

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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001. memo	Jeffrey L. Bleich to White House Personnel re: National Campaign to Prevent Youth Violence: Four-Week Status Report (8 pages)	9/15/99	P2, P5
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COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21554

FOLDER TITLE:

Violence-National Campaign to Reduce Youth Violence

rs81

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Jay KRIEGER, CBS 11/29

	4 networks - potential
1. Nat	1. Road block show - 8-9 week night - offer to every cable
2. LOCAL	- Homework for kids - 2nd cupix + target - Nat. teach. in on Violence next day - Religious coalition - preach that Sunday - State of nat'l debate - Sports Leagues, Musicians - Minority media - Medical - legal piece - Harvard Project - Jay Winston, design driver - de Saun. w/press: video - focus groups & squash it - Conflict Resolution: student mediators - letter to Michael Jordan as host
Dan Stern NBA Talk to Nike	

Miami 6-7 critic

- bus groups - comm. groups
- notes of ILLS next week
- support institutions that are taking resp for sts, schools, etc.
- place-based emphasis: spec sts, blocks, transition projects
- ends of silence notion

→ Challenge Sat. - come to WHF in 2 wks to announce that you'll meet that challenge

- ① Talk to Gerson + GS
- ② Talk to Bill Edelman

THE WHITE HOUSE
WASHINGTON

February 21, 2000

CONFERENCE CALL WITH NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE
BOARD MEMBERS

DATE: February 22, 2000
LOCATION: Oval Office
BRIEFING TIME: 11:10am - 11:20am
EVENT TIME: 11:20am - 11:40am
FROM: Bruce Reed

I. PURPOSE

To receive an update on the status of the National Campaign Against Youth Violence, and to thank the individuals who have joined the National Campaign's Board of Directors.

II. BACKGROUND

On August 17, 1999, you announced Jeff Bleich as the Executive Director of the National Campaign Against Youth Violence. Since that time, Jeff has worked on several fronts to move the Campaign forward. He has worked with the Ad Council to develop public service announcements that will be aired on all major networks, published in Teen People, and posted on the Internet through America Online. In addition, he has launched a city-by-city campaign to bring business leaders and local governments together in the effort against youth violence. This campaign will begin in 15 cities: Baltimore; Camden, NJ; Chicago; Denver; Flint; Hartford; Los Angeles; Memphis; Phoenix; Pittsburgh; Portland, OR; Richmond, CA; Pine Ridge, SD; Spartanburg, SC; and St. Louis.

The National Campaign will kick off its city-by-city campaign in Memphis on April 14 with the support of the Discovery Channel, Time Warner, and local business and civic leaders. This will be followed by a week of events highlighting the prevention of youth violence and culminating in a "day of peace" on the anniversary of Columbine (April 20).

On Tuesday, you will participate in a conference call with the newly appointed Board members of the National Campaign Against Youth Violence. The Board will be formally announced through a press release from the White House on Wednesday. A full list of board members is attached, but some highlights include Eli Segal, Steve Case of America Online, Senator Dole, Henry Cisneros, Dick Parsons of Time Warner, Bob Iger of Walt

Disney, Gerry Laybourne of Oxygen Media, and Deborah Prothrow-Stith of Harvard University. The purpose of this call is to thank the members for joining the Board, recognize some of the good work they are already doing to promote the prevention of youth violence, and energize them to help with the Campaign's national multi-media public service campaign and city-by-city campaign. Bleich will be following up in regional board meetings in New York, Washington, San Francisco, and Los Angeles.

III. PARTICIPANTS

Briefing Participants:

Bruce Reed
Eric Liu
Minyon Moore
Tom Freedman
Ann O'Leary

Conference Call Participants:

See attached list.

IV. PRESS PLAN

Closed Press.

V. SEQUENCE OF EVENTS

- YOU will join the conference call, make opening comments, and begin a discussion.
- YOU will participate in a discussion with Board members (we have pre-selected three for you to call upon if you choose).
- YOU will thank the Board members for their efforts and conclude the conference call.

VI. REMARKS

Talking Points Attached.

VII. ATTACHMENTS

- List of National Campaign Against Youth Violence Board Members and Conference Call Participants.
- Conference Call Talking Points.

**NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE BOARD
MEMBERS**

BOARD MEMBERS CONFIRMED FOR CONFERENCE CALL PARTICIPATION:

Sherri Abufakuseh
National Youth Advisory Council
National Campaign Against Youth Violence

Ron Burkle, Chairman
The Yucaipa Companies

Mayor H. Brent Coles
U.S. Conference of Mayors

John Devine, Ph.D.
New York University

Jason Dorsey
World Institute to End School Violence

Representative Jennifer Dunn
Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Greg Favre, Vice President, News
The McClatchy Company

Donald Garber, Commissioner & CEO
Major League Soccer

Carter Gaston
National Youth Advisory Council
National Campaign Against Youth Violence

Leo Hindery Jr., CEO
GlobalCenter Inc.

Todd Howard, President, Children's Division
Tommy Hilfiger

Rick Inatome, CEO
ZapMe! Corporation

Francine I. Katz, Vice President
Consumer Affairs
Anheuser-Busch Companies

Geraldine B. Laybourne, Chairman
Oxygen Media

Judith McHale, CEO
Discovery Communications, Inc.

Dick Parsons, President
Time Warner, Inc.

Lowell "Bud" Paxson, Chairman
Paxson Communications

Deborah Prothrow-Stith
Professor
Harvard School of Public Health

Eli Segal, Executive Director
Welfare to Work

Robert Wright, President and CEO
NBC

BOARD MEMBERS PENDING FOR CONFERENCE CALL PARTICIPATION:

Mel Karmazin, CEO
CBS Corporation

Ira Lipman, CEO
Guardsmark

Mayor Wellington Webb
U.S. Conference of Mayors & City of Denver

BOARD MEMBERS UNAVAILABLE FOR CONFERENCE CALL:

Steve Case, CEO

America Online

(Kathy Bushkin from America Online will participate in the conference call on behalf of Steve Case)

Henry Cisneros, CEO

Univision Communications, Inc

Benjamin R. Civiletti

Former U.S. Attorney General

Senator Robert Dole

Former Senate Majority Leader

Representative Martin Frost

Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Bob Iger, CEO

The Walt Disney Company

Rupert Murdoch, CEO

News Corporation

Neal Neilinger

Banque Paribas

Annie Zahren, Publisher

Teen People

OTHERS PARTICIPATING IN CONFERENCE CALL:

Bruce Reed

Eric Liu

Minyon Moore

Tom Freedman

Jeff Bleich, Executive Director

National Campaign Against Youth Violence

Mark Abbott, COO
National Campaign Against Youth Violence
Major League Soccer

Sarah Ingersoll, Deputy Director
National Campaign Against Youth Violence
(currently working at Department of Justice, but joining National Campaign in one week)

TALKING POINTS FOR CALL TO BOARD MEMBERS OF NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

- Thank you all for joining this call today and, more importantly, for agreeing to give your time and energy to the Board of the National Campaign.
- Last week reminded us again how much youth violence still plagues us. Littleton lost two more young people to gun violence. And here in DC, two shining stars were killed on their way home from a high school basketball game.
- So your leadership now is timely and vital, and I'm hopeful about what this Campaign can do. As Jeff has described, the Campaign will be working on three fronts: a city-by-city effort to engage local communities, a national media campaign, and a school-based program led by young people. With your help, all these efforts can reinforce each other.
- What's great about this Board is that it engages people from so many sectors of society – from the media to grassroots organizations to government. Jeff has told me about the work that some of you have already begun, and I think it's exciting. Some examples are:
 - AOL is planning a feature on its Teen Channel to allow kids to speak out on violence;
 - Advisory Councils of young activists and academic experts have been launched;
 - CBS has committed to help young people to develop their own PSAs on youth violence;
 - a Bipartisan Congressional Working Group on Youth Violence led by Representatives Jennifer Dunn and Martin Frost has been created;
- I want to make sure my Administration does its part too. In the budget I just sent to Congress, I am proposing over \$8 billion in various efforts to prevent youth violence: afterschool programs, a proposal to create smaller and safer high schools, tougher enforcement of gun laws, and many other programs. We have also launched a White House Council on Youth Violence to coordinate the anti-violence efforts of all federal agencies. And of course, I am continuing to push Congress to pass common-sense gun measures.
- I hope today we can talk about where this Campaign can go – and about ways you can continue to lead its efforts, by example and by persuading others to act. Call on three Board members. (They have been alerted that you may call on them, and they are to speak briefly):
 - Discovery Networks will air a national town hall from Memphis April 14 and produce a three-part series on youth violence (Judy McHale);
 - Time-Warner: Court TV will distribute an anti-violence curriculum it produced and Teen People will sponsor concerts and youth forums in eight cities (Dick Parsons);
 - Major League Soccer will lead an effort by professional sports leagues to promote good citizenship through sports (Don Garber).
- I know many others of you have also been making meaningful commitments, and I thank you all. We have a lot to do in the months ahead, and I'm grateful for your service.

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Rupert Murdoch, CEO
News Corporation

Neal Neillinger
Banque Paribas

Mayor Wellington Webb
U.S. Conference of Mayors & City of Denver

Robert Wright, President and CEO
NBC

(Dr. Rosalyn Weiman, Executive Vice President, Broadcast Content Policy and East Coast Entertainment, will join the call on behalf of Mr. Wright.)

Annie Zahren, Publisher
Teen People

OTHERS PARTICIPATING IN CONFERENCE CALL:

Bruce Reed

Eric Liu

Minyon Moore

Tom Freedman

Jeff Bleich, Executive Director
National Campaign Against Youth Violence

Mark Abbott, COO
National Campaign Against Youth Violence
Major League Soccer

Sarah Ingersoll, Deputy Director
National Campaign Against Youth Violence
(currently working at Department of Justice, but joining National Campaign in one week)

2/22 TALKING POINTS

I'd like to thank each of you for participating in this conference call today. I am Jeff Bleich, the executive director of the Campaign. I'll begin the conference call now, and President Clinton will then join us in about 25 minutes.

The purpose of today's call is to provide some basic information about the Campaign's progress to date, to highlight some important upcoming events, and to address any administrative or other issues that you may have. In particular, this may be an opportunity for us to schedule a Board meeting in April where we will be able to formally conduct business and provide a complete presentation about the Campaign. President Clinton has asked to join the call as well in order to thank you personally for your service on this Board and for some of the work that Board members are already doing. I'll begin by discussing a little bit about the origins of the Campaign, our three key initiatives, and where we are going from here. I do not expect the call to take more than a half-hour to 45 minutes.

First, I'd like to thank each of you for serving on this Board. This is an extraordinary group of leaders from the private sector, from academia, from state, local, and federal government, from grassroots organizations schools, and youth leaders themselves. Each of you should have received a copy of the list of Board members. A great deal of time was devoted to selecting this group. Our goal was to reach out to the people who are the most credible opinion-makers in our society: leaders who have the resources, creativity, and knowledge to actually change something as intractable as violence — a condition that has plagued this country for decades, and is the leading killer andcripler of our children. We are deeply grateful to each and every one of you for unhesitatingly answering this call, and committing to serve.

I. Scope of The Problem

As a preliminary matter, it is worth taking a moment to look at the issue of violence and address why we have formed a National Campaign.

Youth violence is not a new issue; it did not begin with last year's school shootings and in fact those shootings were just the most visible symbol of what has been happening in America for decades in less dramatic fashion. For over two decades, the Center for Disease Control has been

reporting that youth violence is at epidemic rates. Violence is now the second leading cause of death for young people under age 21 in the United States. It is the *leading* cause of death for african-american and latino males, it is the leading cause of death in many states, such as California, and it is the single greatest cause of death and injury to young people in virtually every major American city. For two decades now we have lost 13 or more children every day to violence. In effect, we have had a Columbine in this country every day in terms of the numbers of young people killed. And that is just the story of homicides. Over 900,000 young people are victims of non-lethal violent crimes, many of which result in permanent physical or emotional injuries. Another 700,000 young people commit those crimes. These figures do not even include all of the violent attacks that go unreported to the police. In short, violence is the greatest single public health threat facing young people.

What is even most striking about these U.S. violence rates, is comparing them to rates in other nations. In general, rates of non-violent crime in the U.S. are about the same as those in other industrialized nations. We are actually in the middle of the pack with respect to most property crimes. Which is to say that young people in the U.S. are no more likely to engage in non-violent crime than their peers in other countries. However, when it comes to homicide, people — particularly young people — in our country are far more likely to kill or be killed than their peers in any other westernized nation. Youth homicide rates are five to ten times that of any comparable industrialized nation. Moreover, even when we get to non-lethal violence, even if we take guns out of the mix, the rates of violent attacks are still between 2 and 10 times those of other nations. This is the situation, not the school shootings, that demands a National Campaign.

II. Origins of the Campaign

There are a few things that we know for sure about this phenomena, and which led to the creation of a National Campaign. At the White House summit on youth violence held last May, leaders from around the country on the subjects of violence, youth, and law enforcement, agreed on a few things. First, the problem is a societal one, not a biological one. There is nothing genetic about Americans that makes us naturally more violent than people from other nations. Second, violence has many causes, and addressing all of these sources is well beyond the power of the federal government and law enforcement generally to address. What is required, is a society-wide movement. We must address violence collectively and enlist ordinary people in efforts to prevent violence: this includes early childhood

development, identifying warning signs, getting help to young people early, focusing criminal justice resources on kids who are at highest risk, giving high risk communities the assets that they need to address the issue, and expanding the use of best practices that are proven to help young people learn how to resolve conflict, to gain respect, and to express rage without resorting to violence.

President Clinton asked me to take a leave from the practice of law last September in order to head up this organization. In asking me to do this, he offered only a few simple directions. First, the effort had to find ways to engage the private sector and ordinary citizens in reducing violence. Second, our effort had to be swift — to capitalize on public attention from the school shootings — and it had to focus on real, proven solutions to the underlying causes of youth violence. And third, the effort had to be genuinely bi-partisan. Although President Clinton has pledged his support, this issue is simply too important for us to risk allowing it to be politicized. In fact, one reason for conducting doing call with the President this way is to avoid having the press focus too much on the White House. We don't want any confusion about the motivations here. We are grateful for the President's help, but ultimately this cannot be an effort that is identified with any one political leader, party, or office.

III. Direction of the Campaign

This leads us to what we have done as a Campaign. I am very pleased to report that we have made unprecedented progress in bringing this effort to life in only a few short months. Many of you have already received our monthly status reports, and so I will not go through the Campaign's specific initiatives in great detail. However, it is worth going over the broad contours of the Campaign briefly. To make a real change in how the public thinks about and responds to violence, we have a three prong approach. First, we have to change the mindset in the U.S. that violence can't be stopped or that violence prevention is someone else's problem. Second, we have to help local communities and businesses commit to sustained programs that reduce youth violence. And third, we have to make sure that young people themselves own this movement and are prepared to lead it.

A. Public Education

I'll first briefly describe the public education component. Our first initiative is to educate the public that it can make a difference. If you have read the status reports, you will be aware of the stunning success that

Boston and other cities have had in reducing youth violence, and proving that it can be done. Boston, for example, went from having the highest rate of youth violence in the Country to going two and-a-half years without a youth homicide.

We have been extremely fortunate to have Foote Cone and Belding, the largest advertising agency in North America, donate its services to developing messages both to youths and caregivers to get this message across. In addition, we are very grateful to the Ad Council which has agreed to adopt, distribute, and promote these messages with all of their resources.

To develop our messages, we have formed groups that include the leading scholars from around the country, the top violence prevention experts, and literally hundreds of youths to make sure that we find the right messages to engage the public in a productive way. Both Foote Cone and the Ad Council have made this campaign a top priority, and are on schedule to debut both campaigns on April 20. April 20 will be the culmination of a series of events that we are calling a week of peace, and is itself the one-year anniversary of Columbine (when media attention will already be focused on this issue).

I will be sharing with all of you the creative briefs and the early creative work shortly. However, the basic messages are these. The message to adults is that violence is learned behavior, and that the first step to reducing youth violence is for us to stop teaching it. A child who is personally exposed to violence is 40 times more likely to engage in violence himself. Moreover, in talking with young people who have been violent, virtually all of them say the steps leading up to their violent acts were the same: they were neglected or teased or abused and at some point they turned to a person who they looked up to for answers. In each case they were told that unless they were prepared to be violent, they would never get respect or attention. Whether it was inner-city gang kids or young people in rural Kentucky, every one of them had learned the basic message that to be a man in America — to be respected — you had to get violent. The message is to stop teaching violence. We've already done some ads courtesy of the NFL that feature parents and coaches on sidelines screaming at kids to hurt other players and to cheat, with the tag line: "What are you teaching your kids about violence." We expect the ads will follow a similar theme.

The message to youth is both an empowering message and an anti-violence message. The message is that avoiding violence is cooler than getting violent. The message will thus feature peacemakers who have risen

above violence, and actual statements by people who have been violent about how violence did not make them feel better or more powerful: it only made the pain worse and made them feel even less significant. Our goal is to have young people own this movement in the same way that young people adopted and led the drunk-driving and recycling movements.

In crafting these messages, we have been assisted by a group of 30 leading scholars from 12 different fields who met at Harvard to go over our messages in detail. In addition, we had all of these messages reviewed by our youth action council, which is composed of 20 young people from around the country — all of whom have first-hand experience with violence and have committed to make a difference. In fact, two of the youth action council members, Carter Gaston and Sherri Abufakuseh, are on our Board of Directors and on this call. We are now forming a media advisory council which is going to help us with the strategic work of examining how to make sure that this message is distributed as broadly and effectively as possible through all possible media.

We are exploring every possible option, and are not focused just on the traditional PSA distribution system. For example, as part of our week of peace from April 14-20, we have preliminary agreements from the nation's hottest performers — including Ricky Martin, Jennifer Lopez, 'N Sync — to do a peace concert in Washington, D.C. that would be webcast and telecast. The only price of admission for the webcast would be to take a pledge of non-violence on line. Likewise, our Board member Don Garber, who heads up Major League Soccer, will be working with the other professional sports leagues to develop a whole sports-based component to distributing this message. We are looking at on-line, in school, print, electronic, radio, merchandising and cross-branding. Any way possible to get the message out. Already, sight unseen, we have had our campaign adopted by the New York Times as one of its four PSA campaigns, and several media partners have committed to feature our campaign as their top PSA campaign. Over the next two weeks, Peggy Conlon, the President of the Ad Council, and I will be contacting every network, cable channel, and several print publications personally to ask them to feature our PSAs on April 20, as part of a nationwide kickoff of this effort.

B. City-By-City Campaign

Our second initiative — the effort to inspire local businesses and communities to engage in violence prevention — is also well on its way. We have identified 15 communities nationally with high youth violence rates to

serve as model communities for this effort. These communities were selected not only because of their high violence rates, but also because they are cities that have already done a great deal of work to identify what specific programs and resources are needed, and in which there is a corporate champion who has agreed to enlist other businesses to invest in this effort.

We have already set dates for announcing these partnerships in our first two cities, Memphis and St. Louis. In part, we have been able to make extraordinary progress in those cities because we have dedicated corporate champions for each city on our Board of Directors. Two years ago, Ira Lipman, the Chairman, Founder and CEO of Guardsmark, founded the Memphis Shelby Crime Commission which is a partnership of law enforcement, community leaders, and 18 Memphis-based businesses (including FedEx), to address crime and violence in that county. Having studied the needs in Memphis extensively, the Commission has been looking for an opportunity to catalyze the community to focus on those needs. This is a perfect opportunity. From April 12-14 we have scheduled a series of events to bring both a local and national focus on opportunities to reduce youth violence in Memphis. Within Time Warner, Court TV and Teen People have committed to support youth forums in Memphis on April 12 and 13; Tommy Hilfiger has underwritten a mural project for youth; CBS is supporting a create-your-own anti-violence PSA contest for young people, and on April 14, the Discovery Channel has agreed to telecast the first national town hall on youth violence from the National Civil Rights Museum in Memphis. We are now working with business leaders in Memphis to identify specific new, long-term commitments that they will adopt that can be announced nationally on the 14th. A similar effort is being planned for St. Louis on June 1, thanks to the help of our board member, Francine Katz, who is a Sr. Vice-President at Anheuser-Busch. Other initiatives are planned for Pittsburgh, Denver, Portland, Camden, Flint, Pine Ridge S.D., Los Angeles, Richmond CA, and five other U.S. cities over the next 18 months.

C. School Based

Finally, I am perhaps most proud of the start that we have made on our youth-led, school based component. Among the people joining us on this call today are three youth board members. Jason Dorsey from Texas, Carter Gaston from Georgia, and Sherri Abusfakuseh from Illinois. Each of them was already engaged in local and national efforts by young people to reduce youth violence. For the past five days, we have had members of similar groups — leaders with first hand experience in violence — out in San

Francisco planning the youth component of this program. This will include not simply bringing a youth voice to this campaign, but leading grassroots student groups in their schools, working with school administrators to adopt non-violence curricula, and working with our media partners to establish an unprecedented on-line capability to share information and engage youth. In this regard, we are particularly fortunate to have Rick Inatome, the CEO of ZapMe, who has committed to using ZapMe's in-school netspace in any way possible to advance this effort.

IV. Board Responsibilities and Next Steps

Before the President joins us in a few minutes, I'd like to take this time to describe what I think will be the principal responsibilities of the Board, its structure, and our next steps. After the President joins us, we may also have some time to answer questions as your schedules permit.

Prior to our next Board meeting, I will be providing each of you with our Board book which contains the initial reports from our Academic Advisory Council, our Youth Action Council, as well as our business plan, budget, and other materials relevant to your participation on the Board. I should point out that our Board is fortunate to have the services of the nation's leading professionals all on a pro bono basis. Deloitte Touche has agreed to do all of our accounting and audit work without charge. Munger, Tolles & Olson — my law firm — has agreed to donate space and all corporate legal work for free. Porter Novelli has agreed to provide public relations services without charge. George Gallup has agreed to perform our polling work without charge. LexisNexis has agreed to donate computer research services. In virtually every respect, this Board has the services of the best of the best.

Obviously, even with the best support, however, it is unrealistic with a group of this size and stature to expect that we would have regular Board meetings, or that we could command a significant investment of time from each of you. Accordingly, we have developed a structure that should allow Board members to make a meaningful commitment to this work without unduly burdening you.

Our plan is this. I expect that we will have only one full Board meeting each year. This year, I would propose that we hold our Board meeting in D.C. either on April 4, the day before the scheduled White House economic

summit (Ann — Please Check Date), or on April 19, in order to allow Board members to be present for the announcement of the nationwide debut of our PSA campaign. I would greatly appreciate it if each board member could check his or her schedule and let me know about those dates. At this Board meeting, we would provide you with a full presentation of the Board's efforts, conduct all essential business, and seek your guidance on major issues of strategy.

At the same time, in order for Board members to contribute meaningfully in the regular work of the Board, I propose to do two things. First, over the next two weeks, I will be contacting each of you about specific Board initiatives. My plan is to visit with each Board member personally, about specific opportunities, and to find out more about your ideas for the Campaign. In addition, I will be inviting a smaller group of the Board, probably 11 members, to form an executive committee that will handle those matters requiring prompt action. It will also make recommendations to the Board generally on strategic directions. This committee will meet separately once a year, and may also have a conference call or two during the year as issues arise. Several of you have already graciously offered to join such a group. I will be following up with all of you on this during my visits.

Finally, each of you will be invited to participate in — or designate an associate to participate in — our advisory councils. As noted, our youth action council is already represented on the Board. Likewise, our academic advisory council is represented by John Devine — the chair of our Academic Advisory Council and by Deborah Prothrow-Stith from the Harvard School of Public Health (who is joining us today from Africa). We would invite Board members or their designees to participate as well on our Media Advisory Council, our Business Advisory Council, our Grassroots council, and our Political Advisory Board.

In sum, my commitment is to allow each Board member both individually and collectively make as great a time commitment as he or she can afford to this effort. This means that I will work to minimize board meetings and other burdens on your time while still assuring that as a group we don't lose out on the great opportunities for exchanging views that comes from having a Board of this type.

Once again, thank you for your commitment. I understand that the President is ready to join us now. I will be glad to talk about any questions you may have after the President's discussion ends.

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I'd like to thank each of you for participating in this conference call today. I am Jeff Bleich, the executive director of the Campaign. I'll begin the conference call now, and President Clinton will then join us in about 25 minutes.

The purpose of today's call is to provide some basic information about the Campaign's progress to date, to highlight some important upcoming events, and to address any administrative or other issues that you may have. In particular, this may be an opportunity for us to schedule a Board meeting in April where we will be able to formally conduct business and provide a complete presentation about the Campaign. President Clinton has asked to join the call as well in order to thank you personally for your service on this Board and for some of the work that Board members are already doing. I'll begin by discussing a little bit about the origins of the Campaign, our three key initiatives, and where we are going from here. I do not expect the call to take more than a half-hour to 45 minutes.

First, I'd like to thank each of you for serving on this Board. This is an extraordinary group of leaders from the private sector, from academia, from state, local, and federal government, from grassroots organizations schools, and youth leaders themselves. Each of you should have received a copy of the list of Board members. A great deal of time was devoted to selecting this group. Our goal was to reach out to the people who are the most credible opinion-makers in our society: leaders who have the resources, creativity, and knowledge to actually change something as intractable as violence — a condition that has plagued this country for decades, and is the leading killer andcrippler of our children. We are deeply grateful to each and every one of you for unhesitatingly answering this call, and committing to serve.

I. Scope of The Problem

As a preliminary matter, it is worth taking a moment to look at the issue of violence and address why we have formed a National Campaign.

Youth violence is not a new issue; it did not begin with last year's school shootings and in fact those shootings were just the most visible symbol of what has been happening in America for decades in less dramatic fashion. For over two decades, the Center for Disease Control has been reporting that youth violence is at epidemic rates. Violence is now the second leading cause of death for young people under age 21 in the United States. It is the *leading* cause of death for african-american and latino males, it is the leading cause of death in many states,

such as California, and it is the single greatest cause of death and injury to young people in virtually every major American city. For two decades now we have lost 13 or more children every day to violence. In effect, we have had a Columbine in this country every day in terms of the numbers of young people killed. And that is just the story of homicides. Over 900,000 young people are victims of non-lethal violent crimes, many of which result in permanent physical or emotional injuries. Another 700,000 young people commit those crimes. These figures do not even include all of the violent attacks that go unreported to the police. In short, violence is the greatest single public health threat facing young people.

What is even most striking about these U.S. violence rates, is comparing them to rates in other nations. In general, rates of non-violent crime in the U.S. are about the same as those in other industrialized nations. We are actually in the middle of the pack with respect to most property crimes. Which is to say that young people in the U.S. are no more likely to engage in non-violent crime than their peers in other countries. However, when it comes to homicide, people — particularly young people — in our country are far more likely to kill or be killed than their peers in any other westernized nation. Youth homicide rates are five to ten times that of any comparable industrialized nation. Moreover, even when we get to non-lethal violence, even if we take guns out of the mix, the rates of violent attacks are still between 2 and 10 times those of other nations. This is the situation, not the school shootings, that demands a National Campaign.

II. Origins of the Campaign

There are a few things that we know for sure about this phenomena, and which led to the creation of a National Campaign. At the White House summit on youth violence held last May, leaders from around the country on the subjects of violence, youth, and law enforcement, agreed on a few things. First, the problem is a societal one, not a biological one. There is nothing genetic about Americans that makes us naturally more violent than people from other nations. Second, violence has many causes, and addressing all of these sources is well beyond the power of the federal government and law enforcement generally to address. What is required, is a society-wide movement. We must address violence collectively and enlist ordinary people in efforts to prevent violence: this includes early childhood development, identifying warning signs, getting help to young people early, focusing criminal justice resources on kids who are at highest risk, giving high risk communities the assets that they need to address the issue, and expanding the use of best practices that are proven to help young people learn how to resolve conflict, to gain respect, and to express rage without resorting to violence.

President Clinton asked me to take a leave from the practice of law last September in order to head up this organization. In asking me to do this, he offered only a few simple directions. First, the effort had to find ways to engage the private sector and ordinary citizens in reducing violence. Second, our effort had to be swift — to capitalize on public attention from the school shootings — and it had to focus on real, proven solutions to the underlying causes of youth violence. And third, the effort had to be genuinely bi-partisan. Although President Clinton has pledged his support, this issue is simply too important for us to risk allowing it to be politicized. In fact, one reason for conducting this call with the President this way is to avoid having the press focus too much on the White House. We don't want any confusion about the motivations here. We are grateful for the President's help, but ultimately this cannot be an effort that is identified with any one political leader, party, or office.

