

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	Guest List for Mentoring Event (partial) (5 pages)	01/27/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Morse (Events)
OA/Box Number: 21192

FOLDER TITLE:

Mentoring 2/3/1999 [3]

2011-0619-S

rc302

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]

P2 Relating to the appointment to Federal office [(a)(2) of the PRA]

P3 Release would violate a Federal statute [(a)(3) of the PRA]

P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]

P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]

P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

b(1) National security classified information [(b)(1) of the FOIA]

b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

b(3) Release would violate a Federal statute [(b)(3) of the FOIA]

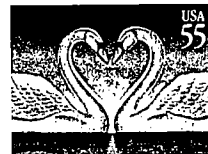
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]



FRIENDS FOR YOUTH, INC.

1741 Broadway, First Floor
Redwood City, CA 94063-2403

Pooh Bear, who came with me from Cornwall, England, and is now enjoying his sunset years in Massachusetts. Both Pooh and I take great issue with Mr. Blackwell's quote, "[Linda Tripp] looks like a sheep dog in drag." We think this is an insult to sheep dogs.

MARIA HOLT
SHEFFIELD, MASS.

An Olympic-Size Problem

I AM SURE YOUR ARTICLE ABOUT THE Olympics scandal ("Go for the Greed," NATIONAL AFFAIRS, Jan. 25) will prompt responses from other citizens of Salt Lake City, too. We are the ones who polish the storefronts, clean the sidewalks and have created a place we are proud to call home. Maybe a small group of individuals sought to bend the rules and push the envelope to obtain the 2002 Winter Games. You need look no further than their personal greed to find the motivation. The Olympics are merely a potentially profitable business venture for them. In reality, that has little to do with the nearly 840,000 people who call this valley home. Salt Lake City and its residents are embarrassed by the acts of these individuals; however, I for one will not participate in their shame. NEWSWEEK's statement on Salt Lake City's need "to be a player on the world stage" doesn't

reflect our lives. We are too preoccupied with raising our families, earning a living and hoping the Jazz win the NBA title to worry about that. Frankly, we do not need the Olympics to tell us that we have it good here.

DAVID MARSHALL
SALT LAKE CITY, UTAH

IT DOESN'T SURPRISE ME THAT SCANDAL surrounds the Olympics as it does now. I am just surprised it is surfacing now, and not much sooner. The image of the Olympics has been tarnished since 1928—the year it elected to accept corporate sponsorship. The integrity was blemished further when officials decided to allow professional athletes to participate in the Games. As we've seen, these events are mere moneymaking schemes for a few select people. Any self-respecting amateur athlete should boycott the Games on principle.

ANTHONY MELITA
NEWTOWN, CONN.

More Cometh Soon ...

SOMETHING IS ROTTEN IN THE STATE OF NEWSWEEK ("Shakespeare in the Dorothy Chandler Pavilion," PERISCOPE, Feb. 8). Contrary to your "Buzz-O-Meter" report, "Shakespeare in Love" (still in limited release) is already quite successful. It had

a gross of \$31.5 million as of Feb. 1. Like its predecessor "The English Patient," it will receive a tremendous box-office boost from Oscar nominations and by doubling the number of theaters in which it's playing—all of which has it on track to be a hit. With results like these, all the buzz about "Shakespeare in Love" is hardly much ado about nothing.

MARK GILL, *President*
MARCY GRANATA, *Executive VP, Marketing and Publicity*
Miramax Films
NEW YORK, N.Y.

Corrections

IN OUR JAN. 25 NEWSMAKERS ITEM ON Mark McGwire's 70th-home-run ball's fetching \$3 million at auction ("Horsehide Hysteria"), we reported that the highest price ever paid previously for a baseball was \$126,500. In fact, the most paid had been \$500,000.

OUR TIMELINE ON MICHAEL JORDAN'S life ("The Best Ever. Period." SOCIETY, Jan. 25) stated that Jordan's father, James, was murdered in South Carolina. While his body was found in South Carolina, the murder took place in North Carolina.

NEWSWEEK regrets the errors.

BY LINES

How to Help: A Guide to Mentoring

COMMITMENT MEANS STAYING WITH SOMETHING for the long haul. Last week Hillary Clinton branched a copy of our special issue, "How to Be a Great Mentor," at a White House event promoting mentoring. The issue, produced by NEWSWEEK, Kaplan Educational Centers and the National Mentoring Partnership, represents nearly two years of planning. All three organizations donated their resources to put the issue together—and continue, through volunteer programs in the workplace, to support young people through mentoring.

"How to Be a Great Mentor" was conceived following the 1997 Presidents' Summit for America's Future chaired by Gen. Colin Powell. In the run-up to the summit, corporations were invited to pledge their help. NEWSWEEK chronicled those pledges in a recurring feature in our PERISCOPE section, and spotlighted the summit on our cover (April 28, 1997). But we weren't content to observe from the sidelines: Editor-in-Chief Richard M. Smith and Kaplan president Jonathan Grayer saw a chance to combine the magazine's and Kaplan's areas of expertise to show others how to get involved. The result is a practical guide

to making mentoring work, with stories about successful mentoring relationships, inspiration from concerned celebrities like basketball player Grant Hill and writer John Updike, and specific tips on the how, where and why of getting started.

The last—why mentor?—is the simplest to answer. There are an estimated 13.6 million young Americans (under 18) who

seem headed for trouble, roughly half of whom are termed "very high risk" for delinquency, substance abuse and underachievement at school. One recent study showed that kids with mentors were nearly half as likely to use drugs and twice as likely to attend class than those without. As NEWSWEEK columnist Jonathan Alter writes in the issue's introduction, "Mentors not only touch someone's life, they have the

potential to touch and change the life of the nation." Many NEWSWEEK and Kaplan employees have discovered the power of mentoring firsthand. We hope "How to Be a Great Mentor" reflects the satisfactions that helping these young people can bring.

The issue can be ordered by calling 1-800-272-8306 or 703-803-8171. You can also find information at the National Mentoring Partnership's Web site at www.mentoring.org.



Hillary Clinton showcases the issue at the White House last week

FAX

Harvard School of Public Health CENTER FOR HEALTH COMMUNICATION

Date: November 16, 1998

To: Nera Tandon

Phone: (202) 456-6275

Fax: (202) 456-2878

Page(s) (including cover letter): 9

From: Jay Winsten

Phone: (617) 432-1038

Note: Nera- Attached is a copy of my 10/6/98 letter to the First Lady, along with additional background on the Harvard Mentoring Project. I look forward to our conference call later this week.

Center for Health Communication
Harvard School of Public Health
677 Huntington Avenue
Boston, MA 02115

Jay

FAX: (617) 731-8184



THE HARVARD MENTORING PROJECT

Center for Health Communication • Harvard School of Public Health

Jay A. Winsten, Ph.D., Associate Dean and Center Director

October 6, 1998

Mrs. Hillary Rodham Clinton
The White House
Washington, DC 20500

Dear Mrs. Clinton:

At Renaissance Weekend, I promised to keep you apprised of progress on the Harvard Mentoring Project, a national media campaign to recruit mentors for at-risk youth.

Since we last spoke over New Year's, the Harvard Mentoring Project has emerged as the television industry's showcase public service initiative, with major ongoing commitments from the four major broadcast networks, 37 cable networks, the National Association of Broadcasters, the National Cable Television Association, and leading Hollywood studios. Campaign advisors include Ray Chambers, Michael Crichton, Barry Diller, Quincy Jones, Newton Minow, Stanley Shuman, Frank Stanton, Ann Tenenbaum, and Grant Tinker. Financing is provided by The Robert Wood Johnson Foundation and the MCJ Foundation.

Our most recent public service announcement (PSA) features Quincy Jones discussing the importance of mentors in his own life, and his philosophy of "giving back." This PSA and a previous one featuring General Colin Powell, were produced for the campaign by HBO. The campaign's PSAs are tagged with a toll-free number enabling callers to obtain information on specific mentoring opportunities in their own communities. The PSAs currently are generating calls at a rate of 75,000 per year.

In addition to television PSAs, our three-year campaign includes print and billboard advertising, news coverage of innovative mentoring projects, and the depiction of mentoring relationships in prime-time entertainment series. Leading network series, such as *ER*, have already included the mentoring message.

Harvard is spearheading this campaign in collaboration with America's Promise—The Alliance for Youth, Big Brothers/Big Sisters of America, the National Mentoring Partnership, and the Points of Light Foundation.

In separate, parallel efforts, mentoring is being promoted in media campaigns sponsored by Save the Children and The Advertising Council; the Crime Prevention Coalition of America; the Partnership for a Drug-Free America; and the Office of National Drug Control Policy.

The enclosed press release provides additional details on the Harvard Mentoring Project. Your comments and suggestions are most welcome.

Sincerely,

Jay A. Winsten, Ph.D.
Associate Dean and Frank Stanton Center Director

Enclosure



THE HARVARD MENTORING PROJECT

Center for Health Communication • Harvard School of Public Health

Jay A. Winsten, Ph.D., Associate Dean and Center Director

OCTOBER 2, 1998
FOR IMMEDIATE RELEASE

Contact: Terri Mendoza
(617) 432-1038

FORTY-ONE TV NETWORKS JOIN COALITION TO RECRUIT MENTORS FOR AT-RISK YOUTH; NEW PSA FEATURES QUINCY JONES; GEN. COLIN POWELL TO SPEAK AT OCT. 26 HOLLYWOOD LUNCHEON

The Harvard Mentoring Project announced today that an unprecedented coalition of 41 television networks has been mobilized to recruit mentors for at-risk youth. Harvard is spearheading this industry-wide media campaign in collaboration with America's Promise—The Alliance for Youth and other non-profit groups.

Harvard also announced these developments:

- Quincy Jones, the renowned musician, composer, and producer, is featured in a new television public service announcement (PSA) released this week. This PSA, and a previous one featuring General Colin Powell, chairman of America's Promise, were produced for the campaign by HBO. Here is the text of Quincy Jones' message:

It wasn't easy growing up. But I was lucky. I had people who stood me on their shoulders. And they even had the nerve to teach me about survival, hard work, and excellence. I'll never forget them. They were mentors to me. Today, many kids don't get enough of that kind of stuff. You know, you don't have to be an expert to be a mentor. If each of us helps one child, we can change the world. Mentoring programs need volunteers. So c'mon! Be a mentor! Call today!

- The Harvard Mentoring Project has arranged for General Powell to address an expected 1,000 leaders from the entertainment industry at an October 26th luncheon in Los Angeles sponsored by the Hollywood Radio and Television Society. General Powell will urge Hollywood executives, producers, directors, and writers to promote mentoring and other initiatives to support America's children.

Media partners in the campaign include five broadcast networks, 36 cable networks, the National Association of Broadcasters (NAB), the National Cable Television Association (NCTA), and leading Hollywood executives, writers, and producers.

Jay Winsten, director of the Harvard Mentoring Project, commented, "Research has shown that a positive relationship with a mentor can steer a young person away from drugs, violence, school drop-out, and teen pregnancy. This industry-wide initiative on behalf of young people demonstrates the power of television to do good." Dr. Winsten is the Frank Stanton Director of the School's Center for Health Communication and Associate Dean for Public and Community Affairs.

The Harvard Center for Health Communication is directing this initiative with funding from The Robert Wood Johnson Foundation and The MCJ Foundation. The Center previously created the Harvard Alcohol Project—Designated Driver Campaign and the "Squash It!" Campaign to Prevent Youth Violence.

