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Series/Staff Member: Terry Edmonds

Subseries:

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Folder Title:

5-7-96 NJ Kick Butts Day [1]

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Clinton Library Transfer Form

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Folder Title	5-7-96 NJ Kick Butts Day	OA Number	10983	Box Number
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REMARKS BY PRESIDENT WILLIAM J. CLINTON
KICK BUTTS DAY
WOODBIDGE, NEW JERSEY
MAY 7, 1996

Acknowledgments: Jennifer Crea [CREE-UH], student; Senator Lautenberg, who has been a tireless supporter of our efforts to keep young people from smoking; Mayor James McGreevey. I also want to recognize someone who could not be with us today, because he is organizing this event in his home state. Mark Green, the Public Advocate for New York City, came up with the idea for this day and organized it in cooperation with the Campaign for Tobacco-Free Kids. Mark is a leader in the growing national movement to control and curtail the appeal of tobacco to our children -- and I want to thank him publicly for his commitment.

I am delighted to be here today to join with all of you in standing up for the health and future of our young people. What makes this day so special is that it is young people themselves who are taking the lead in exposing the pervasiveness of tobacco advertising that makes them think smoking is cool or glamorous. I just met with a great group of Woodbridge students who showed me a collection of tobacco ads and trinkets, including T-shirts, hats and other give-aways that they found right here in Woodbridge -- all of which they thought were enticing young people to become customers.

The students of Woodbridge are not alone today. A little while ago, I spoke by conference call to Mark Green, Governor Chiles of Florida and Governor Romer of Colorado and officials in seven other cities to praise their leadership of this important event and to find out what students in each participating city are doing on this special day. This is really a remarkable undertaking. In response to the challenge my Administration has issued, there has been a groundswell of national involvement in the effort to protect our children from the dangers of tobacco. Today, in addition to the activities taking place here, students in New York City, Buffalo, Poughkeepsie, Cleveland, Denver, Houston, Madison, Milwaukee, Tallahassee and Santa Ana are announcing the results of local surveys, and conducting educational seminars and assemblies to begin fighting back against the powerful appeal of tobacco advertising.

The information you are gathering and disseminating will help save lives. You will help to influence business owners to be more vigilant in checking the age of tobacco customers. You may, as has already happened in Santa Ana, California, get billboard companies to remove cigarette billboards that are located close to schools. And you will help encourage your peers to stay away from tobacco. I want to thank you for doing your part to meet one of the most important challenges facing young people and our nation.

In my State of the Union address and in conversations with the American people across this country, I have identified seven critical challenges we face as we move into the next century. I have said that we must all work together to provide the educational

opportunities we will need for the 21st century; to help every citizen who is willing to work for it achieve economic security; to take our streets back from crime and gangs and drugs; to leave our environment safe and clean for the next generation; to maintain America's leadership in the fight for freedom and peace throughout the world; and to reinvent government and make our democracy work better. But in my mind, the first challenge we must face is the need for all of us to work together to strengthen our families and cherish our children. And one of the most important things we can do in meeting that challenge is to protect our children from what is rapidly becoming the single greatest threat to their health -- cigarette smoking and tobacco addiction.

We have known for a long time now that smoking kills. Each year more than 400,000 Americans die prematurely as a result of tobacco use. Three thousand young people take up the habit every day -- and 1,000 of them will die prematurely as a result.

The truth is smoking is a pediatric disease. About 90 percent of all new smokers are young people under the age of 18. But we also know that a young man or woman who reaches age 21 without smoking is virtually certain never to do so for the rest of his or her life. So I say to all the teens here and across America, if you have never used tobacco, keep it up. If you have, stop. Don't let your dreams and your future go up in smoke.

But just as we cannot meet any of our challenges alone, these young people cannot do this job alone. The one thing I have learned in my three and a half years in this job is that when Americans work together, we never fail. Preventing our children from smoking is no different. Government has a role to play, but we all know that is not enough. All of us must do our part. We need parents setting good examples and teaching their children right from wrong. We need teachers reinforcing those values and educating our young people about the hazards of smoking. We need doctors, taking the time to talk to their young patients and their parents about the consequences of taking up this deadly habit. We need prominent athletes serving as role models and spokespeople for our children's health. We need churches serving as the conscience of our communities and helping our young people develop the character it takes to make the right choices. And we need individuals -- young people and community leaders like all of you -- doing your part to say no to tobacco and yes to healthy lives.

And as your President, I want to do everything I can to support you. If I say that what I want is for every American child who is willing to work for it to have his or her shot at the American Dream, then I have to do all I can to guarantee them the opportunities and the health necessary to pursue their dreams.

We have, as you know, proposed ways to crack down on advertising that makes young people think that smoking is cool. Last August, I announced FDA's proposed regulations that would make it harder for children and teenagers to buy cigarettes by reducing their access to vending machines and free samples, and by limiting the ads that appeal to children. In January, we issued the Synar regulation to demand that, in return for

the federal money they receive, states must do more to enforce their own laws against the sale of tobacco to minors. It is worth noting that it is illegal in every single state of the Union to sell any form of tobacco to minors. And in March of this year, we had a meeting at the White House with over 100 leaders in the areas of health, religion, sports, business, education and children to highlight what they have done to prevent our young people from smoking and to pledge an even greater unified effort to build on these successes.

I believe that the businesses that benefit the most from the sale of tobacco products have the biggest role of all. Businesses, of course, have the right to sell cigarettes to adults, but they also have both a legal and moral responsibility to prevent the sale of cigarettes to minors. And some companies are beginning to live up to that responsibility. I was proud to announce at that White House meeting in March that the chairman of A&P Supermarket chain will recommend to his board this summer that A&P discontinue the use of cigarette vending machines by the end of the year.

And as you may have heard, just last week, the 3M company and the Interfaith Center for Corporate Responsibility reached agreement that 3M would no longer accept tobacco advertising for billboards. 3M is the first major, national media company to take such an enlightened step. I want to commend Livio DeSimone, Chairman and CEO of 3M and the Rev. Michael Crosby of the Interfaith Center for this accomplishment. And I want to urge other companies to follow your courageous example.

But today I want to send a message to the people who run America's tobacco companies. There is a clear, emerging consensus that your advertising, your billboards, and your promotions should not appeal to our kids. Don't be rogue corporations. Don't engage in practices the American people have rejected. Come in from the cold. Agree to the common sense restrictions proposed by the FDA last year on advertising that affects children. Join with us. Do the right thing and do it now.

We have come a long way as a country since our Administration made the first announcement about our proposals to reduce tobacco advertising and tobacco sales to young people. Today is another great milestone in this movement and all of you, especially our young people, should be commended.

I know we can win this fight. We can save countless lives of our young people. And we can give them a brighter future. This country will be the greatest nation in human history 50 years from now, if we continue to work together to tackle the problems afflicting our children today. But our young people hold the real key to this challenge. To them I say, choose health and we'll be all right.

Thank you and God bless you all.

DRAFT

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KICK BUTTS DAY
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MAY 7, 1996

Acknowledgments: Jennifer Crea [CREE-UH], student; Senator Lautenberg, who has been a tireless supporter of our efforts to keep young people from smoking; Mayor James McGreevey. I also want to recognize someone who could not be with us today, because he is organizing this event in his home state. Mark Green, the Public Advocate for New York City, came up with the idea for this day and helped organize it in cooperation with the Campaign for Tobacco-Free Kids. Mark is a leader in the growing national movement to control and curtail the appeal of tobacco to our children -- and I want to thank him personally for his commitment.

I am delighted to be here today to join with all of you in standing up for the health of our young people. What makes this day so special is that it is young people themselves who are taking the lead in exposing the pervasiveness of the tobacco advertising that is so often targeted at them. I just met with a great group of Woodbridge students who showed me an exhibit of the ads and promotional merchandise they found right here in Woodbridge and the surrounding area that entices them and their peers to become customers.

The students of Woodbridge are not alone today. A little while ago, I spoke by conference call to students in 11 other cities who are conducting similar seminars and exhibits. Today, in New York City, students from two middle schools are displaying anti-smoking posters they designed; and students in a Harlem middle school are discussing the implications of the compliance checks they completed in which 50 students who tried to buy cigarettes in one afternoon were successful. In Houston, students at the High School for Health Professions -- the first smoke-free school in that city -- have planned a health fair to teach their peers from other schools about the dangers of tobacco. And in Madison, Wisconsin, students involved in peer education and illegal sales compliance checks are being recognized by the Mayor and the University of Wisconsin.

The information you are gathering and disseminating may save lives. You may influence business owners to be more vigilant in checking the age of tobacco customers. You may, as has already happened in Santa Ana, California, get billboard companies to remove cigarette billboards that are located close to schools. And you may encourage your peers to stay away from tobacco. At the very least, you are letting those who market tobacco products know that you are fed up with being bombarded with their slick campaigns. And some of them are listening.

- You are doing your part to meet one of our most important challenges. JWC

Just last week, the 3M company and the Interfaith Center for Corporate Responsibility reached agreement that 3M would no longer accept tobacco advertising for billboards. 3M is the first major, national media company to take such an enlightened step. I want to commend Livio DeSimone, Chairman and CEO of 3M and the Rev. Michael Crosby of the

Interfaith Center for this accomplishment. And I want to urge other companies to follow your courageous example.

We have known for a long time now that smoking kills. Each year more than 400,000 Americans die prematurely as a result of tobacco use. Three thousand young people take up the habit every day -- and 1,000 of them will die prematurely as a result. We now know, thanks to a recent study, that the effect of cigarette advertising is three times greater for kids than adults. So, I applaud all of you for caring enough about yourselves to fight back.

In my State of the Union address, I set forth seven challenges facing our country as we move into the next century. They included a challenge to all Americans to work together to provide the educational opportunities we will need for the 21st century; a challenge to help every citizen who is willing to work for it, achieve economic security; a challenge to all citizens to band together to take our streets back from crime and gangs and drugs; a challenge to all of us to do our part to leave our environment safe and clean for the next generation; a challenge to maintain America's leadership in the fight for freedom and peace throughout the world; a challenge to reinvent government and make our democracy work better. But the most important challenge I spoke about was the need for all of us to work together to strengthen our families and cherish our children. *And* One of the most important things we can do in meeting that challenge is to protect our children from what is rapidly becoming the single greatest threat to their health -- cigarette smoking and tobacco addiction.

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The truth is smoking is a pediatric disease. About 90 percent of all new smokers are young people under the age of 18; 16 percent began by age 12; and 37 percent by age 14. But we also know that a young man or woman who reaches age 21 without smoking is virtually certain never to do so for the rest of his or her life. So I say to all the teens here and across America, if you have never used tobacco, keep it up. If you have, stop. Don't let your dreams and your future go up in smoke.

But these young people cannot do it alone. We must meet this challenge together. Government has a role to play. But without the commitment of people like Mark Green and the Campaign for Tobacco Free Kids -- without the commitment of parents and teachers and business leaders, along with young people themselves -- we will not succeed. So I want to thank all of you for pulling together to meet this critical challenge.

And as your President, I want to do everything I can to support your efforts. If I say that what I want is for every American child who is willing to work for it to have his or her shot at the American Dream, then I have to do all I can to try to guarantee them the opportunities and the health necessary to pursue their dreams.

We have, as you know, proposed ways to crack down on advertising that makes young people think that smoking is cool. We have proposed ways to make it harder for children and teenagers to buy cigarettes by reducing their access to vending machines and

+ all around this country - all Americans to work together to

fight

Just as we never meet challenges alone, we know we can't alone -

Govt has a role to be played

Like today's Communities. Does Teachers. Churches

Last Aug. we did this

free samples. We issued the Synar regulation in January to demand that, in return for the federal money they receive, states must do more to enforce their own laws against the sale of tobacco to minors. It is worth noting that it is illegal in every single state of the Union to sell any form of tobacco to minors.

Business, of course, has a right to sell cigarettes to adults, but they also have both a legal and moral responsibility to prevent the sale of cigarettes to minors. I want to thank those businesses who are facing up to that responsibility. Last month, we announced that A&P, Giant Food, and Pratt supermarkets are instituting mandatory training of all their cashiers to ensure they know the law and understand their obligations to enforce it. That means requiring identification from all young people who seek to buy cigarettes.

In July, A&P Chairman, James Wood will recommend to the Board of Directors that A&P discontinue the use of all vending machines by the end of the year. Giant is going to eliminate vending machines in all but their 24-hour stores. In the meantime, both of these chains are converting their vending machines so they only operate with tokens that must be purchased from a cashier. And Pratt does not allow any cigarette vending machines at all. I urge every supermarket chain and every individual grocery store in America to follow the lead of these three companies and shut down tobacco sales to minors.

And let me say to the tobacco companies: ~~The train is leaving the station. It is time for you to get on board.~~ There is a growing consensus in this country that we will no longer tolerate the targeting of tobacco advertising and promotions to our young people. That's why these young people and this community have come here today. That's why we have seen a groundswell of support from companies like 3M as well as prominent athletes, supermarket chains, churches, and private citizens. And that is why we proposed the new regulations. You can make sure we never have to enforce those regulations. We have all come together to demand that you stop targeting your products to our children. We are all fighting back. If you care about the health of our children and the future of our country, you will join us.

We have come a long way since our Administration made the first announcement about our efforts to reduce tobacco advertising and tobacco sales to young people. Today is another great milestone in this movement and all of you, especially our young people, should be proud.

I know we can win this fight. We can save countless lives of our young people. And we can give them a brighter future. This country will be the greatest nation in human history 50 years from now, if we continue to work together to tackle the problems afflicting our children today. But our young people hold the real key to this challenge. To them I say, choose life and we'll be alright.

Thank you and God bless you all.

~~Ronald~~ ~~Romer~~ ~~Gov.~~
Romer
Gov.

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inward they came to with higher

- and as you may have just read - 3M

But I want to make this clear to tobacco co. who were the most - it is time for them to come in from the cold

It is clear from all this that

The train is leaving

It's time for you to get on board. Do make it clear to our young people that we are enforcing

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KICK BUTTS DAY

WOODBIDGE, NEW JERSEY

MAY 7, 1996

Jennifer Crea

senator Lautenberg

*fighters' supporters
efforts to keep kids from
smoking*
*preprogram participants
(store to
fill in)*

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the appeal of *to our children*

I am delighted to be here today to join with all of you in standing up for the health of our young people. What makes this day so special is that it is young people themselves who are taking the lead in exposing the pervasiveness of the tobacco advertising that is so often targeted at them. I just met with a great group of Woodbridge students who showed me an exhibit of the ads and promotional merchandise they found right here in Woodbridge that ~~tobacco marketers use to entice them to become customers.~~

*we
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this
some of the
stuff is from Woodbridge;
other stuff is
imported
for
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event*

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The students of Woodbridge are not alone today. A little while ago, I spoke by conference call to students in 12 other cities who are conducting similar seminars and exhibits. Today, in New York City, students from two middle schools are displaying anti-smoking posters they designed; and students in a Harlem middle school are discussing the implications of the compliance checks they completed in which 50 students who tried to buy cigarettes in one afternoon were successful. In Houston, students at the High School for Health Professions -- the first smoke-free school in that city -- have planned a health fair to teach their peers from other schools about the dangers of tobacco. And in Madison, Wisconsin, students involved in peer education and illegal sales compliance checks are being recognized by the Mayor and the University of Wisconsin.

check

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We have known for a long time now that smoking kills. Each year more than

400,000 Americans die prematurely as a result of tobacco use. Three thousand young people take up the habit every day -- and 1,000 of them will die prematurely as a result. We now know, due to a spate of recent surveys, that tobacco advertising and promotion is significantly related to adolescent smoking behavior and it has a substantially greater effect on young people than on adults. So, I applaud all of you for caring enough about yourselves to fight back.

In my State of the Union address, I set forth a number of challenges facing our country as we move into the next century. The first challenge I spoke about was the need for all of us to work together to strengthen our families and cherish our children. One of the most important things we can do in meeting that challenge is to protect our children from what is rapidly becoming the single greatest threat to their health -- cigarette smoking and tobacco addiction.

