

JULY 12, 1993

TO: SENATOR

FM: WALT/KERRY

WE HAVE PUT TOGETHER THE FOLLOWING REMARKS FOR YOUR  
APPEARANCE AT THE MAGAZINE PUBLISHERS OF AMERICA CONFERENCE.

THIS WEEKEND, KERRY PLAYED GOLF WITH THE MPA'S EXECUTIVE V.P  
AND HE CONFIRMED THAT THEY ARE LOOKING FOR REMARKS ON THE DEFICIT  
FRONT, BUT ALSO WANT ABOUT 20 MINUTES AVAILABLE FOR GENERAL Q&A.

ARE  
WE ATTACHING THE SPEECH ALONG WITH PROGRAM AND LIST OF  
ATTENDEES. ONE NAME POPS OUT, FRANK LALLI, THE EDITOR AT MONEY  
MAGAZINE THAT ROUGHED YOU AND MRS. DOLE UP ON YOUR PENSION PLANS.

TO: Senator Dole

FR: Kerry

RE: Magazine Publishers of America  
July 13, 1993  
The Carlton Hotel  
10:00 A.M.

\*You will be speaking to approximately 90 magazine  
publishing executives.

\*A list of attendees is attached. Magazines represented  
include Newsweek, Money, Time, Reader's Digest, The New Yorker,  
National Geographic, New Republic, and Science.

\*You will be introduced by Jack Rehm, who is President of  
Meredith Corporation, based in Des Moines, Iowa.

\*George Gross, Executive Vice President of MPA, suggests  
that you speak for about 15-20 minutes on issues of the day, and  
then take question for about 20 minutes.

## FINAL PROGRAM \*

**Monday, July 12**

6:45 p.m.

Conference Registration  
The Carlton Hotel  
923 16th Street and K Street, NW  
Washington, DC 20006

7:00 p.m.

Reception and Dinner *(Crystal Ballroom)*

**GUESTS:**

Board of Governors of the  
U.S. Postal Service

**Tuesday, July 13**

7:30 a.m.

Breakfast *(Chandeleer Room)*

**SPEAKER:**

Political Analyst  
William Schneider \*\*

9:00 a.m.

**SPEAKERS:**  
Deputy Office of Management  
and Budget Director  
Alice Rivlin

10:00 a.m.

Senate Minority Leader  
Bob Dole of Kansas

11:00 a.m.

Tax and Budget Conferee  
Senator Bill Bradley

12:30 p.m.

Luncheon

**SPEAKER:**

Deputy Secretary of The Treasury  
Roger Altman

2:30 p.m.

Adjournment

*Crystal  
Ballroom*

\* Due to last minute scheduling changes, the above is the final program. Please disregard all other programs.

\*\* William Schneider, political analyst for CNN and the National Journal, will speak on "The New Populism", an international political phenomenon.

07/12/93 11:03 MPA → 2249993

NO. 455 P003

<u>NAME</u>	<u>COMPANY</u>
Allen, Laurance	Harvard Business Review
Armatis, Leo	Meredith Corporation
Barton, Richard	Direct Marketing Association
Beni, John	Cahners Publishing Company
Boggs, Thomas Hale	Patton, Boggs & Blow
Bokor, Jill	Magazine Publications, Inc.
Brack, Jr., Reginald K.	Time Inc.
Bruce, Jan Thaw	Walking Inc.
Brunelle, John B.	The Conde Nast Publications Inc.
Bunn, David A.	Parcel Shippers Association
Burzio, John	Burzio and McLaughlin
Butler, Patrick	Newsweek
Carpenter, Chapin	
Carter, John Mack	Good Housekeeping
Clapper, Lyle	Clapper Communications Companies
Clapper, Marie	Clapper Communications Companies
Coady, Michael F.	Fairchild Publications
Cohn, Robert M.	Horticulture
Coleman, Gregory G.	Reader's Digest
Corty, Andrew P.	St. Petersburg Times
Crow, Elizabeth	Gruner + Jahr USA Publishing
de Gaspe Beaubien, Francois	Telemedia Communications (USA) Inc.
Durgin, Don	Newsweek
Florio, Steve	The New Yorker