III. Direction of the Campaign

This leads us to what we have done as a Campaign. I am very pleased to report that we have made unprecedented progress in bringing this effort to life in only a few short months. Many of you have already received our monthly status reports, and so I will not go through the Campaign's specific initiatives in great detail. However, it is worth going over the broad contours of the Campaign briefly. To make a real change in how the public thinks about and responds to violence, we have a three prong approach. First, we have to change the mindset in the U.S. that violence can't be stopped or that violence prevention is someone else's problem. Second, we have to help local communities and businesses commit to sustained programs that reduce youth violence. And third, we have to make sure that young people themselves own this movement and are prepared to lead it.

A. Public Education

I'll first briefly describe the public education component. Our first initiative is to educate the public that it can make a difference. If you have read the status reports, you will be aware of the stunning success that Boston and other cities have had in reducing youth violence, and proving that it can be done. Boston, for example, went from having the highest rate of youth violence in the Country to going two and-a-half years without a youth homicide.

We have been extremely fortunate to have Foote Cone and Belding, the largest advertising agency in North America, donate its services to developing messages both to youths and caregivers to get this message across. In addition, we are very grateful to the Ad Council which has agreed to adopt, distribute, and promote these messages with all of their resources. To develop our messages, we

have formed groups that include the leading scholars from around the country, the top violence prevention experts, and literally hundreds of youths to make sure that we find the right messages to engage the public in a productive way. Both Foote Cone and the Ad Council have made this campaign a top priority, and are on schedule to debut both campaigns on April 20. April 20 will be the culmination of a series of events that we are calling a week of peace, and is itself the one-year anniversary of Columbine (when media attention will already be focused on this issue).

I will be sharing with all of you the creative briefs and the early creative work shortly. However, the basic messages are these. The message to adults is that violence is learned behavior, and that the first step to reducing youth violence is for us to stop teaching it. A child who is personally exposed to violence is 40 times more likely to engage in violence himself. Moreover, in talking with young people who have been violent, virtually all of them say the steps leading up to their violent acts were the same: they were neglected or teased or abused and at some point they turned to a person who they looked up to for answers. In each case they were told that unless they were prepared to be violent, they would never get respect or attention. Whether it was inner-city gang kids or young people in rural Kentucky, every one of them had learned the basic message that to be a man in America — to be respected — you had to get violent. The message is to stop teaching violence. We've already done some ads courtesy of the NFL that feature parents and coaches on sidelines screaming at kids to hurt other players and to cheat, with the tag line: "What are you teaching your kids about violence." We expect the ads will follow a similar theme.

The message to youth is both an empowering message and an anti-violence message. The message is that avoiding violence is cooler than getting violent. The message will thus feature peacemakers who have risen above violence, and actual statements by people who have been violent about how violence did not make them feel better or more powerful: it only made the pain worse and made them feel even less significant. Our goal is to have young people own this movement in the same way that young people adopted and led the drunk-driving and recycling movements.

In crafting these messages, we have been assisted by a group of 30 leading scholars from 12 different fields who met at Harvard to go over our messages in detail. In addition, we had all of these messages reviewed by our youth action council, which is composed of 20 young people from around the country — all of whom have first-hand experience with violence and have committed to make a difference. In fact, two of the youth action council members, Carter Gaston and Sherri Abufakuseh, are on our Board of Directors and on this call. We are now

forming a media advisory council which is going to help us with the strategic work of examining how to make sure that this message is distributed as broadly and effectively as possible through all possible media.

We are exploring every possible option, and are not focused just on the traditional PSA distribution system. For example, as part of our week of peace from April 14-20, we have preliminary agreements from the nation's hottest performers — including Ricky Martin, Jennifer Lopez, 'N Sync — to do a peace concert in Washington, D.C. that would be webcast and telecast. The only price of admission for the webcast would be to take a pledge of non-violence on line. Likewise, our Board member Don Garber, who heads up Major Leagues Soccer, will be working with the other professional sports leagues to develop a whole sports-based component to distributing this message. We are looking at on-line, in school, print, electronic, radio, merchandising and cross-branding. Any way possible to get the message out. Already, sight unseen, we have had our campaign adopted by the New York Times as one of its four PSA campaigns, and several media partners have committed to feature our campaign as their top PSA campaign. Over the next two weeks, Peggy Conlon, the President of the Ad Council, and I will be contacting every network, cable channel, and several print publications personally to ask them to feature our PSAs on April 20, as part of a nationwide kickoff of this effort.

B. City-By-City Campaign

Our second initiative — the effort to inspire local businesses and communities to engage in violence prevention — is also well on its way. We have identified 15 communities nationally with high youth violence rates to serve as model communities for this effort. These communities were selected not only because of their high violence rates, but also because they are cities that have already done a great deal of work to identify what specific programs and resources are needed, and in which there is a corporate champion who has agreed to enlist other businesses to invest in this effort.

We have already set dates for announcing these partnerships in our first two cities, Memphis and St. Louis. In part, we have been able to make extraordinary progress in those cities because we have dedicated corporate champions for each city on our Board of Directors. Two years ago, Ira Lipman, the Chairman, Founder and CEO of Guardsmark, founded the Memphis Shelby Crime Commission which is a partnership of law enforcement, community leaders, and 18 Memphis-based businesses (including FedEx), to address crime and violence in that county. Having studied the needs in Memphis extensively, the Commission has been looking for an opportunity to catalyze the community to focus on those needs. This is a perfect opportunity. From April 12-14 we have scheduled a series of events to bring both a

local and national focus on opportunities to reduce youth violence in Memphis. Within Time Warner, Court TV and Teen People have committed to support youth forums in Memphis on April 12 and 13; Tommy Hilfiger has underwritten a mural project for youth; CBS is supporting a create-your-own anti-violence PSA contest for young people, and on April 14, the Discovery Channel has agreed to telecast the first national town hall on youth violence from the National Civil Rights Museum in Memphis. We are now working with business leaders in Memphis to identify specific new, long-term commitments that they will adopt that can be announced nationally on the 14th. A similar effort is being planned for St. Louis on June 1, thanks to the help of our board member, Francine Katz, who is a Sr. Vice-President at Anheuser-Busch. Other initiatives are planned for Pittsburgh, Denver, Portland, Camden, Flint, Pine Ridge S.D., Los Angeles, Richmond CA, and five other U.S. cities over the next 18 months.

C. School Based

Finally, I am perhaps most proud of the start that we have made on our youth-led, school based component. Among the people joining us on this call today are three youth board members. Jason Dorsey from Texas, Carter Gaston from Georgia, and Sherri Abusfakuseh from Illinois. Each of them was already engaged in local and national efforts by young people to reduce youth violence. For the past five days, we have had members of similar groups — leaders with first hand experience in violence — out in San Francisco planning the youth component of this program. This will include not simply bringing a youth voice to this campaign, but leading grassroots student groups in their schools, working with school administrators to adopt non-violence curricula, and working with our media partners to establish an unprecedented on-line capability to share information and engage youth. In this regard, we are particularly fortunate to have Rick Inatome, the CEO of ZapMe, who has committed to using ZapMe's in-school netspace in any way possible to advance this effort.

IV. Board Responsibilities and Next Steps

Before the President joins us in a few minutes, I'd like to take this time to describe what I think will be the principal responsibilities of the Board, its structure, and our next steps. After the President joins us, we may also have some time to answer questions as your schedules permit.

Prior to our next Board meeting, I will be providing each of you with our Board book which contains the initial reports from our Academic Advisory Council,

our Youth Action Council, as well as our business plan, budget, and other materials relevant to your participation on the Board. I should point out that our Board is fortunate to have the services of the nation's leading professionals all on a pro bono basis. Deloitte Touche has agreed to do all of our accounting and audit work without charge. Munger, Tolles & Olson — my law firm — has agreed to donate space and all corporate legal work for free. Porter Novelli has agreed to provide public relations services without charge. George Gallup has agreed to perform our polling work without charge. LexisNexis has agreed to donate computer research services. In virtually every respect, this Board has the services of the best of the best.

Obviously, even with the best support, however, it is unrealistic with a group of this size and stature to expect that we would have regular Board meetings, or that we could command a significant investment of time from each of you. Accordingly, we have developed a structure that should allow Board members to make a meaningful commitment to this work without unduly burdening you.

Our plan is this. I expect that we will have only one full Board meeting each year. This year, I would propose that we hold our Board meeting in D.C. either on April 4, the day before the scheduled White House economic summit (**Ann — Please Check Date**), or on April 19, in order to allow Board members to be present for the announcement of the nationwide debut of our PSA campaign. I would greatly appreciate it if each board member could check his or her schedule and let me know about those dates. At this Board meeting, we would provide you with a full presentation of the Board's efforts, conduct all essential business, and seek your guidance on major issues of strategy.

At the same time, in order for Board members to contribute meaningfully in the regular work of the Board, I propose to do two things. First, over the next two weeks, I will be contacting each of you about specific Board initiatives. My plan is to visit with each Board member personally, about specific opportunities, and to find out more about your ideas for the Campaign. In addition, I will be inviting a smaller group of the Board, probably 11 members, to form an executive committee that will handle those matters requiring prompt action. It will also make recommendations to the Board generally on strategic directions. This committee will meet separately once a year, and may also have a conference call or two during the year as issues arise. Several of you have already graciously offered to join such a group. I will be following up with all of you on this during my visits.

Finally, each of you will be invited to participate in — or designate an associate to participate in — our advisory councils. As noted, our youth action council is already represented on the Board. Likewise, our academic advisory

council is represented by John Devine — the chair of our Academic Advisory Council and by Deborah Prothrow-Stith from the Harvard School of Public Health (who is joining us today from Africa). We would invite Board members or their designees to participate as well on our Media Advisory Council, our Business Advisory Council, our Grassroots council, and our Political Advisory Board.

In sum, my commitment is to allow each Board member both individually and collectively make as great a time commitment as he or she can afford to this effort. This means that I will work to minimize board meetings and other burdens on your time while still assuring that as a group we don't lose out on the great opportunities for exchanging views that comes from having a Board of this type.

Once again, thank you for your commitment. I understand that the President is ready to join us now. I will be glad to talk about any questions you may have after the President's discussion ends.

MEMORANDUM

*Youth Violence
Campaign*

TO: President William J. Clinton
Board of Directors

FROM: Jeffrey L. Bleich

DATE: January 28, 2000

RE: National Campaign Against Youth Violence: Five-Month Status Report

This memo updates my prior monthly summaries of the Campaign's progress to date. By way of overview, we have had an extremely productive month. In the next month, we will be able to finalize and convene our Board of Directors, present our unified media campaign and messages, produce a formal report by our academic advisory council and volunteer partners, announce the first stop in our comprehensive 15 city-plan for addressing violence by and against youth in local communities, and finalize contracts on a series of programs and activities between April 14 and April 21 — the week coinciding with the one-year anniversary of Littleton.

I. Substantive Programs

Since my last update, the Campaign has made the following progress in advancing its principal programs (i.e., public education campaign, community-by-community campaign, connect America campaign, and school-based training).

A. Media Campaign

Message: Our agency, Foote, Cone & Belding (FCB) has completed the research phase of its message development. This research included nearly a dozen rounds of focus groups with young people, child-care experts, and leading youth-violence practitioners. In addition, FCB has reviewed extensive polling and other research materials collected by the Harvard School of Public Health, Kaiser Family Foundation, NCPC, the Gallup Institute, and numerous federal and state agencies. Most recently, FCB participated in our January 12-14 Academic Advisory Council meeting with 20 nationally-recognized experts on the subject of youth violence. This meeting included a plenary session devoted solely to addressing violence through messages and information. FCB has also conducted numerous sessions with troubled youth in different cities across the Country. While the specifics of the message are now being refined, its general thrust will be to help change those public attitudes that permit and normalize violence. In particular, our message will be that violence is not inevitable, but is fostered by our belief that the capacity for violence is

something natural that is to be respected in men. The ads will seek to educate the public about those attitudes and encourage every citizen to reach out to communities and kids in need in order to reduce violence.

Timing: FCB presented its creative brief to us on January 28 in San Francisco. The brief was submitted for expedited review to the Ad Council's review committee today in New York, and was unanimously approved by that committee. We expect to give a full presentation of the PSA campaign at our February Board meeting. Print ads may be completed in early March, with PSAs to be produced by late March. We are coordinating with the White House to have the PSAs debut during a network "roadblock." We are scheduling this to coincide with our coordinated kick-off events during the week of April 14-21.

Marketing: We have informally engaged Cone, Inc., the nation's leading cause marketing organization, to link our campaign message with corporations and to assist in brand development. Our objective is to develop a multiphase program that will include: T.V. PSAs; radio spots; movie trailers; in-school print, cable, and internet; news media; print media; merchandising; and grass-roots "guerilla" marketing.

Media Commitments: We have attempted to solidify commitments from various media sources to run the PSAs and participate in this effort. To date, we have met with representatives from NBC, CBS/Viacom, Fox, MTV, the WB, Discovery, Court TV, AT&T BIS, AOL, Westwood One, McClatchy, Hearst, Knight-Ridder, Paramount, Teen People, Time Warner, Nickelodeon, Oxygen Media, the NFL, Major League Soccer, and the NBA.

Related Events: We are developing the following major events to support and enhance our ad campaign:

Co-Branded PSAs: We are working to develop an integrated series of PSA messages with other organizations working in this field. Specifically, we are in negotiations on the follow four campaigns. (1) We have been consulting with the National Crime Prevention Council on its ad campaign to encourage young people to reject stereotypical labels and create positive identities. The campaign is set to debut March 26 in Atlanta. We will provide materials concerning this campaign and seek Board approval to co-brand these messages. (2) We are consulting with Save the Children regarding its pro-mentoring messages, which emphasize that you don't have to have special skills to be a mentor. We may seek approval to fund and co-brand the next iteration of those messages. (3) The American Psychological Association is developing a "Reason to Hope" campaign that would promote early childhood

development and detection of risk factors. We may seek the Board's advice and support regarding funding and support of these messages. (4) We have been approached by PAX to co-brand its PSA messages, which encourage people to ask whether their neighbors have firearms before allowing children to play at their homes. The Department of Justice has also approached us about co-branding a new series of messages directed at gun owners encouraging them to store their weapons safely. We may seek the Board's advice regarding co-branding of these messages.

Athletes for Non-Violence: Don Garber and Mark Abbott of Major League Soccer have begun discussions with the NFL, NBA, and Major League Baseball to develop a Citizenship Through Sports Alliance. This program would promote positive recreational opportunities for young people and potentially might use sports events to raise funds for local violence prevention efforts. The NFL has already confirmed its interest in supporting this program.

Concerts and Events: We have been working to develop a concert to promote nonviolence as a response to the likely media retrospectives on Columbine during the week of April 14-21. Last week, we received preliminary commitments from Ricky Martin, Jennifer Lopez, 'N Sync, and Celine Dion (coming out of retirement), to do a concert in D.C. to advocate non-violence. We are exploring the possibility of webcasting the event, and linking it to a positive, anti-violence pledge. We have also received offers from ZapMe! and Teen People to help underwrite other anti-violence concerts and events this year in order to raise funds and youth consciousness. We are also continuing to explore working with a label that produces the Back Street Boys and 'N Sync. The label, TransAmerica, has approached us about launching a new band committed to non-violence messages.

Media Non-Violence Day: We hope over the next month to work with our media partners to develop ideas for ways in which the media can participate in a day of non-violence on April 20 (the anniversary of Columbine). Other events that day will honor young people who were injured or died from violence in the past year. We are in the process of assembling a media advisory council. The council would advise us about potential functions that the media can play in our efforts. The proposed composition of that council is described in greater detail below.

Wall Street Journal Feature Story: The Wall Street Journal has approached us about doing an exclusive story on the Campaign that would run on April 20. The WSJ would shadow Campaign staff over the next three months, charting the

development of the Campaign. The proposed focus of the WSJ article would be on the new role of corporate America in building partnerships to address social issues, and in particular on efforts by corporations to reduce violence.

B. City-by-City Campaign

This portion of the campaign is directed toward helping local communities develop effective, public-private partnerships to support violence prevention.

Selection of Cities: We are moving forward with the 15 cities selected for the city-by-city campaign. We are planning events in the first two cities, Memphis and St. Louis, in April and May, respectively. We have made substantial progress to date in enlisting corporate sponsors to support sustained anti-violence programs in those cities. The other cities selected in this first stage are Baltimore, MD; Denver, CO; Pittsburgh, PA; Chicago, IL; Flint, MI; Hartford, CT; Richmond, CA; Spartanburg, SC; Pine Ridge, SD; Portland, OR; Camden, NJ; Los Angeles, CA; and Phoenix, AZ.

Volunteers: We have reached formal agreements with several national youth service organizations to provide support in each of these 15 cities. Our national partners include AmeriCorps, Vista, America's Promise, Points of Light, The National Funding Collaborative for Violence Prevention, The National Violence Prevention Practitioners Network, Do Something, The National Crime Prevention Council, The U.S. Conference of Mayors, The National Organization for Youth Safety, The World Institute to End School Violence, 100 Black Men, Telephone Pioneers, Communities in Schools, National 4-H Council, United Way, Enterprise Foundation, the National Association for Public Interest Law and The National League of Cities.

Corporate Sponsors: Pat Hoven, who directed the extremely successful Minneapolis HEALS program for Honeywell Industries, is now working with us and with the Department of Justice to complete a manual of Best Practices for Public-Private Violence Reduction Practices. We expect to complete and publish the manual over the next month and publish it in conjunction with the Department of Justice. In addition, we have been negotiating with a Fortune 10 company which is interested in making a 10-year, nationwide commitment to partnering to reduce youth violence. A meeting is currently scheduled with that company's board of directors for February 2. We expect that we may be able to announce a formal partnership and publication of the plan by the time of our February Board meeting.

Kick-off Events: We are close to finalizing our plans to sponsor events around the country. Court TV has offered to host youth-forum town halls on the subject of youth violence in each City and to televise these nationally. AOL and DOJ would provide for a live webcast of these events that could be uplinked to all schools. The Simon Youth Foundation (the philanthropic arm of the developers of the Malls of America) has agreed

to host these events and provide permanent space in its malls for youth non-violence training and education programs. Teen People has also agreed to host youth-oriented town hall meetings in six of these cities during the summer of 2000. We would hope to have each event run two days. In addition to the town halls, we would expect to have a series of youth activities, meetings of local and community leaders, and an announcement by a corporate sponsor of its commitment to adopt youth violence prevention activities in that community. We would like to culminate these events with a speech by a national leader; i.e., the President, the First Lady, the Attorney General, Secretary of Education Riley, Harris Wofford, General Powell, and/or members of our Board.

C. Connect America

We are in discussions now with AOL and Discovery Network about collaborating to build a non-violence website that links existing websites and provides useful information in a user-friendly format. Preliminary meetings with Jane Stevens, who is building Discovery's anti-violence website, have been promising. Discovery has offered to donate space on its site to establish an expandable youth violence site. We are now collecting content for such a site, which would serve as a placeholder until we can develop a resource site. We will be meeting with AOL to discuss these subjects on February 3. Our next step following these meetings will be to convene potential funders and developers of other violence prevention web sites to begin designing a universal site. The Department of Justice has offered to host such a meeting.

D. School Programs

Our in-school component is developing very well, with our focus being to encourage youth-led efforts. In addition to the various initiatives discussed in last month's summary (Scholastic distribution of curricula, Hilfiger "Stop Violence, Start Art" mural projects, CBS PSA contest, ZapMe/MTV partnership, cooperation of vendors, etc.), we have now formed a coalition with three youth-led non-violence groups: SAVE (Students Against Violence Everywhere), WIESV (World Institute to End School Violence), and SHINE (Seeking Harmony In Neighborhoods Everyday). These groups have agreed to work collaboratively under our Campaign. With these groups, we will be working to establish anti-violence clubs in every school in the Country.

E. Advisory Councils

We have convened or will shortly be convening six advisory panels to support the work of the Campaign: Social Science, Youth, Media, Grassroots, Private Industry Partnerships, and Political.

Social Science: As noted, on January 12-14th we convened 20 internationally renowned scholars for our inaugural session of the Academic Advisory Council at Harvard University's Kennedy School of Government. An Executive Summary and transcript of those proceedings is being prepared and will be distributed prior to the first Board meeting. At that first session we were greatly encouraged by the reaction of those scholars, who represented the top thinkers in 11 different academic disciplines. Despite some ideological differences, the scholars were unanimous in their conclusions that the Campaign's principles are based on solid research, that the approach adopted by the Campaign is sound and viable, and that if properly implemented, it could serve an important function in reducing youth violence. The scholars are now operating in sub-committees to address specific research questions and reports. The list of members of the Council is attached.

Youth Advisory Council: A national panel of youth organization leaders has selected 15 young people to serve on our National Youth Action Council. These outstanding young people each have personal experience in dealing with violence and have worked in their communities to reduce violence. The Council will convene for its first meeting and workshop in San Francisco over Presidents' Day weekend, February 18-22. The Council will advise the Board regarding media messages and community programs.

Media Advisory Council: We are in the process of forming a media advisory council which will advise the Board regarding productive roles for the media in addressing the topic of youth violence. The council will be composed of advertising and cause marketing experts, representatives of organizations that have created other public safety and youth violence PSAs, marketing executives, representatives of media and new media outlets, members of federal agencies, and independent organizations such as the Media Institute and Mediascope. The specific objections of the group would be to develop recommendations in three different media-related issues: (1) how best to harness the power of the media to extend our message; (2) how to engage the media independently to develop consistent messages and to take responsible actions in connection with their programming; (3) how to educate views, give them tools to control the media that is delivered to young people, and increase media literacy.

Grassroots Advisory Council: On January 10, we convened a meeting of the nation's leading grassroots organizations in D.C. to plan our city-by-city campaign. The meeting was attended by representatives of over 70 organizations, including the United Way, AmeriCorps, America's Promise, Boys & Girls Clubs, that provide leadership in the fields of volunteerism, violence prevention, youth services, and civil rights. From this group, we will be drawing an advisory Board to guide our efforts.

Political Panel: Prior to the first Board meeting, we will be consulting with a group of bi-partisan political leaders regarding the Campaign's strategy. To date, we have been in touch with the Senate Majority and Minority leaders, the bi-

partisan congressional task force on youth violence, the National Association of Attorneys General, and the U.S. Conference of Mayors.

Business and Industry Panel: We are completing the first draft of our manual of Best Practices for establishing public private partnerships. The manual should be ready for distribution in April of this year. As part of the final review of this draft, we will be convening a group of organizations that have expertise in forming such partnerships, including representatives of Business for Social Responsibility, the National Alliance of Business, and numerous business and industry leaders.

II. Administrative Efforts

Fundraising: Consistent with our business plan, we expect that the principal source of funding in Year One for the campaign will be relatively small grants from foundations and federal agencies, and larger donations from members of the Board of Directors. To date, we have received commitments of \$1.6 million from members of the Campaign's Board, tentative approval of a \$100,000 grant from DOJ, tentative approval of a \$25,000 purchase order from the Department of Education, and a \$10,000 grant from the Kaiser Family Foundation. In addition, through the efforts of Alan Rambam, we have secured funding for our entire youth-focused PSA campaign, or \$400,000/year for three years. Our development director, Peter Sherer, is in the process of pursuing additional sources of funding to support our caregiver-focused PSAs, the City-by-City campaign, and our connect America effort. To this end, we have initiated discussions with the following funders: Markle Foundation, Irvine Foundation, Gates Foundation, Benton Foundation, Nike Foundation, Gap Foundation, Soros Foundation, Wellness Foundation, Kaiser Family Foundation, Guggenheim Foundation, and the Village Foundation.

Board of Directors: The following individuals have joined our Board of Directors.

Mel Karmazin	CEO CBS/Viacom
Steve Case	CEO America On-Line
Leo Hindery	CEO Global Crossings BIS
Judith A. McHale	CEO Discovery
Rupert Murdoch	CEO News Corp.
Larry Ellison	CEO Oracle
Gerry Laybourne	CEO Oxygen Media
Ron Burkle	CEO Yucaipa
Henry Cisneros	CEO Univision
Rick Inatome	CEO ZapMe
Ira A. Lipman	CEO Guardsmark
Neal Neilinger	Former Managing Director, Deutschebank
Gregory Favre	Former President, American Society of Newspaper Editors; Vice President, News The McClatchy Co.
Ben Civiletti	Former U.S. Attorney General
Eli Segal	Founding Director, AmeriCorps.

Deborah Prothrow-Stith	Professor, Harvard School of Public Health
Rep. Martin Frost	Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence
Rep. Jennifer Dunn	Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence.
Hon. Brent Coles	President-Elect, U.S. Conference of Mayors.
Hon. Wellington Webb	President, U.S. Conference of Mayors
Leigh Steinberg	Sports Agent
Francine Katz	Senior V.P. Consumer Affairs, Anheuser-Busch
Oprah Winfrey	Harpo Entertainment
Bob Iger	President, Disney
Donald Garber	Commissioner & CEO, Major League Soccer

In addition, we have extended invitations to the following individuals.

Christopher Galvin	Motorola
Scott McNealy	Sun Microsystems
Robert Wright	NBC
Richard Parsons	Time Warner
Sen. Bob Dole	Former Senate Majority Leader
Gen. Colin Powell	America's Promise
Jill Barad	Mattel
Frank Raines	Fannie Mae

In addition, we would like to complete the Board with: two young people with personal knowledge regarding violence issues; two violence prevention practitioners; one representative of a health care organization; one representative of the insurance industry; and one grassroots educator.

III. Conclusion

Barring any unforeseen events, we are now on pace to announce our board of directors in February 2000 and to kick off the Campaign's major initiatives early next year.

INFORMATION REPORT

Document No. 407936

WHITE HOUSE STAFFING MEMORANDUM

Date: 1/13/00 ACTION / CONCURRENCE/ COMMENT DUE BY: ----

Subject: National Campaign Against Youth Violence: Four-Month Status Report

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	LOCKHART	<input type="checkbox"/>	<input type="checkbox"/>
PODESTA	<input type="checkbox"/>	<input type="checkbox"/>	MARSHALL	<input type="checkbox"/>	<input type="checkbox"/>
ECHAVESTE	<input type="checkbox"/>	<input type="checkbox"/>	MOORE	<input type="checkbox"/>	<input type="checkbox"/>
RICCHETTI	<input type="checkbox"/>	<input type="checkbox"/>	NASH	<input type="checkbox"/>	<input type="checkbox"/>
LEW	<input type="checkbox"/>	<input type="checkbox"/>	NOLAN	<input type="checkbox"/>	<input type="checkbox"/>
BAILY	<input type="checkbox"/>	<input type="checkbox"/>	REED 	<input type="checkbox"/>	<input type="checkbox"/>
BERGER	<input type="checkbox"/>	<input type="checkbox"/>	SOSNIK	<input type="checkbox"/>	<input type="checkbox"/>
BLUMENTHAL	<input type="checkbox"/>	<input type="checkbox"/>	SPERLING	<input type="checkbox"/>	<input type="checkbox"/>
BURSON	<input type="checkbox"/>	<input type="checkbox"/>	STEIN	<input type="checkbox"/>	<input type="checkbox"/>
CAHILL	<input type="checkbox"/>	<input type="checkbox"/>	STRETT	<input type="checkbox"/>	<input type="checkbox"/>
EDMONDS	<input type="checkbox"/>	<input type="checkbox"/>	TRAMONTANO	<input type="checkbox"/>	<input type="checkbox"/>
FRAMPTON	<input type="checkbox"/>	<input type="checkbox"/>	UCELLI	<input type="checkbox"/>	<input type="checkbox"/>
IBARRA	<input type="checkbox"/>	<input type="checkbox"/>	VERVEER	<input type="checkbox"/>	<input type="checkbox"/>
JOHNSON, B.	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
JOHNSON, J.	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
LANE	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
LEWIS	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please return this report to the Staff Secretary's Office after review. If you would like a copy of this report to keep, please contact this office. Thank you.