The truth is smoking is a pediatric disease. About 90 percent of all new smokers are young people under the age of 18; 16 percent began by age 12; and 37 percent by age 14. But we also know that a young man or woman who reaches age 21 without smoking is virtually certain never to do so for the rest of their life. So I say to all the teens here and across America, if you have never used tobacco, keep it up. If you have, stop. Don't let your dreams and your future go up in smoke.

But these young people cannot do it alone. We must meet this challenge together. Government has a role to play. But without the commitment of people like Mark Green -- without the commitment of parents and teachers and business leaders, along with young people themselves -- we will not succeed. So I want to thank all of you for pulling together to meet this critical challenge.

And as your President, I want to do everything I can to support your efforts. If I say that what I want is for every American child who is willing to work for it to have his or her shot at the American Dream, then I have to do all I can to try to guarantee them the opportunities and the health necessary to pursue their dreams.

We have, as you know, proposed ways to crack down on advertising that tells young people that smoking is cool. We have proposed ways to make it harder for children and teenagers to buy cigarettes by reducing their access to vending machines and free samples. We issued the Synar regulation in January to demand that, in return for the federal money they receive, states must do more to enforce their own laws against the sale of tobacco to minors. ~~If those laws were properly enforced, we would not be here today.~~ It is worth noting that it is illegal in every single state of the Union to sell any form of tobacco to minors.

Business, of course, has a right to sell cigarettes to adults, but they also have both a legal and moral responsibility to prevent the sale of cigarettes to minors. I want to thank those businesses who are facing up to that responsibility. Last month, we announced that

A&P, Giant Food, and Pratt supermarkets are instituting mandatory training of all their cashiers to ensure they know the law and understand their obligations to enforce it. That means requiring identification from all young people who seek to buy cigarettes.

In July, A&P Chairman, James Wood will recommend to the Board of Directors that A&P discontinue the use of all vending machines by the end of the year. Giant is going to eliminate vending machines in all but their 24-hour stores. In the meantime, both of these chains are converting their vending machines so they only operate with tokens that must be purchased from a cashier. And Pratt does not allow any cigarette vending machines at all. I urge every supermarket chain and every individual grocery store in America to follow the lead of these three companies and shut down tobacco sales to minors.

We have come a long way since our Administration made the first announcement about our efforts to reduce tobacco advertising and tobacco sales to young people. Now we have companies like 3M, supermarket chains, athletes, workers, private citizens, and most importantly, young people themselves, who are fighting back.

I know we can win this fight. We can save countless lives of our young people. And we can give them a brighter future. This country will be the greatest nation in human history 50 years from now, if we continue to work together to tackle the problems afflicting our children today. But our young people hold the real key to this challenge. To them I say, choose life and we'll be alright.

Thank you and God bless you all.

Mayor
Jennifer Lautenberg
POTUS

For New Jersey, Congressman Torricelli has been leading the fight to protect Sterling Forest, the watershed for most of Northern New Jersey. He also wrote the section of the Superfund Act that has focused efforts on polluted chemical sites around the state.

And our way produced a new commitment to the education of all our children, from Head Start to affordable college loans.

The Republican way. Over the last year, we have had the chance to see where GOP priorities lay.

Bruce Reed will never forget the all-nighter he and George Stephanopoulos (then both deputy campaign managers) pulled while writing a major economic speech with candidate Bill Clinton in November 1991. For days before he was to deliver the address, Clinton had pored over draft after draft, frustrated at not seeing what he wanted to say. Finally, on the eve of the speech, Reed and Stephanopoulos sat in a Washington hotel room and taped Clinton talking for several hours. Around ten o'clock, Clinton went off alone, returning two hours later with 15 ideas written on a page. The two weary aides pulled together a new speech, which they delivered to the candidate at 6 A.M. Clinton, who was already awake, served them coffee, then opened his briefcase and pulled out 30 or 40 memos "from smart friends with more good ideas," Reed recalls. Using the memos and his aides' draft, Clinton proceeded to write the speech.

In Arkansas, Governor Clinton never had a speechwriter. But President Clinton has a team of writers helping to create his oratory. This low-profile crew toils in a suite of private offices on the first floor of the Old Executive Office Building, armed with copies of *Lend Me Your Ears* (William Safire's collection of speeches) and *Roger's Thesaurus*. For the past three years they have churned out hundreds of speeches, of

which almost none (with the exception of foreign policy speeches) has emerged from the President's mouth remotely resembling the original. On a good day, a Clinton speechwriter recognizes in the final, transcribed version 10 percent of what he or she wrote. On a stellar day, the President might use the first sentence of each of the writer's paragraphs.

The White House's official speechwriters are led by Michael Waldman, a former director of Ralph Nader's Congress Watch. Under him, on the domestic policy side, are senior writer Carolyn Curiel and writers Gabrielle

Bushman, Terry Edmonds, Alison Muscatine, Jonathan Prince and David Shipley. On the foreign policy side are head writer Tony Blinken and writers Daniel Benjamin and Vinca Showalter. All of the speechwriters are relatively young, and most are former journalists. Because of the number of speeches they must crank out, they don't specialize. "Usually, whoever comes up for air first gets the next pile of potatoes coming down the chute," says one.

For major addresses, writers sit with Clinton and take notes or tape his ideas. For minor speeches, the writers may simply take cues from

CLINTON SPEECH WRITERS GUIDE HIS TONGUE... THEY DON'T CONTROL IT.

All the President's Pens

One of the toughest jobs in the Clinton White House is trying to figure out what the President wants to say—and then getting him to say it
By Nina Burleigh

NOT IN
ONE
WORD

I GOT IN
TWO
WORDS

HE USED
A
WHOLE
SENTENCE
OF MINUTE

those who have recently talked with the President, such as communications director Don Baer or Chief of Staff Leon Panetta. The speechwriters must also coordinate with the White House policy advisers over the main policy issue dealt with in the speech. When a speech is finished, both the relevant policy office and Panetta's office insist upon a final read before it is delivered to the President.

Clinton himself—unlike presidents Reagan and Bush—is intimately involved in the creation of a final draft. He will borrow from earlier versions, insert ideas from books he has read, or from conversations with Al Gore, or from the last person in the room with him. Reed likes to quote Clinton's Georgetown classmate, novelist Thomas Caplan, on the President's speechwriting style: "Some people like to write on legal pads, some people like to write on typing paper, and Bill Clinton likes to write between the lines of other

people's drafts." Not surprisingly, the speechwriters give Clinton triple-spaced texts.

During the administration's first two years, the speechwriting system was often chaotic. Clinton was given to making last-minute changes, sometimes with near-disastrous results. In 1993, the President rose to the podium on the House floor to deliver a speech on health care, only to find that a speech about the economy had been loaded into the TelePrompter—because he'd been rewriting the health draft until minutes before he was due to speak. A fast-thinking aide quickly loaded the correct speech, but not before Clinton had improvised for seven minutes.

Over the past year, however, the speechwriting process has stabilized. Sources say that White House newcomers such as Baer and consultant Dick Morris have managed to impose some discipline on the President, with the result that he stays more "on message" by adhering

more closely to his texts. Clinton practiced his 1996 State of the Union address three times in the White House movie theater with head writer Michael Waldman and others present—an exercise that wouldn't have happened two years before.

Even now, though, the speechwriters aim to guide Clinton's tongue, not control it. "It's like a dance, a tango between the two of you," says a former Clinton writer. "You take his hint about where he's going and you give him something, a line or a fact, and he runs with it."

An example was Clinton's speech on November 13, 1993, in Memphis, at the Mason Temple Church of God in Christ, where Martin Luther King, Jr., preached the night before he was killed. Clinton spoke powerfully of crime and violence, winning the crowd and stunning journalists expecting presidential boilerplate. The speechwriters had merely prepped the President, providing him

with a *Washington Post* article about inner-city children planning their own funerals, along with the text of the last King speech and a history of the church. "This is someone whose whole political life had been about racial reconciliation," says one writer. "We knew he was not going to go with a text. You just remind him about Martin Luther King, and he will be his best."

But there's a downside to the Clinton style: Improvisation can sometimes be magical, and sometimes long-winded. It's probably safe to say that none of Clinton's orations has risen to the level of a truly great speech, on a par with John Kennedy's "Ich bin ein Berliner" or Ronald Reagan's "Mr. Gorbachev, tear down this wall" addresses. That's because Clinton is a better performance artist than he is a wordsmith. Moreover, Clinton's inclination to hedge on issues works against a strong, clear, memorable speech. He can move audiences to moist-eyed emotion, but with his love of policy arcana, he can also inspire tears of another kind. And Clinton's apparent desire to be all things to all people sometimes leads him to say all things; his marathon 1988 speech nominating Michael Dukakis for president prompted a Democratic audience to burst into applause when Clinton uttered the words, "In closing...."

At last, say the speechwriters, they know how Clinton operates. The irony is that the more they understand him, the less they meet with him in person, and that precious commodity—face time with the President—is spent with other White House staff. ■

President William J. Clinton

Prepared Remarks

DNC Victory '96 Dinner

May 7, 1996

I want to thank all of you for coming here and for giving us your support in our fight to make sure that America takes the right road into the 21st century.

My vision. When I ran for President in 1992, my vision for America was a nation where every person willing to work for it would have an equal chance at the American dream; a world where America remained the strongest force for peace and freedom; and a renewed American community where all Americans come together around our basic values again.

Critical election. In 1992, the question was whether we would continue to drift along or whether we would change the course of America. In this year's election, as everyone has seen over the last year, the choice is between two very different paths of change. And the choice is very clear.

Our approach. We cut the deficit to less than half what it was when I took office. Produced 8.5 million jobs, a real crime bill instead of 6 years of talking about it. We put 100,000 police on the street and helped communities to drive the crime rate down to make our streets safer.

Last 3 years in New Jersey. Unemployment down from 7.9% to 6.4%. 154,200 jobs added (reversed trend of losing jobs in last Administration). Crime is down; in Newark robberies fell almost 12% in the first half of 1995, and in Patterson, burglaries dropped 10% in the same period.

350,800 working families got a tax cut (EITC). And the Family and Medical Leave Act -- the first act I signed into law in 1993 -- across the nation has helped 1 in 6 American workers take time off because of serious family health problems, and it has protected almost 1.5 million workers in New Jersey. ...

... And 90% of businesses studied said helping their workers and their families this way cost them little or nothing. It's another way we're helping to protect our families.

Our way produced new ways to protect our environment and grow the economy. We expanded the Community Right to Know law. We're cutting toxic air pollution from chemical plants by 90 percent. We are committed to working in partnership with communities and business to clean toxic waste sites and to restore a safer and cleaner world.

They would: Cut funds to put 100,000 police on the street; slash important education programs; eliminate national service; roll back critical measures that protect our environment. It is wrong to expect taxpayers, not polluters, to pay for many Superfund sites. Time and again, we have been stopping the Republicans from having their way.

The agreement I signed to keep our government operating for the rest of the year keeps the deficit on the downward path we set it on in 1993. At the same time it upholds our American values by honoring our commitment to our elderly, our children and our future.

We've come a long way, but we have much more to do.

Our record of accomplishment is one we can build on. We have real challenges to meet as we move into the future, and we have to meet them together.

Working together. I was proud to sign anti-terrorism legislation supported by both Democrats and Republicans. I want the Congress to work together and pass the Kennedy-Kassebaum bill... an increase in the minimum wage... and real welfare reform.

We can help people help themselves out of a cycle of dependency; we can create a system that promotes jobs and independence and doesn't hurt children. We want teen mothers helped by welfare to stay in school, live at home and follow a path of responsibility. We need to work together to protect our young people from the scourge of violence and from the threat posed by cigarettes.

Challenges. We have to finish the job Democrats started and balance the budget. We have to do more to strengthen America's families. To give every child the best possible education. To help Americans working harder and harder, but who never seem to get a raise.

We have to do more to protect our children from crime, and gangs and drugs. We have to do more to protect our environment. We cannot walk away from our commitments to the rest of the world. And we must continue to reform our democracy and make our government work better.

This is what Democrats stand for. Not big government solving all the problems, but a new, smaller, less bureaucratic government, the smallest in 30 years -- but still one strong enough to help citizens and families and communities make the most of their own lives.

It's going to be a tough fight. But if we set our sights on the future, and keep our minds on what's best for America, I'm confident we will prevail. Thank you and God bless.

PRESIDENT WILLIAM J. CLINTON

KICK BUTTS DAY

WOODBIDGE, NEW JERSEY

MAY 7, 1996

Acknowledgments: Jennifer Crea [CREE-UH], student; Senator Lautenberg, who has been a tireless supporter of our efforts to keep young people from smoking; Mayor James McGreevey. I also want to recognize someone who could not be with us today, because he is organizing this event in his home state. Mark Green, the Public Advocate for New York City, came up with the idea for this day and organized it in cooperation with the Campaign for Tobacco-Free Kids. Mark is a leader in the growing national movement to control and curtail the appeal of tobacco to our children - - and I want to thank him publicly for his commitment.

I am delighted to be here today to join with all of you in standing up for the health and future of our young people. What makes this day so special is that it is young people themselves who are taking the lead in exposing the pervasiveness of tobacco advertising that makes them think smoking is cool or glamorous.

I just met with a great group of Woodbridge students who showed me a collection of tobacco ads and trinkets, including T-shirts, hats and other give-aways that they found right here in Woodbridge -- all of which they thought were enticing young people to become smokers.

The students of Woodbridge are not alone today. A little while ago, I spoke by conference call to Mark Green, Governor Chiles of Florida and Governor Romer of Colorado and officials in seven other cities to praise their leadership of this important event and to find out what students in each participating city are doing on this special day. This is really a remarkable undertaking. In response to the challenge my Administration has issued, there has been a groundswell of national involvement in the effort to protect our children from the dangers of tobacco.

Today, in addition to your work, students all across this country -- in New York City, Buffalo, Poughkeepsie, Cleveland, Denver, Houston, Madison, Milwaukee, Tallahassee and Santa Ana, California are fighting back against the powerful appeal of tobacco advertising.

The information you are gathering will help save lives. You will help to influence business owners to be more vigilant in checking the age of tobacco customers. You may, as has already happened in Santa Ana, California, get billboard companies to remove cigarette billboards that are located close to schools.

And you will help encourage your peers to stay away from tobacco. You are a powerful inspiration to America. You are an example of how we must work together to protect our values, provide opportunity, and take responsibility to meet our challenges.

In my State of the Union address and all across our country, I have talked about seven critical challenges we face as a people as we move into the next century.

We must all work together to provide the educational opportunities we will need for the 21st century; to help every citizen who is willing to work for it achieve economic security; to take our streets back from crime and gangs and drugs; to leave our environment safe and clean for the next generation; to maintain America's leadership in the fight for freedom and peace throughout the world; and to reinvent government and make our democracy work better. But in my mind, the first challenge we must face is the need for all of us to work together to strengthen our families and cherish our children.

And one of the most important things we can do in meeting that challenge is to protect our children from what is rapidly becoming the single greatest threat to their health -- cigarette smoking and tobacco addiction.

We have known for a long time now that smoking kills. Each year more than 400,000 Americans die prematurely as a result of tobacco use. Three thousand young people take up the habit every day -- and 1,000 of them will die prematurely as a result.

The truth is smoking is a pediatric disease.

About 90 percent of all new smokers are young people under the age of 18. But we also know that a young man or woman who reaches age 21 without smoking is virtually certain never to do so for the rest of his or her life. So I say to all the teens here and across America, if you have never used tobacco, keep it up. If you have, stop. Don't let your dreams and your future go up in smoke.

But just as we cannot meet any of our challenges alone, these young people cannot do this job alone. The one thing I have learned as your President is that when Americans work together, we never fail.

