



ACT AGAINST VIOLENCE

NATIONAL CAMPAIGN TO REDUCE YOUTH VIOLENCE

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"ACT AGAINST VIOLENCE"

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I. Overview

Overview

An ancient African proverb says, "It takes a whole village to raise a child." To overcome youth violence in our homes, schools and communities, it indeed will take the whole "village" working together cooperatively to solve the problems related to youth violence.

Acting against violence begins with choosing and developing a vision of how we want our communities and our young people to live. Beginning in January 1995, hundreds of community organizations nationwide, youth violence service organizations and an unprecedented coalition of television broadcasters will join together to kick-off, "ACT AGAINST VIOLENCE."

A nationwide two-year effort developed by The National Campaign to Reduce Youth Violence, ACT AGAINST VIOLENCE is modeled after several local examples of successful collaboration between public broadcasting entities and community, civic, and school-based organizations. ACT AGAINST VIOLENCE seeks to achieve several key objectives: 1) Showcase successful school and community-based violence prevention programs; 2) Encourage greater individual involvement in violence reduction efforts; 3) Promote youth involvement in the reduction of violence; and 4) Provide telecommunications tools and other support to community organizations seeking to reduce youth violence.

ACT AGAINST VIOLENCE will focus attention on local solutions that are working to reduce youth violence. Although this is not a media campaign, the media component of the Campaign plays a significant role by fostering awareness of outreach activities. In addition, selected programming include the development of new youth violence reduction programs and technical resources as part of the project.

The Campaign will target preteen and teenage youth, parents, educators, community organizations, and policymakers. ACT AGAINST VIOLENCE will deliver high-impact messages through extensive community outreach consisting of teleconferences, on-line computer forums, town-hall meetings, highly customized materials for educators, parents and other target audiences. Uniquely prepared to coordinate the ACT AGAINST VIOLENCE initiatives in local communities nationwide, public television stations will strive to integrate local media and local community organizations to launch or expand more than 250 community youth projects during the Campaign.

By bringing to American communities the vision, energy and commitment unique to a coalition, ACT AGAINST VIOLENCE will help the American people find solutions to the vexing problem of youth violence. The Campaign will give young people the chance to find new hope in their lives and reach out to find the common ground in a voice filled not with violence but with peace.

II. Calendar of Activities

**National Campaign to Reduce Youth Violence
ACT AGAINST VIOLENCE
Outreach/Events Calendar
1995-1996**

1995

January	February	March	April	May	June
Community Training Teleconference PBS - 93 Sites National Student Media Context Partnership Coalition Building/Information Sharing		Voices Against Violence Outreach	Washington Press Conference Capitol Hill Outreach Distribute Campaign Newsletter NEA Conference "Safe Community, Safe Schools"	Street Watch Y Student Teleconference/PBS Detroit	
July	August	September	October	November	December
Distribute Newsletter On-Line Forum "On-line Forum Agenda Setting" Educators Teleconference			Childrens Defense Fund Children's Sabbath On-line Forum "Improving On-line Access" Distribute Campaign Newsletter	Distribute ACT AGAINST VIOLENCE resource materials	Teleconference "Youth and Social Pressures" Distribute On-line Materials

1996

January	February	March	April	May	June
ACT AGAINST VIOLENCE Month Distribute Campaign Newsletter On-Line Forum "How to Evaluate Youth Violence Programs" Teleconference - "On-line Training" Partnership Coalition Building/Information Sharing		Teleconference "Youth and Parents"	On-line Forum "Ways to Benefit from Community Partners" Distribute Campaign Newsletter	Teleconference "Jobs & Opportunities"	Religious Summit
July	August	September	October	November	December
On-Line Forum "Youth Driven Solutions" Distribute Campaign Newsletter Partnership Coalition Building/Information Sharing		National Congress on Reducing Youth Violence PTOA Campaign Evaluation	On-Line Forum "Educators Forum" Distribute Campaign Newsletter		Youth Teleconference

National Campaign to Reduce Youth Violence
ACT AGAINST VIOLENCE
Media Calendar
1995-1996