The mentoring initiative builds on the Center's relationship with ABC's "Children First" Campaign, which has promoted mentoring for three years. To date, more than 200,000 ABC television viewers have called a toll-free number for information on becoming a mentor.

The campaign's communication strategy consists of three components: advertising, entertainment programming, and news. Hill, Holliday, Connors, Cosmopolos, Inc., recently agreed to serve as the *pro bono* advertising agency. Highlights of the campaign include:

- The ABC, CBS, Fox, and NBC broadcast networks are producing public service announcements (PSAs) promoting mentoring that are airing frequently in prime time. The spots are tagged with a toll-free number enabling viewers to call for information on mentoring opportunities in their local communities.
- UPN and national and regional cable networks have committed to priority placement of PSAs produced by the campaign. National cable partners include: A&E, America's Health Network, Bravo Networks, CBS Eye on People, CNBC, CNN, Comedy Central, Fit TV, Fox News, FX Networks, HBO, History Channel, Home & Garden Television, Kaleidoscope Television, Knowledge TV, Lifetime, MTV, The Sci-Fi Channel, Speedvision, TNT, and USA. Regional cable partners include: Bay News 9 (Florida), Central Florida News 13, Gwinnett News and Entertainment Television (Georgia), Las Vegas One, Local News on Cable (Virginia), New England Cable News, New England Sports Network, News 12 (Connecticut, Long Island, and Westchester), News Channel 5+ (Tennessee), Newschannel 8 (Virginia), Newswatch 15 (Louisiana), Northwest Cable News (Alaska, California, Idaho, Montana, Oregon, and Washington), Ohio News Network, Pittsburgh Cable News Channel, and Six News Now (Florida).
- Hollywood producers and writers of prime-time series have written episodes with dialogue or story lines dealing with mentoring, including *ER* (NBC), *Family Matters* (ABC), *High Incident* (ABC), *Just Shoot Me* (NBC), *NewsRadio* (NBC), *Sister Sister* (WB), *Steve Harvey Show* (WB), and *Veronica's Closet* (NBC).

- Ann Tenenbaum, Raymond Chambers, Michael Crichton, Barry Diller, Quincy Jones, Stanley Shuman, and Grant Tinker have joined the campaign as advisors. A complete list of advisors is attached to this release.

Of the estimated 15 million at-risk children in the United States, only 500,000 currently receive the benefits of mentoring. The largest program, Big Brothers Big Sisters of America, reaches 105,000 young people—with 30,000 more on the waiting list.

Susan Moses, the Center's deputy director, commented, "Our effort is twofold: to recruit additional volunteers for existing programs and to stimulate the creation of new projects sponsored by businesses, religious groups, and civic organizations, with their members serving as mentors."

To sustain the momentum of last year's Presidents' Summit for America's Future, General Powell is now heading America's Promise—The Alliance for Youth. America's Promise is a national not-for-profit organization dedicated to improving the lives of 15 million at-risk youth in the United States. America's Promise aims to provide these young people with access to all five of the America's Promise Fundamental Resources needed to lead healthy and productive lives: an ongoing relationship with a caring adult—parent, mentor, tutor, coach; safe places and structured activities during non-school hours; a healthy start; a marketable skill through effective education; and an opportunity to give back through community service.

America's Promise asked the Harvard Mentoring Project to take the lead responsibility for a national media campaign to promote mentoring. One to One|The National Mentoring Partnership is the America's Promise lead mentoring partner and chief advisor to the Harvard Mentoring Project. Other non-profit partners in the campaign include Big Brothers Big Sisters of America, the Points of Light Foundation, Save the Children, One to One|Communities in Schools (Los Angeles), Metro DC Coalition of Volunteer Centers (Washington D.C.), The New York City Volunteer for Youth Campaign, and One to One|Mass Mentoring Partnership (Massachusetts).

The Harvard Mentoring Project is an outgrowth of the "Squash It!" Campaign to Prevent Youth Violence. Funded by The Joyce Foundation, the Metropolitan Life Insurance Company and Foundation, and the Max Factor Family Foundation, "Squash It!" includes a national media component encouraging young people to disengage from potentially violent confrontations. "Squash It!" also hosted a series of Harvard-MetLife Leadership Forums that provided opportunities for young people to express themselves before audiences of influential citizens. The critical need for mentors is the most important message that emerged from the Forum discussions.

The new mentoring initiative uses media strategies that were pioneered in the Center's landmark Designated Driver Campaign, which was launched in 1988 in collaboration with major Hollywood studios and leading television networks. During four television seasons, more than 160 prime-time episodes depicted the use of designated drivers, and network-sponsored PSAs were broadcast up to 10 to 20 times per week. *The New York Times* estimated that the campaign

generated more than \$100 million each year in donated network airtime. Public relations activities further reinforced the campaign, generating extensive news coverage. By 1993, 65 million Americans had served as designated drivers, contributing to a 30 percent decline in annual fatalities from drinking and driving.

The Center has employed similar strategies in the "Squash It!" Campaign. Partners have included ABC, Black Entertainment Television, CBS, Fox, and MTV; leading record companies and rap artists; the National Collegiate Athletic Association, the National Football League, and the National Basketball Association; and Hollywood writers and producers. The "Squash It!" walk-away message has been incorporated into episodes of *Beverly Hills, 90210* (Fox), *Dangerous Minds* (ABC), *ER* (NBC), *Family Matters* (ABC), *In the House* (UPN), *Living Single* (Fox), *N.Y. Undercover* (Fox), and *South Central* (Fox).

The "Squash It!" Campaign has achieved its greatest success among African-American teenagers, one of the campaign's primary target groups. In a 1997 national survey, approximately 72% of African-American teenagers were aware of the Campaign (up from 61% in 1995), and 58% had used the phrase "Squash It!" to disengage from potentially violent confrontations (up from 48% in 1995).

ATTACHMENT A

THE HARVARD MENTORING PROJECT

Progress Report

Over the past year, the leading broadcast networks and HBO have produced PSAs promoting mentoring that have aired frequently in prime time. The PSAs are tagged with a toll-free number enabling viewers to call for information on mentoring opportunities in their local communities. America's Promise—The Alliance for Youth is sponsoring the toll-free number (1-888-55-YOUTH) using an automated response system programmed to provide referrals to local agencies based on the caller's zip code. Currently, callers are referred to a local affiliate of One to One/The National Mentoring Partnership or one of 400 Volunteer Centers under the umbrella of the Points of Light Foundation. ABC has a separate toll-free number (1-800-914-2212) utilizing the same database of referral agencies. By late 1998, the America's Promise and ABC referral systems will use a database of local mentoring projects being developed by Save the Children.

Following is a detailed summary of media activities to date:

1. ABC has promoted mentoring for the past three years as the exclusive message of its network-sponsored "Children First" campaign. ABC currently broadcasts 8 to 12 non-preemptible PSAs per week, frequently in prime time. Newly produced PSAs spotlight actual mentoring relationships that have resulted from the "Children First" PSAs. ABC's commitment to mentoring is ongoing.
2. Since September 1997, CBS has sponsored PSAs promoting mentoring that have aired in non-preemptible positions during sports programming and in prime time. Some PSAs have been tagged with the America's Promise toll-free number. Currently, the mentoring PSAs are airing exclusively in prime time. CBS also produced a one-hour syndicated program on the involvement of the faith community in mentoring. CBS's commitment to mentoring is ongoing.
3. From September 15 through December 31, 1997, Fox promoted mentoring as the exclusive message of its network-sponsored "Change: It Begins With You" campaign. These PSAs, featuring General Colin Powell, were broadcast several times each week, exclusively in prime time, and were tagged with the America's Promise toll-free number. From September 1 through December 31, 1998, Fox is once again devoting its network-sponsored campaign exclusively to mentoring.
4. Since September 1997, NBC has promoted mentoring as one component of its network-sponsored "The More You Know" campaign. These PSAs are airing in non-preemptible positions, including in prime time. The mentoring PSAs are tagged with the America's Promise toll-free number. NBC's commitment to mentoring is ongoing.

5. On behalf of Time Warner, HBO produced seven PSAs promoting mentoring, including several featuring individuals who are serving as mentors and the young people they are helping. These PSAs appeared on Time Warner's CNN, HBO, TNT, and cable systems. In addition, HBO made the PSAs available to all other cable networks and systems through the National Cable Television Association. The PSAs were scheduled frequently on Black Entertainment Television and MSNBC. HBO also has produced mentoring PSAs featuring General Colin Powell and Quincy Jones, which have been made available to all media outlets.
6. Harvard also has encouraged Hollywood producers and writers to depict mentoring in prime-time episodes. To date, dialogue or story lines dealing with mentoring have appeared in *ER* (NBC), *Family Matters* (ABC), *High Incident* (ABC), *Just Shoot Me* (NBC), *NewsRadio* (NBC), *Sister Sister* (WB), *Steve Harvey Show* (WB), and *Veronica's Closet* (NBC).

ATTACHMENT B

MEMBERS OF THE ADVISORY BOARD
CENTER FOR HEALTH COMMUNICATION
HARVARD SCHOOL OF PUBLIC HEALTH

DANIEL ADLER	Vice President, Disney Interactive
PHILIP BALBONI	President, New England Cable News
RAYMOND CHAMBERS	Chairman, Amelior Foundation
MICHAEL CRICHTON	President, Constant C Productions
BARRY DILLER	Chairman and Chief Executive Officer, USA Networks, Inc.
O. MILTON GOSSETT	Chairman, Emeritus, Saatchi and Saatchi Advertising Worldwide, Inc.
GARRY HART	President, Paramount Television
MICHAEL HELFANT	Executive Vice President, Interscope
HOWARD H. HIATT	Professor of Medicine, Harvard Medical School and Harvard School of Public Health, and Former Dean, Harvard School of Public Health
QUINCY JONES	Chief Executive Officer, Quincy Jones Entertainment
MATTHEW MARGO	Vice President, Program Practices, CBS Inc.
NEWTON MINOW	Partner, Sidley & Austin
IRENE POLLIN	President and Chair, Linda Pollin Institute, and Lecturer on Psychiatry, Harvard Medical School
ALVIN POUSSAINT	Clinical Professor of Psychiatry, Judge Baker Children's Center Harvard Medical School
ARNOLD RELMAN	Editor-in-Chief, Emeritus, <i>The New England Journal of Medicine</i> , Professor of Medicine and of Social Medicine, Harvard Medical School
JULIUS RICHMOND	Professor of Health Policy, Emeritus, Harvard University, and Former U.S. Surgeon General
CHARLES ROSIN	Columbia TriStar Television; Former Executive Producer, "Beverly Hills, 90210"
PETER ROTH	President, Fox Entertainment Group
DAVID SALZMAN	Principal, David Salzman Entertainment
STANLEY SHUMAN	Managing Director, Allen & Company
RICHARD SMITH	Editor-in-Chief, <i>Newsweek</i>
FRANK STANTON	Former President, CBS Inc.
ANN TENENBAUM	New York, NY
JAY THEISE	Partner, Cherwin, Glickman & Theise
GRANT TINKER	Former Chairman, NBC
MARVIN TRAUB	President, Marvin Traub Associates, Inc.; Former Chairman, Bloomingdale's
JACK VALENTI	President, Motion Picture Association of America
RUTH WOODEN	President, The Advertising Council

MEMORANDUM

TO NEERA TANDEN
OFFICE OF THE FIRST LADY

FROM DIANA ALDRIDGE

RE BACKGROUND ON SAVE THE CHILDREN/AD COUNCIL ACAMPAIGN

WEB OF SUPPORT OUT-OF-SCHOOL-TIME INITIATIVE

Two years ago, Save the Children, a U.S.-based, international outreach child-relieve organization, refocused its U.S. outreach by initiating a new grassroots U.S. out-of school-time initiative involving partnerships with scores of urban and rural after-school programs to help provide youth-at-risk with three primary objectives: caring adults as role models and mentors; safe places for youth after school; and constructive after-school activities that are educational, recreational, and social in nature.