That is true of our efforts to expand educational opportunities. It is true about our progress against crime. It is true about how to solve our health care problems. Preventing our children from smoking is no different. Government has a role to play, but we all know that is not enough. All of us must do our part. We need parents teaching their children right from wrong. We need teachers reinforcing those values. We need doctors, taking the time to talk to their young patients about the consequences of taking up this deadly habit. We need prominent athletes serving as role models for our children's health.

We need churches, the conscience of our communities, helping our young people develop the character it takes to make the right choices. And we need individuals -- young people and community leaders like all of you -- doing your part to say no to tobacco and yes to healthy lives.

And as your President, I want to do everything I can to support you. If I say that what I want is for every American child who is willing to work for it to have his or her shot at the American Dream, then I have to do all I can to guarantee them the opportunities and the health necessary to pursue their dreams.

We have, as you know, proposed ways to crack down on advertising that makes young people think that smoking is cool. Last August, I announced FDA's proposed regulations to make it harder for minors to buy cigarettes by reducing their access to vending machines and free samples, and by limiting the ads that appeal to children. In January, we issued the Synar regulation to demand that, in return for the federal money they receive, states must do more to enforce their own laws against the sale of tobacco to minors. It is worth noting that it is illegal in every single state of the Union to sell any form of tobacco to minors.

And in March of this year, we had a meeting at the White House with over 100 leaders in the areas of health, religion, sports, business, education and children to highlight what they have done to prevent our young people from smoking and to pledge an even greater unified effort to build on these successes.

Business has a special responsibility. I believe that the businesses that benefit the most from the sale of tobacco products have the biggest role of all.

Businesses, of course, have the right to sell cigarettes to adults, but they also have both a legal and moral responsibility to prevent the sale of cigarettes to minors.

And some companies are beginning to live up to that responsibility. I was proud to announce at that White House meeting in March that the chairman of A&P Supermarket chain will recommend to his board this summer that A&P discontinue the use of cigarette vending machines by the end of the year.

And as you may have heard, just last week, the 3M company and the Interfaith Center for Corporate Responsibility reached agreement that 3M would no longer accept tobacco advertising for billboards.

3M is the first major, national media company to take such an enlightened step. I want to commend Livio DeSimone, Chairman and CEO of 3M and the Rev. Michael Crosby of the Interfaith Center for this accomplishment. And I want to urge other companies to follow your courageous example.

Today I want to send a message directly to the people who run America's tobacco companies. You have seen the clear, emerging consensus that your advertising, your billboards, and your promotions should not appeal to our kids. I urge you: Come in from the cold. Be responsible corporations.

[Do not be rogue corporations]. Do not engage in practices the American people have rejected.

Agree to the common sense restrictions proposed by the FDA last year on advertising that affects children.

Join with us. Do the right thing and do it now.

We have come a long way as a country since our Administration made the first announcement about our proposals to reduce tobacco advertising and tobacco sales to young people. Today is another great milestone in this movement and all of you, especially our young people, should be commended.

This is the way we will meet all our challenges as we move into the new millennium -- all of us doing our part to expand opportunity, demand responsibility, and create stronger communities.

I know we can win this fight. We can save countless lives of our young people. And we can give them a brighter future. This country will be the greatest nation in human history 50 years from now, if we continue to work together to tackle the problems affecting our children today. But our young people hold the real key to this challenge. To them I say, choose health and we'll be all right.

Thank you and God bless you all.

**PRESIDENT WILLIAM JEFFERSON CLINTON
KICK BUTTS DAY CONFERENCE CALL
WOODBRIIDGE HIGH SCHOOL
MAY 7, 1996**

Thank you for participating. I'd like to thank everyone in the 11 cities around the country for participating in this important day. I'd like to thank all the students, parents, school administrators and anti-smoking activists in Buffalo, Cleveland, Denver, Houston, Madison, Milwaukee, New York City, Poughkeepsie, Tallahassee and Santa Ana for making this day happen.

Smoking paraphernalia. I just spent some time with the students here at Woodbridge High School, who showed me ads and promotional merchandise they found right in Woodbridge and the surrounding area. These students told me that these trinkets, T-shirts, free samples, and sponsorship of sporting events encourage their peers to take up the deadly habit of smoking.

FDA Regulation. We are concerned that our young people are susceptible to the lure of advertisers. That's why my administration has proposed a FDA regulation to crack down on advertising that tells young people smoking is cool. And why we've proposed ways to make it harder for children and teenagers to buy cigarettes by reducing their access to vending machines and free samples.

Working together. Teen smoking is a problem that can be solved. And this effort is one important step in the right direction. Today, our young people are working together with their parents, their schools and their communities to fight back against the lure of teen smoking. This is the best way to solve our problems -- by mobilizing the energy and enthusiasm of our citizens in every city and town across our nation.

Mark Green. I'd especially like to thank Mark Green, the Public Advocate of New York, for his role in making today happen. Mark, thank you for being a national leader on this critical issue. From your successful campaign to ban cigarette machines in New York City in 1990 to your leadership in organizing this national effort to prevent children from starting to smoke, you have been a pioneer in this movement to save our children's lives.

[Invite him to give overview of Kick Butts Day]

[After Mark Green has concluded, introduce Gov. Chiles -- thank him for leading the fight in Florida to protect our children against the dangers of smoking]

[After Gov. Chiles has concluded, introduce Gov. Romer -- (thank him for participating in five-school citywide assembly against underage smoking)] ★

Conclusion. Thank you to everyone across the country for participating in this important day. I know that when we all work together to fight the scourge of teen smoking, we will succeed in ending this problem.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

March 20, 1996

REMARKS BY THE PRESIDENT
TO ADVOCATES AGAINST YOUTH SMOKING

The East Room

3:50 P.M. EST

THE PRESIDENT: Thank you very much. Thank you, Alan. And I want to thank the Lung Association, the Heart Association, the Cancer Society, all the physicians who are here today with the various medical groups. Dr. Brisco, it's good to see you. And I thank all of you for being here.

I thank Secretary Shalala and Commissioner Kessler and CDC Director David Satcher for their leadership. I want to thank someone who is not here, but who had a lot to do with this effort -- I thank the Vice President, who lost his own beloved sister to lung cancer, for his strength and leadership in this endeavor.

Normally, I don't think the people of America should give the President an award for anything, because the President's job is award enough. It is an uncommon gift with a great responsibility. But, to tell you the truth, I'm kind of tickled about this today. (Laughter.) Because I admired, indeed, I loved Mike Synar very much. He was a good man and a brave man who gave the rest of us a great deal of energy and hope and direction. And our country could do with a few more like him -- people that just rear back and stand up and do the right thing. And if it doesn't work out, they just laugh and go on, and don't expect any kind of a blue ribbon or award at the end of the day.

When I gave the State of the Union address and spoke about the challenges facing our country as we move into the next century I said, and I repeat, that our first challenge -- not the government, the people's first challenge -- is to strengthen our families and cherish all our children, and give every single one of our young people the childhood that he or she deserves. One of the most important things we can do in meeting that challenges is to protect our children from what is rapidly becoming the single greatest threat to their health -- cigarette smoking and tobacco addiction.

This is, like other challenges, as Secretary Shalala so eloquently said, a challenge we have to meet together. To be sure, government has a role to play. I want to acknowledge the presence of two other members of Congress here today who stood shoulder to shoulder with Mike Synar -- our good friend, Congressman Dick Durbin from Illinois, who ran his primary for the United States Senate last night. Congratulations, Dick. (Applause.) It is a measure of his commitment to the issue that I talked to him after midnight his time last night, but he suited up and showed up here today anyway. We thank you. And Congressman Marty Meehan from Massachusetts, thank you, sir, for being here and for your good work here as well. (Applause.)

I thank the parents of America who have become increasingly sensitive to this issue and are working hard to teach their children. I thank the young people here who are working hard to reach out to their peers and who often can have more influence on their peers than their parents or the President. I thank the athletes and the entertainers who are committed to being role models, the businesses who control access to tobacco products, the teachers, the coaching, the advertising executives. I thank the health care professionals and the volunteers.

Because of this great sea of people in America, what was once the work of a few lonely activists has grown into a national movement to protect the health and the future of our children. Three thousand young people start to smoke every day, and a thousand of them will have their lives shortened as a result. It seems to me that, as President, if I say that what I really want is for every American child who is willing to work for it to have his or her shot at the American Dream, that cannot be done unless we, first of all, try to guarantee them the existence and the health necessary to pursue their dreams. And that is also what the rest of us must do.

We have, as all of you know, proposed ways to crack down on advertising that tells young people smoking is cool. We've proposed ways to make it harder for children and teenagers to buy cigarettes by reducing their access to vending machines and free samples. We issued the Synar regulation in January to demand that states in return for the federal money they received do more to enforce their own laws against the sale of tobacco to minors. It's worth noting here that it is illegal in every single state of the Union to sell any form of tobacco to minors.

We're working closely with state governments to ensure that the Synar regulations are implemented quickly and decisively. And I have to say that so far the results on that front have been quite encouraging to me.

All of you I want to thank for supporting these efforts. All of you who have been fighting for a long time are now working to bring your experience in new ways to bear on this effort through the National Center for Tobacco-Free Kids. And I want to welcome especially some of the people in this room who are new to the struggle in this effort, but who can make all the difference.

First, let me say I am very glad to announce that two groups of America's athletes -- heroes to so many young people -- have come forward to help. Young women in particular are bombarded with billboards, which suggest that smoking is cool and glamorous and a good way to stay thin. The women of the U.S. National Soccer Team know better. This spring and this

summer, they are going to make America proud when they compete in the Olympics. And just when thousands of young girls around the country are looking up to them, they are going to make it clear that smoking is not cool.

Working with the federal government, they have launched a major promotional advertisement effort called "Smoke-free Kids and Soccer." The effort, including television advertising, will be centered around the team's matches all across our country leading up to the Olympics in Atlanta this summer. It will make a real difference in people's lives, and two members of that team are here today. I would like for them and be recognized. Thank you very much. (Applause.)

Former Major League baseball players, Joe Garagiola and Bill Tuttle, along with Mrs. Tuttle, have stepped up to the plate to help get spit tobacco out of baseball. As leaders of the National Spit Tobacco Education Campaign, they are working to educate players about the dangers and to help protect the health of young fans who look up to them. In fact, they have just come back from a trip down to spring training in Florida where they met with team owners and the players' union, and they are making some very impressive progress as well. I want to ask Joe and Bill and Mrs. Tuttle to stand and I want to thank them. Thank you so much, and God bless you. (Applause.)

I also want to thank some businesses who are doing their part. Businesses, of course, have a right to sell cigarettes to adults, but they also have a responsibility -- a legal one and a moral one -- to prevent cigarette sales to minors. I'm very proud and happy to announce that major United States supermarket chains are taking decisive steps to curtail the sale of cigarettes and tobacco to young people. A&P Company, Giant Food, and Pratts supermarkets are instituting mandatory training of all their cashiers to ensure that they know the law and understand their obligations to enforce it. That means requiring identification from all young people who seek to buy cigarettes.

In July, A&P Chairman James Wood will recommend to the Board of Directors that A&P discontinue the use of all vending machines by the end of the year. Giant is going to eliminate vending machines in all stores except for their 24-hour stores. Pratts doesn't allow any cigarette vending machines at all. And in the meantime, A&P and Giant are converting their vending machines so they only operate with tokens that must be purchased from a cashier.

I urge every supermarket chain and every individual grocery store in America to follow the lead of these three companies and shut down tobacco sales to minors. I'd like to ask the people here from those companies to stand to be recognized today. Thank you very much. (Applause.)

Let me just say one other thing about them. You know, I spend a great deal of my time as your President trying to find ways to both generate more jobs for America and to help American businesses make more money, because both those things are very good for our country. And I'm proud of the fact that our country has produced in the last three years 8.4 million new jobs. And unlike the past 15 years, almost all of these jobs have been created in

the private sector as we have downsized the government.

Therefore, any President and any citizen must think seriously before we ask a business to do something that will cost it money. This decision costs these people money. And they did it because it was the right thing to do for America. And I thank you for that very much. (Applause.)

I want to thank all the activists who are here in the room who have been recognized and those of you who have not. And especially I'd like to say a word of thanks to the former employees of tobacco companies who have stood up to tell the world the truth. And I want to recognize one in particular, the late Victor Crawford, whose wife, Linda, is here today. He was a great champion for our children. We miss him today. We wish he were here, and we know he's smiling down on us. Thank you, Linda, for being here, and God bless you. (Applause.)

My friends, we have come a long way in this endeavor; indeed, a long way since our administration made the first announcement about our efforts to reduce tobacco advertising and tobacco sales to young people. Now we have supermarket chains, athletes, workers, private citizens who have recognized the threat tobacco poses. And this movement is producing results.

Just last week there was a major breakthrough when Liggett agreed to settle its lawsuits. It became the very first tobacco company to acknowledge that tobacco can be deadly. This is the first crack in the stone wall of denial.

My message to other tobacco companies is, therefore, simple and direct: Take responsibility. Sell to adults, but draw the line on children.

I'm happy that Liggett has also agreed to begin changing their own advertising practices so that they have less influence over young people. That's a good start. And now I want them and the other tobacco companies to go the distance. If selling cigarettes to minors is illegal, no good corporate citizen should be aiming advertising at those minors. (Applause.)

My fellow Americans, we can win this fight. We can save countless lives of our young people. We can give them the future that we imagine when we look into the bright faces of these children who are here. But we have to do it together. It is folly to pretend that any one of us, including the President, can do it alone.

When he graduated from high school in 1968, Mike Synar called on his classmates to -- quote -- "Stand and be counted when the occasion arises." Well, he always did. This occasion requires us to do it for him, and I am honored that we can do it in his name.

Thank you and God bless you all. (Applause.)

END

4:10 P.M. EST

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

March 7, 1996

REMARKS BY THE PRESIDENT
IN ROUNDTABLE DISCUSSION AT
THE WHITE HOUSE LEADERSHIP CONFERENCE
ON YOUTH, DRUG USE AND VIOLENCE

Eleanor Roosevelt High School
Greenbelt, Maryland

12:18 P.M. EST

THE PRESIDENT: Well, hello and good afternoon. Let me again thank all of you who are participating and all of you who came to the White House yesterday. I know that the event which we just held with the students at Eleanor Roosevelt was shown here, so I have no further introductory remarks. I'm anxious to get to the panel, except to say one thing briefly.

In the 12 years that I served as the governor, when I had the opportunity not only to go to every community in my state, but from time to time to travel throughout the country, I saw a modern example of what the framers of the Constitution intended when they set up state governments, and they basically devolved a certain amount of authority throughout our country. They wanted the states and, ultimately, communities to be laboratories of democracy. And they thought, the people who set our country up, that once in any laboratory a solution to a problem was found it would be like science, that that then would be adopted and people would go on to another set of problems.

What I think is happening in our country is that nearly every serious challenge we face has been dealt with brilliantly by somebody, somewhere -- whether it's in education, or in dealing with the crime problem, or you name it. The one place where their laboratory of democracy probably fell down is that its human affairs are not like science, and very often, even though things are working well, they're not adapted, adopted, embraced as they should be.

So I think that all of you who are struggling and working to find ways to mobilize the energies not only of your communities, but willing, then, to see it spread across the country are doing the most important thing you could be doing because it's the second half of what the

framers of the Constitution knew we'd have to do in order to meet all the challenges of the future. I mean, they couldn't have imagined the world that we live in now, but they set up a system that requires the second half -- and you are that.

I thank you for being here. I'm anxious to go forward, and I'd like to begin by having, I think, about four opening statements, beginning with Joe Califano. And I want to begin by just thanking you, sir, for the work that you have done at your center and the work that you have done for so many years now to try to help people try to deal with all kinds of substance abuse problems. And we'd be glad to hear from you.

