

Draft as of 5/16/97

RACE/RECONCILIATION COMMUNICATIONS STRATEGY PLAN

OBJECTIVES

- *Emphasizing the importance and necessity of the race and reconciliation initiative through the communications roll out to as wide an audience as possible.*
- *Illustrate the President's long-term commitment to, and understanding of, the issue of race in America.*
- *Develop the message to reflect accurately and appropriately the scope and nature of the President's initiative, ensuring that our means of communication are as accurate and inclusive as the initiative itself will be.*

Following is an outline of the communications strategy including press, surrogate and outreach plans and timelines. This is intended for planning purposes only.

Week of May 12: Lay the Ground Work

Event

Tuskegee Apology

The Tuskegee story will be the hook for many reporters to write about the race initiative from a historical perspective.

Press: Dr. David Satcher will go to the stakeout. Identify Administration spokesperson to put this in context of the larger race initiative (or brief Satcher).

Morgan State Commencement

Press: Side-bar/feature stories on Terry Edmonds, first African-American speech writer for a U.S. President, Morgan State alumni.

Media

Finalize Press Plan

Identify key reporters and publications (particularly minority journalists and outlets) for inclusion in roll out.

Materials

Develop and Distribute Internal Talking Points

Submit POTUS memo requesting surrogate approval and suggestions.

Outreach

Identify Surrogates

Validate the President’s commitment to this issue and provide thoughts and anecdotes. These should be people from various disciplines (activists, religious, friends, family, political) who can address this issue in context of stages of the President’s life.

•Childhood:	Mack McLarty, David Leopoulos, Mrs. Leopoulos, Carolyn Staley, Roger Clinton
•College/Law School:	William Coleman, Phil Verveer
•U of Ark. Fayetteville:	L.T. Simes, Carol Willis, Diane Blair
•Governor:	Rodney Slater, Lottie Shackelford, Maria Haley, Freddie and Victor Nixon, Tony Campolo, Ernie Green, Secretary Riley
•To Present:	Henry Cisneros, Jesse Jackson, Taylor Branch, Maggie Williams, Bob Matsui, Vernon Jordan
•Administration:	Ann Lewis, Minyon Moore, Maria Estevestez, Alexis Herman
•Process	Erskine Bowles, Sylvia Mathews, Bob Nash, Rahm Emmanuel, Ann Lewis

(We need to look at diversifying this entire list a bit more -- Asian Americans, Hispanics)

Week of May 19: Continue Laying the Ground Work

Materials

Submit Scheduling Request for POTUS Press Block- 3 hours

Prepare Target Media Lists

Focus on minority journalists, both mainstream press and targeted outlets.

Research/Speechwriters Meet With POTUS

The aim of this meeting is to get the POTUS perspective, in his voice, on racial issues (or Week of June 2nd).

Develop and Finalize Surrogate List

Prepare Cabinet Commencement Talking Points

Plan Media Background Dinners

Identify hosts and participants.

Outreach

Reach Out to Potential Surrogates and Finalize List

Develop Outreach Lists

Include groups/individuals that should be brought into the White House for meetings/briefings prior to the speech. Using "consult" list and our list of 30 "influences", identify those who would be helpful in our efforts. Roundtable discussions will be an important opportunity to brief and obtain thoughts of the preeminent thinkers in this field. They will likely be contacted by the media to analyze/pontificate.

- ? | • **Academicians/Researchers** (Ron Walters, Cornell West, Ronald Takaki)
- **Activists** (MALDEF, NAACP, Urban League, LaRaza, SouthwestVoter)
- **Clergy/Religious Organizations** (National Council of Churches, Progressive Fundamentalist)
- **Intergovernmental Outreach** (Gov. Gary Locke, Dennis Archer, Willie Brown)
- **Congressional Affairs List** (CBC, Congressional Hispanic Caucus)

Week of May 26th: Create Support Materials

Foreign Travel

POTUS Travels to The Hague, Paris, and London

Materials

Obtain Input From Outside "Thinkers" for Speech
Working off lists developed for consults and commission.