1995

January	February	March	April	May	June
What Can We Do About Violence Bill Moyers' Speical 1/9 & 11 Frontline "TV Violence" Public Television 2 Viewer Action Spots Public TV/Commercial/Cable	Variety of Programming Public Television LA Programs	Voices Against Violence Cable Industry 2 Viewer Action Spots Albuquerque, Boston	National Association Broadcasters feed PSA's	Street Watch Y Public Television 2 Viewer Action Spots TBD No Time To Be A Child Part One	ITVS Program #1 "The Ride"
July	August	September	October	November	December
2 Viewer Action Spots TBD	"Artists for Peace" Concert Minneapolis PBS	Moyers' Interviews Public Television (w/violence experts) ITVS Program #2 National Association Broadcasters feeds PSA's	No Time to Be A Child Part Two, "Legacy of Want" Children's Sabbath Program To The Contrary Maryland - PBS	2 Viewer Action Spots TBD	Watts Side Story Childrens Express Radio Teleconference

1996

January	February	March	April	May	June
Street Soldiers Omega Boy's Club	No Time to Be A Child Part Three Public TV	Peace Now Michael Pritchard Public TV	PTOA "Kids & Jobs" Public TV	Crime and Punishment KCET/Public TV	
July	August	September	October	November	December
Fred Rogers Special to Parents Public TV		In Search of Law & Order KQED - Public TV			Savage Inequalities Public TV

III. Description of Activities

On-Line Computer Forums

Purpose: The purpose of conducting on-line computer forums is to stimulate discussion amongst youth, community groups, educators and others about specific topics related to youth violence issues.

Description: Local public television stations across the country will serve as access points for constituencies interested in the topic to be discussed via computer. The on-line forums will last for 1 1/2 hours and be led by a Campaign facilitator. This project may integrate the PAVNET project.

Working

Topics: The forums will happen on a quarterly basis and cover the following issues:

July 1995:	"Act Against Violence -- On-line Forum Agenda Setting"
October 1995:	"On-Line Needs -- Improving Access"
January 1996:	"How to Evaluate Youth Violence Programs"
April 1996:	"Ways to Benefit from New Community Partners"
July 1996:	"Youth-Driven Solutions"
October 1996:	"Educators Forum"

Promotion: Public television stations and other community partners (i.e., libraries, schools, churches) will disseminate information about these community on-line forums. In some cases, support materials will be developed for invited participants.

Teleconferences

Purpose: Encouraging greater individual involvement in violence reduction efforts is a key goal of the Campaign. Linking people together via satellite in communities across the country to share experiences will allow the Campaign to successfully engage more people in the effort to reduce youth violence.

Description: Each teleconference will last for approximately 2 hours and will focus on a specific subject as follows:

- On-line Training:** This teleconference will provide training to local community organizations and others on how to access and use on-line services.
- Youth Needs (2):** These teleconferences are designed to give voice to youth, allowing them the opportunity to discuss their needs. Youth will be led by adults and peers in discussions on several proposed topics that may include: Youth perspectives on media on media violence -- TV, movies, videogames; violence in schools; and, advice for adults about ways to make communities safer for youth.
- Job Opportunities:** This conference will give youth the opportunity to learn how to identify and apply for local jobs. Youth will be given specific job bank resources, resume development direction, and other valuable information.
- Role of Parents:** Youth, parents and educators will be linked up around the country to discuss the role of parents in reducing youth violence and how parents can deal with the problem of young people living in a violent society. We may also develop a forum for parents to talk to law enforcement officials about decreasing their children's exposure to violence.
- Educators:** Educators will be invited to participate in a panel discussion with teachers and parents to discuss school-based violence and how each can help in the effort to reduce youth violence.

Dates: The working dates for the teleconferences follow below:

- | | |
|---------------|-----------------------------|
| July 1995 | "Educators" |
| December 1995 | "Youth and Social Pressure" |
| January 1996 | "On-Line Training" |
| March 1996 | "Youth and Parents" |
| May 1996 | "Jobs & Opportunities" |
| December 1996 | "Youth and School Needs" |