MR. CALIFANO: Mr. President, thank you for those kind remarks. It's an honor to take part in this unprecedented White House Conference on Youth Drug Use and Violence. No concern could be more timely or of greater moment to young Americans, their families, their communities and their future. And with this conference, you are the first President of the United States to make the connection between the earthquake of abuse and addiction, whatever the substance -- cigarettes, alcohol, marijuana, cocaine, heroin, hallucinogens, amphetamines, inhalants -- and the aftershocks of violence, crime, child abuse, teen pregnancy, AIDS, health costs, shattered families, deteriorating schools and neighborhoods.

For too long, our people have lived in a cocoon of denial about substance abuse and addiction. This White House Conference is a singular effort to shed that denial and face the reality that in the shadows of these symptoms of savagery that threaten our youth lurks substance abuse and addiction.

Mr. President, your aim is right on target: nurturing an environment that protects our children and our adolescents against all substance abuse and gives them the courage and the skills to say no to drugs, cigarettes and alcohol.

As a result of our research at the Center on Addiction and Substance Abuse at Columbia University we know this: a young man or a young woman who reaches age 21 without smoking, without abusing alcohol and without using illegal drugs is virtually certain never to do so for the rest of their life. Smoking nicotine or marijuana cigarettes and drinking alcohol are, as you said this morning, in and of themselves, dangerous. But at CASA we've also found a powerful statistical relationship between adolescent use of nicotine, alcohol and marijuana and the use of drugs like cocaine and heroin.

A 12 to 17-year-old who smokes cigarettes is 19 times likelier than one who doesn't to use cocaine. A 12 to 17-year-old who drinks alcohol is 50 times likelier than one who doesn't to use cocaine. And one who smokes pot is 85 times likelier than one who doesn't to use cocaine. The earlier and more frequently a child uses any of these substances, the likelier that child is to go on to use cocaine or heroin.

These relationships are only statistical, yet they are far more compelling than those the Surgeon General in 1964 found between smoking and lung cancer, a nine to 10 times greater likelihood; and the Framingham Study found between high cholesterol and heart disease,

a two to four times likelihood. Moreover, research that you've been encouraging reveals that cigarettes affect dopamine levels just as alcohol and illegal drugs do -- a characteristic that's one of the markers of the addictive power of a substance.

Mr. President, with your Food and Drug Administration initiative to keep cigarettes out of the hands of our children, you've shown more guts on this issue than any President in the history of the United States. (Applause.)

Your decision to target prevention is also a bull's eye. The only sure route to a drug-free society is to prevent our youth from using drugs, to make it cool not to smoke, chic to say no to drugs and alcohol. From today's adolescent abusers come tomorrow's adult addicts. We know how difficult it is to break a drug habit. You saw it with your brother. A teen who smokes daily for just 30 days is almost certainly addicted. By age 17, half of the teenage smokers have tried to quit and failed. And crack cocaine can be immediately addictive.

Treatment programs have helped some Americans, but their success rate is low and recidivism is common. Until we improve treatment effectiveness, the harsh reality is that most individuals who get hooked on drugs will be hooked until the day they die, either from their addiction, or from one of the diseases or violence that addiction spawns.

From our work at CASA, we are beginning to identify children least likely to use drugs -- those who have parents engaged in their lives, eating meals with them, engaged in their athletics and their academics; those who have an active religious life; those who have hope for the future, believing their future, as you indicated this morning, will be at least as great or greater than their parents; and those who perceive marijuana as dangerous.

Religion is also a key factor in shaking drug and alcohol addiction. In Opportunity To Succeed -- an ops program, a CASA demonstration; we're trying to help recovering addicts who leave prison -- the participants report that belief in God or a higher power, coupled with prayer and religious practice, have been a critical part of their getting and staying sober.

In closing, Mr. President, if I may, let me make a suggestion. We know a lot more about the dangers of marijuana than we did 20 years ago when I was Secretary of Health, Education and Welfare, as you mentioned this morning. We know that it can savage short-term memory, we know that it can savage the ability to maintain an attention span and motor skills, and we know much more about the damage it can do to lungs and brain.

I suggest you ask the Secretary of Health and Human Services to prepare a report on marijuana and health, just as in 1979 we issued a Surgeon General's report on smoking and health to present to the American people the accumulated biomedical science and research on this subject, and that's what kicked off the current antismoking campaign.

To you teens here today, if you have ever abused alcohol, tobacco -- if you have never abused alcohol, tobacco and drugs, keep it up. If you have, stop. Don't play Russian roulette with your lives by experimenting with drugs. Every time you say no, you encourage

your peers to say no; and by saying no, you'll be doing your part to help the President and other leaders gathered here put an end to substance abuse and the violence it spawns.

Mr. President, as a citizen, as a parent, and as a grandparent, let me thank you for calling this White House Leadership Conference on Youth, Drug Use and Violence. No resident has forcefully made the connection among cigarettes, alcohol and drugs, or more powerfully spotlighted the fact that drugs and alcohol abuse and violence by and to our young people are joined at the hip.

Congratulations, and thank you. (Applause.)

THE PRESIDENT: Reverend Jackson?

REVEREND JACKSON: Thank you, Mr. President. I am just delighted that across the years you've expressed interest in this, perhaps the number one domestic threat within our shores and to our generation.

I would like for the youth who are here -- those of you who are 18 are younger, please stand. (Applause.) If you know -- that ain't the punchline. If you know someone in your age group who is dead because of drugs, raise your hand. Hands down. If you know someone in your age group who is in jail because of drugs, raise your hand. Hands down. If you know someone in your school who has tried drugs, raise your hand. Hands down. If you know someone who has brought a gun to school, raise your hand. Hands down. If you know someone who has told the principal or teacher on who brought drugs or a gun to school, raise your hand.

The hands went up about the knowledge of deaths and jail, those in school and those with guns. But when it came to telling somebody, there is this betrayal of silence factor. Please be seated. Betrayal of silence. We are fighting little suicide bombers who are your buddies. They are hard to detect. They disguise themselves as your friends. And yet, the number one threat to your lives are your drug-dealing, gun-toting little buddies.

Let's put it another way. If any of you in here knew that a teacher or a fellow student or a janitor or cook was a member of the Klan, Ku Klux Klan, and had sheets or hoods or ropes or drug paraphernalia in their car, in their locker, would you tell it? Raise your hand. Hands down. How many of you have ever seen a Ku Klux Klansman and his or her paraphernalia in your school? Raise your hand. You're prepared to fight the enemy that fundamentally does not exist, and want to be co-partners with the enemy of your generation. It is not the rope that threatens you, it is the dope that threatens you.

What's significant about this, Mr. President, is that this is a seller's market driven by the enemy, which is us. The fundamental to change in this, having heard the President's challenge and the Vice President's challenge, is that survival and success start with self-reliance. The drug crisis, which is the number one threat to your generation, must be fundamentally initiated as a struggle by youth. It is a war on -- it is a war on drugs because it is the force that is driving the domestic budget and the agenda today.

Concern, likewise, Mr. President, that this drug crisis is not natural, it's social and cultural. And as such, the media is a big factor in this. This is the first generation by age 15 that has watched 18,000 hours of television, listened to more than 22,000 hours of radio, compared to less than 11,000 hours of school, less than 3,000 hours of church, temple or synagogue -- which means that, quantitatively, this generation has -- the media has more access to our minds than home, church and school combined, and qualitatively penetrates more deeply.

And so, in reality, the missing person on this panel is a disc jockey because the disc jockeys have more access to the minds of our youth than political leaders and ministers and parents combined. It must be a factor because they transmit the social and cultural mores of our time. Some take drugs foolishly for joy -- short-term pleasure, long-term pain, I might add -- others, as anesthesia for their pain; or some, just for money. But the mass media and ministers and parents must assume a different role in this struggle.

I'm also concerned that the impact of the relationship between poverty and drug usage must be dealt with. One-half of all black children are born in poverty. One of every five American child is born in poverty. Those who are born in poverty tend to have less health care, tend to have less of an attention span, tend to drop out, tend to make a baby they cannot raise, tend not to be able to make a livable wage, tend to drop off into the drug subculture -- killing, getting killed or going to jail. So it starts, really, at the need for a revived war on poverty, for those who are born in poverty on the front end, end up on the other end with reduced life options, long sentences and earlier death.

There seems to be a national move, and your presence here today is to counter that move of lock them up rather than lift them up. (Applause.) The number one growth industry in our cities is jails. In every new city -- Chicago, Nashville, Memphis, New Orleans -- every new city, two new buildings: a new jail and a new ballpark. I'm concerned that in the black community, for example, 200,000 more blacks are in jail than in college and now a profitable jail industrial complex is spreading up all over the place.

Youth, my challenge to you would be this: 90 percent of those in jail in this new wave of jailing about drugs, 90 percent -- watch this -- 90 percent are high school dropouts; 92 percent functionally illiterate; 75 percent recidivists -- that's, once they get out, they come right back in.

We must, therefore, target the drug base. Today, they have identified some terrorists in the Middle East who are killing people -- the military is targeting the base where the terrorists are coming from. There's a base where the drug culture and drug as a set of life options are emanating from. That area must be targeted in the formative years of our children. Life on the margins is too high a risk.

I would think, youth, you must make some decisions, because no one can save you from yourself. Adults must make some decisions and know that what we're doing right now is a very culturally non-remedy to a deep spiritual and moral crisis.

I would urge parents to join us in this way, because I want to go from where we are to where we want to be -- what must we do, what can we do at least at level -- I would like to get -- we talked about this yesterday -- at least 20,000 parents, Governor Glendening, 20,000 parents in 50 cities who would take a five-point pledge: Take your child to school. Meet your child's teachers. Exchange home numbers. Turn off a TV three hours a night. And pick up report cards every nine weeks. Teachers tend to teach children differently when they know the parents, and children behave differently when parents and teachers know each other. That would be a million parents -- (applause) -- a million parents joint venturing with teachers would have a powerful impact upon modifying behavior.

If in those same 50 markets, 100 ministers met with juvenile court judges, and members of those congregations agree to reclaim 20 youth each as alternatives to unnecessary jailing, that would be 100,000 youths going toward church and home, which would make those 100,000 police temporary officers because you would be going to college and not going to jail. We will have changed that trend around.

I would hope, in the final analysis, as I look at Chicago, that 12,000 young people in jail, 80 percent have tested drug-positive, about 10,000. That's 700 treatment beds. So there is no plan to get them well, so they leave and, predictably, come back within 12 months. I submit to you if we take this issue of interdiction on the one hand, General, seriously, and recidivism on the other, which must be dealt with at the treatment level, we'd begin to make an impact.

Those who say treatment does not work, they have surrendered to the drug war. (Applause.) Those who do not think that stopping youth before they get trapped is useless, they have given up. We must not give up on this generation. We fought world wars before. They usually had on different colored uniforms -- they had on brown shirts; they spoke other languages. This time, the enemy has penetrated our most vulnerable spot -- our greed, our willingness to take high risks for low returns.

Young people, you must rise up and be the warriors and leaders in this struggle. Whenever America has made a change for the better, it is when young America came alive. We got from the back of the bus not because presidents and congresspeople changed their minds; a young seamstress said no to indignity, a young minister said, better we walk in dignity than ride in shame. Young America came alive. We got public accommodations -- four students sat down in Greensboro, they were threatened with jail, they chose dignity, even at the risk. The right to vote -- Goodman and Cheney, two Jews and a black. Four babies killed in Birmingham, Alabama.

When young America comes alive and chooses hope over dope, and life over death, the drug pusher will be out of business, and you can be on with the business of guiding our nation and our world to a higher height.

Thank you so much. (Applause.)

THE PRESIDENT: Let me just say, yesterday Reverend Jackson and I spent

a few minutes together in preparation for this day. And he went through what he was going to say. And the thing I want to say, quite apart from the incredible power of his remarks, is that he has given us a way to take what is working and to spread it across the country. And we now have to see if we're willing to do that.

Can you find 20,000 parents in 50 cities? Can you find this number of churches in 50 cities? Can we prove that we can take these -- if you want to prove that you -- we know objectively we can't jail our way out of the crisis, but we have never presented, frankly, a constructive alternative that we could spread across the country. You can build a jail in one city and another and it looks about the same. This program or that program or the other program may not look the same in every community.

So the great -- the enduring genius of what he has said today may well be his plan that would allow us systematically make a difference across the country and offer us an alternative approach to this in the future. And I thank you, sir.

Jim -- Mr. Burke.

MR. BURKE: Following Reverend Jackson is not an easy task. (Laughter.) That was very inspirational and I agree with it.

One thing that you said -- and also Joe and the President and others have said, and I want to open my remarks with it -- there isn't a single social issue in this country, not one, that illegal drugs is not embedded in. Difficult as it is, it is my opinion -- and I'm an optimist -- I believe solving this problem is the most cost-efficient way to get at all our other problems. (Applause.)

Mr. President, I think it is very, very important that we are here today, and I hope this is the beginning of more of these kinds of dialogues -- listening to our children and to talk with them about rising drug use among the nation's youth.

I think it's also important that we do remind ourselves again and again -- and the President mentioned it -- of the progress we have made already on this issue in the past. Even with the recent increases, counting them, even with those increases, there are now 10 million fewer Americans using illegal drugs than there were in 1985 -- 10 million fewer. If the 12- to 17-year-olds hadn't turned around as they have, there would be 11 million or close to 11 million. But we have convincing proof, in my opinion, that we as a society are not at all powerless in reducing drug abuse. Many people feel we are and they are wrong. And you're living proof that they're wrong.

We know the reason for the progress. And the reason is very clear -- changing attitudes toward drugs. Every study that we've got -- every study that we've got shows a direct correlation between how young people feel about drugs and whether they use them or not. It's changing those antidrug attitudes that's causing the problem at the moment. While usage is down dramatically, as has been stated by the President, holding, I might add, between 18- and 35-year-olds, it is increasing and increasing very sharply among 12- to 17-year-olds.

And the reason is the one that I gave you. The reason for progress and the reason for failure are exactly the same -- attitudes. And we know how to change attitudes, better than any other country on the face of the Earth. There is no country that has accomplished as much as this country has already accomplished on cigarette smoking. How was it done? It was done by working together to change attitudes.

Ironically, at the same time, research done by CASA, as well as the recent PDFFA -- that's the Partnership For a Drug-Free America study -- shows that drug use is overwhelmingly -- in spite of the fact that usage is going up, it is overwhelmingly the greatest concern among our youth. Both studies say the same thing. Ask kids open-endedly what are they worried the most about, and they tell you drugs.

Attitudes are changed through leadership, through leadership here at the White House. Thank you so much, Mr. President. (Applause.) And we need more leadership. We need more congressional leadership. We need more leadership at the state and the community level. We need more family leadership. We need more of the kinds of peoples that you have heard from today and through this conference.

And, by the way, we talked about the media who has helped in many ways to get us into this problem. I want to say, we ought to look at the flip side of that. It wasn't until the media got interested in the illegal drug problem and the catalyst for that interest is going to speak to you next. Len Bias died, and that was the catalyst for change in terms of the media getting interested in this problem. And once they did they have had an enormously positive effect.

So, again, it is important that we are here today, and terribly important that this is the beginning of a vital process of listening to our youth. I suggest we listen to our children to tell us what we, as adults, should be doing. And I also suggest that we listen to our children as they tell us what they, themselves, can do to help. We haven't really asked, and I think it's time that we did. And I think it's one of the reasons this conference is so important. (Applause.)

A recent Harris poll on violence -- I picked this out of a paragraph in a long article -- nine out of 10 of the youths in this country said that they would be willing and anxious to participate in mentoring, in educational initiatives and in community awareness programs on violence. Nine out of 10 of our youth want to do something to help. And, again, I suggest it's time we ask them to do it. And there isn't a child in this room that doesn't know that violence and illegal drugs are joined at the hip.

I'd like to end on a note, Mr. President -- I know you went to Ireland; I want you to know I got there about six weeks before you did. And I went to a little gallery, an art gallery, with my wife, and there was a painting of that beautiful countryside in Ireland. And I looked -- underneath it, it said, "We did not inherit this country from our parents, we are merely borrowing it from our children." Underneath that, it said, "From an old American Indian statement."