RESPONSE:

**THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

00 JAN 13 4 12 30
PAGE 1

DATE RECEIVED: 1999/12/28

NAME OF CORRESPONDENT: MR. JEFF BLEICH

SUBJECT: SUBMITS THE ENCLOSED END OF THE YEAR UPDATE OF THE NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE: FOUR MONTH STATUS REPORT

ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACTION		DISPOSITION		
		ACTION CODE	DATE YY/MM/DD	TYPE RESP	C D	COMPLETED YY/MM/DD
EXECUTIVE CLERK	TIM SAUNDERS	ORG	2000/01/06			C 00/1/13

ACTION COMMENTS

Sean Maloney

A 00,1,13

ACTION COMMENTS: *Not for President's xmittal to the Congress*

ACTION COMMENTS:

ACTION COMMENTS:

COMMENTS ENCLOSURE

ADDITIONAL CORRESPONDENTS: 0

MEDIA: LETTER

INDIVIDUAL CODES:

REPORT CODES:

USER CODES:

ACTION CODES:
A - APPROPRIATE ACTION
C - COMMENT/RECOMMENDATION
D - DRAFT RESPONSE
F - FURNISH FACT SHEET
I - INFO COPY/NO ACT NECESSARY
R - DIRECT REPLY W/ COPY
S - FOR SIGNATURE

DISPOSITION CODES:
A - ANSWERED
B - NON-SEPC-REFERRAL
C - COMPLETED
S - SUSPENDED

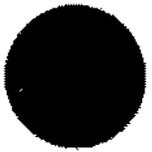
OUTGOING CORRESPONDENCE:
TYPE RESP * INITIALS OF SIGNER
CODE * A
COMPLETED * DATE OF OUTGOING

REFER QUESTIONS AND ROUTING UPDATES TO RECORDS MANAGEMENT (ROOM 72, OE08) EXT-62590
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS MANAGEMENT.

834 9725



407936



OFFICE OF THE EXECUTIVE CLERK

CORRESPONDENT:

Jeff Bleick

AGENCY:

*National Campaign Against
Youth Violence*

DATE OF INCOMING:

Tim Saunders

National Campaign Against Youth Violence

33 New Montgomery Street, 20th Floor
San Francisco, California 94105-9781
Telephone: (415) 512-4008 Facsimile: (415) 512-4077

December 22, 1999

Jeffrey L. Bleich
Executive Director
(415) 512-4007

bleichji@nca.com

VIA MAIL

President William J. Clinton
The White House
Washington, D.C.

Dear President Clinton,

Attached is an end of the year update of the National Campaign's progress.
I wish you a Happy Holiday and look forward to working with you in the New Year.

Thank you again for your dedication to this cause.

Sincerely,



Jeff Bleich

JLB/dlw

Enclosure

cc: Eric Lui
Ann O'Leary

THE WHITE HOUSE

WASHINGTON

ORM OPTICAL DISK NETWORK

ID# 407936

___ Hardcopy pages are in poor condition (too light or too dark).

___ Remainder of case not scanned.

___ Oversize attachment not scanned.

___ Report not scanned.

Enclosure(s) not scanned.

___ Proclamation not scanned.

___ Incoming letter(s) not scanned.

___ Proposal not scanned.

___ Statement not scanned.

___ Duplicate letters attached - not scanned.

___ Only table of contents scanned.

___ No incoming letter attached.

___ Only tracking sheet scanned.

___ Photo(s) not scanned.

___ Bill not scanned.

___ Resolution not scanned.

Comments:

MEMORANDUM

TO: President William J. Clinton
Board of Directors

FROM: Jeffrey L. Bleich

DATE: December 21, 1999

RE: National Campaign Against Youth Violence: Four-Month Status Report

This memo updates my prior summaries of the Campaign's progress to date. Briefly, we are now on schedule to announce our Board of Directors during the first week in February 2000, and to launch each of the Campaign's major initiatives at that time.

I. Substantive Programs

Since my last update, the Campaign has made the following progress in advancing its principal programs (i.e., public education campaign, city-by-city campaign, clearinghouse, and school-based training).

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Message Development: The Campaign gave its first public statement of our proposed message and education strategy at a speech to the Media Institute on December 2. Our principal message is that epidemic violence rates in the U.S. are the product of our own attitudes and actions, and to educate the public that every citizen has the power to reduce violence. The speech was well-received, and in fact Geneva Overholser of the Washington Post wrote a nationally syndicated column stating that the Campaign has "cut through the fuzz surrounding our thinking about violence" and "has its eye on the root of the problem."

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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

Timing: We are now completing our research in order to launch a multiphase program that will include: T.V. PSAs; radio spots; movie trailers; in-school print, Internet and Channel One programs; print media; and grass-roots "guerilla" marketing. We conducted a second round of focus groups at the Ad Council in New York in November with leading youth-violence practitioners and several young people who have been violent. Our research plan includes several more meetings with young people, violence experts, academics, and pollsters. We have been fortunate that George Gallup has agreed to donate the services of the Gallup Institute to conduct all of our polling without charge. We estimate that the message can be announced in February, and that the full campaign will be ready to launch by April 1.

Media Commitments: We have attempted to solidify commitments from various media sources to run the PSAs and participate in this effort. To date, we have met with representatives from NBC, CBS/Viacom, MTV, the WB, Discovery, Court TV, AT&T BIS, AOL, Westwood One, McClatchy, Paramount, and Universal. We have also invited the CEOs of Hearst, Gannett, Time Warner, Disney, ESPN, Nickelodeon, and Fox to join our Board of Directors.

Related Events: We are developing the following major events to support and enhance our ad campaign:

Co-Branded PSAs: We have been working with the National Crime Prevention Council, Save the Children, the American Psychological Association, and PAX to co-brand PSA messages. The NCPC ads are directed at breaking down labels about youth, and enlisting youth in solutions to violence. The Save the Children ads promote mentoring. The APA ads are focused on the relationship between violence and early childhood development. The PAX ads urge parents to make sure that their children are protected from unlocked or improperly stored guns. Each of these groups wishes to co-brand with us.

Athletes for Non-Violence: The NFL has committed to a series of initiatives to reduce youth violence. We are now working with the NFL to develop our Citizenship Through Sports Alliance with the Commissioners of each of the other major sports leagues. Major League Soccer has now committed to this effort. We will be pursuing a formal agreement with the NBA and MLB in the new year.

Concerts and Events: ZapMe! and Teen People have agreed in principle to underwrite anti-violence concerts and events to raise funds and youth consciousness. We have also been approached by the label that produces the Back Street Boys and 'N Sync, which would like to launch a new band

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

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Media Non-Violence Day: We have made relatively little progress in organizing a day of media non-violence on April 20 (the anniversary of Columbine) in honor of those youths who were injured or died from violence. This may be an area in which our Board of Directors will be able to assist us in our strategic development.

Military Support: We have met with Secretary of the Army Caldera and Secretary of the Navy Danzig to develop a message as part of the Armed Forces campaign that emphasizes how real strength comes from discipline, and the world's heroes are people who help make and keep peace. General Powell may also become involved in this effort. We believe that it would be valuable to the Campaign to invite General Powell to join the Board of Directors.

B. City-by-City Campaign

This portion of the campaign is directed toward helping local communities develop effective, public-private partnerships to support violence prevention.

Selection of Cities: We have selected 16 cities in which we will host a series of events and enlist corporate sponsors to support sustained anti-violence programs. Those cities are Baltimore, MD; Denver, CO; Pittsburgh, PA; Chicago, IL; Hartford, CT; Richmond, CA; Spartanburg, SC; Pine Ridge, SD; Boston, MA; Nashville, TN; Portland, OR; Camden, NJ; Los Angeles, CA; Tucson, AZ; St. Louis, MO; and Flint, MI.

Volunteers: We have reached formal agreements with several national youth services organizations to provide support in each of these 16 cities. We have scheduled a meeting on January 11 with representatives of AmeriCorps, City Year, Vista, America's Promise, Points of Light, the National Funding Collaborative for Violence Prevention, The National Violence Prevention Practitioners Network, Do Something, the National Crime Prevention Council, and the Boston Violence Prevention Project, the U.S. Conference of Mayors, and the National League of Cities to finalize our plan for each city.

Corporate Sponsors: We have contracted with Patricia Hoven to begin the process of enlisting corporate sponsors in each of the 16 identified cities. Ms. Hoven directed the extremely successful Minneapolis HEALS program for Honeywell Industries in which

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

Honeywell, General Mills, and Allina Health Care worked with local authorities to help reduce homicide rates in Minneapolis by 30%. We will also be working actively with other corporate relations personnel and leaders who have participated in successful public private partnerships. We will be working with our Board, Katrina Weinig of the Department of Justice, and James Gibbons of Sera learning, to help pull together a series of breakfast meetings in each of the identified cities to begin enlisting corporate commitments.

Kick-off Events: We are close to finalizing our plans to sponsor events around the country. Court TV has offered to host youth-forum town halls on the subject of youth violence in each City and to televise these nationally. AOL and DOJ would provide for a live web-cast of these events that could be uplinked to all schools. The Simon Mall Corp. (developers of the Malls of America) has agreed to host these events and provide permanent space in its malls for youth non-violence training and education programs. Teen People has also agreed to host youth-oriented town hall meetings in six of these cities during the summer of 2000. We would hope to have each event run two-days. In addition to the town halls, we would expect to have a series of youth activities, meetings of local and community leaders, and an announcement by a corporate sponsor of its commitment to adopt youth violence prevention activities in that community. We would like to culminate these events with a speech by a national leader: i.e., the President, the First Lady, the Attorney General, Secretary of Education Riley, Harris Wofford, General Powell, or Oprah Winfrey.

C. Clearinghouse

We have obtained preliminary agreements from AOL and Discovery Network to collaborate in helping us build a non-violence website that links existing websites and provides useful information in a user-friendly format. Our hope is to work with the Markle Foundation (directed by Zoe Baird), to help finance this effort. Our next step will be to arrange a meeting with the other providers of web services in this area. This may be best accomplished through the Department of Justice.

D. School Programs

We have made significant progress in our efforts to develop supportive non-violence messages in schools and as part of after-school activities. Scholastic has formally agreed to distribute the SHINE non-violence curricula in its entire network of publications which reach 10 million school children annually. The cost of this contribution alone is approximately \$3 million. We have also entered into an agreement for a nationwide "Stop Violence Start Art" mural project with Tommy Hilfiger and an on-line after-school arts and community resource center on Excite. All three projects are set to launch in late January. In addition, building on the success of a recent MTV/SHINE "Speak Your Peace" PSA contest, we are now working

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

with CBS to create a similar, but more community focused PSA program in schools across America. In addition, ZapMe has agreed to produce the MTV non-violence series and the full Department of Justice nonviolence materials on its internet browser, which will be provided to over 1,000 schools nationally this year. Negotiations are continuing with Channel One, The Learning Company and Broderbund (software divisions of Mattel), Court TV, Little Planet Learning, Sera Learning, and Ripple Effects to distribute other non-violence materials in the classroom. Alan Rambam has taken a leading role in developing a network to support this effort out of school. We are now recruiting Sara Strizzi, who is the principal deputy in the Education Department's Safe and Drug-free Schools Program, to head up our in-school efforts.

E. Advisory Councils

We are now in the process of convening six advisory panels to support the work of the Campaign: Social Science, Youth, Media, Grassroots, Private Industry Partnerships, and Political.

Social Science: On January 12-14th we will be convening 25 internationally reknowned scholars who have agreed to join our academic advisory council. The meeting will be conducted at Harvard University's Kennedy School of Government. At that first session we will canvas the state-of-the-art in information concerning the sources of youth violence and the most promising solutions. We will also obtain recommendations from these scholars about each of our three initiatives. A list of the confirmed Council members is attached.

Youth Advisory Council: We are in the process of inviting 30 young people nationally to form our Youth Advisory Council, which will have its first training session in Washington, D.C. over Presidents' Day weekend. The Council will be composed of at-risk youth from around the Country who will advise the Board regarding media messages and community programs. A list of the invitees is attached.

Media: In October, we assembled an ad hoc board of advisers including several PSA creators, advertising agencies, television executives, and violence experts in New York on October 5 to discuss campaign themes. Based on the meeting, we are forming a media working group to discuss various media specific issues including: (1) development of anti-violence messages; (2) developing technologies for families to control media messages; (3) media literacy training; and (4) pro-active steps by media in programming and news reporting. We intend to enlist Mediascope, ASNE, Berkeley Media Studies Group, the Media Institute, and media representatives to participate in this venture.

Grassroots Advisory Council: We will be forming a Grassroots advisory panel composed of organizations dedicated to addressing youth violence, youth violence

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

prevention practitioners, and educators. To date, we have contacted over 200 such organizations and will be selecting council members in January.

Political Panel: Prior to the announcement of the Board, we are planning to conduct a meeting with bi-partisan political leaders. To date, we have been in touch with the Senate Majority and Minority leaders, the bi-partisan congressional task force on youth violence, the National Association of Attorneys General, and the U.S. Conference of Mayors.

Business and Industry Panel: We have set up a series of telephone meetings organized by Pat Hoven with various community and government relations vice presidents to discuss the process of engaging the private sector in youth violence initiatives. We intend to convene a full meeting of this group in March 2000 as part of the kick-off for our community-by-community campaign.

II. Administrative Efforts

Tax-Exempt Status: The Campaign received 501(c)(3) status on November 30, 1999.

Accounting Services: The accounting firm of Deloitte & Touche has agreed to provide all accounting services for the Campaign free of charge. The account manager who arranged for this donated service is Lisa Nicolini.

Polling Research: George Gallup has agreed to perform all polling research for the Campaign free of charge. Our first set of poll questions are being formulated and will be provided to him on or before December 28.

Fundraising: To date, the principal source of funding for the campaign has been two relatively small grants from the federal agencies, and donations by members of the Board of Directors. To date, we have received commitments of \$900,000 from members of the Campaign's Board, tentative approval of a \$100,000 grant from DOJ, and tentative approval of a \$25,000 purchase order from the Department of Education. Our development director, Peter Sherer, is in the process of pursuing additional sources of funding. We have had preliminary discussions with the following funders: Markle Foundation, Irvine Foundation, Gates Foundation, Benton Foundation, Nike Foundation, Gap Foundation, Soros Foundation, Wellness Foundation, Kaiser Family Foundation, Guggenheim Foundation, and the Village Foundation.

Board of Directors: The following individuals have joined our Board of Directors:

Mei Karmazin	CEO CBS/Viacom
Steve Case	CEO America On-Line
Leo Hindery	CEO Global Crossings BIS
Judith A. McHale	CEO Discovery

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

Rick Inatome	CEO ZapMe
Ira A. Lipman	CEO Guardsmark
Neal Neilinger	Former Managing Director, Deutschebank
Gregory Favre	Former President, American Society of Newspaper Editors, COO McClatchy Papers
Ben Civiletti	Former U.S. Attorney General
Eli Segal	Founding Director, AmeriCorps.
Deborah Prothrow- Stith	Professor, Harvard School of Public Health
Rep. Martin Frost	Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence
Rep. Jennifer Dunn	Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence.
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Leigh Steinberg	Sports Agent
Francine Katz	Director Consumer Affairs, Anheuser-Busch

In addition, we have extended, or intend to extend, invitations to the following individuals:

Frank A. Bennack, Jr.	Hearst
Larry Ellison	Oracle
Christopher Galvin	Motorola
William Gates	Microsoft
Geraldine Laybourne	Oxygen
Oprah Winfrey	
Scott McNealy	Sun Microsystems
Rupert Murdoch	Fox
Robert Wright	NBC
Jerry Levin	Time Warner
Bob Iger	ABC
Henry Cisneros	Univision
Wellington Webb	Mayor, Denver
John Chambers	Cisco
George Bodenheimer	ESPN
John Curley	Gannett
Michael Eisner	Disney
Bill Campbell	Intuit
Senator Bob Dole	
General Colin Powell	
Rosie O'Donnell	

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

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National Campaign Against Youth Violence

33 New Montgomery Street, 20th Floor
San Francisco, California 94105-9781
Telephone: (415) 512-4008 Facsimile: (415) 512-4077

December 22, 1999

Jeffrey L. Bleich
Executive Director
(415) 512-4007

bleichjl@mta.com

VIA MAIL

President William J. Clinton
The White House
Washington, D.C.

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Jeff Bleich

JLB/dlw

Enclosure

cc: Eric Lui
Ann O'Leary

MEMORANDUM

TO: President William J. Clinton
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FROM: Jeffrey L. Bleich

DATE: December 21, 1999

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We have obtained preliminary agreements from AOL and Discovery Network to collaborate in helping us build a non-violence website that links existing websites and provides useful information in a user-friendly format. Our hope is to work with the Markle Foundation (directed by Zoe Baird), to help finance this effort. Our next step will be to arrange a meeting with the other providers of web services in this area. This may be best accomplished through the Department of Justice.

D. School Programs

We have made significant progress in our efforts to develop supportive non-violence messages in schools and as part of after-school activities. Scholastic has formally agreed to distribute the SHINE non-violence curricula in its entire network of publications which reach 10 million school children annually. The cost of this contribution alone is approximately \$3 million. We have also entered into an agreement for a nationwide "Stop Violence Start Art" mural project with Tommy Hilfiger and an on-line after-school arts and community resource center on Excite. All three projects are set to launch in late January. In addition, building on the success of a recent MTV/SHINE "Speak Your Peace" PSA contest, we are now working

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

with CBS to create a similar, but more community focused PSA program in schools across America. In addition, ZapMe has agreed to produce the MTV non-violence series and the full Department of Justice nonviolence materials on its internet browser, which will be provided to over 1,000 schools nationally this year. Negotiations are continuing with Channel One, The Learning Company and Broderbund (software divisions of Mattel), Court TV, Little Planet Learning, Sera Learning, and Ripple Effects to distribute other non-violence materials in the classroom. Alan Rambam has taken a leading role in developing a network to support this effort out of school. We are now recruiting Sara Strizzi, who is the principal deputy in the Education Department's Safe and Drug-free Schools Program, to head up our in-school efforts.

E. Advisory Councils

We are now in the process of convening six advisory panels to support the work of the Campaign: Social Science, Youth, Media, Grassroots, Private Industry Partnerships, and Political.

Social Science: On January 12-14th we will be convening 25 internationally reknowned scholars who have agreed to join our academic advisory council. The meeting will be conducted at Harvard University's Kennedy School of Government. At that first session we will canvas the state-of-the-art in information concerning the sources of youth violence and the most promising solutions. We will also obtain recommendations from these scholars about each of our three initiatives. A list of the confirmed Council members is attached.

Youth Advisory Council: We are in the process of inviting 30 young people nationally to form our Youth Advisory Council, which will have its first training session in Washington, D.C. over Presidents' Day weekend. The Council will be composed of at-risk youth from around the Country who will advise the Board regarding media messages and community programs. A list of the invitees is attached.

Media: In October, we assembled an ad hoc board of advisers including several PSA creators, advertising agencies, television executives, and violence experts in New York on October 5 to discuss campaign themes. Based on the meeting, we are forming a media working group to discuss various media specific issues including: (1) development of anti-violence messages; (2) developing technologies for families to control media messages; (3) media literacy training; and (4) pro-active steps by media in programming and news reporting. We intend to enlist Mediascope, ASNE, Berkeley Media Studies Group, the Media Institute, and media representatives to participate in this venture.

Grassroots Advisory Council: We will be forming a Grassroots advisory panel composed of organizations dedicated to addressing youth violence, youth violence

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

prevention practitioners, and educators. To date, we have contacted over 200 such organizations and will be selecting council members in January.

Political Panel: Prior to the announcement of the Board, we are planning to conduct a meeting with bi-partisan political leaders. To date, we have been in touch with the Senate Majority and Minority leaders, the bi-partisan congressional task force on youth violence, the National Association of Attorneys General, and the U.S. Conference of Mayors.

Business and Industry Panel: We have set up a series of telephone meetings organized by Pat Hoven with various community and government relations vice presidents to discuss the process of engaging the private sector in youth violence initiatives. We intend to convene a full meeting of this group in March 2000 as part of the kick-off for our community-by-community campaign.

II. Administrative Efforts

Tax-Exempt Status: The Campaign received 501(c)(3) status on November 30, 1999.

Accounting Services: The accounting firm of Deloitte & Touche has agreed to provide all accounting services for the Campaign free of charge. The account manager who arranged for this donated service is Lisa Nicolini.

Polling Research: George Gallup has agreed to perform all polling research for the Campaign free of charge. Our first set of poll questions are being formulated and will be provided to him on or before December 28.

Fundraising: To date, the principal source of funding for the campaign has been two relatively small grants from the federal agencies, and donations by members of the Board of Directors. To date, we have received commitments of \$900,000 from members of the Campaign's Board, tentative approval of a \$100,000 grant from DOJ, and tentative approval of a \$25,000 purchase order from the Department of Education. Our development director, Peter Sherer, is in the process of pursuing additional sources of funding. We have had preliminary discussions with the following funders: Markle Foundation, Irvine Foundation, Gates Foundation, Benton Foundation, Nike Foundation, Gap Foundation, Soros Foundation, Wellness Foundation, Kaiser Family Foundation, Guggenheim Foundation, and the Village Foundation.

Board of Directors: The following individuals have joined our Board of Directors:

Mel Karmazin	CEO CBS/Viacom
Steve Case	CEO America On-Line
Leo Hindery	CEO Global Crossings BIS
Judith A. McHale	CEO Discovery

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

Rick Inatome	CEO ZapMe
Ira A. Lipman	CEO Guardsmark
Neal Neilinger	Former Managing Director, Deutschebank
Gregory Favre	Former President, American Society of Newspaper Editors, COO McClatchy Papers
Ben Civiletti	Former U.S. Attorney General
Eli Segal	Founding Director, AmeriCorps.
Deborah Prothrow- Stith	Professor, Harvard School of Public Health
Rep. Martin Frost	Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence
Rep. Jennifer Dunn	Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence.
Mayor Brent Coles	President-Elect, U.S. Conference of Mayors
Leigh Steinberg	Sports Agent
Francine Katz	Director Consumer Affairs, Anheuser-Busch

In addition, we have extended, or intend to extend, invitations to the following individuals:

Frank A. Bennack, Jr.	Hearst
Larry Ellison	Oracle
Christopher Galvin	Motorola
William Gates	Microsoft
Geraldine Laybourne	Oxygen
Oprah Winfrey	
Scott McNealy	Sun Microsystems
Rupert Murdoch	Fox
Robert Wright	NBC
Jerry Levin	Time Warner
Bob Iger	ABC
Henry Cisneros	Univision
Wellington Webb	Mayor, Denver
John Chambers	Cisco
George Bodenheimer	ESPN
John Curley	Gannett
Michael Eisner	Disney
Bill Campbell	Intuit
Senator Bob Dole	
General Colin Powell	
Rosie O'Donnell	

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

In addition, we would like to complete the Board with: two young people with personal knowledge regarding violence issues; two violence prevention practitioners; one representative of a health care organization; one representative of the insurance industry; and one grassroots educator.

III. Conclusion

Barring any unforeseen events, we are now on pace to announce our board of directors in February 2000 and to kick off the Campaign's major initiatives early next year.

November 3, 1999

Mr. Jeffrey L. Bleich
Munger, Tolles & Olson LLP
19th Floor
33 New Montgomery Street
San Francisco, California 94105-9781

Dear Jeff:

Thanks for the materials regarding the National Campaign Against Youth Violence. I appreciate your update on the progress of the Campaign, and I'm glad we had the chance to discuss it at our meetings last month. I'm grateful for all you are doing to ensure the success of this vital endeavor.

Best wishes.

Sincerely,

BILL CLINTON

BC/RS/SH/DDA/DWB/DC/DWB/lynn-pw-lynn
(Corres. #7016990)
(10.bleich.jl)

cc: DWB/SPM, 94 OEOB
cc: Renee Sagiv, 97 OEOB
cc: John Wertman, 97 OEOB
cc: w/copy of incoming to Karin Kullman, 207 OEOB
~~cc: Bruce Reed, 2FL/WW~~
cc: Tom Freedman, 213 OEOB
cc: Eric Liu, 2FL/WW

Xeroxed copy of personally signed original to NH
through Sean Maloney

CLEAR THRU SEAN MALONEY

PRESIDENT TO SIGN

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Jeffrey L. Bleich to White House Personnel re: National Campaign to Prevent Youth Violence: Four-Week Status Report (8 pages)	9/15/99	P2, P5

**This marker identifies the original location of the withdrawn item listed above.
For a complete list of items withdrawn from this folder, see the
Withdrawal/Redaction Sheet at the front of the folder.**

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Subject File)
OA/Box Number: 21554

FOLDER TITLE:

Violence-National Campaign to Reduce Youth Violence

r21

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

THE FOUNDATION FOR SOCIAL CHANGE

*John Violence -
Campaign*

171 Madison Avenue, Suite 1006 • New York, NY 10016 • (212) 685-8848 Fax: (212) 685-8970

Board in Formation

Robert Boehm
Maurice Paprin
Miles Pennybacker
Stanley Sheinbaum
Stanley Weithorn

Advisory Council

Judith Anders
Richard Anders
Stanley Aronowitz
Peter Bahouth
David Callahan
Richard Cloward
Jeff Cohen
Bill Collins
Adrian DeWind
Lani Guinier
Russell Hemenway
David Hunter
David Kallick
Evelyn Fox Keller
Babette Linfield
Mike Miller
Frances Fox Piven
Marshall Pomer
Marcus Raskin
Michael Shuman
Alicia Slater
Edith Tiger
Anne Zill

MEMORANDUM

*Copy to
B. REID
EML L.*

Copy to Jeff R

Date: August 18, 1999

To: Richard Socarides; Fax: 202-456-6218

From: *MS* Maurice S. Paprin, FSC

Re: National Campaign Against Youth Violence

cc: Jeff Bleich

Congratulations on your Press Release on the new campaign and the appointment of Jeff Bleich to head up the campaign. I think it's the best news we've seen in this crucial national area of concern. I look forward to a telephone conference call with you and Jeff, and hope to set up that important meeting with you both at the White House. I would hope to bring a few of my Board members and our Executive Director, Craig Butler, to discuss the details of the "next steps."

I am still pressing for a National Leadership Summit at the White House as suggested in my early memos to Rahm Emmanuel and John Podesta. I think this is a rare opportunity to involve millions of people, not only in a Campaign Against Youth Violence, which you have already initiated, but more positively in a National Dialogue on Civic Action and Responsibility in all communities around the country. This initiative would involve schools, churches, synagogues, local town halls and every civic group in every town. It should bring out all parents, grandparents, and children and let them talk about all their concerns and issues.

Yes, the public service ads on all television networks and cable, all radio stations and print media, is a great kickoff. But it should not stop there. Bring people out of their "couch potato" slump and let all of us engage with the educators, the security people, the elected officials, and let's not limit the discussions to the macabre issues of violence, hate and terror!

Craig Butler,
Executive Director

Socarides Memo-8/18/99

Page 2

We can galvanize all concerned Americans to think about their own personal roles in the advancement of our democratic heritage and culture and get more people engaged in the specifics of doing something about these issues.

I look forward to hearing from you at your earliest convenience.

*Youth Violence
Campaign*



Record Type: Record

To: Bruce N. Reed/OPD/EOP

cc:

Subject: Mrs. Clinton's discussion tonight

Actually, she is talking about the idea of a national effort (she was previously not planning to use the term campaign) around youth violence that responds to Littleton. Rather than make any specific, or even vague announcement, she was planning to simply talk about the need to involve all these groups to address all the issues involved -- from gun control to entertainment to parental involvement. (We knew that she had this campaign in her head, but she wasn't going to go into any kind of specifics.) Her main point (this afternoon -- before she was scooped) was that rather than people who like guns blaming the media, and people who like entertainment blaming guns, we need to involve all these people in a national effort because all these issues are part of the problem.

However, this is what she was planning to say this afternoon -- what she actually says now is another matter.

SHINE

Youth Violence
Campaign

seeking • harmony • in • neighborhoods • everyday

www.shine.excite.com

Mr. Jeffrey L. Bleich
National Campaign Against Youth Violence c/o
33 New Montgomery Street, 19th Floor
San Francisco, CA 94105-9781

August 30, 1999

Alan Rambam, Founder

Honorary Board Members

Benjamin Bratt, Actor
Jill Cuniff, Musician
Kate Dillon, Model
Lew Eisenberg, Port Authority
Congressman James Greenwood
Tommy Hilfiger, Designer
Grant Hill, NBA Athlete
Betsy Johnson, Designer
Richard Kind, Actor
Joel Krasnowe, Nickelodeon
Senator Frank S. Lautenberg
Judy McGrath, MTV
Congressman Bob Menendez
Scottie Pippen, NBA Athlete
Fred Siegel, Excite
Kevin Spacey, Actor
Dick Robinson, Scholastic
M. Night Shyamalan, Director
Russell Simmons, DefJam/One World
Lisa Simpson, SONY
Senator Olympia Snowe
Senator Robert Torricelli
Denzel Washington, Actor

Education Advisory Board

Paul Bartick, PhD
Kevin Hawley, M.S.W.
Valeria Lovelace, PhD
John Pollock, PhD
Beth Saltzman, M.S.W.
Eric Weinstein, M.S.W.
Pedro Cordero, ACS

Dear Jeff,

It was fantastic meeting you in Washington and congratulations again on your appointment as the Executive Director of the National Campaign Against Youth Violence.

