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ONE AMERICA IN THE 21ST CENTURY
The President's Initiative on Race

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The New Executive Office Building
Washington, D.C. 20503
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THE PRESIDENT HAS SEEN

10/27/97

MEMORANDUM FOR THE PRESIDENT

FROM: JUDITH A. WINSTON

THRU: ERSKINE BOWLES
SYLVIA MATTHEWS

SUBJECT: PRESIDENT'S INITIATIVE ON RACE WEEKLY REPORT --
OCTOBER 18 - 24

Copied
Judith Winston
cos

ADVISORY BOARD ACTIVITIES

Advisory Board Meetings. Dr. Franklin sent a list to all Board members of proposed Advisory Board meeting dates and suggested meeting topics that would be discussed through June. He has recommended holding monthly Advisory Board meetings, with the next Advisory Board meeting being November 18 or 19. The topic for this meeting would be diveristy issues in higher education. Dr. Franklin also proposed that the December Advisory Board meeting focus on K-12 pipeline issues.

White House Hate Crimes Conference. Five Advisory Board members are scheduled to participate in the White House Hate Crimes Conference, on November 10, from satellite locations around the country.

California Professional Firefighters Statewide Convention. Angela Oh addressed the California Professional Firefighters Statewide Convention. She described the goals of the Initiative and the role of the Advisory Board in accomplishing those goals.

Asian Pacific American Women's Leadership Institute. On October 24, Angela Oh spoke at the Opening Luncheon of the Asian Pacific American Women's Leadership Institute in Washington, D.C. She discussed the goals of the Initiative and her role in the Initiative. She urged the Asian Pacific American leaders who participated to assist the Initiative.

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OFFICE OF THE EXECUTIVE DIRECTOR

THE PRESIDENT HAS SEEN

10/27/91

OUTREACH

National Association of Counties. As a result of my meeting with representatives of the National Association of Counties, they have agreed to assist us in the identification of promising practices, the recruitment of leaders and the facilitation of town meetings. They expressed enthusiasm and pledged continued support for the Initiative. Additionally, they agreed to provide us with information regarding the process they use for identifying and selecting Multicultural Diversity Award Winning Programs. We will use this information to evaluate community efforts and promising practices.

National Congress of American Indians. During the week of November 17-23 in Santa Fe, New Mexico, the National Congress of American Indians will hold their annual conference. With the assistance of Laura Harris, several Advisory Board members will participate in the conference.

Academy of Educational Development. On Wednesday October 22, I spoke to over 300 people at the Academy of Educational Development's First National Conference for their Public Policy and International Affairs fellows. I discussed the goals and strategies of the Initiative and challenged them to remember what their commitment to public policy means and to become involved in the PIR.

PROMISING PRACTICES

✓ **Fairfax School District.** Lin Liu met with representatives from the Department of Education. The purpose of that meeting was to identify a contractor to provide a case study of a Fairfax County school. We intend to present the results of this study at the December Advisory Board Meeting. We are also working with the Census Bureau to develop a demographic profile for Fairfax County.

✓ **World of Difference.** Members of my Senior Staff met with Jess Hordes and other representatives from the Anti-Defamation League to discuss the League's World of Difference Program. This Program partners a school based curriculum with the media. Over 340,000 teachers and 14 million students have been trained through this program. We discussed and identified ways to increase the exposure of the program. The Anti-Defamation League agreed to provide us with materials used by the Program.

They also agreed to help us develop a peer and corporate training program by identifying individual and corporate leaders to work with the Initiative.

Poverty and Race Research Action Council. I spoke to the Board of Directors of the

Poverty and Race Research Action Council (PRRAC). PRRAC Board Members are involved with a number of prominent organizations concerned with social justice. PRRAC committed to sending us their book of best practices. They also committed to supporting the Initiative by including the Initiative and its message in their outreach efforts.

RESEARCH AND POLICY PLANNING

Condensed Fact Book. We have developed a draft list of the economic and social indicators and measures of success to be included in the condensed fact book. We will begin drafting this book at our October 27 meeting.