Thank you. (Applause.)

THE PRESIDENT: I would like to now call on a remarkable person who has probably laid a costlier sacrifice on the altar of our modern troubles than almost any other American, and who has responded by devoting her life to trying to help us work our way out of it -- Dr. Lonise Bias. Thank you for being here. (Applause.)

DR. BIAS: Thank you, Mr. President. It is indeed an honor and a privilege to be a part of this leadership conference today, and more so, to share my perspective on how I feel change can come in our society.

Many of you may or may not know, I'm the mother of Len Bias that died of a drug-related death in June of 1986. But December 4th of 1990, I lost a second son; my 20-year-old son, Jay, was violently murdered. Now, I use the deaths of these two young men as an opportunity to travel throughout the nation encouraging both young people and adults alike. And there are four things that I put out regardless as to what group I am addressing to give a brief introduction of myself. These four things are not unique to this particular setting. These are four things that I put out regardless as to what group I am addressing.

The first thing is that I love each and every last one of you -- not with the love of my heart, but with an agape, unconditional love. And for the problems facing the United States of America today, we will not only have to work, but we will have to be committed through love -- loving in season and out of season, when it feels good and when it doesn't feel good. (Applause.)

The second thing is that I see neither black faces, white faces, Orientals, Indians, Hispanics and so on and so on -- in this case, beautiful community coming together to be encouraged in such a difficult time. Let's look at that word -- community. Come-unity. Unity has come today at Eleanor Roosevelt High School to bring change for our young people.

The third thing is that I come to offend no man. Any reference that Dr. Bias may make spiritually stems directly from the different situations Dr. Bias has had to deal with. I am keenly sensitive and aware of the fact that there may be other faiths and religions assembled here today, but I stand because of the strength of my Lord and Savior, Jesus Christ, who has given me strength to stand today. (Applause.)

And the fourth and final thing is that because I love you, because I come to offend no man and because I only see beautiful people coming together in such a difficult time to bring change, that is that I care absolutely nothing about what any of you all think of me today. (Laughter.) Now, I say that, and my point is, is that we cannot get the work done that we need to get done in this nation today, Mr. President, because we have so many young people and adults alike who are hung up on what people think about them. And when it comes time to make a good decision or to take a stand for what's right, people waver and stand on the fence. Well, I'm here today to say that we need young men, young women, mothers, fathers, grandmothers -- the family unit is the first social institutional -- we need everyone to stand up

and to be accountable for these problems that we are facing today.

Now, many of you may say, "Well, Dr. Bias, if you know so much why are your two sons dead? You're nothing more than a loser -- one son a drug-related death, the other violently murdered. How dare you, of all people, attend a conference like this and share your perspective with anyone. What can you say that we have not already heard? How dare you, of all people, try to impress your thoughts upon someone else's child or another parent?" As I said before, it is my faith and belief that my God used the deaths of my two boys as seeds to go forth into the ground to bring forth life. And I believe that Len and Jay Bias have truly done more in death for this nation than they could have ever done in life.

Many people miss Len Bias because of his athletic abilities. But we must understand that athletics is only a part of life, it's not all life. It's only encircled in that part called entertainment. But today we're dealing with problems that deal with life. And in death, Len and Jay are bringing changes.

Now, there are a couple of things that I would like to put out very quickly. My perspective is that one of the reasons we're continuing, Mr. President, to have so many problems with our young people stems directly from the flow of information. We understand that the human brain is nothing more than a computer and it is constantly absorbing data all of the time through the eye gates and through the ear gates. Young people at five, six, seven and eight-years old are having to take in information that we didn't have to take in until we were adults.

We must understand in this nation that with length of days comes understanding. Many of us are still trying to find our way and press into the darkness and get some answers to some of the difficult questions of life. We have to be -- we have to watch where we're going with the flow of information that our young people are receiving. You cannot push trash and garbage into the computer and expect to get something good out. If they are absorbing trash -- (applause) -- if they are taking in trash and garbage, that is exactly what they will give you back.

The second issue, Mr. President, deals with dealing with this issue of drugs. Now, I have been working for about 10 years and traveling throughout the nation extensively dealing with many of the issues. And when I first started addressing young people, I only addressed those issues of drugs and alcohol and self-esteem. But there would always be a group of young people waiting with other problems that had nothing to do with drugs and alcohol.

And I am a firm believer today, in order for us to bring change in our society where we can bring forth the type of fruit that we want, where we can bring forth this crop of young people who will usher us into the 21st century, we must not only look at drugs and alcohol, we must look at violence, we must deal with moral values. And today, we are trying to answer so many problems without dealing morals. We are going to have to go back to values to bring change.

And, Mr. President, it has already started. Right now we are dealing with drugs and alcohol. Now it's violence, and I see that we have a great deal of concern in this nation

about AIDS among our young people and HIV. We have already dealt with four issues, and the fifth issue that will come up will be the disrespect for positive and legal authority. (Applause.) We have already seen that in our society already where young people are taking guns to schools and killing their teachers, killing their parents. And once we go the entire circle, Mr. President, then we will say, well, it's time to deal with values. It's time to deal with moral values now. Our young people in this nation are reachable, teachable, loveable and saveable.

We must change our approach in adapting to their needs today. What worked in 1959 will not work in 1996. These children can be helped, but we must realize that we are the pathfinders, the life-givers and the educators, and if the blind lead the blind, they both fall in a ditch. Good advice with poor example is very confusing. We have to be ready to work this day, Mr. President, in order to bring change. (Applause.)

And, in closing, I will repeat the poem, The Man in the Glass:

"When you get what you want in your struggle for self,
and the world makes you king for a day, just go to the
mirror and look at yourself and see what that man has
to say.

For it isn't your mother, your brother, or wife whose
judgment upon you must pass. The fellow whose verdict
counts most in your life is the one staring back from
the glass.

Some people might think you're a straight- shooting chum and call you a
wonderful guy, but the man in the glass
says you're only a bum if you can't look him straight
in the eye.

For he is the fellow to please, never mind all of the
rest, because he's going to be with you clear up to the
end, and you've passed your most dangerous and
difficult test if the man in the glass is your friend.

Oh, you may fool the whole world down the pathway of
years and get pats on your back as you pass, but your
final reward shall be heartaches and tears if you cheat
the man in the glass.

We are the man in the mirror. Where we're coming from is not important -- where are we going? And if we want to lead these young people who are this nation's greatest natural resource into the 21st century we must be prepared to know who we are so that we can lead them clearly.

May God bless you all, and thank you for inviting me. (Applause.)

THE PRESIDENT: We have a number of distinguished people on this panel and I'd like to -- I think it's time we began with the young people and hear from them. So I will just call on them and then I want to call on some of the other panelists who are here who have done so many important things. But let me begin by asking Karen Lee, who is a senior here

at Eleanor Roosevelt, who joined Students Against Violence a year ago, immediately after her classmate, Julie Ferguson, was abducted across from the school and killed. I'd like to ask her what has been happening here, what happened in the antiviolence program and where it's going, and what impact it's had on the students in the schools.

MS. CLARK: Well, after the death of our classmates, as could be understood, students and faculty were very scared, and they were very angry and they were very hurt, and they also felt very helpless. But instead of running from these fears, we decided to join together and fight against something that scared us all, and that thing is violence.

We believe that violence is often the result of the lack of alternatives. And at Eleanor Roosevelt we tried to provide some of those alternatives, such as peer mediation, peer counseling and mentoring programs -- trying to stop problems before they even occur. We believe that prevention is also very important. Self-defense courses have been very well-received, and workshops such as stress management gives students a constructive outlet for emotions that might otherwise resort to violence.

Raising community awareness to the presence of violence is also a constant concern to us. At Eleanor Roosevelt, we remember not only our classmates who have died, but all victims of violence. Memorials, candlelight vigils and just simple gatherings remind us of the past, but also give us hope for the future.

Students Against Violence is committed to a peaceful and nonviolent world, and we hope that the steps we have taken and will continue to take have a positive impact on lives.

THE PRESIDENT: How many students here at the school are involved in it?

MS. CLARK: In Students Against Violence? We have approximately 20 very active members. We are in the process right now of organizing the first anniversary commemoration of the death of Julie Ferguson, which will occur on March 20th, and I invite all of you to please attend. This is very important to us, because we intend to honor not only Julie, but as I said, all victims of violence. And we want to affirm our commitment to a nonviolent community, a peaceful future, and a very safe environment for all of us to live in.

As can be expected when we have tragedies such as the death of Julie Ferguson, the numbers of Students Against Violence swell immensely. When I joined last year, I remember there was incredible concern between the students and faculty and community, and Students Against Violence was a very stabilizing group that students and teachers could go to and talk to, and peer mediation, also. There were a lot of -- there was a lot of support going on there, which I think was very important in helping students and everybody to deal with the kinds of things they were faced with.

THE PRESIDENT: Thank you. I want to come back to that in a moment with some of our other panelists, but I'd like to go now to Isaak Prado, who is a junior at a community school in Visalia, California. A former drug user, a former gang member who is

in the second phase of the Tulare County Juvenile Drug Court in Visalia --he's returned to school; he says his attitude and his outlook have changed, and that in his program associated with the drug court he attends mandatory drug counseling, sets goals and learns from the experience of older men about how to handle peer pressure and stay away from drugs.

There are a lot of people talking here today; you've actually had to walk the walk. And I thank you just for having the courage to sit up here on this panel. (Applause.) I would like to ask you to make whatever statement you would like to make about your experience and what you would say to other young people and what you think you could do to make a difference there.

MR. PRADO: Well, I'm here because I got in trouble. I got in trouble for possession.

THE PRESIDENT: I just want to make sure they can hear you. I think they turned the mike up -- that's good.

MR. PRADO: And I was entered into the program because I got in trouble. I had the opportunity to be in the program, and the program has helped me tremendously. Like you say, we're attending counseling and things like that, and I get help from older people and, you know, everybody cares about you and they let you know what's going on.

Since I started the program my attitude has changed towards, you know, drugs and gangs and stuff like that. My attitude is a lot better, you know. Before, I'd wake up in the morning and just worry about, you know, rolling my first joint, you know, stuff like that. And now I wake up in the morning and I worry about going to work, making sure I'm going to, you know, do good things at work and I'm going to perform the tasks that they ask me to perform. And, you know, really my attitude has changed a lot.

I think it's a good program. I think we need more of it in the country, though, you know, because we're the only one, we're the only program there is. And we're just a little -- you know, we're a little community out in the middle of nowhere in California. We need more around the nation because there's a lot more people that need help.

THE PRESIDENT: Could you tell the people who are here how you happened to be placed in the drug program when you were arrested, or whatever happened to you? How did you wind up going into the drug court?

MR. PRADO: Well, I was arrested and I was sent to see the judge. And since my case was in affiliation with drugs, they gave me an opportunity to come into the program.

THE PRESIDENT: You had the choice about whether to go into the drug program or be punished conventionally in the criminal justice system, right?

MR. PRADO: Yes. And I chose to be part of the program. And it's not like you can just drop out of the program if you feel you can't complete it. You know, once you

make it, it's a commitment and you have to stay in it for approximately nine months.

THE PRESIDENT: Let me say that -- a lot of people here in this audience will be familiar with the drug courts, but one of the first ones in the country was established in Miami. And I happened to have, just by family accident, the exposure to it many years ago because my brother-in-law was the public defender in the drug court. So I have sat for hours on end on two different occasions in the Miami drug court. And all the people there also have to voluntarily choose to be in the drug court's jurisdiction to choose the path of rehabilitation to avoid -- automatic jailing of people who just got into this.

And one of the parts of our Crime Bill that we're still struggling to preserve funding for is a small stream of money to help people establish these drug courts around the country. And you're a pretty good walking advertisement for it. And I thank you for what you've done. (Applause.)

I wonder if any of the other panelists would like to ask Isaac a question before I go on to anyone else. Anyone have a question you want to ask him?

Well, I thank you. You hang in there.

REVEREND JACKSON: Do you fear that once you leave the program that you'll go back?

MR. PRADO: At the beginning I did. I thought, you know, I'll just be in the program for nine months, play by their rules, and once I get out I'll just go back to that life again. But going to the meetings every week, you know, they work into your mind. (Laughter.) It's all about attitude. And they changed my attitude. And so I have the attitude where I want to live a clean life and I want to be healthy. And I just want to quit everything. (Applause.)

THE PRESIDENT: You heard Dr. Bias say it's what happens in your mind that's the most important thing. So, you hang in there. We're for you.

I'd like to ask Margaret Alstaetter -- who's here to my left, a freshman at Wilmington College in Ohio, and she's the Students Against Drinking and Driving Student of the Year. To raise awareness of alcohol-related issues, she coordinated a mock accident, planned public service announcements, organized Red Ribbon Week activities and conducted a lot of other projects involving local elementary schools and young people.

And so I'd like to ask her to say whatever is on her mind and ask her whether she thinks the SADD movement has helped to change the attitude of students about what is or is not the cool thing to do, or is or is not an acceptable thing to do, and whether or not it -- whether having a chapter like this at every college and at every high school would make a difference in the culture, to go back to what Mr. Burke said about our ability to change people's views of this. But talk a little about your own experience and tell us what you think.

Q I'd like to start by saying the main program of SADD is the Contract for Life. And this is important to us because it stands for three things. I brought some copies for you to look at. (Laughter.) The three things the contract stands for is empowerment -- empowerment to the student, to give them the powers to be responsible for their actions. It also stands for caring. It's a contract you sign with your parents. It's understanding you'll be responsible for your actions. It shows that they care about you and that they're willing to help you in whatever situation. It is also prevention. And it reminds you not to drink and drive, and so it's more of a preventive measure.

Some of the things -- I want to also talk about SADD as a resource. SADD is not a set program. You don't decide, I want to start a SADD chapter, what do I need to do. SADD is a program you design, your own school can design it to fit their needs. My school has designed it to be interactive with our drug-free program and to work extensively in elementary schools.

Some of the things we've done in elementary schools is we've provided role models for the DARE program. Our DARE officers come in and provide a training session to high school students in which we will go back to the elementary schools, into their DARE classes and answer questions. The students ask us a lot of questions that they would not feel comfortable asking their parents or their teachers or the police officers they work with. We have a lot of questions about what goes on in the high school. They have the image of my high school being a big drug center, there's guns about the school, we have riots and things like that. No, none of that type of thing happens in my high school and we were shocked to know that that's what these kids were hearing. And so we served as the way to clear the air and get a right message out to them.

Red Ribbon Week is probably our biggest activity of the year, which is held in October. During Red Ribbon Week this past year we had a traveling medicine show, which is a group of high school students that wrote skits and rap, some of the popular songs, and went in and presented them to grade schoolers. We also had dress-up days for each day. Like one day was called "Dare To Be Different," and you could wear mismatched clothes. Another day we called "Kiss Off Drugs," we passed out Hershey Kisses. It's different theme days to get everybody in the high school involved.

One of the other ways we've gotten everybody involved is to be a member of SADD and Drug-Free Council at my high school it's kind of like an elite type of thing because each group organization in the high school sends two representatives to serve on the council, like the directors, and help plan and organize all of the activities. And that serves -- you know, it's a big thing to be able to serve on the Drug-Free Council to be able to promote the activities.

We have tried to get the community involved in many ways. Public service announcements have done a great job, our radio station is very cooperative. A new activity this past year was during Red Ribbon Week we had students design little ads encouraging people to be drug and alcohol-free, and then our newspaper donated space, and we put the winning ads in there, and with the leftover ads, we took them to pizza parlors and had them taped on boxes.

This sent the message directly into the homes, and that is the whole goal of our organization. (Applause.)

THE PRESIDENT: Thank you very much. Let me ask you this: How many people are in your organization?

STUDENT: In my high school, we have about 70 active members.

