



# Campaign Briefing

TODAY:

**PRESIDENT BUSH  
INSPECTS L.A.  
RECOVERY EFFORT**

ISSUE 78

Friday, May 29, 1992

Page 1 of 2

## HEADLINES

- President Bush returns to L.A. (p.1)
- First quarter gross domestic product 2.4% (AP)

## TODAY'S SCHEDULE

President Bush meets with L.A. disaster task force; visits disaster assistance center; addresses Town Hall of California; meets with Sheriff's Youth Athletic League; speaks at Asian-American dinner.

Vice President Quayle attends fundraiser for Senator Nickles (R-OK); addresses U.S. Navy Strategic Communications Wing 1, Tinker AFB.

## NEWS IN BRIEF

**BUSH UNVEILS DEFENSE WORKER ASSISTANCE** President Bush announced a \$1.2 billion plan Thursday to assist uniformed and civilian defense workers caught in the post-Cold War downsizing of the defense industry. *"This transition must be managed in a rational manner,"* Bush said. *"Today I'm proposing... additional programs including new GI Bill benefits and an expansion of job training, employment, and other educational opportunities."* The initiatives include an \$86 million project to finance second careers in teaching, a \$216 million proposal to expand GI Bill education benefits, and \$459 million to stimulate 20,000 early civilian retirements. *"I am committed to ensuring that the vast talents of former defense personnel can be put to productive use in private life,"* said Bush. (Wash. Times, 5/29)

### Presses New America Plan

## PRESIDENT BUSH RETURNS TO L.A. TO INSPECT RIOT RECOVERY EFFORTS

Pressing his New America plan for urban revitalization, President Bush is back in Los Angeles today for a follow-up inspection of recovery efforts. He first toured the Los Angeles riot area earlier this month.

The President, accompanied by Secretary of Housing and Urban Development Jack Kemp, will visit Harvard Recreation Center in the riot area to meet with federal and state officials administering recovery efforts.

After the visit, President Bush will participate in a luncheon meeting of the Town Hall of California, a civic group. This afternoon, Bush meets with President Reagan at the former chief executive's Los Angeles office, and then he will be briefed on the Los Angeles Sheriff's Youth Athletic League at the Lynwood Youth Athletic Center, where he will present brief remarks.

This evening, Bush will speak at the Asian/Pacific American Heritage Presidential Dinner in Los Angeles. California Gov. Pete Wilson will introduce the President.

On Saturday, the President will travel to Fresno and conduct a roundtable session with farmers on agricultural policy. The President is also scheduled to address a Texas Victory '92 fundraiser in Dallas before returning to Washington. (5/28)

### Issues Brief: New America Plan

## TO FIX AMERICA'S CITIES: RENEW COMMUNITY SPIRIT

*Federal and state money has poured into America's cities for nearly three decades, but it has not come even close to fixing what is really broken. Too often, we have created dependency, not self-sufficiency.*

- Federal, state and local spending on welfare programs across America totaled \$210 billion in 1990. That is more than twice what it would cost if the government made direct cash payments to the poor to raise all their incomes above the poverty line.

*President Bush says, "Enough." It's time for new approaches. We cannot continue spending good money to buy bad results. Revitalizing our inner cities means enacting the President's New America plan to bring about the conditions and values that allow people to live productive, fulfilling lives.*

- President Bush's "Weed and Seed" program will rid neighborhoods of crime so employers will want to locate their businesses there.
- Project HOPE will allow public housing tenants to purchase and manage their housing developments, providing them with a real stake in their communities.
- Transforming education will let parents send their children to the best schools available -- public, private, or religious. Job training and youth apprenticeships will assure that young people have the skills to be hired.
- Enterprise zones will provide the economic incentives to create an urban renaissance.

*The American public agrees. People want to help the cities, but they realize money alone is not the answer. President Bush is ready to deliver.*

- 67 percent of all Americans want a "new approach" to helping the cities, according to a Washington Post poll. Only 13 percent feel the anti-poverty programs of the 1960s and 1970s were the "right way."