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NO. 455 P004

Golden, Michael	The N.Y. Times Co. Women's Magazines
Green, George J.	Hearst Magazines International
Harnett, Joel	Phoenix Home & Garden
Hayes, James B.	Fortune
Heckler, Sheryl Bills	Spur
Hicks, Thomas B.	Discovery Communications
Hobbs, Gerald S.	BPI Communications
Karalekas, Anne	The Washington Post Magazine
Katz, Phyllis	Archaeology
Kelly, Thomas	Natural History
Kerr, William T.	Meredith Corporation
Kimball, Christopher P.	Natural Health Ltd. Partnership
Kreh, Kent Q.	Weight Watchers
Kurtzman, Joel	Harvard Business Review
Lalli, Frank	Money
Lapin, Jeffry M.	F&W Publications
Lee, Debra	YSB
Levine, Suzanne Braun	Columbia Journalism Review
Levy, Michael R.	Texas Monthly
Lewis, Edward	Essence Communications, Inc.
Link, Nina B.	Children's Television Workshop
Little, Christopher M.	Meredith Corporation
May, Timothy	Patton, Boggs & Blow
McGraw III, Harold	McGraw-Hill, Inc.
Meagher, Joseph B.	Yankee Publishing, Inc.

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NO. 455 P005

Miller, Mark	Hearst Magazines
Myers III, Garry C.	Highlights for Children
O'Hara, Raymond	Patton, Boggs & Blow
Pandolfi, Francis P.	Times Mirror Magazines
Perlis, Michael S.	Playboy Enterprises, Inc.
Rehm, Jack D.	Meredith Corporation
Risser, Nancy	Risser & Associates, Inc.
Roman, Paul F.	The Taunton Press, Inc.
Rubinstein, Ellis	Science
Sackler, Arthur B.	Time Warner Inc.
Schwartz, Howard	The Conde Nast Publications Inc.
Shoup, Harold	A.A.A.A.
Sims, Robert B.	National Geographic Society
Skipper, John	The Walt Disney Company
Smith, Richard M.	Newsweek
Stapleton, Joan	The New Republic, Inc.
Stoneback, Thomas	Rodale Press, Inc.
Sullivan, John Fox	National Journal, Inc.
Taylor, Gerald	Spy Corp.
Temple, John F.	Guideposts Associates, Inc.
Teufel, Robert J.	Rodale Press, Inc.
Walker, Ronald C.	Smithsonian
Young, J. Warren	Boy Scouts of America



Magazine Publishers of America

**SPEAK**  
**MPA**

1211 Connecticut Avenue, NW Suite 406 Washington, DC 20036 202 296 7277

Fax 202 296 0343

Tuesday - July 13

Sheraton-Carlton Hotel  
Washington, D.C.

March 26, 1993

8:00 a.m.

8:15

No-\$

-04  
July  
Key

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

Dear Mr. Leader,

On behalf of the Magazine Publishers of America, I would like to invite you to address our Fourth Annual Washington CEO Conference, July 12-13, at the Sheraton Carlton Hotel. We would like you to address approximately 100 publishing executives at a breakfast session at 8:00 a.m. on Tuesday, July 13.

MPA is the principal industry association representing the Nation's consumer magazine publishing companies. Our nearly 200 member firms publish about 800 magazines, ranging from Time, Newsweek, and Reader's Digest to Texas Monthly, The New Republic, and Sesame Street, the publication of the Children's Television Workshop.

Our previous Washington conferences have heard presentations from a wide range of key public officials: in 1990 from President Bush and Senate Majority Leader Mitchell; in 1991 from Senator Bentsen, Secretary of Defense Cheney, and Secretary of Education Alexander; and in 1992 from Speaker Foley and U.S. Trade Representative Carla Hills.

For this year's conference, we are inviting President Clinton, OMB Director Leon Panetta, Treasury Deputy Secretary Roger Altman, and the President's Health Advisor Ira Magaziner. On the evening of July 12, we will be hosting a dinner for the U.S. Postal Service Board of Governors.

We very much hope that you will be able to join us on July 13. Please let me know if you need any further information.

