

CATEGORY

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THE WHITE HOUSE
WASHINGTON

January 3, 1995

MEMORANDUM FOR ALEXIS HERMAN
DOUG SOSNIK
KAREN HANCOX

FROM: Harold Ickes 

SUBJECT: Constituency groups

Attached is a draft of an outline regarding constituency groups.

IAN - 4 1996

Elements for plans for constituency groups

12/30/95

- For each constituency group need to develop a "national" plan, and a "state" plan for each targeted state in which the constituency can affect the outcome of the 1996 general election for that state. For example, targeted states for Hispanics would include:

California
New Mexico
Colorado
Nevada (?)
Illinois
Florida
New Jersey
New York
Connecticut
Texas (defensive)

I. National plan: The "national plan" should include:

1) Working group -

- a) chair(s)
- b) members
- c) key "staff"

- should be limited in size to ensure it is functional.
- should meet at least bi-weekly.
- membership may well include members of the Administration who may participate on non government time.
- Primary functions include:

-to develop national plan for mobilizing the constituency, especially the leadership;

-to develop a state specific plan for each targeted state in which the constituency can affect the outcome of the 1996 general election;

-to develop a national media/ communications plan;

-to develop state specific media/ communications plans;

- to develop schedules of "must do" and "important" events/ appearances, meetings, phone calls for the President, Vice President, HRC, Mrs. Gore and key surrogates;
- to develop a national steering committee, where useful;
- to develop a surrogate speakers operation;
- to develop suggestions for informational literature for leadership groups;
- to advise C/G '96 Re-elect on implementation of the various elements of the national and state plans;
- to monitor the implementation of the national and state plans;
- to act as the main contact between the constituency and the C/G '96 Reelect

2. National steering committee

- Where useful, the working group should develop a national steering committee.
- The primary purpose of the national steering committee is to increase inclusion of leadership people; to increase visibility; and to increase participation of the constituency in the C/G re-election effort.

3. Communications/ media plan

- The working group should develop, or over-see the development of, a national communications/ media plan, where useful. In some cases, the national plan may consist primarily of state specific communications/ media plans. Each plan should include recommendations for a reasonable paid media (electronic and print) effort as well as a "free" media plan.

The free media plan should include key media outlets and publications in each key media market/ state for the particular constituency as well as the names of key editors, editorial boards, reporters, columnists, and talk show hosts.

4. Scheduling

- Develop a month by month schedule of "must do"
 - a) recommended groups to meet with the President, Vice President, HRC or others at the White House;

b) recommended individuals that "must" meet with the President, Vice President, HRC or others in a non group setting, either at the White House or "on location;"

c) recommended phone calls to individuals by the President, Vice President, HRC, Mrs. Gore or others;

NOTE: For each person recommended (for either group or individual meetings or phone calls) there should be a one or 2 sentence bio and phone numbers.

- Develop a month by month schedule of other important (but less than "must do") events/ appearances, meetings, phone calls for the President, Vice President, HRC, Mrs. Gore and, especially for key surrogates.

5. Issues

- Develop short list of critical issues that must be addressed with respect to the constituency. (Note: The Administration may well have dealt with most or all of such issues, but a discrete list of such critical issues should be developed.)
- For those critical issues for which the President/ Administration have not yet developed a position, the working group should make recommendations for positions to be taken by the President/ Administration.

II. State specific plans

- The working group should develop, or oversee the development of, a plan for each targeted state. For example, at a minimum the Hispanic working group should develop a separate plan for that constituency for each of the following targeted states:

California
New Mexico
Colorado
Nevada (?)
Illinois
Florida
New Jersey
New York
Connecticut
Texas (defensive)

- Each state plan will contain the same elements as suggested for the national plan including;

- a) State working group;
- b) State steering committee;
- c) List of key leadership people (with phone numbers and one or 2 sentence bio for each);
- d) List of key issues; and recommendations concerning open issues;
- e) Free media plan, which will include key electronic/ print outlets, editorial boards, editors, columnists, reporters, talk show hosts;
- f) Reasonable proposed paid media (electronic and print) plan;
- g) List of "must do" events/ appearances, phone calls on a month by month basis, for the President, Vice President, HRC, Mrs. Gore and key surrogates;
- h) List of important (but less than "must do") events/ appearances, phone calls on a month by month basis primarily for surrogates;
- i) Description of how best to involve the key leadership in the C/G '96 Re-elect effort, and who, on the national working group, is responsible as the primary contact with each leadership person; and
- j) Specific recommendations for voter registration, GOTV and absentee ballot programs.