

M E M O R A N D U M

April 26, 1990

TO: SENATOR DOLE

FROM: JIM MCMILLAN

RE: ANNUAL MEETING OF THE ASSOCIATION OF NATIONAL  
ADVERTISERS, INC. ("ANA")

Background. You have been asked to address a group of approximately 60 individuals consisting of the officers, board members and other staff (and their spouses) of the ANA on Friday, April 27, 1990, in the Chandelier Room of the Sheraton Carlton, 923 16th St., N.W. You will be introduced to speak at 8:15 a.m. and have been asked to speak for approximately 15 minutes and to take questions for up to ten minutes. You are the only speaker that morning. Ms. McNair Bishop, ANA (and perhaps others), will meet you in the lobby of the hotel between 8:05 and 8:10 a.m.

The ANA was founded in 1910 and represents the interests of companies which advertise on a regional or national basis. It consists of approximately 300 corporations which account for roughly 80% of all national and regional advertising expenditures in the U.S. Corporations having a significant presence in Kansas which are members of the ANA and which are expected to be represented at the meeting include Goodyear, Hallmark, IBM and Kraft.

Issues. In addition to discussing any "big" issues, the ANA would like you to address some issues which are of particular interest to advertisers. The main issues that the ANA has been tracking include the following:

(a) S. 1883, The Tobacco Product Education and Health Protection Act (Kennedy) (Discussed in prepared remarks). Two hearings held; markup scheduled for May 16th. The bill:

- establishes new agency within Public Health Service
- \$50 million for anti-tobacco advertising
- \$50 million for reviewing and listing of tobacco composition and additives and authority to ban specific additives
- \$25 million for Drug-Free Schools and Communities Act for anti-tobacco programs
- \$50 million in grants to state and local governments to enforce laws against selling tobacco to minors
- \$5 million in grants to unions to control smoking in the workplace
- \$5 million to state health departments to develop smoking cessation programs

The bill has been cosponsored and is strongly supported by Senator Hatch. His staff, however, have indicated that he is



working with tobacco state Republicans to create an "acceptable" compromise.

(b) S.2439, The Reliable Advertising and Family Education Act (Gore) (Discussed in prepared remarks). No hearings have been scheduled. The bill:

- requires all printed advertisements for alcohol include one of five specified health warning messages on a rotating bases
- requires all broadcast advertising for alcohol include a reading and a visual representation of the warnings on a rotating basis
- FTC to coordinate establishment of toll-free information numbers

As you might expect, the bill has generated a great deal of controversy -- concern that the same thing that happened to tobacco products is now going to happen to alcohol.

(c) S. 776. This bill was introduced by Senator Bradley in April 1989. It amends the Internal Revenue Code to disallow deductions for advertising expenses for tobacco products. No hearings have been scheduled and Finance Committee staff told me that at this point in time, it was not going anywhere.

(d) S. 1425, The Nutrition Labeling and Education Act of 1989. This bill, introduced by Metzenbaum, was voted out of the Labor Committee (10 to 5 vote) on April 25th. The bill:

- requires food nutrition labeling and labeling of the 30 most frequently consumed types of raw agricultural commodities and seafood (to be posted in stores)
- authorizes the FDA to regulate health claims and authorizes state agencies to enforce federal labeling requirements
- does not preempt state health warning laws (a major concern of food labelers)
- imposes tough standards for health claims

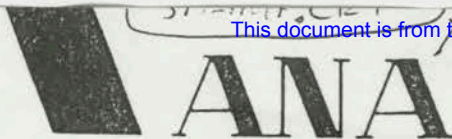
Hatch had introduced his own bill, S. 1505 which was much less onerous. Some have said this legislation is unnecessary since Sec. Sullivan announced on March 7th his commitment to revamp the food label (which has basically remained unchanged for 17 years). Sec. Sullivan had proposed the implementation of his program in three phases between now and the end of 1991.

(e) Miscellaneous. S. 1992, the Children's Television Act of 1989, was reported out of the Commerce Committee in November 1989 and is on the calendar. I am told that this bill is going nowhere fast since there are a number of Senators who have problems with it. The bill, among other things, establishes limits on the amount of time that can be devoted to commercials during children's programming.