Newsletter

- Purpose:** Communicating to Campaign partners, policymakers and others will require a consistent communication tool. The purpose of the newsletter is to inform key constituencies on a regular basis about the Campaign's progress and provide valuable information about partner activities, federal initiatives, school and community-based activities, youth perspectives and general information about the Campaign.
- Audience:** Campaign partners and community groups; policymakers; educators; media (print and electronic).
- Issues:** The newsletter will be published on a quarterly basis, and the publication schedule follows below:
- April 1995
July 1995
October 1995
January 1996
April 1996
July 1996
October 1996
January 1997
- Content:** The "Act Against Violence" newsletter will contain the following departments (working titles): upcoming events; profile of effective youth violence reduction programs; media work; on-line information (including Partners Against Violence Network - PAVNET); educators resources; a youth "speak out" column; and, media and outreach calendars.
- Format:** Length 5-7 pages; two color to match campaign colors; standard 8 1/2 x 11; self mailer.
- Quantity:** 5,000

Outreach Materials

Promotional Materials

A variety of public relations materials will be developed to complement all activities and will include posters, flyers, t-shirts, and press kits.

Resources

A variety of educational and informational materials will be researched and developed in collaboration with Campaign partners. THERE WILL BE NO DUPLICATION OF EXISTING MATERIALS. The materials planned include:

- School Curriculum Package
- On-line "How To" Guide
- ACT AGAINST VIOLENCE Newsletter
- Campaign Community Organizing Kits
- Materials to Support Programming Including:
 - The Public Television Outreach Alliance will disseminate materials to the public television stations throughout the Campaign.
 - Student Voices: A 16-page guide looking at solutions to problems on individual and group level and including a variety of exercises. Produced in collaboration with Childrens Express.
 - Schoolbooks: A 300 page pre-school-first grade notebook distributed to more than 2,000 teachers for use with the *Shining Time* program.
 - Community Resource Book: A 20-page book designed to support the Campaign that includes four model community violence prevention/reduction programs; a listing, with contacts, of 28-30 highly rated community programs; framework for action in communities; books, videos and other print resources available. The book will be distributed to community support groups, school administrators and , by request, individuals. Over 50,000 have been distributed to date.

Additionally, the Campaign will develop an informational and referral database for grassroots violence prevention programs, activities happening across the country, available resource materials, etc.

National Congress

Purpose: During ACT AGAINST VIOLENCE, we will build an extensive coalition of partners and will gather a wide variety of information. In September 1996, we will host a National Congress on Reducing Youth Violence in Washington, D.C. for the purpose of: 1) building consensus on critical policy issues; 2) increasing participation and involvement in youth violence reduction programs; 3) assessing what we've learned in two years of Campaign activity.

Note: The Campaign may support existing or planned National Conferences on solutions to youth violence with telecommunications and other support if other National events seem to duplicate this effort.

Date: September 1996

Location: Washington, D.C.

Participants: Educators, policymakers, Campaign partners, youth, parents, private industry and other community groups.

Format: The Congress will be for 2 1/2 days and consist of a variety of forums and discussion panels, exhibit booths, and prominent guest speakers. Youth will be well represented at the Congress from all parts of the country and will be charged with developing and implementing select conference sessions. The Congress may also include a benefit concert focused on reducing youth violence and featuring ACT AGAINST VIOLENCE awards with grants issued to promising programs around the country.

Television Programming

Television Collaboration

Public television is discussing with commercial and cable media about ways to collaborate on the Campaign. The objective of the collaboration is twofold: 1) to share programming resources amongst the various electronic media; and, 2) to serve as an information clearinghouse of programming and activities on behalf of all broadcasters and cablecasters.

Logo Spot

A standard animated logo spot has been developed for all media partners to place at the beginning and end of each program broadcast. This will create consistency and raise awareness about the Campaign.

Public Service Announcements

A series of public service announcements under the ACT AGAINST VIOLENCE logo are being developed for use by public and commercial broadcasting. The National Association of Broadcasters will distribute the spots to their affiliates.

Viewer Action Spots

A series of 20-25 spots featuring individuals and community programs making a positive difference in the lives of young people will be delivered to broadcasters throughout 1995. The personal stories that are the heart of the viewer action spots are meant to give viewers examples of the willingness of people like themselves to take action. These message are also meant to counteract the media blitz focusing on instances of youth violence which tend to paralyze the public more than stimulate people to work towards solutions.

Television Programming, Con't.

