

NLWJC - Kagan

DPC - Box 051 - Folder-012

Race-Race Initiative: PSA's

THE WHITE HOUSE
WASHINGTON

November 24, 1997

TO: DISTRIBUTION LIST
FROM: ANN LEWIS
SUBJECT: RACE PSA'S

Enclosed are scripts of two 30 second public service announcements being produced in New York this week. Original scripts circulated last week and were tested in mall intercepts in Philadelphia, PA and Columbus, OH amongst target 17-25 year olds. The scripts reflect the test results. The visuals will feature a series of young people speaking. The PSA will be available for broadcast on December 2, and C-SPAN has offered to play it immediately before and after the Town Hall on December 3.

Please let me know if you have any questions or comments.

Sylvia Mathews
John Podesta
Rahm Emanuel
Paul Begala
Doug Sosnik
Mike McCurry
Amy Weiss Tobe
Craig Smith
Sidney Blumenthal
Michael Waldman
Mickey Ibarra
Maria Echaveste
Goody Marshall
Gene Sperling
Bruce Reed
Elena Kagan
Cheryl Mills
Stacie Spector
Beverly Barnes
Vicki Radd
Tom Janenda
Minyon Moore

AD COUNCIL/ TARGET 30/ VERSION A

1: You don't have to like me
2: Or, you can
3: You may not like what I have to say
4: But hear me out
5: You may find
6: We're not that different
7: I like good food
8: Good music
9: I want a good job
10: I want my kids to live in a world
11: where they are loved
12: and safe
13: and respected for who they are.
14: You don't have to like me.
15: But if you talk to me
16: You might.

ANNC: We can end prejudice if we talk to each other. Call, tell us what you would do.
 Together we can build One America

SUPER: (PHONE NUMBER AND WEBSITE)

AD COUNCIL/ TARGET 30/ VERSION B

1: You don't have to like me
2: Or, you can
3: You don't have to be my room mate
4: I am going to be your neighbor.
5: You don't have to run with me.
6: You don't have to run away from me.
7: We're not that different
8: I like good food
9: Good music
10: I want a good job.
11: I want my kids to live in a world
12: where they are loved
13: and respected for who they are.
14: You don't have to like me.
15: But if you talk to me
16: You might.

ANNC: We can end prejudice if we talk to each other. Call, tell us what you would do.
 Together we can build One America

SUPER: (PHONE NUMBER AND WEBSITE)