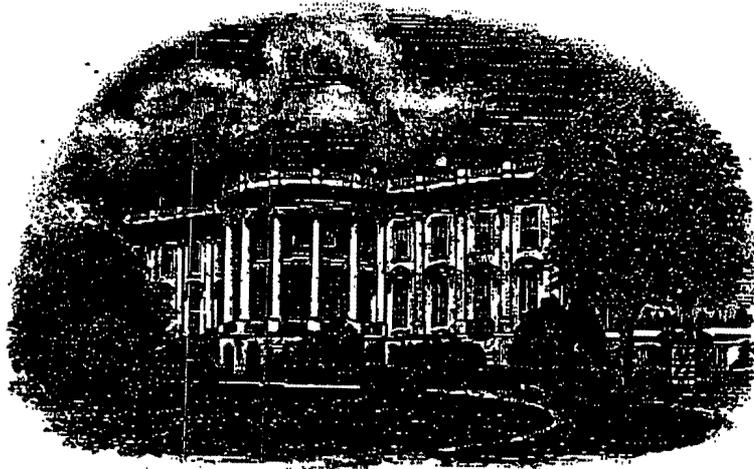


# EXECUTIVE OFFICE OF THE PRESIDENT



## Office of Management and Budget FAX TRANSMITTAL COVER SHEET

Number of pages (including cover sheet) 2

Date: 11-29-93

To: Carol Pasco / Bill Galston

Fax No. 436-2278 6687 Voice No. \_\_\_\_\_

Comments: \_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

From: \_\_\_\_\_

Fax No.: 202-395-3888 Voice No. 202-395-4840 <sup>SP63/4742</sup>

November 29, 1993

## MEMORANDUM TO DISTRIBUTION

FROM: BARBARA J. PAIGE (x5863)

SUBJECT: ENTITLEMENTS CONFERENCE; TODAY'S NEWS

My most recent conversation with scheduling (this afternoon) revealed that they are willing to commit "a substantial block" (approximately 3 hours) of the President's time to the conference, but are unwilling/unable to commit to his arrival before 10:45 - 11:00am.

**Dilemma**

• The President's advisors have expressed a strong preference for his participation to open the conference so that he is not put in the position of having to respond to what has been said before his arrival, but

- 11:00 is far too late to begin an all-day conference.

**Suggested solution:**

- Delay opening remarks by MMM, Bryn Mawr President McPherson, and Rob McCord until 9:30 am.
- Use the time from 10:00 - 10:45 for a presentation of:
  - 1) the political difficulties of addressing entitlements,
  - 2) the media's pre-occupation with waste, fraud and abuse instead of entitlements, and
  - 3) the public perception of entitlements.

Suggested presenters are:

- 1) political quagmire - Tim Penny,
- 2) media focus - Jeff Greenfield (ABC), and
- 3) public perception - MMM's polling consultants Bennett & Pets.

When the President arrives, he could cap the opening presentations with his remarks about the budget impact of entitlement spending and that those with the fastest increasing costs will be addressed by the Health Security Act.

- Move right into the Health Care Panel (11:00 or 11:15). Wrap up Health Care Panel at 12:30.

• Begin luncheon at 12:30 (or more realistically 12:45) with the President arriving at the luncheon at 1:00 (this will allow him time to meet and greet those not attending the luncheon and for the luncheon guests to be seated and served). Brief comments by POTUS on the courage of MMM's vote... how her vote has had a positive impact on his

Presidency... how the budget decision began a series of legislative victories... tie MMM's budget vote to other (more favorably received legislation)...

- POTUS would be free to leave around 1:30 - 1:45.

#### **Other recent changes in the course of events**

Secretary Reich is unable to participate in the conference. The conference planners had previously considered former congressman Tom Downey as a possible moderator of the Jobs/Welfare panel if Secretary Reich was unavailable. MMM's staff have indicated, however, that they really want a cabinet member and suggested Ron Brown or Henry Cisneros.

#### **Decision**

A meeting to discuss the content of the President's remarks is scheduled for tomorrow, November 30th at 3:00. Please let me know if you think we should pursue today's format approach at that meeting, as well who, if either, Secretary Brown or Cisneros we should ask to replace Secretary Reich.

#### **Distribution:**

Alice Rivlin  
Matt Miller  
Carol Rasco  
Bill Galston

November 24, 1993

TO: Carol H. Rasco  
FROM: Bill Galston  
SUBJ: Entitlements Conference

Alice and I talked with Maggie this morning about the President's participation in the health care panel, and Maggie then raised the question with the First Lady's health care message group. When talked with Maggie again this afternoon, she told me that our basic conception of the health care panel (individuals asking how the HSA would affect them/their business, and the President responding) is completely acceptable. Two representatives of the Delivery Room have been asked to work with Alice and the DPC to choose panel participants and help script Q&As.

I think this matter is now under reasonable control.

THE WHITE HOUSE

WASHINGTON

TO: Mark Gearan  
FROM: Carol H. Rasco   
SUBJ: Entitlements Conference Speech  
DATE: November 22, 1993

Based on a brief meeting with the President today, I would preliminarily like to suggest the speechwriters start looking at examples of people with whom the President has come into contact or has heard from during the campaign and this first year in office that can be used in his opening remarks. Some of the conference organizers wanted a panel of humans affected by entitlements to show that these are real people and not all destitute by the way....we X'd the panel of people at this time as President wants a discussion with cabinet officials but we do feel his opening remarks/speech can be the place a real people tone is set. I'll have further details of the proposed panel with the Cabinet members early next week for your review.