Television Programming

The following listing of public television programs will be broadcast as part of ACT AGAINST VIOLENCE. Other programming from commercial and cable will also be widely distributed:

In Search of Law and Order: A series of four, one-hour film essays by criminologist Roger Graef that takes viewers through the juvenile justice system exploring successful alternatives to traditional methods of policing, sentencing and imprisonment. (KQED, San Francisco).

Streets Soldiers: A one hour program giving a behind the scenes look at the Omega Boys Club of San Francisco -- a successful, grassroots community intervention program directed at African American at-risk youth and juvenile offenders.

Watts Side Story: A one-hour film celebrating the courage of a multi-racial group of teenagers who, as members of a performance group called "Colors United," stay in school and off the "mean" streets of South Central Los Angeles.

What Can We Do About Violence?: Hosted by Bill Moyers, this three-part, one-hour series will bring clarity and perspective to a problem that seems overwhelming. By presenting a critical mass of information, highlighting solutions that work and listening to eloquent witnesses to our national agonies and hopes, the series will inspire communities and individuals to act.

Frontline "TV Violence": This one-hour special takes viewers to the small town of Hudson, New York, to look at television and its effects on our behavior. It was in Hudson, more than 30 years ago, that a scientist named Leonard Eron began a study of third grade children, hoping to learn the causes of aggression in people. To his surprise, Eron discovered that the television the children watched seemed to have significant influence on their behavior later in life. Produced by WTVS in Detroit.

No Time To Be A Child: Four one-hour programs that explore the lives of youth who are either overcoming or coping with violent conditions in their community. Their stories will be told from their point of view, incorporating into the documentary their journals, artwork and videos.

The Ride: An eight-part series shot on-the-road and directed by six teens who explore the challenges and issues of every day life for American teenagers. A production of the American Television Service.

Savage Inequalities: A PBS documentary based on the powerful Jonathan Kozol book which looks at the tragedy of public education for some of America's poorest children.

Television Programming, Con't.

Mister Rogers Talks to Parents About Violence: Fred Rogers provides parents with basic advice about talking to their children about violence and making children feel safer in a not-so-safe world.

Peace Now: Comedian and former parole officer Michael Pritchard builds on his broadcast success of "Power of Choice" to talk again with teens about building a youth movement for peace.

Kids and Jobs: This PBS documentary looks at the need for job creation and job training as tools in the fight against youth violence. Produced by WQED in Pittsburgh.

Crime and Punishment: A multi-part historical documentary of the American criminal justice system. Produced by KCET in Los Angeles.

IV. How Communities Benefit

How Communities Benefit

The programming developed by public television stations is designed to "reach out" to the whole community in solving the problem of youth violence. The Public Television Outreach Alliance is coordinating with local stations to encourage them to get the whole community involved through many local activities such as town halls, call-in programs, phone banks, training, and the development of new youth reduction programs.

Stations are encouraged to explore key areas relevant to violence reduction: At risk youth; peer mediation; conflict resolution; successful community violence reduction programs; how violence affects youth; media influence; parent training; giving youth a voice; and, crime prevention.

Let's take a look at a specific example:

Modeling the National Campaign to Reduce Youth Violence, the Detroit, Michigan, public television station WTVS formed a coalition of media, community groups, and individuals to address the issues of drugs, crime and violence. A number of activities and programming were produced to support the initiative.

First, WTVS produced a series of short videos titled *Neighborhood Partnership: Saving a Generation at Risk*. The programs focused on how to train and organize communities. Two guides were developed, one in collaboration with the National Crime Prevention Council, and the materials were distributed to community organizations in the tri-state area. Free training was offered for those interested.

In addition, a series of eight short programs were developed called *Street Peace*. A 45-page lesson workbook was developed and the materials were distributed to every school in the area.

WTVS also conducted a 90-minute teleconference in which they linked-up every school in the district to participate in a discussion about issues related to peer mediation and youth violence reduction measures. The first 45 minutes were spent engaging the participants in dialogue about the issues, and the last 45 minutes were used to show clips from *Neighborhood Partnership: Saving a General at Risk*. The clips provided specific solutions to reducing youth violence.

Finally, WTVS hosted "Making Peace," a television program, anchored by both a commercial tv anchor and public television staff, that encouraged the public to call in and volunteer. In 57 minutes, more than 400 calls were received from people in the area interested. Youth were responsible for managing a volunteer phone bank and taking the calls.

