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Crime Bill Requests for President's Participation

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1

To: Christina Varney

From: Jody Greenstone

FYI

SCHEDULE PROPOSAL

April 1, 1994

☐ ACCEPT	☐ REJECT	☐ PENDING
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TO: Ricki Seidman
Director of Scheduling and Advance

FROM: Rahm Emanuel
Jody Greenstone

REQUEST: The President to participate in "Let's Stop Kids Killing Kids" week.

PURPOSE: Continue anti-violence momentum, acknowledge indirectly CBS and FOX participation.

BACKGROUND: Jay Kriegel, formally of CBS, has organized a week of anti-violence activities around the theme of "Let's Stop Kids Killing Kids." A broad range of national organizations including major religious organizations, education groups and the U.S. conference of mayors will be sponsoring events across the country during the week of April 25. See attached letter for details. As part of this week, on April 26, CBS and FOX will "roadblock" a documentary on "Kids Killing Kids." Jay has asked us to participate in any way we chose. Since the President will have recently introduced the NBC documentary "Lives in Hazard" on April 8, I believe we should not do another TV intro. However, I do believe we should participate. The most attractive option, in my opinion, would be participation on April 30-May 1 in connection with "Prayers for Non-Violence." This could be particularly powerful if we sign the Crime Bill that week and could be tied in with the requested event with religious leaders.

DATE & TIME: Anytime between April 25 and May 1, 1994

DURATION: TBD

LOCATION: TBD

PARTICIPANTS: TBD

VP'S ATTENDANCE: TBD

1ST LADY'S ATTENDANCE: TBD

2ND LADY'S ATTENDANCE: TBD

REMARKS REQUIRED: TBD

MEDIA COVERAGE: TBD

RECOMMENDED: Rahm Emanuel, Jody Greenstone

Contact: Jody Greenstone (6-2195)

cc: Liz Bernstein
Jose Cerda
David Dreyer
Jonathan Prince
Carol Rasco
Bruce Reed
Christine Varney



CBS Inc., 51 West 52 Street
New York, New York 10019
(212) 875-1515

Jay L. Kriegel
Senior Vice President

TO: David Gergen
Counsellor to the President
The White House

FROM: Jay L. Kriegel

DATE: February 17, 1994

RE: A Week of Anti-Violence Activities

As we finalize our plans for a week of anti-violence activities, I wanted to provide you and your colleagues with a status report.

A broad range of national organizations have now come together to sponsor a week of activities across the country focusing on youth violence, guns, alternative to conflict, personal responsibility, etc. The core groups involved are the national education organizations (NEA, AFT, school boards, principals, etc.) and the major religious denominations (National Council of Churches, Catholic Bishops' Conference, Baptist Joint Commission, Evangelicals, Synagogue Council, Black Churches). Additionally, major organizations for mayors, police, medical and legal, civil rights, youth services, business, media, etc. are all participating.

Rather than appearing to form a new organization or "coalition," the groups have chosen to join together for this one week of activities to be conducted in cities across the nation, and not to have a national organizational structure. The entire week will be called "Kids Killing Kids."

It is important to note that this is not a "television" or "network" project. While the week involves the broadcast of a one-hour program called "Kids Killing Kids," this schedule of events has been planned by these various constituencies and gives them each a role and an opportunity to emphasize their particular issues within this seven-day period.

The days of the week have therefore been "themed" as follows:

Monday, April 25	"Physicians on Violence"
Tuesday, April 26	"Families Talk About Violence"
Wednesday, April 27	Focus on Schools - "Listening to Kids"
Thursday, April 28	"Violence and the Law: Enforcement and Prevention"
Friday, April 29	"Heroes"
Saturday/Sunday	
April 30 - May 1	"Prayers for Non-Violence"

The attached memo provides a summary of the purpose of each day. While this is a national framework, the focus of activities will be local -- in each city. We expect mayors and police chiefs to play a leading role in coordinating the planning for the week's activities in their own cities by convening meetings of the various constituencies and organizations involved -- medical and public health for Monday; schools and media for Tuesday/Wednesday; police and lawyers for Thursday; the non-profit service sector for Friday; and religious leaders for Saturday/Sunday. (The U.S. Conference of Mayors has just asked 1200 mayors to start this planning process. The letter is also attached.)