**NEWS IN BRIEF continued****MIDSHIPMEN RALLY AROUND THE PRESIDENT**

President Bush received handshakes, bear hugs, and high fives from 1,008 U.S. Naval Academy graduates Wednesday as he handed each cadet their diploma. Some graduates brought pens or other small gifts for the President. Another persuaded the President to wave to his family in the stands. Sam Wagener, the last midshipman to cross the stage, received a special presidential gift. "Wait a minute," the president said as he shook hands with Wagener. The president then took off his watch -- a Timex with "President George Bush" engraved on the face -- and handed it to the stunned cadet. (The Baltimore Sun, 5/28)

**BUSH/QUAYLE ADVERTISING TEAM NAMED**

Bush/Quayle '92 announced on Wednesday that its advertising and media services will be performed by a newly-formed national advertising agency, November Company. November Company will be run by Martin Puris and Clayton Wilhite, both of whom are affiliated with advertising agencies in New York.

Campaign Chairman Robert Teeter said, "In today's world, informative advertising and innovative media are linchpins to a winning presidential campaign." Key to the November Company team will be senior creative directors Ron Anderson, Gordon Bowen, Alex Castellanos, Sean Fitzpatrick, Robert Garner, Bill McCullam, Mike Murphy, Ted Shaine, Don Sipple, and Jim Weller.

**VICTORY FOR PRESIDENT'S ENERGY STRATEGY**

In a victory for the President's domestic agenda, the House passed the Comprehensive National Energy Policy Act. Calling the action an endorsement of "President Bush's leadership in developing a national energy strategy," Energy Secretary James Watkins hailed the agreement as "a critical milestone in the President's quest for a secure, environmentally sound energy future." The President began action on a National Energy Strategy in July 1989, long before the Persian Gulf crisis accelerated congressional interest. The extraordinary bipartisan agreement answers the President's call for "economic prosperity, energy security and environmental common sense," said Watkins. (Baltimore Sun, 5/28)

**ECONOMYWATCH**

**EXPORT GROWTH FUELING JOBS** America's exports are strong, getting stronger -- and creating jobs. The Joint Economic Committee Republican Staff reports that "jobs supported by U.S. merchandise exports" outpaced employment from other components of the Gross Domestic Product since 1986 (see Figure One). America's manufacturing sector has especially benefited from the export strength: "Total merchandise

exports...contribut[ed] almost all of the job growth in U.S. manufacturing industries from 1986 to 1990," say the JEC Republican Staff. (5/28)

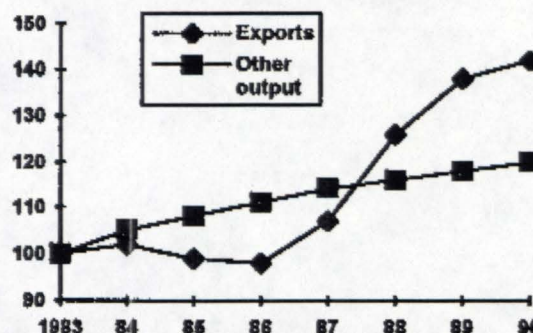


FIGURE ONE: "U.S. Jobs Supported by Merchandise Exports" (U.S. Chamber of Commerce, 5/11/92)

**POLLWATCH****ALABAMA POLL** (Birmingham News, 5/28)

BUSH	41%
CLINTON	31%
PEROT	23%

(Southern Opinion Research poll of 402 registered Alabama voters, between May 21 and 23.)

**CONGRESSWATCH**

**IF THE GOP CONTROLLED THE HOUSE....** "We as a party are committed to very real change on Capitol Hill....We are committed to serious, immediate, specific reforms. Bob Michel, for example, has pledged that on the very first day he was speaker we would both pass a bill to apply to Congress every law that applies to other Americans and we would cut the committee staffs by 50 percent that day. Now, that's a measurable performance-based promise. It's something people can look at and say that's not just politics as usual. That would be a real difference." **CONGRESSMAN NEWT GINGRICH (R-GA)** (Fox Morning News, 5/28)

**WHAT THEY'RE SAYING**

**THE TWO FACES OF PEROT** "[Perot] is a walking contradiction....Perot says he is for abortion but always shifts the question to adoption. He says he is for gun control, but endorses the National Rifle Association. He says he is against government spending, but grew fat on government contracts." **RICHARD BOND, CHAIRMAN, REPUBLICAN NATIONAL COMMITTEE** (L.A. Times, 5/28)

For draft news releases, news conference statements, letters to the editor, speeches, op-eds, and talking points, please call the **STATE PRESS OPERATIONS DESK** at 202/336-7294.

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