V. Evaluation

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Evaluation

The process of evaluating the overall success of the Campaign will include the review of three areas: 1) Planning; 2) Implementation; and 3) Impact.

Planning

Evaluating the planning phase of the Campaign involves analyzing the following: the adequacy of background information used for planning the program; the organization of program strategies; and the presentation of messages and other program elements.

To evaluate how well background information was collected, questions to ask include: Were key publics missed in planning?; What assumptions about our target audiences proved incorrect?; and, Did the media request information that wasn't available? To evaluate the organization of program strategies, questions to ask include: Did message content match our objectives?; Were communications accurate, timely and appropriate for the target audiences?; Were the staff and budget adequate for the tasks? To evaluate the presentation of the messages and other program elements, the criteria to analyze include style, format, and presentation of materials. Questions to consider include: Were materials reader and viewer friendly? Were the materials attractively presented? A written evaluation from a small sample can be taken to help obtain an objective assessment.

Implementation

This area looks at how well the program was implemented and the communications disseminated. First, we will count the total number of messages sent via all the materials and activities. Second, we will try to determine how many people were potentially exposed to our programs and messages in all outreach venues -- media coverage including viewer action spots, programming, and publicity, as well as events and other activities.

Impact

This area documents the extent to which the outcomes spelled out in our objectives were achieved. Were the following objectives accomplished?: 1) Provide telecommunications tools and other support to community organizations that are working to reduce youth violence; 2) Showcase successful school and community-based violence prevention programs; 3) Promote youth involvement in the reduction of violence; 4) Encourage greater individual involvement in violence reduction efforts.

In September 1996, the Public Television Outreach Alliance will hire a professional research firm to determine how many new youth violence initiatives were undertaken by communities participating in the ACT AGAINST VIOLENCE Campaign and what results were achieved.

VI. Campaign Partners

Campaign Partners

A key campaign goal is to harness the energy of the many excellent youth violence initiatives happening across the country and form an alliance that will have significant impact while reducing duplicity of efforts. Partners will include community-based organizations, government agencies, private sector organizations, media and other groups working nationwide on youth violence. The organizations who have committed to supporting the campaign to date include:

American Bar Association
America's Public Television Stations
Bill Moyers' Public Affairs Television
Boys & Girls Clubs of America
The Center to Prevent Handgun Violence
Children's Defense Fund
Children's Express
Children's Television Workshop
Education Development Center
Family Communications, Inc.
Independent Television Service
The Joint Center for Political and Economic Studies
National Asian American Telecommunications Association
National Black Programming Consortium
National Civic League
National Crime Prevention Council
National Institute for Dispute Resolution
National Latino Communications Center
National Public Radio
Native American Public Broadcasting Consortium
Neighborhood Reinvestment Corporation
Nitty Gritty Cities Group
Pacific Islanders in Communication
Physicians for Social Responsibility
The Points of Light Foundation
Powell Tate
Public Broadcasting Service
Public Television Outreach Alliance
Resolving Conflict Creatively Program
U.S. Department of Education
Volunteers of America
World Vision

VII. Committees

Committees

Youth Leadership Committee

Comprised of seven youth leaders and six adult leaders from across the country, the Youth Leadership Committee will exemplify a multi-generational collaboration seeking to reduce youth violence. The committee goals include:

- Developing a system for involving youth in Campaign programming, outreach, and administrative activities.
- Developing methods for involving youth in advocacy activities.
- Working with the Communications Committee to review and critique the Campaign communications strategy, particularly as it applies to youth.

Members

Committee Chairman

Robin P. Hickman
Twin Cities Public TV
St. Paul, MN

Anne Mendelsohn
WNYC
New York, NY

Ron Carter
Public and Indian Housing
Drug Free Neighborhood Division
Department of Housing and Urban Development
Washington, DC

Fidel Valenzuela
Los Angeles Teens on Target
Downey, CA

Youth Participants:

Robert Clampitt
Children's Express
Washington, DC

Jatonya Chenault
Shirley Dawkins
Lauren Gilbert
Basmajian Grant

James Cox
Boys & Girls Clubs of America
Atlanta, GA

Phillip Harvin
Aarin Hawkins
John Healy
Robin Hickman

Susan G. Mason
One to One
Washington, DC

Alphonzo Holland
Brandi Joyner
Lawanda Jones
Malkia Lydia

Adult Participant:
Sue Castle
"In The Mix"