Sincerely,

*George Gross*  
George Gross

*Ms. Gibson*

3-31-93 Interview letter

3-31-93 Copy to Clarkson

Tues, July 13

THE WASHINGTON POST COMPANY

1150 Fifteenth Street, N. W., Washington, D. C. 20071

PATRICK BUTLER  
(202) 334-6635

May 25, 1993

Ms. Yvonne Hopkins  
Executive Assistant to  
Senator Bob Dole  
141 Hart Senate Office Building  
Washington, DC 20510

Dear Yvonne,

I am advised by George Gross, executive vice president of the Magazine Publishers of America, that Senator Dole has been invited to speak at MPA's 4th Annual Washington CEO Conference on July 13.

Having helped organize the first three such conferences, I can assure you and the Senator that this event brings together all the top people in the American Magazine industry, and it's a great opportunity for the Senator to advance his agenda with many of the most influential opinion leaders in the country simultaneously.

If I can answer any questions or be of any other assistance, please let me know (and I hope to see you at the Baker Staff Reunion next month).

Sincerely,

Pat



BOB DOLE  
KANSAS

## United States Senate

OFFICE OF THE REPUBLICAN LEADER  
WASHINGTON, DC 20510-7020

June 8, 1993

Senator Dole,

You have no conflict on the morning of Tuesday, July 13. You will be returning from New York (dinner with Ted Forstmann on Monday evening, July 12. Do you want me to confirm the attached speech for Tues, July 13, at 8:15 a.m. at the Sheraton-Carlton?

\_\_\_\_\_ yes

\_\_\_\_\_ no, regret

\_\_\_\_\_ 10:00 am

\_\_\_\_\_ 1:00 pm (lunch begins at 12:30 - concludes at 2:00)

*Handwritten notes:*  
N.Y. July 13  
Yvonne  
Will be at  
D



**SENATOR BOB DOLE  
MAGAZINE PUBLISHERS OF  
AMERICA, JULY 13, 1993**

**THANK YOU, <sup>CHRIS</sup>~~JACK~~.**

**WHEN I RECEIVED YOUR  
INVITATION NOTICE, I WAS  
ABSOLUTELY THRILLED.**

**I THOUGHT I HAD BEEN  
SELECTED AS A FINALIST IN THE  
PUBLISHER'S CLEARINGHOUSE**

**SWEEPSTAKES. BUT I DON'T SEE  
ED MCMAHON HERE TODAY, SO I  
FIGURE YOU JUST WANTED TO  
HEAR ANOTHER SPEECH.**

**BUT I'LL TELL ELIZABETH TO  
KEEP SENDING IN THOSE  
FORMS. SHE TELLS ME YOU  
DON'T HAVE TO SUBSCRIBE TO  
BE ELIGIBLE, BUT NOW I'M NOT  
SO SURE.**

MEANWHILE, IF THE WHITE  
HOUSE HEALTH CARE PLAN  
GETS ANY WORSE, I'M  
CANCELING ALL OF MY  
"MAGAZINER" SUBSCRIPTIONS.  
<sup>CHRIS</sup>  
~~JACK~~, THANKS FOR THOSE  
KIND WORDS. IOWA SOUNDS  
LIKE A NICE PLACE, AND ONE OF  
THESE DAYS I'LL HAVE TO STOP  
BY. LIKE TOMORROW.



**BUT SERIOUSLY, LET ME JUST  
SAY TO JACK THAT I KNOW THE  
THOUGHTS AND PRAYERS OF  
EVERYONE HERE IN THIS ROOM  
ARE WITH THE PEOPLE OF DES  
MOINES AND ALL THOSE WHO  
LIVE ALONG THE MISSISSIPPI  
RIVER.**

**I WAS IN IOWA LAST  
WEEK...ELIZABETH HAS ALREADY  
MADE ONE TRIP TO CITIES**

**ALONG THE MISSISSIPPI, AND  
SHE'LL GO BACK AGAIN THIS  
WEEK. KANSAS HAS BEEN HIT  
HARD BY BAD WEATHER, TOO,  
FROM TORNADOES TO  
FLOODING. IT'S BEEN A  
TERRIBLE SUMMER, A HARVEST  
OF TRAGEDY FOR THOUSANDS  
AND THOUSANDS OF  
AMERICANS.**

