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6-8-96 KIIS & Unite Concert Videotaped Message

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**PRESIDENT WILLIAM J. CLINTON
KIIS & UNITE CONCERT
TAPED MESSAGE**

Good evening and welcome to KIIS & Unite 4. This year's concert benefits "Cities and Schools," the nation's largest stay-in-school network. Here in Southern California, and across this nation, Cities and Schools is working alongside teachers to help hundreds of thousands of young people learn, stay in school and successfully prepare for life. I want to thank all of you for your pledges and support of this important effort. America's future begins with the education of our young people. And in the 21st century, young people need to know that what you earn will depend on what you learn. We all have a responsibility to create positive pathways to adulthood for our youth. "Cities and Schools" believes as I do that ~~our nation must return to four basic principles:~~ Every child needs and deserves a personal, one-on-one relationship with a caring adult...a safe place to learn and grow...a marketable skill to use upon graduation...and a chance to give back to peers and community. So, I salute 102.7 KIIS-FM and all of you who are participating in this spectacular concert event. Thank you for investing in our children, our future, and the American Dream. Now on with the show.



KIIS & UNITE/PRESIDENT CLINTON 5-22-96

THIS IS PRESIDENT CLINTON, AND I WOULD LIKE TO WELCOME YOU TO KIIS AND UNITE 4. THIS YEAR THE CONCERT BENEFITS "CITIES AND SCHOOLS", THE NATION'S LARGEST DROPOUT PREVENTION NETWORK. THE CITIES IN SCHOOLS CONCEPT IS SIMPLE. BY RELOCATING COMMUNITY SERVICE PROVIDERS TO WORK AS A PERSONALIZED TEAM SERVING ALONGSIDE TEACHERS, C.I.S. BRINGS HELP INTO THE SCHOOLS FOR THE STUDENTS.

CITIES AND SCHOOLS BELIEVES, AS I DO, THAT OUR NATION MUST RETURN TO FOUR BASIC PRINCIPLES: EVERY CHILD NEEDS AND DESERVES A PERSONAL, ONE-ON-ONE RELATIONSHIP WITH A CARING ADULT; EVERY CHILD NEEDS AND DESERVES A SAFE PLACE TO LEARN AND GROW; EVERY CHILD NEEDS AND DESERVES A MARKETABLE SKILL TO USE UPON GRADUATION; AND EVERY CHILD NEEDS AND DESERVES A CHANCE TO GIVE BACK TO PEERS AND COMMUNITY.

THAT'S WHY I SALUTE 102.7 KIIS-FM, AND YOU WHO ARE PARTICIPATING IN THIS SPECTACULAR CONCERT EVENT. THANK YOU FOR INVESTING IN OUR CHILDREN'S FUTURE AND DREAMS. NOW ON WITH THE SHOW. IT'S TIME TO KIIS AND UNITE.

G - Sample script + background info.
to be aired at benefit
concert 6-8-96. If
live radio address
made pledges today +
called in

May 22, 1996 (1:36pm) CLINTON.X&U



3400 Riverside Drive • Burbank, California 91505 • Telephone (818) 845-1027

Sat., mt. tape after - Rica 65664
(not confirmed)

KIIS**FM 102.7
AM 1150**

May 17, 1996

Ms. Rica Rodman
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Ms. Rodman,

Please consider this letter a follow up to a message we left on your voicemail on Friday, May 10.

102.7 KIIS-FM will be holding an all-star charity concert and radiothon/auction to benefit Cities in Schools. The radiothon starts on Friday, June 7 at 7 A.M., P.S.T. with the concert starting at 6 P.M. on Saturday, June 8 at Irvine Meadows Amphitheatre. I have attached a press release about the event and an information sheet about the charity.

Among other things, KIIS-FM will be using a complex "Video Wall" during the concert to add excitement to the concert. Would it be possible for President Clinton to provide a brief video message supporting the concert/radiothon and Cities in Schools? A video of any length on any format with President Clinton briefly supporting the event would be great.

President Clinton was very generous by supplying us with a video message for last year's press conference, which benefitted, the Pediatric AIDS Foundation.

We are hoping that President Clinton could kick off the festivities with a phone call into the radiothon at 7 A.M., P.S.T. with Rick Dees on Friday, June 7, 1996.

