



U.S. DHHS

Administration for Children and Families

Office of Child Support Enforcement

Public Information and Inquiries

To: CYNTHIA RICE for 456-7431
DPC

From: DAVID SIEGEL 401-873 phone
HHS - OFFICE OF CHILD SUPPORT ENFORCEMENT

Date: 12/18/98

Pages (including cover) 2

Fax (202) 205 5927

Message: Ref: Ad Council "Parental Responsibility" Campaign
Cynthia

You asked for the sources for
the facts used in the "Parental
Responsibility" campaign - A "one-page"
is attached with the sources. Please
feel free to call me -

David Siegel

Ad Council "Parental Responsibility" Campaign
Fact Sources

Below are the facts used in the "Parental Responsibility" campaign and the sources for the facts.

- ◆ She'll be 37% times more likely to abuse drugs.
- ◆ She'll be 63% more likely to run away
- ◆ She'll be 53% more likely to try suicide

SOURCE: National Longitudinal Study of Adolescent Health

- ◆ She'll be two times as likely to get pregnant in her teens

SOURCE: HHS Fatherhood Initiative Fact Sheet dated May 1996 developed by the HHS Office of the Assistant Secretary for Planning and Evaluation

- ◆ He'll be twice as likely to use a knife or gun in a fight
- ◆ He'll be 30% more likely to commit suicide

SOURCE: National Longitudinal Study of Adolescent Health

- ◆ He'll be twice as likely to serve prison time

SOURCE: Cynthia Harper, Ph. D, Post-Doctoral Fellow, Department of Sociology, Population Studies Center, University of Pennsylvania.

- ◆ He'll be twice as likely to drop out of high school

SOURCE: HHS Fatherhood Initiative Fact Sheet dated May 1996 developed by the HHS Office of the Assistant Secretary for Planning and Evaluation

- ◆ Kids, living without a father are two and a half times more likely to shot or stab someone.
40% more likely to attempt suicide. Twice as likely to end up in jail.
- ◆ 63% more likely to turn away.

SOURCE: National Longitudinal Study of Adolescent Health

CC: Cynthia
Revised scheduling
request

SCHEDULE PROPOSAL

TODAY'S DATE: 1/1

ACCEPT

REGRET

PENDING

TO: Lisa Berg
Director of Scheduling
Office of the Vice President

FROM: Thurgood Marshall, Jr. T.M.
Secretary to the Cabinet

REQUEST: Invitation to the Vice President to launch the Parental Responsibility public service campaign and provide the remarks during the week of December 14, 1998, in Washington, DC

PURPOSE: The Administration has made strengthening the nation's child support program a cornerstone to both reforming welfare and assisting children and families in need of financial support from a noncustodial parent. At this event, the Vice President will be able to speak directly to the American public in general, and to fathers in particular, about the critical impact fathers have in their children's healthy development. He can speak of the importance of noncustodial parents providing emotional and financial support to their children.

BACKGROUND: In June 1995, the President challenged all federal agencies to reach out to fathers to support their positive involvement in the lives of their children. The HHS/Office of Child Support Enforcement, in a public-private partnership with Ohio (lead state), Illinois, Indiana and Maryland, the

Advertising Council and Ogilvy and Mather, has developed a public service campaign to help raise awareness of the issue of a father's importance to his children, both emotionally and financially. The Vice President is requested to launch this campaign with the participation of the Governors of Ohio, Illinois, Indiana and Maryland. The campaign was developed with the close cooperation of the four states and their Governors. Governors Voinovich and Engler will be leaving office by the end of the year.

PREVIOUS
PARTICIPATION:

For many years the Vice President has been personally involved in bringing together the public and private sectors, and fathers themselves, to share innovative ideas involving fathers.

DATE AND TIME:

Flexible, week of December 14, 1998 or December 21, 1998.

BRIEFING TIME:

5-10 minutes

DURATION:

60 minutes

LOCATION:

Washington, DC

PARTICIPANTS:

Governors Voinovich (R-OH), Edgar (R-IL), Glendening (D-MD) and O'Bannon (D-IN), Advertising Council and Ogilvy and Mather, HHS Secretary Shalala, HHS Deputy Secretary Kevin Thurm, ACF Assistant Secretary Golden and OCSE Commissioner Ross.