**WASHINGTON, D.C. TENDS TO  
TAKE ITSELF A BIT TOO  
SERIOUSLY, AND EVENTS SUCH  
AS THIS SUMMER'S DISASTERS  
REMINDE US THAT THERE ARE  
EVENTS OUTSIDE OF OUR  
CONTROL WHICH ARE FAR  
MORE IMPORTANT TO THE DAILY  
LIVES OF AMERICANS THAN  
WHAT WE DO HERE.**



**I INTEND TO ASSIST THE  
CLINTON ADMINISTRATION IN  
PROVIDING ASSISTANCE TO THE  
VICTIMS OF THE FLOOD. WHEN  
IT COMES TO DISASTERS, THE  
SOLUTION MUST BE NON-  
PARTISAN.**

**I DO APPRECIATE THE  
OPPORTUNITY TO MEET WITH  
YOU TODAY. I NOTICE THAT I'LL  
BE SANDWICHED BETWEEN**

**ALICE RIVLIN AND BILL  
BRADLEY.**

**ALICE RECENTLY WROTE AN  
OP-ED IN THE NEW YORK TIMES,  
WAXING NOSTALGIC FOR THE  
"OLD BOB DOLE" WHEN IT  
COMES TO THE DEFICIT  
REDUCTION DEBATE ON  
CAPITOL HILL.**

**I WROTE A RESPONSE,  
SAYING, "DON'T WORRY, ALICE,**

**I'M STILL OKAY, BUT I'M WAXING  
NOSTALGIC FOR THE "OLD BILL  
CLINTON", THE ONE ON THE  
CAMPAIGN TRAIL WHO  
PROMISED HE WAS GOING TO  
CUT SPENDING TO CUT THE  
DEFICIT".**

**MEANWHILE, JUDGING BY THE  
RECENT NBA PLAYOFFS, IT  
LOOKS LIKE THE KNICKS MAY  
BE WAXING NOSTALGIC FOR THE**



**"OLD BILL BRADLEY".**

**MAKE NO MISTAKE, IT'S THE  
DEFICIT REDUCTION PLAYOFFS  
THIS WEEK IN WASHINGTON.  
AND THERE'S PLENTY AT STAKE,  
NOT FOR DEMOCRATS AND  
REPUBLICANS, BUT FOR THE  
AMERICAN PEOPLE, THE FOLKS  
WHO ARE GOING TO HAVE TO  
BEAR THE BURDEN OF WHAT WE  
DO IN THE COMING WEEKS.**

**AS THE WHITE HOUSE AND  
ITS CONGRESSIONAL MAJORITY  
MEET THIS WEEK TO HAMMER  
OUT A CONFERENCE REPORT  
ON THE PRESIDENT'S ECONOMIC  
PACKAGE, THEY WILL BE  
DETERMINING HOW MUCH MORE  
AMERICANS MAY BE PAYING  
FOR A GALLON OF GAS...HOW  
MUCH MORE THEY MIGHT HAVE  
TO PAY ON THEIR UTILITY BILLS.**

**THEY WILL ALSO DETERMINE  
HOW MUCH MORE BOTH THE  
GENERAL STORE ON THE  
CORNER AND COMPANIES SUCH  
AS GENERAL MOTORS -- AND,  
YES, MAGAZINES -- WILL PAY IN  
TAXES.**

**NO ONE KNOWS JUST YET  
WHAT THE FINAL NUMBERS WILL  
BE...BUT EVERYONE KNOWS  
THAT THE DEMOCRAT'S**



**CONFERENCE BILL WILL BE NOT  
JUST THE LARGEST TAX  
INCREASE IN U.S. HISTORY...BUT  
THE LARGEST TAX INCREASE IN  
WORLD HISTORY.**

**AND I HAVE SAID ALL ALONG  
THAT RAISING TAXES IS NOT THE  
WAY TO PUT OUR ECONOMY  
BACK ON TRACK.**

**I'VE BEEN TO QUITE A FEW  
STATES OVER THE PAST COUPLE**

**OF MONTHS, AND I HEAR AGAIN  
AND AGAIN FROM SMALL  
BUSINESSMEN AND WOMEN  
THAT THEY ARE SCARED.**

**NO WONDER JOB CREATION  
IS STALLED -- NO SENSIBLE  
INVESTOR, RISK TAKER OR  
ENTREPRENEUR WILL DARE  
MOVE FORWARD BEFORE  
KNOWING EXACTLY WHAT'S  
AHEAD. AND, SO FAR, ALL THEY**

