

September 8, 1993

MEMORANDUM

TO: Cal George
FROM: Susan Stuntz *SM*
RE: Planning for next Monday's tax meeting

Following whatever discussions/meetings you have with consultants later this week in preparation for next Monday's tax meeting, I would like you to put together a memorandum of recommendations as to next steps on the health care issue, plus a draft agenda for next week's meeting (with explanation of all agenda items) and send it out to me in Tucson. Overnight on Friday for Saturday delivery is fine.

I want an opportunity to review the materials in plenty of time prior to Monday's meeting.

To help you in your discussions, among the items to be discussed should be:

Pre-announcement activity

- . TI
- . Allies
- . PR vs. legislative

Announcement/post announcement activity

- . TI -- here thought needs to be given to the TI response and work needs to begin on op-eds and other responses that can be sent out to newspapers, either signed by a TI spokesman or perhaps by a Member of Congress.
- . Allies -- here I want to press the consultants on the possibility of a news conference with representatives of the labor community, farm communities, retail/wholesale/distributor communities and others to stand up together at a news event.

Work also needs to begin on optimum language that we would hope to see inserted into any statements released on the overall package by allies.

- . Polls? Focus groups? Ads?

Right now my thinking -- and I think Maslin and Harris agree with this -- is that polling and focus groups are premature. And there's no need even to consider ads for the remainder of the year. But put it on the table.

On the farm community end of things, I'd like to know what became of the:

- . Rural summit at the White House
- . Idea of a Farm Aid on the Mall in October
- . Black farmer visits to the White House

Among the seniors, I'm curious about the:

- . NCSC meeting with Sen. Pryor
- . Report that Savarese had from the AFL meeting in Chicago in late July that AARP was trying to move a resolution through the Leadership Council on Aging that would support a small amount of excise taxes, so long as they were spread out among all the "sin" industries

I'm also curious about:

- . A report from a couple of weeks ago that McDermott was considering reintroducing his single payer bill to include excise taxes -- but again on all industries. In the long run, that's not bad.
- . Any movement on the part of the single payer groups -- especially Citizen Action -- toward supporting the Clinton plan.
- . The Forscey project on the history of medicare funding since it first was proposed.
- . I reminded Jane today that Frank Ortis still owes us two Florida labor resolutions on no tobacco taxes on union letterhead.
- . More information from the veterans' conventions -- were resolutions passed -- and status of the full tax study. I would not get into a discussion of promotion as yet - - at least no insofar as OA&R might start developing a plan to promote it.

Legislative strategy

- . Industry
- . Farm allies
- . Labor/liberal allies

You should be aware that I am trying to locate some work that Orzo apparently did at Griscom's request. Tom Griscom mentioned it to me last night; I've raised with Lewis and SDC, both of whom are quite interested and want us to follow up. No need for you to get involved -- I've covered all of the bases and once I can track it down, we'll need to forward to Savarese for the economists to review. It's got to do with the impact of a \$1/pack cigarette tax on the CPI.

Also, apparently the CTJ project is coming along quite well. What they're doing is working with Citizen Action on a database that will allow them to do the revenue side of a state-by-state analysis of the impact of the Clinton plan. Citizen Action will do the benefit side. They'll be able to produce this fairly quickly after the plan is announced, and this will, according to Savarese, also allow them to analyze any subsequent increases in state taxes as well. It's akin to the groundbreaking analysis they did a couple of years ago on the state tax system. McIntyre has asked for -- and we need to make available -- funding to continue the project for another 3 months -- \$30,000.

Finally, a message/sound bite that Peter Harris and I kicked around that Griscom actually likes quite a lot is something like:

First the Administration raises \$16 billion more in taxes on the rich and gives them three years to pay. Now they want \$15 billion from low- and middle-income Americans and they want it all at once. that ought to be kicked around.