

GRUNWALD COMMUNICATIONS

MEMORANDUM

TO HRC
FROM Mandy Grunwald
DATE July 6, 1999
RE Key Points to Remember for the Trip

A few style pointers to keep in mind for the trip:

1. Keep your tone conversational: This is particularly important at the Moynihan event where you will have 200 people in front of you. Don't let their presence force you to raise your voice or turn your statement into a speech. It's important that your tone stay informal and relaxed and therefore not political.

The microphone will do the work for you, so try to keep your tone what it was on the Today Show or with Rather – chatty, intimate, informal.

2. Don't be defensive. Look like you want the questions: The press is obviously watching to see if they can make you uncomfortable or testy. Even on the annoying questions, give relaxed answers.
3. No matter what the question, use your answer to get back to our message: You have a tendency to answer just the question asked. That's good manners, but bad politics. Take every opportunity you can to shift your response to an area you want to talk about and then be really expansive on that part of the answer.
4. Look for opportunities for humor. It's important that people see more sides of you, and they often see you only in very stern situations.
5. Be careful to "be real". You did this well in the Rather interview where you acknowledged that of course last year was rough. Once you agree with the audience's/reporters' reality like that, it gives you a lot of latitude to then say whatever you want.

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6. Don't assume anyone knows anything about you – substantively. The New York press and New Yorkers generally know about health care, your work for children, and then a lot of tabloid junk. On issues, take the time to tell people about your work on things like foster care. However...
7. Don't use the Administrations record as your own: You've spent a lot of years saying, "My husband did X". This trip is about you. And you are not an incumbent. If you want to talk about something like CHIP, talk about what you did.
8. Despite everything people know about you personally, they actually know very little. Remember the impact you had in the Rather interview talking about growing up in Illinois when you could just play on the street and so on. Those are the kinds of details that people would be great to reveal in the listening sessions.

Finally, one substantive point.

- On the commuter tax, I would not describe it as a "local issue" and use that as an excuse not to take a position. What about the dairy compact? Or upstate airfares? Aren't those all local issues. I recommend you use just the second part of your answer. That it's in the courts now, and the bigger question is how to lower NY's tax burden.

And two other questions you might prepare for.

- "Your only government assignment was health care which was a fiasco. How does that record stack up against Mayor Giuliani's?" -- essentially be prepared to summarize your accomplishments.
- "Have you ever used drugs?"

Those are my final thoughts. I'll be at the Moynihan's tonight if you would like to talk.

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