

**NLWJC - Kagan**

**DPC - Box 071 - Folder-010**

**0-3 [Conference] - Reiner Project**

TAG - GOODNIGHTS

**FIRST VERSION**

**INT. HOME BASE**

TOM

At the end of the show we will be giving you an 800 number which will offer both material addressing parents most asked questions as well as a directory of early childhood parenting services in your area.

CUT TO:

CU T.V. SCREEN - TOM IS STILL TALKING

TOM

Programs not unlike the one we featured tonight in Hampton, which are starting to be developed in communities all over the country...

**FACTOID # 8 A**

**THINGS YOU MIGHT NOT KNOW - PRESIDENT CLINTON & THE FIRST LADY**

INT. WHITE HOUSE - NIGHT

The President and First Lady are watching the show.

FIRST LADY

What are you thinking?

PRESIDENT

I was thinking back to when Chelsea was little. There were so many things that we didn't know about the first three years. And now that she's going away to college and all...

FIRST LADY

You're not sure if we did right by her?

PRESIDENT

I hope we did.

FIRST LADY

Well, let's review. Did we read to her when she was a baby?

PRESIDENT

Every night.

FIRST LADY

Did we sing to her?

PRESIDENT

You did. I played the saxophone.

FIRST LADY

That counts.

PRESIDENT

Did we give her enough physical nurturing?

FIRST LADY

I don't think we could have hugged her more if we tried.

PRESIDENT

So, her Serotonin level is...

FIRST LADY

I'm sure it's fine. Bill, back then none of us knew just how critical those first three years were, but I think we had some pretty good instincts.

(more)

FIRST LADY (cont'd)

We gave her lots of love and attention. And that's the most important thing a parent can do. I'm sure she'll be just fine.

PRESIDENT

I feel a lot better. You want to play some hearts?

FIRST LADY

After the show.

They turn back to the t.v.

**SECOND VERSION**

**INT. HOME BASE**

TOM

At the end of the show we will be giving you an 800 number which will offer both material addressing parents most asked questions as well as a directory of early childhood parenting services in your area. But before we say good night there are two more things you might not know. And here are a concerned mother and father to tell you about them.

CUT TO:

**FACTOID # 8 B**

**THINGS YOU MIGHT NOT KNOW - PRESIDENT CLINTON & THE FIRST LADY**

**INT. WHITE HOUSE - NIGHT**

The President and First Lady are seated somewhere in the residence.

FIRST LADY

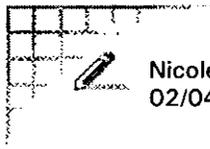
Thank you, Tom. You might not know that although science clearly shows us that in the course of a lifetime the vast majority of a person's growth and development takes place in the first three years, historically, we as a nation have devoted the fewest resources to that time period.

PRESIDENT

You also might not know, but this administration has pledged to change those priorities in order to give parents the tools they need to provide their children with a strong foundation in their early years. Toward that end...

(Add policy ideas here)

CUT TO:



Nicole R. Rabner  
02/04/97 07:00:04 PM

Record Type: Record

To: REED\_B @ A1 @ CD @ LNGTWY, Elena Kagan/OPD/EOP  
cc: Jeanine D. Smartt/OPD/EOP, Pauline M. Abernathy/OPD/EOP  
Subject: tomorrow's Reiner meeting

I wanted to provide some background and propose an agenda for tomorrow's meeting with Reiner, et. al. Melanne had spoken to Reiner a few weeks ago and promised this meeting specifically to discuss the President and Mrs. Clinton's roles in his TV special with all relevant White House staff. As you may know, he envisions them appearing at the end of the special in a "call to action" segment. She then spoke to Don, who said that, since he and McCurry oversee all POTUS television appearances, they should be engaged in these discussions. For that reason, Lorrie McHugh, Don Baer and Ann Lewis are scheduled to come to tomorrow's meeting.

Reiner, however, is bringing with him the entire group (from Michael Levine from Carnegie to Ellen Galinsky from the Families and Work Institute), suggesting that he has other things on his agenda, namely, the White House Conference on Early Learning and the Brain.

Perhaps it makes sense for Bruce to open the discussion and say that while we have the Communications folks in the room, we should talk about the TV special, allowing them to leave if they'd like while we discuss other issues.