**SEE IS A TIDAL WAVE OF NEW  
TAXES.**

**THEY ARE SCARED OF WHAT  
THE CLINTON TAX INCREASES  
WILL DO TO THEM. THEY ARE  
SCARED OF THE TAX INCREASES  
THAT WILL COME WITH HEALTH  
REFORM. THEY ARE SCARED  
OF ALL NEW MANDATES  
PRESIDENT CLINTON IS  
PROPOSING. AND BECAUSE**



**THEY'RE SCARED, THEY'RE NOT  
HIRING, AND THEY'RE NOT  
EXPANDING. AND THE  
ECONOMY, WHICH WAS ONCE  
RECOVERING, IS NOW FILLING  
THE PINCH.**

**LET ME BE CLEAR IN SAYING  
THAT I LIKE PRESIDENT  
CLINTON, AND HE LIKES ME. WE  
HAD A NICE DINNER THE OTHER  
WEEK HERE IN WASHINGTON,**

**ONCE LARRY KING STOPPED  
HOVERING AROUND THE TABLE.**

**AND WHEN THE PRESIDENT IS  
MOVING AMERICA IN THE RIGHT  
DIRECTION, THEN HE CAN  
COUNT ON BOB DOLE AND  
OTHER REPUBLICANS TO BE  
WITH HIM.**

**BUT WHEN THERE'S A  
FUNDAMENTAL DIFFERENCE IN  
PRINCIPLE...AS THERE WAS IN**

**THE SO-CALLED "ECONOMIC  
STIMULUS" PACKAGE...AND AS  
THERE IS WITH HIS TAX BILL,  
THEN I BELIEVE IT'S MY DUTY  
AND RESPONSIBILITY TO TRY TO  
GET HIM TO CHANGE  
DIRECTION.**

**AND THE MORE AMERICANS  
LEARN ABOUT THIS PLAN, THE  
MORE THEY KNOW IT'S GOING IN  
THE WRONG DIRECTION.**



**BUT THE FACT IS THAT THE  
PRESIDENT'S PLAN, AND THE  
PLANS PASSED BY THE HOUSE  
AND SENATE ARE NOT SERIOUS  
ABOUT REDUCING THE DEFICIT  
THE WAY THE AMERICAN  
PEOPLE WANT TO REDUCE IT--  
THROUGH CUTTING SPENDING.**

**THE PRESIDENT'S PLAN, AND  
THE CONGRESSIONAL PLANS  
ARE VERY TAX**

**HEAVY...ESPECIALLY IN THE  
EARLY YEARS...FOR EXAMPLE, IN  
THE SENATE-PASSED PLAN, TAX  
AND FEE INCREASES IN THE  
FIRST TWO YEARS OUTNUMBER  
SPENDING CUTS BY 13-1...AND  
THAT'S ASSUMING ALL  
SPENDING CUTS PROMISED FOR  
THE FUTURE ARE IMPLEMENTED.**

**EVEN IF CONGRESS DOESN'T  
SPEND THE PROMISED CUTS,**

**THE ADMINISTRATION STILL  
PROJECTS THAT THE DEFICIT  
WILL CONTINUE TO GO UP AND  
UP AND UP.**

**SO, WHERE DO WE GO FROM  
HERE? WHAT I HAVE  
SUGGESTED HE DO IS TO PULL  
THE PLAN AND START OVER--  
THIS TIME ON A BI-PARTISAN  
BASIS--AND PRODUCE A PLAN  
WITH REAL SPENDING CUTS AND**



**REAL DEFICIT REDUCTION.**

**I DON'T ANTICIPATE THE  
PRESIDENT TAKING THAT  
ADVICE, HOWEVER. AND I  
SUSPECT THE PRESIDENT WILL  
EVENTUALLY GET THE VOTES  
FOR HIS PLAN. AND I SUSPECT  
THAT YOUR MAGAZINES WILL  
REPORT ON, AND FEEL THE  
RESULTING ECONOMIC  
DOWNTURN, FOR QUITE A FEW**

**MONTHS.**

**THANK YOU VERY MUCH, I'LL  
BE HAPPY TO TAKE YOUR  
QUESTIONS.**