Finally, you should be aware that during the last few years

suggestions have been made that a great way to raise some money would be to disallow or to amortize up to 20% of all advertising business expenses. While such proposals keep coming up and have been the subject of various studies, no serious steps to implement such a radical policy are being taken (of course, you never know what can happen!).





ASSOCIATION OF NATIONAL ADVERTISERS, INC.  
155 EAST 44TH STREET, NEW YORK, NY 10017 • (212) 697-5950  
Fax# 212 661-8057 202 659-3711  
MEMBER, WORLD FEDERATION OF ADVERTISERS

March 15, 1990  
A.N.A.'s 80th Year

*Joyce*  
**BY HAND**

The Honorable Robert J. Dole  
United States Senate  
141 Senate Hart Office Building  
Washington, D.C. 20510-1601

Dear Senator Dole:

The Board of Directors of the Association of National Advertisers, Inc. (A.N.A.), which represents the vast majority of national and regional advertisers in the United States, will hold its annual Washington meeting on April 25-27, 1990 at the Sheraton Carlton Hotel, 923 Sixteenth Street, N.W., Washington, D.C. In view of your leadership role as minority leader of the Senate, I would like to invite you to speak to the A.N.A. Board members and their spouses at breakfast on Friday, April 27, 1990 at 8:15 a.m. The advertising community presently faces an unusual amount of legislative and regulatory proposals to ban or restrict a broad range of advertising. Your insights would be deeply appreciated.

As you may know, A.N.A. is the only organization exclusively dedicated to serving the interests of companies that advertise either regionally or nationally. Our membership includes companies whose more than 2,000 subsidiaries, divisions and operating units market a variety of goods and services and collectively account for almost 80 percent of all regional and national advertising expenditures in the United States. You will note that many members of A.N.A.'s Board of Directors represent companies that have a significant presence in the State of Kansas.

A.N.A. very much hopes you can accept this invitation to speak on April 27th, and would be pleased to pay you an honorarium of \$2,000 should you be able to join us. We anticipate the breakfast session will conclude no later than 9 a.m.

*Jim Davidson  
293-2180*

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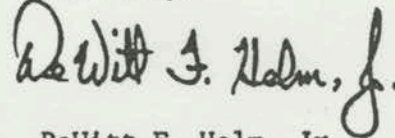
*Hand 2,000 cases James Davidson, etc - 3.19.90*

The Honorable Robert J. Dole  
March 15, 1990  
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If I can provide you with any further information or assistance in regard to this request, please feel free to call me directly. I look forward to your early reply.

With best wishes,

Sincerely,



DeWitt F. Helm, Jr.

DFH/mcs

cc: ✓ Betty Meyer  
Daniel L. Jaffe  
Monica Madariaga  
James H. Davidson

0367K

**SENATOR BOB DOLE**  
**SPEECH TO THE ASSOCIATION**  
**OF NATIONAL ADVERTISERS**  
**SHERATON CARLTON HOTEL**  
**APRIL 27, 1990**



GOOD MORNING. I'M  
PLEASED TO JOIN YOU FOR THE  
A.N.A.'S 80TH YEAR AND WOULD  
LIKE TO EXTEND MY SPECIAL  
APPRECIATION TO YOUR  
PRESIDENT, DEWITT  
(PRONOUNCED DE—WIT) HELM,  
AND, JOHN RUHAAK  
(PRONOUNCED ROO—HAWK),  
YOUR CHAIRMAN OF THE

BOARD, FOR HAVING ME HERE  
TODAY.

FALL ELECTIONS

I MUST SAY THAT IT FEELS  
GOOD TO BE IN FRONT OF  
SUCH A PROMINENT GROUP OF  
ADVERTISERS — IN FACT,  
MAYBE THE REPUBLICANS CAN  
BORROW SOME OF YOUR AD  
CAMPAIGN THEMES TO HELP US  
WIN SOME MORE SEATS IN THE



FALL ELECTIONS. YOU KNOW,  
LIKE EMPHASIZING QUALITY AND  
AFFORDABILITY. I'M OBVIOUSLY  
NOT AN ADVERTISING EXPERT  
BUT WE'RE ALWAYS OPEN TO  
NEW AND CATCHY SLOGANS.  
AND LET'S FACE IT, POLITICAL  
ADVERTISING NEEDS ALL THE  
HELP IT CAN GET! I THINK THE  
PUBLIC HAS HAD ENOUGH OF  
THE 'JOE ISUZU' APPROACH TO

POLITICS.

