

FOIA MARKER

This is not a textual record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

Collection/Record Group: Clinton Presidential Records

Subgroup/Office of Origin: Press Secretary

Series/Staff Member: Mike McCurry

Subseries:

OA/ID Number: 11102

FolderID:

Folder Title:
Children's Television

Stack:

S

Row:

94

Section:

3

Shelf:

10

Position:

1

**PRESIDENT CLINTON AND FIRST LADY HILLARY RODHAM CLINTON
UNVEIL PUBLIC SERVICE ANNOUNCEMENTS**

March 3, 1997

President and Mrs. Clinton will launch a new series of television, radio and newspaper public service announcements today at the White House. Sponsored by the Coalition for America's Children, The Advertising Council, and the Benton Foundation, the PSAs urge Americans to help improve children's lives.

The Coalition for America's Children is a network of 350 non-profit groups that links the efforts of citizens with organizations making a difference for children and their families. These PSAs highlight a toll-free number, a website, and a fax-on-demand service that provide hundreds of ideas for helping communities work together, including parenting tips, community resources, and interviews with people who are making a difference.

Participating in the ceremony (in program order) will be the First Lady; Alex Kroll, Chairman of the Advertising Council; Christine Benero, Chair of the Coalition for America's Children; Bradley Pine, a mentor at the Community of Hope; Lonzo Warren, a child whom Bradley has mentored for 7 years; and the President. Bios of the participants are attached. Coalition members from across the country, and media executives from television, radio and print will attend the event.

Among the media that have already committed to prime placement of the PSA are: ABC, MTV, VH1, Nick at Night, TV Land, Family Channel, BET, A&E, the History Channel, *The New York Times*, *Newsweek*, *People*, and New City and Cox Broadcasting.

PARTIAL LIST OF COALITION MEMBERS IN ATTENDANCE

ALABAMA

Jim Dearth, CEO/Medical Director, Children's Hospital of Alabama, Birmingham

ARKANSAS

Jonathan Bates, CEO, Arkansas Children's Hospital, Little Rock

CALIFORNIA

Mr. Richard Louv, Author of 101 Things You Can Do For Our Children's Future, San Diego
William Haber, President, Save the Children, Beverly Hills

COLORADO

Karen Farestad, Director, American Humane Association, Englewood

ILLINOIS

Susan Roman, Executive Director, Association for Library Services to Children, Chicago
Jerome Stermer, President, Voices for Illinois Children, Chicago

MISSOURI

Cindy Ballard, Director, Coalition of Community Foundations for Youth, Kansas City

Jim Caccamo, Executive Director, Partnership for Children, Kansas City

NEW YORK

Suzanne Aisenberg, Atlantic Philanthropic Services, New York City

Dennis Johnson, Director, Children's Health Fund, New York City

Hugh Price, President, National Urban League, New York City

Gabby Kriesler, Staff Associate for Family and Children's Services, Citizen's Committee for Children, New York City

Dr. Burton Grebin, President and CEO, St. Mary's Hospital for Children, Bayside

DISTRICT OF COLUMBIA

Robert Goodwin, President & CEO, Points of Light Foundation

Morris Rodenstein, Director of Membership Support, National Association of Child Advocates

A. Sidney Johnson, Executive Director, American Public Welfare Association

Bill Martin, Director of Communications, National Education Association

Matthew Melmed, Executive Director, National Center for Infants, Toddlers and Families

Elizabeth Noyes, Director, Governmental Relations, American Academy of Pediatrics

Marjorie Tharp, Public Relations Manager, American Academy of Pediatrics

Michael Casserly, Executive Director, Council of Great City Schools

Horace Deets, Executive Director, American Association of Retired Persons

INFORMATION THAT WILL BE PROVIDED IN THE PSA

Internet site -- www.kidscampaigns.org

Toll-free number -- 888-544-KIDS

Fax-on-demand service -- 888-661-KIDS

A Child's Wish
Wednesday, January 8, 1996

Background

The made for TV movie in which the President made a cameo appearance is currently scheduled to air on the CBS network January 21. The movie is about a family's ordeal after their daughter is diagnosed with terminal cancer. The father loses his job after taking so much time off from work; the movie highlights his efforts to fight for passage of the Family Medical Leave Act.

The President's role in the movie is at the end when he meets the sick child in the Oval Office. In the movie, she is brought to Washington by the Make A Wish Foundation.

The President's scene is based on an actual incident whereby the President met with a dying girl in the Residence after a morning jog. The movie is based on the lives of two actual families whom the President has interacted with previously -- the Weavers and Yandles. Both families faced hardships from terminally-ill children, and fought for passage of the Family Medical Leave bill. The CBS production combines their two stories into one. The movie was made by O'Hara-Horowitz Productions for CBS. Larry Horowitz is a former chief-of-staff to Senator Kennedy.

Points

- o The President hopes this film will highlight the benefits of the Family Medical Leave Act, one of the first bill's he signed into law. The January airing of "A Child's Wish" is appropriate as he now begins the work of his second term.
- o The President's role in the film is minor yet it offers a real view of how others can be affected by good legislation. The President has had the honor to meet thousands of people over the past four years, many of them terminally sick children. It is in those times that he really takes heart in his job.
- o The President hopes that if even one person benefits from seeing the film then his brief cameo appearance will be well worth it.
- o The President did not receive compensation (under union rules, an individual should be paid scale for a cameo appearance). Instead, O'Hara-Horowitz Productions made a charitable contribution to the National Chapter of the Make A Wish Foundation for \$522, the scale amount. [Press inquiries should be directed to Virginia Garrison, Dir. Of Communications for Make A Wish, Phoenix, Arizona, 800-722-WISH.]
- o CBS Entertainment decided the air date of the movie. Because of equal time rules, the network chose not to broadcast the film until after the November elections. Press inquiries should be directed to the CBS Entertainment press office.

A Child's Wish, Page 2

Q: Is the President going Hollywood?

A: This is a one-time and unique opportunity for the President to highlight a significant legislative effort that has made a real difference in the everyday lives of people. It is nothing more than that.

NOTE: O'Hara-Horowitz sent a copy of the film to Jack Quinn on Tuesday. It was sent to the Oval Office. I do not know if he watched it last night or not.

NOTE: You might be asked if the President has talked to the families of Melissa Weaver and Dixie Yandle. The answer is no but Jack Quinn strongly recommends POTUS phone calls.