Each day, there will be visible activities in cities across the country, especially hospital-based medical events on Monday; school-based activities on Wednesday; police/law enforcement/bar association on Thursday; support services on Friday; and churches and synagogues on Saturday/Sunday.

We have targeted a public announcement of these plans during the week of February 28 through a press release. We will have:

- a) the schedule of the week and themed days;
- b) a Steering Committee with the head of 25/30 of these national organizations (education, religious, mayors, police, business, civil rights, etc.); and
- c) a list of participating national organizations.

If there is any interest in having the White House participate in this announcement, we would be delighted to work with you to find an appropriate vehicle.

Beyond the announcement, there are several ways the Administration could participate in the week's activities, which can be discussed at a later date. These include:

Monday, April 25 - "Physicians on Violence" -

Participation by the Surgeon General, the Secretary of HHS and others in events that dramatize the impact and cost of gun violence;

Tuesday, April 26 - "Families Talk About Violence"

The First Family could urge every American family to watch the program "Kids Killing Kids" together and then to discuss it as a family (an emphasis on parental involvement, family dialogue and family responsibility);

Wednesday, April 27 - "Focus on Schools" -

The President and Mrs. Clinton could participate in a "Listen In" in Washington or some other city, going into a school and listening to kids. (Our version of a "Teach In" modelled after the President's and Vice President's recent visits to a Washington, D.C. school). Other high ranking members of the administration could do the same.

Thursday, April 28 - "Violence and The Law"

The Attorney General, the Director of the FBI and others could participate in gun enforcement activities with local police.

Friday, April 29 - "Heroes" -

Members of the Administration (perhaps the Vice President) could attend local recognition ceremonies in various cities

for citizens and organizations that help kids in trouble and work to prevent crime. (There could also be a national recognition event.)

Saturday/Sunday
April 30 - May 1

"Prayers for Non-Violence"

The First Family could attend services and lead the nation in listening to sermons and praying for peace in our streets.

The immediate issue is whether you have any interest in participating in some form in the initial announcement (scheduled now for the week of February 28).

Of course, at any time before April 25, you could convene a White House meeting with leaders of the various constituencies -- educators, mayors, police, religion, medical, legal, civil rights, non-profit service, business, labor, etc.

I look forward to hearing from you.

cc: Peter Edelman
Rahm Emmanuel
Jody Greenstone
Bruce Reed
Ricki Seidman
George Stephanopolous
Christine Varney

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

WORKING DRAFT - CONFIDENTIAL

INITIALS: JGP DATE: 3/31/16
2009-1305-F

KIDS KILLING KIDS

America Focuses on Youth Violence and Its Prevention

APRIL 25 - MAY 1

THE WEEK'S SCHEDULE

Monday, April 25	"Physicians on Violence"
Tuesday, April 26	"Families Talk About Violence"
Wednesday, April 27	Focus on Schools - "Listening to Kids"
Thursday, April 28	"Violence and the Law: Enforcement and Prevention"
Friday, April 29	"Heroes"
Saturday/Sunday - April 30-May 1	"Prayers for Non-Violence"

A SUMMARY OF ACTIVITIES

Monday, April 25 - "Physicians On Violence"

Focus on the medical and public health aspects of gun violence, especially the impact on medical resources, individual health and the cost of gun injuries.

Medical associations, hospitals, medical schools and public health agencies to sponsor local activities, including release of data analyzing and quantifying the impact of gun violence; forums for discussion of issues; press conferences. The participation of individual victims with their physicians would graphically illustrate in personal terms the actual cost and impact of gun injuries.

Tuesday, April 26 - "Families Talk About Violence"

Telecast of the one-hour television program "Kids Killing Kids" at 8 p.m. EST with the focus on making this an hour of "Family Viewing." Through the schools, students will be urged to view the program with their families as a "homework" assignment. Television promotion and newspaper editorial material will urge each family to come

together, watch together and talk together -- urging parental involvement, dialogue and family responsibility. Newspapers will be asked by publish a "Family Viewing Guide" that includes questions and topics for parents to talk about with their children after watching the program.