OUTLINE OF EVENTS:

Remarks only

REMARKS REQUIRED:

Yes, 4-6 minutes

MEDIA COVERAGE:

Yes

PRESIDENT'S

ATTENDANCE: NO

FIRST LADY'S
ATTENDANCE: NO

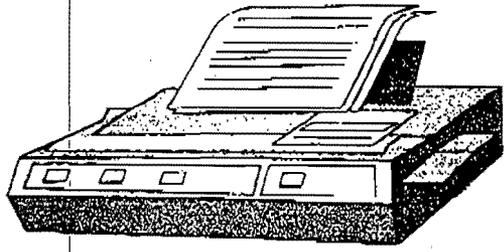
MRS. GORE'S
ATTENDANCE: NO

RECOMMENDED BY: Secretary Donna E. Shalala

CONTACT: David Beaubaire
Office of Cabinet Affairs
(202) 456-2572
fax: (202) 456-6704

ORIGIN OF PROPOSAL: Internal

CC: Andrea



FAX TRANSMISSION

Consumer Services Division
Public Information and Inquiries
Office of Child Support Enforcement
Administration for Children & Families
Department of Health & Human Services
370 L'Enfant Promenade, SW
Washington, DC 20447

FAX: (202) 205-5927

This transmission consists of this cover sheet plus 5 page(s)

FAX TO: ANDREA KANE 202-450-7431 fax

DATE: DAVID SIEGEL 202 401-9373

TO: Andrea

FROM: As we discussed, please find some of the script language for the Ad Council "Parental Responsibility Campaign."

MESSAGE: I will bring final videos for this afternoon's meeting for a viewing. Please call if you need anything further.

David

OCSE Parental Responsibility Campaign
Statistics/ Girl Baby rev. 11/6/98
TV :20

VO: Her daddy left home this morning. Forever.
She'll be 53% more likely to try suicide.

Even if you don't live with your kids
your emotional and financial support
gives them a better chance.

SUPER: They're your kids. Be their dad.

OCSE Parental Responsibility Campaign
Statistics/ Girl Baby rev. 11/6/98
TV :30

VO: Her daddy left home this morning. Forever.
She'll be two times as likely to get pregnant in her teens.
37% more likely to abuse drugs.

Even if you don't live with your kids
your emotional and financial support
gives them a better chance.

SUPER: They're your kids. Be their dad.

OCSE Parental Responsibility Campaign
Statistics/ Baby Boy rev. 11/6/98
TV :20

VO: His father left home today. Forever.
He'll be twice as likely to serve prison time.

Even if you don't live with your kids
your emotional and financial support
gives them a better chance.

SUPER: They're your kids. Be their dad.

OCSE Parental Responsibility Campaign
Statistics/ Baby Boy rev. 11/6/98
TV :30

VO: His father left home today. Forever.
He'll be twice as likely to drop out of high school.
30% more likely to attempt suicide.

Even if you don't live with your kids
your emotional and financial support
gives them a better chance.

SUPER: They're your kids. Be their dad.

OCSE rev 11/18/98
RADIO :60 GIRL

LITTLE GIRL: Bye bye Daddy.

VO: When Vanessa's daddy walks out the door today, he's never coming back.
She'll be twice likely to drop out of high school.

37% more likely to abuse drugs.
More than twice as likely to get pregnant in her teens.

DAD: Bye bye Vanessa.

VO: Maybe you think that when you stop seeing your kids, you leave their lives. But you still affect them in ways you may not know.

In fact, kids living without a father are two and a half times more likely to shoot or stab someone. 40% more likely to attempt suicide. Twice as likely to end up in jail.

LITTLE GIRL: Bye bye! Bye bye!

It's hard to stay close to your kids when you don't live with them, but you can do it.

Give your kids a better chance.
Give them the emotional and financial support they need.
They're your kids. Be their dad.

ANNCR: A public service message brought to you by the Department of Health and Human Services, the Ad Council, and this station.

OCSE rev 11/18/98
RADIO :60 (BOY - rev)

LITTLE BOY: Is Daddy coming today?

MOTHER: No, Honey.

VO: When Michael's father left two years ago, he intended to keep seeing his son.
But things happened.

LITTLE BOY: Will he come today?

MOTHER: No.

