

MEMORANDUM

TO: Maggie
FR: Lisa
RE: HRC Media Possibilities
DT: August 31, 1995

It is clear to me that Hillary is most comfortable doing press that is built around a specific purpose. I have mapped out a media plan around the Beijing Women's Conference and I feel we have a solid press strategy in place around the start of the book tour. As Hillary embarks on her book tour, I think it is important for us to consider returning to our 1992 campaign press strategy and have her do local interviews in the local markets. (See Regional Press section below.) The benefit of the book tour media is that Hillary will be at home and comfortable with the topic and therefore, the good press coverage on the book tour will give her good political mileage.

In addition to the Beijing strategy and the book tour strategy, I have given a lot of thought over the past week to some press ideas for Hillary as she enters the fall and going into the campaign. I specifically thought about ways to reach our targeted audiences, place Hillary in a positive light and make her feel comfortable.

1) Women's Media -- Hillary should own the women's media. By women's media I mean that media which reaches women and is produced by women and is heard and trusted by women. Hillary can accomplish this goal several different ways:

- o Meet with the editors of the women's magazines once a month or once every two months. This can be done in New York and in Washington. It would be nice to alternate it. When the editors come to Washington, we could set up a morning briefing session with senior female Administration officials so that they are brought up to speed on the Administration's record. Hopefully, this outreach will produce stories in the women's magazines about the President's accomplishments and record and turn the editors into Clinton surrogates.

- o Women's television -- We should have Hillary appear on local noon television shows either by satellite or in person when she is doing an event in a major media market. Local noon shows have large female viewership. In addition, the morning shows have large women's audiences. We should explore some additional creative ways to put Hillary on the morning shows. We are already off and running well on this front with the CBS This Morning show with the audience of mothers, the Good Morning America show with the women from the listening sessions to be done after Beijing and finally the children's town meeting around the book idea for the Today Show. Oprah and Regis and Kathie Lee are also important for us to consider.

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o Women's sections of newspapers -- These are not the "style" sections in most newspapers across the country, but rather the "features" sections. In fact, Hillary's column is running in the features sections of many papers. These sections are widely read by women. Hillary could write an op ed that could be sent out to these sections of newspapers across the country. In addition, she could conduct interviews with reporters from these sections when she is in their local market doing a women's listening session event.

o Women's radio -- Richard Strauss has a good list of radio talk shows that target women's audiences. Hillary likes to do radio interviews and has always been a fan of radio. We should capitalize on this, especially since radio is such an underutilized medium yet arguably one of the most powerful in terms of outreach. It would be wonderful if we could take an hour each week to talk to these different radio talk shows as well as to Clinton friendly radio talk shows. We could do 5-6 interviews per hour of radio time.

o Specialty women's press -- This is an untapped area for Hillary that I think could be wonderful for her. We could work with Peggy Lewis to come up with a list of targeted outlets that Hillary could speak with either on a conference call or in a roundtable situation. If she prefers not to do anything on the record, we could write pieces under her name for these publications. It should not be too difficult to do since we can excerpt from her recent speeches. Some examples of specialty women's press outlets would include religious women's magazines and newsletters for educators and nurses. We should speak with the trade associations about their publications and see which publications would be beneficial for Hillary to reach. These would be very targeted publicity shots.

o Regular Mailings to Women's Media -- We can coordinate with Betsy Myers and Lori McHugh to make sure that a Hillary Clinton weekly mailing of a speech or speeches, or clips from a particular event, or an op ed is sent to the women's media.

2) Regional Media -- We were so successful during the 1992 campaign in implementing this strategy. I think it is now time to think about returning to this strategy to reacquaint people across the country through their local and hometown papers and television stations with Hillary Clinton. Hillary is comfortable with the local reporters and enjoys speaking with them. This will help us get around her aversion to the national Washington media and serve to counter the tone of the national media. Just as in 1992, good local press will develop into a ripple effect which will begin to influence the coverage of the national newspapers. This regional press strategy will be important during the book tour as the book tour will present us with an opportunity to reacquaint Hillary with the public in a non-political setting and with a topic she is not only comfortable

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with and has a lengthy history on but is also popular with Americans in general, particularly women.

In addition, Hillary could take advantage of the visits of regional editors and reporters who are invited to White House dinners as guests. We could have these people meet individually with Hillary for 10-15 minutes during the day when they come to town for a White House dinner. They could also meet with White House senior staff.