EASTERN EUROPE AND

MIDDLE EAST

YOU'VE COME TO

WASHINGTON AT A TIME WHEN

MOST OF THE ACTION SEEMS

TO BE OCCURRING IN OTHER

PLACES IN THE WORLD. IT

SEEMS THAT EVERY ELECTION

ADDS TO WORLD FREEDOM

— IN EASTERN EUROPE, LATIN



AMERICA AND AROUND THE  
WORLD. JUST WHEN YOU THINK  
YOU'VE SEEN IT ALL, IT TURNS  
OUT YOU AIN'T SEEN NOTHING  
YET.

I'VE RECENTLY RETURNED  
FROM A TRIP TO THE MIDDLE  
EAST DURING WHICH OUR  
DELEGATION MET WITH THE  
LEADERS OF SYRIA, EGYPT,  
JORDAN, IRAQ AND ISRAEL. IT

WAS A VERY PRODUCTIVE TRIP,  
AND I CAME BACK MORE  
CONVINCED THAT THERE IS  
GREAT OPPORTUNITY TO MAKE  
PROGRESS IN THE PEACE  
EFFORT. WHILE THERE ARE  
FORMIDABLE BARRIERS TO  
MOVING AHEAD, I WOULD HOPE  
THAT NONE OF THE BARRIERS  
ARE INSURMOUNTABLE. INDEED,  
AS WE ASKED ALONG OUR TRIP,



IF PEACE IS BREAKING OUT  
EVERYWHERE ELSE IN THE  
WORLD, WHY NOT IN THE  
MIDDLE EAST?

BUDGET AND DEFICIT

ON THE DOMESTIC SIDE,  
IT'S TIME AGAIN FOR  
CONGRESS TO FACE THE BIG  
PROBLEMS OF THE BUDGET AND  
THE FEDERAL BUDGET DEFICIT. I  
HATE TO SAY IT BUT WE'RE

BROKE. THE NATIONAL DEBT IS  
SOME 3.3 TRILLION DOLLARS.  
OUR INTEREST PAYMENT ON  
THAT DEBT IS 175 BILLION  
DOLLARS A YEAR —— AND  
THAT'S JUST INTEREST!

LAST YEAR, CONGRESS  
BASICALLY TOOK A WALK ON  
THE DEFICIT. WE SPENT 10  
MONTHS AND DEVOTED OVER  
60% OF OUR ROLL CALL VOTES



IN THE SENATE TO REDUCE THE  
DEFICIT BY ONLY 16 BILLION  
DOLLARS.

LAST WEEK, THE HOUSE  
BUDGET COMMITTEE FINALLY  
MARKED—UP A DEMOCRATIC  
BUDGET PLAN. UNFORTUNATELY,  
THE PROPOSAL IS NOT A  
SERIOUS ONE AND DOESN'T  
FACE UP TO THE HARD ISSUES  
OF REALITY.

IT USES OMB'S JANUARY  
BASELINE FORECAST WHICH WAS  
WIDELY CRITICIZED BY THE  
BUDGET CHAIRMAN AND THE  
DEMOCRATIC LEADERSHIP —  
AND WHICH THE OMB DIRECTOR  
NOW SAYS MAY BE AS MUCH  
AS \$15 BILLION SHORT. IT  
ALSO SCORES REVENUES FROM  
IRS ENFORCEMENT INITIATIVES IN  
THE PRESIDENT'S BUDGET WHICH



EVEN THE TAX—WRITING  
COMMITTEE CHAIRMEN REJECT.

BUT AT LEAST THIS  
PROPOSAL ADVANCES THE  
PROCESS —— SOMETHING THE  
SENATE DEMOCRATS SEEM AS  
YET UNABLE TO DO.