I wanted to update you on some new SHINE developments that I think you will find very interesting. In a few days, we are going to sign a letter of intent for a monumental three year exclusive partnership with Time Warner and their *Teen People* magazine.

This partnership is going to provide SHINE access and involvement not just from *Teen People* and countless celebrities, but also from the WB Network, CNN, and the rest of the Time Warner empire. This effort will include CD's and a televised concert to benefit SHINE, a program on CNN, PSA distribution, and more. This, combined with our existing campaign, will clearly pave the way for SHINE to become a household name.

In addition, Tommy Hilfiger has decided to expand their role with SHINE for the 1999/2000 school year. This increased support will include recognition for SHINE and its mission on Hilfiger's spring advertising and product hang tags, production of SHINE apparel, printing of a SHINE book cover for public school distribution nationwide, and the merchandising of the SHINE Nonviolence Handbook within 1,500 of their boutiques nationwide.

I know from our conversations that you recognize the sheer magnitude of our program and the landmark level of corporate and public support that we are receiving. I just want to insure that SHINE is a central focus of your upcoming press conference. If needed, I am confident I could have Don Logan, the President of Time Warner, and Tommy Hilfiger himself attend the press conference.

I would like to meet with you as soon as possible to discuss the upcoming press conference and continue the conversation that we started with Bruce Reed and Eric Liu. Thank you in advance for your consideration.

Regards,

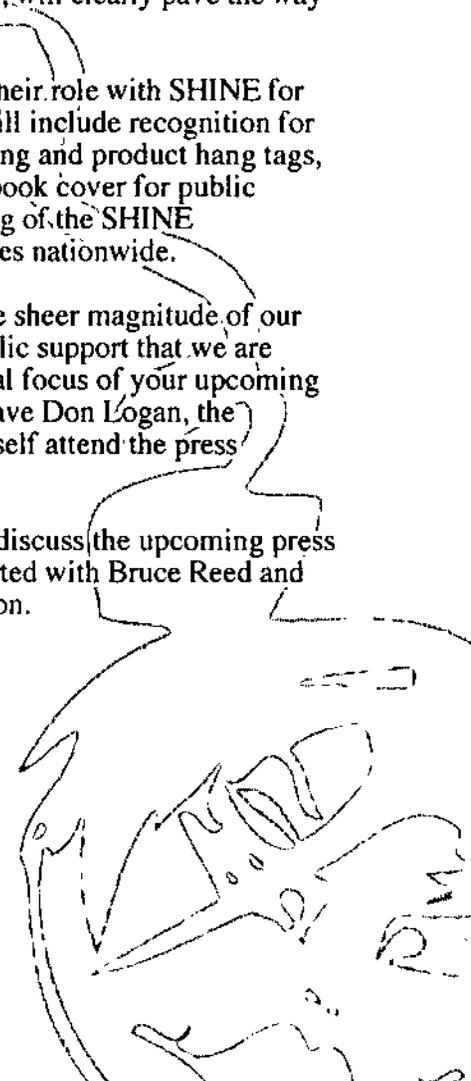

Alan Rambam
Founder

cc: Mr. Bruce Reed
Mr. Eric Liu

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Suite 11C, NY, NY 10001
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Youth Violence Campaign

Munger, Tolles & Olson LLP
33 New Montgomery Street, Nineteenth Floor
San Francisco, California 94105-9781
Telephone: (415) 512-4000
Facsimile: (415) 512-4077

SEP 2 12:56

FACSIMILE COVER SHEET

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TO	FIRM	FAX	TELEPHONE
Eric Liu	The White House - Domestic Policy Council	(202) 456-2878	(202) 456-5565

Date: September 2, 1999
From: Jeffrey L. Bleich
Re: *National Campaign Against Youth Violence*
Ref. No.: 90001 - 01000
No. Pages: _____

Message: Sorry about the mix-up. This is the correct draft. Let's discuss.

92263 92511

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE
DRAFT STRATEGIC PLAN

September 1, 1999
San Francisco, CA

I. Statement of Purpose

Youth violence and the lack of a clear cultural response to that violence are producing a national tragedy that requires a coordinated national effort. Each year, approximately 900,000 American children aged 12-18 are victims of serious violent crimes, and -- although children 18 and under account for only fourteen percent of the population, they commit twenty-five percent of the crime. Over the past year, the school shootings that have terrorized Pearl, Peducah, Jonesboro, Edinboro, Springfield, Littleton, Conyers, and the rest of the nation remind us of the horror of these kinds of extreme violence. These school shootings, however, were less than 1% of the homicides committed by juveniles this past year. In terms of deaths of children at the hands of children, every day in America is a Littleton, every year in America is a Kosovo. We have simply lost too many children. In the face of these tragedies, a national effort is demanded, in which all Americans come together to protect our children from violence.

The objective of the Campaign is to focus the skills and energy of Americans from a wide range of regions, occupations, and backgrounds to work towards achieving a shared goal of great national importance: preventing youth violence in our Country. The Campaign's chief focus will be inspiring people -- and providing them with the tools -- to take responsibility to prevent youth violence, rather than pointing fingers or assigning blame.

The Campaign will devote itself to achieving tangible, quantifiable goals and using a variety of means including campaigning for Americans to work against violence in their communities, improving networks in local communities to share effective techniques, and supporting community-based projects with promise. While governmental support can help with this challenge, this is a campaign whose success will rely on the actions of American parents and children, businesses, educators, spiritual, and community leaders. The Campaign will work to create support systems for our children so that they will turn away from violence.

We offer a public-private partnership committed to drawing upon private resources and individuals that will: (1) launch a national media campaign to raise consciousness about reducing violence; (2) partner with the Department of Justice to provide a national clearinghouse about effective programs; (3) direct necessary resources to effective programs; (4) provide educators with anti-violence curricula, assistance in ensuring safety and security, and access to other community resources to deal with at-risk and violent youth; (5) assist programs to reduce youth access to weapons; (6) distribute and publicize tools to help parents protect youth from violent messages or exposure to violence.

Our commitment is made without regard to political affiliation. We believe that helping Americans reduce violence by and against youth is the shared task of every American, and we rise to meet that challenge not out of partisanship, but from the knowledge that our nation's success depends on all of us working together to achieve this goal. We pledge therefore to be a non-profit, national effort, open to all like-minded institutions and people.

II. Specific Goals

The Campaign has five specific goals.

- A. Establish a comprehensive media campaign directed at raising public consciousness about the sources of youth violence and what each person can do to reduce violence. We will work with the media, video-game manufacturers, theatres, schools, and internet service providers to saturate the public with positive messages about what can be done to reduce violence. This national media campaign will be analogous to national campaigns to against drunk driving, littering, seat belts, and preventing forest fires. This will include a National Day of Peace on April 20, 2000, the one-year anniversary of the Littleton shootings.
- B. Coordinate efforts on a local level. The Campaign will enlist 100 corporate sponsors in 50 cities and towns in United States to help establish a private-public partnership to address youth violence.
- C. Support affiliates. The Campaign will affiliate with 100 effective programs that provide educational and mental health services to use, limit children's access to guns, limit children's exposure to violence, and promote ways for parents to keep our children safe. The Campaign will support and publicize these programs using the media, a 1-800 number, a website, and innovative "guerilla" marketing techniques than can help connect individuals to services that already exist in their local community. The Campaign will also work with existing affiliates to distribute a non-violence curricula in every school, pre-school, and licensed day care center in America.
- D. Have 10 million families in America purchase a V-chip computer and know how to use it.
- E. Reduce by 10% each of the following in model cities within two years: (1) the numbers of youth who carry weapons; (2) the number of youths who express fear of peer violence; and (3) the number of youths who actually engage in acts of violence.

III. What We Know About Violence By And Against Youth

A. Violence By Youth: Statistics, Causes, and Solutions

American youth are the most violent youth of any comparable industrialized nation. An American child is 10 times more likely to engage in acts of violence than one of his peers in Canada. The rate of violence among youth in the United States is significantly greater than that of any other industrialized nation. Children under 18 are responsible for over 706,000 violent crimes each year, including 2,600 homicides. Although violent juvenile crime has dropped off somewhat since 1990, it has done so at a significantly slower rate than the

contemporaneous drop in adult crime. Instead, there remains a historical trend in America of increasing rates of youth violence, both relative to their population and relative to the adult offending rates. Violent juveniles tend to continue violent conduct after they turn 18. Currently, one quarter of all homicides in the United States are committed by people under the age of 21, despite the fact that persons under 21 (including infants and toddlers) account for only fourteen percent of the population.

American youth are also disproportionately the victims of violence. In 1996, over 900,000 youths between the ages of 12 and 18 were the victims of serious violent crimes. Indeed, each year, twice as many children in the United States under ten years of age die as a result of firearm injuries alone as did all of the U.S. soldiers sent to fight in the Persian Gulf, Somalia, and Kosovo, combined. In addition, much of the violence by youths is self-inflicted; the rate of suicide for 5-24 year olds has tripled since 1960.

Fear of violence among youths is unprecedented. One in eight male teenagers carries a weapon for protection. One in eight of all students reported general fear of being attacked while at school; one in five inner city school students reported this same fear. Thirteen percent of students avoid certain areas of their school altogether for fear of attack. This level of fear extends to all aspects of a child's life. The National Survey of Youth found that from 1972 to 1992 the number of youths who agreed that "most people can be trusted" dropped by 50%, and that the number of youths who believed "you can't be too careful in dealing with people" rose 50%.

I. Sources of Youth Violence:

- a. Developmental Deficits: Social science research confirms that youths who are exposed to violence in their families and communities, and are not able to establish necessary connections with others or to solve problems through non-violent means are those most likely to be violent. The American Psychological Association studies establish that violence is a learned behavior, that is reinforced when care-givers and peers do not directly discourage violence and provide alternatives to the violent youth.
- b. Mental Health: Many at-risk youth who are prone to acting out violently lack adequate mental health services. As many as one in every 33 children and one in 8 adolescents may suffer from depression according to the U.S. Center for Mental Health Services. Two-thirds of children with mental health problems, including children with serious psychotic disorders or sociopathologies, are treated inappropriately.
- c. Inadequate Identification and Treatment of Dangerous Offenders: In general, relatively few juvenile offenders are responsible for a disproportionate share of juvenile crime. In fact, it is estimated that only six percent of juvenile offenders commit over 70% of violent juvenile crime. Depending upon the age of these offenders and the nature of their offenses, altering their behavior may require many years of treatment.

Many communities fail to identify these hard core offenders before their violence escalates, and lack the programs to reform these youths. Psychologist Rolf Loeber and criminologist David Farrington report that 85 percent of kids who commit serious, violent offenses as juveniles don't get caught.

- d. Access to Weapons: Research shows that the increased use of guns by American youth to deal with conflict is a vital factor responsible for the increase in youth homicide rates in our country since WW II. In 1996, firearms in murders, suicides, and unintentional shootings killed 4,643 children and teenagers. Gunshot wounds are the second leading cause of death for all people aged 10-34. According to a February 1997 report by the Center for Disease Control, the rate of firearm deaths among children 0-14 years old is nearly twelve times higher in the United States than in 25 other industrialized countries combined.
 - e. Culture of Violence: American children witness 8,000 murders and 100,000 other assorted acts of violence by the time that they graduate from elementary school, and an estimated 200,000 acts of violence and 16,000 simulated murders by the time they are in their teens. Clinical research suggests that this exposure to violence desensitizes children to youth and may inspire imitation in some youths. In particular, children who are already prone to aggressive behavior tend to have their violent tendencies significantly exacerbated by violent images. Similarly, research by military psychologist David Grossman confirms that certain video games have the apparent effect of overcoming the normal human inhibitions to shooting others. Some research suggests that interactive video games actually replicate military conditioning programs designed to get personnel mentally equipped to point a gun at another human being and fire. Some research suggests that these video games have contributed to increased violent crime rates world wide, including a seven-fold increase in per capita aggravated assault.
 - f. Epidemic Effects: Since 1988, the Center for Disease Control has classified youth violence as an epidemic based upon the fact that it has been occurring at a rate far greater than would ordinarily be expected. Some evidence suggests that violence itself may be contagious in that it will spread and accelerate based on either: (1) imitation, (2) peer pressure that is generated when youths congregate, (3) when violence levels overwhelm a community such that they "swamp" enforcement resources, or (4) revenge.
2. Collaborative Efforts By Communities Is The Best Way Of Accomplishing A Sustained Reduction In Youth Violence

Because violence has multiple causes, a multidisciplinary approach within each community is needed in order to reduce instances of violence. Despite common perceptions that rehabilitative efforts do not work for serious juvenile offenders, the most comprehensive studies indicate that many programs are effective for certain groups of offenders. The key to reducing crime is to improve prevention and detection programs, and to maintain a sufficient portfolio of treatment programs for isolated youths that a proper fit can be made between these offenders and community programs.

Effective implementation of such an approach will require the participation of the schools, parents, juvenile justice and law enforcement personnel, community programs to identify and help at-risk youth, gun providers and owners, media, and youths themselves. Our goal is to provide cities and communities with the encouragement and private resources that they need to reduce youth violence and to increase communities' sense of security. America should be the safest industrialized nation in the world for our children.

Accomplishment of our specific objectives will: (1) make it easier for parents to raise kids to be non-violent by providing them with the information and tools they need to guide their child's development; (2) give teachers curricula to help them reduce violence and do timely intervention; (3) encourage all people who communicate with children to take responsibility for the messages they send about violence and problem-solving; (4) teach kids how to resolve conflict, how to deal with violence (including exposure to violence), and to discourage violence in their peers; (5) reduce access by children to weapons and to ensure that children are trained in the hazards of firearms; (6) provide information to community leaders about resources needed and available to reduce youth violence; (7) give law enforcement the community's assistance in identifying at-risk youth and getting them treatment, and in identifying and isolating dangerous offenders.

IV. Proposed Timeline for Organization Functions

Stage 1: Creation and Clearinghouse (1-3 months)

Logistics

- * Incorporate with name
- * Obtain funds
- * Hire Initial staff
- * Obtain space
- * Establish board
- * Develop nationwide affiliates
- * Name Board chair(s)
- * Obtain information re: existing programs
- * Announce formation of organization

Function

- * Distribute PSAs in cooperation with all networks and Ad Council
- * Distribute video curriculum to schools

- * Launch web site
- * Establish 800 number
- * Host first Board meeting
- * Garner affiliate partnerships
- * Obtain first 10 corporate commitments

Stage 2: Program Initiation

Logistics

- * Field Oriented program affiliations
- * In-house expertise on issues
- * Announce first three substantive programs
- * Announce completion of Board and consortium

Function

- * Begin L.A./Oakland/Other ceasefire programs
- * Organize Media conference
- * Organize What Works conference
- * Organize April 2000 Day of Non-Violence
- * Produce T.V. and Theatre PSAs

Stage 3: Program Implementation

Logistics

- * Regular events with President, AG, leading CEOs, Civic and Republican leaders
- * Complete staff

Function

- * Expand clearinghouse services
- * Media Conference
- * March
- * What Works
- * Release PSAs
- * Develop fear/violence index
- * Feature local programs

IV. STRUCTURE OF ORGANIZATION

A. Campaign Staff

1. Executive Director: Oversees all programmatic functions and is liaison to the President, AG, and Board
2. Communications Director: Directs press relations, up-dates websites, administers clearinghouse
3. Financial Director: Responsible for budgeting and expenditures
4. Affiliate Outreach Coordinator: Coordinates local events, interfaces with local affiliates
5. Senior Policy Analyst: Responsible for collecting and analyzing data, developing indexes.
6. Staff assistants: clerical, secretarial, switchboard support (3)
7. Development Director
8. D.C. Office Director: Manages East Coast presence and works with political constituencies
9. Chief Operating Officer (Mark): Oversees all operational functions and directs local ceasefire programs.

B. Loaned Staff

1. Communications: Assist director in formulating press strategy and initial events
2. Marketing: solicit in-kind donation
3. Policy Analysts: DOJ, Education, and local analysts (Tom Diaz?) Who can assist in coordination of programs
4. Human Resources: Help set up salary, benefits programs
5. Staff assistants: affiliate outreach
6. Web-development team: Help create website
7. 1-800 Volunteers
8. NAPIL and other interns through Soro foundation/Americorp

V. FINANCIAL PROJECTIONS (figures in thousands)

	<u>Year One</u>	<u>Year Two</u>
<u>Expenditures</u> (outlays)	\$1750	
<u>Expenditures</u> (in-kind grants)	\$400	

Expenditures by Category

Wages & Salaries	\$650
In-kind Grants	\$200
Payroll Taxes & Benefits	\$150
Hardware/Computer	\$40
Rent (in-kind grant)	\$50
Utilities	(included in rent)
Furniture (1/2 in-kind)	\$10
Insurance (D&O liability)	\$11
Accounting/Audit Prep/Legal	\$40
Phones purchase	\$10
Phones/use	\$12
General and Admin. Costs	\$5
Printing	\$5,
Postage and Mailing	\$15
Research	\$5
TV & VCR	.3

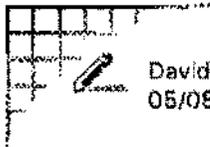
Projects

Marketing/Development	\$300
Education	\$250
Advertising/Air time	\$3000
Grants to Affiliate	\$250
Travel	\$85

Revenues

Corporate and Individual gifts	\$3000
In-kind grants	\$5000
Existing assets	\$0
Foundation grants	\$500
Interest	\$50

YOUTH Violence Summit



David W. Beier @ OVP
05/08/99 01:02:34 PM

Record Type: Record

To: See the distribution list at the bottom of this message
cc:
Subject: Monday's Event/Republicans Tuesday event

On Monday I expect the following:

* Commitments from various folks in the media world to do stuff. The RIAA will commit to a project with the Kaiser Foundation. MPAA, NAB and NCTA will commit to work on educating communities on what resources exist to help kids.

* On Monday, Lieberman/McCain/Burton and Markey will release a letter that sets the bar for success very, very high (e.g. a "cease fire on media violence"). This view will be echoed in the media by Bennett and the Republicans, including Brownback and Jennifer Dunn (who are attending the event). The NRA will put out their "new" gun proposals, which are likely to include more concealed weapons, more penalties for gun use in crimes.

* On Tuesday the House and Senate Republican leadership will unveil their "legislative package". They will claim that Clinton/Gore are talkers, not doers, and the captives of the Hollywood elites. The Republican package will likely include:

** Antitrust exemption for broadcasters to set a voluntary industry wide violence code.

** Limitations on the sale of certain illegal items on the Internet (guns and bombs).

*** Parental responsibility statutes for parents who negligently fail to supervise their children's access to, and use of guns.

Message Sent To:

Ron Klain/OVP @ OVP
Eli G. Attie/OVP @ OVP
Monica M. Dixon/OVP @ OVP
Christopher S. Lehane/OVP @ OVP
Jim Kohlenberger/OVP @ OVP
Trooper Sanders/OVP @ OVP

STRATEGY SESSION ON CHILDREN, VIOLENCE AND RESPONSIBILITY
Monday, May 10, 1999 - 10:00 am
White House - Business - East Appointments Gate
(60 Total Participants)

Bruce,
Here are my recommendations
for calls. There are 13
but some aren't
that necessary.
-Beena

Italic = NEW as of May 9, 1999 (5:48pm)

THE PRESIDENT AND FIRST LADY
THE VICE PRESIDENT AND MRS. GORE

File:
Youth Violence
Nat. Campaign

- Dr. Drew Altman; President & CEO, The Henry J. Kaiser Family Foundation - additional support?
- Dr. Maya Angelou; Professor and Poet
- Mr. Decker Anstrom; President, National Cable Television Association
- Mr. Jonathan Barnett; Professor of City and Regional Planning, University of Pennsylvania*
- Dr. Carl Bell; President & CEO, The Community Mental Health Council and
Professor of Psychiatry and Public Health, University of Illinois, Chicago
- Hon. Sharon Sayles Belton; Mayor of the City of Minneapolis
- Mrs. Sarah Brady; Chair, Handgun Control, Inc. and The Center to Prevent Handgun Violence - knows all
the grass roots organizations +
Bob Walker committed to
help
- Hon. Bill Brewster; President, R. Duffy Wall & Associates
- Hon. (Sen.) Sam Brownback; R/Kansas
- Ms. Shane Cambrono; City Year Staff Member and Former Americorps Member
- Mr. Steve Case; Chairman and CEO, America Online
- Mr. Robert Chase; President, National Education Association - didn't make commitment but have
done + are doing a ton (announcements
for mental health)
- Dr. Nancy Wilson Dickey; President, American Medical Association - Made a commitment to
help the campaign
- Hon. (Rep.) Jennifer Dunn; R/Washington
- Mrs. Pamela Eakes; President and Founder, Mothers Against Violence in America
- Ms. Gloria Estefan; Recording Artist
- Ms. Sandy Feldman; President, American Federation of Teachers - Made commitment before the
meeting to help w/
campaign
- Mr. Abraham H. Foxman; National Director, Anti-Defamation League
- Mr. Eddie Fritts; President & CEO, National Association of Broadcasters
- Dr. James Garbarino; Co-Director, Family Life Development Center, Cornell University - I've talked to him.
he's working on some ideas
on what works.
You might want
to call him,
but you don't
need to.
- Hon. (Rep.) Richard Gephardt; D/Missouri
- Mr. Terrence Gray; Student/Peer Mediator, T.C. Williams High School, Alexandria, VA
- Mr. Eric Heydenberk; Student, Strayer Middle School, Quakertown, PA
- Mr. Robert A. Iger; Chairman, ABC Group and President, Walt Disney International
- Mr. Paul Jannuzzo; Vice President and General Counsel, GLOCK, Inc.

Hon. William Kennard; Chairman, Federal Communications Commission

Mr. Douglas Lowenstein; President, Interactive Digital Software Association

Ms. Ginny Markell; President-Elect, National PTA

→ Dr. Prema Mathai-Davis; CEO, YWCA of the U.S.A. - Committed her organization to help the campaign

Ms. Mary Ellen Maxwell; President, National School Boards Association

Gen. Barry McCaffrey; Director, Office of National Drug Control Policy

Monsignor Thomas McDade; Secretary of Education, United States Catholic Conference

Mr. Leslie Moonves; President and CEO, CBS Corporation

Ms. Maria Monteil; Student/Peer Mediator, T.C. Williams High School, Alexandria, VA

Ms. Georgia Nichols; Vice President and General Counsel, O.F. Mossberg & Sons, Inc.

Hon. Alan C. Page; Associate Justice, Minnesota Supreme Court

Hon. John Podesta; Chief of Staff to the President

Dr. Robert S. Pynoos; Professor of Psychiatry, Neuropsychiatric Institute and

Director, UCLA Trauma Psychiatry Service

Hon. Bruce Reed; Assistant to the President for Domestic Policy

Hon. (Sen.) Harry Reid; D/Nevada

Hon. Janet Reno; Attorney General, United States

→ Mr. Robert A. Ricker; Executive Director, American Shooting Sports Council - maybe he could do something more?

Hon. Richard W. Riley; Secretary of Education

→ Rev. Eugene F. Rivers III; Co-Chair, National Ten Point Leadership Foundation - actually does grass-roots work + committed to help w/ campaigns

→ Gov. Roy Romer; Chairman, Policy Advisory Committee, The Advertising Council, Inc.

Ms. Hilary B. Rosen; President and CEO, Recording Industry Association of America

Hon. Kenneth L. Salazar; Attorney General, State of Colorado

→ Dr. Samuel G. Sava; Executive Director, National Association of Elementary School Principals - Resources

Hon. Eli J. Segal; President and CEO, Welfare to Work Partnership

→ Hon. Donna E. Shalala; Secretary of Health and Human Services

→ Mr. Andrew Shue; Founder, Do Something Foundation - Pres. liked him

Mr. Ed Shultz; President and CEO, Smith and Wesson

→ Ms. Roxanne Spillett; President, Boys & Girls Clubs of America - I never talked to her ahead of time but saw her organization is an ideal partner.

Hon. Jack Valenti; Chairman and CEO, Motion Picture Association

Ms. Simonna Woodson; Student/Peer Mediator, Arsenal Tech High School

Lt. Steve Young; National Vice President, Fraternal Order of Police

DOJ Contacts

General Policy Questions:

Backup:

AG Scheduling:

Ann Harkins, COS/OAG, 514-3892

Lisa Monaco, Counsel, OAG, 514-2291

Cheryl Montgomery, Director of
Scheduling, OAG, 514-4195

Crime Initiatives/Crime Policy:

Jon Jennings, OLA, 514-2141

Grants/Publications:

Ricki Seidman, OASG, 514-4969

Personnel:

Bernie Delia, ODAG, 514-8500

If any of the above usual contacts
are not available:

Kevin Ohlson, COS/ODAG, 616-0419

Ken Chernof, COS/OASG, 305-8283

THE WHITE HOUSE

WASHINGTON

August 16, 1999

ANNOUNCEMENT OF ANTI-YOUTH VIOLENCE INITIATIVES

DATE: August 17, 1999
LOCATION: Presidential Hall
OEOB Room 450
BRIEFING TIME: 10:00am – 10:20am
EVENT TIME: 10:30am – 11:30am
FROM: Bruce Reed

I. PURPOSE

To announce a series of steps to help reduce youth violence including: (1) a new anti-violence public service advertising campaign; (2) the new executive director of the National Campaign Against Youth Violence, Jeff Bleich; and (3) \$15 million in Justice Department COPS grants for local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools.

II. BACKGROUND

You will address an audience of approximately 130 people, including executives and representatives from television and cable networks, child advocacy groups, education groups, healthcare advocacy groups, and youth. In your remarks you will announce:

Network Anti-Violence Roadblock. At the White House Strategy Session on youth violence on May 10, you challenged the entertainment industry to do its part. Today, you will announce that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air the prime time debut of public service ads on the theme of "Talking with Kids About Violence." The ads, which feature children and you talking about the need for parents to talk to their kids about violence, will air between 8 p.m. and 10 p.m. on August 18th. This first-ever Ad Council television "roadblock" will include ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, Comedy Central, Country Music Television, Discovery Channel, Discovery Digital Networks, FOX Family Channel, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, the Nashville Network, Nickelodeon, TBS, TNT, Travel Channel, TV Land, Univision, VH-1, and FasTV.com, a website with video streaming capability, which will provide the spot online. Many of the participating networks have pledged strong support for the new ads and will show them throughout the remainder of the year. The public service ads were sponsored by the Kaiser Family

Foundation, the Advertising Council, and Children Now. A free booklet for parents on how to talk about violence is available at www.talkingwithkids.org, or by calling 1-800-CHILD44.

Executive Director for National Campaign Against Youth Violence. Following up on your call for a National Campaign Against Youth Violence, you will announce that Jeffrey Bleich will be the executive director of this effort. Mr. Bleich has been nationally recognized by the American Bar Association as one of America's leading young attorneys, and is the managing partner in the San Francisco office of Munger, Tolles and Olson. Mr. Bleich will head an independent, national, non-partisan campaign that will address the problem of youth violence by: (1) serving as an information clearinghouse to share what programs work in one community with communities all over the country; (2) securing commitments from all sectors of society to do their part to help reduce violence; and (3) helping give parents more tools to protect their children from violence.

New Grants to Strengthen Partnerships Between Law Enforcement and Schools. You will announce \$15 million in Justice Department Office of Community Oriented Policing Services (COPS) grants for local law enforcement agencies across the country to form innovative partnerships with schools or community organizations to target specific problems of crime and violence in or around schools. A total of 247 grants will be awarded to 226 communities in 41 states and the District of Columbia. COPS School-Based Partnerships grants emphasize the use of community policing and problem solving methods to address the causes of school-related crime and disorder problems, such as drug dealing and use, assaults, truancy, vandalism, and other student safety issues.