Meeting with Gallup. Members of the senior staff of the Initiative and White House staff met with the Gallup Organization to discuss Gallup's *Social Audit on Black/White Relations in the United States*. We discussed their findings and how those findings influence the information we disseminate to the nation. Gallup indicated that they would be willing to conduct follow-up polling on several issues which we expressed interest. They expect to complete this process by the end of 1997. Gallup also revealed that they have secured a \$10 million dollar pledge to poll Americans on issues involving race over the next several years. In conjunction with this pledge, they are planning to conduct a poll about economic fairness and opportunity. The results of this poll will be made available by June of 1998.

Essays on Race. As a follow-up to last week's Carnegie Corporation meeting, we have begun to identify and solicit writers for a series of essays on race and race based issues. We will provide you with the names of the authors and their topics as they are confirmed.

COMMUNICATION

Two articles were published this week on the Initiative: Oct. 20 by Caryle Murphy of the Washington Post ("Clinton's Race Talks Off to Slow Start at Top") and Oct. 20 by Ann Scales of the Boston Globe ("Organizers of Inaugural Race Against Racism Say They're in it for the Long Run"). (See attached articles).

The PIR brochure will be completed by October 27.

WORK TEAMS

Race Against Racism. Approximately sixty staff members from the White House and the Initiative, including Bob Nash, Paul Begala, Minyon Moore and Sylvia Mathews participated in the inaugural Race Against Racism last Sunday, October 19. The race was a 5K run and 1 mile fun run/walk to promote racial unity. Proceeds from the race went to

the D.C. Recreation Wish List, a non-profit organization that refurbishes recreation areas for youth in D.C.

YOUTH OUTREACH

Federal Agency Youth Task Force. On Monday October 20, the Federal Agency Youth Task Force held their first meeting. Approximately 35 people from all of the cabinets and a majority of the federal agencies attended. I spoke to the group, providing them with an overview of the PIR and the important youth participation is to the achievement of our goals. Members of this group were tasked with forming youth groups in their own agencies, drafting a memo to the Youth Working Group proposing activities to be performed within their own agencies or departments, and providing names and addresses for the Youth Working Groups mailing list.

Call to Action Letter. This is a letter from you to Young America calling them to action and to become engaged in the Initiative. The draft of the letter and its mailing list were finished this week. These items will be finalized for the November 7 deadline. To ensure a bipartisan mailing list and support, they have scheduled a meeting with Congressman J.C. Watts for next week.

PROMISING PRACTICES

This team has developed a short term plan and criteria to identify, evaluate and disseminate promising community efforts. They are currently in the process of gathering examples of successful community efforts from across the country. Their goal is to identify 10 community efforts for public release by the beginning of November. Examples of community efforts will be available on a regular basis on our website.

CABINET AFFAIRS / FEDERAL AGENCY

Thurgood Marshall, Jr. and I met with Ed DeSeve, acting director of the President's Management Council (PMC) and Bob Stone, acting director of the National Performance Review (NPR). The purpose of this meeting was to develop a strategy to engage both PMC and NPR in the Initiative's efforts. As a result of this meeting, both Dave Barram of GSA and I will speak at PMC's November 5 meeting. I will discuss the goals, strategies and challenges of the Initiative. Dave Barram will detail his agency's efforts to address race relations. PMC also committed to identifying areas in federal management which need to be addressed in terms of race relations. Bob Stone and I agreed to re-visit this issue again in the next couple of weeks.

COMMUNICATIONS/PRESS

This team established their timeline for the next two months. The team is currently in

the process of planning the Initiative's public service announcements. They have begun assembling a list of consultants and marketing experts.

POLICY

DPC and NEC are working on specific initiatives in the areas of education, economic opportunity, health, crime, and civil rights enforcement. Currently, DPC and NEC are strongly advocating a proposal they have developed to fund partnerships between colleges and universities and low-income intermediate and high schools.