THE ROSTENKOWSKI PLAN

I WOULD LIKE TO  
CONGRATULATE CHAIRMAN  
ROSTENKOWSKI FOR THE PLAN

HE HAS PUT FORWARD FOR I  
THINK THAT IT IS THE WAKE—UP  
CALL WE'VE BEEN WAITING FOR.  
ALTHOUGH I DON'T AGREE WITH  
EVERYTHING HE HAS  
RECOMMENDED, I DO THINK HE  
WAS RIGHT IN INSISTING THAT  
ANY "PEACE DIVIDEND" BE USED  
FOR DEFICIT REDUCTION AND  
THAT ANY NEW SPENDING BE  
ON A PAY—AS—YOU—GO

BASIS. WE MUST EITHER MAKE  
NEW PROGRAMS FINANCIALLY  
SELF—SUFFICIENT OR SCALE  
BACK EXISTING PROGRAMS TO  
PAY FOR NEW INITIATIVES. THIS  
IS WHAT I PROPOSED WHEN I  
CALLED FOR A 5% REDUCTION  
IN FOREIGN AID SET ASIDES.

THE FREEZE

CHAIRMAN ROSTENKOWSKI  
WAS PROBABLY ALSO RIGHT,



POLITICALLY, IN REVIVING  
CANDIDATE BUSH'S PROPOSAL  
FOR A ONE—YEAR FREEZE IN  
FEDERAL SPENDING WITH THE  
EXCEPTION OF MEANS—TESTED  
POVERTY PROGRAMS. THE  
PROBLEM, HOWEVER, IS THAT A  
FREEZE IS NOT THE BEST  
POSSIBLE POLICY —— IT'S  
SIMPLY AUTOMATIC PILOT AND  
A WAY TO AVOID SOME

REALLY TOUGH DECISIONS. IT  
DOES NOT DISTINGUISH AMONG  
PROGRAMS ACCORDING TO  
CHANGING NEEDS —  
PERPETUATING SOME OBSOLETE  
PROGRAMS WHICH SHOULD BE  
CUT BACK OR ELIMINATED TO  
PAY FOR NEW PRIORITIES, LIKE  
EDUCATION AND THE DRUG  
WAR. NONETHELESS, UNLIKE  
MOST BUDGET SOLUTIONS, A

FREEZE IS EASILY UNDERSTOOD  
AND DEMANDS MUCH THE SAME  
SACRIFICE FROM EVERYONE.

## TAXES

I HAVE ALWAYS INSISTED  
THAT WE SHOULD REDUCE THE  
BUDGET DEFICIT THROUGH  
SPENDING CUTS, AND NOT  
THROUGH NEW TAXES. THAT'S  
WHY I BELIEVE THAT GASOLINE  
TAXES SHOULD BE RAISED ONLY



IF THE REVENUE IS USED TO  
REPAIR OUR CRUMBLING ROADS  
AND BRIDGES.

I DO NOT BELIEVE THAT THE  
PRESIDENT WILL ABANDON HIS  
PLEDGE OF "NO NEW TAXES" TO  
RAISE INCOME TAX RATES, EVEN  
AS PART OF A DEAL LIKE THE  
ROSTENKOWSKI PACKAGE.  
INCOME TAX RATES ARE THE  
CRUX OF THE NO TAX PLEDGE.

WHEN PEOPLE HEAR <sup>✓</sup>NO NEW  
TAXES<sup>✓</sup> THEY UNDERSTAND NO  
INCOME TAX INCREASES.

HOWEVER, THERE ARE WAYS  
THAT WE CAN RAISE REVENUES  
WITHOUT RAISING TAX RATES.  
CLOSING TAX LOOPHOLES IS  
ONE WAY. CUTTING CAPITAL  
GAINS RATES MAY BE ANOTHER,  
DEPENDING ON WHOSE  
ESTIMATES YOU BELIEVE.

## CAPITAL GAINS

CAPITAL GAINS IS HIGH ON  
THE PRESIDENT'S PRIORITY LIST.  
AND IT HAS THE SUPPORT OF A  
MAJORITY IN BOTH THE HOUSE  
AND THE SENATE. SENATOR  
MITCHELL WAS ABLE TO BLOCK  
A VOTE LAST YEAR, BUT I  
DOUBT HE CAN FIND THOSE  
VOTES AGAIN, ONCE A BUDGET



AGREEMENT HAS BEEN REACHED.  
THE PRICE FOR CAPITAL GAINS  
RELIEF IN THE SENATE MAY BE A  
SAVINGS INCENTIVE, AS  
PROPOSED BY THE PRESIDENT,  
OR AN EXPANDED IRA, AS  
PROPOSED BY SENATOR  
BENTSEN.

