

MEMORANDUM

December 7, 2002

TO: Governor

FROM: John

RE: DC media schedule / DGA schedule for 12/9/02

CC: Phillip, Lee Ann, Armerita, Fred, Rusty

The schedule for the day will be very busy. You have a full slate of media interviews (focusing on DGA policy as well as your administration), running as follows (all interviews to take place at the Capitol Hilton, 1001 16th St., NW):

9:00am Breakfast with David Broder and Dan Balz, Washington Post (Governors Gary Locke, Tom Vilsack and Bill Richardson are also scheduled to attend)

10:00am Interview with Mara Liasson, National Public Radio

11:00am Interview with Monique Conrad, Black Entertainment Television Nightly News

12:00noon Lunch with New York Times Washington Bureau 627 Eye St., NW (Governor McGreevey and B.J. Thornberry will also attend)

After lunch, DGA events begin back at the Capitol Hilton. The schedule for these events is as follows:

1:00pm Message Meeting, Senate Room

Agenda will include: Election of DGA Vice Chair
Polling briefing by Governor Holden
National Message Discussion

(Governor Locke will lead the meeting. He will call on you to lead a brief policy discussion. Surveys were sent out to rank policy issues, but response was poor. Copies of the surveys that were returned are attached. Your role in this meeting will be to open up a short discussion on the issues that will confront governors in the coming year. Some of the information you gain from this discussion will be helpful in the press availability).

2:00pm Press Availability, South American B Room

You, Governor Locke and Governor Vilsack are the only people scheduled to make formal remarks. The agenda for this event will run as follows:

- Opening and introduction of Governor Locke (1 minute)
- Governor Locke gives overview and introduction of 2003 Leadership Team (7 minutes)
- Governor Vilsack gives goals of winter meeting and Governors in DC (7 minutes)
- You present 2003 political and policy agenda (7 minutes)
- Formal question and answer period (10 minutes)
- Informal Q & A – one on one interviews within the room (We are working to set up interviews for you with the Wall St. Journal and Ana Radelat, the Ledger's DC person)

3:00pm Governors Only Meeting, Senate Room

Agenda will include a briefing from Governor Ridge on homeland security, Governor Locke will discuss the DGA in 2003, and a tentative meeting with Congresswoman Pelosi and Senator Daschle.

4:30pm Chairman's Board Meeting, South American A & B Rooms

Agenda will include a stand-up reception with a brief speaking program (remarks by Governors Glendening and Locke). Terry McAuliffe is scheduled to attend.

Chairman's Board members give or raise at least \$75,000 annually to the DGA. This group includes labor members. This meeting will provide an opportunity to meet with members in a relaxed setting.

5:30pm DGA Holiday Reception, Congressional and Senate Room

300 people expected to attend, including Chairman's Board members, governors, DGA members and other friends of the DGA. Speaking program at 6:30pm.

NOTE: As of Saturday morning, a decision still has not been reached by the producers at Crossfire. I spoke with Ramona Oliver, who made a call while I was on the phone. We should know for sure by 10:00am Monday. The resignation of Paul O'Neill and the situation in Iraq are the hold-ups right now.

Governors and Governors-Elect Scheduled to Attend

Gov. Parris Glendening of Maryland
Gov. Gary Locke of Washington
Gov. Ruth Ann Minner of Delaware
Gov. Frank O'Bannon of Indiana
Gov. Thomas Vilsack of Iowa
Gov. Paul Patton of Kentucky
Gov.-Elect Kathleen Sebelius of Kansas
Gov. Ronnie Musgrove
Gov. Bob Holden of Missouri
Gov. James McGreevey of New Jersey
Gov.-Elect Ed Rendell of Pennsylvania
Gov. Mark Warner of Virginia
Gov. Bob Wise of West Virginia
Gov.-Elect Jim Doyle of Wisconsin

Media Message

In talking with Ramona, there's a common theme that needs to resonate throughout your message as point governor for policy with DGA – *Governors are on the front lines, working in real time with real dollars to meet the needs of real people.*

- As policy chair, my job is to bring governors together to fight for national policies that really help people.
- What happens in our own capitals can have a greater impact on the people than what happens in the capital here in Washington.
- We will work in our states and in Washington for fiscal discipline.
- We're focusing on improving education and creating quality jobs for our people.
- At this meeting, working to determine the most critical issues on the federal legislative agenda, and focus our energy on affecting those issues in a way that benefits the people of our states.

The major message objective is to position governors in the national and regional media as leaders by:

- Displaying the talent and expertise of the Democratic governors;
- Establishing Democratic governors as influential political partners and policy leaders who will help chart the course for Democrats nationally;
- Demonstrating that Democratic governors will fight for the national policy solutions that will really help the people they serve;
- And affirming that Democratic governors are ready to meet the challenges ahead and will get the job done, using innovative ideas that will bring real results.

*Talking Points for
DGA Press Availability
December 9, 2002*

- recognize Governors Locke and Vilsack
- Gov. Vilsack alluded to obstacles and opportunities
 - Our job is to turn those obstacles and challenges into opportunities for people
- Crisis exists in communities and states
- As governors, we're on the front lines
 - Working in real time with real dollars to meet real needs
 - Like the families we serve, must live within our means
 - Can't budget on hope
- In many ways, what happens in our own capitols has more direct impact than what happens in the capitol here in Washington
 - Impacts quality of schools / health care
 - Impacts creation of jobs / growth of new and existing business
 - Impacts public safety
- We're here in Washington not to complain but to lead
 - Focusing on common issues / common concerns
 - Ready to fight for national policies that will benefit our people