

TO: Betty Currie
FROM: Douglas Lowenstein
DATE: February 9, 2000
RE: President Clinton

At last night's Democratic Business Council reception, President Clinton asked that I send this note to you for his attention and follow up on two matters we discussed.

- His attending a special remembrance, hosted by Rep. Barney Frank, on March 15th in the Rayburn House Office Building for the late Congressman, antiwar and civil rights activist Allard K. Lowenstein.
- His encouraging TV networks to air a Public Service Announcement featuring golfer Tiger Woods urging consumers to check the ratings before purchasing video and computer games for their kids.

The March 15 reception in the Rayburn House Office Building invites friends, families, and colleagues to remember Al Lowenstein on the 20th anniversary of his assassination, and recall Al's tremendous impact in getting young people involved in public service. In the past, President Clinton has spoken to me of the powerful impact Al had on his life and last night when I told him of the March 15 event he said he wanted to try to attend. In fact, he asked me to hold his water while he took down notes on the time and place! I know that Rep. Barney Frank has sent a written invitation to the President as well. Please let me know if you need further details.

The PSA matter came up as I mentioned to the President my view that a universal rating system for all entertainment media is unworkable due to differences in the media, and is also unnecessary. Instead, I said the emphasis needs to be on consumer education on how to use the existing rating system. In this regard, I said that the video game industry, in collaboration with the Entertainment Software Rating Board, an independent body which rates computer and video games, has produced a PSA featuring golfer Tiger Woods. In this lighthearted spot, which is a takeoff on Woods' famous commercial for Nike in which he balances a golf ball on his club, Tiger attempts the same feat with a tennis ball and racquet, though with less success. The point, he says, is "you've got to know which game is right for you," just as you have to know which video and computer games are right for your family. The spot ends with Tiger encouraging parents and consumers to "Check the Ratings" before buying video games. Unfortunately, I told the President, we are having difficulty persuading networks to air the PSA. President Clinton said he wanted to see what he could do to get the PSA more widely aired and asked that I send you this memo to remind him to follow up.

Please feel free to call me at 202-833-4372 if you need any additional information on either of these matters. Thank you.

Handcarried

today

2-9-00

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Clinton Library Transfer Form

Case #, if applicable	2013-0436-S	Accession #		
Collection/Record Group	Clinton Presidential Records	Series/Staff Name	Ann O'Leary	
Subgroup/Office of Origin	Domestic Policy Council	Subseries		
Folder Title	Entertainment Software Rating Board Publi	OA Number	20223	Box Number
Description of Item(s)	VHS-Video of Public Service Announcement starring Tiger Woods, date: 09Nov1999. Stored in AV regular storage on 12-5-8-4			

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