Re: the WH Conference, there obviously aren't a lot of specifics to divulge to Reiner and company, apart from what the President will have said in his State of the Union address, but we can convey that we will certainly be in touch to consult.

On another front, we should probably all sit down at some point to discuss the Conference. FYI, Mrs. Clinton has indicated an interest in having the Conference last for more than two hours, so as to be more credible (although the President clearly would not need to be there for that long) and anchoring the Conference in the many practical things that parents can do to apply the recent research to their youngest children. Jeanine and I plan to compress the many recommendations of themes and participants that we have received, and hope to have a proposal to you by COB Friday.



RASCO C @ A1  
01/07/97 12:18:00 PM

Record Type: Record

To: REED\_B @ A1@CD@LNGTWY

cc: Elena Kagan, DRYE\_E @ A1@CD@LNGTWY, MAYS\_C @ A1@CD@LNGTWY

Subject: Rob Reiner

I have returned the call to Rob Reiner's person, Ellen Galinsky, today. She asked what Rob should say to POTUS/FLOTUS on Thursday evening at the Arts Dinner in regard to the early childhood project and getting a commitment on an event and a date. I told her I would be very surprised if spring scheduling is done prior to SOU and that at this point I would suggest Rob say he appreciates the cooperation he is getting from this staff, looks forward to working with the administration further on all this.

She also stated that Rob has asked to meet Bruce on Friday. I gave her Cathy's number, did warn her it is the weekend of cabinet retreat. I also told her for now to use Eliz as the contact on the follow up to previous meeting. She said he is hoping to meet with Mrs. Clinton on Friday and she has put in a call to FLOTUS's office on that...he will also apparently be meeting with Nancy Hoit.

Thanks.

**Meeting with Rob Reiner**  
**February 5, 1997**  
**10:00 a.m.**  
**Roosevelt Room**

Rob Reiner  
Michelle Reiner  
Ellen Gilbert  
Ellen Galinsky  
Dr. Bruce Perry (Baylor College of Medicine)  
Michael Levine  
Don Baer  
Bruce Reed  
Melanne Verveer  
Ann Lewis  
Laura Schwartz  
Elena Kagan  
Nicole Rabner  
Mary Morrison  
Pauline Abernathy  
Jeanine Smartt

2/4/96

R. Reimer mtg

Graph - brain growth  
- Fed funding

But Vonnich Deen Wilton  
Engler Whitman

Redefining what it is / when it needs to start  
Quality child care

Task Force -  
3 semi/3 reps.

Legislation? -

Fed challenge program - matching funds from states??

guidelines - how it can be spent

1. Quality child care
2. Health care - incl. mental/emotional
3. Parenting programs
4. In-home prog - incl. at-home visitation & at-work preparations.

8:00 AFD

Apr 28

Special - open w/ birth of baby.

T. Hanks - key is near 3 yrs.

3 stories from Hampton Va - all part of Penn props - success stories

C. Powell - reading Goodnight Moon

Running Theme - Things You Might Not Know

Proposal for Pres rfc:

2 versions: 1 more conversational / the other more of a direct approach.  
"Punishment"

Introduced by audience member of 100-#

See script

Ding Powell on Feb 21st

Would like to tape that wh.

Ding Koop March 3 - also some time there.

Need to know before Feb 19 what approach they'll take -  
because if they don't want to do any, then Herb's  
will - & his last day is Feb 19.

Host preview of show - at a week before - maybe 2.  
If our date is around then - not be a good way to  
kick off conference -

Newsweek still happening - wh of show.  
perhaps with Levine (21st) →

|| NBC - 3 part series in March in  
first yrs of life.

5 part - series with Levine  
on GM America  
Very open to who should be on etc.

Want them to have pub policy  
themselves  
The New News is  
how this brain res  
affects pub policy.  
Ubrain res itself  
has been around for  
a bit)

??

Rand Club report -  
Another report . . . ]

←  
can issue when??

Dr. Perry spent  
makes science  
clear to lay people

SO not a ss - part of RR campaign.

TRR did UqC comb.

business community  
policy makers.

Mel: we want to make it practical

Pol often give both out.  
"Push 'em now -  
you won't have to back  
em later"