VO: Michael will be twice as likely to drop out of high school.

Twice as likely to use a knife or gun in a fight.

You may think if you don't see your children, your influence on them is over. But you influence them in ways you may not think of.

In fact, a child without a father is 63% more likely to run away.
37% more likely to abuse drugs.
And 30% more likely to commit suicide.

LITTLE BOY: Will he come today?

4
It's hard to stay close to your kids when you don't live with them, but you can do it.

Give them a better chance.
Give them the emotional and financial support they need.
They're your kids. Be their dad.

ANNCR: A public service message brought to you by the Department of Health and Human Services, the Ad Council, and this station.

OCSE rev 11/18/98
RADIO :30 LIVE ANNOUNCER (KIDS)

LIVE ANNOUNCER:

If you're a father who doesn't see your children, you may think you have no influence over them. But here's the influence you have.

They'll be twice likely to drop out of high school.
37 times more likely to abuse drugs.
40% more likely to attempt suicide.

Give your kids a better chance.
Give them the emotional and financial support they need.
They're your kids. Be their dad.

A public service message brought to you by the Department of Health and Human Services, the Ad Council, and this station.

OCSE rev 11/18/98
RADIO :30 LIVE ANNOUNCER (DAUGHTER)

LIVE ANNOUNCER:

A father who doesn't see his children may think his influence on their lives is over. But that's not the way it happens.

Your daughter will be two and a half times more likely to get pregnant in her teens.
She'll be 37% times more likely to abuse drugs.
63% more likely to run away.

Give your kids a better chance.
Give them the emotional and financial support they need.
They're your kids. Be their dad.

A public service message brought to you by the Department of Health and Human Services, the Ad Council, and this station.

OCSE rev 11/18/98
RADIO :15 LIVE ANNOUNCER (rev)

LIVE ANNOUNCER:

Kids without a father will be: (choose one)

Twice as likely to run away.

Twice as likely to drop out of high school.

Twice as likely to end up in jail.

Two and a half times as likely to get pregnant in their teens.

Two and a half times as likely to shoot or stab someone.

37% more likely to abuse drugs.

40% more likely to attempt suicide.

Give your kids a better chance. Even if they don't live with you, they need your emotional and financial support. They're your kids. Be their dad.

A message from the Department of Health and Human Services, the Ad Council, and this station.

W/ Ad Council

12/16
PSTA3

4 state consortia w/ OCSE

- Ohio - bad
- IL
- Ind
- MD

Oljuly + Math

English + Spanish

T.V.
ratio
print }
}

~~will link to @cse~~

→ will get me page w/ stats
and citations

How many states currently have
NFL



**EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY**

Washington, D.C. 20503

June 2, 1998

**OFFICE OF NATIONAL DRUG CONTROL POLICY
"MATCH" GUIDELINES**

The following guidelines have been developed jointly by The Advertising Council, Inc, the Partnership for a Drug-Free America and the Office of National Drug Control Policy for the National implementation phase of the ONDCP advertising campaign. These guidelines are provided as direction for the implementation and delivery of the national public service component ("match") of the advertising campaign and will serve as the framework for the individual negotiations between the media and ONDCP's media buying contractor.

OBJECTIVE

The objective of the ONDCP campaign (and of the public service match concept) is to educate and enable America's youth to reject illegal drugs.

Acceptable pro bono match components will include not only advertising efforts but complementary activities such as programming, public affairs, in-school programs dealing with appropriate topics, and other contributions (other than PSA time and space) by media partners (outlets).

BACKGROUND

ONDCP is using federal funds to support its National Youth Anti-Drug Media Campaign. For the advertising component of that campaign, rather than just a federal purchase of time and space, the campaign was designed to be a public/private partnership in which the media receiving the "buy" would be required to provide a pro bono matching effort. The paid and pro bono elements are to be considered as a total package with both elements necessary to the successful fulfillment of the goals of this campaign.

The public service component ("match") will be negotiated up front by the ONDCP media buying contractor at the same time as negotiations for the paid media take place.

This plan outline provides the structure for the match including the following elements:

- A. Definition of the "match"
- B. Oversight of "match" design and implementation
- C. Acceptable public service campaigns for the "match"
- D. Approving and selecting advertising campaigns that qualify for the "match"
- E. Valuation and verification of media "match"
- F. Method and frequency of distribution of approved media "match" campaign advertising materials.