* THE SAVE THE CHILDREN/AD COUNCIL MENTORING PSA NATIONAL CAMPAIGN

Simultaneously, Save the Children initiated a complementary national public awareness mentoring campaign in conjunction with the Advertising Council to develop a national database of mentoring opportunities enlisting the participation of national and grassroots mentoring organizations for a unique new data base; and seeking through a public service campaign caring adults to secure tens-of-thousands of new mentors for at risk youth. This initiative was undertaken to fulfill Save the Children's commitment to America's Promise.

The campaign is entitled "Do Good: Mentor a Child." The two video spots and multiple print spots that are the nucleus of the campaign feature a toll free number, 1-877 BE-A-MENTOR, which directs callers to their local mentoring organizations, working from a newly created database of mentoring organizations nationwide.

* SPECIAL DEATAILS OF CAMPAIGN:

Specifically, the Mentoring Hotline is a growing National Mentoring Database listing more than 2000 organizations nationwide. Unique features: The organizations that have signed-up to be listed in this database have (1) confirmed their ability and readiness to receive and support volunteers and (2) committed to respond to callers within 48 hours.

Page Two

TURN OVER OF THE DATA BASE TO THE NATIONAL MENTORING PARTNERSHIP

This unique "pilot program" data base will be turned over to the National Mentoring Partnership on Wednesday, February 3, and is part of the "breaking news" we suggest for White House remarks. The National Mentoring Partnership will maintain and grow the data base. It will be evaluated by the group as a whole as a perhaps more direct and effective way to enlist groups and volunteers for mentoring.

Simultaneously, there is a special task force of the mentoring community: America's Promise, Harvard Mentoring Project, Save the Children, the National Mentoring Partnership, The Partnership for a Drug Free America, Points of Lights, that is meeting regularly to discuss the assimilation of data bases and outreach efforts on behalf of the whole community to better reach potential mentors and mentorees.

More to come.

Diana



DRAFT

EMBARGOED UNTIL FEBRUARY 3, 1999, 2 pm

Press Contact: Andrea Wilson, (212) 492-5890, andrea_wilson@kaplan.com

John Rizio-Hamilton, (212) 974-2769, john_rizio-hamilton@kaplan.com

First Lady Hillary Clinton Announces *How to Be a Great Mentor* Guide Published by Kaplan, Newsweek and National Mentoring Partnership

News, Tips and Resources for Growing Population of Mentors

**General Colin L. Powell, Grant Hill, Marian Wright Edelman and Others
Reveal Power of Mentoring**

NEW YORK -- On Wednesday, February 3rd at xx pm, First Lady Hillary Clinton will announce ***How to Be a Great Mentor***, the first comprehensive news and training guide of its kind, which provides a unique blend of news reporting on the mentoring movement and hands-on training for individuals and companies who want to join it. The guide, available March 1st, combines Kaplan Educational Centers' 60 years of educational training experience, Newsweek magazine's award-winning research and reporting and The National Mentoring Partnership's (NMP) expertise in mentoring. A companion web site on The NMP's www.mentoring.org will offer ongoing news updates, interactive training curriculum, a directory of mentoring opportunities, and a bulletin board where mentors share advice and experiences.

For the 13.6 million at-risk youth in the U.S., a caring relationship with an adult mentor can transform their lives. ***How to Be a Great Mentor*** takes readers through the stages of mentoring, including building trust, spending time together, navigating rough spots and staying committed. Each article is accompanied by training and tips to help individuals as they pass through each stage of the mentoring relationship. General Colin L. Powell closes the guide with a call to action for mentors and prospective volunteers nationwide.

News stories and features include:

- ***A Few Good Mentors:*** Behind every successful person is a mentor. Detroit Pistons forward **Grant Hill**, Olympian **Jackie Joyner-Kersey**, author **John Updike**, "ER" executive producer **John Wells**, Children's Defense Fund founder **Marian Wright Edelman**, award-winning CNN reporter **Maria Hinojosa**, Black Enterprise publisher and businessman **Earl Graves**, and former First Lady of the state of New York **Matilda Raffa Cuomo** describe how mentoring changed their lives.
- ***Tech-Mentor:*** Technology is revolutionizing mentoring in big and small ways, helping young people to acquire the technological skills prized by employers and allowing individuals to mentor by e-mail.
- ***Real-life stories from mentor and mentee pairs.***
- ***A directory of volunteer opportunities*** that range in intensity and purpose so that individuals can match their needs and interests with the right program.

"People want to get involved as mentors, but they wonder whether they can make the commitment, and they need support and guidance along the way," said Jonathan Grayer,

president and CEO of Kaplan. "The guide and the web site are sorely needed resources to give mentors the tools they need to navigate possible pitfalls and experience the incredible rewards of developing a meaningful relationship with a young person."

"Kaplan and Newsweek know firsthand that mentoring works through our own in-house mentoring programs," said Richard Smith, chairman and editor-in-chief of Newsweek. "We hope that this guide will help individuals to take a few hours each month and fill this unique role in a young person's life."

"Mentoring can rewrite a child's future. And if we help enough volunteers reach enough kids, mentoring can rewrite our nation's future," said Geoffrey T. Boisi, chairman and CEO of The Beacon Group, a New York City private equity and financial advisory firm, and co-founder and chairman of The NMP. The Boisi Family Foundation, along with The MCJ Foundation, funded the project because "volunteer orientation and training is the linchpin for unleashing the full power and potential of mentoring."

Boisi urges workplace organizations, faith communities, membership associations and other groups to order copies of the guide. "There's no benefit that can compare with the experience of mentoring and no easier way to support employees' or members' involvement than to give them the guide."

The companion web site will include printable curriculum supplementing the guide's content; activities for mentors and mentees; links to mentoring organizations; educational sites and fun activities; and mentoring profiles.

How to Be a Great Mentor has a cover price of \$5.95. It is also available for \$2.50 for orders of 25 or more. America's Promise Commitment Makers, The NMP members, and The Points of Light Foundation members receive a 60 percent discount off the bulk order rate. The guide can be purchased by calling Catalogue Services at 1-800-272-8306 or 703-803-8171.

The National Mentoring Partnership is a non-profit organization that is the nation's headquarters for information and action on all kinds of mentoring. It was founded in 1989 by Wall Street businessmen Ray Chambers and Geoff Boisi, and serves as an advocate for the expansion of mentoring and a resource for mentors and mentoring initiatives nationwide. Headquartered in Washington, DC, NMP has affiliates in 20 states and local communities. State Mentoring Partnerships are in California, Connecticut and Massachusetts. Local Mentoring Partnerships are in Baltimore, Boston, Chicago, Jackson (MS), Kansas City, Los Angeles, Long Island, New York City, Omaha, Miami, Philadelphia, Pittsburgh, San Antonio, Tampa, Tucson, and the Twin Cities of Minneapolis and St. Paul.

With 1,200 locations in the U.S. and abroad, Kaplan is a premier provider of educational and career services for individuals, schools and businesses. Kaplan's six operating units include Test Preparation and Admissions, which has served 3 million students over the past 60 years; ***SCORE!*** Educational Centers, offering K-12 after-school programs; Kaplan Learning Services, providing customized education services and professional development at schools and universities; Publishing, which produces books and software; Kaplan Professional, providing assessment, recruitment, training, and certification services; and Kaplan University, offering distance learning programs including Concord University School of Law, the nation's first online law school. Kaplan and Newsweek are subsidiaries of The Washington Post Company.

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FAX

Harvard School of Public Health CENTER FOR HEALTH COMMUNICATION

Date: October 6, 1998

To: Christa Robinson

Phone: 456-5165

Fax: 456-7028

Page(s) (including cover letter): 9

From: Jay Winsten

Phone: (617) 432-1038

Note:

CC: Neera
Jose / Leanne
Jon Kaplan
Bob Shireman

~~TV~~ TV industry is
committed to running
PSAs to encourage
mentoring (including
mentoring for college).

For your information, the attached letter to Mrs. Clinton reports on the status of the Harvard Mentoring Project, a TV industry-wide public service advertising campaign to recruit mentors for at-risk youth.

Center for Health Communication
Harvard School of Public Health
677 Huntington Avenue
Boston, MA 02115

FAX: (617) 731-8184

1:50



THE HARVARD MENTORING PROJECT

Center for Health Communication • Harvard School of Public Health

Jay A. Winsten, Ph.D., Associate Dean and Center Director

October 6, 1998

Mrs. Hillary Rodham Clinton
The White House
Washington, DC 20500

Dear Mrs. Clinton:

At Renaissance Weekend, I promised to keep you apprised of progress on the Harvard Mentoring Project, a national media campaign to recruit mentors for at-risk youth.

Since we last spoke over New Year's, the Harvard Mentoring Project has emerged as the television industry's showcase public service initiative, with major ongoing commitments from the four major broadcast networks, 37 cable networks, the National Association of Broadcasters, the National Cable Television Association, and leading Hollywood studios. Campaign advisors include Ray Chambers, Michael Crichton, Barry Diller, Quincy Jones, Newton Minow, Stanley Shuman, Frank Stanton, Ann Tenenbaum, and Grant Tinker. Financing is provided by The Robert Wood Johnson Foundation and the MCJ Foundation.

Our most recent public service announcement (PSA) features Quincy Jones discussing the importance of mentors in his own life, and his philosophy of "giving back." This PSA and a previous one featuring General Colin Powell, were produced for the campaign by HBO. The campaign's PSAs are tagged with a toll-free number enabling callers to obtain information on specific mentoring opportunities in their own communities. The PSAs currently are generating calls at a rate of 75,000 per year.

In addition to television PSAs, our three-year campaign includes print and billboard advertising, news coverage of innovative mentoring projects, and the depiction of mentoring relationships in prime-time entertainment series. Leading network series, such as *ER*, have already included the mentoring message.

Harvard is spearheading this campaign in collaboration with America's Promise—The Alliance for Youth, Big Brothers/Big Sisters of America, the National Mentoring Partnership, and the Points of Light Foundation.

In separate, parallel efforts, mentoring is being promoted in media campaigns sponsored by Save the Children and The Advertising Council; the Crime Prevention Coalition of America; the Partnership for a Drug-Free America; and the Office of National Drug Control Policy.

The enclosed press release provides additional details on the Harvard Mentoring Project. Your comments and suggestions are most welcome.

