

Bruce -

Did you get this? A lot of  
plan development going on.

Elena

Race Init.

## MEMORANDUM FOR THE PRESIDENT

FROM: JUDITH A. WINSTON

THRU: ERSKINE BOWLES  
SYLVIA MATTHEWS

SUBJECT: PRESIDENT'S INITIATIVE ON RACE WEEKLY REPORT --  
OCTOBER 11 - 17

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### ADVISORY BOARD ACTIVITIES

American Council on Education Conference, Miami, FL. The Reverend Johnson Cook and Governor Winter spoke to 1500 college and university presidents, faculty members, administrators and students about the Initiative at the American Council on Education's "*Educating One-Third of A Nation Conference*". Governor Winter discussed the importance of diversity and inclusiveness in all aspects of higher education and the important role that colleges and universities play as models for society at large. The Reverend Johnson Cook discussed the importance of partnering with all communities in fostering positive interracial experiences on college and university campuses. She pointed out that the education community needs to recognize that other communities, such as the community of faith, already play an important role on college and university campuses and that all of these communities must work together if we are to achieve One America.

While at the Conference, Dr. Franklin and Governor Winter also addressed a group of college and university presidents. They urged them to commit to becoming partners in promoting the goals of the Initiative, holding dialogues, providing information on promising practices and increasing efforts to achieve more diversity on their campuses. The meeting was followed by a press conference. During the Conference, the ACE and the Association of American Colleges and Universities announced a year-long effort to encourage every college and university to conduct special programs focusing on race and other dimensions of diversity in American society.

*Race Init.*

*Bruce/Tore -*

**DRAFT--DRAFT--DRAFT**

October 20, 1997

*Have you seen? Pretty exciting stuff. Tore - could you figure out where the Initiative statth is in the*

**MEMORANDUM FOR THE PRESIDENT**

**FROM: SYLVIA MATHEWS AND JUDY WINSTON**  
**SUBJECT: President's Initiative on Race**

*Fact book mentioned in p. 3?  
 Thanks  
 Elena*

This memo provides events and announcements that we will make over the next 2½ months. Over the past few weeks, Erskine Bowles has convened White House staff and Race Initiative staff in an effort to pull together planning and implementation on concrete actions. In order to carry this out, working groups were established to achieve progress in these specific areas: 1) Policy; 2) Recruiting Leaders / Outreach; 3) Promising Practices; 4) Hard Questions; 5) Dialogue in Communities; 6) Living Report; and 7) Youth.

In the next few weeks, we would like to meet with you to discuss the goals and activities of the race initiative. Our meeting with you will allow you to provide input on those activities that we have planned.

**OCTOBER**

**Promising Practices:** By October 31, we will place ten promising practices on the web site. This placement will be the start of regular postings whereby promising practices will be added monthly basis. By December 3, we will add fifty more promising practices.

**North Carolina Racial Reconciliation Conference:** On October 27 and 28, the Governor of North Carolina, James Hunt, Jr., is hosting a conference on racial reconciliation. The conference grew out of federal funds set aside for thirteen southern states that experienced church arsons in 1996. On October 27, Attorney General Reno will address the conference and highlight the Race Initiative and the importance of the Justice Department's work to enforce the nation's civil rights laws, particularly those laws against hate crimes.

**Secretary Glickman:** On October 27, Secretary Glickman will give the keynote address at the Hispanic Association of Colleges and Universities' (HACU) 11th Annual Conference in San Antonio, Texas. HACU represents more than 200 accredited colleges and universities that collectively enroll two out of three Hispanic Americans attending college in this country. Also, on October 27, Secretary Glickman will address the 11th Annual Indian Agricultural Symposium hosted by

the Intertribal Agriculture Council in Chandler, Arizona. The Intertribal Agricultural Council is chartered by 84 tribes with a membership that represents 80 percent of all US acres owned by Indians and Indian tribes.

