockets of Latinos that we will address in the future.

B. Congress

We need to utilize the Hispanic members of Congress in visible and effective roles in the re-elect effort. Among the ideas we propose is that the Democrats be briefed on our Hispanic outreach plan in early January. The briefing should be conducted by H. Ickes, H. Cisneros, F. Peña and A. Lewis. M. Echaveste should attend the briefing.

Another proposal is that each Hispanic Congressional member be a host of the Adelante con Clinton meeting or conference call the President to take place in February, as previously described.

the President to take place in February, as previously described.

Lastly, each member should be a co-chair of the Adelante con Clinton committee and should be consulted in the identification of other members of the committees in each state.

C. Hispanic Media

It is necessary that special attention be given to addressing the needs of Hispanic media. While Peggy Lewis is director of Specialty Media in White House Communications, we do not know if, and how the needs of Hispanic media are being fulfilled. Recent discussions with the editor of La Opinion (Los Angeles) indicate that the largest Spanish language newspaper in the country feels that it is not receiving the attention of the White House, while the RNC in California is constantly feeding information to the newspaper.

First, ensure the White House communications office is directing attention to Hispanic media. Second, detailing a Latino public affairs person from one of the agencies to White House communications would be of great assistance. For example, Teresa Nino, whose resume has been previously provided, would be a great addition to the communications operation. Third, the hiring of an Hispanic media person at the re-elect, once communications staffing begins, would ensure that media opportunities are maximized. Fourth, appointees have been and will again be directed to find an Hispanic media opportunity every time they travel.

D. Scheduling

Attached is a calendar of events and the suggested principal that should attend. The plan calls for an Hispanic event with one of the principals each month.

Additionally, we recommend that each Cabinet member be directed by H. Ickes and Cabinet Affairs to include at least 2 events focused on Latinos in the next 6 months. The responsibility to address Latinos is not limited solely to the two Hispanic members of the Cabinet. For example, Hispanic labor leaders in California have been very anxious meet with Secretary Reich or have him speak at a fundraiser. Encouragement by the White House that Hispanics are an important constituency would help in obtaining the attention of Cabinet members.

We also suggest that careful attention be paid to ensuring that Hispanic appointees accompany the principals when Hispanic events are scheduled. The resulting picture reinforces the message that this Administration considers Latinos important.

As the planning for various campaign swings takes shape, it

is critical that consideration be given to events in Latino neighborhoods or audiences. Moreover, Latino interest should be regularly considered. For example, even if there is no Latino event scheduled for a particular trip to California, a heads up to Ray Martinez or M. Echaveste will help prevent misunderstandings.

E. Fundraising

The State Adelante con Clinton Committee will develop and implement fundraising strategies to support Latino-specific activities. Each priority state will develop their fundraising goals based on their state plan in relationship with state primaries, and pre- and post- convention activities. The Adelante con Clinton Committee will work closely with the State Democratic Party and the Coordinated Campaign to insure coordinated fundraising activities. Moreover, efforts will be made to work closely with Hispanic Leadership Forum of the DNC in its efforts to raise funds from Latinos.

A briefing package will be developed to insure that all fundraising activities follow Clinton/Gore guidelines and FEC guidelines.

F. Coordinated Campaign

Andy Hernandez will be our liaison to the DNC's coordinated campaign effort. We understand that the resources for voter registration, message and get out the vote efforts will come from the coordinated campaign. It is imperative that the state coordinated campaigns have the capability and resources to mount an effective campaign to reach and motivate Latino voters.

G. Democratic Convention

To capture the interest of Latino voters and to send the message that Latinos are playing key roles in the Administration, at the appropriate time, the Director of the Convention should meet with the Latino Steering Committee and M. Echaveste to plan for the active participation of Latinos in all phases of the Convention. There are three areas of priority: presence, profile and participation.

First, Latinos must be have presence at the convention both with respect to delegate selection and staffing. Staffing has begun well, inasmuch as Tanya Lopez has been hired as a special assistant to the Director of the Convention. As staffing increases, Latinos will be needed, e.g., press operations, advance, administration and other key staff roles.

Second, Latinos must fully participate in all aspects of the convention. Participating in the development of the platform and

having one or more of the principals address the Latino caucus during Convention proceedings are some examples that will showcase Latinos' participation.

Third, Latinos should have a profile at the Convention. By that we mean that Latinos should be visible. One or more Latinos should give a major address, whether it is a nominating speech or some such other opportunity, to ensure television coverage.

III. Resources

A. Appointees/State Key Players

In order to implement the outreach plan, we will begin by utilizing the Latino appointees. Appointees have been meeting regularly in an attempt to maximize reaching out to the Hispanic community. By identifying appointee liaisons for each state and charging each to be responsible for organizing Adelante con Clinton committees, we are providing more structure and defined tasks that will assist in achieving our goals.

B. Staff Person At Re-elect

Given the constraints on appointees regarding political activity, successful implementation of the outreach plan requires a person and some resources at the re-elect. This will facilitate phones, faxing and dissemination of information. This person can be a junior or mid-level person and we are prepared to recommend several when we meet.

