

From: "Silverberg, Kristen"
To: "Kavanaugh, Brett M.", "Spellings, Margaret M."
Cc: "Kropp, Emily L."
Subject: RE: ~~Confidential~~ -- for your eyes only -- comments back to me by 5:00 pm Thursday
Sent: Thu, 26 Aug 2004 15:46:12 -0500
[comments to speech.doc](#)

[DPC comments attached](#)

-----Original Message-----

From: Kavanaugh, Brett M.
Sent: Thursday, August 26, 2004 12:26 AM
To: Kavanaugh, Brett M.; Spellings, Margaret M.; Silverberg, Kristen
Subject: RE: ~~Confidential~~ -- for your eyes only -- comments back to me by 5:00 pm Thursday

[You should send comments by email since I will be traveling \(or you can call me on cell at 494-2184\). Thx.](#)

-----Original Message-----

From: Kavanaugh, Brett M.
Sent: Thursday, August 26, 2004 12:19 AM
To: Spellings, Margaret M.; Silverberg, Kristen
Subject: ~~Confidential~~ -- for your eyes only -- comments back to me by 5:00 pm Thursday

Page	Graph	Comment
General		The domestic section is noticeably less passionate and personal than the international discussion. I will raise it with Mike as well, but we suggest adding some personal stories about individuals the President has met – people who pulled themselves out of poverty or who work in faith-based charities, etc.
1	2	“We have seen a shaken economy rise to its feet” strikes us as an odd metaphor. (An economy’s feet?) Also, it sounds very tentative. (I’m picturing a boxer wobbling up on his feet just before he’s KO’d).
3	4	In light of gas prices, I suggest making clear that we have a plan for becoming less depending on foreign oil. Recommend: “...less dependent on foreign sources of energy by increasing domestic supply, encouraging energy efficiency and developing clean, alternative sources of energy.”
4	1	We are only reforming one federal job training program – the Workforce Investment Act (which is the largest and most significant.) We are not reforming the myriad programs designed to train veterans or agricultural workers, etc. Suggest “So we will change the way federal government helps workers get training. Our largest federal program will train twice as many workers, and will provide them with Innovation Training Accounts, flexible vouchers that allow workers to choose the training that serves their needs.”
4	3	As we discussed with Dan this morning, the description of HSAs leaves out the larger contribution we would make to the HSAs of low-income families (\$1000 to the HSA and \$2000 to help pay for premiums of a high deductible plan). Without mention of the low-income contribution, the rebate will look paltry. I would also avoid use of the words “tax credit” which reporters may confuse with our old tax credit. You might consider: “We will encourage small businesses to contribute to health savings accounts for their employees by reimbursing them for an initial contribution, and we will contribute to the health savings account of any low-income American.” Keith may have a better way of stating this.
4	3	“the freedom of knowing they can take their account with them when they change jobs...” The employee wouldn’t necessarily take his actual high deductible plan with him - it could be employer-based – although the amount in the HSA is his to keep.
4	4	I’m not sure that anyone understands the term “comp-time” and “flex-time.” Consider “by changing outdated laws, so they can have more control of their own lives with more flexible work schedules.”
5	2	“empowering parents with information and options ” [or “choices”]
5	3	“nearly two-thirds of the fastest growing industries ” [or “fields”]

		require at least two years of college.
5	3	“only 27 percent of students starting high school will go on to a second year of college” The statistic measures the percentage that starts sophomore year of college.
5	6	“the overall homeownership rate, and the ownership rate for minorities , are at all time highs.”
5	6	<p>The housing goal isn’t based on the number of new families that will own homes. We would expect that number to be much higher. You’ll recall that the President set a goal previously of 5.5 by 2012 for minority homeowners alone.</p> <p>This goal is to increase the number of new affordable ownership units. Suggest something like: “By providing housing tax credits and by working with state and local government to reduce barriers, we will encourage construction of more affordable housing, 7 million more affordable homes in the next ten years - so that more American families can open the door and say welcome to my home.” (Modification needs to continue to make clear that these are ownership units; we’re not counting new rental units).</p>
6	2	Note: The line is accurate, however health centers provide more than preventative care – some provide services like chemotherapy, for example.
6	2	“every poor county in America will have a health center .” Note: Of the 192 counties that meet our definition of poverty, roughly 120 will receive Community Health Centers. The remainder will have Rural Health Centers which are designed to serve the needs of sparsely populated areas. (For example, a CHC typically has four or more doctors. In many counties you would need fewer to staff the rural health ctr.)
7	2	b(6)
7	1	Faith-based is mentioned only in passing, which doesn’t reflect the President’s personal commitment to the issue. I think that it would be a good addition to the “I believe” section on p.2 as in “I believe in the power of caring individuals to fight poverty and addiction, to bring hope to the homeless or abandoned. I have broken down barriers to the full participation of faith-based and community groups in solving our Nation’s problems.”