RECRUITING LEADERS/OUTREACH

Corporate leaders. This team held a conference call, led by Maria Echeveste, with Advisory Board member Bob Thomas, Bob Johnson of BET, and Dan Levinson, representing Claude Fontheim of The Limited Company. These corporate leaders agreed to hold five regional meetings around the country focusing on best practices, relationships between white- and minority- owned companies, and business behavior. Each meeting will consist of 100 CEOs. They propose that these regional meetings culminate in a meeting with you in early March. At that meeting you would call corporate America to action. Bob Thomas will lead the first meeting, which is tentatively set for November 15 at a location on the West Coast. The second meeting will be held November 30 in Washington, D.C., and led by Bob Johnson. Other meetings will be held in the Midwest, Far West, and South, and take place on December 10, January 20, and January 31, respectively. They proposed involving Secretaries Daley and Rubin in these meetings as well.

The team will next work to identify cities, industries, and CEOs and set an agenda and format for the meetings.

Recruiting Leaders/Outreach. This team has developed a list of activities for leaders to carry out (e.g., organize dialogues or pairing programs between organizations with similar goals-- church congregations, professional associations and student associations). They have also developed a brief questionnaire for volunteer leaders and identified 60 communities for the Initiative to focus on during the year.

DIALOGUE IN COMMUNITIES

This team has compiled a list of sites for the town hall meeting. It is in the process of refining format options. The site and format will be decided by next week.

ADVISORY BOARD.

This team has developed a schedule of suggested Advisory Board meeting dates and meeting topics through June. The Advisory Board is currently reviewing these dates and topics. The team is also in the process of compiling a calendar of speaking appearances for Advisory Board members.

FEDERAL AGENCY ACTIVITIES

This information was unavailable as of the final printing of this report. I will include it in next week's report.



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Clinton's race talks off to slow start at top

By Ann Scales, Globe Staff, 10/20/97

WASHINGTON - President Clinton's call in June for a frank national discussion about race spawned commentary and dialogue in many places, except the most obvious and important place - the White House.

Senior aides to Clinton have been missing from the conversations across the street in the New Executive Office Building, where the staff of the president's advisory board on race does its work, several people associated with the race initiative say.

The result has been an initiative operating largely in a vacuum, falling short of expectations, and threatening to derail Clinton's hope of achieving a lasting legacy as the first US president to tackle the nation's intractable racial divide in the absence of a social crisis.

To turn things around, the chief of staff, Erskine Bowles, ordered senior White House advisers to put race on their radar and join in a collective effort to push the initiative along.

"Everybody has heard the message loudly and clearly that this is a major project for the president and that he expects his entire staff to be engaged," said Judith A. Winston, a former civil rights lawyer for the US Department of Education and now executive director of the president's initiative on race.

"There is something for everyone to do, and there's an expectation that the advisory board and the initiative staff will be able to get the resources that we need to move ... forward in the right direction. This was not an opportunity we had before," Winston said.

Bowles summoned about 60 people, including senior administration officials, staff of the advisory board, and representatives from various departments and agencies, to a meeting a week ago during which he forcefully demanded more cooperation across departments and areas.

Rahm Emanuel, a senior presidential adviser, said the meeting, which will become a biweekly staple, was to ensure that the race staff works "directly with the policy shops and other relevant people in the White House so it can get the kind of support across departments that it needs."

"There was a problem before," said Emanuel, who is one of the president's chief lieutenants. "Like when you do any startup, you have

growing pains, and we had growing pains, and I think we are beyond that now."

One official who attended said: "The White House is but a microcosm of the rest of the country in many serious ways. There may be a lot more Democrats here than in some parts of the country, but in terms of understanding the significance of race and the extent to which we all operate on racial stereotypes, the White House represents the same kind of challenges."

Christopher Edley, a Harvard Law School professor and an adviser to the president for the initiative, said it doesn't do any good to point fingers to explain the slow start of the initiative launched by President Clinton on June 14.

But, asked if a lack of involvement by the president's closest aides was a problem, Edley said, "It's more a matter of balancing the natural tendency of senior staff to focus on the crisis du jour."

He characterized the White House mindset as, "If it's not a crisis on my desk, I'm not going to make it a priority unless the chief of staff tells me."

He added, "Erskine is doing his job."

Bowles will convene meetings every two weeks, requiring participants to report on progress.

"There is no doubt in my mind that the president wants to engage this issue and engage it very hard," Winston said. "We who are working for him have to find opportunities for him to do this."