C. Senior Person At Re-elect

In order for this outreach plan to be taken seriously by the Latino community and its leadership, there must be a commitment that a senior Latino be hired at the re-elect in May 1996. This would facilitate planning for the Convention, ensure a strong voice as resources are allocated by the coordinated campaign and signal the campaign's commitment to Latinos. As staffing increases at the re-elect, Latinos must be visible.

D. Paid Hispanic Media

Special attention must be given to allocating resources to paid Hispanic media and the development of an Hispanic specific communications plan. At a minimum, there should be an oversampling of Hispanics in any polling conducted by the White House or Clinton/Gore. This will facilitate proper message formulation and planning. The next critical step, which should be done by May 1, would be to hire a Latino media consultant to develop a media plan that would include the development of Spanish-language and Latino-specific advertisements and appropriate media buys.

CALENDAR OF EVENTS FOR POTUS AND PRINCIPALS

<u>EVENT</u>	<u>PRINCIPAL</u>	<u>DATE</u>	<u>LOCATION</u>
HISPANIC PUBLISHERS	POTUS/VPOTUS/HRC	1/24-27	DC
MEETING/CONFERENCE CALL ADELANTE CON CLINTON	POTUS	2/5-8	DC
NATIONAL HISPANIC - SCHOLARSHIP EVENT	POTUS/VPOTUS/HRC	2/28	DC
NATIONAL BILINGUAL EDUCATION ASSOC.	VPOTUS/HRC	3/12-15	ORLANDO
TOWN HALL MEETING, UNIVISION OR MEDIA ROUNDTABLE	POTUS	TBD	CA
CALIFORNIA STATE CONV.	POTUS	4/12-13	CA
CREATE EVENT WITH ELECTED OFFICIALS	POTUS	5/5	
NAT'L ASSN OF HISPANIC JOURNALISTS	HRC	6/12-15	CHICAGO
LULAC	HRC	6/20-22	BOSTON
NAT'L COUNCIL OF LA RAZA	VPOTUS	7/14-17	DENVER
NATIONAL ASSN OF LATINO ELECTED OFFICIALS	HRC	7/96	TBD
ADDRESS HISPANIC CAUCUS DEMOCRATIC CONVENTION	POTUS/VPOTUS	8/26-29	CHICAGO
SEPTEMBER 16	POTUS/VPOTUS	9/16	LA
HISPANIC CONG. CAUCUS DINNER	POTUS	9/25	DC
MIDWEST/NORTHEAST VOTER REGISTRATION	POTUS	10/3	CHICAGO
NATIONAL PUERTO RICAN COALITION	POTUS/VPOTUS	10/96	TBD

*****Recommend Western State Swing with POTUS/VPOTUS New Mexico/Colorado, Washington/Oregon and/or Central Valley California

*****Recommend special event(s) with Puerto Rican community at earliest opportunity in New York, New Jersey or Pennsylvania

PROPOSAL:

THE CLINTON/GORE

DISABILITY LEADERSHIP COUNCIL

FEBRUARY 27, 1996

1. Introduction & Overview

2. Objectives

3. National Steering Committee

4. Scheduling Priorities

**5. Accessibility, Staffing &
Voter Registration**

6. Democratic National Convention

7. National Communications

8. Key Issues

9. Surrogate Speaking Operation

10. Timetables

11. State Specific Plans

1. INTRODUCTION & OVERVIEW

The 1994 Census estimates that there are 49 million Americans with disabilities. The community is even larger when including families, friends, and providers that are affected by disability policies. Of a potential pool of 35 million voters, only 14 million people with disabilities are registered. In 1992, 10% of all voters were voters with disabilities.

According to Lou Harris polls, during the last two Presidential elections, the disability vote was as follows:

1992 Clinton - 50%, Bush - 26%, Perot - 18%.

1988 Dukakis - 52%, Bush - 48%.

During the 1988 Presidential campaign, Bush made significant inroads into the traditionally strong Democratic constituency by frequently speaking in support of the Americans with Disabilities Act (ADA), and promising to bring "43 million disabled Americans into our economic mainstream," while the Dukakis campaign failed to reach out to the community.

In 1992, Bush's support among the community crumbled for two reasons. First, under pressure from the business community, Bush backed away from his commitment to the ADA. But secondly, and more importantly, Clinton took several actions that were important to the disability community:

- Strong support for enforcing ADA,
- Equal access to health care,
- An accessible campaign process,
- Substantive position papers on disability issues.

Never before has a national campaign truly organized the disability vote. Never before has the opportunity been greater. As we approach 1996, much is at stake for the disability community. Whether it is the GOP attacks on Medicare, Medicaid, or the ADA, decades of progress are now in jeopardy. While Dole would, by virtue of his disability and record, be the most formidable Republican opponent, he is beatable because of his party's record, and because Dole has called for weakening the ADA, the 3rd rail of disability politics.

The disability community, while organizationally young, is significant in numbers and technologically advanced. If we can incorporate the disability community's issues and faces into the overall message of the campaign, run a disability friendly campaign, and establish the proper outreach structure to the community, we can make a significant impact in key states.

If Dole is the nominee, our goal is to win 60% of the disability vote for Clinton and the Democratic ticket. Without Dole, our goal is 75%.