GRAMM—RUDMAN

FINALLY, I DO NOT AGREE  
WITH THOSE, INCLUDING

CHAIRMAN ROSTENKOWSKI, WHO  
CALL FOR THE REPEAL OF THE  
GRAMM—RUDMAN—HOLLINGS  
LAW, ALTHOUGH I CERTAINLY  
SHARE THEIR FRUSTRATION WITH  
THE CONGRESSIONAL BUDGET  
PROCESS. WITHOUT THE  
DISCIPLINE OF THE GRAMM—  
RUDMAN—HOLLINGS LAW AND  
ITS SEQUESTER THREAT, THERE  
WOULD BE NOTHING TO FORCE

THE DEMOCRATS TO THE TABLE  
NEXT YEAR OR TO STOP THE  
CONGRESS FROM RETURNING TO  
ITS OLD WILD—AND—CRAZY  
SPENDING HABITS.

SO, IN SHORT, I THINK THAT  
CONGRESSMAN ROSTENKOWSKI  
HAS ISSUED A CHALLENGE TO  
BOTH PARTIES TO WORK OUT  
REAL DEFICIT REDUCTION. THE  
WHITE HOUSE HAS ANSWERED



THIS CHALLENGE. I HOPE HIS  
FELLOW DEMOCRATS DO THE  
SAME.

ADVERTISING ISSUES:

GENERAL

I WOULD JUST LIKE TO TAKE  
A FEW MOMENTS TO TOUCH ON  
SOME LEGISLATION WHICH HITS  
A LITTLE CLOSER TO THE DAY—  
TO—DAY OPERATIONS OF  
ADVERTISERS. I HAVE A

FEELING ALL OF YOU WOULD  
AGREE THAT THERE SEEMS TO BE  
A PERCEPTION WITHIN  
GOVERNMENT THAT A WAY TO  
FIX CERTAIN PROBLEMS IN OUR  
SOCIETY IS THROUGH THE BACK  
DOOR BY CONTROLLING THE  
ADVERTISING RELATED TO THOSE  
PROBLEMS. THIS PERCEPTION IS  
AMPLY DEMONSTRATED BY THE  
LARGE NUMBER OF BILLS THAT

HAVE BEEN INTRODUCED IN  
CONGRESS DURING THE LAST  
FEW YEARS THAT AFFECT  
ADVERTISING.

TOBACCO ADVERTISING  
EVER SINCE 1965 WHEN  
CONGRESS FIRST REQUIRED  
WARNINGS ON CIGARETTE  
PACKAGES, CONGRESS, THE  
FTC, THE FCC AND OTHERS  
HAVE LIMITED TOBACCO



ADVERTISING IN HOPES OF  
GETTING AT THE CONSUMPTION  
OF CIGARETTES AND RELATED  
PRODUCTS. ALTHOUGH A LOT  
OF LAWS AND REGULATIONS  
HAVE BEEN ADDED TO THE  
BOOKS SINCE 1965, TED  
KENNEDY HAS DECIDED THAT WE  
NEED EVEN MORE INVOLVEMENT  
BY THE FEDERAL GOVERNMENT  
IN THIS AREA BY INTRODUCING

S. 1883 — THE SO—CALLED  
TOBACCO PRODUCT EDUCATION  
AND HEALTH PROTECTION ACT.  
AMONG OTHER THINGS, THE BILL  
PROVIDES \$50 MILLION FOR AN  
ANTI—SMOKING CAMPAIGN AND  
GOES A LONG WAY TOWARDS  
REPEALING THE LONG—STANDING  
POLICY OF FEDERAL PREEMPTION  
OF STATE REGULATION OF  
LOCAL TOBACCO ADVERTISING.

A MARKUP ON THE BILL HAS  
BEEN SCHEDULED FOR MAY 16TH.  
WHETHER OR NOT THIS BILL  
MAKES IT FOR FLOOR ACTION  
THIS SESSION, I THINK YOU CAN  
SAFELY EXPECT SENATOR  
KENNEDY TO CONTINUE TO PUSH  
IT HARD IN THE FUTURE.