Stuart Merkel
Izcha Mosley
Candy Rodriguez

Community Development and Outreach Committee

Community-based organizations often feel isolated in their work, a problem exacerbated by small staffs and demanding workloads. The Campaign seeks to develop a coordinated infrastructure of community-based organizations involved in violence reduction activities. Specifically, the Committee will:

- Design a database and on-line network for the campaign which will provide an avenue for encouraging information sharing between community-based agencies.
- Design other methods of exchanging information between community-based organizations and national service organizations.

Members

Committee Chairman

Maria T. Nagorski
National Crime Prevention Council
Washington, DC

Robert Larson
WTVS
Detroit, MI

Margery F. Baker
National Institute for Dispute Resolution
Washington, DC

Ann C. Mauze
WNET
New York, NY

Sallie Bodie
National Public Radio
Washington, DC

Jack G. McBride
Nebraska ETV Network
Lincoln, NE

Joseph E. Boro
Volunteers of America
Lanham, MD

Margot B. Goodwell
QED Communications
Pittsburgh, PA

Julia Hunter Galdo
Neighborhood Reinvestment Corporation
Washington, DC

Bob Hostetter
The Hostetter Group
Harrisburg, PA

Margaret K. Hatton
Chevy Chase Bank
Bethesda, MD

John Kasdan
Public Television Outreach Alliance
Washington, DC

Programs and Education Committee

Educating various populations about positive programs and youth violence issues will dominate the Campaign's activities. The information developed and compiled by this committee will help schools, community-based organizations, policy-makers, and many other constituencies understand how successful youth violence reduction programs operate and where to find help. This committee will:

- Develop criteria for including materials, programs, and projects in the Campaign's work.
- Design relevant evaluation systems of various Campaign elements including television and radio programming, community development activities, and information distribution systems.

Members

Committee Chairman

Nancy P. Gannon
Center to Prevent Handgun Violence
Washington, DC

Ronald Slaby
Education Development Center
Newton, MA

Pamela Greene
Children's Television Workshop
New York, NY

Becky J. Smith, Ph.D.
Association for the Advancement of Health Education
Reston, VA

Laura Ross Greiner
Center for the Study & Prevention of Violence
University of Colorado (Boulder)
Boulder, CO

Wilbur Wright
Corporation for Public Broadcasting
Washington, DC

William B. Kearney
National Education Goals Panel
Washington, DC

Ken Nelson
Boys & Girls Club
Atlanta, GA

Linda Lantieri
Resolving Conflict Creatively Program
New York, NY

Janet Poley
Ag*Sat
Lincoln, NE

Joann Livesey
Children's Television Workshop
New York, NY

Susan Hall
National Association of School Curriculum Development
Alexandria, VA

Television and Radio Programming Committee

The power of this Campaign flows from the unprecedented collaborative union of national media organizations. This committee will provide specific oversight to:

- Develop criteria for including programming presented or produced by the Campaign partners.
- Review proposals and other media to determine whether: 1) potential programming meets Campaign criteria; and 2) fill programming gaps with new material.

Members

Committee Chairman

Ron Hull
Nebraska Educational Television Network
Lincoln, NE

Donald H. Thomas
Public Broadcasting Service
Alexandria, VA

Larry Abramson
National Public Radio
Washington, DC

Jack Willis
KTCA/KTCI
St. Paul, MN

Judy Doctoroff
Public Affairs Television
New York, NY

Bob Larson
WTVS
Detroit, MI

Mable Haddock
National Black Programming Consortium
Columbus, OH

Kirsten Fedewa
Beer Institute
Washington, DC

Sandy Heberer
Public Broadcasting System
Alexandria, VA

William H. Isler
Family Communications, Inc.
Pittsburgh, PA

Gene Katt
Corporation for Public Broadcasting
Washington, DC

Advocacy Committee

Advocacy will play a vital role in shaping public policies based on information gathered from local grassroots projects. This committee will:

- Develop strategies to inform policy makers, trade association leaders, and other influential leaders.
- Develop formal processes for young people to communicate with policymakers.
- Develop opportunities for young people to be seen as problem solvers and spokespersons on certain issues.