Sincerely,

Jay A. Winsten, Ph.D.
Associate Dean and Frank Stanton Center Director

Enclosure



THE HARVARD MENTORING PROJECT

Center for Health Communication • Harvard School of Public Health

Jay A. Winsten, Ph.D., Associate Dean and Center Director

OCTOBER 2, 1998
FOR IMMEDIATE RELEASE

Contact: Terri Mendoza
(617) 432-1038

FORTY-ONE TV NETWORKS JOIN COALITION TO RECRUIT MENTORS FOR AT-RISK YOUTH; NEW PSA FEATURES QUINCY JONES; GEN. COLIN POWELL TO SPEAK AT OCT. 26 HOLLYWOOD LUNCHEON

The Harvard Mentoring Project announced today that an unprecedented coalition of 41 television networks has been mobilized to recruit mentors for at-risk youth. Harvard is spearheading this industry-wide media campaign in collaboration with America's Promise—The Alliance for Youth and other non-profit groups.

Harvard also announced these developments:

- Quincy Jones, the renowned musician, composer, and producer, is featured in a new television public service announcement (PSA) released this week. This PSA, and a previous one featuring General Colin Powell, chairman of America's Promise, were produced for the campaign by HBO. Here is the text of Quincy Jones' message:

It wasn't easy growing up. But I was lucky. I had people who stood me on their shoulders. And they even had the nerve to teach me about survival, hard work, and excellence. I'll never forget them. They were mentors to me. Today, many kids don't get enough of that kind of stuff. You know, you don't have to be an expert to be a mentor. If each of us helps one child, we can change the world. Mentoring programs need volunteers. So c'mon! Be a mentor! Call today!

- The Harvard Mentoring Project has arranged for General Powell to address an expected 1,000 leaders from the entertainment industry at an October 26th luncheon in Los Angeles sponsored by the Hollywood Radio and Television Society. General Powell will urge Hollywood executives, producers, directors, and writers to promote mentoring and other initiatives to support America's children.

Media partners in the campaign include five broadcast networks, 36 cable networks, the National Association of Broadcasters (NAB), the National Cable Television Association (NCTA), and leading Hollywood executives, writers, and producers.

Jay Winsten, director of the Harvard Mentoring Project, commented, "Research has shown that a positive relationship with a mentor can steer a young person away from drugs, violence, school drop-out, and teen pregnancy. This industry-wide initiative on behalf of young people demonstrates the power of television to do good." Dr. Winsten is the Frank Stanton Director of the School's Center for Health Communication and Associate Dean for Public and Community Affairs.

The Harvard Center for Health Communication is directing this initiative with funding from The Robert Wood Johnson Foundation and The MCJ Foundation. The Center previously created the Harvard Alcohol Project—Designated Driver Campaign and the "Squash It!" Campaign to Prevent Youth Violence.

The mentoring initiative builds on the Center's relationship with ABC's "Children First" Campaign, which has promoted mentoring for three years. To date, more than 200,000 ABC television viewers have called a toll-free number for information on becoming a mentor.

The campaign's communication strategy consists of three components: advertising, entertainment programming, and news. Hill, Holliday, Connors, Cosmopolis, Inc., recently agreed to serve as the *pro bono* advertising agency. Highlights of the campaign include:

- The ABC, CBS, Fox, and NBC broadcast networks are producing public service announcements (PSAs) promoting mentoring that are airing frequently in prime time. The spots are tagged with a toll-free number enabling viewers to call for information on mentoring opportunities in their local communities.
- UPN and national and regional cable networks have committed to priority placement of PSAs produced by the campaign. National cable partners include: A&E, America's Health Network, Bravo Networks, CBS Eye on People, CNBC, CNN, Comedy Central, Fit TV, Fox News, FX Networks, HBO, History Channel, Home & Garden Television, Kaleidoscope Television, Knowledge TV, Lifetime, MTV, The Sci-Fi Channel, Speedvision, TNT, and USA. Regional cable partners include: Bay News 9 (Florida), Central Florida News 13, Gwinnett News and Entertainment Television (Georgia), Las Vegas One, Local News on Cable (Virginia), New England Cable News, New England Sports Network, News 12 (Connecticut, Long Island, and Westchester), News Channel 5+ (Tennessee), Newschannel 8 (Virginia), Newswatch 15 (Louisiana), Northwest Cable News (Alaska, California, Idaho, Montana, Oregon, and Washington), Ohio News Network, Pittsburgh Cable News Channel, and Six News Now (Florida).
- Hollywood producers and writers of prime-time series have written episodes with dialogue or story lines dealing with mentoring, including *ER* (NBC), *Family Matters* (ABC), *High Incident* (ABC), *Just Shoot Me* (NBC), *NewsRadio* (NBC), *Sister Sister* (WB), *Steve Harvey Show* (WB), and *Veronica's Closet* (NBC).

- Ann Tenenbaum, Raymond Chambers, Michael Crichton, Barry Diller, Quincy Jones, Stanley Shuman, and Grant Tinker have joined the campaign as advisors. A complete list of advisors is attached to this release.

Of the estimated 15 million at-risk children in the United States, only 500,000 currently receive the benefits of mentoring. The largest program, Big Brothers Big Sisters of America, reaches 105,000 young people—with 30,000 more on the waiting list.

Susan Moses, the Center's deputy director, commented, "Our effort is twofold: to recruit additional volunteers for existing programs and to stimulate the creation of new projects sponsored by businesses, religious groups, and civic organizations, with their members serving as mentors."

To sustain the momentum of last year's Presidents' Summit for America's Future, General Powell is now heading America's Promise—The Alliance for Youth. America's Promise is a national not-for-profit organization dedicated to improving the lives of 15 million at-risk youth in the United States. America's Promise aims to provide these young people with access to all five of the America's Promise Fundamental Resources needed to lead healthy and productive lives: an ongoing relationship with a caring adult—parent, mentor, tutor, coach; safe places and structured activities during non-school hours; a healthy start; a marketable skill through effective education; and an opportunity to give back through community service.

America's Promise asked the Harvard Mentoring Project to take the lead responsibility for a national media campaign to promote mentoring. One to One|The National Mentoring Partnership is the America's Promise lead mentoring partner and chief advisor to the Harvard Mentoring Project. Other non-profit partners in the campaign include Big Brothers Big Sisters of America, the Points of Light Foundation, Save the Children, One to One|Communities in Schools (Los Angeles), Metro DC Coalition of Volunteer Centers (Washington D.C.), The New York City Volunteer for Youth Campaign, and One to One|Mass Mentoring Partnership (Massachusetts).

The Harvard Mentoring Project is an outgrowth of the "Squash It!" Campaign to Prevent Youth Violence. Funded by The Joyce Foundation, the Metropolitan Life Insurance Company and Foundation, and the Max Factor Family Foundation, "Squash It!" includes a national media component encouraging young people to disengage from potentially violent confrontations. "Squash It!" also hosted a series of Harvard-MetLife Leadership Forums that provided opportunities for young people to express themselves before audiences of influential citizens. The critical need for mentors is the most important message that emerged from the Forum discussions.

The new mentoring initiative uses media strategies that were pioneered in the Center's landmark Designated Driver Campaign, which was launched in 1988 in collaboration with major Hollywood studios and leading television networks. During four television seasons, more than 160 prime-time episodes depicted the use of designated drivers, and network-sponsored PSAs were broadcast up to 10 to 20 times per week. *The New York Times* estimated that the campaign

generated more than \$100 million each year in donated network airtime. Public relations activities further reinforced the campaign, generating extensive news coverage. By 1993, 65 million Americans had served as designated drivers, contributing to a 30 percent decline in annual fatalities from drinking and driving.

The Center has employed similar strategies in the "Squash It!" Campaign. Partners have included ABC, Black Entertainment Television, CBS, Fox, and MTV; leading record companies and rap artists; the National Collegiate Athletic Association, the National Football League, and the National Basketball Association; and Hollywood writers and producers. The "Squash It!" walk-away message has been incorporated into episodes of *Beverly Hills, 90210* (Fox), *Dangerous Minds* (ABC), *ER* (NBC), *Family Matters* (ABC), *In the House* (UPN), *Living Single* (Fox), *N.Y. Undercover* (Fox), and *South Central* (Fox).

The "Squash It!" Campaign has achieved its greatest success among African-American teenagers, one of the campaign's primary target groups. In a 1997 national survey, approximately 72% of African-American teenagers were aware of the Campaign (up from 61% in 1995), and 58% had used the phrase "Squash It!" to disengage from potentially violent confrontations (up from 48% in 1995).

ATTACHMENT A

THE HARVARD MENTORING PROJECT

Progress Report

Over the past year, the leading broadcast networks and HBO have produced PSAs promoting mentoring that have aired frequently in prime time. The PSAs are tagged with a toll-free number enabling viewers to call for information on mentoring opportunities in their local communities. America's Promise—The Alliance for Youth is sponsoring the toll-free number (1-888-55-YOUTH) using an automated response system programmed to provide referrals to local agencies based on the caller's zip code. Currently, callers are referred to a local affiliate of One to One/The National Mentoring Partnership or one of 400 Volunteer Centers under the umbrella of the Points of Light Foundation. ABC has a separate toll-free number (1-800-914-2212) utilizing the same database of referral agencies. By late 1998, the America's Promise and ABC referral systems will use a database of local mentoring projects being developed by Save the Children.

Following is a detailed summary of media activities to date:

1. ABC has promoted mentoring for the past three years as the exclusive message of its network-sponsored "Children First" campaign. ABC currently broadcasts 8 to 12 non-preemptible PSAs per week, frequently in prime time. Newly produced PSAs spotlight actual mentoring relationships that have resulted from the "Children First" PSAs. ABC's commitment to mentoring is ongoing.
2. Since September 1997, CBS has sponsored PSAs promoting mentoring that have aired in non-preemptible positions during sports programming and in prime time. Some PSAs have been tagged with the America's Promise toll-free number. Currently, the mentoring PSAs are airing exclusively in prime time. CBS also produced a one-hour syndicated program on the involvement of the faith community in mentoring. CBS's commitment to mentoring is ongoing.
3. From September 15 through December 31, 1997, Fox promoted mentoring as the exclusive message of its network-sponsored "Change: It Begins With You" campaign. These PSAs, featuring General Colin Powell, were broadcast several times each week, exclusively in prime time, and were tagged with the America's Promise toll-free number. From September 1 through December 31, 1998, Fox is once again devoting its network-sponsored campaign exclusively to mentoring.
4. Since September 1997, NBC has promoted mentoring as one component of its network-sponsored "The More You Know" campaign. These PSAs are airing in non-preemptible positions, including in prime time. The mentoring PSAs are tagged with the America's Promise toll-free number. NBC's commitment to mentoring is ongoing.

5. On behalf of Time Warner, HBO produced seven PSAs promoting mentoring, including several featuring individuals who are serving as mentors and the young people they are helping. These PSAs appeared on Time Warner's CNN, HBO, TNT, and cable systems. In addition, HBO made the PSAs available to all other cable networks and systems through the National Cable Television Association. The PSAs were scheduled frequently on Black Entertainment Television and MSNBC. HBO also has produced mentoring PSAs featuring General Colin Powell and Quincy Jones, which have been made available to all media outlets.
6. Harvard also has encouraged Hollywood producers and writers to depict mentoring in prime-time episodes. To date, dialogue or story lines dealing with mentoring have appeared in *ER* (NBC), *Family Matters* (ABC), *High Incident* (ABC), *Just Shoot Me* (NBC), *NewsRadio* (NBC), *Sister Sister* (WB), *Steve Harvey Show* (WB), and *Veronica's Closet* (NBC).

