

CATEGORY II

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:
(200,000+) New York-Northern NJ-Long Island
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.