A. DEFINITION OF THE "MATCH"

A matching pro-bono effort will be negotiated with each media partner. This component will be negotiated up front, at the same time as the paid media schedule is negotiated. The eligibility for the match is defined as follows:

- The majority of the match should be satisfied with advertising time and space donations, and, like the paid messages, be in non-preemptible positions. A comparable daypart mix and/or locations in programming demographically compatible with ONDCP's objectives is desirable for broadcast. Overnight locations, between 2AM-6AM and "rotators," should not be used to fulfill broadcast eligibility. Exceptions to this policy must be approved by ONDCP.
- The balance of the match can be met by the media outlet with relevant non-advertising efforts such as programming, locally or nationally sponsored community events, appropriate public affairs programming, in-school programs, or in-kind donations approved by ONDCP and its media buying contractor.
- The public service advertising component (match) must be satisfied within the same time frame of the paid advertising schedule. (i.e. if the buy is quarterly, match support must occur in that quarter), unless otherwise approved by ONDCP.
- Media outlets should not reduce their support of existing Ad Council, Partnership for a Drug-Free America, or other pro bono campaigns in order to generate the matched public service component. Public service contributions generated by the ONDCP campaign should be in addition to existing public service contributions of the media outlet. Each package will be individually negotiated and evaluated.
- Affidavits of performance and documentation of the value of the public service component are required to be submitted to ONDCP and the media buying contractor within three months following the end of each Quarter.
- ONDCP and the media buying contractor will review the planned public service component submitted by the media partner to determine the appropriateness and ability of the match to meet requirements.

B. OVERSIGHT OF "MATCH" DESIGN AND IMPLEMENTATION

A *Media Match Task Force*, comprising of representatives from ONDCP, The Advertising Council, the Partnership for a Drug-Free America, U.S. Department of Health and Human Services, and other organizations as defined by ONDCP, will be established. The purpose of this Task Force will be to review the public service components submitted by media partners to monitor the appropriateness and ability of the match to meet the match guidelines and the objectives for this campaign. The Media Match Task Force will meet quarterly to review "match" plan results, campaign or message inclusion, and recommend modifications to the ongoing effort as necessary.

Media partners will have the option to select from among eligible PSA inventory to satisfy the PSA component of their match requirements, which will allow media partners to concentrate their efforts on issues/organizations/target audiences that best fit their public affairs priorities.

C. ELIGIBLE PUBLIC SERVICE CAMPAIGNS FOR THE ADVERTISING "MATCH"

Eligible messages include those that promote activities, behavior and healthy environments that deter behavior that may lead to substance abuse among youth. Match-eligible campaigns and messages include those that:

- educate and support the development of good parenting practices
- encourage greater parental and caregiver involvement in a child's upbringing and effective drug-prevention parenting strategies
- provide early childhood development programs that strengthen the parent-child relationship
- provide opportunities for youth through programs and services in school and after school such as mentoring
- foster high expectations and self esteem for youth
- prevent drug abuse including underage tobacco and alcohol use
- emphasize the nexus between drugs and crime and violence
- emphasize the connection between substance use and AIDS
- support other drug-related messages and campaigns as determined by ONDCP

Other campaigns will be evaluated on a case by case basis. Eligible messages could also extend the initiative to audiences not specifically targeted by the paid portion of the campaign e.g. anti-drug messages targeting children of any age.

Organizations submitting public service messages to be considered for the match must include for each message the target audience, communication objective(s) and any test results indicating message effectiveness against those objectives.

Announcements of community calendar events do not qualify for the match.

Advertising campaigns eligible for the match must meet the following criteria:

- A. Must be sponsored by a legally recognized non-profit organization or government agency.
- B. Non-profit organizations should be in compliance with the guidelines of the Council of Better Business Bureaus' Philanthropic Advisory Service or those of the National Charities Information Bureau and must provide ONDCP and its advisors with a form 501C3/IRS tax-exempt statement.
- C. Public service messages created by the media may be eligible/acceptable only if they are co-sponsored by a non-profit organization which meets the above criteria.
- D. Messages that do not directly benefit the cause of a non-profit or government agency will not be eligible.
- E. No message with any commercial benefit or commercial advertiser identification will be eligible.