Also, we heard that President Clinton was able to donate a round of golf for an auction. We were wondering if there is anything that the White House could donate to the radiothon.

We are hoping to raise more than \$200,000 from this year's benefit concert and radiothon/auction. Our auction is carried on the World Wide Web, which helped to bring in over 1,000,000 inquiries from around the world last year.

If you have any questions, I can be reached at 818-295-6437.

Thank you for your time and effort.

Sincerely,

Karen Tobin
Vice President
Director of Marketing

Sandra Ito
Promotion Coordinator

gildata

bc.kiisfm.sch



(Vic Jacobs)
the brick

June 5 - daddino



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Who We Are

The Cities In Schools/Communities In Schools Network

Founded in 1977, Cities In Schools (or Communities In Schools, as it is known in some locations) is the nation's largest stay-in-school network. Through local, state, regional and national initiatives, thousands of dedicated individuals champion the connection of needed community resources with schools, *helping kids to help themselves* — to learn, stay in school, and successfully prepare for life.

Some Facts about the CIS Network

- ▶ **More than 200,000** students and their families reached annually
- ▶ **116** local CIS programs serving **261** communities in **28** states
- ▶ **An additional 145** communities developing new CIS programs
- ▶ **904** CIS school sites

The CIS concept is a simple one: The breakdown of the family, the physical decline of neighborhoods, lack of job opportunities, and overloaded social service systems all add to the burgeoning problems confronting an ever-growing number of children and adolescents. By relocating community service providers to work as a personalized team serving alongside teachers, CIS connects the schools with the resources that students need most.

Cities In Schools believes that our nation must return to **four basic principles**: Every child needs and deserves a personal, one-on-one relationship with a caring adult; every child needs and deserves a safe place to learn and grow; every child needs and deserves a marketable skill to use upon graduation; and every child needs and deserves a chance to give back to peers and community.

The **national office** of Cities In Schools, Inc. (#581289174) in Alexandria, Va., acts as servant-leader to the CIS network by creating and supporting local and state CIS programs. CIS, Inc. offers training and technical assistance through its **six regional offices in Atlanta, Chicago, Houston, Los Angeles, Seattle and Washington, D.C.** A training curriculum for communities interested in replicating the CIS model is offered at the CIS Training Institute at the National Center for Partnership Development at Lehigh University, in Bethlehem, Pa.

KIIS**FM 102.7
AM 1150****FOR IMMEDIATE RELEASE**

MAY 8, 1996

CONTACT: KAREN TOBIN
MONA LAPIDES
818-845-6397**102.7 KIIS-FM ANNOUNCES "CHER" TO THE ALL STAR LINE-UP FOR "KIIS AND UNITE IV" CONCERT AND RADIOTHON TO BENEFIT CITIES IN SCHOOLS**

(Los Angeles) 102.7 KIIS-FM announced at a press conference from Planet Hollywood Beverly Hills the all star line-up for the "KIIS and Unite IV" concert and radiothon to benefit "Cities in Schools."

KIIS & UNITE IV, co-sponsored by Aquafina Pure Drinking Water, will be held June 8, 1996 at Irvine Meadows Amphitheatre and will feature live musical performances by superstar recording artists, "Cher," "La Bouche," "3T," "Kool and the Gang," "2 Unlimited," "Color Me Badd," "The Tony Rich Project," "SWV," "Billy Ray Martin," and "Sophie B. Hawkins" with many more to be added. Doors open at 3:30pm, concert starts at 6pm.

It is expected that KIIS & Unite IV will raise a minimum of \$100,000 for Cities in Schools, the largest stay in school program in the nation. All monies raised will be used to help schools locally in Southern California. KIIS has also given two current Cities in Schools students the opportunity to work as interns on the KIIS & Unite project. These students will be involved with the production of the event from the start through to the final moments of the concert learning the intricacies of putting on a major concert event. While



Page 2

incorporating the traditional KIIS & Unite "heart" logo, the new look of the KIIS and Unite IV logo was designed by 10 year old 4th grade Cities in Schools student, Anthony Medrano. KIIS-FM's "KIIS and Unite" concert series has raised more than half a million dollars to date to benefit charity.