Thanks.

cc

THE WHITE HOUSE  
WASHINGTON

TO: Mark Gearan

FROM: Carol H. Rasco

SUBJ: Entitlements Conference Speech

DATE: November 22, 1993

*Dec. 13* *Need a file*

Based on a brief meeting with the President today, I would preliminarily like to suggest the speechwriters start looking at examples of people with whom the President has come into contact or has heard from during the campaign and this first year in office that can be used in his opening remarks. Some of the conference organizers wanted a panel of humans affected by entitlements to show that these are real people and not all destitute by the way....we X'd the panel of people at this time as President wants a discussion with cabinet officials but we do feel his opening remarks/speech can be the place a real people tone is set. I'll have further details of the proposed panel with the Cabinet members early next week for your review.

Thanks.



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF MANAGEMENT AND BUDGET  
WASHINGTON, D.C. 20503

*file: Entitlement Conference*

THE DEPUTY DIRECTOR

September 23, 1993

MEMORANDUM FOR CAROL RASCO

FROM: Alice M. Rivlin *Alice*

I was asked to coordinate the entitlement conference that the President promised Marjorie Margolies-Mezvinsky. I very much need your advice and suggestions.

I have had a brief conversation with MMM (as she is known to her staff) and further conversations with Ken Smuckler of her staff and various people in HHS. MMM has in mind a one-day conference in mid-November, which would focus attention on entitlement issues. I think her concept is a mini version of the Little Rock conference - the President, cabinet members, experts and citizens discussing options and alternatives. The primary purpose would be to explain what entitlements are, who gets them, why they are growing, and what might be done about it. She does not seem to have a more specific agenda.

We should figure out how to shape this event to get the most out of it for the President. It could be a major Presidential event that just happens to be in MMM's District, or it could be an MMM conference to which the President makes a cameo appearance, or something in between. I'd like to kick this around with you and whoever you think is appropriate.

I attach some notes on what seem to me to be the major questions.

Attachments:  
As stated

**Questions about the Entitlements Conference  
in Marjorie Margolies-Mezvinsky's District**

1. Purpose: What does the Clinton Administration want to get out of this--besides fulfilling a commitment?

- Educating the country on entitlements
- Showcasing health care reform as a response to entitlement growth
- Highlighting the welfare reform initiative--jobs and empowerment as alternatives to income support
- Making the case for controlling Social Security and other retirement costs in the future
- Displaying the President and cabinet in intelligent discussion with citizens and community leaders

2. Presidential involvement

The big question is how much time the President should devote to this conference and how much he wants it to be seen as his conference. Options:

- Make clear that it is MMM's conference and have the President make a cameo appearance, perhaps delivering the luncheon address.
- Build the conference around him and have him chair one or more panels, as well as making a statement.
- An intermediate position with a Presidential appearance and heavy cabinet involvement.

3. Logistics

- Date--aim for one day conference in mid-November
- Where--best site likely to be Villanova University
- Audience--cross section of the community or mostly students?
- Who would do the inviting?

- Auspices and funding--MMM suggests private funding through Congressional Institute of the Future. Is this a good idea?

#### 4. Format and Content

One possibility would be to start with an overview followed by three panel sessions with 15-20 people each discussing major issues involving a particular type of entitlement:

- Quick overview on what the programs are, how they have been growing, what major options might be for the future. This should be quite short and well presented with good graphics.
- Health care--an opportunity for the Administration to showcase its proposals
- Retirement--Social Security, military and civil pensions, as well as private sector pension issues. This could focus on the aging of the population and the dilemmas facing the next generation of workers as the retirement population increases rapidly
- Preventing welfare dependency--an opportunity to discuss welfare reform, empowerment, jobs, housing reform, etc.

Alternatives might be more thematic discussions of entitlement problems. For example:

- Who should get entitlements (just the needy, or the well-off too)?
- Facts and myths about entitlements
- Relation of entitlements to the deficit

#### 5. Participants

One question is how bipartisan the conference should be. (MMM believes the President's commitment had a bipartisan flavor and that Republican leadership should be invited.) She is also interested in showcasing several freshman women in marginal seats.

A related issue is how much to make this a Congressional event. Senator Wofford would like to participate and Senator Specter probably should be invited. The list of additional Congressional participants could be long or short.

Other issues are how much local business, labor, and advocacy group representation. Should there be representatives of national organizations, such as AARP, or should the emphasis be on local citizens?

## 6. Media

C-Span would cover the whole conference and local media would certainly cover the highlights. How much other coverage we seek depends on how much emphasis the President wants to put on this event.

## 7. Educational materials

It would probably be useful to develop some educational materials on entitlements. These could be used at the conference and in advance in local schools and colleges. (OMB is writing a background paper on entitlements for the FY 1995 budget process which could be a source for writing such materials.)

Especially if the decision were made to have considerable numbers of high school and college students in the audience, the conference could be preceded by preparation for groups of students in high schools and colleges in the area. The local media could get into the spirit of "getting ready for the President to come to town to talk about entitlements."

## 8. Follow-up activity

MMM is eager for this not to be just a one-shot thing, but to have some lasting effect--to be the beginning, not the end, of the dialogue. What are the possible ways of accomplishing this?