D. APPROVING AND SELECTING ADVERTISING CAMPAIGNS AND MESSAGES THAT QUALIFY FOR THE "MATCH"

Under ONDCP general policy guidance, The Advertising Council will serve as the clearinghouse and screening mechanism for the selection of qualifying messages or advertising campaigns submitted by national non profit organizations and government agencies for use in the match. ONDCP is currently formulating an approach for the handling the match at the local level. Public service match messages will be screened for creative and technical quality, and support of match content and compliance guidelines.

E. VALUATION AND VERIFICATION OF MATCH (BOTH ADVERTISING AND NON-ADVERTISING)

Valuation and verification of advertising:

1. Affidavits of performance will be required from all media partners for all paid and match support.
2. Media partners will be required to report which ads were used for the match and an estimated dollar value.
3. An estimated dollar value for the public service component will be required from the media buying contractor and submitted to the Task Force on a quarterly basis.
4. ONDCP's media buying contractor will provide verification by industry-standard monitoring service.
5. The Task Force will evaluate these estimates and, working with the contractor, will be responsible for ensuring a fair valuation.

For any non-advertising match element, the media-buying contractor will provide the Media Match Task Force with an estimated dollar value. The Task Force will evaluate this estimate and, working with the contractor, be responsible for ensuring a fair valuation. Proof of performance will be required for all non-advertising match elements.

F. METHOD AND FREQUENCY OF DISTRIBUTION OF APPROVED MATCH CAMPAIGNS AND ADVERTISING MATERIALS

Four times each year (quarterly), ONDCP will, through its contractor(s), distribute to each media partner those materials that have been approved as eligible for the match.

For all media partners, a range of materials will be provided to allow each media outlet the latitude to best serve the ONDCP campaign objective and the public interest of each audience.

This quarterly distribution of advertising materials will provide each media partner with a flow of new creative and planning flexibility as well as an ability for ONDCP to support a broad range of non-profit and government organizations over the course of the National Youth Anti-Drug Campaign.

Each media partner will provide to ONDCP's media buying contractor(s) specifications for advertising materials e.g. tape format for TV, tape or CD format for radio, disc or mechanical for out-of-home, disc or film for print.

CC: CR
From: ALE

12/14

Judge Ross - re: child support ads

Sec. had sent over letter to VP's office requesting VP involvement in launching ad campaign

Have been working on ads -- in final stages of completion.

~~She~~ ^{+ Ellen} thought Michael/Melissa have been involved -- same activity to get VP interested in doing launch. VP's office came back w/ week of 14th

Ohio is lead state --

Fed prototype, states id adapt
feds pay 2/3, state pays 1/3

Audio campaign -- diff lengths
Video " -- w/ male child, w/
female child. Voiceovers --

general appearance -- they're yan kids, be their dad -- ^{van} ~~erobant~~ ^{frank} ~~simons~~ ^{simons} ~~guy~~ ^{butler} ~~chance~~
more likely to commit suicide, teen pregnancy, prison

TV - place for states to put in their logo
OH, MD, IN, IL -- 4 ^{state} ~~causation~~ ^{to represent}
all states. They helped fund as well (not just fed)
OH was lead -- contractual w/ship w/ 3 other states

material basically ready for rollout purposes,
not quite ready for all states.

David Segal

\$1M effort



12/14
David Fawcett, cab. He asks
not aware of it - he's checking

FACSIMILE

From the Immediate Office of the Secretary Executive Secretariat

To: Andrea Kane, DPC

Fax#: 456-7431

Re: Child support PSA event proposal

Date: 12/14

Pages: including this cover sheet 5

From the desk of:

- | | |
|---|---|
| <input type="checkbox"/> LaVane Burton | <input type="checkbox"/> Jackie White |
| <input type="checkbox"/> Sandy Bart | <input type="checkbox"/> John Gallivan |
| <input type="checkbox"/> Kimberly Harold | <input type="checkbox"/> Carlos McCormick |
| <input checked="" type="checkbox"/> Christy Quigley | <input type="checkbox"/> Martina Varnado |
| <input type="checkbox"/> Mirtha Beadle | <input type="checkbox"/> Ann White |
| <input type="checkbox"/> Scott Boule | <input type="checkbox"/> Melvin Whitfield |
| <input type="checkbox"/> LaJuana Caldwell | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Carlos Cano | |
| <input type="checkbox"/> Sean Donohue | |
| <input type="checkbox"/> Neleen Bisenger | |
| <input type="checkbox"/> Lorraine Fishback | |
| <input type="checkbox"/> Johnathan Friebert | |