III. PARTICIPANTS

Briefing Participants:

The First Lady
Attorney General Janet Reno
Secretary Richard Riley
Bruce Reed
Eric Liu
Tom Freedman
Richard Socarides
Lowell Weiss
Jeffrey Bleich

Stage Participants:

Attorney General Janet Reno
Secretary Richard Riley
Jeffrey Bleich, New Executive Director, National Campaign Against Youth Violence
Harrison Boatwright (Age 10; appears in PSA)
Wyatt Keusch (Age 11; appears in PSA)

Program Participants:

YOU

The First Lady

Peggy Conlon, President and CEO, The Advertising Council

Drew Altman, President and CEO, The Kaiser Family Foundation

Leilani Tassillio (Age 11; appears in PSA)

IV. PRESS PLAN

Open Press.

V. SEQUENCE OF EVENTS

- Attorney General Janet Reno, Secretary Richard Riley, Jeff Bleich, Harrison Boatwright, and Wyatt Keusch will be announced onto the stage.
- **YOU** and the First Lady, accompanied by Peggy Conlon, Drew Altman, and Leilani Tassillio, will be announced onto the stage.
- The First Lady will make remarks and introduce Peggy Conlon, President and CEO, The Advertising Council.
- Peggy Conlon will make brief remarks and introduce Drew Altman, President and CEO, The Kaiser Family Foundation.
- Drew Altman will make brief remarks and introduce Leilani Tassillio, Student.
- Leilani Tassillio will make brief remarks and introduce **YOU**.
- **YOU** will make remarks, unveil the public service announcement, and depart.

VI. REMARKS

To be provided by speechwriting.

THE WHITE HOUSE
WASHINGTON

August 16, 1999

MEMORANDUM FOR THE PRESIDENT
THE FIRST LADY

FROM: Bruce Reed
Eric Liu

SUBJECT: National Campaign Against Youth Violence

We wanted to give you a progress report on the National Campaign. This memo, which distills the consultations we've had inside and outside the White House, outlines our recommendations for (1) the campaign's goals; (2) its organizational structure and potential partners; and (3) a timetable for action. A lengthier business plan for the Campaign is being drafted as well. Your thoughts on the range of issues articulated here – including potential board members – would be of great use as the Campaign moves forward.

I. Goals

The National Campaign, as a matter of core principle, will be *non-partisan, non-profit, and decentralized*. Premised on the idea that youth violence is a multifaceted problem, and that each of us has the capacity and responsibility to combat the problem, its primary goals will be:

1. *To raise awareness of the problem and serve as a clearinghouse for solutions.*

One of the most important functions of the Campaign will be educate the public about the nature, extent and costs of youth violence. This means working with media companies to reshape the messages the culture sends our children. The Campaign will also serve as the resource of first resort for any citizen or organization interested in combating the problem. A worthy grassroots project in Boston might be brought to scale or brought nationwide if people in Seattle or Atlanta can easily learn about it. The Campaign will be a hub – an open market of information and inspiration – that will identify, and help replicate, approaches that work.

2. *To secure pledges from every sector to change personal or institutional behavior.*

The Campaign must make concrete the answer to the question, "What can I do to help?" We considered setting an overarching numerical goal (cut incidents of youth violence by 50 percent in ten years, for instance), but were concerned that such big-picture benchmarks could distort or obscure the work that individuals and organizations themselves can do. We think it

would be preferable – indeed, necessary – to secure specific action commitments on a sector-by-sector basis, in the same way the Welfare-to-Work Partnership and America's Promise work. What can America Online do to filter out violent games? What can pediatricians do to mold the way parents raise their kids in a culture of violence? What can charitable foundations do to leverage their gifts, and what can bar associations do to teach kids mediation? Accordingly, as we detail below, the Campaign will be structured along sectoral lines.

3. To spur the creation of forums where kids and parents can talk about these issues.

For the Campaign to be grassroots in fact as well as name, it must incorporate the views of those with most direct control over the problem: kids and their parents. One of the key goals of the campaign will therefore be to spur the creation of forums – in cyberspace and “real” space – where young people can talk to one another, as well as to adults, to make their concerns and frustrations heard. A youth-centered orientation will be key to the Campaign's legitimacy, and a mental health focus key to its effectiveness.

4. To ensure that guns stay out of the hands of children.

Although the Campaign will not be a single-issue advocacy organization, it can hardly address the problem of youth violence without addressing the question of access to guns. The Campaign will thus work on both the supply side and the demand side of this question. On the supply side, for instance, it will develop initiatives to inform parents about the dangers of guns and to show them how to keep guns out of their children's reach; on the demand side, it will work with media organizations and film studios to make guns less appealing.

5. To devise a new “Index of Youth Safety” that can be used as a standard benchmark.

Various foundations and government agencies periodically issue reports on the state of youth violence or juvenile crime. But what is missing is a comprehensive standard that people can use to measure both the objective incidence of violence among youth and the subjective attitudes of young people about their own sense of safety. It would be an important contribution of the Campaign to devise and put into common practice such an index – and then measure its own effectiveness by a decline in that index. We also expect that the Campaign's function as a clearinghouse for best practices will make evident the most pressing and promising directions for new social science research and public opinion surveys. Though the Campaign itself may not have the staff and resources to conduct this research, it can certainly serve as a catalyst for work by its members and affiliates.

II. Proposed Structure

The Campaign will pull together a wide range of people and organize them in a decentralized system. It will not engage in legislative advocacy; nor will it attempt to force all its disparate participants to arrive at a lowest-common-denominator consensus. Rather, its central function will be to serve as a social spark plug – to catalyze new thinking and new action against youth violence; to encourage and enable bold, persistent experimentation.

The Campaign will consist of an Executive Director, a Board of Directors, and numerous Task Forces. The Task Forces will assign responsibility for the problem of youth violence in a sector-by-sector manner, and will offer solutions in the same way. The Board will shape policy, lend legitimacy and – crucially – raise money. The Executive Director will be the entrepreneur who makes all this happen.

Executive Director. This position encompasses not only management of the Campaign's affairs but development of its machinery. In the mold of Eli Segal at the Welfare-to-Work Partnership, the executive director will be equal parts coordinator, fundraiser, and public entrepreneur. With Eli's help, we have recruited the person he tried to hire to run the Welfare-to-Work Partnership two years ago: Jeff Bleich, managing partner of the San Francisco office of Munger, Tolles & Olson, who was recognized by the American Bar Association as one of the country's leading young attorneys. Jeff is a civic leader in state, national and international affairs, and received California's award for pro bono service. He has strong connections in Silicon Valley and Hollywood, and has written on the subjects of youth violence and criminal justice.

Board of Directors. We aim to select a Board that represents the many sectors of society and that can raise the funds to support the Campaign's activities. There would be approximately twenty members of the Board, with an Executive Committee of five or six. Several first-rate people have already expressed interest in joining, including Steve Case of America Online, Judith McHale of Discovery Networks, Andrew Shue of Do Something, Pam Eakes, and Eli Segal. In addition, we would like to approach a range of other candidates, including: Zoe Baird, Robert Johnson of Black Entertainment Television, Bob Rubin, Erskine Bowles, Magic Johnson, Geraldine Laybourne of Oxygen Media, Edgar Bronfman Jr., Jill Iskol, Melinda Gates, Gloria Estefan, and Bill Cosby. We welcome other suggestions, and any advice for Chair. We will also have room for prominent political leaders (on a bipartisan basis) on the Government Task Force.

Task Forces. Each Task Force would take it upon itself to determine how people in its walk of life can most tangibly and effectively make a difference. The activities of the several Task Forces would be coordinated by the Executive Director. Those activities would involve, for instance, devising industry and corporate pledges of action and sponsoring conferences to showcase great initiatives. Among the proposed Task Forces:

- Internet and computers
- Media/entertainment
- Parent/kids groups
- Government
- Service/philanthropy/religion
- Health/public health
- Academic experts/research

Timetable for Action

August 17: You will unveil a new PSA developed by the Ad Council in which you urge parents to communicate with their children before trouble strikes. At that event, you will also announce the selection of Jeff Bleich as Executive Director for the Campaign and release \$15 million in DOJ grants for partnerships between school districts and law enforcement.

Late August: The Campaign opens for business, with an office in San Francisco donated by Bleich's law firm, minimal staff, and assistance (though not direction) from the White House. Bleich's firm will handle the Campaign's 501c(3) incorporation on a pro bono basis. The Campaign will open a Washington office as soon as Bleich can get space donated here.

Late September: The Campaign has its formal kickoff. By then you will be able to announce a group of Charter Board Members – who will provide seed funding – and flagship affiliate organizations. One such organization, SHINE (Seeking Harmony in Neighborhoods Everyday), has already pulled together an impressive \$10 million teen-focused celebrity campaign with MTV, Nickelodeon, the Excite website and Tommy Hilfiger's fashion company. SHINE has agreed to run its operation under the rubric of the National Campaign.

November: The Campaign will be fully operational. It will have selected a complete Board of Directors, filled out its roster of Task Forces, begun raising money, and published a formal prospectus to guide the work and work product of the Task Forces.

March 2000: At your suggestion, students from Colorado and across the nation are now planning a March on Washington. The Campaign can use this opportunity to unveil its Index of Youth Safety and to hold numerous town halls and focus groups with young people.

Now through August 2000: Over the next twelve months we will work with the campaign on a series of events – including additional commitments from the entertainment industry and other sectors, as well as conferences on "Giving Parents the Tools They Need" and "What Works."

September 2000: The Campaign will publish – on the Web and in print form – a Best Practices Guide for parents and practitioners.

Ad Council
Kaiser Family Foundation/Children Now
Talk With Your Kids About Violence PSA
"School" :30 TV

SCENE DESCRIPTION: TAKES PLACE AT SCHOOL. OPENS ON CHILDREN
RUNNING UP STAIRS INTO SCHOOL DOOR.

GIRL 1: IT WAS ONE AGAINST, I DON'T KNOW, PROBABLY
TEN... BY THE TIME THEY WERE DONE HIS NECK WAS
RED... AND...

BOY 1: I AM AFRAID TO GO TO HIGH SCHOOL

BOY 2: THERE WAS THIS KID THAT WAS LIKE 17... HE CAME TO
A SCHOOL WITH A GUN

GIRL 2: WE DIDN'T KNOW IF IT WAS FAKE OF REAL
(OFF CAMERA)

GIRL 3: I HAVE A KNIFE AND YOU DON'T... HA, HA, HA...
(OFF CAMERA)

BOY 3: IT SCARES ME

GIRL 4: WHEN I GET SCARED, I TALK TO MY MOM AND
DAD

PRESIDENT
CLINTON: OUR CHILDREN NEED OUR HELP TO DEAL WITH
TOUGH ISSUES LIKE VIOLENCE. PLEASE TALK WITH
YOUR KIDS. HELP THEM UNDERSTAND. HELP KEEP
THEM SAFE.

END FRAME
SUPER ONLY:

FOR A FREE BOOKLET CALL
1-800-CHILD-44
WWW.TALKINGWITHKIDS.ORG
KAISER & CHILDREN NOW LOGOS

August 16, 1999

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III. PARTICIPANTS

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Attorney General Janet Reno
Secretary Richard Riley
Bruce Reed
Eric Liu
Tom Freedman
Richard Socarides
Lowell Weiss
Jeffrey Bleich

Stage Participants:

Attorney General Janet Reno
Secretary Richard Riley
Jeffrey Bleich, New Executive Director, National Campaign Against Youth Violence
Harrison Boatwright (Age 10; appears in PSA)
Wyatt Keusch (Age 11; appears in PSA)

Program Participants:

YOU

The First Lady

Peggy Conlon, President and CEO, The Advertising Council

Drew Altman, President and CEO, The Kaiser Family Foundation

Leilani Tassillio (Age 11; appears in PSA)

IV. PRESS PLAN

Open Press.

V. SEQUENCE OF EVENTS

- Attorney General Janet Reno, Secretary Richard Riley, Jeff Bleich, Harrison Boatwright, and Wyatt Keusch will be announced onto the stage.
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- Drew Altman will make brief remarks and introduce Leilani Tassillio, Student.
- Leilani Tassillio will make brief remarks and introduce **YOU**.
- **YOU** will make remarks, unveil the public service announcement, and depart.

VI. REMARKS

To be provided by speechwriting.

Q&A on YOUTH VIOLENCE EVENT

August 17, 1999

Q: What did the President announce today?

A: The President announced a series of steps to help reduce youth violence. First, the President announced a large new anti-violence television advertising campaign which every major television network and more than 20 cable channels have agreed to air beginning August 18th during prime time. Second, the President announced Jeff Bleich, a prominent California attorney, as the new executive director of the National Campaign Against Youth Violence. Finally, the President announced that the Justice Department will distribute \$15 million in COPS grants to local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools.

Advertising Council Public Service Announcements

Q: What did the President announce regarding a national advertising campaign to prevent youth violence?

A: The President announced that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air the prime time debut of "Talking with Kids About Violence" public service ads. The ads, which feature children and the President talking about the need for parents to talk to their kids about violence, will air between 8 p.m. and 10 p.m. on August 18th. This first-ever Ad Council television "roadblock" will include: ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, Comedy Central, Country Music Television, Discovery Channel, Discovery Digital Networks, FOX Family Channel, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, the Nashville Network, Nickelodeon, TBS, TNT, Travel Channel, TV Land, Univision, VH-1, and FastTV.com, a website with video streaming capability, which will provide the spot online. Many of the participating networks have pledged strong support for the new ads and will show them throughout the remainder of the year. The public service ads were sponsored by the Advertising Council, the Kaiser Family Foundation, and Children Now.

Q: What do these ads say?

A: The PSAs encourage parents to talk with their children about violence and include a toll-free number and Web site to contact for a free booklet. The ads, which include a call to action by President Clinton, feature children between the ages of 8 and 13 speaking un-scripted about their concerns and fears about violence. The ads are the latest component of the "Talking with Kids about Tough Issues" campaign, a national effort to encourage more frequent parent-child communication. A free booklet for parents on how to talk about violence is available at www.talkingwithkids.org or by calling 1-800-CHILD44.

Q: Why were these ads developed?

A: These ads grew out of discussions at the White House Strategy Session on Children, Violence, and Responsibility held on May 10.

Q: Who sponsored these ads?

A: The Kaiser Family Foundation, Children Now, and the Advertising Council sponsored these ads. The Kaiser Family Foundation, based in Menlo Park, California, is a national health care philanthropy and is not associated with Kaiser Permanente. Children Now, based in Oakland, California, is a non-partisan voice for American's children. The Advertising Council is a private, nonprofit organization, which has been the leading producer of public service communications programs in the United States since 1942.

National Campaign Against Youth Violence

Q: What did the President announce with regard to a National Campaign to Prevent Youth Violence?

A: Following up on his call for a National Campaign Against Youth Violence, the President announced that Jeffrey Bleich will be the executive director of this effort. Mr. Bleich is one of America's leading young attorneys and managing partner of the San Francisco firm Mungler, Tolles and Olson.

Q: What will this campaign do?

A: Mr. Bleich will head an independent, national, non-partisan campaign that will address the problem of youth violence by: (1) serving as an information clearinghouse to share what programs work in one community with communities all over the country; (2) working with all sectors of society to help de-glamorize violence; and (3) helping give parents more tools to succeed as parents, including making sure they know how to use the new V-Chip.

Q: How does this relate to the White House Strategy Session on Children, Violence, and Responsibility held on May 10?

A: Recognizing that youth violence is a problem that government cannot solve alone, the President, the First Lady, the Vice President and Mrs. Gore issued a call for a national campaign to reduce youth violence at the White House Strategy Session on Children, Violence, and Responsibility on May 10. This campaign will work with all sectors of our society - the media, education groups, parents, religious leaders, and young people - to focus on this problem, find what is working, and spread it to new

communities, while also helping to ensure that the media sends the right message to our children.

This grassroots campaign is modeled after two extremely successful efforts launched by the Clinton Administration. Four years ago, the President asked for a national campaign to reduce teen pregnancy. Today, under the leadership of Governor Tom Kean, former governor of New Jersey and now the President of Drew University, that campaign is playing an important role in reducing teen pregnancy rates nationwide. Two years ago, the President called for a national effort by businesses to hire people off welfare, to make sure the welfare reform effort would work. Today, under the leadership of Eli Segal, the Welfare to Work Partnership has grown to 10,000 companies that have helped move more than 40,000 people from the welfare rolls to the job rolls.

Department of Justice grants

Q: What did the President announce with regard to new grants to strengthen partnerships between law enforcement and schools?

A: The President announced \$15 million in Justice Department Office of Community Oriented Policing Services (COPS) grants for local law enforcement agencies across the country to form innovative partnerships with schools or community organizations to target specific problems of crime and violence in or around schools. A total of 247 grants will be awarded to 226 communities. COPS School-Based Partnerships grants emphasize the use of community policing and problem solving methods to address the causes of school-related crime and disorder problems, such as drug dealing and use, assaults, truancy, vandalism, and other student safety issues.

**PRESIDENT CLINTON ANNOUNCES NEW STEPS ON YOUTH VIOLENCE:
UNPRECEDENTED NATIONWIDE TV AD ROADBLOCK;
DIRECTOR FOR NEW ANTI-VIOLENCE CAMPAIGN;
AND FEDERAL SCHOOL SAFETY GRANTS**

August 17, 1999

Today the President will announce a series of steps to help reduce youth violence. First, the President will announce a sweeping new anti-violence public service advertising campaign which every major television network and more than 20 cable channels have agreed to air beginning August 18th during prime time. Second, the President will announce Jeff Bleich, a prominent California attorney, as the new executive director of the National Campaign Against Youth Violence. Finally, the President will announce that the Justice Department will distribute \$15 million in COPS grants to local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools.

Network Anti-Violence Roadblock. At the White House Strategy Session on youth violence on May 10, the President challenged the entertainment industry to do its part. Today, the President will announce that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air the prime time debut of public service ads on the theme of "Talking with Kids About Violence." The ads, which feature children and the President talking about the need for parents to talk to their kids about violence, will air between 8 p.m. and 10 p.m. on August 18th. This first-ever Ad Council television "roadblock" will include ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, Comedy Central, Country Music Television, Discovery Channel, Discovery Digital Networks, FOX Family Channel, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, the Nashville Network, Nickelodcon, TBS, TNT, Travel Channel, TV Land, Univision, VH-1, and FastTV.com, a website with video streaming capability, which will provide the spot online. Many of the participating networks have pledged strong support for the new ads and will show them throughout the remainder of the year. The public service ads were sponsored by the Kaiser Family Foundation, the Advertising Council, and Children Now. A free booklet for parents on how to talk about violence is available at www.talkingwithkids.org, or by calling 1-800-CHILD44.

Executive Director for National Campaign Against Youth Violence. Following up on his call for a National Campaign Against Youth Violence, the President will announce that Jeffrey Bleich will be the executive director of this effort. Mr. Bleich has been nationally recognized by the American Bar Association as one of America's leading young attorneys, and is the managing partner in the San Francisco office of Munger, Tolles and Olson. Mr. Bleich will head an independent, national, non-partisan campaign that will address the problem of youth violence by: (1) serving as an information clearinghouse to share what programs work in one community with communities all over the country; (2) securing commitments from all sectors of society to do their part to help reduce violence; and (3) helping give parents more tools to protect their children from violence.

New Grants to Strengthen Partnerships Between Law Enforcement and Schools. The President will announce \$15 million in Justice Department Office of Community Oriented Policing Services (COPS) grants for local law enforcement agencies across the country to form innovative partnerships with schools or community organizations to target specific problems of crime and violence in or around schools. A total of 247 grants will be awarded to 226 communities in 41 states and the District of Columbia. COPS School-Based Partnerships grants emphasize the use of community policing and problem solving methods to address the causes of school-related crime and disorder problems, such as drug dealing and use, assaults, truancy, vandalism, and other student safety issues.

Karin Kullman

08/16/99 05:23:03 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP@EOP, Eric P. Liu/OPD/EOP@EOP

cc:

Subject: leilani's revised Introduction

Leilani's comments. Does this look ok to you?

----- Forwarded by Karin Kullman/OPD/EOP on 08/16/99 05:22 PM -----



Diana Sciocchetti <dsciocchet@AdCouncil.org>

08/16/99 05:26:18 PM

Record Type: Record

To: Karin Kullman/OPD/EOP, Lowell A. Weiss/WHO/EOP

cc:

Subject: leilani's revised introduction

> Hi. I'm really happy to be here today at the White House.

>

> I wasn't sure what to think after I heard about all of the school
> shootings and other violence. I was confused and a little scared. But,
> luckily, I could talk to two people in my life that do know a lot more
> than me - my mom and my dad. They told me it was ok to feel scared - and
> they helped me understand that some bad things happen in the world, but
> that most people are good.

>

> Now I'd like to introduce the President and say thank you, Mr. President
> and Mrs. Clinton, for showing us how much you care, and for helping all
> kids know that it's good to talk to your parents when you're scared.

>

> Ladies and Gentleman, I want to introduce President William Jefferson
> Clinton.

>

>

>

>

>

>

> Diana Sciocchetti

> Vice President

> Director of External Affairs

THE WHITE HOUSE
WASHINGTON

August 16, 1999

MEMORANDUM FOR THE PRESIDENT
THE FIRST LADY

FROM: Bruce Reed
Eric Liu

SUBJECT: National Campaign Against Youth Violence

We wanted to give you a progress report on the National Campaign. This memo, which distills the consultations we've had inside and outside the White House, outlines our recommendations for (1) the campaign's goals; (2) its organizational structure and potential partners; and (3) a timetable for action. A lengthier business plan for the Campaign is being drafted as well. Your thoughts on the range of issues articulated here – including potential board members – would be of great use as the Campaign moves forward.

I. Goals

The National Campaign, as a matter of core principle, will be *non-partisan, non-profit, and decentralized*. Premised on the idea that youth violence is a multifaceted problem, and that each of us has the capacity and responsibility to combat the problem, its primary goals will be:

1. *To raise awareness of the problem and serve as a clearinghouse for solutions.*

One of the most important functions of the Campaign will be educate the public about the nature, extent and costs of youth violence. This means working with media companies to reshape the messages the culture sends our children. The Campaign will also serve as the resource of first resort for any citizen or organization interested in combating the problem. A worthy grassroots project in Boston might be brought to scale or brought nationwide if people in Seattle or Atlanta can easily learn about it. The Campaign will be a hub – an open market of information and inspiration – that will identify, and help replicate, approaches that work.

2. *To secure pledges from every sector to change personal or institutional behavior.*

The Campaign must make concrete the answer to the question, "What can I do to help?" We considered setting an overarching numerical goal (cut incidents of youth violence by 50 percent in ten years, for instance), but were concerned that such big-picture benchmarks could distort or obscure the work that individuals and organizations themselves can do. We think it

would be preferable – indeed, necessary – to secure specific action commitments on a sector-by-sector basis, in the same way the Welfare-to-Work Partnership and America’s Promise work. What can America Online do to filter out violent games? What can pediatricians do to mold the way parents raise their kids in a culture of violence? What can charitable foundations do to leverage their gifts, and what can bar associations do to teach kids mediation? Accordingly, as we detail below, the Campaign will be structured along sectoral lines.

3. To spur the creation of forums where kids and parents can talk about these issues.

For the Campaign to be grassroots in fact as well as name, it must incorporate the views of those with most direct control over the problem: kids and their parents. One of the key goals of the campaign will therefore be to spur the creation of forums – in cyberspace and “real” space – where young people can talk to one another, as well as to adults, to make their concerns and frustrations heard. A youth-centered orientation will be key to the Campaign’s legitimacy, and a mental health focus key to its effectiveness.

4. To ensure that guns stay out of the hands of children.

Although the Campaign will not be a single-issue advocacy organization, it can hardly address the problem of youth violence without addressing the question of access to guns. The Campaign will thus work on both the supply side and the demand side of this question. On the supply side, for instance, it will develop initiatives to inform parents about the dangers of guns and to show them how to keep guns out of their children’s reach; on the demand side, it will work with media organizations and film studios to make guns less appealing.

5. To devise a new “Index of Youth Safety” that can be used as a standard benchmark.

Various foundations and government agencies periodically issue reports on the state of youth violence or juvenile crime. But what is missing is a comprehensive standard that people can use to measure both the objective incidence of violence among youth and the subjective attitudes of young people about their own sense of safety. It would be an important contribution of the Campaign to devise and put into common practice such an index – and then measure its own effectiveness by a decline in that index. We also expect that the Campaign’s function as a clearinghouse for best practices will make evident the most pressing and promising directions for new social science research and public opinion surveys. Though the Campaign itself may not have the staff and resources to conduct this research, it can certainly serve as a catalyst for work by its members and affiliates.

II. Proposed Structure

The Campaign will pull together a wide range of people and organize them in a decentralized system. It will not engage in legislative advocacy; nor will it attempt to force all its disparate participants to arrive at a lowest-common-denominator consensus. Rather, its central function will be to serve as a social spark plug – to catalyze new thinking and new action against youth violence; to encourage and enable bold, persistent experimentation.

The Campaign will consist of an Executive Director, a Board of Directors, and numerous Task Forces. The Task Forces will assign responsibility for the problem of youth violence in a sector-by-sector manner, and will offer solutions in the same way. The Board will shape policy, lend legitimacy and – crucially – raise money. The Executive Director will be the entrepreneur who makes all this happen.

Executive Director. This position encompasses not only management of the Campaign's affairs but development of its machinery. In the mold of Eli Segal at the Welfare-to-Work Partnership, the executive director will be equal parts coordinator, fundraiser, and public entrepreneur. With Eli's help, we have recruited the person he tried to hire to run the Welfare-to-Work Partnership two years ago: Jeff Bleich, managing partner of the San Francisco office of Munger, Tolles & Olson, who was recognized by the American Bar Association as one of the country's leading young attorneys. Jeff is a civic leader in state, national and international affairs, and received California's award for pro bono service. He has strong connections in Silicon Valley and Hollywood, and has written on the subjects of youth violence and criminal justice.

Board of Directors. We aim to select a Board that represents the many sectors of society and that can raise the funds to support the Campaign's activities. There would be approximately twenty members of the Board, with an Executive Committee of five or six. Several first-rate people have already expressed interest in joining, including Steve Case of America Online, Judith McHale of Discovery Networks, Andrew Shue of Do Something, Pam Eakes, and Eli Segal. In addition, we would like to approach a range of other candidates, including: Zoe Baird, Robert Johnson of Black Entertainment Television, Bob Rubin, Erskine Bowles, Magic Johnson, Geraldine Laybourne of Oxygen Media, Edgar Bronfman Jr., Jill Iskol, Melinda Gates, Gloria Estefan, and Bill Cosby. We welcome other suggestions, and any advice for Chair. We will also have room for prominent political leaders (on a bipartisan basis) on the Government Task Force.

Task Forces. Each Task Force would take it upon itself to determine how people in its walk of life can most tangibly and effectively make a difference. The activities of the several Task Forces would be coordinated by the Executive Director. Those activities would involve, for instance, devising industry and corporate pledges of action and sponsoring conferences to showcase great initiatives. Among the proposed Task Forces:

- Internet and computers
- Media/entertainment
- Parent/kids groups
- Government
- Service/philanthropy/religion
- Health/public health
- Academic experts/research

Timetable for Action

August 17: You will unveil a new PSA developed by the Ad Council in which you urge parents to communicate with their children before trouble strikes. At that event, you will also announce the selection of Jeff Bleich as Executive Director for the Campaign and release \$15 million in DOJ grants for partnerships between school districts and law enforcement.

Late August: The Campaign opens for business, with an office in San Francisco donated by Bleich's law firm, minimal staff, and assistance (though not direction) from the White House. Bleich's firm will handle the Campaign's 501c(3) incorporation on a pro bono basis. The Campaign will open a Washington office as soon as Bleich can get space donated here.

Late September: The Campaign has its formal kickoff. By then you will be able to announce a group of Charter Board Members – who will provide seed funding – and flagship affiliate organizations. One such organization, SHINE (Seeking Harmony in Neighborhoods Everyday), has already pulled together an impressive \$10 million teen-focused celebrity campaign with MTV, Nickelodeon, the Excite website and Tommy Hilfiger's fashion company. SHINE has agreed to run its operation under the rubric of the National Campaign.

November: The Campaign will be fully operational. It will have selected a complete Board of Directors, filled out its roster of Task Forces, begun raising money, and published a formal prospectus to guide the work and work product of the Task Forces.

March 2000: At your suggestion, students from Colorado and across the nation are now planning a March on Washington. The Campaign can use this opportunity to unveil its Index of Youth Safety and to hold numerous town halls and focus groups with young people.