ATTACHMENT B**MEMBERS OF THE ADVISORY BOARD
CENTER FOR HEALTH COMMUNICATION
HARVARD SCHOOL OF PUBLIC HEALTH**

DANIEL ADLER	Vice President, Disney Interactive
PHILIP BALBONI	President, New England Cable News
RAYMOND CHAMBERS	Chairman, Amelior Foundation
MICHAEL CRICHTON	President, Constant C Productions
BARRY DILLER	Chairman and Chief Executive Officer, USA Networks, Inc.
O. MILTON GOSSETT	Chairman, Emeritus, Saatchi and Saatchi Advertising Worldwide, Inc.
GARRY HART	President, Paramount Television
MICHAEL HELFANT	Executive Vice President, Interscope
HOWARD H. Hlatt	Professor of Medicine, Harvard Medical School and Harvard School of Public Health, and Former Dean, Harvard School of Public Health
QUINCY JONES	Chief Executive Officer, Quincy Jones Entertainment
MATTHEW MARGO	Vice President, Program Practices, CBS Inc.
NEWTON MINOW	Partner, Sidley & Austin
IRENE POLLIN	President and Chair, Linda Pollin Institute, and Lecturer on Psychiatry, Harvard Medical School
ALVIN POUSSAINT	Clinical Professor of Psychiatry, Judge Baker Children's Center Harvard Medical School
ARNOLD RELMAN	Editor-in-Chief, Emeritus, <i>The New England Journal of Medicine</i> , Professor of Medicine and of Social Medicine, Harvard Medical School
JULIUS RICHMOND	Professor of Health Policy, Emeritus, Harvard University, and Former U.S. Surgeon General
CHARLES ROSIN	Columbia TriStar Television; Former Executive Producer, "Beverly Hills, 90210"
PETER ROTH	President, Fox Entertainment Group
DAVID SALZMAN	Principal, David Salzman Entertainment
STANLEY SHUMAN	Managing Director, Allen & Company
RICHARD SMITH	Editor-in-Chief, <i>Newsweek</i>
FRANK STANTON	Former President, CBS Inc.
ANN TENENBAUM	New York, NY
JAY THEISE	Partner, Cherwin, Glickman & Theise
GRANT TINKER	Former Chairman, NBC
MARVIN TRAUB	President, Marvin Traub Associates, Inc.; Former Chairman, Bloomingdale's
JACK VALENTI	President, Motion Picture Association of America
RUTH WOODEN	President, The Advertising Council

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- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
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- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
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- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Guest List for Mentoring Event With The First Lady

Title	First Name	Last Name	Position	Affiliation	Phone
Ms.	Diana	Aldridge	Communications Consultant	Save The Children	
Dr.	Bob	Amol	Journalist	NBC	
Mr.	Ferguson	Jenkins	Vice Chairman of and Hall of Fame Pitcher, Chicago Cubs	Major League Baseball Alumni Association	
Mrs.	Ferguson	Jenkins	Wife of Hall of Fame Pitcher	Major League Baseball Alumni Association	
Mr.	Jeff	Bradach	Chairman of the Board of Jumpstart, Professor	Harvard School of Business	
Mr.	Walter	Bridges	Mentor in Print Ad	Ellison Youth, Inc.	
Ms.	Carol	Brookins	CEO	World Perspectives	
Ms.	Georgia	Bushman	Communications Associate	Save The Children	
Ms.	Ruby	Crear	Police Officer / Director: Spices of Life	Bridgeport, Connecticut Police Department	
Mrs.	Sonnie	Dockser	Friend of Save The Children		
Ms.	Liz	Erickson	Manager	Save The Children	
Mr.	Murray	Gaylord	Vice President	Ad Council	
Mr.	George	Guimaraes	Vice President, Global Marketing	Save The Children	
Mr.	Najeeb	Halaby	Former Chairman of the Board	Save The Children	
Mr.	Richard	Hand	Chairman, Board of Directors	Major League Alumni Marketing	
Mr.	Joshua	Hernandez	Print Ad Mentee	South End Community Center	
Ms.	Lillian	Hilsman	Mentor in Print Ad	Ellison Youth, Inc.	
Mr.	Denzel	Jones	Mentee in Print Ad 5 yrs old	Ellison Youth, Inc. after school	
Ms.	Pam	Turchin	Account Manager	Ad Council	
Mrs.	Joanne	Leedom-Ackerman	Writer		
Mr.	Charles	MacCormack	President	Save The Children	
Ms.	Michelle	Miller	Mentee in Print Ad	Ellison Youth, Inc.	
Ms.	Catherine	Millon	Executive Director, U.S. Programs	Save The Children	
Mr.	Tom	Murphy	Chairman of the Board	Save The Children	
Mrs.	Sarah	Papineau Marshall	Friend of Save The Children		
Mr.	Steve	Ohler	Senior Vice President, Group Creative Director	McCann Erickson	
Mr.	Chris	Quillen	Senior Vice President, Creative Director	McCann Erickson	
Mr.	Kevin	Scher	Senior Vice President, Creative Director	McCann Erickson	
Mr.	George	Dewey	Copywriter	McCann Erickson	
Ms.	Melissa	Fink	Account Supervisor	McCann Erickson	
Mr.	Tim	Pitts	Member of the Board of Save The Children	Warren Management Consultants	
Ms.	Joanne	Rodriguez	Executive Director, Mentor	South End Community Center	
Ms.	Marcia	York	Executive Vice President	Denny's	
Ms.	Susan	Schneider	Director, National Promotions	Denny's	
Mr.	Jarred	Striplin	Mentee	Ellison Youth, Inc.	
Ms.	Sharon	Taylor		US Air	
Mr.	Donald	Tebbe		Rewarding Results Consulting Group	
Mrs.	Lynda	Webster		The Webster Group	

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P6(b)(6)

Save The Children

→ Candice Bergen → Candice Bergen

→ Denzel Jones
→ Noel White

Guest List for Mentoring Event With The First Lady

Title	First Name	Last Name	Position	Affiliation	Phone
Ms.	Renee	Wessels	Associate Vice President, Communications	Save The Children	P6(b)(6)
Mr.	Noel	White	Mentor in Print Ad - <i>Save</i>	Ellison Youth, Inc.	
Ms.	Ruth	Wooden	President	Ad Council	
Mr.	Chuck	Tremper		Rewarding Results Consulting Group	
Dr.	Judith	Kovler	Friend of Save The Children		
Dr.	Jay	Winsten	Assoc. Dean and Frank Stanton Center Director	Harvard School of Public Health	
Ms.	Susan	Moses	Deputy Director, Center for Health Communication	Harvard School of Public Health	
Ms.	Terri	Mendoza	Director of Health Information, Center for Health Communication	Harvard School of Public Health	
Ms.		Willis	Director of Advertising, Center for Health Communication	Harvard School of Public Health	
Mr.	Ray	Chambers	Chairman	Amelior Foundation	
Mr.	Barry	Diller	Chairman and CEO	USA Networks, Inc.	
Mr.	Quincy	Jones	CEO	Quincy Jones Entertainment	
	Newton	Minow, Esq.	Partner	Sidley & Austin	
Ms.	Irene	Pollin			
Ms.	Ann	Tennenbaum			
Mr.	Grant	Tinker	Former Chairman	NBC	
Mr.	Jack	Valenti	President	Motion Picture Association of America	
Mr.	Stanley S.	Shuman	Executive Vice President	Allen & Company, Inc.	
Ms.	Patricia	Fili-Krushel	President	ABC, Inc.	
Mr.	Leslie	Moonves	President	CBS Television	
Mr.	Larry	Jacobsen	President	Fox Television Network	
	Rosalyn	Weinman, PhD.	Executive Vice President, Broadcast Standards & Content Policy	NBC	
Mr.	Richard	Parsons	President	Time-Warner, Inc.	
Ms.	Patricia	Matson	Vice President, Corporate Communications	ABC, Inc.	
Mr.	Jonathan	Plazonja	Senior Vice President	Hill, Holliday, Connors, Cosmopoulos, Inc.	
Mr.	Todd	Riddle	Senior Vice President	Hill, Holliday, Connors, Cosmopoulos, Inc.	
Ms.	Margaret	Boles Fitzgerald	Executive Vice President and Director of Community Relations	Hill, Holliday, Connors, Cosmopoulos, Inc.	
Ms.	Christine	Chambers-Gilfillan	President	The MCJ Foundation	
Ms.	Suzanne	Mertz	Executive Director	The MCJ Foundation	
Mr.	Floyd K.	Morris, Jr.	Program Officer	The Robert Wood Johnson Foundation	
Ms.	Linda	Bernstein	Program Officer	The Robert Wood Johnson Foundation	
Ms.	Patricia	Goodrich	Director, Corporate Initiatives	ABC, Inc.	
Mr.	Harvey	Ozodin	Vice President, Dept. of Standards & Practices	ABC, Inc.	
Mr.	Matthew	Margo	Vice President, Program Practices, NY	CBS, Inc.	

Guest List for Mentoring Event With The First Lady

Title	First Name	Last Name	Position	Affiliation	Phone
Mr.	Jason	Haikara	Vice President, On Air Planning & Marketing	Fox Broadcasting Company	
Ms.	Susan	Haspel	Vice President, Community Relations & Public Affairs	NBC	
Mr.	Nickolas	Davatzes	President & CEO	A & E Television Networks	
Ms.	Kathleen A.	Dore	President	Bravo	
Ms.	Mary Anne	Minster	Director of Corporate Communications	Comedy Central	
Mr.	Richard	Plepler	Senior Vice President, Corporate Communications	HBO	
Mr.	Decker	Anstrom	President & CEO	National Cable Television Association	
Ms.	Rory	Benson	Executive Vice President and Assistant to the President	National Association of Broadcasters	
Mr.	Steve	Friedman	Vice President, Public Affairs	MTV	
Mr.	Phil	Balboni	President	Association of Regional News Channels	
Mr.	John	Claiborne	Vice President and General Manager	New England Sports Network	
Mr.	Craig	Marrs	President and General Manager	Northwest Cable News	
Ms.	Kathleen	Shepard	Vice President, Production and Public Affairs	The WB-11 -- WPIX	
Ms.	Barbara	Bethea	Director of Community Relations & Production	WLVI - TV/WB-56	
Ms.	Heather	Roberts	Public Affairs Director	UPN 38 /WSBK Boston	
Ms.	Aisha	Karimah	Manager, Community Affairs	NBC 4 TV, Washington DC	
Mr.	Kahlm	Piankhi	Public Affairs Director	WUSA / CBS, Washington DC	
Ms.	Angela	Mathis	Public Affairs Director	WJLA / ABC	
Ms.	Judy	Taylor	Public Affairs Director	WBDC	
Ms.	Diane	Hicks	Director, Community Affairs	WTTG Fox 5	
Ms.	Josie	Goytisolo	Executive Producer	WPLG Channel 10	
Mr.	Sean	Clarkin	Director of Strategic Planning and Deputy Director of Creative Development	Partnership for a Drug-Free America	
Ms.	Mary	Foley	President	Metro Washington Coalition of Volunteer Centers	
Ms.	Walteen	Grady-Truly	Director	The New York City Volunteer for Youth Campaign	
Mr.	Robert	Arias	President	One to One/Communities in Schools	
Ms.	Linda	Alioto-Robinson	Executive Director	One to One / The Mass Mentoring Partnership	
Mr.	Andy	Mecca	Executive Director	California Health Research Foundation	
Mr.	Arthur	Tannenbaum	President and Founder	Everybody Wins! Foundation	
Mr.	Hugh	Price	President	Urban League	
Mr.	Thomas W.	Dortch, Jr.	National President	100 Black Men of America, Inc.	
Rep.	Fredenca	Wilson	Florida House of Representatives	C/O 500 Role Models of Excellence	
	Steven A.	Schroeder, MD	President	The Robert Wood Johnson Foundation	
	Karen	Davis, PhD	President	The Commonwealth Fund	
Mr.	Geoffrey T.	Boisi	CEO	The Beacon Group	
Ms.	Melissa	Mack	Senior Vice President	Kaplan Educational Centers	