3) Senior Media -- Seniors, especially senior women, like Hillary. We should reinforce this, and perhaps begin to target older American audiences. I think it is worth considering doing radio interviews into Florida in particular, and interviews with some of the senior trade publications. At present, we are tentatively slated to do an interview with The AARP Bulletin on September 12 on breast cancer, older women and mammograms to run in their October issue for Breast Cancer Awareness Month. We may want to work with Alexis Herman to check with various large consumer groups to explore new innovative ways to reach seniors.

4) College Press

o Starting in the fall, I think it is important for Hillary to visit college campuses around the country and speak. College students are important voters. When on a campus, she could do interviews with the college radio station and do a roundtable discussion with reporters from the local colleges and universities in the area we are visiting. We could also think about hosting college newspapers here at the White House and set them up with a morning briefing on the President's accomplishments and then conclude with an interview with the President.

o I would also propose that Hillary do something with U Magazine, a college magazine that has a circulation of 1.5 million and is distributed to 325 college campuses around the US. The lead time is 3-4 months. Hillary could either write an op ed or column or do an interview.

5) College Television Interactive Hook Up -- Hillary could partake in a college tv broadcast that would be an interactive hook up between college campuses in a particular target region of the country, perhaps the Midwest. For example, she could go to Michigan and base out of the University of Michigan and be connected with 10 colleges in the region. She could give a speech, teach a class or conduct a mini town meeting consisting of questions and answers with students from the schools participating in the interactive hook-up. We could pitch this interactive program to be broadcast on CSPAN or PBS.

6) Clintons' 20th Wedding Anniversary -- I think this is a wonderful opportunity for Hillary. There are a variety of things that we can do:

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o If Hillary is comfortable throwing a big party, we could give a wonderful photo spread to People magazine of photos from the party coupled with old photos of their honeymoon and of special moments for them over the past 20 years. It would be like creating a photo album for People magazine that could turn into a nice mail piece later on.

o Hillary could do an interview with one of the major women's magazines, probably Family Circle, about her anniversary.

o This might be a nice time peg to have the President and Hillary do a special joint television interview with Barbara Walters. A Barbara Walters interview would attract an important audience of women and seniors. If we did an interview around the anniversary time peg, it would not appear to be political. If we pursued Barbara Walters on this front, we may want to entertain giving the first Hillary book television interview to someone else.

7) Eleanor Roosevelt's Birthday -- Eleanor Roosevelt's birthday is in October and it would be wonderful for Hillary to celebrate the birthday with a day of events at the White House. I think it is beneficial to Hillary to do historical events every month or every 6 weeks. These events will help place a context around her and what she is doing as First Lady. We should look for historical events to celebrate that will help put Hillary into an historical context. So often there is no historical context in stories written about Hillary. If we are able to place her in situations which celebrate historical events, it may help to round out her image and make what she is doing seem less extreme or different in the eyes of the media.

8) Election Day -- We could use election day this year for Hillary to do an event around women's suffrage. She received such wonderful publicity leading up to and on the anniversary of women's suffrage earlier this month that we should take advantage of an opportunity to keep that positive publicity going.

9) Hillary Clinton Fan Club Visit -- At the end of September, over 100 coordinators of the Hillary Clinton Fan Club from the US, Japan and England will spend a day at the White House starting with a tour, then a briefing and ending with a reception. Since this event occurs on Friday, September 29, it would be wonderful to do a nice morning show piece with the Loves, the 70-year-old and 60-year-old husband and wife duo who organized the Hillary Clinton Fan Club, as a set up or curtain raiser. They are wonderful surrogates for Hillary who come across so well on television. It would then be nice to have a feature story written that would run in the Sunday newspapers. I would suggest having Larry Knutson of the AP follow the members of the fan club around for the day, interview some of them and then have Hillary spend a little bit of time with him. We should get the broadest outreach possible with an AP story. We could also see if C-SPAN would be interested in covering Hillary

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Clinton Fan Club Day at the White House. In addition to the AP story, we could set up some of the fan club members with interviews with their hometown newspapers and radio stations so that we would get a nice national AP hit coupled with nice individual local hits. I think it would be great.