**Inter-Agency Youth Taskforce:** On October 20, the first meeting of the federal agency youth taskforce was convened at the White House. The youth taskforce consists of one youth representative per Cabinet agency. The youth taskforce will meet once a month. The taskforce members primary responsibilities will be to ensure youth involvement in the race initiative within their agencies and reach out to youth groups on behalf of the race initiative.

## NOVEMBER

**WH Conference on Hate Crimes:** On November 10, we will host this conference which will be both symbolic--unequivocally signaling the Administration's opposition to and abhorrence of violence against those who may be different from others, and proactive--bringing key constituencies together to identify commonalities and possible solutions.

**Pell Grant Policy:** In mid-November, [NEC/DPC to add paragraph].

**At the Table Discussions:** On November 7, we will kick off "at the table" discussions hosted by Cabinet and Sub-Cabinet appointees. Much like the effort during the first term on women's issues, Presidential appointees will be encouraged to host *At the Table* sessions on their visits throughout the country. This is a great way to engage the Sub-Cabinet, generate press and promote dialogue in the communities on the topic of race. The information from the "at the tables" will be compiled into a report for the President. Also, promising practices and community leaders will be gathered and reported to the race initiative this way.

**Challenge to Youth:** By November 15, we will have prepared a letter from you and Dr. John Hope Franklin that provides a call to action young Americans across the country. Attached to this letter will be a "how to" action sheet. The letter will be targeted to community leaders, high school and college leaders and youth organizations. As part of this effort, we would like to conduct a White House briefing for members of the media who target young people through their magazines, radio stations and or newspapers. (i.e. Rolling Stone Magazine, Latina Essence, Ebony, VIBE, MTV, VHI, Univision, BET Teen Summit, Latina, Vanidades, Moderna, "A", Flip etc.) Further, during the week the letter is released, we recommend that you dedicate your radio address to his call to action to youth. We will use extra measures to ensure that college, hip-hop, and specialty radio stations are targeted for the radio address. As a follow-up, we would like to recommend that the Vice-President host an on-line Q&A. By the date the youth letter is released, we will develop a sub-link to the White House website that will be

on what? the letter?

By November 15, a letter!

devoted to young Americans titled: One America: KEEPIN' IT REAL.

**Website:** By November 1, new features will be added to the race initiative website that will make the site more dynamic and engaging, especially in ways that educate the public about our work and help people become actively in the Initiative. This feature will allow us to create a national on-line dialogue, giving the public an opportunity to share their best Initiative related thoughts and ideas with the rest of the country. At least five messages will be posted each week. Also, this website will include the Advisory Board Members with an on-going opportunity to talk directly to the entire American public. One member will be highlighted each week. After this initial period, board members will be offered the opportunity short letters updating the work and experiences they have had working on the Board. If the Advisory Board members are interested, this feature could also allow visitors to pose questions to them for responses. Also, we will add a "The Face of America" feature will post concrete, factual information (such as demographic data and research reflecting attitudes on race) that our Policy Planning and Research Division believes is important to our education outreach efforts. The information will be updated weekly. A calendar of events that highlight up-coming Initiative-related events will be added to the website. *uh oh.*

**Secretary Babbitt:** Secretary Babbitt will serve as Chair if the National Congress of American Indians that is being held in Santa Fe, New Mexico November 16-21, 1997.

## DECEMBER

**Town Hall Meeting:** On December 3, you will host a town hall meeting. By October --, you will receive a memo providing options for the location and theme of the town hall meeting. Generally speaking, this town hall meeting will be set up as a model meeting so that it may be replicated throughout the country. Among other things, it will highlight what is working in the community that the meeting takes place. *sh.*

**Corporate Group:** In December, we will convene a group of corporate CEOs for the race initiative. These CEOs will recruit other corporate leaders and work among their companies and industries to engage in actions that help build One America.

**Health Disparities:** In December, we will announce a "closing the gap" policy announcement on health disparities [Elena to insert paragraph].