There have been hopeful signs since that meeting. The race board got a green light on plans to hold a meeting of corporate and business leaders ranging from Fortune 500 companies to small, minority-owned businesses. The intent is to bring in leaders whose success with managing diversity can help form a blueprint that can be copied by less committed companies.

Another idea taking shape is adding a youth component to each facet of the initiative. In the short term, the race board wants to begin outreach in schools and public service announcements in media such as MTV.

It was also agreed that the first town hall-style meeting on race will be pushed back a day to Dec. 3, but will still take place somewhere in the Midwest.

Even with cash shortages caused by the federal government's new budget austerity, Paul Begala, the counselor to the president, said concrete policies also will be a component of the race initiative, though neither he nor anyone else was prepared to say what they might be.

"We want to make sure the initiative gets all the support that it needs," Begala said. "It's big and important and complicated."

With the added focus at the White House, Edley said: "more of the work will be visible, but the bulk of the work will still be behind the

scenes. And that is as it should be, because the work is difficult and requires considerable investment of time, energy and thoughtfulness."

This story ran on page A01 of the Boston Globe on 10/20/97.
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THE WASHINGTON POST

■ The District

Organizers of Inaugural 'Race Against Racism'

Say They're in It for the Long Run

By Caryle Murphy
Washington Post Staff Writer

Five hundred people turned out yesterday morning for the "Race Against Racism," an inaugural five-kilometer benefit run that organizers say they hope to make an annual event.

The runners set off from Robert F. Kennedy Memorial Stadium under cloudy skies, raced across the Whitney Young Memorial Bridge and back, then churned past the finish line—a huge arch of white, yellow and green balloons—amid cheers from onlookers inside the stadium.

Even though the yellow and orange stands were mostly empty, many runners said it was a thrilling place to finish a race, including one contestant who demonstrated that old habits die hard.

"I love to finish in the Redskins stadium," said John Barr, a 34-year-old lawyer who ran with a contingent of 10 colleagues from the Washington firm Morgan, Lewis & Bockius.

Reminded that RFK is no longer home to Washington's football team, Barr laughed and said, "I can call it what I want to."

The race and a simultaneous one-mile "Fun Walk" were organized by Recreation Wish List Committee of Washington, a nonprofit group that raises funds to improve D.C. recreation facilities.

"I'm just so pleased," said Cora Masters Barry, the committee's founder and chief executive, who noted that average participation in inaugural races is about 300 people.



The first woman to finish the five-kilometer run, Ruth O'Hara, of Arlington, raises her arms in victory.

Wearing a Kelly green sweat shirt, Barry hiked the Fun Walk, crossing the finish line in 14 minutes two seconds.

Her husband, D.C. Mayor Marion Barry, joined in for part of the walk. Trained by three security cars and a bodyguard, he broke off before entering the stadium.

"He didn't make it to the finish line," Cora Masters Barry said later

as she and scores of others cheered runners as they reached the end of the race. "But I think if he'd known there would be all this hubbub, he'd have come here."

Among yesterday's runners was a group of about 60 from the White House, led by Deputy Chief of Staff Sylvia Mathews, and D.C. Council member Jack Evans (D-Ward 2), who ran with his golden retriever Kayla. Council member Sharon Ambrose (D-Ward 6) did the Fun Walk.

The committee covered the race's expenses of about \$40,000, said Nathaniel Clevenger III, race committee chairman. But the race brought in \$45,000 from corporate sponsors and about \$5,000 in entry fees, leaving the committee about \$10,000 ahead, he said.

Before the race, the committee, founded in 1994, said it had raised about \$500,000, which it has used to improve tennis courts, basketball courts and recreation centers as well as buy equipment for a city-run amateur boxing program at a local junior high.

"I think we got our point across: that racism is an issue we care about," said Cora Masters Barry, adding that "our presence here indicates that racism is an issue . . . we want to do something about. One thing we can all agree on is that racism is bad. . . . I think this is the most integrated race event in this city."

At the prize ceremony, the mayor's wife said: "Mark your calendars. We'll be back next year, bigger and stronger."