Wednesday, April 27 - Focus On Schools - "Listening to Kids",

The central event of the week will be the discussion in schools across America of the television program "Kids Killing Kids" and the issues it raises -- dealing with anger and conflict, gun use, dispute resolution, support services, individual responsibility and values. Teachers will be provided with "Teacher Guides" to help structure classes and other activities.

While teachers will lead and organize these activities, the primary theme will be LISTENING TO KIDS -- listening to what students say about the television program and their concerns about violence. Students can organize anti-violence activities for this day either in school or their communities, ranging from assemblies, essay contests, dramatizations or rap contests, petition drives, rallies, etc.

Additionally, Teach-Ins can be organized to bring into the schools local leaders from all walks of life (government, business, labor, police, legal, medical, civic, sports, media, etc.) to go to classes and assemblies, both talking to and listening to students. Parents can also be brought into the process.

Thursday, April 28 - "Violence and the Law: Enforcement and Prevention"

Police, prosecutors and other criminal justice officials, as well as lawyers and bar associations, to organize activities that focus on legal issues relating to gun violence such as statistical analyses of gun crimes, enforcement of existing laws, gun buy-back and safety programs, how citizens can organize to prevent violence, the legal rights of those injured by gun violence and possible changes in the law relating to guns.

Friday, April 29 - "Heros"

A focus on local "heros," individuals and programs that are doing outstanding work on youth violence,

crime prevention and youth services. This day will salute the extraordinary efforts of the private sector in providing a vast array of support services and advocacy for young people. Activities could involve local award ceremonies and recognition events, the spotlighting of outstanding local organizations and service programs, and the promotion of programs and hot-lines that are available to provide counselling and guidance to kids in distress.

Saturday/Sunday, April 30-May 1 - "Prayers for Non-Violence"

Religious leaders and institutions speak out and participate through sermons and other activities such as special prayer services, issue forums, community projects and service programs.

* * * * *

Within this general national framework, each city can design its own local programs. We expect the mayors to play a leading role in convening meetings of the various organizations and constituencies involved and to coordinate planning for the week's activities. While the national organizations would endorse this thematic schedule, events would be dependent on local leadership and planning -- medical and public health for Monday; school boards, administrators, principals, and teachers for Tuesday/Wednesday along with local media (newspapers and television); police, law enforcement and legal groups for Thursday; the non-profit service sector for Friday; and religious leaders for Saturday/Sunday.



THE UNITED STATES CONFERENCE OF MAYORS

1620 EYE STREET, NORTHWEST
WASHINGTON, D.C. 20006
TELEPHONE: (202) 295-7330
FAX (202) 295-2352

February 14, 1994

Dear Mayor:

Violent crime was the central theme of our Winter Meeting last month in Washington, with several panels and presentations on the seriousness of the problem and on potential solutions to it. One of the most challenging proposals was presented to us by Jay Kriegel, a CBS Senior Vice President.

CBS and FOX television networks have joined with a broad range of national organizations -- including virtually all major educational and religious groups, as well as police, business, labor, civil rights, sports, media and service organizations -- to sponsor a national week of anti-violence activities, April 25 - May 1.

While a formal public announcement of this plan is still two weeks off, mayors can play a central role in the activities and should find that the week offers an excellent opportunity to focus local resources and media attention on the problem of youth violence and on local efforts to combat it.

At the core of the week's activities will be a one-hour program on network television about the consequences of kids using guns and about the alternatives to guns that are available to them. The program, "Kids Killing Kids," will be shown at 8:00 p.m. EST on Tuesday, April 26. There will be no commercial interruptions.