Guest List for Mentoring Event With The First Lady

Title	First Name	Last Name	Position	Affiliation	Phone
Mr.	Richard M.	Smith	Chairman and Editor-in-Chief	Newsweek	
Ms.	Gail	Manza	Executive Director	National Mentoring Partnership	
Ms.	Susan	Weinberger	Founder	Norwalk Mentoring Program	
Mr.	Frank	Newman	President	Education Commission of the States	
Ms.	Marian	Heard	National Spokesperson	The National Mentoring Partnership	
Mr.	Bill	Milliken	Chairman	Communities in Schools	
Ms.	Susan	Mason		National Mentoring Partnership	
Mr.	Dan	Coats	Former Senator, Board President	Big Brothers-Big Sisters of America	
Mr.	Thomas	McKenna	National Executive Director	Big Brothers-Big Sisters of America	
Ms.	Emily	Chen	1998 National Big Sister of the Year	Big Brothers-Big Sisters of America	
Ms.	Dennys	Franklin	1998 National Little Sister of the Year	Big Brothers-Big Sisters of America	
			Asst. National Executive Director, Marketing and Communications		
Ms.	Viola W.	Bostic		Big Brothers-Big Sisters of America	
Ms.	Marva	Smalls	Executive Vice President	Nickelodeon	
			Past Little Brother, Past Big Brother, Board Member		
Mr.	Andre	Hollis		BBBS of the National Capitol Area	
Ms.	Ethel	Simon-MacWilliams	Executive Director	NW Learning Labs	
Mr.	Gary	Kowalczyk	Director, Management Affairs	Americorps	
Mr.	Harris	Wofford	CEO The Corporation for National Service	Americorps	
Mr.	HB	Hicks III	White House Fellow, CNS	Americorps	
Mr.	Tracy	Stone	Member	Americorps	
		Member	Member of Americorps	Americorps	
		Member	Member of Americorps	Americorps	
		Member	Member of Americorps	Americorps	
		Member	Member of Americorps	Americorps	
Ms.	Mei	Cobb	Vice President, Volunteer Center Development	The Points of Light Foundation	
Ms.	Alyson	Cafferky	Manager, Volunteer Center Development	The Points of Light Foundation	
Ms.	Mary Jo	Dean	Executive Director	Volunteer Center of Collia County, Plano, TX	
Ms.	Mary	Foley	Executive Director	Volunteer Center of Prince William County, VA	
Ms.	Pam	Pinter Parsons	Director	Volunteer Center of the United Way, Boston, MA	
Mr.	Robert	Goodwin	President and CEO	The Points of Light Foundation	
Mr.	Kenn	Allen	Senior Vice President, Programs	The Points of Light Foundation	
Ms.	Ashley	Carr	Director of Marketing	Gifts in Kind, Alexandria, VA	
Mr.	Peter	Gallagher	President and CEO	America's Promise	
Col.	F. William	Smullen, III	Chief of Staff	America's Promise	
Ms.	Sheila	Plank	Senior Vice President, Commitments	America's Promise	
Mr.	Gregg	Petersmeyer	Senior Vice President, The Alliance	America's Promise	
			Senior Vice President, Marketing and Communications		
Mr.	Don	Maple		America's Promise	

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Guest List for Mentoring Event With The First Lady

Title	First Name	Last Name	Position	Affiliation	Phone
Ms.	Lexie	Miller	Vice President, Not For Profit Commitments	America's Promise	PB(b)(6)
			Vice President, Federal, State and Association		
Ms.	Paige	Cassidy	Commitments	America's Promise	
Mr.	K. Dane	Snowden	Vice President, Corporate Commitments	America's Promise	
Ms.	Marie	Mocket	Editorial Director	"How to be a Great Mentor"	
Ms.	Andrea	Wilson		Kaplan Educational Centers	

**FIRST LADY HILLARY CLINTON UNVEILS NEW \$72 MILLION INITIATIVE
TO FIGHT CHILDHOOD ASTHMA
January 27, 1999**

Today, First Lady Hillary Rodham Clinton unveiled a new, \$72 million initiative to fight childhood asthma through a comprehensive, Administration-wide strategy to address childhood asthma that includes new efforts to: (1) implement school based programs that teach children how to prevent asthma attacks and how to deal with an attack if they have one; (2) reduce children's exposure to pollutants in our environment that can trigger asthma attacks; (3) provide funds to States and providers to help them implement effective disease management strategies; and (4) conduct a new public information campaign to reduce exposure to asthma triggers.

MILLIONS OF CHILDREN SUFFER FROM ASTHMA

- **Asthma is a serious public health problem.** Approximately 5 million children suffer from asthma, and the incidence of the disease in children under age five has increased 160 percent over the past 15 years. Thousands of children are hospitalized each year because of asthma, making it the leading cause of hospitalization due to chronic illness for children. Asthma is also one of the leading causes of school absenteeism, resulting in over 10 million missed school days each year.
- **Minority children experience disproportionate rates of asthma related deaths.** Although African American children under the age of 18 have only a slightly higher risk of actually having asthma than non-Hispanic white children, they experience a disproportionately high rate of death from asthma attacks. In 1995, the rate of death from asthma for African Americans was over four times the rate for white children.
- **Many asthma sufferers are unaware that there is help for them.** Many asthma patients remain chronically impaired because their physicians and others involved in the management of their asthma are not sufficiently familiar with the new guidelines for treating asthma. Still others lack support systems that enable them to effectively manage their own disease or access sufficient medications or equipment.

LARGEST EVER FEDERAL INVESTMENT TO FIGHT CHILDHOOD ASTHMA

The President's Task Force on Children's Environmental Health and Safety Risks has prepared a comprehensive, Administration-wide strategy to fight childhood asthma. Today, in response to the Task Force recommendations, the First Lady announced new investments in:

- **Implementing school based asthma programs.** The Environmental Protection

Three sites will be lead by a public or private health organization.

Three sites will be lead by faith-based entities (Catholic Charities of the Diocese of Albany, New York, Lowell Mission Church, Inc. in Lowell MA, and St. Mark's Community Center in New Orleans, LA.).

Two sites will have YMCA as the lead agency

Two sites (Kitsap County Juvenile Department in Port Orchard, WA and Washoe County Department of Juvenile Service in Reno, Nevada) in which the county juvenile justice department has the lead role.

Two sites will be lead by human services organizations.

One site in which Communities in School, Girls Scouts, Goodwill Industries, a University, and a Public Housing Authority each have the lead role.

The remaining JUMP projects will be implemented by a combination of local, non-profit, community-based groups/organizations in partnership with a local educational agency.

Target Population

The JUMP program includes youth from the fifth grade through high school. While the target population is "at-risk youth," there is a wide variety in the specific targeted population of youth. The following examples of the target population indicate the diversity of youth to be served by the 73 applicants:

Eleven projects will focus on court involved youth. Four other sites plan to include court involved youth in addition to one or more other target population.

Ten sites will focus on Latino and African American Youth.

Nine projects will target elementary age youth.

Seven projects will focus on girls in the community.

Six projects will focus on African American youth.

Six sites will target Native American Youth in their communities. Two other projects will include Native American Youth.

Five sites will target all youth in their community.

Three projects will focus on African American, Latino, and Native American youth.

Three sites will target youth in public housing developments in their communities.

Two projects will focus on Asian Youth. The population in two other sites will also include Asian youth.

Two sites will focus on boys.

Two projects will target Hispanic/ Latino youth.

One project, the Center for Human Development, Big Brothers/Big Sisters of Hampshire County Bangs Community Center in Amherst, Mass. will target abused/neglected youth.

One site will focus on Hmong and Euro-American Youth.

One project, the Communities in Schools in Brooklyn, New York will focus on immigrants

Location

Fifty-five of the 73 projects are located in urban areas, ten in rural areas, eight in semi-rural areas, one in a territory, and one on an Indian reservation. They are located in the following geographical locales:

Five sites in the Southwest Region

Arizona (1) Phoenix

Texas (1) Fort Worth

Oklahoma (3) Oklahoma City, Tulsa, Enid

Eleven in the Southeast Region:

Florida (3) Coral Gables (1), Miami (2)

Georgia (2) Albany, Columbus

Kentucky (1) Bowling Green

Louisiana (1) New Orleans

North Carolina (1) Clarkton

South Carolina (1) Denmark

Tennessee (1) Chattanooga

Virginia (1) Lynchburg

Seven in the Northeast Region:

Connecticut (2) Hartford, Bridgeport
Massachusetts (3) Brockton, Lowell, Amherst
Rhode Island (1) Providence
Vermont (1) Bennington

Twelve in Mid-Atlantic:

Washington, D.C. (1)
Maryland (3) Baltimore, Leonard-Town, Silver Spring
New Jersey (1) Elizabeth
New York (6) Albany, Astoria, Brooklyn, Dobbs Ferry, New York City(2)
Pennsylvania (1) West Milton

Nine in the Midwest Region:

Indiana (1) Schererville
Michigan (3) Flint, Detroit, Lansing
Minnesota (1) Duluth
Missouri (2) Kansas City, Columbia
Kansas (1) Topeka
Wisconsin (1) Eare Claire

Seven in the Rocky Mountain Region:

Iowa (1) Sioux City
Montana (1) Lame Deer (Indian Reservation)
Nebraska (1) Omaha
New Mexico (3) Albuquerque, Gallup, Santo Domingo Pueblo
South Dakota (1) Rapid City

Sixteen in the Western Region:

California (13) City of Industry, Eureka, Fremomnt, Lennox, Los Angeles (2), Modesto
Richmond, Sacramento (2), San Bernardino, San Diego, Ventura
Nevada (1) Reno
Oregon (1) Portland
Washington (1) Port Orchard

One in the Pacific West Region:

Alaska (1) Fairbanks

One Territory

Virgin Island

New vs. Existing Mentoring Projects

The OJJDP JUMP Program was offered to those entities desiring to establish new mentoring programs, as well as, those operating existing projects. Forty-four of the 73 JUMP recipients will establish a new mentoring project. Twenty-nine are currently operating mentoring programs, which mirror the OJJDP design. These applicants indicated that they will comply with the OJJDP requirements for collaboration with a local education agency to implement this phase of their mentoring program.

Innovative Programs

A project (Kitsap County Juvenile Department in Port Orchard, WA.) will be community-based and serve adjudicated youth after school on a year round basis. It will be an alliance and expansion of two existing small mentoring programs in collaboration with the Bremerton School District. The Kitsap County Juvenile Department (KCJD) is the applicant. The JUMP program is to be a major element in KCJD's attempt to reduce commitments to State correctional institutions by half over the next five years (from an average commitment of 100 per year in 1995-97 to 50 or less by 2003). This goal is responsive to OJJDP's Comprehensive Plan which advocates "to promote delinquency prevention and early intervention efforts that reduce the flow of juvenile offenders into the juvenile justice system, the numbers of serious and violent offenders, and the development of chronic juvenile careers."