THE PRESIDENT: That's good.

GENERAL MCCAFFREY: Let me, if I may, intervene. We're scheduled to terminate at 1:15 p.m., but, Mr. President, knowing how valuable your time is, nonetheless you did make me your Drug Czar. So could we go beyond this to 1:30 p.m., do you think, to get some of the power of these comments out on the table?

THE PRESIDENT: He's only been out of uniform for a few days, and he's already off schedule. (Laughter.)

I would like to stay very much until at least 1:30 p.m., until we hear from everybody. Thank you very much.

Let me say, I think -- I wanted you to hear from these three students. Now, I'd like to come back and sort of pick up the issues, starting with -- Karen talked about school violence and I would like to call on a couple of people now to discuss how they have dealt with it.

Carl Cohn is the Superintendent of the Long Beach Unified School District in California. It's the third largest school district in California; there are 81,000 students in this school district. And two weeks ago, I went to his school district to one of the schools there, named for the great American baseball player, Jackie Robinson. And he was, as far as I know, the first major school district in the country to implement for elementary and junior high school students school uniform policy.

I went out there because we had worked, particularly through the Attorney General's Office and through the Department of Education, through Secretary Riley, to make sure that the school district and that others who wish to do the same thing could do so legally, explain how it could best be done, and then put together a handbook which you could then mail to every school district in the country explaining how Long Beach had done what they've done and how a school district who was interested in this could do it.

And when I first heard about it and, indeed, when I mentioned it in the State of the Union address, my last State of the Union address, I always try to keep up with the reaction -- on balance, it was the most positive reaction I ever got, except for all of the nasty letters I got from kids saying, "how dare you suggest that school uniforms would be a good thing; it would be the most boring, awful thing that ever happened, our liberties would be trampled," and

in one fell swoop, one remark, I turned myself into an old fogey before the entire country. But I must say, having gone out there, since the State of the Union, I think that at least every American needs to hear about the Long Beach experience, particularly in light of what Karen said and others have said.

So, Carl, the floor is yours.

MR. COHN: Thanks very much, Mr. President. At the risk of frightening all of these Roosevelt Raiders who are here, our program is at the elementary and middle school level, and we've had a dramatic reduction in school crime following the implementation of our uniforms -- 36-percent overall reduction, a 50-percent reduction at the middle school level in fights. And we did it at local level because parents and teachers stood with us in saying that we were going to have higher dress and behavior standards in our schools.

The much maligned urban parent that everybody has written off and said won't stand with you, stood with us in this fight for school uniforms. I think the program and its value was best summed up when Maurice Troutman, our young middle school student said, "Mr. President, on the way to school I don't have to look over my shoulder when I'm wearing my uniform." And I think that captured for everybody the success of that kind of a program. And we're grateful for the support of the Attorney General and you, Mr. President. Thank you very much. (Applause.)

THE PRESIDENT: Let me just inject a couple of facts here, in case any of you are thinking about this. First of all, there was not a uniform school district policy. He allowed every school, by some process or another, to choose their uniforms. And they were basically just comfortable school clothes, like I saw one of the young people was in a -- the uniform for the boys was blue slacks and a white shirt with a collar every day. It wasn't -- and there was some variation within that. And then the uniform for the girls was the same thing or a skirt.

And each school got to choose their own colors and got to decide what the parameters the uniform were. If the school chose, the teachers and the principal also wore the uniform, but that varied by school. But the young man that he mentioned, for example, said his school was located in a high crime area where the gangs associated gang membership with the colors red and blue, so the school chose black, white and green for the school uniform. And to see this young attractive African American student saying, I don't have to look over my shoulder anymore when I walk to and from school, I feel safe -- that's worth something.

The other student who spoke was a young -- I think a 13 year old student, who is a terrifically powerful young woman who said that she felt one of the reasons that the learning had gone up and discipline and behavior problems had gone down is that it gave all the children a sense of unity and that all of them were being judged based on what was on the inside, rather than on the outside. (Applause.) It's interesting. And in that sense, she said she thought the children who came from well-to-do families were helped as much by the policy as children who came from poor families. And they also had to set up a system so kids who came from families who couldn't afford it and all that, and they covered all that.

But if you have any interest in this I would urge you to write to Carl because it's hard to quarrel with the results and what the kids said. Maybe it's not the thing for every school district and every school, but they had a lot of problems and to see them drop in a breathtaking fashion I think is a real tribute to the courage and vision of that school district. And I thank you for what you did. (Applause.)

REVEREND JACKSON: Also, children who go to the wealthiest schools wear uniforms and completely de-emphasize clothes, they focus on lap tops rather than boom boxes. And the children who have the least amount of money to buy clothes have to buy the most clothes to keep up. So it's also cheaper. And I wish you would go one step further -- those young men and young women should learn to make those uniforms -- (laughter) -- because that's the way of making a living. Young men and young women should be able to sew and make their clothes. There is some character development in that. And there is some job creation in that, and there is reduction of the emphasis on clothes as the measure of who you really are. I think there's a lot more built into that than just stopping the gangs.

THE PRESIDENT: Before you laugh too much about the last comment Reverend Jackson made, let me remind you that the most famous cloth spinner of the 20th century was Mohandas Gandhi. (Applause.) That was his main non-work activity.

So I'd like to call on Yvonne Green who is the director of the Safe Schools Initiative in and around East Capitol and Marshall Heights in Washington, D.C. She has a very challenging job. And she is helping to establish the kind of school and community partnerships that the rest of us so often talk about. So I'd like to ask her whether the Safe and Drug-Free School funds out of the Crime Bill have helped her, and what she's done with it and what she thinks it's making a difference.

MS. GREEN: Thank you very much. We are very fortunate to have been funded by the U.S. Department of Ed Safe Schools, and we are working in the Marshall Heights-East Capitol community in Washington, D.C., to reduce incidents of violence. Our mission is to create safer living and learning communities. We subscribe very much to the philosophy and practice that schools and community need to partner together to address issues that are common to them. and in the Marshall Heights-East Capitol area, we have been doing a lot of work around the issue of violence.

One of the most exciting things that we are doing currently is setting up a community mediation team. Before I proceed, I'd like to see how many peer mediators we have here today. Can you raise your hands? Great. Very nice to have you here. Because these are some of the people who helped to make communities safer. We operate with the premise that it is very important for us to take preventive measures in mitigating violence.

And so one of the things that we are extremely committed to do is to create this community mediation team. We've convened members of the community, including civic leaders, the police department from whom we've gotten tremendous support because it's very consistent with the community policing philosophy. We have also gotten tremendous support from the metropolitan Boys and Girls Club in that community. They have donated space to

house the mediation team, as well as to conduct training.

And recently, on February 1, we conducted a one-day conflict management training for the community. We had over 55 people in attendance including a good 30 percent of the attendees being police officers. We had parents also, and, in fact, one of the parents who attended the training commented that when she came in and saw all these police officers, she was just petrified because she had had very negative experiences with them. But being in the same room, having dialogues with them and being on equal turf, she came away feeling very safe, and certainly feeling more positively towards the police.

But we recently actively started this week training 22 people in the community to become mediators. And our goal is really to have community members serving the community. We feel very strongly that each community comes with resources of people and time and talent. And so one of the things that we're trying to do is to harness these resources to make the community stronger because we know that a weak community will not support the children.

The First Lady has launched her book -- it takes an entire village to raise a child, but it certainly does take a strong village to raise that child. And so one of the things we want to do is to raise up in the community some of the strengths that we see.

We also feel this is a very important project because you know that many times minor disagreements escalate into very violent episodes, and people lose their lives that way. So program is intended to preempt some of that. We are targeting problems such as parent-child problems, business-community members, businesses and their customers, as well as hopefully getting some landlord and tenant problems in there.

We also expect to get some of our young people coming in to talk about issues that are of concern to them, or disagreements that they've had. And so we are very fortunate to have had the support of the safe and drug-free school funds, and we hope somehow it might come back to us and, Mr. President, I'd like to suggest that when funds of this nature being disseminated, especially in terms of building community school partnerships, that somehow we would look into the possibility of making the funding available to both groups as opposed to giving it to one group and they manage the funds, make both groups responsible and accountable for the funds and the outcome.

And I think partnership can be built certainly much stronger that way.
(Applause.)

THE PRESIDENT: Thank you very much. That's a very good idea.
(Applause.)

Now, if you will remember, Izaak said that he was involved in the drug court system in his hometown of Visalia, California. I'd like to call now on Judge Jeff Tauber, who is here, who initiated the design implementation of the Oakland Drug Court Program, which was one of the nation's first -- he's now President of the National Association of Drug Court

Professionals, and he advises federal, state and local agencies about how to establish these drug courts.

So I'd like for him to talk about this. In view of -- you heard the statistics Reverend Jackson mentioned. we know more than half of the individuals that come into the criminal justice system in the country have some sort of a substance abuse problem. And I'd like for him to tell me what he thinks the results are from the drug courts that have been established enough -- in time for us to evaluate them and what he believes the future of the drug courts movement is.

MR. TAUBER: Thank you, Mr. President. I'm here on behalf of nearly 100 drug courts to community courts around the country, and we really appreciate the opportunity to speak here.

Drug courts are relatively new phenomena, obviously, perhaps the first drug is seven years old. What I can tell you is that already, there are offshoots, there are new kinds of courts -- we call them community courts, because they relate to the community, they come out of the community, and they are made up of community members and agencies. I might note that we have a partner as well -- the National Association of Drug Court Professionals is partner with Community Antidrug Coalitions of America, an organization I know that you know well, and it's because of our ability to partner in our local communities that we've been able to have success around the country.

Let me speak to the initial question, which was about that success. The initial evaluations are relatively recent because these programs are recent. But the evaluations that have come out of Miami that were done by -- or, rather, sponsored by the National Institute of Justice, the evaluations that have come out of Oakland and Portland all seem to suggest that the reduction in the recidivism is in the neighborhood of anywhere from 40 percent to 60 percent over a period of years, that recidivism is reduced very substantially.

American University did a study of 20 drug courts that have been up only one year, and they found that there were substantial reductions in recidivism and substantial increases in program successes. So we feel that this is a very -- it's a strong model. It's a model that's being adopted across the country and, interestingly, we're seeing juvenile drug courts like Izaak's starting -- there are perhaps 12 that are being implemented and being designed around the country. There are domestic violence courts that are based upon the drug court model. There are family drug courts and driving under the influence courts.

So we feel that the partnering between the courts and other agencies, which is actually quite a new phenomena -- as you may know, judges don't necessarily partner as well as other folks, we're used to sitting up there and making the decisions, but we have realized that you can't do it alone.

These courts have begun and are partnering and collaborating with other organizations and other agencies very successfully.

THE PRESIDENT: I want to open the floor if anybody has questions of Judge Tauber. But I want to emphasize to all of you --remember Izaak's story. Not only are these courts reducing the recidivism rates, these people are not going to prison in the first place, they are not going to prison in the first place. (Applause.) And as far as I -- the only courts that I've any experience with, the option to go through the regular system or to go into the drug court, since the drug court imposes certain responsibilities on the defendant going in, is left with the person who is charged, as it was in Izaak's case.

But I think the question of the aggregate impact on this country would be if every community of any size had a court like this -- which requires a community support system because you've got to show up on a regular basis and all that -- is quite significant. And the one I watched in Miami for long periods of time on two separate occasions, the whole atmosphere was different, the chemistry of the court was different, the way that the defense lawyer and the prosecutor and the judge related to each other was different, because they knew what they were trying to do was to save the defendant and, in the process, get the law observed and make the community safer.

It's a very exciting thing. I would like to see it done everywhere. And I think what you're doing is very important.

Would anyone like to ask any questions of Jeff before we go on?

JUDGE TAUBER: I would like to add one thing if I may. I just wanted to thank you and this administration for its support of drug court and the Attorney General and the Department of Justice, because I think that we had the opportunity to grow and to grow in a very, I think, a very thoughtful and responsible way because of that support.

THE PRESIDENT: Thank you.

MR. TAUBER: Thank you.

THE PRESIDENT: Now, if you remember, our third young person, Margaret, talked about the Students Against Drunk Driving and what they were trying to do to keep our young people sober and drug free. I'd like to now call on Kurt Landgraf, who is the president and CEO of DuPont Merck Pharmaceutical Company, who is now the representative of the National Pharmaceutical Council here. And he will discuss the \$33 million program I announced in my speech.

I say this because we know that the students need help and support at home. We also know, whether you believe -- you know, there's this endless debate that started that basically was the study of people who had an alcohol addiction, about whether it's all a matter of weak will and bad habits or whether some people are biologically predisposed to it have problems. We know that whether you believe it's totally determined or not, there are all kind of differences both in the home situation and in people's makeup that makes it more important than ever that we get the parents involved early, making good decisions and understanding what to do.

So I'm excited about this and I'd like to ask Kurt just to talk a little bit about this program, why the pharmaceutical companies decided to do it and how they expect it to work.

MR. LANDGRAF: Well, thank you, Mr. President. It takes great courage to call on me at 1:30 p.m. because this is about the time in a group like this when you hear a corporate executive is going to talk that people start bolting for the door. (Laughter.)

Let me just briefly tell you what we're going to do. As you've announced today, on behalf of the pharmaceutical industry and the National Pharmaceutical Council we're very, very pleased to be involved in this initiative. We're going to use 17,000 sales reps from 15 companies in the pharmaceutical industry and our job is going to be to provide information that's been developed by General McCaffrey's organization and take that out to health care professionals so that they can identify and help parents to identify those people who are at risk in terms of drug abuse.

Now, what I'd like to just take a minute and close with is let me tell you why we're doing this, because most people are going to view us for doing this for perhaps not the best of reasons. And I'd like to tell you why we are doing this, there's three reasons. First off, if you sit here all day and listen to this, listen to these young people, listen to Reverend Jackson talk, you have to be -- as we say from where I come from -- dumb as a box of rocks not to recognize that this is probably the fundamental problem in American society. And unless American business participates in a solution, we will watch the crumbling of American society occur before us.

The second reason we're doing this is we, as an industry, have the resources to do this. We have the distribution system, we have the sales reps. When Fred Garcia, the Deputy Director of the Office of Policy Management, asked us to do this -- we can do this. We can do this starting tomorrow. You don't have to build up a grass-roots effort to do this. We can contact physicians and nurses and we're willing to spend that \$33 million in resources to do this. (Applause.)

Now, the third reason is the one I get most emotive about, but I'm going to try and really control this. And that is, business is, in fact, a social institution. We are as important as a social institution as our government, as our churches, as any other institution in this society. And if we stand by and watch this society deteriorate it will hurt us, it will hurt our children. When I was announced, I was announced as being the father of five. I am more concerned about their future than any other single thing in my life. This allows this particular part of American business to share with you and other members of this panel an opportunity to make this a better world for our children and their grandchildren and we are thrilled to be part of this opportunity. So thank you, Mr. President. (Applause.)

THE PRESIDENT: Thank you. I want to say a special word of thanks to you, sir, not only to you, individually, but to the people in your business. You know, the United States has the most successful pharmaceutical industry in the world. And it depends, in part, for its success on a decent partnership with the federal government, especially through the Food

and Drug Administration.

And the statement you have just made is the statement that I think is very important, that in many respects the collective influence of American business practices is far greater on the American people than the influence of the government is, and that's as it should be in many respects because we have a free enterprise system, we believe in a private economy and it has served us rather well.

But the statement you just made is a very important statistical -- that even in a global economy, when you have to worry about the worldwide competition, the home base still matters. And in the end business has to be able to do well by doing good, because America must be strong for the private economy to flourish. And that's a very important statement and I thank you for it.

I have intentionally saved for last among our panelists -- and I want to give the Governor a chance to say a word as we close -- but the Sheriff of Jacksonville, Florida, Nat Glover, because he is one of the most unusual success stories in our country. He was elected sheriff in a community in which is a majority white community, and which is also a majority of the other political party. (Laughter.) And he was elected sheriff because people of all races and both political parties and all backgrounds trusted him to take the lead in lowering the crime rate and making the streets safer. It wasn't a political issue, at all; it was a human issue.