10) Town Meetings/Q and A Sessions with Specialized or Targeted Audiences -- I think that Hillary thrives in venues that are televised town meeting-like or question and answer formats with a specialized audience. The CBS This Morning program with the audience of mothers for Mother's Day is a wonderful example. I think it would be wonderful to look for more opportunities like that which are good for Hillary and play so positively in the media. Perhaps we could think about a town meeting with parents (maybe we could peg one around Child Health Day in New York on October 2 since that is already on HRC's schedule), a town meeting with senior citizens, a town meeting with children (like we are planning to do with the Today Show around Hillary's book), a town meeting with veterans around Veterans Day. We could do these types of events in key political regions of the country and we could work to have them televised either nationally by a morning show or locally through an affiliate or PBS.

11) Parenting magazines -- There are 3-4 of these publications and Hillary recently wrote a piece for one of them about Chelsea. I think it makes sense for Hillary to do something with each one of these publications either in the form of an interview or writing a guest piece. I think it is important for her to stress the intergenerational theme with these publications. For example, she could write or talk about how her mother raised her and what she in turn learned from her mother in the way she has raised Chelsea. She could write or talk about how her friends have chosen different ways to raise a family either by being full-time mothers or being working mothers, and how each parent needs to make the choice that is right for them.

12) Internet -- As Karen has said, Internet has become a very popular mode of communication. Hillary could speak to young women through Internet. I think Hillary would have fun with this, and I believe it would not be too difficult to organize. We could invite women's media (ie. the women's magazines) in to watch her do such an event. It would make for a nice story in a women's magazine.

In addition, People magazine is tinkering with the possibility of using Internet. They have been in touch with me about the prospect of having Hillary communicate with parents across the country about children and families through Internet. They would then run the transcript in the magazine. This could be a really nice idea. They are still in the research stage and I am waiting to hear back from them.

13) Off the record dinners with opinion makers in New York -- Sid Blumenthal has spoken with myself, Melanne and Hillary about having Hillary meet informally over dinner with some New York

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opinion makers in the media. I think this is a terrific idea, and perhaps we can have Sid take the lead on this. These are not the mainstream New York media, but rather those people whom the New York Times respects intellectually. These people do not know Hillary at all, and Sid thinks she would win them over immediately. Because we know Hillary will win them over, this will lead to positive talk or chatter about Hillary in these circles which will help inoculate or diffuse any negatives that may arise in the mainstream press. He and I agree that it would be great if Hillary could do a some of these dinners over the upcoming months. Some of the people that Sid suggests inviting to such an informal dinner are: Bob Silver, editor of the New York Review; Victor Nevaski, editor of the Nation and Francis Fitzgerald.

14) Video News Releases -- We had terrific success with video news releases on the mammogram campaign. It would be wonderful if we could work with Betsy Myers' shop to put together some video news releases of Hillary's listening sessions with women across the country.

15) ABC Home Improvement -- I know this may sound like a wild idea, but I think it is an interesting one to discuss. Rick Kaplan brought to my attention that Home Improvement would very much like to have Hillary make a guest appearance on its show. Home Improvement is the most popular television show on the air. They are willing to do a show on women, children and family issues or a show on whatever issues Hillary would like. The outreach would be enormous and it would present Hillary in a very likeable light I believe. Although I have some concerns that it diminishes the role of First Lady by going on a tv sitcom, it is probably worth weighing it against what we believe we might be able to gain by such an appearance politically and image-wise. You probably know that Rick is 100 percent in favor of Hillary pursuing this project.

16) Hillaryland Staff Outreach to Media -- I am dining out regularly with members of the White House press corps for lunch and dinner which I think is helpful to Hillary. I think it would be even better for Hillary if you, Melanne, Ann Stock, Ann Lewis, Lissa and Neel could carve out some time in your schedules to socialize more with the media. I think that the more of us who are out there informally and socially with the press the better it is for Hillary. I believe it would create enormous good will for Hillary since we can all tell wonderful Hillary anecdotes that humanize her and show the press the good person that she is. (For example, Lissa always tells the anecdote about Hillary loving to have her twins come to the office.) I believe if we were all out there consistently, we would erode the notion in the press that sometimes exists of Hillary being in a bunker mentality. I could draw up a list of key national media and assign various reporters to each of us, developing a sort of buddy system for the next year. (Much like the way we did during the health care reform debate with Administration officials.)

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