A project (The Children's Village in Dobbs Ferry, NY) will use mentors to help youth in one of the largest residential treatment centers in the country. The JUMP grant will support an expansion of an existing mentoring program. The program will run all year and directly link to Greenburgh Eleven UFSD, the public school all CV residents attend. Mentors will be drawn from the ranks of law enforcement personnel, retirees, mature college students, grandparents and those involved in community self-help efforts, churches, civic and neighborhood organizations. The project will be based in the Residential Treatment Center.

Another project (Lennox School District in Lennox, CA) will collaborate with the Los Angeles Probation Department, Richstone Family Services, and Lennox Gang Violence Suppression Council in a school-based project to prevent youth from entering gangs and violating probation. The new, year round, mentoring program will pair volunteer officers from area law enforcement agencies (i.e., Sheriff, Probation, District Attorney, Police) as mentors to youth who are between the ages of 10-14, at risk of dropping out of school and whose current activities indicate a high possibility of becoming a chronic juvenile offender.

One project (Truman Medical Center, Incorporated in Kansas City, MO.) will build on the existent Teen MOMS program, which matches pregnant teens with women who were teen mothers. It brings together at-risk adolescents with role models from the community. The monthly meetings with the teen, the mentor and the team will stress school-related activities that are seen by the teen as something to work on for the coming month. The placement of the JUMP project in a hospital setting will allow the adolescents to see an array of health-related fields in which they could train and find employment.

One project (Big Brothers Big Sisters of Hampshire County in Amherst, MA.) will match youth from the Jackson Street School district in grades 2 through 5. Children in certain areas of the city, are exposed to high levels of domestic violence and crime in their families and their neighborhood, gang recruitment, and contact with older siblings and adolescent neighbors who have dropped out of school, gotten pregnant or are involved with the police. Mentors will be drawn from the local business, academic, professional, and religious communities. The program will be community-based and operate year round.

First Information from the JUMP Program Evaluation

Introduction

Initial information for the evaluation was gathered from JUMP grantee proposals, from regularly submitted grantee progress reports, and from direct phone contacts with program coordinators and other staff. The information primarily reflects activities that took place during the first quarter of FY 1998 (October 1, 1997-December 31, 1997), but also includes information from earlier fiscal years. This information represents initial data gathered as part of a national evaluation of mentoring as implemented through the individual JUMP projects. At the time data was collected, the two groups of grantees that contributed data were:

- Cohort I grantees that originally were funded in FY 1995 and were in their third year of operations, and
- Cohort II grantees that were funded in FY 1997 and were in their start-up year of operations.

OJJDP's Response to the Need

To build on the promise of mentoring as an effective prevention strategy, and add to the understanding of mentoring as a protective factor, OJJDP announced the availability of combined fiscal year (FY) 1994 and 1995 funds and competitively awarded grants of up to \$180,000 each for a 3-year period to 41 recipients to implement juvenile mentoring projects (JUMP) for at-risk youth. Another 52 agencies were awarded grants of up to \$190,000 with combined FY 1996 and 1997 funds for a total of 93 grant projects. In FY 1998, a third announcement of availability of funds was made, with an additional 23 to 26 grant projects to be funded.

Nature of the JUMP Projects

JUMP projects match an adult mentor with a youth who may be at risk for delinquency, gang involvement, drug use, and failing or dropping out of school. The intent of the mentoring relationship is to provide one-to-one support, guidance, and supervision for participating youth to help buffer the risks that may interrupt their healthy development. JUMP projects may operate as a component of a larger agency, or may stand alone to provide only mentoring services.

JUMP Projects Target Multiple Goals

Most JUMP projects cite delinquency prevention and improved school performance as two of their primary project goals. In addition, most projects have a variety of other intended goals for their mentoring relationships. The following are the overall JUMP project goals in the order of frequency with which they were reported by the grantees:

- ▶ delinquency prevention (69),
- ▶ improved school performance (69),
- ▶ increased school attendance (67),
- ▶ violence prevention (41),
- ▶ prevention of gang involvement (37),
- ▶ career development (31),
- ▶ goal planning (29),
- ▶ anger management (17),
- ▶ prevention of alcohol, tobacco, and other drug (ATOD) use (14), and
- ▶ development of independent living skills (7).

Community Collaboration is a Key Feature of JUMP Projects

The need for a multi-dimensional intervention requires that community-based organizations and agencies work together to provide a comprehensive continuum of care for the youth they are serving. Because risk factors are highly interrelated, no single intervention is as effective as a coordinated effort. Typically, such coordination involves mental health centers, substance abuse treatment programs, recreation centers, or medical service providers. This collaboration is evidenced in the ways the non-LEA JUMP grantees work with LEA's, the specific youth targeted for mentoring services, and the development of supplemental sources of funding.

JUMP Project Activities Vary

Mentors generally are expected to have contact with their mentee an average of once per week, but many keep in much closer contact with additional visits and phone calls. Most grantees sponsor project-wide activities and special events in which all mentors and mentees participate together. These typically are holiday celebrations, field trips to museums or sporting events, or recognition ceremonies. Strong relationships with other agencies and organizations in the community often make such major events possible. Grantees rely on the donation of tickets, supplies, facilities, and other forms of support to fully implement their project plan.

Training and Supervision is a Key JUMP Project Component

JUMP grantees approach mentor training in a variety of different ways, typically requiring that mentors participate in orientation training sessions prior to being matched with a youth. Some projects conduct a series of intensive structured training sessions in the early months of mentors' participation in the project, and reduce the training schedule until it is on an "as needed" level -- essentially becoming one-to-one supervision. Other projects continue to conduct regularly scheduled training and supervision meetings for mentors throughout the duration of their mentoring contract.

In addition to the formal training, grantee staff carefully monitor and supervise the

activities of the mentors through regular in-person or phone contacts. Most agencies also require mentors to submit reports of their activities and contacts with youth for staff review. Generally, JUMP project staff supervise mentors a minimum of once a month.

PROFILE OF YOUTH BEING SERVED

The primary risks identified are related to problems in school. Because research has demonstrated that difficulties in school both constitute an immediate risk factor and serve as an indicator of potential future, more serious problems, the prevalence of school problems supports the need for early interventions such as those provided by mentoring. In addition, there are some youth who identified problems with gang, weapon, substance use, and pregnancy risk factors, indicating a subset of mentees who appear to be in a very high risk group. Projects operating in urban settings report more gang problems and truancy, while suburban projects report social/family problems and increased alcohol, drug, and smoking risks. Rural projects identify school failure and poor grades more often than the other locations.

JUMP projects serve youth across the country representing a variety of ethnicities, ages, geographic regions, and family structures. These young people also face a variety of risk factors identified as increasing their chances for school failure, gang membership, family problems, delinquency, ATOD use, and early parenthood. While not a substitute for appropriate family involvement and intervention, the JUMP program seeks to reduce the impact of these risk factors by providing positive relationships with adult role models for at-risk youth.

Mentor Education and Work History Varies

JUMP project mentors for the most part are highly educated with about 90% having at least some college experience, and over half (56%) having college or graduate degrees. Since mentors are sought to provide positive role models for the youth, especially with regard to educational achievement, the scholastic success of the mentors is an important characteristic.

While 13.7% of the JUMP mentors were reported to be full-time students, most of the mentors either are in the work force (79.4%), or have retired from it (4.4%). Of the 83.8% of those that work or are retired, the majority are (or were) in managerial (41.2%) or technical/sales (22.9%) positions. A small fraction of the mentors are from law enforcement or justice agencies (4.9%), or are associated with the military (2.5%). Because mentors serve as an important role model for a positive and productive self-sufficient adulthood, their experiences in the work force can be important factors in their relationship with youth.

Mentors Receive Structured Training

JUMP projects offer training and require that mentors participate in some orientation and training prior to being matched with a youth. At the time of this report, about 88% of the mentors had been offered some type of training. A mentor's relationship with a youth can be

intense, complex, and challenging. The training and support provided by the JUMP project staff are essential for maximizing the success of the mentoring relationship.

THE MENTORING RELATIONSHIP

Waiting Time for a Match is Relatively Brief

There is an average of 2.7 months from the time of enrollment to the date a match is reported to be made. Boys wait, on average, about three weeks longer than girls to be paired with a mentor. Non-white youth wait about 3.5 weeks longer than white youth. The longer wait times for boys and non-whites likely reflects the preponderance of white-female mentors and grantee desire to match on race and gender.

Most Projects Use Gender as a Matching Criteria

When making a match, gender is a strong determining factor. For those matches in which the gender of both the youth and the mentor was reported, male mentors were matched with boys 96.8% of the time, and female mentors were matched with girls 86.4% of the time. Only 2.3% of the girls are matched with a male mentor, however, 18.0% of the boys are matched with a female mentor. This may reflect the preponderance of women in the mentor pool. Whether same or cross-gender matches are better is not clear. Since girls are just as likely to be raised in a family without an adult male figure, it is reasonable to hypothesize that girls may benefit from a positive mentoring relationship with a man. However, the relative scarcity of male mentors, and the desire to match on gender means that, in practice, girls are rarely matched with male mentors.

Race and Ethnicity Are Match Considerations

Although most of the agencies report that they do not use race as a match criteria, there appears to be a strong relationship between mentor and mentee race and ethnicity. About 60% of all youth are paired with a mentor of the same race/ethnicity. Since white mentors outnumber white youth by more than 2 to 1, it is understandable that many white mentors are paired with non-white youth. In those instances where youth and mentors are of different race/ethnicity, it is almost always a non-white youth paired with a white mentor (81.7% of the time). Asian mentors also outnumber Asian youth, so they also frequently are paired with youth of differing ethnicity. The opposite is true for African American, Hispanic, and American Indian mentors. For these groups, the youth outnumber the mentors so most of the mentors in these groups are paired with youth of their same ethnicity. For instance, 93% of African American mentors are paired with African American youth, and 71% of the Hispanic mentors are paired with Hispanic youth.

From the youth perspective, 92% of white youth are paired with a white mentor, while only 57.4% of African American youth, and 32.8% of Hispanic youth are paired with a mentor of the same race/ethnicity. It appears that a same-race match is made whenever possible. However, when minority mentors are not available, minority youth most often are paired with white

mentors.

Some agencies have developed more successful approaches for recruiting minority mentors and further research will be important to learn about effective recruitment practices that are sustained over a longer period of time. To date, there is little or no research that would support an assessment of whether same-race/ethnicity mentor matches are more effective or successful than cross-race matches. Either way, a successful mentoring relationship almost certainly depends on both the needs of the youth and the skills and sensitivity of the mentor.

THE MENTORING PROMISE

JUMP grantees obtained feedback from youth and mentors using a standardized format to ensure consistency in reporting across sites. The following discussion is based on responses from 962 youth and 792 mentors. These responses form a substantial subset of the total number of youth and mentors represented in this report and can provide important information about the effectiveness of mentoring on which to further build the ongoing national evaluation. One cautionary note is important. As with all client feedback, this information was obtained from youth and mentors who voluntarily responded. There is no assurance that the respondents are representative of youth or mentors who did not choose to respond.

Youth and Mentors View their Mentoring Experience as Positive

While both youth and mentors were extremely positive when rating various aspects of their mentoring experiences, mentor and youth perceptions of their relationships did not completely correspond. The fact that youth responses generally are more positive than the mentor responses may reflect actual perceptions, or may be an indication of a self-presentation response bias frequently found in research involving young people. Participation in an evaluation process may skew a child's responses positively, especially when the child is being asked to rate his or her relationship with an adult.