And he was elected by promising, in effect, to have his office on the street. And I had the extraordinary opportunity to spend a day with him, not just at a rally of young people giving a talk, which I got to do, but actually walking the streets and watching him relate to people, the young and old alike, and seeing how they looked at him as the source of energy for delivering them from their own fears. And it was an extraordinary thing.

So I wanted him to talk about what he's done in relating to the community and what the successes have been and to just thank him publicly for being a role model for law enforcement around the country. But I'd like to ask him to say a few words and maybe reflect on what he's heard here today and what he's trying to do in Jacksonville.

Sheriff Glover. (Applause.)

SHERIFF GLOVER: Thank you, Mr. President. First, just let me say, Mr. President, I want to congratulate you on taking the lead to initiate this conference and convene this most distinguished panel. I salute you for your commitment to saving this country this country's most greatest natural resource -- our youth in America. I salute you for that, Mr. President.

As I sat here and listened to all of these most eloquent presentations, it's quite clear to me that without a partnership, without a partnership in this country we will not be able to eliminate violence from our schools and our neighborhood and eradicate drugs from our community.

But I'm convinced that we can do that. We can do that if we pull together. We talked about my election in Jacksonville, Florida. I never raised the issue of race because crime knows no race. Drugs know no color. And violence can touch anybody. But I'm convinced, in this country, the United States of America, who put a man on the moon, we can eradicate drugs from our neighborhood and eliminate violence from our communities. (Applause.)

I also want to take this opportunity to tell you that your community-oriented policing strategy is working. It's putting police officers on the street. I'm here to report to you that I've seen it work. We've put 31 police officers in a community that's deprived, low-income, and I've watched the transition. Youngsters who previously looked at drug dealers as role models are now coming to police officers and reporting those drug dealers and exposing them for what they are. I am seeing youngsters who over the years haven't wanted to go to school at all bringing their report cards and competition with other kids in the community because they want to show that they are doing well in school, and, in fact, are attending school.

So your 100,000 police officers on the streets in this country -- in Jacksonville, it's working. And I'm here to say to you, ignore the naysayers who say that those police officers will never hit the street. They are all on the street. And they are making a difference.

Stay the course, Mr. President. (Applause.)

THE PRESIDENT: Thank you. Governor.

GOVERNOR GLENDENING: Mr. President and Mr. Vice President, let me kind of wrap up, knowing full well that I'm about the only thing that stands between lunch for an awful lot of hungry-looking people here. But, first, if I might, just thank you and the Vice President for taking the better part of the day and your very, very busy time and being with us here today and for your leadership as well. It does make a difference. Lives will be saved -- lives that we probably never will know because of this, and I just want to thank you so very much to start off on my -- (applause).

Let me also, though -- I also want to point out that I see the Mayor of Greenbelt over here, the City Council of Greenbelt -- We're in this beautiful town of Greenbelt and how pleased I am to be here, but, Mr. President, before you arrived today and I was speaking to some of the people who are in this room today, and I related an experience that I had on Monday. And I went to a school -- a school and church in Montgomery County, one of the wealthiest counties, of course, in the country -- St. Camilla's. And a father there was telling us that last year he participated in 68 funerals for congregations in that church. A full 25 percent of them were people who died of gun violence. Now, if you think of that, that means that just about everyone in that congregation knows someone well who died in gun violence in one of the wealthiest jurisdictions in this country.

And I say that also because we've all had our experience, but there is not a family that is exempt. My wife, Frances Ann, as people from Maryland know, about five years

ago was robbed at gunpoint at a neighborhood store by a person who was an addict, who was a junkie, was feeding his habit. Now, fortunately, she wasn't hurt, but you can imagine the devastation that causes in a family, just the disruption. And sadly, her brother, while just a mid-teenager, died of drug overdose.

And so every family in this country sees and knows what is going on here. Now, it's not just about the partnership that we need; it is also, I think, perhaps more than anything else, a sense of personal responsibility. I believe what we all must do is make it very clear that there is a right and there's a wrong, and that we are personally responsible. And by "personally responsible" it doesn't mean just a question of law or whether you're going to jail or to programs, but it means how we conduct ourselves, how we look in the mirror. And that personal responsibility pertains to everyone, obviously, here, and everyone who is going to be participating in these programs. And it also pertains, I think, to us as elected officials to try say on personal responsibility, that we have the responsibility for our health, we have the responsibility of opportunity for the young people that are here.

And I say that in particular because it's not just about staying away from drugs and violence. There's got to be a position alternative. And the positive alternative, it seems to me, comes from education and the investment in education, and it comes from having the jobs and the employment opportunity that is out there. (Applause.)

That is why, I must tell you in all candor -- and, Mr. President, I appreciate your leadership in this -- but I am dismayed by people who, I guess, are riding the horse of cutting taxes under any circumstances. It makes -- no matter what the sacrifice, we'll cut taxes. And under those circumstances, I see good programs in Congress being cut. And then I watch, even at the local levels and the state levels, where those same things going on. And we're not just cutting education, we're not just cutting job training and drug treatment programs. We're cutting, I believe, the hope for the future.

And I would hope that we could stop for a moment and think about what we're doing. Jesse, you're exactly right. When Lieutenant Governor Kathleen Kennedy Townsend and I, after just completing the construction of another \$120 million prison with 1300 spaces in that prison, decided that we had enough prison construction for a while, and let's delay that and see if could invest instead in education and in alternate programs. (Applause.)

I must tell you, though, that Reverend Jackson made the observation about back in the early 1950s President Eisenhower warned us against the military-industrial complex. What I found frightening was the very prison complex that you mentioned. We were criticized -- we are criticized for that action. We were criticized by companies that build prisons. We were criticized by communities that wanted to jobs of the correction officers in those communities. Now, what kind of values are we going to have if that becomes one of the standards of how we're going to stimulate our economy at all. And so, I feel a great deal of frustration out of this, but I also think, as we watched the programs being discussed here, as we look at the participants in the audience, and especially the young people, and, Mr. President, as we look at your leadership, I also believe we have a lot of hope.

And I think with a lot of work and harnessing some of the excitement that we have here, that perhaps we could look back at the next century, at the next millennium and say the mid-1990s we started to make a really major difference under your leadership. Thank you. (Applause.)

THE PRESIDENT: Thank you very much. As we -- Jesse. (Laughter.)

REVEREND JACKSON: I really do think, based on what Nat said and you said, I think there are three things. I really think March 7th could be a turning point in this war. One of my fears was the General would not have an army to lead in the struggle. And this could be that turning point. I really believe that.

Secondly, I think, Nat, that the 100,000 police is critical, and at points I had more reservations about than I do now. But I want us to deal with the assumption that they are drug-free. You know, 30th precinct in New York station, 30 police officers indicted, thinking about Dr. Bias and the looking in the mirror point, that those who have the most responsibility must face the greatest punishment when they violate and they set us up to bust us. Many of the youth are afraid to turn in the drug pusher because they're afraid to talk to the police. That's a big piece of their fear. And as we get deep into the roots of this thing that those who have the badge and have the burden must be leaders at the grass-roots level.

I would just like to ask this one last question. I don't want the youth here to feel that they are impotent and kind of have to watch us or do something about this. Those of you who are 18

by November, if you are registered to vote, please stand. If you are registered to vote now, stand. (Applause.)

THE PRESIDENT: That's pretty good.

REVEREND JACKSON: Those who are not registered yet, please stand. If you are not registered yet, please stand.

My point is, there are four million high school seniors graduating this May and June. If you come across that stage with a diploma in one hand and a voter card in the other hand, then the issues that the Governor raised -- you have the power to elect a Congress and maintain a President that will put schools over jails and provide for your future. Don't wait for someone to provide that for you. You have the power in your hands to change the course and assume that responsibility, so we can all move into the next millennium with a great sense of celebration.

Thank you so much, Mr. President. (Applause.)

THE PRESIDENT: I would like to thank Eleanor Roosevelt again for hosting and thank all of the others who made this possible. I want to thank the panelists. I hope all of you who came to this conference got something out of their moving statements, their personal experiences, and perhaps some ideas you can take home. I want to assure you that the Vice President and General McCaffrey and I and the other members of our Cabinet will read the reports of all the various sessions of this conference.

I have only two regrets as I leave here. One is that we couldn't spend all day hearing from all the young people who are here. And the other is that we couldn't spend all day listening to all the people who are here from the conference who could have just as well been on this panels.

I want to thank you for the life you're leading, the work you're doing. Many of you out there in this audience I've had some personal involvement with, and I feel personally indebted to you -- you know who you are -- and I thank you for that.

This is our country's great challenge. And if you look at these fine young people that were here, the rest of us owe it to them to meet it. And I feel more optimistic than I did before I came here today that we'll do exactly that.

Thank you, and God bless you all.

END

1:53 P.M. EST

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

February 12, 1996

REMARKS BY THE PRESIDENT
IN ROUNDTABLE DISCUSSION WITH
PTA MEMBERS AND STUDENTS
REGARDING TOBACCO AND PREVENTION

Oval Office

1:27 P.M. EST

Q Mr. President, you've provided leadership to the whole country on the issue of tobacco and children. Your partners in this effort are PTAs and religious leaders and, of course, the young people themselves. And we have a number of them here to talk to you a little about what they've been doing in this effort to reduce the number of young people that start smoking in the first place. And I know you'll be pleased to hear both the stories and the work that they're starting to do.

THE PRESIDENT: I'm looking forward to it. First of all, let me welcome all of you here to the White House and to the Oval Office.

As I'm sure you know, this is an issue that has concerned me for some time, and there are real reasons for it. Three thousand young people start smoking every day, even though it's illegal for them to do so. A thousand will have their lives shortened because of it. Smoking tobacco is the largest single cause of preventable death in the United States every year. And while there are things the government can do about it, we need your help.

When I gave my State of the Union address I said that our country has seven great challenges for the future, but the first and most important is to strengthen our families and give all of our children back their childhood. In the case of teen smoking, the Food and Drug Administration is reviewing about 700,000 comments from citizens before deciding what to do to discourage the marketing, the advertising, the sales of cigarettes to children more. We just promulgated what it called the Synar regulation, named in honor of the late Congressman from Oklahoma, Mike Synar, which requires states to take stronger stands to discourage teen smoking and to set a goal of reducing teen smoking by about 80 percent over the next several years.

So we're working hard, but we know we've got to have your help. We know this has got to be a partnership. I think the most important thing I've learned as President is that while government can't solve all of our problems, we have no business going back to a time when everybody's left to fend for themselves. These are things we have to do together. And I want to compliment the Robert Wood Johnson Foundation and, of course, the National PTA. Thank you so much. And the American Cancer Society and all of those who are going to create this National Center for Tobacco-Free Kids.

This Center is sort of a symbol of how I think America ought to work, because it will involve the best national experts but, more importantly, community groups, all kinds of grass roots groups of people working together to try to deal with this issue.

And I just want to thank you and say that I hope that your presence here today and your work and your concern, especially the young people, will be a symbol that will, through the help of all these fine people here covering us, go out across America so that others will do that.

I mean, the ultimate issue here is to protect our children more and to give more control of family life back to parents. I don't think many parents want their children to start smoking. And parents, not advertising, should control that. Children should have a chance to learn within the family unit, within the school, within the churches, within the community, without being bombarded by all kinds of destructive messages that will knock them off track. So, ultimately, this is an effort that will give some dimension of real control and values back to the family, which is what we want to do.

Well, I'd like to spend the rest of the time listening to you. We could start -- Donna, how should we do it?

Q Ricky and Yasi and Christy did a survey. They checked -- they actually tested the stores in their neighborhood. And I thought they might tell you a little about what they found out when they tried to buy cigarettes. Ricky, you want to start?

Q Sure. When I went to buy cigarettes, usually I found that --

Q Ricky, tell us how old you are.

Q Well, first, I'm 17. I'm a senior in high school. And I found that most of the people, their argument was that I looked 18. And people came up -- it came to the point where I was -- I left the store and the clerk came out of the store and came and started yelling at the person I was with, telling us that -- about debriefing and how I looked 18 and stuff like that. And others would just try and play it off, like one lady in a Giant, she voided -- there's a place where there supposed to write the date of

birth of the person who is buying the cigarettes for that law. And she overrode that on the register because she just figured it was unnecessary, and sold me the cigarettes anyway, whole big carton of them.

Q Christine, why don't you tell a little --

Q Yes. Just around -- like, I did about 20 stores in one day, and we would go in -- okay, like gas stations and 7-11s, and we would go up to the counter and try to buy cigarettes or any kind of tobacco product. And if they sold it to us, like, if they actually rung it up and everything, we gave them a "Gotcha" card. It was these little cards that said this is against the law and we're just doing a survey. And if they carded us, we would give them a "Thank you" card saying, you know, thanks for abiding by the law.

Q Now, you had an adult back-up, right?

Q Yes.

THE PRESIDENT: Out of the places you went, how many carded you and how many sold?

Q More than half actually would sell to us, like, because we couldn't lie, so when they did ask us our age, we had to say 17, so probably a lot more would have sold it to us. But, yes, it was like probably 60 percent sold it to us.

Q Yes, about 60 percent, depending on how old you were, and that's how we did the survey. From how many stores I did -- I mean, my friend and I did 50 stores altogether.

THE PRESIDENT: Fifty?

Q Yes.

THE PRESIDENT: Wow.

Q And about half of them actually would have sold to us. We did 12 vending machines in the whole survey. And 11 out of those 12 vending machines we were able to -- we would have been able to get out the cigarettes without anyone stopping us.

The one time that we couldn't do -- I mean, we couldn't get the cigarettes out was when -- I forget which store it was, but you had to have a token for it. So you had to go up to the cash register, show them your I.D. and then get a token. So you can put that in there, and then get the cigarettes.

Q Mr. President, to give you a sense of how

tough this is, Bernie is the PTA President at Robinson High School. And you tried to get rid of vending machines?

Q We did. In '94 we tried to get rid of vending machines; it was connected with elementary schools -- the pyramid that leads into Robinson. We did a comment card back to Giant and asked them if they would please remove the vending machines, because that was one place you just cannot supervise children. And it didn't work. We were unsuccessful.

THE PRESIDENT: Let me say, all of you are from Virginia. Hasn't the Virginia -- isn't there a new proposal before the Virginia legislature that takes much stronger positions than that? All I know is what I've read about them, but it appeared to me that they were really moving in the right direction.

Q One is, as far as carding.

THE PRESIDENT: What does it do?

Q You will have to have picture photo I.D. in order to purchase. That one will work. But, for all intents and purposes, right now I'm afraid that the vending machine one is getting watered down.

THE PRESIDENT: In Virginia when you get a driver's license, do they put your picture on it?

Q Yes, sir.

Q But you're afraid the vending machine proposal is getting watered down?

Q That's the only one right now.

Q That is, I'm sure, if they pass that bill, it will help, but I was hoping that they would just do away with vending machines altogether because, I mean, I don't see the use of, I mean, I don't see the need for them, though they are convenient. You can always go up to the cash register and buy it there.

THE PRESIDENT: Well, one of the proposals that we are considering, that's being considered here by the FDA, is the question of whether they should be no vending machines in any place that children have access to. If you're going to have vending machines, maybe they should just be where only adults can come in.

Q You know Reverend Brown can tell you it's not just vending machines, it's the advertising. And this weekend he led a project.

Q Yes, Mr. President, we have been trying to remove all of the tobacco signs throughout the city. Alcohol is moving out, tobacco -- tobacco seems to be on the increase. The tobacco manufacturers seem to be getting more advertising out. Some of the brands -- Newports and others, and the Camel signs aren't coming down. And children have -- would you show the President some of the Joe Camel signs that are still available, still up?