2. OBJECTIVES

- 1. Turnout the largest disability vote possible for Clinton/Gore.**
- 2. Turnout the disability vote for Democratic Candidates.**
- 3. Make the disability community and their families a permanent part of the Democratic base.**
- 4. Build a strong disability voice in the Democratic Party.**

3. NATIONAL STEERING COMMITTEE

The National Committee will be primarily composed of the DNC Disability Advisory Committee, and be expanded to include representatives from key states. The National Committee will be responsible for the overall implementation of the disability outreach plan.

Honorary Chairs: Senator Tom Harkin, Cong. Major Owens,
Christopher Reeves, Stevie Wonder, Richard Dreyfus,
Justin Dart, Marlee Matlin, Ytzhak Perlman

National Chair: Fred Fay (Massachusetts)
Denise Figueroa (New York)

Regional Chairs: Northeast Elizabeth Healy (Pennsylvania)
South Edward Smith (North Carolina)
Mid-West James Tuscher (Missouri)
South-West Gerald Baptiste (California)
West Diane Lipton (California)

MEMBERS:

Bobby Simpson,	Arkansas
Hugh Hallenberg,	California
Michela Alioto,	California
Curtis Richards,	California
Sue Hodges	California
Jim Parrish,	Florida
Robert Kilbury,	Illinois
Paul Schroeder,	Illinois
Judy Chamberlin,	Massachusetts
Marsha Moers	Michigan
Max Starkloff,	Missouri
Nancy Ward,	Nebraska
Larry Robinson,	New Hampsh.
Robert Friedner	New Jersey
Anne Thomas,	New Mexico
Joan Kinzer,	New York
Mary Biel	Ohio
Joseph Rodgers	Pennsylvania
Ben Soukup,	South Dakota
Becky Ogle,	Tennessee
Bob Kafka,	Texas
Mary Mcknew	Washington
Jennifer Simpson,	Wash, DC

APPOINTEES:

Marca Bristo
Tony Coelho
Susan Daniels
Deidre Davis
Thomas Hehir
Judith Heumann
John Lancaster
Paul Miller
Howard Moses
Elizabeth Savage
Kate Seelman
Frederick Shroeder
Fernando Torres-Gil
Robert Williams
Michael Winter

4. SCHEDULING PRIORITIES FOR THE WHITE HOUSE

<u>DATE</u>	<u>PLACE</u>	<u>EVENT</u>	<u>PRINCIPLE</u>
March	DC	Roundtable w/ Parents and Children with Disabilities	POTUS
March	DC	The ARC (Ass. of Retarded Citizens)	MEG
April	Texas	National Council on Disability Disability Policy Summit	Reich/Patrick
May	DC	National Council on Independent Living - Annual Conference	VP - HRC - MEG
May	Detroit	President's Comm. on Employment of People with Disabilities	POTUS - VP
May	Texas	120th Annual Meeting of the American Association on Mental Retardation	MEG - Shalala
June	DC	Coffee w/ National Disability Press	POTUS
July	DC	Americans with Disabilities Act (ADA) Sixth Anniversary	POTUS & Cabinet
August	Georgia	Paralympic Games & Congress	POTUS - VP

5. ACCESSIBILITY, STAFFING, & VOTER REGISTRATION

- I. ACCESSIBILITY: Having an accessible campaign process sends an important message to the disability community. The Clinton/Gore and DNC Coordinated Campaign must be disability friendly:
 - A. Campaign events need to be accessible.
 - B. Sign language interpreters need to be present at speeches.
 - C. Campaign videos and advertising need to be captioned.
 - D. Campaign offices in the states need to be accessible.
- II. STAFFING: In order to fully engage the community, which amounted to 10% of the vote in 1992, a disability activist needs to be hired at the Clinton/Gore Re-Elect on a full-time basis by 4/1/96. In the top fifteen states, the Coordinated Campaign needs to hire disability activists by 8/1 to mobilize the community. In addition, each CC should designate a staffer to be the point of contact for the disability community.
- III. VOTER REGISTRATION: Leaders from the disability community have submitted a voter registration proposal, Americans with Disabilities Vote, to the non-partisan "Vote Now '96." Their goal is to register 210,000 people with disabilities.

6. DEMOCRATIC NATIONAL CONVENTION

The Convention presents a unique opportunity to: energize key Democratic disability activists from around the country, to visibly demonstrate that the community is playing a key role in the Re-Election, and to empower activists to mobilize the disability community in their community for Clinton/Gore and the Democratic ticket.

- A. **ACCESS:** All Convention related activities need to be accessible to the community. Past Democratic Conventions have failed in this area, generating negative press and sending the wrong message to the community. The DNC Disability Advisory Committee is planning on sending a small team of experts to evaluate convention facilities.
- B. **DELEGATES:** Special efforts should be undertaken to ensure that the disability community is properly represented among the Convention delegates.
- C. **DISABILITY CAUCUS:** Disability delegates, while in Chicago, need to meet with the leadership of the campaign. (POTUS, VP, Ickes, Sosnik, Lewis).
- D. **SPEAKING:** One or more disability leaders need to be given an opportunity to deliver a major address at the Convention.
- E. **PLATFORM:** Disability delegates need to represent the community on the Platform Committee. Issues will be the tools we use to bring the disability community into the Democratic tent.