Comments: Per Ellen Dahl



DEPARTMENT OF HEALTH & HUMAN SERVICES

Chief of Staff

Washington, D.C. 20201

MEMORANDUM FOR DAVID BEAUBAIRE

I am requesting that the Vice President launch the new, nationwide, Parental Responsibility public service campaign and provide remarks for approximately 5 minutes during the week of December 14 or December 21, 1998, in Washington, DC.

Dramatically improving the nation's child support enforcement program is critical to America's children and requires increased voluntary compliance by fathers. In June 1995, the President challenged all federal agencies to reach out to fathers to support their positive involvement in the lives of their children. For many years the Vice President has been personally involved in bringing together the public and private sectors, and fathers themselves, to share innovative ideas involving fathers.

Given the priority the Administration places upon improving the child support program, the critical importance of fathers to their children's healthy development, and the personal and long-standing involvement of the Vice President in bringing so many partners together to discuss the issues surrounding fatherhood, I am requesting that the Vice President provide remarks giving the Administration's perspective and support.

Thank you for your assistance.

Elizabeth Summy
Deputy Chief of Staff

cc: Lisa Berg

SCHEDULE PROPOSALTODAY'S DATE: / / ACCEPT REGRET PENDING

TO: Lisa Berg.
Director of Scheduling
Office of the Vice President

FROM: Thurgood Marshall, Jr.
Secretary to the Cabinet

REQUEST: Invitation to the Vice President to launch the Parental Responsibility public service campaign and provide the remarks during the week of December 14, 1998, in Washington, DC.

PURPOSE: The Administration has made strengthening the nation's child support program a cornerstone to both reforming welfare and assisting children and families in need of financial support from a noncustodial parent. At this event, the Vice President will be able to speak directly to the American public in general, and to fathers in particular, about the critical impact fathers have in their children's healthy development. He can speak of the importance of noncustodial parents providing emotional and financial support to their children.

BACKGROUND: In June 1995, the President challenged all federal agencies to reach out to fathers to support their positive involvement in the lives of their children. The HHS/Office of Child Support Enforcement, in a public-private partnership with Ohio (lead state), Illinois, Indiana and Maryland, the

Advertising Council and Ogilvy and Mather, has developed a public service campaign to help raise awareness of the issue of a father's importance to his children, both emotionally and financially. The Vice President is requested to launch this campaign with the participation of the Governors of Ohio, Illinois, Indiana and Maryland. The campaign was developed with the close cooperation of the four states and their Governors. Governors Voinovich and Engler will be leaving office by the end of the year.

PREVIOUS PARTICIPATION:

For many years the Vice President has been personally involved in bringing together the public and private sectors, and fathers themselves, to share innovative ideas involving fathers.

DATE AND TIME:

Flexible, week of December 14, 1998 or December 21, 1998.

BRIEFING TIME:

5-10 minutes

DURATION:

60 minutes

LOCATION:

Washington, DC

PARTICIPANTS:

Governors Voinovich (R-OH), ~~Engler~~ (R-IL), Governor (D-MD) and O'Bannon (D-IN), Advertising Council and Ogilvy and Mather, HHS Secretary Shalala, HHS Deputy Secretary Kevin Thurm, ACF Assistant Secretary Golden and OCSE Commissioner Ross.

OUTLINE OF EVENTS:

Remarks only

REMARKS REQUIRED:

Yes, 4-6 minutes

MEDIA COVERAGE:

Yes

PRESIDENT'S

ATTENDANCE: NO

FIRST LADY'S
ATTENDANCE: NO

MRS. GORE'S
ATTENDANCE: NO

RECOMMENDED BY: Secretary Donna E. Shalala

CONTACT: David Beaubaire
Office of Cabinet Affairs
(202) 456-2572
fax: (202) 456-6704

ORIGIN OF PROPOSAL: Internal