Now through August 2000: Over the next twelve months we will work with the campaign on a series of events – including additional commitments from the entertainment industry and other sectors, as well as conferences on "Giving Parents the Tools They Need" and "What Works."

September 2000: The Campaign will publish – on the Web and in print form – a Best Practices Guide for parents and practitioners.

36e - 0740

“Voices Against Violence” Congressional Teen Conference

Conference Information

Travel & Lodging Expenses

Under House Rules Members of Congress may not use official or campaign funds to cover the students transportation and lodging expenses of the students.

- These expenses must be covered by the attending youth with the help of local schools, community organizations, or businesses.
- Under the House Rules, Members may not directly solicit donations for the youth attending the conference
- The Office of the Democratic Leader will sponsor breakfast and lunch on each day of the conference and cover the cost of all educational and informational packets.
- Members may, at their discretion, use their frequent flier miles to provide for the attendees air fare
- Members may publicize the need for sponsors from the community to help students cover travel and lodging expenses for the conference
- We are currently working on getting a block rate for hotel rooms within walking distance of the hill
- Staffers may also voluntarily host the teens in their homes to reduce cost to the youth

Chaperones

- The youth staying in a hotel must be accompanied by a chaperone
- Ideally this person will have an ongoing relationship with the attending youth in the district.
- This may be a district staffer, parent, or other member of the community

Permission Slips/Release Forms

- Each attendee must complete permission slips and medical release forms that will be provided by the Office of the Democratic Leader prior to the conference

Please contact **Maura Policelli** at 6-0814, if you have any questions

**Action Plan
for
"Voices Against Violence: A Congressional Teen Conference"**

TASKS	STAFF	DUE DATE	DONE?
1. Fill out the <i>Member's Registration Form</i> and fax to the Office of the Democratic Leader attn: Maura Policelli at (202) 226-0949.	Chief of Staff	July 30th	
2. Attend planning meetings on logistics and conference details	DC Staff Contact	Regularly	
3. Distribute applications to high schools, community organizations, youth detention centers, alternative schools(via mailings and school visits)	DO staff contact	Aug. 1 st to Sept. 15th	
4. Collect applications from youth via the schools and community groups that assisted in distribution	DO staff contact	Sept. 15 th - 24th	
5. Form a selection committee to review student applications/essays (possibly use your existing Selection Committee for Academy Nominations)	DO Staff Contact	Sept. 1 st	
6. Make sure that the committee meets its September 24 th deadline for selecting students	DO Staff Contact	Sept. 24th	
7. Organize advance activities with teens who are selected & help monitor the logistics of their trip	DO staff contact	Sept. 24 th - Oct. 18th	
8. (Optional) Follow up with teens after the conference; forming an ongoing Youth Advisory Council in the district (involve all students who applied to attend the conference--not just the ones who were selected)	DO staff contact	Oct. 21 st and beyond	

Selection Process
for
"Voices Against Violence: A Congressional Teen Conference"

STEP 1: DISTRIBUTION
August 1st - September 15th

The selection process should involve all of the different organizations that deal with youth in your district. Applications can be sent to community centers, intramural athletic organizations, malls, alternative schools, youth detention centers, libraries, etc. Drawing participants from all across your community will ensure a frank discussion about possible solutions to youth violence. Conference participants should reflect America's diversity in gender, ethnicity, and socio-economic status.

Post the application on your Web Site!

Alert your local school officials, religious leaders, law enforcement agencies, community groups, social organizations, etc. These groups will be responsible for forwarding applications to neighborhood teenagers, ages 13-19, and returning them to your office.

STEP 2: COLLECTION OF APPLICATIONS
September 1st - September 15th

Members will identify two staff people, one in the D.C. office and one in the District Office, preferably the District Director, to manage the overall outreach process. Potential applicants will send completed applications to the District Office.

Members should identify an intermediate deadline to have all applications received by the District Office.

STEP 3: SELECTION PROCESS

September 15th - 24th

Members should forward the applications to a selection committee, which could be the Member's existing Academy Selection Committee. The Member and his/her selection committee has full discretion in outlining criteria for participation; however, we encourage consideration of the diversity of experiences of each child in addition to our base criteria:

- 13-19 years of age
- Interest/concern with youth violence
- Interest in leadership opportunities
- Good communication skills

All participants must be selected by September 24, 1999.

STEP 4: MEMBER SUBMITS NAMES OF DISTRICT YOUTH PARTICIPANTS

September 24th

Once the Selection Committee identifies the final participants, the Member should forward the names to Maura Policelli at the Office of the Democratic Leader (202) 225-0100. Please include contact information for each participant. Conference details will be sent to each registered participant.

Deadlines

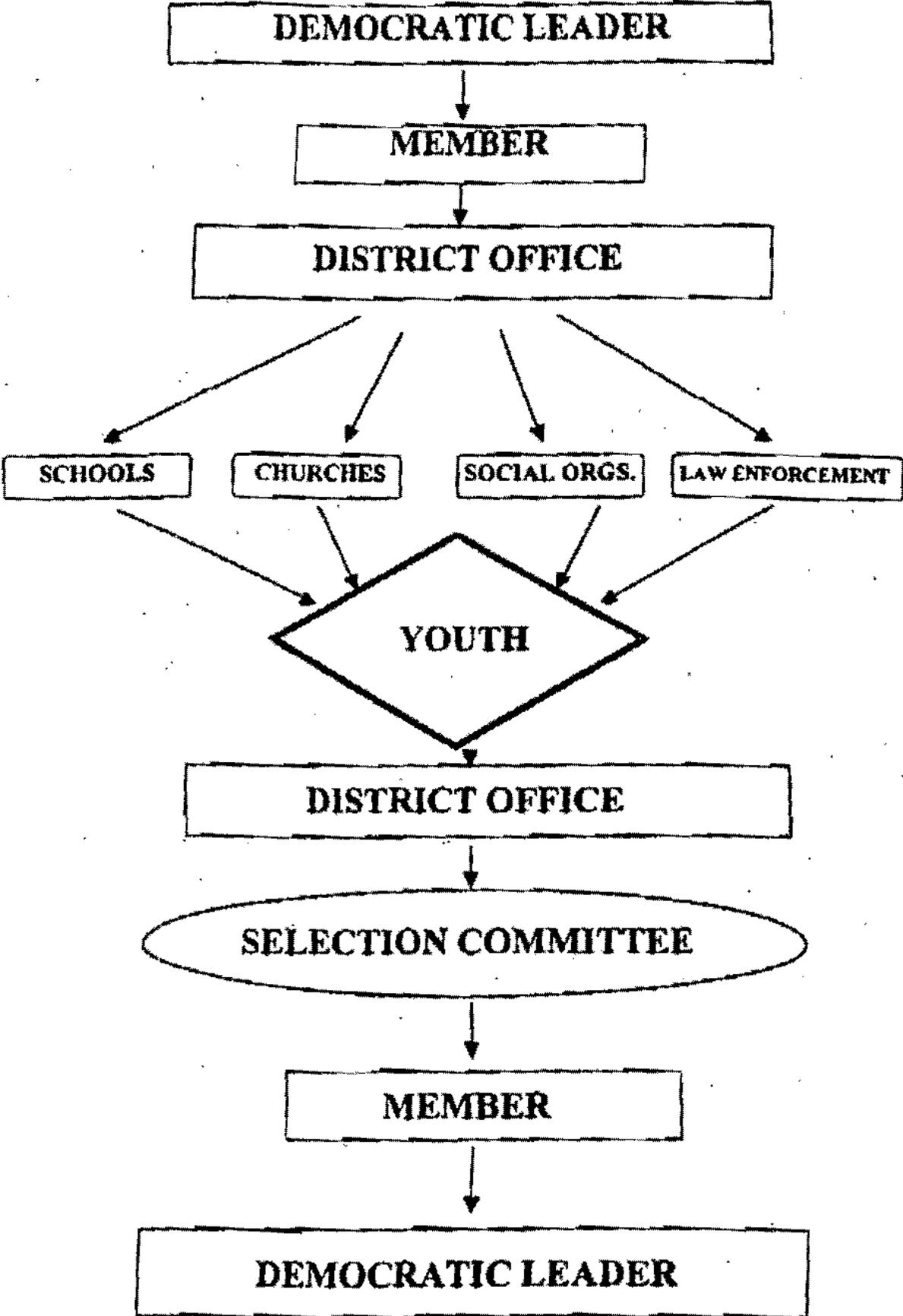
- Member's registration forms must be returned to the Office of the Democratic Leader by July 30, 1999
- Members must have identified and registered the 2-5 students who are going to attend the conference with the Office of the Democratic Leader by September 24th, 1999.

Sample Applications

Members can develop their own selection processes but are encouraged to use the enclosed sample application.

SELECTION PROCESS

How the Application Should Move



"Voices Against Violence"
A Congressional Teen Conference

October 19th & 20th, 1999
WASHINGTON, DC

Criteria for participation

- 13-19 years of age
- interest/concern with youth violence
- interest in leadership opportunities
- good communication skills

NAME _____	DATE OF BIRTH _____
ADDRESS _____ <small>Street Apt.</small>	HIGH SCHOOL _____ <small style="text-align: right;">If Applicable</small>
_____	YEAR IN SCHOOL _____ <small style="text-align: right;">If Applicable</small>
_____	E-Mail _____ <small style="text-align: right;">If Applicable</small>
Phone () _____	

Please answer the following questions. You may respond to the application on separate typed paper, with a maximum of 2 sheets. If you do this, please attach the application as a cover letter. For record-keeping purposes, be sure to include your personal information on each sheet of paper. Question 4 may not exceed 500 words.

1. In the past year, have you or anyone you know been involved in an incident of youth violence?
Yes _____ No _____ If yes please describe your experience.

2. On a scale of 1 - 10, how big of an issue is school safety in your community?

Least 1-----2-----3-----4-----5-----6-----7-----8-----9-----10 Most

3. How do you think the government should address the problems of youth violence in America?

4. What do you feel are the causes of violence among American teenagers today? Please answer the question in the provided space. Feel free to describe your own experiences that relate to this question. You may also submit personal artwork that expresses your feelings about youth violence in your life, community, or school.

Sample Letter from Member to Community or Education Leaders

Dear ,

To help address the problem of youth violence in our community, I will be joining with other members of Congress in sponsoring "Voices Against Violence: A Congressional Teen Conference," in Washington, DC on October 19th and 20th. We anticipate that more than 500 teenagers will attend this important event.

The primary objective of this summit is to involve teenagers in the development of substantive solutions to problems related to youth violence. We are holding it in our nation's capital is to provide teenagers with the unique opportunity to share their ideas with federal law enforcement and education officials, national legislators, and leaders of the entertainment industry.

In order to expedite the selection process, I am asking for your help in selecting teens to attend the summit. Enclosed are application forms that I encourage you to distribute to students in your school or organization. Also, please feel free to recommend teenagers who you think will contribute to this cause.

Participants must be 13-19 years of age, show an interest or concern with youth violence, have an interest in leadership opportunities, and have good communication skills. Also, in order for this conference to be the most rewarding experience as possible, I am hoping to have a diverse group of students attend. An independent selection committee will make the final decisions on which students to send to the conference. I welcome and encourage many applicants. Students who are not selected may have future opportunities to work with my office on this important issue.

Thank you for your assistance in involving teenagers in this conference. Your help is greatly appreciated.

Sincerely,

Member of Congress



BOARD MEMBERS

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Linda Chavez, President, Center for Equal Opportunity

Annette Cumming, Executive Director and Vice President, The Cumming Foundation

William Galston, School of Public Affairs, University of Maryland

Whoopi Goldberg, actress

Katharine Graham, Chairman of the Executive Committee, The Washington Post Company

David A. Hamburg, M.D., President Emeritus, Carnegie Corporation of New York

Alexine Clement Jackson, National President, YWCA of the USA

Sheila Johnson, Executive Vice President of Corporate Affairs, Black Entertainment Television, Inc.

Judith E. Jones, Clinical Professor, Columbia University School of Public Health

Leslie Kantor, Vice President of Education, Planned Parenthood of New York City, Inc.

Nancy Kassebaum Baker, former U.S. Senator

Douglas Kirby, Senior Research Scientist, ETR Associates

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Sister Mary Rose McGeady, President and Chief Executive Officer, Covenant House

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Victoria P. Sant, President, The Summit Foundation

Isabel C. Stewart, National Executive Director, Girls Inc.

Judy Woodruff, Prime Anchor and Senior Correspondent, CNN

Andrew Young, former Ambassador to the U.N. and Co-Chairman, GoodWorks International

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Irving B. Harris, Chairman, The Harris Foundation

Barbara Huberman, Director of Training, Advocates for Youth

The Hon. C. Everett Koop, M.D., former U.S. Surgeon General

Judy McGrath, President, MTV

Kristin Moore, President, Child Trends, Inc.

Hugh Price, President, National Urban League, Inc.

Warren B. Rudman, former U.S. Senator and Partner, Paul, Weiss, Rifkind, Wharton & Garrison

Campaign Director

Sarah Brown



2100 M STREET NW SUITE 300
WASHINGTON DC 20037

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ETR Associates

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Director, Institute for Research on Poverty and
Professor, Department of Economics
University of Wisconsin at Madison

Ex Officio

Annette Cumming
Co-Chair, State and Local Action Task Force

William Galston
Chair, Religion and Public Values Task Force

Sheila Johnson
Co-Chair, Media Task Force

Leslie Kantor
Co-Chair, State and Local Action Task Force

Jody Greenstone Miller
Co-Chair, Media Task Force



2100 M STREET NW SUITE 300
WASHINGTON DC 20037

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Nancy Rubin
U.S. Ambassador
United Nations Commission on Human Rights

Cristina Saralegui
CEO
Cristina Saralegui Enterprises / *The Cristina Show*,
Cristina La Revista, *Cristina Opina*

Lesley Seymour
Editor-in-Chief
Redbook Magazine

Meredith Wagner
Senior Vice President of Public Affairs
Lifetime Television

Jay A. Winsten, Ph.D.
Associate Dean and Frank Stanton Director
Center for Health Communication
Harvard School of Public Health

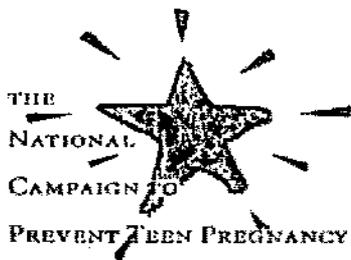
Ex Officio

Annette Cumming
Executive Director and Vice President, Cumming
Foundation
Board Member, Planned Parenthood Foundation of
America

William Galston, Ph.D.
Professor, School of Public Affairs
University of Maryland

Barbara Huberman
Director of Training
Advocates For Youth

Doug Kirby, Ph.D.
Senior Research Scientist
ETR Associates



2100 M STREET NW SUITE 300
WASHINGTON DC 20037

THE RELIGION AND PUBLIC VALUES TASK FORCE

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Professor
School of Public Affairs
University of Maryland

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General Secretary
National Council of the Churches of Christ
in the USA

Thomas Davis
Chair
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Associate Director
Baden Street Settlement

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Laura Spelman Rockefeller Professor of
Social and Political Ethics
Divinity School, University of Chicago

Amitai Etzioni
Founder and Chairman
The Communitarian Network

Patrick Fagan
William H.G. Fitzgerald Fellow
Family and Culture
Heritage Foundation

Wade Horn
President
National Fatherhood Initiative

Sister Mary Rose McGeady
President and Chief Executive Officer
Covenant House

Jeannie Rosoff
President
Alan Guttmacher Institute

Kenneth Smith
Consultant
The Chicago Community Trust

Barbara Dafoe Whitehead
Author and Co-Director
The National Marriage Project

Dan Yankelovich
President
Public Agenda Foundation
Chairman
DYG, Inc.

Ex Officio

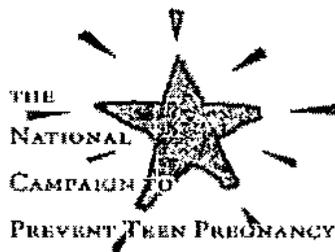
Annette Cumming
Co-Chair
State and Local Action Task Force

Sheila Johnson
Co-Chair
Media Task Force

Jody Greenstone Miller
Co-Chair
Media Task Force

Leslie Kantor
Co-Chair
State and Local Action Task Force

Doug Kirby, Ph.D.
Chair
Effective Programs and Research Task Force



2100 M STREET NW SUITE 300
WASHINGTON DC 20037

THE STATE AND LOCAL ACTION TASK FORCE

Chairs

Annette Cumming
Executive Director and Vice President
Cumming Foundation

Leslie Kantor
Vice President of Education
Planned Parenthood of New York City

Members

Elayne G. Bennett
President and Founder
Best Friends Foundation

The Hon. Jay Bradford
The Arkansas Senate

Sue Cameron
Commissioner
Tillamook County, Oregon

Carol Cassell, Ph.D.
Visiting Scientist and Project Officer
Division of Adolescent and School Health
Centers for Disease Control and Prevention

The Hon. Frankie Sue Del Papa
Attorney General
State of Nevada

Debra Delgado
Senior Associate
Program Reform/Initiative Management
The Annie E. Casey Foundation

Barbara Huberman
Director of Training and Sexuality Education
Advocates for Youth

Bernice Humphrey
Director, Teen Connections
Project Director, Healthy Girls Initiative
Girls, Inc.

Alexine Jackson
National President
YWCA of the USA

Loretta Sweet Jemmott, Ph.D.
Associate Professor
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University of Pennsylvania

Renée R. Jenkins, M.D.
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Department of Pediatrics and
Child Health
Howard University Hospital

Wayne Pawlowski
Director of Training
Planned Parenthood Federation of America

Sharon Rodine
Coordinator
HEART of OKC Project
Oklahoma Child Advocacy Institute

Hector Sánchez-Flores
Program Liaison, Male Involvement Team
California Department of Health Services

John Schlitt
Executive Director
National Assembly on School-Based
Health Care

The Cullinane Group, Inc.

Investors in High Technology Ventures

John J. Cullinane
President

cc: Eric
+ return

Eric - I talked to this guy. Interesting.

CC: FRED
BRAD
VP
WANT TO KNOW ABOUT
THIS
WANT TO KNOW ABOUT
THIS

VIA FAX

ATTN: Nancy Hennreich
Fax # 202-456-6703

TO: President William J. Clinton
The White House

FROM: John J. Cullinane *[Signature]*

DATE: May 25, 1999

RE: Internet Proposal -- ParentMediaPower.com

Copied
HRC
Read
VP
Podesta
Beukhardt
(original)

PODs will say
Interactive power to parents
surrogate parents - universities
TV industry
Jim Cuppersmith, channel 5
WHL - vehicle for conference
Ed Markey Bought Super Bowl ads

The problem in our society is that corporations have too much influence over our children, and parents not enough. The Internet has the capacity to change this by introducing the buying power of parents and surrogate parents such as universities, public and private school systems, the U.S. government, etc. into the process. The Internet for the first time is going to give power back to parents and surrogate parents in dealing with corporate America and the media, etc. Best of all, it uses the American capitalist system to do it. I have already tested this idea with key buyers and sellers and have received enthusiastic responses. As a result, I have created ParentMediaPower.com.

My entrepreneurial background includes founding Cullinet Software, Inc. which, in 1968, was the first company to specialize in the sale of computer software as a product. In 1978 it became the first software company to have a public offering, in 1983 it was the first software company to be listed on the New York Stock Exchange, and it was the first software company to reach \$1 billion in valuation. Also, I was founding chairman of the Massachusetts Software Council, the Boston Public Library Foundation, and the Friends of Belfast. I also chaired New England Business Executives for Clinton/Gore in 1992.

I'd like to discuss this idea with the key person on your staff and ultimately yourself because you will quickly grasp the potential power of ParentMediaPower.com and how it will impact young people, much like you did when I discussed with you how the Israeli BIRD program could be a model for Ireland and Northern Ireland at a White House dinner for Helmut Kohl a few years ago. It's a concept you could introduce nationally. As confirmation of this concept, Professor Jack Donahue of the Kennedy School of Government and former advisor to Secretary of Labor Robert Reich, has illustrated in his forthcoming book *Confronting Inequality in an Era of Devolution (The Devolution Revolution)* that you can change behavior with the right impetus. He uses sweatshops in the apparel industry as an example.

I am looking forward to hearing from you.

DRAFT

EMBARGOED for release until:
_____ A.M., Tuesday, August 17, 1999

Contact:
Amy Weitz, 650-854-9400, ext. 211
Verna Graham, 510-763-2444, ext. 129

**New TV and Radio Ad Campaign to Help
Parents Talk with Their Children About Violence**

***Ads Feature Call to Action by President Clinton; Top Network and Cable TV
Stations to Premier Ads During "Family Hour" – Wednesday, August 18th***

**Nationwide Survey Finds Columbine Springboard for
Family Conversations about Wide Range of Issues**

WASHINGTON, D.C. -- In the aftermath of the Columbine High School shooting in Colorado, a new TV and radio public service ad campaign aimed at helping parents talk with their children about violence was announced today by the Kaiser Family Foundation, Children Now and the Ad Council.

The ads encourage parents to call for a free booklet that can help them talk with their kids about violence and other sensitive issues. They are the latest component of the "Talking With Kids About Tough Issues" campaign, a national effort to encourage earlier and more frequent parent-child communication. The new ads end with a call to action by President Clinton.

The new ads grew out of discussions at the White House Strategy Session on Children, Violence and Responsibility, held three weeks after the Columbine incident. Many of the major TV network and cable channels plan to run the ads for the first time on the same day, Wednesday, August 18th, during the family hour of 8:00 – 9:00 p.m. The stations include ABC, CBS, NBC, WB, A&E, FOX, FOX Family, Animal Planet, Comedy Central, Discovery Channel, Discovery Digi-nets, FASTV, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, TBS, TNT, TV Land, UPN, and VH-1. According to the Ad Council, such a coordinated effort is unprecedented. In addition, the national Association of Broadcasters and Cable Association of Broadcasters will include the new ads as part of their monthly rotation. (ADDITIONAL STATIONS MAY BE ADDED)

"I applaud the Kaiser Family Foundation, Children Now and the Ad Council for putting this effort together to help parents, and the TV networks for providing the necessary exposure to make it effective," President Clinton said today at a White House event announcing the release of the ads. "At a time when many parents feel under siege, this campaign will support parents by helping them talk with their kids about violence and other tough issues they confront in their everyday lives."

The ads, produced for the "Talking With Kids" campaign by the J. Walter Thompson ad agency, feature children between ages 8 and 13 speaking un-scripted about their concerns and fears regarding violence.

(more)

DRAFT

Page Two

New Survey Shows What Families Talked About After Columbine

The ads are being released in conjunction with a new nationwide survey of parents of children in grades K-12 conducted in the weeks following Columbine. *Talking With Kids About Violence: A National Survey of Parents* is the latest in a series of surveys on parent-child communication conducted by the Kaiser Family Foundation and Children Now. It found that nearly eight in 10 parents spoke with their children about the incident and that more than 90 percent of those parents felt good about having the conversations with their children.

Of those parents who spoke to their children about Columbine, 83 percent talked about the importance of letting adults know if they think someone might be planning a violent act, 69 percent discussed what to do if someone brings guns to school, and 65 percent talked about how to handle a violent situation.

But the survey also found that Columbine served as a springboard for family conversations about a broad set of issues in addition to guns in school. The other issues parents talked with their kids about most was how students treat one another at school (87%); followed by how to handle peer pressure (72%); how their own child fit in at school (53%); death, grief and how to deal with loss (53%); and what their child sees or does on the Internet (32%).

"Tragedies such as Columbine shouldn't be the only catalyst for parents to talk with their children about violence and other tough issues," said Drew Altman, president of the Kaiser Family Foundation in Menlo Park, California. "Parents also need to take advantage of everyday opportunities to connect with their kids on sensitive topics."

"When the Colorado tragedy forced parents to jump into difficult conversations with their children about violence, many realized it was hard to do," said Lois Salisbury, president of Children Now, based in Oakland, California. "The Talking With Kids campaign offers practical guidance in starting and deepening these important conversations. But more importantly, the campaign reminds parents that the most effective family communication about violence and other tough issues begins early and happen often."

A free booklet for parents on how to talk about violence is promoted in the ads and is available at www.talkingwithkids.org or by calling 1-800-CHILD44.

Methodology

The *Talking With Kids About Violence* survey was designed by researchers at the Kaiser Family Foundation and Princeton Survey Research Associates. A national random sample of 604 parents with children enrolled in grades Kindergarten through 12 were interviewed. All interviewing was conducted between May 12-24, 1999. The overall margin of sampling error for results based on the total sample of 604 parents is plus or minus 5 percentage points.

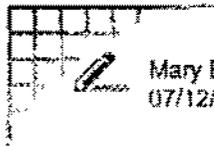
The Kaiser Family Foundation, based in Menlo Park, California, is a national health care philanthropy and not associated with Kaiser Permanente. Children Now, based in Oakland, California, is a non-partisan voice for America's children.

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DRAFT

**Key Findings from the Kaiser Family Foundation/Children Now
Talking with Kids About Violence: A National Survey of Parents
May, 1999**

- Nearly eight in 10 parents (79%) spoke with their children about the Columbine High School shooting, with 92 percent of those parents saying that they felt it was good for them to have these conversations with their children.
- Four in ten parents (41%) who spoke with their children about Columbine reported that their children worried that the same kind of violence could happen in their own school. Half of those parents with high-school age children said their child worried that such an incident might occur, as compared to 35 percent of parents with younger children.
- Almost nine in 10 parents (87%) who talked to their children following Columbine discussed how students treat one another at school. Nearly three-quarters (72%) talked about how to handle peer pressure. More than half (53%) discussed how their own child fit in at school.
- The majority of all parents (62%) felt that parents should be held responsible for their children's violent behavior in all or most cases. Sixty-one percent also felt it was "very important" to limit the violence children are exposed to in the entertainment media in order to reduce youth violence.
- Nearly half (49%) of parents said that efforts to limit violence in the entertainment media should be left to parents or the media industry; 37 percent said that the government should be involved in limiting media violence.
- Many parents took action in the weeks following Columbine to further limit their children's exposure to media violence:
 - Approximately one-quarter of all parents say they placed new limitations on their children's TV (23%) or movie (25%) viewing habits.
 - Nineteen percent of all parents put new restrictions on access to computer or video games their child was allowed to play.
 - Sixteen percent of all parents further restricted the music their child is allowed to listen to.
 - One in ten parents put new restrictions on their child's use of the Internet.
 - Parents of younger children (K-3) were more likely to report setting new restrictions on media exposure.



Mary E. Cahill
07/12/99 09:25:00 AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP@EOP

cc:

Subject:

I know that you probably have a lot of people who would be wonderful chairs of the children/guns/vilence organization, but I would like to once again forward the name of Bishop Jane Holmes Dixon, of the episcopal church. She grew up in Mississippi, taught her children to shoot at an NRA youth range, and is an inspirational leader. If you haven't met her, we can send her cv again. I think she's great, obviously.
Mary Beth

Law Enforc. - Reno

8/21

Enforcement

Printed Consent

Consent for abortion etc.

Nat. Floor

Electronic med. records only

→ ED on paper records

fight for your rights:
take a stand against violence



MTV's Emmy Award-winning 1999 pro-social campaign "Fight for Your Rights: Take a Stand Against Violence" gives young people a voice in the national debate on violence and provides them with tactics for reducing violence in their communities. *Fight for Your Rights* involves special programming, Public Service Announcements, grassroots events, and News special reports.

Both on air and off, MTV's campaign focuses on the three types of violence that most affect its audience: Violence in the Schools, Violence in the Streets (hate violence and gang violence), and Sexual Violence. Through high profile programming events, coverage on MTV News, thought-provoking on-air promos, a 20 college campus tour, and local events involving cable affiliates across the country, the campaign provides ideas beyond curfews and school uniforms. Focusing on solutions, such as peer mentoring, conflict resolution programs, artistic responses to violence and youth advocacy groups, *Fight for Your Rights* gives young people the tools they need to take a stand against violence.

"Fight for Your Rights: Take a Stand Against Violence" programming includes:

- *True Life: Warning Signs*, an investigation of the psychological factors that can cause a young person to turn violent, produced in conjunction with the American Psychological Association.
- *Point Blank*, a one-hour national debate on the issue of gun control and the role guns play in the lives of young people.
- *Scared Straight! 1999*, MTV's update of the Oscar and Emmy award-winning documentary of the same title.
- *Rising Hate Crimes Among Youth*, an examination of the alarming increase in hate-related incidents.
- *Unfiltered: Violence from the Eyes of Youth*, puts cameras in the hands of 10-15 young people to document violence in their lives.
- *True Life: Matthew's Murder*, takes viewers into the heart of young America's shock and confusion about the death of 21-year old college student Matthew Shepard.
- *Fight Back*, a hard-hitting look at the thousands of young women and men who are the victims of sexual abuse each year.