Youth and Mentor Report of Satisfaction

ITEM	YOUTH RESPONSES (%)			
	Not Very Much	A Little	Pretty Much	A Lot
How much do you like your mentor?	2%	5%	23%	70%
How well do you get along with your mentor?	1%	5%	26%	68%
How well do you feel your mentor understood you?	3%	9%	37%	51%
How helpful do you feel your mentor was to you?	3%	7%	26%	64%

ITEM	MENTOR RESPONSES (%)			
	Not Very Much	A Little	Pretty Much	A Lot
How much do you like your mentee?	1%	1%	22%	76%
How well do you get along with your mentee?	1%	2%	35%	62%
How well do you feel you understood your mentee?	1%	12%	51%	36%
How helpful do you feel you were to your mentee?	3%	22%	43%	31%

In spite of this apparent mentor/mentee disparity, when the youth responses were compared with their corresponding mentor responses, weak but positive correlations were present between youth and mentor ratings on items specifying *how much they liked each other, how well they got along, and how helpful the mentor was to the youth.*

Youth and Mentors Believe that Mentoring Helped

Youth and mentor perception of benefits also correlated with one another, indicating that both may have perceived similar improvements within the youth. The following table summarizes the percentage of youth and mentors that report seeing improvement in specified risk areas. Each was asked to indicate whether they believed having a mentor helped *a little, a lot, or not at all* with each risk behavior.

Perceptions of Benefits Received

	Youth Perception of Benefit		Mentor Perception of Benefit	
	A Little Bit	A Lot	A Little Bit	A Lot
Getting better grades	42.0%	49.1%	56.0%	30.1%
Attending all classes	23.3%	64.3%	45.2%	36.5%
Staying away from alcohol	13.2%	69.9%	40.1%	41.3%
Staying away from drugs	12.2%	71.0%	39.2%	42.7%
Avoiding fights	27.3%	57.4%	43.3%	41.5%
Staying away from gangs	15.6%	67.6%	37.5%	44.0%

Not using knives or guns	11.1%	68.0%	31.9%	47.1%
Avoiding friends starting trouble	27.5%	51.0%	47.8%	34.4%
Getting along with family	24.4%	61.6%	48.3%	40.2%

Match Characteristics Affect Perceived Benefits

It is interesting to note that the boys in the sample who were paired with female mentors reported both liking their mentor and feeling understood by their mentors equally with those paired with male mentors. However, those boys matched with a male mentor report greater benefits in some areas than those matched with female mentors. Specifically they report receiving greater benefit with respect to avoiding drugs and gangs. There also are marginally significant differences in reports that mentoring helped youth avoid alcohol and weapons. These preliminary results must be confirmed with more objective data, as the reports of perceived benefits by the youth cannot be taken as an undisputable measure of program effectiveness. However, it does suggest that there are differences between those boys matched with female as opposed to male mentors. There were only two cases of girls matched with male mentors within this smaller subset of data, so no similar analysis can be conducted for the girls.

As discussed before, about 40% of the youth are matched with a mentor of a different race. Given the paucity of scientific research on the mentoring relationship, it is not possible to predict whether race has any consistent bearing on the effect of the match or the possibilities for benefits. In the pilot data set, 170 youth had a mentor of a different race or ethnic identification, while 270 were of the same race or ethnicity. On the self-reported description of the mentoring relationship, and the perceived benefits, there was only one item that showed any relationship with race-matching. Youth matched with a mentor of a different race reported liking their mentor *more* than those matched with a mentor of the same race.

While there was little difference among youth who were matched with same-gender or same-ethnicity mentors and the extent they reported liking their mentor or reported perceived benefits from the relationship, the same did not hold true for feedback from the mentors. Women paired with male mentees reported that they observed significantly less improvement in a number of areas than men paired with male mentees. The behaviors in which the greatest differences occurred between male and female mentors included:

- staying away from alcohol,
- staying away from drugs,
- avoiding fights,
- staying away from gangs,
- not using knives or guns, and
- avoiding friends starting trouble.

Female mentors also perceived less improvement in the youth's relationship with his/her family members.

When youth and mentors were of different race or ethnicity, the mentors also reported perceiving significantly less improvement in these same areas, and also in class attendance. Mentors paired with a youth of the *same* race or ethnicity reported that they believed they *understood* their mentee better than those involved in cross-race matches.

There are a number of complicating issues that must be considered when interpreting the race-match results presented above. The most important consideration should be the race of the youth. Recall that almost all white youth are paired with a white mentor. Thus, when splitting the cases into those with same versus cross-race matches, all but seven of the white youth are placed in the same-race category. Conversely, in this data set 52.2% of the non-white youth are in cross-race matches. Therefore, the differences observed may be the result of the stark demographic differences between those youth in same versus cross-race matches. It is therefore reasonable to repeat the race-match analyses presented above, excluding white youth. Such an analysis was conducted with results mirroring the results already presented. It would seem that our preliminary data indicate that cross-gender, and cross-race matches are **perceived by the mentor** as less beneficial to the youth. However, **youth reports** did not differ significantly regardless of gender and racial matching. Clearly, this will be an area for future research. It will be important to verify the self-reports of improvement with more objective measures. Further, more sophisticated research designs and analyses will be needed to control for potentially confounding variables.

Evaluation of the Juvenile Mentoring Program

The evaluation of the Juvenile Mentoring Program (JUMP) is being conducted by Information Technology International under a grant from OJJDP. The initial JUMP evaluation activities focused on documenting JUMP project implementation and on gathering descriptive information about youth, mentors, matches, and mentoring project models. This information, much of which has been presented in the JUMP Report to Congress, provides the foundation for the next phase of evaluation activities.

The second phase of the JUMP evaluation will measure changes in youth behavior and attitudes that may be attributable to their participation in a mentoring relationship. The evaluation will examine the relationship between those changes and a variety of factors including youth risk factors, project model and activities, and mentor recruitment and training strategies. It is expected that these factors will impact the duration and success of each mentoring relationship, and ultimately youth outcomes. The outcome model takes into account the extent and severity of risk with which each youth enters a JUMP project, making it possible to more accurately assess the effectiveness of mentoring in influencing positive behavior changes.

OJJDP intends that the JUMP evaluation will accomplish three main objectives:

- 1) documentation of the overall effectiveness of the JUMP program in modifying youth behaviors that reasonably can be expected to impact achievement of the long-term goals of reducing juvenile delinquency and gang participation, improving academic performance, and reducing the dropout rate;
- 2) provision of specific feedback and assistance to the JUMP projects regarding their own effectiveness; and
- 3) identification of specific programmatic practices that show greatest promise for successfully reaching positive youth and community outcomes.

To maximize the opportunity for success of the JUMP grantees, OJJDP also is supporting training and technical assistance (T&TA) for JUMP project staff. This T&TA will occur in a variety of ways including phone and on-site individualized assistance, provision of documents to guide project operations, distribution of a JUMP Self-Evaluation Manual, an on-line network to support information exchanges among peer grantees, and attendance at national conferences and symposiums.

In keeping with OJJDP's desire to address special needs of specific populations, several JUMP mentoring projects will continue to be funded in order to focus efforts on female juvenile offenders and at-risk girls, American Indian and Alaskan Native communities, and minorities who historically have been disproportionately represented in the juvenile justice system.

OJJDP coordination of efforts between Federal departments and agencies allows easy exchange of information and lessons learned across program areas. The Department of Justice (DOJ) works closely, for example, with the Departments of Health and Human Services, Education, Housing and Urban Development, Labor, and other Coordinating Council members, to coordinate community-based efforts that share the common goal of delinquency, gang, or violence prevention. In addition, DOJ staff participate on the Interagency Council on Mentoring which is working to identify existing mentoring projects, investigate research issues, and explore opportunities for further collaboration. All information that is gathered through each of the mentoring or other related projects will be disseminated widely through a variety of media and resources including the OJJDP Juvenile Justice Clearinghouse and the National Training and Technical Assistance Center.

SOME COLLECTED ANECDOTES:

Beth

Beth's mother is a crack addict who is in and out of prison, leaving Beth to help her grandmother raise her three younger siblings. Before getting a mentor, Beth had poor school attendance and grade performance. She was

suspended several times for fighting, and most of her friends were pregnant, dropping out of school, or both. Project staff interceded, matching Beth with a young, professional woman who has helped her set personal and academic goals, giving her direction. After a year together, Beth's attendance and grades have soared, and she is beginning to thrive.

- Cincinnati Youth Mentoring Program

Jeremy

Jeremy is living in a community that is facing many challenges. The school dropout rate is over four times the statewide average; the truancy rate is unacceptably high (61%); and scores on third-grade reading comprehension tests are well below average. Add to this his family circumstances, and eleven year old Jeremy would appear to be a child with little chance for success. Cared for by an emotionally unstable mother and an abusive grandmother, his situation is further complicated by auditory and written processing disabilities that make school especially difficult for him. The mentoring program director worked persistently with Jeremy's mother over the course of the year he has been with the program, and finally managed to get her to request an educational evaluation. Working collaboratively with other community services, the mentoring program has arranged for Jeremy to receive special services to help him compensate for his learning disability, and as a result, he is happier and harder working. The program also has arranged counseling to help him deal with the stress of living with a parent who is mentally ill. Since Jeremy was matched with his mentor a year ago, he has learned how to use a computer, became a member of the track team, joined Little League baseball and is discovering that life can have hope.

- Milwaukee Youth Mentoring Network

Dante

Dante entered the Doorway Scholarship Program in 9th grade and has been with his mentor for the past two years. Prior to his enrollment, his future was bleak. He is one of 13 children, who have six different fathers. He lives in a disadvantaged neighborhood, was involved in delinquent activity, and had dropped out of high school. Dante's mentor provided the guidance and motivation that helped him get back on track to achieve his dreams. Through the scholarship program, Dante will have the opportunity to attend college. He now is an accomplished student with a 3.5 GPA, a member of the school's basketball team, an officer of several school based clubs, and was recently named student of the month.

- Pinellas County Education Foundation

Ben

Fifteen year old Ben recently was matched with a mentor to help him improve his academic performance and low self-esteem. Due to his parent's drug history, he now lives with an aunt and uncle. Ben also has learning disabilities thought to result from his mother's drug and alcohol use during pregnancy. These circumstances present a challenge to Ben's mentor, who has used Ben's problems as positive learning experiences for them both. Ben's mentor has demonstrated patience and understanding, giving Ben the positive reinforcement that he needs. This is a relationship with its ups and downs, but through it all, the mentor has never shown any inclination to quit. Despite being given the opportunity to terminate the relationship, he is sticking with Ben.

- Valley Wide Youth Center

Frank

Frank was severely burned in a house fire when he was a young child, leaving him badly scarred and disfigured.

Now entering the 11th grade, Frank has suffered through his parents divorce (primarily the result of his father's heroin addiction) and the disparaging remarks his grandparents often make about his disfigurement. All of these factors resulted in Frank being socially withdrawn and having low self esteem. Always close to her son, Frank's mother enrolled him in Big Brothers, with the hope that an adult mentor would encourage him to participate in more social activities and improve his self esteem. For two years, Frank has had a big brother who motivated him to excel in school and participate in more activities. He is now involved in several sports teams, is participating in a school internship program, and completed a summer job tutoring younger children.

- A Midwestern JUMP Mentoring Project