ALCOHOL ADVERTISING

AS I'VE ALREADY  
MENTIONED, NOTWITHSTANDING



THE GREAT TRACK RECORD  
THAT CONGRESS HAS IN  
SUBJECTING THE PUBLIC TO  
CLEAN, HONEST AND  
EDUCATIONAL POLITICAL  
ADVERTISING, THERE ARE SOME  
MEMBERS OF THE SENATE WHO  
BELIEVE THAT WE SHOULD ENACT  
LAWS THAT TELL THE PRIVATE  
SECTOR HOW TO DO IT. THE  
MOST RECENT EXAMPLE OF THIS

IS SENATOR GORE'S BILL IN  
WHICH HE TELLS YOU HOW  
ALCOHOL SHOULD BE  
ADVERTISED. S. 2439, THE  
SENSIBLE ADVERTISING AND  
FAMILY EDUCATION ACT,  
REQUIRES THAT WARNINGS BE  
SHOWN IN PRINT AND READ  
ALoud DURING ADVERTISEMENTS.  
I MUST ADMIT, I DON'T KNOW  
WHAT'S TO COME NEXT —

PERHAPS A BILL TELLING YOU  
WHAT ACTORS TO USE AND THE  
TIME OF DAY AND THE  
PROGRAMS DURING WHICH YOU  
CAN SHOW THEM. CERTAINLY,  
AS SOME HAVE SUGGESTED,  
SENATOR GORE'S BILL WOULD  
SEEM TO ENDANGER THE 15—  
SECOND COMMERCIAL BECAUSE  
OF THE TIME CONSUMED WITH  
THE READING AND DISPLAY OF



THE WARNINGS. AS YET, NO  
HEARINGS HAVE BEEN  
SCHEDULED ON THIS BILL.

OTHER ADVERTISING ISSUES

THERE ARE, OF COURSE,  
OTHER PROPOSALS OUT THERE  
THAT AFFECT YOUR INDUSTRY  
AND WHICH, ASIDE FROM THE  
FOOD LABELING PROPOSALS,  
RELATE PRIMARILY TO TOBACCO  
AND ALCOHOL PRODUCTS.

THESE BILLS WOULD ADD  
FURTHER RESTRICTIONS ON THE  
TYPE AND CONTENT OF THE  
ADVERTISING OF SUCH  
PRODUCTS OR WOULD SEEK TO  
DISCOURAGE ADVERTISING BY  
TINKERING WITH THE  
DEDUCTIBILITY OF SUCH  
EXPENSES. I'M NOT IN FAVOR  
OF SUCH TAX TAMPERING, AND  
I WOULD PROBABLY EXPECT

ANY SERIOUS ATTENTION IN THIS  
AREA TO BE FOCUSED ON  
CONTENT AND EDUCATION  
INSTEAD OF ON TAX MATTERS.

CONCLUSION

I'D JUST LIKE TO ADD THAT  
BECAUSE THIS IS AN ELECTION  
YEAR, BI—PARTISAN  
COOPERATION WILL BECOME  
MORE AND MORE DIFFICULT.  
NEVERTHELESS, I BELIEVE THAT



WE WILL FINALLY AGREE ON  
WHAT I HAVE CALLED THE FIVE  
C'S: CLEAN AIR, CHILD CARE,  
CAMPAIGN FINANCE REFORM, A  
CRIME PACKAGE, AND SOME  
FORM OF CAPITAL GAINS  
RELIEF. HOWEVER, AS ALWAYS,  
THE SERIOUS DEBATE ON THE  
BUDGET AND THE DEFICIT WILL  
CONTINUE TO DOMINATE OUR  
AGENDA UNTIL BOTH CONGRESS

AND THE PRESIDENT FACE UP TO  
THE TOUGH CHOICES.

FLOOR QUESTIONS

IF TIME ALLOWS, YOU MAY  
WANT TO TALK ABOUT SOME  
OF THESE ISSUES AND I'D BE  
HAPPY TO RESPOND TO YOUR  
QUESTIONS.