Draft Outline/Themes of Speech

Update/Draft Accomplishment Documents

African-Americans, Hispanic-Americans, Asian-Americans, and Native-Americans

Prepare White House/Personnel Administration Charts and Numbers

Create Demographic Illustrations/Graphs

Workforce changes, regional shifts, ect.

List Status of Current Activities

Justice, Procurement, ect.

Develop California Specific Press and Outreach Lists

Draft Q&A's

Draft Surrogate Talking Points

Week of June 2nd: Obtain Consensus

Event

Announce White House Conference on Hate Crimes

Media

Work With News Outlets

Focus on outlets that are dedicating considerable time to issue. CNN has expressed interest in a week long series on race leading up to the 14th. US News, Newsweek, and TIME also plan large takeouts.

Materials

Confirm Internally and Work on Details of Town Hall Meetings

Develop Town Hall Meetings Communications Outline

Little Rock could be site of first Town Hall in September to commemorate the anniversary of Central High School desegregation.

Circulate First Draft of Speech

Small internal group

Identify Op Ed Writers and Placement Targets

Finalize and Schedule POTUS Media Briefings/Interviews

This includes the week prior to speech focusing on inclusion and minority journalists/outlets.

Outreach

Invite Key “Thinkers” to Private White House Dinner

Provides POTUS with opportunity to get input from outside thinkers off the record.

Conduct Media Background Dinners

Schedule Private Meetings with POTUS.

Following is a list of potential invitees by subject areas:

- Educators/Scholars
- Non-Profit Leaders
- Business Leaders
- Sports and Entertainment Leaders
- Religious Leaders
- Civil Rights Advocates

Week of June 9th: Build Framework for the Speech

Event

Speech at UCSD June 14

Media

Schedule and Conduct Media Interviews with Surrogates

Hold White House Background Briefings

Preview race initiative to key audiences.

Identify Sunday Talkers

POTUS Interviews

The following is a sampling of possibilities, please submit suggestions. Trotter Group, WSJ (Frisby), NBC (Bloom- Maybe they would run on Sunday evening), AP (Sonya Ross), USA Today (DeWayne Wickham), Asian-American outlets, Hispanic Regional Publications, Univision, and American Urban Radio Network

Embargoed Briefing for White House Press Corps on Friday, June 13

Morning Shows -- Rodney Slater and Henry Cisneros to discuss POTUS background.

Background Briefing for Pundits (Reaching Out to Minority Pundits)

Background Briefing for Sunday Show Pundits and Columnists
Friday, June 13.

News Magazine Set-up for Early Deadlines

Possible Rodney Slater interview with Newsweek (and others? On POTUS background on civil rights).

Materials

Revise/Edit/Finalize Speech

Speech Prep

Review Op Eds

Qs and As Needed for the Day of Speech

Given that deadlines are on early Saturday, we may need to do an embargoed briefing on Friday. Sylvia, Ann L., etc., should also be prepared to brief on Saturday as well. Distribute commission bios profiles.

Outreach

Hold Private Briefings/Dinner with POTUS and Outside Thinkers

Post Speech Activities

Media

Draft and submit NAACP Crisis Magazine Article
Due July 12th

Op-eds from validators

Specialty Press Mailing

Editorial Board and specialty press mailing of speech and background materials

Regional conference calls

Calls will be with beat reporters in large ethnic and minority markets

Book Guests on National and Regional Radio and TV Shows

The shows will be booked in targeted markets (ie-Tom Joyner; Jesse Jackson; religious shows)

Specialty Press Conference Calls to Ethnic and Religious Media

Radio, TV, and Print Interviews to Targeted Specialty Media
(ie-Telemundo, Univision)

Satellite Interviews and/or CNN Guest Source

Tongs- Will Also be Competing with Summit of Eights

Guests for Sunday morning shows on June 15

Commission Members Fan Out to Monday AM Shows

Event

July

National Association of Black Journalists Convention.

September

40th Anniversary of the desegregation of Central High School -
event/attendance in Little Rock.