These ads are everywhere. Unfortunately, we find them more in the African American and Latino communities in the nation's capital. But any given school might have 20, 25 ads up on the outside. You may find 10, 15, 20 ads on the inside. And children often go to these convenience stores. It's a serious problem here because we added a thousand new liquor licenses, alcohol licenses, most of which were convenience stores. So tobacco was one of the major products that they would sell. And the signs are everywhere. The children see it, they recognize the brands and can't spell or differentiate words like "church" and "children." And it's a sad state of affairs for the nation's capital.

Sometimes I think it's very misleading that the African American children in the nation's capital are said to have the lowest incidence of tobacco smoking. That's a misleading statistic when you look at the prevalence of the dope problems and you look at a number of other factors there.

But we thank you and we thank Dr. Shalala and Dr. Kessler for moving these regs ahead. We want them and we would hope that you count this as your city and help us to get the two bills -- we have two tobacco bills that are sitting in city council, but we need to get hearings on them. And if you'd make a call for us or something, help us somehow, you know, we want these --

THE PRESIDENT: I didn't know that. Thank you for telling that. I'll see what we can do about it.

Q You're a resident.

THE PRESIDENT: Let me just say one thing about the advertising. I have said this before, but I want to reiterate. If anyone doubts the impact of the advertising on the children, you have only to look at the evidence that children are much more likely to buy the three most heavily advertised brands than adults are. Adults are more likely to shop, buy generic brands, cut their costs a little. Kids go right to the advertised brands. I think it's something like 85 percent of all cigarettes sold to young people are the three most heavily advertised brands.

Q And, Mr. President, one other thing about

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ads, a lot of times the ad makers or people who put them up say that they really don't entice people, make people smoke, they're there to help people switch brands. Well, if an ad can help someone switch a brand as powerful as brand loyalty is, those ads are too powerful to be in the paths of our children. We just have to keep advocating and remove them wherever the children walk or play.

One of the things that I found -- I'm also a therapist -- is, through the years with tobacco as well as some alcohol issues, when you ask -- one of the things you consistently find among the younger -- if you have younger clients or patients, they have mixed thoughts in their heads. They may know that it causes cancer, but they don't connect it with their own use, and they feel that if the government let the ad be up there -- you wouldn't let it be on television, you wouldn't let it be on the building if it really was harmful.

Q Keia, what do you think?

Q I think they should take down the pictures, because children who go around and they see the pictures and they think it's okay to buy cigarettes from stores. And I think that the people in the stores, the clerks who sell them to the children under a certain age should be talked to with a person who tries to convince people to stop smoking, to talk to that clerk and tell them how it harms the children who buy the cigarettes.

Q What do you think?

Q I think they should stop -- kids, I think they should stop putting up the ads and selling cigarettes and stuff, because it does influence kids and people's parents that smoke, does influence their kids to smoke, to peer pressure, to pressure. Stuff like that. That's why people smoke sometimes in the ads. And they see older people, like 18-year-olds smoking, so they think it's all right for them to do it.

THE PRESIDENT: That's what her letter to me says: "I'm glad you're trying to stop teens and other people from smoking. There are already enough people dying from diseases, and I don't want any more people to die from diseases. I think these are the diseases you die from -- like lung cancer, throat cancer and other diseases caused by smoking. What I'm trying to say is, please stop young people and teenagers from smoking. We are tomorrow's future." Good for you. Good luck.

Q Lucinda, who is sitting next to you, if she's not too embarrassed, got caught smoking.

And do you want to talk a little about how you

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were caught and what kind of -- maybe your mother will talk a little about the program at your school -- this is Hayfield Secondary School in Alexandria, right?

Q Yes. There's a 7-11 right next to our school, and kids go over there all the time and smoke and hang out and buy cigarettes there. And then at Giant across the street, there's a little plaza, and there's a Chinese place where there's a vending machine, and you can buy cigarettes there, also. Giant, we used to be able to, but they made the coins so we can't use the vending machine there anymore.

Q So are they using tokens?

Q Yes.

Q You have to buy the tokens, because they check you at Giant.

Q Yes, at Giant. And one day after school I was with one of my friends, smoking, and the school security, the police officer there caught us over there. He does a good job at catching kids who are there, and we have to go to court and everything.

Q What did he do then?

Q He made us give him the rest of our cigarettes, and he wrote our names on it. And then he writes your name on a list, and he gave a ticket and everything.

Q Did you get a ticket?

Q Yes.

Q How much did it cost you?

Q Nothing. It was a warning.

Q It was a warning. She got it waived. You got it waived in court. But your mother, then, has been working on a program at your school.

Q Yes.

Q Each high school in Fairfax County has a security officer, policeman on duty. And one of their jobs is to stop kids from smoking because it's against the law. And in a conversation with him after my daughter got caught, we wanted to start some kind of a class that would get them to stop smoking, a smoking cessation class. But he wanted to use what the courts -- if you get caught drunk driving, you go to drunk driving school. We want if the kids get

caught smoking, they go to stop smoking school.

But the incidence of kids who are sent to these schools doesn't work real well because they have to want to stop smoking before you do it. So we are now implementing a program called "Smokeless Saturdays." It's a program where if they get caught at school -- this is at school, not with the policeman -- the principal calls your parents and says, I caught your student smoking. Would you like to have them suspended for three days so they can stay home and smoke those three days? (Laughter.) Or would you like them to go to this Saturday school?

Now, if they go to the Saturday school, you as a parent have to be there. You spend the first two hours in another room while they talk to you about what this is doing to your child. And then your child is in another room with a roundtable discussion of kids talking about tobacco advertising and why they start smoking and what makes -- what their triggers are -- the byword they use. Do they start smoking when they're with their friends? Do they do it when they're studying? Do they smoke in the bathrooms? Things like that. And then if they go through the Saturday class and they want to stop smoking, then we have the smoking cessation class that they can go to.

THE PRESIDENT: Let me ask you something. Do the young people in your school who smoke believe that it's dangerous?

Q They really don't care. They don't pay attention to the -- that you can cancer or anything. It just goes past that. They smoke with their friends, like she said, in the room. You're just sitting down outside and you're bored so you just -- one person lights up a cigarette and everybody else does, too.

THE PRESIDENT: They just don't think about any of the other --

Q No.

THE PRESIDENT: I wanted to ask another question, if I might, because I want to -- this is relevant, I think, to the PTA concerns. Do the schools in your school district, do they have programs like for grade schoolers, which show pictures of lungs in people who smoked for a long time or whatever? Are those programs in the schools?

Q We have community coalitions now in Fairfax County that are -- they're coalitions of businesses, churches, communities, everybody that work within each school pyramid? And we had a drug and alcohol meeting where the kids came with their parents and we showed videos; we showed slides of kids, you know, what happens when they

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drink and drive and things like that, that they all came to. And these were very graphic things that the kids have seen. And I don't know if it's done all over, but I know we're trying.

THE PRESIDENT: The thing that made the biggest impression on our daughter when she was in grade school was -- and Hillary and I talked to her about this -- the thing that made the biggest impression on her was a class she had where they just showed them pictures of lungs in progression.

And, you know, she saw all these black lungs, and it made this vivid impression. And my mother had smoked all her life, practically, since she was a teenager. She started as a teenager, as most people do. And my daughter kept telling her what her lungs looked like -- this eight-year-old beating up on her grandmother. And for her eighth birthday, my mother stopped smoking. That was her gift to her granddaughter for her eighth birthday.

But that's why I asked you, because I thought it made a real impression on the children in the class. That's why I asked you that.

Q In the later grades, like junior high school and high school, in cities like the nation's capital, we have a 45 percent dropout rate, junior high and senior high. And so what goes on in the classroom will often be missed by a lot of the children who still need to be reached by programs.

THE PRESIDENT: That sort of thing, I think you've got to do that early.

Q I was just going to add there, Ginny can talk a little -- we're getting much more sophisticated by the preparation of materials. Schools are developing their own programs. I actually travel with a rubberized black lung that they wouldn't let me bring today, Mr. President -- (laughter) -- and dirty teeth, for talking to elementary schools, which is very graphic. I'll bring it by some day.

Q Very much so. One of the interesting things that we think is real important is the change that's been happening in comprehensive school health education programs overall. And even though a number of students do indeed drop out, we know that if that's a comprehensive education that started in K and 1 and 2 grades, we're beginning to make some difference. Yes, the black lungs -- I still remember those when I was a health teacher at that level, too.

The other thing I think is real significant is that we need to begin to present teenagers, particularly,

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even the short-term consequences, because they do indeed get to that age where they believe they're living forever, and those statistics are happening to someone other than their friends and themselves.

So even things like you don't smell good, and you will, indeed, have yellow teeth and what not, are very short-term for them, and they do begin to listen to those kinds of things.

As you know, the national PTA has been involved in tobacco awareness for our own parents since the early '60s, and in fact, right after the first Surgeon General's report, that became a very big part of what we were doing with our own health education for local units. We're real excited that we're able to be part of the Foundation and the Center, because we believe that if we can get information to our grass roots people, that we will make a difference.

We know that if young people don't start smoking before they're 18 we'll, for the most part, probably save those young people, because only about 10 percent of the smokers start after that. So we know that we need to get them early on in grade school, middle school, particularly, we need to be doing a very concentrated effort.

Parents, however, need help, and we know that. It is very difficult to combat that \$6-billion-a-year advertising campaign and promotional effort by the tobacco industry. So we are, indeed, putting materials together. We will be celebrating our 11th annual alcohol and other substance abuse awareness week in another month, and tobacco and its uses, indeed, is the focus this year -- and talking to parents about limiting the access of tobacco products, and looking at the promotion and the advertising that you've heard today.

This group has been a terrific testament to how easy it is for young people to get those kinds of products. So we appreciate your support.

Q Plus the addiction starts when you're young. I mean, my Mom, I said before, started when she was 13, and still today she smokes. And I -- me and my Dad have been on her for I don't even know how many years and she'll try for us for maybe a couple of months. Actually, the longest was a year she actually did go without, but it came right back. She got right into it.

Q Chris, wave at that camera and say, "Mom, stop smoking." (Laughter.)

Q Mom, stop smoking. (Laughter.) I don't know, if they don't start when they're young, then you know -- I mean, it's more likely that they will never start. So

if we can stop teenagers from starting, then it's more likely that they'll be less smokers in our society.

THE PRESIDENT: One of the biggest problems we have in our country, and one problem I have as President, and one problem everybody who's in a position of any kind of responsibility has is dealing with the tension every human being has between thinking about what's happening right this second, and what's right to do over the long run. And in the world we live in, the wonderful thing about it is that we get some much information about so many things so fast, in ways we never did before, we have so many option we never had before. It's a very exciting time to be alive, but it's also true that people are just being constantly bombarded with all these things. And I think when you're a young person it's just harder to believe that every little thing that you do has a consequence over the long run.

And that's a problem for -- it's been a problem throughout human history. It's part of human nature. But I think it's more difficult for young people today -- and particularly on this issue, which is why I think these groups are so important. All of your efforts really count. And I think that maybe the young people here, maybe that's the most important thing of all. I mean, I can't -- does the peer pressure seem to work? Do you think you have any influence over your classmates?

Q It's worth a try.

Q Us?

THE PRESIDENT: Yes. Do they think you're kind of loony or do they think you're doing something good?

Q No. Well, none of my friends smoke, not that I know of, but they all agree with me on the issue. So I'm sure that if I had friends that smoked, I could convince them to stop. But I don't really have any friends that smoke.

Q It's not that easy really. It's really not that easy.

THE PRESIDENT: To convince people?

Q Yes, because a lot of my friends or the people I know, they smoke. And usually I try to -- I find out how they start so I can start there, and go there and try and stop those people from starting to smoke. And I found that most of them started at very young ages because they thought it was cool. And, yeah, that was the most common answer.

So I joined the Students Against Tobacco Power

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Team at my school, and we usually talk to elementary school-age children about the harmful effects of tobacco products and stuff like that. And that seems -- I couldn't really tell you any numbers or anything like that, but from what I hear from the student feedback, that it seems to leave a lasting impression on them.

THE PRESIDENT: Let me ask a question. Why did you get into this? Why do you care so much about this?

Q Well, my godmother died of a smoking-related illness and that just was it for me. I just -- I decided from then on that I wouldn't do drugs or any sort of thing because I didn't want to suffer that same fate, and I didn't want others like my friends or anybody else to have to deal with what I dealt with.

THE PRESIDENT: What about you?

Q Well, I just got started because I really think smoking is really disgusting. And especially since it kills so many people, it really annoys me how people can -- most people know what they're doing when they smoke and they can still do it. I mean, that really bothers me. So when I joined I just wanted to -- well, first I wanted to stop teenagers and kids from smoking. That was my main purpose at first.

THE PRESIDENT: You were great, all of you. This is very encouraging. I'll do what I can to support you. We'll keep working on it. We'll do it together.

Q Mr. President, can we get your thoughts on the Iowa caucuses today? This is an historic day, obviously, for the American people. One specific thought -- did you think a year ago you would be unopposed for the Democratic presidential nomination?

THE PRESIDENT: I don't know what I thought a year ago. I don't know if I thought about it. I hope I'll win tonight. (Laughter.) That's my thought on the Iowa caucuses. I hope that, as I told -- you know, four years ago, there was effectively no campaign in Iowa because Senator Harkin ran and, as he well should have, he got almost all the votes there. So -- and today, because there appears to be effectively no race in the Democratic caucus primary, I don't know how many people will go tonight. But I hope that the trip over the weekend made an impact. And I believe it did.

I was, frankly, astonished by the size and the enthusiasm of the crowds, and by the response to just a serious discussion of the issues facing the country, and my determination to not let this election divide the American people. And also, not to let the citizens of this country

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off the hook by saying, oh, I'm cynical, it doesn't make any difference.

Look at these kids. These children here -- especially this young lady who was brave enough to come in the middle -- they are a stunning rebuke to the idea that it does not matter what ordinary citizens do in this country. It does matter what ordinary people do. These kids wrote a letter to the President, they get to come in here and talk about it. And it shows you what people can do if they work together. And so that's what I think people in Iowa responded to.

I was exuberant about the weekend, I thought it was very good. I don't know what's going to happen in the Republican caucus. I don't have any idea. As you all know, the nature of the rules and the size of the turnout has a lot to do with that. So I really don't have a clue what's going to happen.

Q Mr. President, are you concerned that the British are no longer going to deal with Mr. Adams of Sinn Fein?

THE PRESIDENT: Well, let me say that I think that all the parties are probably assessing and reassessing where they are and what is necessary to do now, but I intend to do whatever I can on behalf of the United States to try to restore the cease-fire and try to get the peace process going again.

I can tell you this -- I believe if you let the Catholics and Protestants in Northern Ireland have a say in this, it wouldn't be close -- they do not want to go back to violence, they want to go forward to peace, and they expect the people who are representing them to be disciplined and mature and to peacefully work this out. That's what they expect to be done. And I just hope and pray it can be done.

And I've been working -- actually, I did some work last week before the cease-fire was broken, and I intend to do some more work this week on it. We will do everything we can to try to get the process back on track.

Q Do you think Gerry Adams can still be trusted after what happened in the last few days?

THE PRESIDENT: I said what I thought about what happened the last few days. We're going to look at all the evidence. We're going to see what we know and what we can do, and I'm going to do what I think is best to try to promote peace there. That's what I'm going to do. And that's all I can do.

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Thank you.

Q Are you curious about what Republican candidate is going to emerge?

THE PRESIDENT: (Laughter.) Well, I expect I'll know something by what happens in Iowa tonight. At least if the results are clear before bedtime. I'm just like you, I honestly don't know what's going to happen. And I have found it's not very fruitful to spend your time speculating on things over which you have no influence. And I have no intention in participating in the Republican primary. I'll let them decide who they want to run.

Q Do you like watching them fight it out among themselves?

THE PRESIDENT: Well, I don't know how to answer that. (Laughter.)

Thank you.

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2:00 P.M. EST