**Fact Book:** By December 3, we will have developed a fact book, which will provide a the positive and negative statistics in which the race initiative hopes to impact. *hmm*

**MLK Bond:** In mid-December, the Treasury Department will issue the \$100 savings

bond which will bear a portrait of Martin Luther King, Jr. This portrait will mark the first time that a minority portrait will mark government currency.

**Interior Discussions:** Beginning in December 1997, Interior will be convening the first of six panel discussions in targeted locations that will focus on the role race has played in our history, its influence on our cultural heritage, and DOI's role in educating the public about the nation's history in addressing race relations in the National Park System and the many other natural resources, tribal and cultural heritage challenges that the DOI finds in its trust.

Date: 10/20/97 Time: 16:00

AMedia hurting discussion of race, says director of Clinton race

Media hurting discussion of race, says director of Clinton race panel

By emphasizing conflict in coverage of race relations, the news media are discouraging Americans from talking openly about racial issues, one of President Clinton's top advisers on race told news executives.

"It is important for us to foster an atmosphere in which it is safe to talk about race," said Judith Winston, executive director of Clinton's advisory board on race. "And to emphasize divisions as conflicts, it seems to me, is more silencing than not."

Ms. Winston praised several newspapers for promoting discussion of race in their own communities through in-depth reporting on racial issues and by sponsoring forums for readers to talk.

But she admonished news organizations for being too quick to characterize honest disagreements as conflicts.

As an example, she cited reports that members of Clinton's advisory board are divided over how much emphasis to place on the history of America's racial conflicts as opposed to focusing on current and impending problems.

"It is a classic example of your desire, most of your desires, to highlight conflict at the expense of a careful review of the facts," she said. "The dispute that you mischaracterized in the reports on the board's first meeting could best be described as differences of style rather than substance."

The media should consider their profound influence on Americans' attitudes about race in light of the number of stereotypes that still find their way into print and onto the airwaves, she said.

"We know this because we read newspapers and watch television shows where minorities are misrepresented and disproportionately portrayed as criminals, drug addicts and welfare recipients," Ms. Winston said.

She singled out The Times-Picayune of New Orleans, the Akron (Ohio) Beacon Journal, the Utica (N.Y.) Observer-Dispatch, the Detroit Free Press and The Atlanta Journal-Constitution for making extra efforts to do reporting that heals racial divisions.

Responding to critics who say Clinton's race panel is moving too slow and emphasizing talk over action, Ms. Winston said many Americans still need to be convinced that racial discrimination poses a serious problem.

She cited studies showing that many minorities still see discrimination as a major issue while many whites do not. In part that's because blatant racism has widely been replaced by more subtle forms of bias in which Americans focus on helping their own racial or ethnic group, she said.

Press urged to tell stories of 'real people' affected by welfare reform

A Clinton administration official who resigned in protest when the president signed the welfare reform bill urged editors to keep telling readers how "real people" are affected so policy makers can be persuaded the approach is wrong.

Peter Edelman called the 1996 law "the worst thing Bill Clinton has done."

The new welfare law, which took effect this summer, ended the

Bruce -  
Did you  
see?  
Elae

Race Initiative  
Bruce -  
FYI. I'm not sure if this  
has been sent yet.  
Elena

## NOTE TO MEMBERS OF THE ADVISORY BOARD

Re: Upcoming Schedule and Plans for Developing the Advisory Board Work Plan

I want to follow-up on our recent conversations and provide you with some ideas on paper for proceeding between now and the next meeting of the Advisory Board. I have spoken with each member of the Board in general terms about this suggested framework and schedule, and I believe everyone is in agreement with the general structure that I outlined in my telephone conversations with you, and which is described below. I am anxious to receive your comments and ideas, both about the suggested structure for the subcommittees and the work of the subcommittees, and about any other matters related to the work plan for the Advisory Board.

As we discussed, I believe it would be useful for the Advisory Board to work in subcommittees between now and the next meeting, which I have suggested would be in mid-September. Subcommittee members could meet primarily through conference calls, although they certainly could meet in person if needed.