Through partnerships with The US Departments of Justice and Education, as well as the National Endowment for the Arts, MTV developed a 24-page Action Guide/all-star CD that will be distributed throughout the campaign. The CD contains music and comments on the subject of violence from top recording artists such as Lauryn Hill, Dave Matthews, Alanis Morissette, and many others. The Guide outlines five actions aimed at engaging young people in solutions to violence, as well as providing alternative outlets to violence. One million copies of the CD/Guide package will be given away to MTV viewers via a special toll-free number promoted on MTV during PSA's, programming and on-air promotions devoted specifically to the topic of youth violence.

The Recording Industry Association of America (RIAA) graciously donated and manufactured the all-star CD which also contains CD-ROM content focusing on conflict resolution skills produced by the National Center for Conflict Resolution Education.

fight for your rights:
take a stand against violence



July 23, 1999

(This letter was sent to all Members of Congress)

The Honorable Spencer Abraham
United States Senate
329 Senate Dirksen Office Building
Washington, DC 2010-2203

Dear Senator Abraham:

We are proud to announce that MTV has joined with the US Department of Justice (DOJ), the US Department of Education (ED), and the Recording Industry Association of America (RIAA) to produce a powerful tool that gives our nation's youth effective ways to take a stand against violence. And it is working.

To date, over 220,000 youth have requested and received the *Fight for Your Rights: Take a Stand Against Violence Action Guide/CD* (enclosed for your review). The Guide/CD package is the key component in "Fight for Your Rights: Take a Stand Against Violence," MTV's Emmy Award-winning campaign to inform young people on the subject and encourage them to find solutions in their communities. Announced last October by President Clinton at the White House Conference on School Safety, the campaign constitutes a unique public-private partnership between MTV and the Federal government and allows DOJ and ED to reach young people via a medium they can relate to. Please see the enclosed one-sheet for more details on the campaign.

The 24-page *Action Guide* booklet contained within the CD packaging outlines five specific ways young people can get involved in reducing violence in their communities: mentoring, conflict resolution, youth crime watches, arts programs, and advocacy. MTV's Public Affairs department, the Office of Juvenile Justice and Delinquency (OJJDP) and Bureau of Justice Assistance at DOJ, and the Safe and Drug-Free Schools Program at ED worked closely with experts in the field of youth violence prevention to ensure the Guide is both informative and "cool".

The CD consists of music and recorded comments on the subject of violence from best-selling rock, rap, and pop performing artists. It also features an educational CD-ROM created by the National Center for Conflict Resolution Education which engages youth in learning how to resolve disputes peacefully.

Thanks to funding by DOJ and ED, and a generous donation by RIAA, one million copies of the Guide/CD will be manufactured. They are being distributed free of charge to young people over the next nine months via a toll-free number operated by OJJDP and promoted on MTV.

We encourage the input of Members of Congress on this important initiative. Please feel free to have a member of your staff contact Stephen Friedman at MTV at 212/258-6124 to find out how you can become involved.

Regards,

Judy McGrath
President, MTV

cc: Janet Reno, Attorney General
Richard W. Riley, Secretary of Education
Hilary B. Rosen, President and CEO, The Recording Industry Association of America

MTV Continues Anti-Violence Effort

By Lynn Elber
AP Television Writer
Tuesday, May 25, 1999; 1:02 p.m. EDT

LOS ANGELES (AP) -- As MTV prepared to tape the latest program in its anti-violence campaign, the urgency of the issue was again made clear: Six students had been shot at a Georgia school.

"Unfortunately, I'm watching it right now on CNN," MTV President Judy McGrath said as last week's tragedy unfolded. Another troubled student, another spasm of violence, another devastated community.

On Friday, MTV will offer "Point Blank," a round-table discussion of gun control moderated by MTV News' John Norris. If the program matches the quality of the cable channel's other specials on violence, it will be worth watching.

In the torrent of words that followed Columbine High School's unspeakable agony, some of the most illuminating were heard on MTV. The channel was not part of the pack attempting to fix blame for the attack or exploit it -- it was ahead, and thoughtfully so.

In April, two days after the Littleton, Colo., campus shootings, MTV aired "True Life: Warning Signs," a sensitive and constructive look at a teen-age couple's suicide, a boy who averted tragedy in his life and a school shooting.

Evan Ramsey, an Alaska teen-ager convicted of murdering his principal and a fellow student in 1997, was among those profiled. Ramsey, serving a 210-year sentence, offered advice to other desperate youths.

"The situation now, even though it's bad, the aftermath is even worse," a tearful Ramsey said. "You have to tell somebody. It may seem that there's nobody that cares. There is; there is somebody that does care. I realized that too late."

Despite the timing, "Warning Signs" was not a quickie response to Columbine, just as "Point Blank" is not directly tied to the Conyers, Ga., shooting. They are volleys in MTV's carefully planned counter-violence effort involving such diverse contributors as the Justice Department and artists Lauryn Hill and Tori Amos.

"Fight for Your Rights: Take a Stand Against Violence" is intended to help MTV's young viewers understand and prevent violence in their lives and their world. The first program looked at the murder of gay student Matthew Shepard.

While critics slam MTV and other elements of popular culture for creating a climate of violence, the music channel is trying to be part of the solution by examining the deeper and more realistic causes of youthful turmoil and potential tragedy.

"Point Blank," to be taped Wednesday for its 8 p.m. EDT Friday airing, was to include as panelists David Kennedy from Harvard University's John F. Kennedy School of Government; James Fotis, executive director of the Law Enforcement Alliance of America; musician John Popper of Blues Traveler; and the mother of a 10-year-old gunshot victim.

Last year, when MTV was weighing its next public service campaign -- following such efforts as "Rock the Vote" -- it based its choice not on headlines but on viewer research, according to McGrath.

"The response was undeniable: Violence was the No. 1 thing on our audience's mind," the MTV president said. "I was distressed because I thought, 'This is hard. It's tough.' But it's what they're talking and thinking about, so we have to do it."

One finding that stood out for McGrath was that two-thirds of those polled said no one in their home or at school had ever had a serious conversation with them about violence.

The channel's research also showed that young people felt they were being excluded from the national debate, said Stephen K. Friedman, MTV's vice president for public affairs.

"It seemed like there was a natural role for MTV to highlight what they had to say about the issue and also how they could take a stand and to show solutions," Friedman said.

MTV developed the campaign in partnership with the federal departments of education and justice, the National Endowment for the Arts, the American Psychological Association, the Recording Industry Association of America and other groups.

Among upcoming specials: "Scared Straight! '99," in which convicts confront young lawbreakers to try to break the cycle of crime; an update on child abuse victims previously profiled; a look at the rising number of hate crimes; a special edition of the "Unfiltered" series in which young people are given a camera to document violence in their lives.

MTV also has created and is distributing a free "action guide" that outlines ways young people can reduce violence in their community and lists resources available to them.

Sweetening the guide: A CD featuring songs from Hill, Amos, Alanis Morissette, Backstreet Boys and more, and comments from the Beastie Boys' Adam Yauch and others. Copies are being distributed at concerts and are available from MTV.

Is there a conflict between the channel's role as a peacemaker and the music videos it plays -- some of which have been criticized as violent?

"I really do believe that the vast majority of the audience trusts us and likes us because we play the music they like and we believe they can handle the music we play," McGrath responded. "It doesn't glorify or suggest that violence is a solution."

"The trend in music is very much pop, very much positive."

Neal Eric Neilinger
125 Clapboard Ridge Road
Greenwich, CT 06830
Tel: (203) 552-1060
Fax: (203) 629-9706

A highly skilled executive with extensive international experience. Adept at managing employees internationally while delivering superior results.

PROFESSIONAL EXPERIENCE:

8/97- 5/99 Deutsche Bank AG (London & New York). Managing Director

- Member of Global Markets Management Committee and North American Management Committee, reporting to Head of Global Markets.
- Head of Credit Trading for North America and Europe (except Frankfurt).
- Responsible for Management of Global Asia Book during the Asian meltdown.
- Managed 32 professionals located around the globe.

9/91-8/97 Lehman Brothers Inc. (London & New York). Executive Director .

- Responsible for European Credit Trading
- Managed staff of twelve professionals who made markets in European credits including: eurobonds, asset swaps and floating rate notes.
- Extensive client contact and marketing.
- Consistently delivered increased trading profits in the wake of declining margins.

11/87-9/91 Bear Stearns & Co. (New York). Vice President

- Institutional bond salesman covering international accounts.

7/86-11/87 Durham Bank & Trust (New Hampshire). Vice President

- Recruited for a training program by a graduate of Bates College.

EDUCATION:

- 1982-1985 Bates College in Maine: received a Bachelor of Arts in Political Science
- 1981-1982 Marianopolis College in Montreal, Canada: junior college
- 1978-1981 St. George's High School in Montreal, Canada

COURSES:

- 1997 Sotheby's Wine Tasting Course

LANGUAGES:

French – fluent

English – mother tongue

PERSONAL:

Enjoy golf, skiing, tennis; collecting empire style antiques, 19th Century genre paintings, and fine claret wines.

FAX

To: President Bill Clinton
C/o Karin Kullman

Fax: 202-456-7431

Re: SAFE Trip to DC-- plans for next year

From: David Winkler (303-887-3729)
(303-399-7350 fax)

Ben Gelt (SAFE Trip Student Leaders)

Pages: 2 inc cover

Notes:

Karin, we weren't sure who to address this letter to, but hopefully this works. Please distribute this as necessary. Ben and I will be gone until Tuesday, so we'll talk when we get back. Hopefully, we can pinpoint a date by late next week. I've also asked Handgun Control to look at their calenders. But, you can probably call the shots on this one.

Ben Gelt
861 Humboldt St
Denver, CO 80218
(303) 832-1964

David Winkler
720 Vine St.
Denver, CO 80206
(303) 399-3070
(303) 399-7350 fax

July 23, 1999

Dear President Clinton,

We are writing to thank you for the extremely warm reception that you and your staff gave to the SAFE Trip students on July 15. All of the students were ecstatic that you spent so much time with our group. You were the most cordial and accommodating leader that we met in DC.

During the question and answer session, in the State Dining Room, Ben asked you what we could do after our trip was over. You answered that we should come back next year with more students from more states. Within fifteen minutes, we both decided to defer college for a year so that we could continue the student movement against gun violence. Our parents are very supportive of this idea, as are many students and community members from all over Colorado. Specifically, we want to plan for a larger trip to Washington next year and to organize student groups in every high school and college in the nation.

Obviously, next year's trip will be very different from this year's. We envision a "student march" on the Capitol-- with thousands of students meeting in DC for this cause. Perhaps a small contingent of students could be selected to visit the White House again-- based on essays, activism, and experience with violence. We would like to know what your suggestions are for this event. Specifically, what time of year would be best to receive us? We are also curious as to when the best time is to apply pressure on Congress? Please contact us as soon as possible so that we may begin the planning for next year.

]*

Again, we want to thank you very much for your support. Our trip to DC received a great response at home and around the country. Mr. President, we truly appreciate the position you have taken on this important issue. We thank you for taking a strong stand against gun violence. It is too bad that more of our representatives do not do the same.

Sincerely,


Ben Gelt


David Winkler

**White House Strategy Session on
Children, Violence and Responsibility
May 10, 1999**

Addresses and Phone Numbers of Participants

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Mayor Sharon Sayles Belton
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331 City Hall
Minneapolis, MN 55415

(612) 673-2100

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Washington, DC 20005
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(202) 228-1265 (fax)

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Kim McCreery
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(202) 879-4440

Abraham Foxman, National Director
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Simonna Woodson
Arsenal Tech High School
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Indianapolis, IN 46218
(317) 924-2189

Steve Young, National Vice President
Fraternal Order of Police

Copied
Reed
HRC

THE WHITE HOUSE
WASHINGTON

June 1, 1999

Taibi Kahler
Kahler Communications, Inc.
1301 Scott Street
Little Rock, Arkansas 72202

Dear Taibi:

Thank you for your wise letter -- I'm so glad you took the time to write and share your views and suggested strategies on youth behavior.

I value your input and have passed along your letter to Bruce Reed, the Director of the White House Domestic Policy Council, for his review. I'm pleased that you're interested in participating in our national campaign to prevent youth violence. He will follow up with you.

Thanks again. It was good to hear from you.

Sincerely,

Bill

*Great letter! We'll
be in touch.*

Taibi Kahler
Kahler Communications, Inc.
1301 Scott Street
Little Rock, Arkansas 72202



May 21, 1999

The President
The White House

Dear Bill,

Today, one month after the Littleton tragedy, I just heard that several more students were shot at another high school in Georgia.

You once commented that you considered me the most knowledgeable person you knew about human behavior and personality dynamics. Let me help.

Youths who are committing these horrible offenses are clearly disturbed. The crucial questions are: "Why are they doing it?" And, "What can be done?" As to the former, whether these students are chemically/neurologically/clinically disturbed or not, their behaviors are clearly tied to an extreme drive to get negative psychological needs met. (And I am not discounting chemical or neurological dysfunctioning. I am an admirer of the valuable work of such researchers into the workings of the brain as Dr Daniel Amen, clinical neuroscientist and adolescent psychiatrist. We may be collaborating soon.) As such, intervening strategies will be ineffective so long as they do not address how to provide a way for these, and all other similar young people to get their basic psychological needs met in their lives positively.

All behavior has meaning.

To the question what can be done, prevention is the key. We have proved with dissertations and longitudinal research how to help children get their needs met positively, so that they do better in school, better at home, and better in the community. We teach the child how to get needs met positively, we teach the parent how to support the child, we teach the teachers how to motivate the child, and we teach mentors how to connect with the child.

I have trained hundreds of people (for Billie Anne Myers) to be mentors in your National Volunteers program. We have trained hundreds of staff members of Boys & Girls Clubs of America with great success for the children. Mentoring programs include the value of Process Communication Model (PCM) with at risk kids in Atlanta, by training the Hundred Black Men of America in how to connect and motivate "their kids." In their view, the most beneficial results of PCM was in reducing hatred, changing attitudes, and providing positive models for conflict resolution.

We have touched thousands of students and teachers, with wonderful results: grades increased, violence decreased, communication increased, etc., accolades such as

1. Cc: Bill Clinton
a friend of the
President's
2. EB
Reply

Superintendent of the Year Award in Arizona and Teacher of the Year Award in Tennessee.

For twenty years I worked monthly with the Parent Educator at Brevard Community College in Florida, who in turn taught PCM to more than 20,000 parents of children, ages two to five, in their daycare centers (lab schools). This insured that the parents knew how to provide positive alternatives when dealing with their children. So, over the years, these children had no "need" to resort to extreme (conscious or unconscious), negative behaviors in order to survive/get attention.

What can we do?

- 1.) Take this opportunity to call upon Americans to work together for the sake of our children. ("Help Our Children - - Save Our Nation" "Touch A Life - - Change A Generation").
- 2.) No one approach will be successful (i.e., train just the teachers, just the parents, just the mentors, just the kids): There must be a collaborative effort that insures a consistent, on-going, individualized plan of action for each child, implemented at home, at school, and with a "significant other" mentor.
- 3.) Co-ordinate through a new organization, or one like the PTA, a training program for the: child to understand himself/herself, how to get needs met positively, etc.; parent to learn how to connect with, motivate, and (understand) deal with negative behaviors in positive ways; teacher to shift into each child's frame of reference in order to help him/her learn in the ways best suited for their personality structure needs, mentor [we have learned how important this piece is] who can be matched with a similar personality type child in order naturally "to talk their talk and walk their walk." This positive mentor serves to supercede the negative payoffs of being in a gang.

Again, let me emphasize that we are seeing symptoms, not the "problem". Symptoms don't "go away" until what is needed positively can replace them. The problems we are seeing have to do mainly with personality type psychological needs not being met by the child, from the parent, from the teacher, from a mentor, and/or from their friends.

Each child will have an all-consuming psychological need. If we do not find ways of helping hem/her meet this need positively, he/she will find ways to get that need met negatively. For example, Promoter phase kids need excitement. If we cannot help arrange healthy ways for him/her to get this need met, then he/she will find negative ways to get the same need met: lying, stealing, gangs, drugs, alcohol, promiscuity, violence, or even murder.

Bill, we can deliver. We can teach intervention techniques, and presentation strategies. We have all these programs and profiles in place. Whoever you turn to for options, please know that the entire world of the child must be considered - - parents, teachers, role models, friends, etc. If we do not have such a unified national campaign for the sake of our children (and quite frankly, for the sake of parents and educators), this problem will get worse!

No other model identifies what a child needs, how to provide the "right" motivation, or how to deal with his/her negative behavior. PCM even predicts what a child will do negatively in order to get attention. (That was the reason Dr. McGuire, the interviewing psychiatrist at NASA hired me to help select the astronauts back in 1978 - - PCM accurately predicts the pattern of distressed behaviors that people will do, even smart people like the astronauts). Let us help you. We will provide services at reduced costs. Perhaps we could get private or government funding so that we can also continue our research on the personality dynamics of these kids.

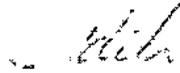
THE GUN CULTURE How can we help you change the gun culture? You have a better idea, perhaps, than I do of how we can be of use. Some people will never listen, never change. But some can be reached, particularly if you "talk their language" and match their motivational frame of reference.

Our Vice President, and PCM distributor in Washington, Joe Pauley, would be proud to be involved, as would I and others. [You met Joe when his daughter Cecilia gave a key-note speech at the reception for the signing of I.D.E.A. in June 1997. She announced to you that she was a Rebel personality type, and you related to Secretary Riley that I had done valuable work in the field of education. [Joe retired from a Government Agency after 30 years of service to our country].

Here are a few ideas for your consideration:

- 1.) We could work with groups nationwide in preparing material to support a culture change.
- 2.) We could train those who will be making presentations to organizations in an effort to bring about change so that they will be more effective and persuasive in their presentation and in dealing with "distressed" opponents (i.e., handling escalating people).
- 3.) If you form a committee to work on strategies for effecting this change, may I highly recommend Joe Pauley to serve on it.
- 4.) I will, as always, be available to you. Please let me know how I can be of service.

With love and respect to you and Hillary.



Taibi Kahler

TK:kfl

P.S. With the election campaign getting started soon, would you like me to train Al Gore in PCM so that he can easily shift his personality energies to match each situation/person? Or at least do what Senator Max Cleland so wisely did - -had me explain his personality structure to all the people around him in the campaign so that they knew how to communicate with him, motivate him, and understand when he got distressed, for them not to take it personally and to know what he really was needing from them.

42 232

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City: WASHINGTON State: DC Zip: 20500-2000



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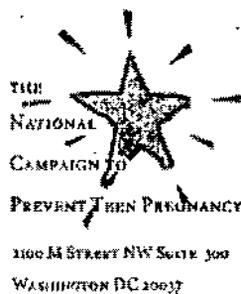
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8 Release Signatures
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359

We have touched thousands of students and teachers, with grades increased, violence decreased, communication increased, etc.

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THE
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National Assembly on School-Based
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3-10-99

File

cc: Neer

The Honorable William Jefferson Clinton
President of the United States
The White House
1600 Pennsylvania Avenue, NW
West Wing, 2nd Floor
Washington, DC 20500

May 7, 1999

Dear Mr. President,

I'm attaching my 1995 letter in light of the recent Littleton Colorado tragedy because I believe that we need to use the same approach to violence prevention as I previously suggested we use to fight racism, prejudice and bias. I think the idea of calling together a brainstorming summit on Monday is terrific. Among the many participants, I hope there is an articulate voice that conveys the need for developmentally grounded approaches that help children understand the multiple influences that shape group and individual identity, attitudes and behavior. Curricular approaches such as those mentioned in my previous letter, media literacy programs and teaching strategies such as those proposed by Vivian Gussin Paley in You Can't Say, You Can't Play help give children insight, tools and strategies needed to feel effective and act constructively when faced with the difficult challenges posed by our post-modern world.

I applaud your leadership on this issue. I believe that by showing our children that we are joined in this effort, committed to their safety and revere their childhood we will ensure their long term healthy development. In the process we can help them replace cynicism, despair and feelings of isolation with activism, hope and compassion.

Congratulations once again on your incredible commitment and devotion to curing some of the most intractable problems we face today.

Warmest regards,

Jill
Jill

Copied
Read/ek
Burkhardt
(to simplify)
Podesta

Boiled
He was there -
We should be angry
JK

October 13, 1995

The Honorable William Jefferson Clinton
President of the United States
The White House
1600 Pennsylvania Avenue
Washington, DC 20501

Dear President Clinton,

It was a great honor for me to have had dinner with you on September 26 and then to have had the privilege of meeting with Mrs. Clinton at Leni May's on October 2. I am convinced now more than ever that it is essential for the health and well being of our country for you to be reelected. Both your and Mrs. Clinton's unselfish and passionate pursuit of fairness and justice for those most in need throughout this world became not only apparent but inspirational. Yet, to be perfectly honest, the highlight of all my contacts with the First Family was taking Rebecca and Chelsea to lunch. My son, Zach, was right. Chelsea is a genuinely compassionate, intelligent, engaging and confident young woman...and of that you must be very proud.

Although our children are one of my favorite topics, the purpose of this letter is rather to implore you to consider speaking out about the terrible consequences of racial polarization and animosity which appear to be plaguing the country. Because you more than any other politician have embraced all people, the current situation can be an opportunity for you to provide wisdom and guidance to those who need your strength and leadership. Your outstanding record in support of human and civil rights reflects your commitment to insuring that our American ideals become a reality for all segments of our diverse and pluralistic society. We need you to steer us back on a course that illuminates and helps us appreciate our common ground and shared concepts of what it means to be an American and a member of a democratic society.

Having a background in education (Columbia University, IC) and sociology (Yale) has given me a chance to work with not-for-profit organizations that develop school programs and curricula (*Facing History and Ourselves*, Boston; *Teaching Tolerance*, Southern Poverty Law Center; *Aspects of Leadership*, Prep for Prep, NY, etc.) which teach youngsters how to recognize, understand and fight against racism, prejudice and anti-semitism in society and in themselves. I hope that you can perhaps form an advisory council to investigate such programs in order to propose national curriculum guidelines on these issues.

I would be more than happy to provide specifics on these important programs or to assist in any way that I can. I know that children like ours constantly challenge themselves to break through stereotypes, see the world from another's perspective and understand the root causes of poverty, injustice and racism. Wouldn't it be wonderful for all our country's young to have that chance? Thank you for this opportunity.

Most sincerely,

Jill Iscol

Chair or co-chairs, may serve on Board

(See America's Promise model)

Staffed by Board staff

Mission: Seek and publicize Best Practices

Develop leaders in each field

Hold regional meetings to discuss /call for suggestions

Note: not all meetings open ?

3. Need to set up 501c3 organization

Can begin as spin off existing c3

Funding: From foundations ,corporations , perhaps individuals

For info on Foundations: Melanne, Shirley, Ellen

Ellen Chesler

Corporate support: Life Insurance Co ?

(had talked contribution to Elementary School Principals)

4. Possible Steering Committee :

1. Drew Altman, Kaiser
2. Steve Case, AOL
3. Emanuel Sava, Elementary Principals
4. Pam Eakes , MAV
5. Sandy Feldman/Bob Chase
6. Ginny Markell, PTA
7. Bob Iger, ABC
8. Andrew Shue
9. Gloria Estefan
10. Robert Ricker, Shooting Sports Council
11. Carl Bell, U of Ill
12. Mayor Sharon Sayles Belton
13. Maria Monteil
14. Eli Segal
15. Susan Baker

(invited 5/10 -could not attend)

File

5-18youth

Violence -
Nat. Campaign

THE WHITE HOUSE
WASHINGTON

May 26, 1999

MEMORANDUM FOR THE PRESIDENT

FROM: Bruce Reed

SUBJECT: National Campaign on Youth Violence

This memo outlines our strategy for getting the national campaign up and running, and for taking additional steps to build on the success of the youth violence summit.

I. Organization

Over the last two weeks, we have had several discussions with Eli Segal and Sarah Brown to review their experiences with the Welfare-to-Work Partnership and the National Campaign to Prevent Teen Pregnancy, and work through the mechanics and structure of this new campaign.

As an interim step, Eli and Pam Eakes have agreed to head a small, informal steering committee of summit participants that will lead the search for an executive director and board of directors. This group will oversee the most immediate organizational steps:

1. **Executive Director:** This campaign will never really take off until we can hand it over to the right person outside the White House who can work full-time raising money and organizing. Several names have been mentioned – Michael Berman, Sam Brown, Ricki Seidman, Eli Segal. But apart from Eli, who doesn't want the job right now, no consensus candidate has emerged.
2. **Board of Directors:** Several people at the summit would be logical board members – Drew Altman of Kaiser, Pam Eakes, Steve Case, Gloria Estefan. But these decisions must be made carefully: The board needs to reflect the different sectors represented at the summit, have a common understanding of the campaign's mission, and be able to take the lead in raising money. (The teen pregnancy campaign relies on its board primarily for fundraising, and set up advisory task forces on the media, best practices, and grassroots efforts as a way to involve a broader range of experts and activists.)
3. **Prospectus:** Because a campaign like this could go in many different directions, we should make some choices at the outset. We are writing a draft prospectus that will give you and the First Lady a chance to mull over those issues, and that eventually

will serve as a mission statement for the organization and an entrée to foundations. The prospectus will spell out the guiding principles of the organization, the rationale for the campaign, an agenda for the first year, and measurable goals for the long term.

4. **Non-Profit Status:** One of the first steps the campaign needs to take is to formally organize under an existing non-profit (possibly the Kaiser Foundation or Mothers Against Violence), so that it can begin receiving contributions.

We have asked Eli and Pam to help us make recommendations to you in all these areas in the next 30-60 days, so that the organization can be up and running when school resumes in the fall. In the meantime, we are following up with every summit participant through phone calls, photos, and a letter from you thanking them for their involvement and seeking their continued support. We also are firming up commitments to the campaign that several major organizations (YWCA, AMA, Nat. Assn. of Elementary School Principals) made before the summit. Scores of other organizations have written the White House with offers to help the national campaign; we are sending them letters as well, and pursuing those that have the most promise.

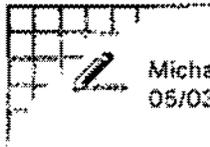
II. Communications Strategy

To maintain the momentum of this effort, we will continue to look for new commitments from organizations that took part in the summit, additional actions you can take on your own, and new sectors you can challenge:

1. **Federal Trade Commission / Justice Department study:** Unless the Justice Department backs away from providing the funds, next Tuesday you can announce a joint FTC-DOJ study of whether the movie, recording, and videogame industries live up to their own systems of self-regulation, and to what extent those industries market violence to young people.
2. **Nationwide effort to train teachers to identify troubled youth:** We are working with the NEA and other education groups on a nationwide teacher training campaign. We're still working out the details, but we hope to be able to announce at the Mental Health Conference that Education, Justice, and these organizations would sponsor a series of teleconferences this summer with experts on identifying and helping troubled youth. The Education Department would then make videotapes of the sessions available to every school district before school resumes. In addition, we may be able to join in NEA's announcement of a school safety network that will provide satellite dishes, donated by a company in Littleton, to 1,000 school districts around the country.
3. **Other challenges:** We are working with the Vice President's office to see whether we can persuade a group of retailers to agree to strengthen enforcement of the videogame ratings system by refusing to sell adult-rated software to children. We would like to reach a similar agreement with Blockbuster and other videostores, but

have not gained a foothold yet. We will continue to press the National Alliance of Theater Owners to go along with your challenge to card under-age moviegoers. We have found a few people in the entertainment community who like your challenge not to market guns in ads or previews, but no big names yet. If any new commitments pan out in time, you and First Lady can announce them in your *Good Morning America* interview on June 4th.

Crime - Nat Campaign
to Reduce
youth violence



Michael Waldman
05/03/99 01:27:52 PM

Record Type: Record

To: Jeffrey A. Shesol/WHO/EOP, Bruce N. Reed/OPD/EOP

cc:

Subject: fyi - in case you hadn't seen

Families of school shooting
victims begin anti-gun
campaign

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By ANDREA ORR

DENVER (May 1, 1999 8:06 p.m. EDT
<http://www.nandotimes.com>) - Amid the tolling of bells,
families of shooting victims launched a campaign
Saturday, saying they hoped the Columbine High
School killings would help spur parents to seek a ban
on assault weapons.