7. NATIONAL COMMUNICATION AND MEDIA PLAN

Disability outreach and planning can only be successful if the community's issues and faces are included in the overall message of the campaign. Whether in major speeches, campaign events, or paid media, the disability community needs to be visible and recognized not as a special interest, but as an integral part of the American electorate. The community has unique credibility because it cuts across every class, race, community, region, and touches most families.

A. FREE MEDIA PLAN

I. National Disability "Specialty" Press:

1. Coffee with POTUS - June.
2. Interviews with Cabinet heads (Reilly, Shalala, Cisneros, Hunt)
3. Agency press releases.
(DOJ/DOE/HHS/DOL/DOT/DOC/EEOC/FCC)
Re issues and cabinet level speeches.
4. Media outreach by appointees with disabilities.
5. Media outreach by disability grassroots organizations.

II. Internet Web Site (Technologically Advanced Constituency)

1. Clinton/Gore Speeches
2. Position Papers
3. Record of accomplishments
4. How to get involved.

III. Target Organization Newsletters

1. Press releases, Presidential statements, Cabinet level speeches, Position Papers.

IV. Key Media Outlets/Reporters:

1. CA/NY/IL
2. Joe Shapiro US News & World Report
3. Joe Hockenberry - NPR

8. KEY ISSUES

I. CRITICAL ISSUES TO THE CONSTITUENCY

A. Health Care

1. Medicare
2. Medicaid
3. Long-Term Care

B. Civil Rights

1. ADA ENFORCEMENT
2. IDEA
3. Housing

C. Welfare Reform

1. SSI
2. SSDI
3. EITC
4. AFDC

D. Personal Assistance Services

E. Telecommunications

F. Insurance Reform (Kennedy/Kassebaum Bill)

G. Employment of People with Disabilities

I. Home and Community Based Services

J. Education

II. ADMINISTRATION'S RECORD OF ACCOMPLISHMENTS

A. Policy Document

B. Appointees with disabilities (including boards and commissions)

III. ADMINISTRATION'S AGENDA FOR THE FUTURE

A. Policy Document plus paper on ADA enforcement

DRAFT
ADMINISTRATION ACCOMPLISHMENTS FOR PEOPLE WITH DISABILITIES

The Clinton Administration is committed to supporting the 49 million Americans with disabilities in their efforts to exercise their full rights and responsibilities, to live as independently as possible, and to be productive throughout their lives.

President Clinton has stated, "We must not rest until America has a national disability policy based on three simple creeds: inclusion, not exclusion; independence, not dependence; and empowerment, not paternalism."

Every day in our country, persons with disabilities are exceeding the expectations that our society has set for them. Our nation's greatness rests with its people's potential to make the most of their lives and thereby shape the future of our country. Americans with disabilities represent an enormous reservoir of such potential. To tap this potential and power, all of us must heed the President's urgent call to action.

Federal Appointments

The President has appointed an unprecedented number of people with disabilities to important policy-making jobs in the Administration.

Working to End Discrimination against Americans with Disabilities

The Clinton Administration has demonstrated its commitment to implement the Americans with Disabilities Act (ADA), the Individuals with Disabilities Education Act (IDEA), and the other critical civil rights laws that prohibit discrimination against Americans with disabilities (the Rehabilitation Act and the Fair Housing Act amendments).

Under President Clinton's leadership, the Department of Justice has worked to educate the public about the ADA and has increased enforcement activities by investigating thousands of complaints about employment, government services, public accommodations, and transportation. The Administration's emphasis on public education and enforcement has substantially increased voluntary compliance with the ADA.

Although some have used misinformation and anecdotal evidence to make erroneous claims about the ADA, the President has pledged to defend the ADA and has stated his opposition to any substantive change to the law.

Education

Through the Department of Education, the Administration is committed to the Individuals with Disabilities Education Act's guarantee of the right to education for children with disabilities. The Department is working to increase IDEA's focus on outcomes for children and cutting paperwork for schools.

Support for the IDEA is a key piece of the Administration's lifelong learning agenda, including Goals 2000, which encourages education reform for all children, the National Service Act, and the School-to-Work Act, which empowers all individuals, including those with disabilities, to move successfully from school to the workplace of the 21st century.

Health Care

The Clinton Administration is working to protect Medicaid and Medicare and the people served by these programs, including people with disabilities, and to enact insurance reforms that would prohibit insurance companies from denying coverage due to preexisting conditions.

Medicaid insures 6 million individuals with disabilities, including one million children. Medicaid is often the only form of health care coverage that people with disabilities can purchase. Without Medicaid, medical costs for a family member with a disability can easily impoverish a middle class family. Medicaid allows many children and adults to get services at home or in the community, rather than in institutions.

The President has called for reasonable reforms to Medicaid and Medicare, while keeping our guarantee to Americans with disabilities and others who need these programs. He has resisted Republican proposals to block grant and reduce Medicaid funds that would force states to reduce eligibility and benefits for disabled individuals.