The President has set out **five major goals** for the Race Initiative and will be seeking the advice of the Advisory Board on how to achieve each of them:

- To articulate the President's vision of a just, unified America
- To help educate all Americans about the facts of race in this country
- To promote a constructive dialogue in which we confront the difficult issues of race
- To encourage leadership at the federal, state, local, community and individual levels to help bridge racial divides; and
- To identify and develop solutions in critical areas such as education, economic opportunity, the administration of justice, housing, crime and health care.

The Board's work plan will outline the process it will use to ensure it has all of the data and support it needs to advise the President fully and knowledgeably in each of the areas on which the Board's advice is sought. The subcommittees could be organized roughly around the five major goals or the three major activity themes of the Initiative, recognizing that there is overlap between the goals and the themes. The **three activity themes** and the areas they might

cover are:

**A. Study** -- This includes identifying the demographic data the Board wants to collect and use in support of any one of the five goals (i.e., determining the most effective ways to use demographic data as one of the many ways of providing race-related information that will educate, increase understanding, and dispel demographic myths and stereotypes), identifying what kind of data would be most effective to use (e.g., sector data -- education, economic opportunity, etc.; geographic data; class data), and how best to use it. It also could include developing a framework or criteria for identifying "best practices" in communities, companies, and other settings, and developing ideas for establishing a clearinghouse or other means to make this information readily available.

**B. Dialogue** -- This includes the challenge of outreach and having a national conversation about race, including organizing town meetings, developing parallel vehicles (e.g., conferences) for reaching other audiences, developing networks of leaders across and within communities, identifying the most effective way to reach people with the demographic data, and building partnerships with corporate, sports, or entertainment organizations. It also includes identifying the focus and ideas for kits and other materials to distribute to communities, churches, schools, and other organizations. In addition, the work of this subcommittee could include developing a communication and media plan for outreach, or this work could be part of a separate subcommittee. A critical challenge of the dialogue theme or activity is how to guide and measure effectiveness and to build on whatever the measure of success is.

**C. Action** -- This is the policy and program development component of the Initiative. It includes identifying ways to be a catalyst for the development of community improvement programs; determining whether to issue publications that would be educational, informative, and/or thought-provoking; identifying opportunities for federal, state, or local initiatives. It also could include developing a possible outline for the President's Report to the Nation, and determining what activities the Advisory Board could or should become engaged in that would fill in and support the framework for the President's Report.

I know that each of you fully appreciate that each of the goals and activity themes present a major challenge, especially in light of the time frame the President has set out for himself and the Board. Many of the people I have talked with during the last two weeks tend to advance immediately beyond the discussion of racial reconciliation to that of policy and program development aimed at effectively addressing the barriers confronting racial and ethnic minorities in this country, e.g., adequate funding for inner city schools; enhanced affirmative action strategies in the education and employment spheres. Others question how realistic, appropriate or wise, it is to move forward with recommendations for significant policy and program development without first attempting to build more of a consensus in the country about race and racial reconciliation. The Board's work plan must somehow balance these approaches and

concerns -- that is, the need to educate and promote a deeper understanding of the common bonds and values among racial groups and the history of race relations (across multiple racial groups) and the need to push forward on the policy and program development and action front.

In each of these areas, one useful activity would be to begin to identify organizations and experts that already have information, are engaged in outreach, and have developed programs and policy proposals so that the Board does not spend its time duplicating existing and valuable work of others.

If the Board is in general agreement on this framework (organizing a work plan through subcommittees based on the goals and themes outlined above) and the timetable (meet as subcommittees during August and early September with a full Board meeting in mid- to late-September), my staff will review the schedules of the Board members and check the availability of meeting space, and I will then contact you immediately to finalize the date of the next meeting.

I will be out of the office until Wednesday, when we will be in our new quarters. I will contact each of you then with the address, phone and fax numbers, as well as my e-mail address.

If you want to talk about any of the ideas in this note, please feel free to give me a call. Also, feel free to send comments by fax or e-mail once we have provided you with that information. I look forward to talking with you soon.

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Judith A. Winston