

NLWJC - Kagan

DPC - Box 055 - Folder-007

Race - Race Initiative: Youth

Race initiative - youth

To: *Minyon Moore, Michael Sorrell*

Memorandum

From: *Rob Nelson*

Subject: *One America Youth Briefing*

Date: *October 23, 1997*

Here's a draft outline for the briefing.

OVERVIEW

We invite 60 speciality press to attend the taping of the President's weekly radio address on November 14, to be followed by a briefing on the One America Youth Initiative, Keepin' It Real, and the introduction of a print and radio public service advertising campaign.

The target market is the wide spectrum of younger Americans, from diverse racial, ethnic, social, political, and economic backgrounds. Invites will be extended to print, TV, and radio press. Represented outlets will include, Rolling Stone, VIBE, Details, MTV, VH1, Nickelodeon, Black Entertainment Television (BET), Teen, Ms., KROQ Love Lines, Univision, Latina and Hispanic.

One celebrity will be in attendance. This person should have cross-over appeal, and preferably have access to more than one industry (ie. sports and movies, or movies and music). We are considering people such as Grant Hill (NBA star) or Will Smith (Independence Day/Men in Black).

EVENT OUTLINE

We will hold the event in either the Roosevelt Room or the Cabinet Room. The attendees will listen to the President's address, and then hear a short pep talk from the guest celebrity. The final part of the event will be a 20 minute briefing, including Q&A, during which we outline the One America Youth Initiative "Keepin' It Real," make a pitch for their support of the Initiative, and introduce the Public Service Advertising campaign -- including release of three print and three radio PSA's. (Attendees will have camera ready art in their briefing packets, and radio spots will be available for the non-print press).

Our goal is to get each outlet to commit to a feature story about the initiative and/or carry the PSA campaign. We will make two follow up calls to each outlet during the month following the briefing.

The briefing packet will include:

- Letter from the President*
- Overview of the Keepin' It Real Campaign*
- Keepin' It Real Action Kit*
- Text of the President's June 14, 1997 address "One America"*
- Camera ready art for the three print public service ads*

REACHING BEYOND

A more extensive outreach mailing will follow the briefing. This mailing will go to 500 targeted radio stations, 1000 college newspapers, 1000 high-school newspapers, 500 selected daily newspapers, and an additional 100 second tier speciality press outlets.