The week has been structured to emphasize a different theme each day (detail of schedule is attached):

Monday.....	Physicians on Violence
Tuesday.....	Families Talk About Violence
Wednesday.....	Focus on Schools: Listening to Kids
Thursday.....	Violence and the Law: Enforcement and Prevention
Friday.....	Heroes
Saturday/Sunday....	Prayers for Non-Violence

Presidents
JERRY ABINGTON
Mayor of Louisville
Pennsylvania
24
JAMES
Mayor of New York City
was President
WILLIAM J. ALTMAN
Mayor of Utah
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Mayor of London
ROBERT M. BEAC
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Mayor of Nassau
Chairpersons
EDITH LEE ACHERMAN
Mayor of San Jose
JIMMIE CLARK
Mayor of Birmingham
MICHAEL H. DALEY
Mayor of Chicago
PAUL HENSLER
Mayor of West Wyono
MADAM JACKSON
Mayor of London
SHARLE JAMES
Mayor of Phoenix, NY
THERESA MARK
Mayor of Boston
JAMES FREEMAN
Mayor of London
ELIZABETH D. HEDD
Mayor of Stock Hill
NORMAN RICE
Mayor of London
FRANK BRIDGELA
Mayor of Reno
JAMES
Mayor of Chicago
JAMES WHITE
Mayor of Cleveland
Beverly
Chair
VICTOR LARSEN
Mayor of Knoxville
MICHAEL ABINGTON
Mayor of Birmingham
SHERIE MARSHALL
Mayor of New Orleans
CHARLES E. BUCK
Mayor of Bedford
ROBERT COHEN
Mayor of Columbia, SC
CARROLL COOPER
Mayor of Salt, Chicago
DORIS COCHRANE
Mayor of Salt Lake City
JOSEPH P. MADONIA
Mayor of Allentown
MICHAEL CLAY COHEN
Mayor of Dayton
DONALD HENSON
Mayor of Minneapolis
LOUISE GARDNER
Mayor of Jacksonville
RAY GRANTON
Mayor of Fort Worth
MRS JOHANNES
Mayor of Lincoln
JAN LAVINNEY JOHN
Mayor of Las Vegas
FRANK JORDAN
Mayor of San Francisco
SHEILA LOOPER
Mayor of Santa Barbara
SHEVIN M. LOBO
Mayor of Birmingham
MOCKARTY
Mayor of Bristol
PATRICK MCMAHER
Mayor of Lynn
NITA MOUNDS
Mayor of Portland
JOHN C. MONTGOMERY
Mayor of Baltimore
DONALD REINSCHELLIC
Mayor of Boston
SARL RABINSON, JR.
Mayor of Lincoln
CHRISTOPHER
Mayor of Baltimore
ROTH
Mayor of Newark, CA
FRANK SCOTCH
Mayor of Houston
GRACE TOKIO
Mayor of Austin
GAREN YEAULT
Mayor of Tucson
Executive
J. THOMAS COCHRAN

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A handbook to help your city plan the week's activities will be sent to you soon. The structure outlined above is intended to make it relatively easy for each city to participate, and the heavy involvement of both the television and newspaper industries should ensure that your efforts will be highly visible.

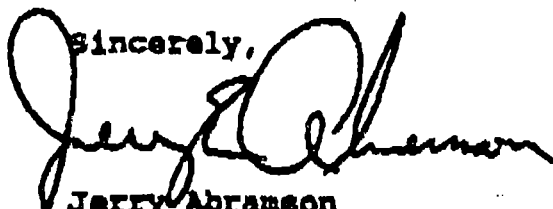
Planning for this special week's activities should involve local school officials, police and law enforcement, leaders of the medical and legal communities, religious leaders, major business, labor and civic groups, and service organizations. Members of all of these groups also are being contacted by their national organizations and encouraged to participate in the activities.

If you choose to become involved in this initiative, your office may wish to convene a planning meeting of these constituencies within the next two weeks to start discussing possible local activities.

In addition, your designation of a staff coordinator for "Kids Killing Kids" week would help us coordinate your activities with those of other cities across the nation and get information to you in a timely manner. Babetta Penton, Assistant Executive Director, will be coordinating the project for the Conference of Mayors. Please contact her by fax (202/293-2352) with your intention to participate in "Kids Killing Kids" week, together with the name of a contact in your office for this project.

I hope you can join in what could become the most highly visible national anti-violence campaign we have seen.

Sincerely,



Jerry Abramson
Mayor of Louisville
President

Enclosure

KIDS KILLING KIDS

America Focuses on Youth Violence and Its Prevention

THE WEEK'S SCHEDULE

April 25 - May 1

- | | | |
|-------------------------------------|---|--|
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