Without Medicaid, families might be forced to impoverish themselves to pay for a child's medical care, to give up their jobs to stay home to care for their children or, worse yet, seek institutional placements for their children. Faced with the Republican budget cuts, home and community-based programs would find it especially hard to compete for scarce Medicaid dollars at the state level.

Employment of People with Disabilities:

With an unemployment rate of two-thirds among people with disabilities, we must educate people that having a disability does not mean being dependent and unproductive. Many people with disabilities who could work are deterred from doing so because they would not qualify for employer-based health insurance due to a preexisting condition. That's another reason that access to health insurance is so critical for people with disabilities.

Responsive Services for Families

The Administration provides support for families who are raising children with disabilities. The Department of Health and Human Services funds services and research that enhance independence and quality of life for people with disabilities and their families, including income support, Medicaid, adoption assistance, and Maternal and Child Health programs. In addition, the President protected all American families when he signed the Family and Medical Leave Act and the Childhood Immunization Initiative.

The Administration has worked to ensure that any changes to the Supplemental Security Income (SSI) program for children with disabilities are fair. The President vetoed the Republican budget bill that would have significantly cut cash assistance for most families qualifying for the program. SSI provides critical support for families with disabled children who are struggling to care for a child at home, by paying for diapers, home modifications, respite care, equipment, special dietary items, and income lost because a parent is unable to work full-time.

9. SURROGATE SPEAKING OPERATION

I. MESSAGE

- A. Develop packet of background papers, talking points.
- B. Review of Administration speeches for proper language.

II. CABINET:

- A. Shalala
- B. Riley
- C. FCC Chairman Hunt
- D. Cisneros
- E. Jesse Brown
- F. Robert Reich
- G. Pena

III. KEY ADMINISTRATION OFFICIALS

- A. Carol Rasco
- B. Tony Coelho
- C. Deval Patrick (DOJ)
- D. Chairman Casellas/Paul Igasaki (EEOC)
- E. A/S Judith Heumann (Education)
- F. A/S Fernando Torres-Gil (HHS)
- G. Commissioner Paul Miller (EEOC)
- H. Chairman Marca Bristo (NCD)
- I. Asst. Comm. Sue Daniels (Social Security)
- J. Appointees with disabilities
- K. Grassroots disability leaders

IV. KEY OPINION LEADERS

- A. Senator Tom Harkin
- B. Congressman Major Owens
- C. Congressman Steny Hoyer
- D. Justin Dart

Calendar of Disability Conventions

ate	Event	City	State	# People	Recommendations	Status
Feb 22-26	National Association of the Deaf State Association President's Conference	Washington	DC	65		
March 1-2	The Council for Exceptional Children - Advocacy and Governmental Affairs Committee Meeting	Washington	DC	7		
March 6-9	Learning Disabilities Association of America, Annual International Conference	Dallas	TX	3800-5000	Shalala	
March 17-1	The ARC-Government Affairs Seminar	Washington	DC	350	MEG	
April 20	The Council for Exceptional Children, Maryland Conference, Annual Conference	Annapolis	MD			
April 20-23	8th Annual Public Policy Forum - Alzheimer's Association	Washington	DC	400 +		
April 27-29	National Council on Disability - National Disability Policy Summit	Dallas	TX	300 +	MEG	
April 28-May 1	NISH 1996 Training Conference	Miami	FL	900		
May 2-7	National Council on Independent Living Annual Meeting and Conference	Washington	DC		VP - HRC # 2	
May 10	Spina Bifida Association of Kentucky	Louisville	KY	300-500		HRC Invited
May 16	1996 Access To the World Benefit	Chicago	IL	400-800	Cabinet	

May 22	49th Annual Conference of the President's Committee on Employment of People with Disabilities	Detroit	MI	3000	POTUS # 1
May 28-June 1	120th Annual Meeting of the American Association on Mental Retardation	San Antonio	TX	2000	MEG
June 19-21	Spina Bifida Association of America's Annual National Conference	Phoenix	AZ	1500	
June 21-24	Self Help for Hard of Hearing People's Annual Convention	Orlando	FL	1000-2000	Reno
June 29-July 5	Annual Meeting of the National Federation of the Blind	Anaheim	CA	3000	Reilly
June 29 - July 6	American Council of the Blind's Annual National Convention	Tulsa	OK	2000	
July	The Council For Exceptional Children - Annual Children and Youth Action Network Meeting	Washington	DC	75	
July 1-7	43rd Biennial National Association of the Deaf National Convention	Portland	OR		Reno or Chmn. Hunt (FCC)
July 14-17	5th Annual Alzheimer's Disease Education Conference - Alzheimer's Association	Chicago	IL	1600	
July 26	National Council on Disability, Americans with Disabilities Act Sixth Anniversary	Washington	DC		POTUS # 2
Aug 15	Paralympic Congress	Atlanta	GA	2000	POTUS or VP # 1
Sept 28-30	National Parent Network on Disabilities' Annual Meeting	Washington	DC		
Oct. 24-28	Alzheimer's Association Annual Meeting			400	

10. TIMETABLE

February	Present plan for approval Confirm Honorary Chairs Confirm on National Chairs Confirm Regional Chairs
March	Confirm State Chairs in Target States. Confirm scheduling priorities through August Accessibility review of convention site (Begin voter registration drive.)
April	Hire full-time disability activist at Clinton/Gore. Event to announce formation C/G Disability Leadership Council.
May	Briefing for National and State Committee Leaders at WH & DNC Events in States to announce C/G State Steering Committees
June	Events in States to announce C/G State Steering Committees
July	Events in States to announce C/G State Steering Committees
August	DNC Convention Coordinated Campaign hire of disability activists in top 15 states.