Unlike other radio benefit concerts, KIIS-FM does not sell the tickets. More than \$1 million worth of "the tickets money can't buy" are given away to listeners both on the air and throughout Southern California. KIIS-FM will hold a 38 hour live radiothon/auction which, for the second year, will be open for bidding both on the air at 102.7 KIIS-FM and through the Internet at KIISLINK's URL: <http://www.kiisfm.com>. Auction items to date include a private tour of Madonna's \$5 million villa, an autographed Michael Jordan basketball, an autographed blue suit right out of Rod Stewart's closet, Oscar de la Hoya signed ringside gloves along with a personal boxing lesson, a walk-on part on CBS's "Dr. Quinn, Medicine Woman" and WB's "Savannah," signed scripts from shows such as "Seinfeld," "Frasier," "Beverly Hills 90210," and "Melrose Place" which also includes Courtney Thorn Smith's autographed robe worn by her character, Alison. Many other items too extensive to list have been donated from radio, TV, film and sports celebrities.

As said by college freshman, Gloria Caudillo, one of the Cities in Schools student interns working on KIIS & Unite, "Too many youngsters today tend to believe that school is boring...the worst part is that they don't look into the future and realize that the majority of their future is going to be affected greatly by whether or not they make it through high

Page 3

school..." The other student intern, 12th grader Mercedes Salinas, hopes to "help my community learn what I learned and hope that it would help people see things in a positive new way. I would help those that want the help like it was given to me."

As these two young woman have so eloquently stated, education and working with the community are important for everyone's future, as focused on by the 1996 Presidential campaign. The youth of today are our leaders of tomorrow. 102.7 KIIS-FM Radio is once again giving back to the community through a mentoring, supportive and entertaining event that will raise thousands of dollars and worldwide awareness for Cities in Schools.

Plug in to 102.7 KIIS-FM as each day we come one step closer to realizing our goals for Cities in Schools with KIIS & Unite IV.

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NEWS RELEASE



FOR IMMEDIATE RELEASE

Contact: Karen Tobin/Mona Lapidés
818-845-1027
<http://www.kiisfm.com>

Date: May 13, 1996

102.7 KIIS-FM Gives Back to the Community and the Kids!

(Los Angeles) Every year 102.7 KIIS-FM chooses an extraordinary charity to donate the proceeds of their annual concert and radiothon, KIIS and Unite. This year's charity is Cities in Schools, an organization designed to keep kids in school. With an effort to provide a meaningful connection for C.I.S. students to KIIS & Unite IV, an essay contest was established in which kids were asked how they think radio stations affect their communities.

The two winners chosen are Gloria Caudillo, an 18 year old freshman at Long Beach City College and Mercedes Salinas, a 17 year old senior at San Fernando High School. They will work with KIIS in an internship/mentoring program and will be given the rare opportunity to help bring this year's concert to life.

In addition to the essay contest, younger children were asked to design a logo to add to the traditional "heart" that is part of the KIIS & Unite logo. Anthony Medrano, a 10 year old fourth grader from Hubbard Elementary School, whose drawing included stick figure children holding hands across the world will be used as this year's KIIS & Unite logo. Anthony's design was chosen from hundreds of

(page 2)

entries that all displayed great talent.

This year's concert will consist of performances by many talented artists like: "Color Me Badd", "La Bouche", "3T", "Sophie B. Hawkins", "2 Unlimited", "Billie Ray Martin", "SWV", "Kool and the Gang", "The Tony Rich Project", and special guest host, Cher, with many more to be added.

Unlike other radio benefit concerts, KIIS-FM does not sell tickets. More than \$1 million worth of "the tickets money can't buy" are given away to listeners both on the air and throughout Southern California. KIIS-FM will hold a 38 hour live radiothon/auction which, for the second year, will be open for bidding both on the air at 102.7 KIIS-FM and through the Internet at KIISLINK's URL: <http://www.kiisfm.com>.

Once again, 102.7 KIIS-FM, the #1 Hit Music Station takes KIIS & Unite IV to another level!

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- benefit concert in CA → Cities in Schools
(raise 800 million \$ each yr)
- audio tape - keeping kids in schools
- benefit concert - 30 seconds