The group, called the Bell Campaign, is aiming to
generate support for more restrictive gun policies in
the same way that MADD (Mothers Against Drunk
Drivers) has successfully raised awareness about the
dangers of drinking while driving.

Members of the Bell Campaign held a vigil here for
the victims of the Columbine shooting and rang a bell
15 times. The two teenage gunmen killed 13 people
in the school in the Denver suburb of Littleton and
then apparently themselves.

The Bell Campaign is calling for a ban on assault
weapons and the mandatory licensing of all gun
owners and registering of all guns.

The vigil came as thousands of anti-gun
demonstrators marched in Denver to protest the
annual meeting being held here by the nation's
largest gun owners group, the National Rifle
Association. At the meeting a defiant NRA President
Charlton Heston told cheering supporters that
anti-gun advocates were wrongly blaming gun

owners for others' crimes.

Among the Bell Campaign's founding members are Charles and MaryLee Blek, whose oldest son was shot to death five years ago while visiting New York City.

Although the weapon was never located, the Bleks say results of ballistics tests showed it was the sort of cheap handgun that has turned up repeatedly in shooting deaths around the country.

"Enough is enough," said MaryLee Blek. "When you sanction that (kind of weapon), all you're doing is sanctioning the hunting of other human beings."

Although most of the members of The Bell Campaign have lost family members to guns, the group says it believed it has the support of a broader population.

"We think the majority of Americans think the way we do," said Kae McGuire, another founder. "The victims who are leading this effort believe they can reach America and America will respond."

The Bell Campaign members were joined Saturday by one concerned parent, Britt Bourque, who said she drove from New Mexico in her 20-year old recreational vehicle just to protest the meeting of the National Rifle Association.

In an open letter to Heston, Bourque alluded to the former actor's most famous role as Moses in "The Ten Commandments" to urge him to take on a new leadership role.

"Moses, there is a plague in our land and we are dying," Bourque said in her letter. "The plague is guns.... Moses, we need you to help lead us out of this perilous land."

Subj: Tuesday Remarks
Date: 8/15/99 5 14.55 PM Eastern Daylight Time
From: Bleichj
To: TFreedma

PHOTOCOPY
PRESERVATION

Tom

Here's an initial draft. Let me know what you think.

COMMENTS

I'D LIKE TO THANK THE PRESIDENT AND THE FIRST LADY, FOR THEIR CONFIDENCE AND FOR THEIR COMMITMENT TO REDUCING VIOLENCE BY AND AGAINST OUR NATION'S YOUTH. I'M ALSO VERY GRATEFUL TO THE AD COUNCIL FOR ITS WORK IN CREATING THESE PUBLIC SERVICE ANNOUNCEMENTS AND FOR THE MANY LEADERS WHO CAME HERE TODAY TO INAUGURATE THIS NATIONAL CAMPAIGN.

THIS NATION HAS A GREAT CHALLENGE AHEAD TO CONFRONT AND CHANGE OUR CULTURE OF VIOLENCE. IT WILL REQUIRE THE SUPPORT OF EVERY AMERICAN FROM THE PRESIDENT AND THE FIRST LADY TO SCHOOL CHILDREN WHO ARE NOW ABOUT TO RETURN TO CLASSES. RECENT EVENTS HAVE MADE CLEAR THAT OUR NATION HAS DEVELOPED A DANGEROUS FASCINATION WITH ACTS OF VIOLENCE: THE PUBLIC DEMANDS IT FROM OUR MEDIA, WE DEMAND ACCESS TO WEAPONS OF VIOLENCE, AND WE GLAMORIZE PEOPLE WHO DO DANGEROUS AND VIOLENT THINGS. OUR CHILDREN HAVE LEARNED THIS LESSON AND ARE MORE VIOLENT THAN CHILDREN IN ANY OTHER COMPARABLE NATION. EVERY YEAR THEY COMMIT MORE THAN THREE QUARTERS OF A MILLION SERIOUS VIOLENT ASSAULTS. IF WE REALLY UNDERSTAND THESE NUMBERS AND THE TOLL THEY TAKE ON INDIVIDUALS, IT MEANS THAT EVERY DAY IN THE UNITED STATES THERE IS A COLUMBINE. EVERY YEAR IN THE UNITED STATES — IN TERMS OF DEATH AND INJURY — THERE IS A KOSOVO. VIOLENCE IS NOT ONLY KILLING AND MAIMING OUR NEXT GENERATION; IT IS CORRUPTING THEM THROUGH FEAR AND ACCEPTANCE OF VIOLENCE.

THERE IS NO ONE WAY TO CHANGE THIS CULTURE OF VIOLENCE. WE ARE ALL AWARE THAT VIOLENCE HAS MANY CAUSES, AND WE WILL FAIL IF OUR CAMPAIGN ATTEMPTS SIMPLY TO BLAME ONE PERSON OR GROUP. CERTAINLY, WE MUST ADDRESS THE INDIVIDUALS WHO COMMIT THESE AWFUL CRIMES AND THOSE WHO FACILITATE THEIR ACTS. BUT IF WE ARE GOING TO REDUCE VIOLENCE AMONG YOUTH, WE MUST UNDERSTAND THAT EACH OF US HAS, ONE WAY OR ANOTHER, ACQUIESCED IN A CULTURE OF VIOLENCE. ALL OF US MUST TAKE SOME RESPONSIBILITY FOR CHANGING THE WAY WE BEHAVE, AND THE MESSAGES WE SEND ABOUT VIOLENCE TO OUR YOUTH.

I AM GRATEFUL, DEEPLY GRATEFUL, FOR THE OUTPOURING OF SUPPORT AND IDEAS FROM SO MANY DEEPLY COMMITTED PEOPLE. WE INTEND TO WORK WITH GROUPS SUCH AS OPERATION CEASEFIRE IN BOSTON, WHICH HAS REDUCED THE BOSTON HOMICIDE RATE TO ZERO FOR THE PAST TWO YEARS. WE INTEND TO WORK WITH GRASSROOTS ORGANIZATIONS LIKE STUDENTS AGAINST VIOLENCE EVERYWHERE, MOTHERS AGAINST VIOLENCE IN AMERICA, SAVE OUR SONS AND DAUGHTERS TO EXPAND THEIR PROGRAMS. WE WILL WORK WITH AOL AND ITS ANTI-VIOLENCE INITIATIVE ON THE INTERNET. WE WILL WORK WITH SHINE AND DO SOMETHING ORGANIZATIONS WHICH WORK DIRECTLY WITH CHILDREN TO EDUCATE THEM AND RAISE SELF-ESTEEM. WE WILL WORK WITH INDUSTRY, WITH STATE, LOCAL, AND FEDERAL POLICY MAKERS, WITH PUBLIC HEALTH AGENCIES, RELIGIOUS LEADERS, AND WITH TEACHERS. IN SHORT, WE INTEND TO DRAW MEMBERS FROM ACROSS THE POLITICAL, ECONOMIC AND IDEOLOGICAL SPECTRUM TO MAKE THIS HAPPEN — TO USE THEIR IDEAS AND ENERGY TO CHANGE THE CULTURE OF VIOLENCE. THIS IS ONE ISSUE UPON WHICH ALL CAN AGREE: WE HAVE TO STOP KIDS FROM KILLING AND FROM BEING KILLED. WE, AS A SOCIETY, NEED TO MAKE VIOLENCE A DIRTY WORD.

THERE ARE MANY GOOD PEOPLE HERE TODAY AND ACROSS THIS NATION WITH GOOD IDEAS FOR SOLVING THE PROBLEM. THEY NEED MORE RESOURCES, AND THEY NEED TO WORK TOGETHER. OUR CAMPAIGN'S GOAL WILL BE TO HELP CHANGE THE WAY PEOPLE THINK ABOUT VIOLENCE IN THE SAME WAY THAT MOTHERS AGAINST DRUNK DRIVING HELPED CHANGE THE WAY AMERICANS THINK ABOUT DRUNK DRIVING. THAT MEANS WE WILL WORK TO HELP LAW ENFORCEMENT FIND AND LOCK UP DANGEROUS JUVENILE OFFENDERS. WE WILL ALSO WORK WITH LOCAL GROUPS — PARENTS, TEACHERS, AND COUNSELORS — TO PROVIDE SERVICES TO AT

RISK YOUTH. WE WILL WORK TO KEEP WEAPONS OUT OF THE HANDS OF CHILDREN AND AWAY FROM PLACES WHERE CHILDREN CONGREGATE. WE WILL WORK WITH ALL SECTORS THAT HAVE THE EARS AND ATTENTION OF CHILDREN TO SPREAD THE WORD: VIOLENCE IS WRONG.

OUR TASK IS SIMPLE: IT IS OUR DUTY TO RAISE THE NEXT GENERATION OF AMERICANS TO BE THE GREATEST GENERATION OF AMERICANS: A GENERATION THAT IS NOT CRIPPLED OR REDUCED BY SENSELESS VIOLENCE. AS THE DIRECTOR OF THIS CAMPAIGN, BUT ALSO AS A FATHER OF THREE CHILDREN, I THANK THE PRESIDENT AND THE FIRST LADY FOR THEIR DEEP, PERSONAL COMMITMENT AND TO ALL OF THOSE WHO WILL WORK WITH US IN THE MONTHS AND DAYS AHEAD

PHOTOCOPY
PRESERVATION

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For Zoë Baird, a New Opportunity for Public Service

By AMY HARMON

The invitation was "the kind of thing that makes your eyes glaze over," as one attendee put it — a meeting to discuss the dispensation of Internet addresses.

But perhaps because they scented resources or perhaps because the summons came from Zoë Baird, representatives of several nonprofit groups gathered in Washington on Thursday to hear why they should care that the Internet's first governing body was being formed without their input.

The gathering marked the beginning of a new crusade for Ms. Baird, President Clinton's onetime nominee for Attorney General, who has served as the president of the Markle Foundation the last year and a half. Though she has long advocated public representation in decisions about technology, Ms. Baird is now starting to act — and to spend a lot of money in the process.

Today, the New York-based Markle Foundation will announce plans to give away \$100 million — more than half of its \$187 million endowment — over the next three to five years to carve out a place for the public good amid the frenzied commercialization of the Internet. The idea is to make a difference in areas from governmental policy to health care to children's media before it is too late.

"We've concluded that this is a critical time to build things that benefit the public into the development of communications media," Ms. Baird said. "The forces that are driving the growth of all this won't do that. We have to consciously attend to making it happen."

The move is significant both because of the scope of the spending and the singularity of the goal. Markle plans to give away

its assets at least twice as fast as the 5 percent required by law. The average for the nation's foundations is only slightly more than the minimum.

"They're eroding their assets, and they're doing it on purpose," said Sara Engelhardt, president of the Foundation Center, a New York-based group that tracks foundation giving. "Their interest in technology has obviously led them to believe that this is a pivotal moment and spending now is as important as investing and having more money in the future."

Heading a foundation that strives for a public role in the Internet.

In another departure from conventional grant-giving, the donations will not be limited to nonprofit groups. Markle's first major commitment is to a joint venture with Oxygen Media, an Internet start-up working to develop women's programming across different media platforms. Markle and Oxygen will spend a combined \$8.5 million the next three years to conduct research on the information needs of women. Markle has pledged an additional \$1 million to finance programming based on the study's findings.

Markle's new mission also reflects a turning point for Ms. Baird, who has kept a relatively low profile since 1993, when the Clinton Administration withdrew her nomination to serve as the nation's first

female Attorney General. Ms. Baird faced a storm of criticism over having hired illegal immigrants to take care of her children and her failure to make Social Security payments for them.

But she has not been resting. After returning to her job as corporate counsel for Aetna Inc., Ms. Baird spent a year at Yale Law School as a visiting scholar before joining Markle in January 1998. She has served for six years on the President's Foreign Intelligence Advisory Board, and sits on the boards of several nonprofit organizations.

Despite all this involvement by Ms. Baird, some associates say they sensed that she was casting about for a more meaningful challenge. Jimmy Carter, who brought Ms. Baird into the White House as his associate counsel and whose Carter Center is now receiving a Markle grant, says he remembers seeing Ms. Baird at the Clinton inaugural gala shortly after her nomination was withdrawn.

"She was sober and very disappointed but was determined to find another place to utilize her talents," Mr. Carter said. "I don't think she was ever quite satisfied with being a lawyer that would research land titles and things like that. I think she saw herself doing great things."

Perhaps still bearing the scars of that intense public scrutiny, Ms. Baird, 47, was guarded and careful to be accompanied by Markle's public relations specialist in several interviews last week. On a hot afternoon, she wore a black suit and stockings, softened by a pink scarf loosely tied around her neck. She declined to say where she lives in Connecticut or much about her personal life.

But once she started to speak about the urgency of the task at hand, it was hard to mistake the light in Ms. Baird's eyes for anything but passion for her cause.



Andrea Mohr/The New York Times

As president of the Markle Foundation, Zoë Baird has shifted its focus.

The foundation, which was established in 1927 by John Markle and Mary R. Markle, whose families made their fortunes in coal mining and finance, has a broad goal of promoting "the advancement and diffusion of knowledge" and the "general good of mankind." Over the years, its focus has ranged from medical research to the role of mass communications in a democratic society.

The decision to dedicate Markle's resources to information technology — the foundation is perhaps best known for seeding "Sesame Street" in its early days, and has tended to focus on more traditional media grants — emerged from many months of consultation and research.

At a time the Internet industry is almost entirely preoccupied with its own growth and the Clinton Administration has for the most part seen fit to leave well enough alone, "I was really struck by how little public discussion there is in the field," Ms. Baird said. "I think people need to see a way for themselves to be influential and to speak for the public interest, and I hope we can help them find paths to do that."

To Stephen M. Case, chief executive of America Online, which is working with Markle for a second year on an effort to provide in-depth election information over the Internet, Ms. Baird's willingness to work with the for-profit sector will be key to determining Markle's effectiveness.

"The notion of a private-public partnership is very critical," said Mr. Case, who invited Ms. Baird to speak at his home recently on the subject. "It's clear that Markle got it; they've recognized that the Internet is a social force, and they're figuring out where nonprofits, governments and companies can work together in new ways."

Although Ms. Baird's business experience is rooted in bigger, more traditional companies, staff members say she is already beginning to run Markle more like an Internet company, distributing authority in a decentralized fashion among the 20-person staff.

Still, it seems some of the attributes that qualified her to be nominated for Attorney General apply to her role as foundation president, too:

"Being with her is part cross-examination, part enthusiasm and willingness to think outside the box," said Klm Spencer, executive director of Internews, a Markle grantee. He credits Ms. Baird with pushing his organization to come up with new ways of generating revenue. "But you can always see the lawyer in her."

NASA Says Columbia May Have Leaked Fuel

CAPE CANAVERAL, Fla., July 25 (Reuters) — A fuel leak at liftoff may have caused the space shuttle Columbia's main engines to shut down seven miles short of the shuttle's proper orbit, NASA said today.

Confirmation of a leak might delay future flights, depending on what shuttle engineers find when Columbia returns to Earth on Tuesday, the space agency said.

"It's not a certainty yet and the investigation continues," Wayne Hale, a mission operations manager, told reporters.

Photographs of the launching suggest that a stainless steel tube that carried liquid hydrogen from an external fuel tank to one of three main engine nozzles may have ruptured within seconds of liftoff.

The tube, a half-inch thick and one of about 1,000 in the engine system, also cools the engine nozzle as it carries the super-cold hydrogen.

Its rupture would explain why Columbia's engine ran hotter than normal and consumed more liquid oxygen than normal.

Liquid hydrogen is one of two propellants used in rocket engines. The other is liquid oxygen. Possibly as a result of a hydrogen leak, Columbia burned 4,000 more pounds of liquid oxygen than it normally would have.

NASA has not ruled out other possible causes for the premature shutdown of the engine, like faulty sensors or a faulty guidance system, Mr. Hale said.

"If we determine that we actually ran out of oxygen in the oxygen tank, then we have some work to do," he said.

Mr. Hale said such a small leak would not have endangered the crew during the shuttle's eight-minute climb into space.

"I wouldn't characterize it as a chase call or anything like that," he said.

The concern is that the shuttle needs to work efficiently to carry big payloads into space. The Chandrayaan Observatory carried aloft by Columbia was the largest shuttle payload ever put into orbit, in the first mission commanded by a woman.

Aboard Columbia, the commander, Col. Eileen M. Collins, received a congratulatory call today from her Russian counterpart on the Mir space station.

"I would like to congratulate you from the bottom of my heart," the Russian commander, Viktor Afanasyev, told Commander Collins via a ham radio link. "You are a courageous woman."

Since deploying the \$1.5 billion Chandra telescope on the first day in orbit, the shuttle crew has kept busy with a number of secondary scientific experiments.

Mission managers reported that Chandra was performing flawlessly. The telescope, one of the most sophisticated instruments ever put into space, can make observations without interference from Earth.

Chandra was named for the late Indian-born astrophysicist, Subramanyam Chandrasekhar, a Nobel laureate whose theories about the universe will be tested by the five-year mission of the satellite bearing his nickname.

Report Warns Of More Blasts At Grain Silos

WASHINGTON, July 25 (AP) — A panel of experts who investigated a series of explosions that killed seven workers at the nation's largest grain elevator last year is warning that more such accidents may be inevitable unless the Government tightens standards and enforces regulations.

Federal safety inspectors had not visited the elevator near Wichita, Kan., for 15 years before the blasts ripped through the half-mile-long building on June 8, 1998.

The explosion was caused by an overheated bearing that ignited the fine dust that is produced when kernels of grain rub together in shipment. It has long been known that if the dust is allowed to accumulate, a spark, or an overheated piece of equipment, can trigger a blast.

The elevator that exploded "may not be an exception in the grain industry of America," the panel's report said.

"And there is no known method to identify the thousands of other elevators in equally hazardous condition," the report concluded.

The Occupational Safety and Health Administration imposed standards in the early 1980's that have improved safety at the nation's 14,000 grain elevators. The death rate from elevator explosions averaged 5.5 per year into the 1980's but has been declining.

The report said the agency's lack of oversight in the Kansas case raised questions about the industry.

One of the panelists, Robert Hubbard, a retired industry executive who served on a national committee that studied the industry in the 1980's, said the safety agency's most important task was "to be sure they get the inspectors into the places that need inspecting."

The safety agency conducted 200 elevator inspections between 1994 and 1998, citing 520 violations it deemed serious. State safety agencies conducted another 149 inspections during that period.

The investigators attributed last year's explosion to sloppy maintenance by the elevator's owner, De-Bruce Grain Inc., and OSHA has proposed fining the company \$1.7 million for 25 safety violations. Company officials deny the findings.

John Violence
Campaign

Senators Seek Probe Of Culture & Violence

Congress Would Explore the Role of Hollywood, Society

By JACQUELINE TRESCOTT
Washington Post Staff Writer

Recent incidents of violence have prompted a number of senators to consider creating a special committee later this month to launch a broad examination of American culture, despite resistance in the entertainment industry.

The effort, led by Sen. Sam Brownback (R-Kan.), was prompted by the rash of school and workplace shootings this year and the discussions about what had gone wrong, not only in the perpetrators' lives, but modern society.

"After Columbine, there was a knee-jerk reaction that the culture was degenerating. It turned a hot focus on Hollywood, another sector said it was guns," Brownback said yesterday. "The problem was much more complex than the knee-jerk response. It has to do with the family structure, a sense of the loss of values, as well as entertainment and guns."

The possibility that the Senate might put a spotlight on the influences of movies, video games and pop music provoked resentment in Hollywood.

Though Brownback says the discussions would not focus entirely on the film and music industry, they would probably be among the highest-profile targets of his scrutiny. Last week he had a series of meetings in Los Angeles with representatives of TV and film producers, directors and writers. Brownback said the reaction to his proposal was "lukewarm to negative."

"We are receiving resistance from the entertainment industry. I don't think they have thought about it holistically. They are more on a defensive posture," said Brownback.

Some representatives of the field insist that their work is already under the microscope from a number of fronts.

"We do not believe that Congress needs to create a new committee especially one focusing principally on the entertainment industry when there are already a number of initiatives in Congress addressing violence," said Alexandra Walsh, a spokeswoman for the Recording Industry Association of America. She said the industry was already being scrutinized by the Fed-

eral Trade Commission and the office of the U.S. surgeon general.

What Brownback is proposing is a special committee that would look at broad cultural issues, such as divorce and the breakdown the family. But it would also examine the impact of entertainment industry and its products, such as sexually explicit videos. It would also highlight successful efforts to combat family problems, teen violence and tragedies like teen suicide.

"What does it mean to have so many children in single-parent households? What does it mean when you have to have two income-earning parents and they have

reduced time with their families?" he said.

Brownback said Senate Majority Leader Trent Lott (R-Miss.) has endorsed the idea. The Senate returns to Washington next Wednesday and the committee could be formed later this month if Brownback gets enough support. "I would like it to involve both houses," Brownback said.

Brownback wants the review of American culture to be bipartisan. Sen. Daniel Patrick Moynihan (D-N.Y.) has discussed the idea with Brownback, according to Moynihan's spokesman, and is interested in the idea of a special panel but has not explicitly endorsed such hearings. Sen. Joe Lieberman (D-Conn.) has joined Brown-

back on efforts to examine today's culture and has said the committee is worth considering.

"The senator thinks it is a good idea and would support its creation and if it does come to pass would probably seek to serve on it. He believes there are important issues out there that this could play an important role in understanding," said Dan Gerstein, Lieberman's press secretary.

Brownback said he hoped the "strong detractors" in the entertainment industry don't sabotage his idea.

"We just need to ask where our culture has gone and how do you bring it back to where we all want it," he said.

The Washington Post

FRIDAY, SEPTEMBER 3, 1999

How to Secede in America

Southern Party Hopes Its Ballots Can Do What Lee's Bullets Couldn't

By KEN RINGLE
Washington Post Staff Writer

You might think the South finally won The War. Southerners hold both the presidency and the vice presidency. Last time that happened was 1841.

Trent Lott of Mississippi runs the Senate. Georgian Newt Gingrich revolutionized the House, even if J. Dennis Hastert of Illinois leads it now.

Economically, the South is booming. Collectors pay more for old Confederate dollars than their face value in U.S. currency.

Culturally the South holds sway. Mississippian William Ferris, former head of the Center of Southern Culture, leads the National Endowment for the Humanities. The National Endowment for the Arts is chaired by Bill Ivey, who stepped up from 27 years as head of the Country Music Foundation in Nashville. Then there's the global impact of CNN, beaming out of Atlanta. There its founder, die-hard Georgian Ted

Turner used to run "Gone With the Wind" in his office building 24 hours a day.

What more could Southerners want?

Well, for one thing, another stab at secession, according to organizers of the new Southern Party, born last month in Flat Rock, N.C. They're mad as hell and not going to take it anymore.

"Those two yo-yos in the White House, if they're Southerners, they're scalawags," says party first vice chairman and chief of staff Jerry Baxley of Virginia, resurrecting the term for turncoat opportunists of the Reconstruction South. "They care nothing for the Southern people. They care nothing for the Southern region. They care for nothing but advancing themselves."

Weary of an ever more intrusive federal government and a militant secularism hostile to Southern cultural touchstones like prayer in schools, the party has dusted off former

Alabama governor George Wallace's 30-year-old claim that there's not a dime's worth of difference between the national parties, Republican and Democrat.

But it's Wallace's third party war cry with a difference.

For one thing, "we don't want the White House, just a decentralized regional government," Baxley says.

For another thing, racism is passé.

"The leaders of the Southern Party are often asked if our affinity for the Confederate [flag] . . . is also indicative of . . . racial malice . . . or religious bigotry The simple answer is a firm NO," says a policy paper on the party's Web site—www.southern-party.org.

The party, whose logo features Thomas Jefferson, Robert E. Lee and the Confederate flag, denounces "despicable hate groups like the Ku Klux Klan" and "rejects their attempt to pervert the symbols of Southern Freedom and valor into symbols of racial malice."

While the Confederate flag has certainly been misused by such groups in the past, the paper says, "the same can be said of the U.S. flag and the Christian cross, yet no one will seriously argue that they are hate symbols Those who strive to re-cast the Confederate flag as solely a 'hate symbol' are inevitably motivated either by historical ignorance or by . . . malice towards the South, its symbols, its heritage and its people."

Party leaders emphasize that there's nothing remotely violent about their political effort, however distressed they remain about the unhappiness at Appomattox. Things have been going downhill for more than a century, Baxley says, because Northerners insist on thinking there was something called a "Civil War."

"A civil war is one in which factions fight

over who will control the central government," he says. "The South never wanted to control anything but its own destiny."

The new War for Southern Independence, its leaders say, aims to achieve with the ballot box what their forebears lost on the battlefield. Minus, of course, that unfortunate business about slavery. The Southern Party has already chartered branches or their political action committee precursors in 13 of the 16 Southern and border states, with only Maryland, Delaware and Missouri still to come. Southern Party candidates will take the field in local and state races throughout the old Confederacy next year with the hope of turning back the political hands of time.

Baxley, an auctioneer in Chesterfield County outside of Richmond, said slavery was the only issue the war really settled: the question of secession is still up for grabs.

"According to the U.S. Constitution, secession is perfectly legal," Baxley said. "No one ever passed a law against it or tested it in the courts. Samuel Chase advised Abraham Lincoln against bringing Jefferson Davis or Robert E. Lee to trial for treason, saying he would end up losing in the Supreme Court everything he'd won on the battlefield. He knew secession would have been declared constitutionally valid."

Nobody's saying secession is imminent, only that it's a long-range goal. Furthermore, it's trendy. Southern Party National Committee Chairman George Kalas of Houston

sees his group's current effort as part of a global trend toward smaller, more homogeneous states. Examples, he says, range from the fragmentation of the former Soviet Union to the recent movements toward self-determination in Scotland and Wales.

The Southern Party is an outgrowth of the League of the South, a 12,000-member Southern heritage organization that veered political earlier this year. The party's adherents, its Web site declares, are those "disillusioned by the precipitous decline of public virtue and morality reflected by the acquittal of President Clinton; dismayed by the regression of our once truly federal republic into an increasingly consolidated, unaccountable and centralized state; disenchanted with a corrupt two-party system that fails to represent Southern interests in Washington; and thoroughly fed up with the campaign of cultural bigotry and oppression being waged against Southerners by the Washington and Hollywood elites"

The party's de facto constitutional convention took place Aug. 7 in Flat Rock, N.C., where some 150 of the party faithful, many dressed in gray and singing "Dixie," adopted a 16-point declaration charting the "colonization" of the South and a subsequent national decline. The manifesto cites in particular a "Northern-inspired public education system" under which "flawed egalitarian social principles borrowed from the French Revolution . . . have degenerated into an insidious form of authoritarianism broadly described as 'political correctness.'" That, the statement says, amounts to "cultural cleansing" of all the South holds dear.

In its call for action the party declared that the "last, best hope for constitutional liberty lies with the people of the South, predominantly Celtic and British in culture, true to their Christian faith, inspired by the memories and sacrifices of their colonial and Confederate forefathers and jealous of their an-

cient liberties."

If that sounds exclusionist, it's not, Baxley says. Blacks and whites, for example, have shared a dominant culture in the South from the nation's earliest days, he says. Shorn of prejudice, that shared culture is still the best hope for everyone, he believes.

He declined to say how many members or how much money the Southern Party has today ("that's not my department") or how many candidates it hopes to field in elections next year.

"But I can tell you that after the North Carolina meeting last month we got a spike of interest like you wouldn't believe," he said. "Hundreds of letters . . . 15,000 hits on the Web site. . . . I got an e-mail here from a 77-year-old black man in Detroit who's all for us. He's originally from North Carolina."

The Web site even notes an enthusiastic overseas support group headed by one Wolf-

gang Krug of Krefeld, Germany.

Baxley said the party has had hundreds of offers to found branches of the Southern Party in Northern states, but says "we don't want to do that. We'll accept their support. We'll accept their contributions. But we are a nationalist organization. And our nation is the South."

Just what form a separate Southern government would take appears a little vague. Baxley suggests it would be much like the Confederate states "without their provisions about servitude."

Kalas, a former CIA employee, says, however, that it will be separate from the United States.

"Lincoln once said that a house divided would not stand," he told the Associated Press earlier this summer. "Lincoln was wrong. A house divided will stand. It's called a duplex."