

CATEGORY #2

## 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<br>PRIMARY DATE    |
| DEVELOPING AND IMPLEMENTING STATE PLAN<br>(GOTV, GRASS ROOTS ORGANIZATION,<br>FUNDRAISING, SCHEDULING, MEDIA, ETC.) | POST-PRIMARY TO<br>CONVENTION |
| IMPLEMENT GOTV                                                                                                      | POST CONVENTION -<br>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<br>northern | Michael Huerta (DOT)                                                                                       | Ron Gonzales (San Jose Cty Super), Blanca Alvarado (San Jose Cty Super), Joe Serna (mayor, Sacramento)                                                                                                         |
| LA                     | Evelyn Fierro (DOT),<br>Kathy Sandoval (FCC),<br>Fernando Torres-Gil (Asst Secy, HHS),<br>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

Ida 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                                                  |

#### Show the Flag

|               |                                                            |                                                                                                                |
|---------------|------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Massachusetts | Alex Rodriguez (Treasury)                                  | TBD                                                                                                            |
| Puerto Rico   | Nelson Diaz (general counsel, HUD)                         | Hector Luis Acavedo (mayor, San Juan), Pedro Rosello (governor), Carlos Romero Barcelo (resident commissioner) |
| Texas         | Norma Cantu (DOEd), Jhoco 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<br>ADELANTE CON CLINTON        | POTUS            | 2/5-8       | DC              |
| NATIONAL HISPANIC -<br>SCHOLARSHIP EVENT               | POTUS/VPOTUS/HRC | 2/28        | DC              |
| NATIONAL BILINGUAL<br>EDUCATION ASSOC.                 | VPOTUS/HRC       | 3/12-15     | ORLANDO         |
| TOWN HALL MEETING,<br>UNIVISION OR MEDIA<br>ROUNDTABLE | POTUS            | TBD         | CA              |
| CALIFORNIA STATE CONV.                                 | POTUS            | 4/12-13     | CA              |
| CREATE EVENT WITH<br>ELECTED OFFICIALS                 | POTUS            | 5/5         |                 |
| NAT'L ASSN OF HISPANIC<br>JOURNALISTS                  | HRC              | 6/12-15     | CHICAGO         |
| LULAC                                                  | HRC              | 6/20-22     | BOSTON          |
| NAT'L COUNCIL OF<br>LA RAZA                            | VPOTUS           | 7/14-17     | DENVER          |
| NATIONAL ASSN OF LATINO<br>ELECTED OFFICIALS           | HRC              | 7/96        | TBD             |
| ADDRESS HISPANIC CAUCUS<br>DEMOCRATIC CONVENTION       | POTUS/VPOTUS     | 8/26-29     | CHICAGO         |
| SEPTEMBER 16                                           | POTUS/VPOTUS     | 9/16        | LA              |
| HISPANIC CONG. CAUCUS<br>DINNER                        | POTUS            | 9/25        | DC              |
| MIDWEST/NORTHEAST<br>VOTER REGISTRATION                | POTUS            | 10/3        | CHICAGO         |
| NATIONAL PUERTO RICAN<br>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