11. STATE SPECIFIC PLANS

STATE STEERING COMMITTEES

Each state will establish a coordinating committee made up of leaders and supporters who are willing to make a commitment to organizing the community in their states. The state committees will work in conjunction with the Coordinated Campaign in field organizing, organizing campaign events, voter registration, fundraising, and media relations.

TARGETS

First Tier: California, Illinois, Michigan, New Jersey,
New York, Ohio, Pennsylvania

Second Tier: Arkansas, Colorado, Connecticut, Kentucky, Iowa, Louisiana,
Maryland, Massachusetts, Minnesota, Missouri, New Mexico,
Oregon, Tennessee, Washington, Wisconsin

Third Tier: Florida, North Carolina

ADMINISTRATION LIAISON

Each target state will be assigned an Administration appointee, who will be tasked with serving as the primary liaison to the State Steering Committee.

KEY STATE MEDIA

KEY STATE ISSUES

VOTER CONTACT

Disability E-Mail System
Persuasion Mailings/Newsletter
Voter Registration
Voter ID
Absentee Ballot Program
GOTV

PROPOSAL

Clinton-Gore Jewish Leadership Council 1996

NATIONAL PLAN

In 1992, Clinton-Gore received 85% of the Jewish vote. Jews are 3% of the general population but are 6% of the electorate. Jews are second only to African Americans in party loyalty (78% are Democrats). In 1994, it is estimated that Jews went 80% Democratic.

The Clinton-Gore Jewish Leadership Council (CGJLC) provided us with an effective structure in 1992. Since 1993 we have contacted members of the CGJLC for information, lobbying members of Congress and raising funds for the Party. Under the auspices of the Jewish Leadership Council, we have held three fund raisers, raising over \$2 million.

We should proceed to reactivate the CGJLC in our target states. The continuation of the '92 model will afford us the name recognition. The Republican agenda in Congress is diametrically opposed to much of the organized Jewish community's interests and thus, many Jews will be looking for a way to support Democrats and President Clinton, in particular. We need the structure to reach out to them in 1996.

The goal of the CGJLC is to touch and motivate as many Jewish Democratic voters as possible and to mobilize electoral and financial support for the Party. The CGJLC will be most effective out in the field. By reaching out to Jewish voters and supporters, we can work toward our goal of 85%+ in 1996.

A. Working Group

A National Steering Committee will be formed in February of 1996 once the proposed chair, **David Hermelin**, is appointed. This committee will be no larger than 12 community and opinion leaders plus one representative for each of the following: Religious Leaders, Young Leadership, Elected Officials and Convention Delegates.

The National Committee will develop the national plan for mobilizing Jewish voters, will work with State Steering Committees, propose priority scheduling for the principles, plan the distribution of campaign literature and community-targeted campaign paraphernalia and act as an advisory committee to the C/G 96 re-elect.

Key staff include:

DNC: Sara Ehrman

OPL: Jay Footlik

C/G: Deborah Mohile (effective 3/1/96)

B. National Steering Committee

Honorary Chair: Elie Wiesel- Indicated interest; needs persuasion.

Co-Chairs: David Hermelin (Detroit)- Will devote a year to us, full time.
Lynn Lyss (St. Louis)- Available as of February 12, 1996.
Stan Hirsh (Los Angeles)
Jack Bendheim (New York)- Orthodox
Stanley Chesley (Cincinnati)
Arthur Schechter (Houston)
Pris Siskin (Tennessee)
Jay Stein (Jacksonville)
Norman Brownstein (Denver)
Mel Levine (Los Angeles)
to be determined

Rabbinical Chair: to be determined

Young Leadership: to be determined

Elected Officials: Senator Lieberman, Chair
(Members of Congress, State Legislators, other electeds)

Administration and Jewish Appointees

Key Administration Officials and Jewish appointees will be encouraged to get involved as surrogates or with the National and State Steering Committees where appropriate.

