

THE WHITE HOUSE
WASHINGTON

June 24, 1987

Below Bill
of Rights
file

MEMORANDUM FOR SELECTED SENIOR STAFF

THROUGH:

TOM GRISCOM *3*

FROM:

TOM GIBSON *TG*

SUBJECT:

Draft Communications Plan for the Introduction of
the President's Economic Bill of Rights

Attached is a draft plan that identifies general areas of responsibility during the introduction of the President's Economic Bill of Rights and follow-up.

At this time, specific components of this plan may be added or dropped out. Advocacy materials that describe the specifics of the President's proposal will be in general circulation for comment by the end of the week, with final packages planned for distribution p.m. July 1. I would encourage you to approach this effort, your own plans and execution, with an extra measure of thoroughness and creativity.

Thanks very much.

ECONOMIC BILL OF RIGHTS
Introduction Phase

WEEK OF JUNE 28, 1987

ACTION

- o Pre-brief GOP Congressional leadership on EBOR. (Done 6/23).
- o President meets with NGA's Federalism Project. Event scheduled 6/29. Remarks on relevant economic themes in EBOR.
- o Presidential luncheon for Volunteer Action Awards. Event scheduled 6/30. Remarks on relevant economic themes (Privatization).
- o Outreach/ advocacy packages are completed and ready for distribution by p.m. July 1. Include:
 - Speech inserts
 - Talking points on themes
- o Advocacy packages are distributed to information networks (media, Hill, other groups) through:
 - Public Affairs
 - Political Affairs
 - Intergovernmental Affairs
 - Legislative Affairs
 - Cabinet Affairs
 - Public Liaison
- o Issue Briefs are mailed July 1 to economic and budget editorial writers and correspondents.

Ball

Donatelli, King

Ryan

Gibson, Dolan

Gibson

Donatelli

King

Ball

Risque

Maseng

Gibson

- o President lunches with key supportive economists (including Friedman and Anderson) to lay out themes and plan, and to solicit their support as advocates and spokesmen for EBOR. (T)

Cribb

- o President hosts reception for Human Events, Radio America. Event scheduled 7/2. Remarks on selected economic themes. Call to grassroots to actively support of EBOR.

Gibson

- o President unveils Economic Bill of Rights at Jefferson Memorial, 7/3.

Griscom

- o Reaction interviews are conducted by key supporters after RR's announcement:

 - Network news (national figures, including Cabinet members, GOP leadership, economists)

Fitzwater
 - State media (state party officials, advocacy groups)

Donatelli, King

- o Weekend Public Affairs Shows 7/5, guests TBD

Fitzwater

- o States, advocacy groups conduct EBOR July 4th promos nationwide, using WH advocacy materials. WH encourages and tracks participation.

Donatelli, King

- o July 4 Saturday Radio Talk on EBOR.

Dolan, Board

ECONOMIC BILL OF RIGHTS
Follow-up Phase
Post July 4th Weekend

- o RR syndicated Op-Ed runs during July 4th weekend (T). Gibson
- o Senator Baker Op-Ed runs in Washington Post on EBOR, (T) Date TBD. Gibson, Griscom
- o Cribb Op-Ed runs in New York Times or Wall Street Journal, (T) Date TBD. Cribb, Gibson
- o President hosts luncheon for supportive economic writers. Expect op eds to follow-up luncheon. (TBD) Richards
- o Economic (and other issues) briefing for senior women journalists from major dailies, publications. (TBD) Richards
- o RR message (videotaped ?) to Western Governors' Association (Jul 5-7). Explore options. Board, Dolan, King
- o Public Liaison conducts appropriate briefings on EBOR for citizens groups, possible RR drop-by. Maseng
- o Morning News Shows are booked with supportive private economists; senior Administration economic spokesmen. Fitzwater
- o Major newspaper editorials by senior Admin. economic spokesman; supportive private economist (east/west coast dailies) Gibson

- o OPA drafts responses to "Letters to the Editor" on EBOR from major dailies nationwide for senior Administration signatures.

Gibson

- o EBOR inserts previously distributed are used in speeches of Administration spokesmen throughout summer.

Gibson

- o Brief follow-up package of rhetoric and talking points sent to spokesmen, mid July.

Gibson

- o Presidential videotaped messages sent to support groups through:

 - Public Liaison
 - Political Affairs
 - Public Affairs

Board

Maseng

Donatelli

Gibson

- o Printed EBOR inserts are included in RNC and other supportive group mass mailings.

Donatelli

- o WH briefing for Department/Agency public affairs, intergovernmental affairs appointees on EBOR.

Gibson, King