



FOR IMMEDIATE RELEASE

Contact: Rayne Pollack
(202) 626-4863
Monique Llanos
(202) 626-7975

**** PROGRAM ALERT ** PROGRAM ALERT ****

**C-SPAN WILL PROVIDE LIVE COVERAGE OF THE DEMOCRATIC
LEADERSHIP COUNCIL NEWS CONFERENCE ON PEROT SUPPORTERS**

Washington, D.C., July 6, 1993 -- C-SPAN will cover the Democratic Leadership Council news conference discussing its new survey of Ross Perot voters **LIVE Wednesday, July 7, 10:00 AM (ET).**

The council will release a comprehensive study of 1,200 Perot supporters and a proposed strategy for attracting these voters to the Democratic Party. Scheduled speakers include Al From, the President of the DLC; Will Marshall, President of the Progressive Policy Institute; and Stanley Greenberg, who conducted the survey and is President Clinton's pollster, from Greenberg Research, Inc.

C-SPAN is entirely funded by America's cable television companies as a public service. C-SPAN is currently available in 59.3 million households nationwide and worldwide via satellite.

- 30 -

FOR IMMEDIATE RELEASE

Contact: Rayne Pollack
(202) 626-4863
Monique Llanos
(202) 626-7975

**** PROGRAM ALERT ** PROGRAM ALERT ****

**C-SPAN WILL PROVIDE LIVE COVERAGE OF THE DEMOCRATIC
LEADERSHIP COUNCIL NEWS CONFERENCE ON PEROT SUPPORTERS**

Washington, D.C., July 6, 1993 - - C-SPAN will cover the Democratic Leadership Council news conference discussing its new survey of Ross Perot voters LIVE Wednesday, July 7, 10:00 AM (ET).

The council will release a comprehensive study of 1,200 Perot supporters and a proposed strategy for attracting these voters to the Democratic Party. Scheduled speakers include Al From, the President of the DLC; Will Marshall, President of the Progressive Policy Institute; and Stanley Greenberg, who conducted the survey and is President Clinton's pollster, from Greenberg Research, Inc.

C-SPAN is entirely funded by America's cable television companies as a public service. C-SPAN is currently available in 59.3 million households nationwide and worldwide via satellite.



Release: Immediate

Contact: Lisa R. Davis
Phone: 202/546-0007

ADVISORY

How strong and solid is Perot voter loyalty? Can President Clinton win their support? Who are Perot voters and what do they really think about politics, government and the issues of the day? What does the Democratic Party need to do to appeal to this segment of voters?

On July 7, the Democratic Leadership Council will release the largest, most comprehensive study yet of Perot voters and a proposed strategy for bringing these voters into the Democratic fold. The study, conducted by Stanley Greenberg, who is President Clinton's pollster, is based on a national survey of 1,200 Perot voters, and six focus groups.

- WHAT:** News conference releasing Perot voter survey and proposed strategy to attract Perot voters to the Democratic party
- WHEN:** July 7, 1993
10:00 a.m.
- WHERE:** National Press Club -- Main Lounge
Washington, DC
- WHO:** Al From, president, Democratic Leadership Council; Will Marshall, president, Progressive Policy Institute; and Stanley Greenberg, Greenberg Research, Inc.
- CONTACT:** Lisa R. Davis, Democratic Leadership Council, 316 Pennsylvania Avenue, N.W., Suite 500, Washington, DC 20003; telephone, 202/546-0007.

#####



~~Wed~~

Wed.

10:00 am

Live

News Conference

> LC - Democratic
Leadership
Conference

Releasing

Study: Voters Ross

Appeal Loyalty to ~~Gov~~

AI Framing Pres

with Marshall, Progressive Policy
Institute
Stanley Greenberg