Members

Committee Chairman

Robert Sherman
Surdna Foundation
New York, NY

Dr. Deita Sixta
Goethe Institute - Washington
Washington, DC

James R. Allen, M.D., MPH
American Medical Association
Chicago, IL

Malkia Lydia
Black Student Leadership Network (CDF)
Washington, DC

David J. Brugger
Assoc. of America's Public Television Stations
Washington, DC

Robert Mussil
Physicians for Social Responsibility
Washington, DC

Miriam Crawford
U.S. Catholic Conference
Washington, DC

Diane Powers
The Joint Center for Political and Economic Studies
Washington, DC

John Hollar
Public Broadcasting System
Alexandria, VA

Mary Lou Joseph
National Public Radio
Washington, DC

Jack G. McBride
Nebraska Educational Television Network
Lincoln, NE

Communications Committee

Clear, concise and substantive communication are critical to the success of all efforts. This committee will provide expertise to the Campaign by:

- Developing promotion strategies for the Campaign.
- Monitoring the effectiveness of the Campaign communications plan and updating that plan when necessary.
- Working closely with other committees on the public launch of the campaign.

Members

Committee Chairman

John G. Clemons, ABC, APR
The Joint Center for Political and Economic Studies
Washington, DC

Elvoy Raines
Powell Tate
Washington, DC

Lynn Bowersox
Children's Defense Fund
Washington, DC

Phil Smith
Corporation for Public Broadcasting
Washington, DC

Martha Farish
KCTA
Seattle, WA

Paula Sulinski
WTVS
Detroit, MI

Carole Feld
Public Broadcasting System
Alexandria, VA

Nancy Neubauer
Association of Public Television Stations
Washington, DC

Gary Hochman
Nebraska Educational Television Network
Lincoln, NE

Don LeBrecht
National Association of Broadcasters
Washington, DC

Barbara L. Lohman
The Points of Light Foundation
Washington, DC

VIII. Federal Agency Collaboration

IX. Budget and Funding Strategy

Budget Summary

Administration

Coordination of Services
Partnership Maintenance
Fundraising
Communications/Public Relations

Subtotal of Adminstration	\$300,000
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General Expenses

Newsletter	\$ 40,000
On-line Services	70,000
Teleconferences	260,000
National Congress	70,000
Printing	100,000
Travel	100,000
Information and Referral Services	60,000

Subtotal of General Expenses	\$700,000
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Programming	\$1,000,000
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Total Campaign Budget	\$2,000,000
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Funding Strategy

The Corporation for Public Broadcasting has provided generous support of \$3,000,000 for programming during the two-year Campaign, as well as to sustain the planning and initial launch of ACT AGAINST VIOLENCE through April 1995. The Independent Television Service has provided a \$1,000,000 grant to support additional programming elements of the Campaign, and we are seeking the following levels of grant funding from the sources listed below to cover the outreach and non-media activities of the Campaign:

Total Funding Budget

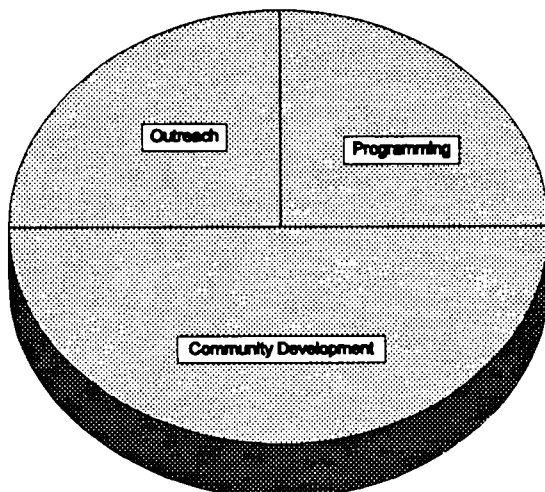
Funding Needed for General Operating Expenses

Corporate	\$250,000
Foundation	\$250,000
Government	\$400,000
Other	\$100,000

Funding Secured for Television Programming

Independent Television Service	\$1,000,000
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Campaign Activities



Funding Grants