Mark Weiss	HUD
Iris Burnet	USIA
Joan Bernstein	FTC
Mickey Kantor	USTR
Deborah Matz	USDA
Madeleine Kunin	Education
Karen Adler	GSA, NY

Judith Barnett	Commerce
Melissa Moss	Commerce

Wendy Sherman	State
Dennis Ross	State
Yehuda Mirsky	State

Sam Dubbin	DOT
Janel Lieber	DOT
Louise Stoll	DOT
Frankie Greenberg	DOT

Josh Gottbaum	DOD
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Robert Reich	Labor
Geri Palast	Labor
Nancy Kirshner	Labor

Sara Kovner	HHS
Peter Edelman	HHS

Doug Sosnik	WH
Alice Rivlin	WH
Jack Lew	WH
Gene Sperling	WH
Jeremy Ben-Ami	WH
Sandy Berger	WH
Dick Schifter	WH
Steve Silverman	WH
Evelyn Leiberman	WH
Rahm Emanuel	WH

C. Communications/Media Plan

Most communications plans will be state specific. Earned/free media will result from press conferences or community events held in the states. Friendly columnists and opinion makers will be encouraged to contribute to our exposure. Paid media will likely be focused in September for the High Holy Days and in late October. Common community-targeted campaign paraphernalia (Clinton-Gore in Hebrew) will also lend to our exposure.

The Jewish press is served by a national pseudo-wire service, the Jewish Telegraphic Agency which feeds stories daily to local papers across the country. Also, many columnists (several of whom are friendly to the Administration's positions) are syndicated and found in numerous publications. Both are sources of free/earned media; we will concentrate on them. In the spring, a Jewish press availability with the President will be necessary.

Issues

Critical issues to be addressed during the campaign and in campaign literature targeted to the Jewish community include the following:

- economy, budget cuts
- reproductive rights, women's issues
- separation of church and state
- radical right
- civil rights/affirmative action
- welfare reform
- immigration reform
- anti-terrorism legislation
- crime
- lobbying reform
- foreign aid and the Middle East peace process.

D. Scheduling

"Must do" events for the principles will include national organizational conferences (mostly in DC) and four large CGJLC community events in June and July (one each in DC, Los Angeles, New York and South Florida).

<u>Date</u>	<u>Location</u>	<u>Event</u>	<u>Principle</u>
February	Washington	Chief Sephardic Rabbi of Israel- informal	POTUS
Feb/March	Washington	Agudath Israel- informal	POTUS
April/May	Washington	American Jewish Congress- informal Oval Office	POTUS*
May	Washington	Jewish press availability	POTUS
May/June	New York	NY Jewish Community Relations Council- dinner Marty Begun	POTUS
May/June	Washington	Conference of Presidents of Major American Jewish Organizations-informal	POTUS
June-Oct	various	C/G Jewish Leadership Council- DC, NJ, CA, FL	POTUS

* = This event is advocated by Dick Morris.

<u>Date</u>	<u>Location</u>	<u>Event</u>	<u>Principle</u>
March 7-10	Detroit	National Council of Jewish Women- conference	HRC
March 16-19	Washington	United Jewish Appeal Young Leadership- conference	HRC
March 25-28	Philadelphia	Central Conference of American Rabbis- conference	VP
April 28-30	Washington	American Israel Public Affairs Committee- conference	Christopher
May 8-10	Washington	American Jewish Committee- conference	tbd
May	Washington	Jewish Elected Officials reception	VP
June/July	Washington	National Jewish Democratic Council- informal	tbd
monthly	--	conference call with National Steering Committee	tbd

Jewish High Holy Days / No Scheduling Possible

April 3-11	Passover
May 23-25	Shavuot
September 13-15	Rosh Hashana
September 22-23	Yom Kippur
September 27-29	Sukkot
October 4-5	End of Sukkot
October 6	Simchat Torah

Rollout events

1. **February 9:** David Hermelin will come to Washington to be appointed Chair of the C/GJewish Leadership Council. He will meet with Doug Sosnik, Harold Ickes, Ann Lewis, Alexis Herman, David Strauss, Craig Smith, Herbert Block, Sara Ehrman, Jay Footlik, Ari Swiller and Deborah Mohile.
2. **March 1:** David Hermelin will convene a National Steering Committee and hold an initial conference call. He will hold bi-weekly conference calls with this committee for the remainder of the cycle.
3. **March 1:** Deborah Mohile will serve as staff for the CGJLC from the Re-elect.
4. **March 15:** David Hermelin will appoint State Chairs for our twelve targeted states.
5. **April 1:** State Chairs will form a Steering Committee and meet.
6. **April 15:** State Steering Committees will submit their plans to the National Steering Committee for voter registration, fund raising, GOTV, media buys, Field Issue Forums and exposure. Implementation begins immediately and will continue through election.
7. **June-August:** All-day field issue forums (FIF) sponsored by the National Steering Committees will be scheduled in the following cities:

Washington: **June 2** **National Kickoff!** Issues: Church-State Separation, Reproductive Rights, Support for Middle East Peace Process

Los Angeles: **June 31** Issues: Immigration reform, Affirmative Action, Reproductive Rights, Israel

S. Florida: **September 8** Issues: Immigration, Medicare Reform, Crime, Israel

New Jersey: **October 13** Issues: Crime, Welfare Reform, Anti-terrorism, Education, Israel

States not listed will run their own, scaled-down FIF. State Steering Committee-run FIFs should be planned and executed on a six-week basis:

- Week 1: Recruiting local volunteer committee, raising funds, and planning a date.
- Week 2: Selecting a site, approaching speakers, begin marketing, recruit participants.
- Week 3: Secure speakers, continue marketing and recruiting.
- Week 4: Press advance initial contact, finalize fund raising.
- Week 5: Select from among participants to attend clutch, marketing blitz.
- Week 6: Staff arrive to finalize details, event.

8. **August 26-29:** CGJLC will hold reception at Convention in Chicago for National and State Committee members who are present.

Surrogate speakers

Several Administration officials are excellent surrogates. The following surrogate speakers are available (in addition, there will be a DNC Speakers' Bureau training for sub-Cabinet level Jewish appointees in the Spring):

Secretaries: Rubin, Christopher, Reich, Glickman and Shalala;

Administration: Amb. Mickey Kantor, Leon Panetta;

White House: David Satterfield, Jay Footlik, Doug Sosnik, Sandy Berger, Dick Schifter and Jeremy Ben-Ami;

State Department officials: Dennis Ross, Toni Verstandig David Aaron Miller and Richard Morningstar;

Agency officials: Iris Burnet, Sue Blumenthal, Bonnie Campbell, Sara Kovner, Debbie Matz, Judith Barnett, Deval Patrick, Joe Grandmaison.

American Jewish Community

Total Jewish Population¹: 5,880,000 or 2.3% of US Population

Metropolitan Residence²: 75% live in Metro areas (150,000+)

Largest Communities³: New York-Northern NJ-Long Island
(200,000+) Los Angeles-Anaheim-Riverside
Miami-Ft. Lauderdale
Philadelphia-Wilmington-Trenton
Chicago-Gary-Lake County
Boston-Lawrence-Salem
San Francisco-Oakland-San Jose

Affiliation⁴: 35% Conservative
38% Reform
6% Orthodox
20% "Just Jewish"/Something else

¹⁻³ Kosmin, Barry and Scheckner, Jeffrey, "Jewish Population in the United States, 1994." American Jewish Year Book 1995. New York: American Jewish Committee, 1995.

⁴ Goldstein, Sidney, "Profile of-American Jewry: Insights from the 1990 National Jewish Population Survey." American Jewish Year Book 1992. New York: American Jewish Committee, 1992.

PROPOSAL

1996 Clinton-Gore Jewish Leadership Council

STATE SPECIFIC PLANS

Each state will have a coordinating committee made up of leaders and supporters who are willing to help with fund raising, field organization and/or politics. They will also be responsible for recruiting audiences, securing sites and any fund raising needed to fund large events scheduled in their cities. State party officials and elected officials will also participate.

Meetings have been convened with State Steering Committee members in Cleveland, Chicago, New York and Boston. The purpose of these meetings was to lay the foundation for reactivating the CGJLC structure.

Targeted states for the Jewish vote and state Chairs follow:

California	Stanley Hirsh, Los Angeles
Connecticut	Arnold Greenberg, West Hartford
Florida	Jerry Berlin, Miami
Illinois	Susan Manilow, Chicago
Maryland	Michael Gelman, Chevy Chase
Massachusetts	Elaine Schuster, Boston
Michigan	David Hermelin, Detroit
Missouri	Lynn Lyss, St. Louis
New Jersey	David Steiner, Roseland
New York	Jodi Schwartz, Abe Biderman, New York
Ohio	Jim Friedman, Cleveland
Pennsylvania	William Titelman, Harrisburg

The State Steering Committees will have a parallel structure to the National Committee in that a religious leader, elected official and young leadership designate will be represented. National staff and committee members will arrange conference calls and lend assistance to those states in which "rollout" events are planned. Due to the size and complexity of the Jewish communities in New York, California and Florida, it will be essential to have full time staff working in those states on the Jewish vote.

Grass roots

Voter registration, GOTV and absentee ballot programs can be conducted on the national level by assisting national Jewish organizations already planning to execute such programs and with Democrats Abroad in Israel, which can produce upwards of 60,000 absentee votes for Clinton/Gore '96. Involved religious leaders will be essential in reaching the grass roots for these traditional campaign components.

1996 CLINTON-GORE JEWISH LEADERSHIP COUNCIL
TARGETED STATE SYNOPSIS

CALIFORNIA

1. State Steering Committee (in formation)

Stan Hirsh, Los Angeles, Chair
Peter Gold, Los Angeles
Donna Bojarsky, Los Angeles
Amy Friedkin, San Francisco
Martin Block, San Diego
Ed Sanders, Los Angeles
Richard Swig, San Francisco

2. Key Issues

- Proposition 187- Anti-Immigrant legislation- Jewish community, previously split, has united against this proposition which threatens the thousands of Soviet and Persian Jewish refugees and immigrants that have settled in California.
- Affirmative Action- Wilson's proposals go too far.
- School vouchers- a divisive issue in the community.
- Governor Wilson- enjoys moderate support from the community.
- No statewide elections

3. Media

San Diego Jewish Times
Los Angeles Jewish Journal
Northern California Jewish Bulletin, San Francisco Bay Area
Jewish Community Chronicle, Long Beach
Jewish Community News, Los Gatos
Jewish Spectator, Calabasas

4. Jewish Population*

922,000 or 3.0% of population

* All statistics from: Kosmin, Barry and Scheckner, Jeffrey, "Jewish Population in the United States, 1994." American Jewish Year Book 1995. New York: American Jewish Committee, 1995.