

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Kathy Garnezy to Karen Kullman re: National Campaign on Youth Violence Event [partial] (1 page)	02/08/2000	b(6)
002. email	Jeff Bleich to Ann O'Leary et al. re: ABC and Wall Street [partial] (1 page)	01/26/2000	b(6)
003. list	re: contributions (2 pages)	12/16/1999	b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Ann O'Leary
OA/Box Number: 19587

FOLDER TITLE:

National Campaign against Youth Violence

2013-0436-S

rc1270

RESTRICTION CODES

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

- 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.

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

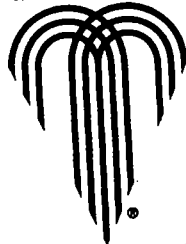
- b(1) National security classified information [(b)(1) of the FOIA]
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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

For to Jeff Bleich

Ann -
Could you pass
this on to Jeff Bleich?
BR
cc: file

9-25-99

CITY OF FOUNTAINS
HEART OF THE NATION



KANSAS CITY
MISSOURI

Neighborhood and
Community Services
Department

Youth Services

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Government Affairs Department

<http://www.dga.org>

7920 Sunset Boulevard • Los Angeles, CA 90046 • (323) 436-5060 / FAX (323) 436-5061

MEMORANDUM

TO: KAREN KULLMAN
DOMESTIC POLICY COUNCIL

FOUR PAGES VIA FAX: 202-456-7431

FROM: KATHY GARMEZY
DIRECTORS GUILD OF AMERICA

RE: NATIONAL CAMPAIGN ON YOUTH VIOLENCE
WHITE HOUSE EVENT

DATE: FEBRUARY 8, 2000

This letter is a follow-up to your conversation with Bob Rozen of Washington Counsel. He indicated that you would like a description of the Directors Guild and background on the individuals we would ask be considered for an invitation. The Directors Guild is very involved in and concerned about the problem of youth violence. We would welcome the opportunity to participate in the National Campaign on Youth Violence meeting in February or March.

I hope that the following will provide you with the information you need. If you have any questions, please feel free to call me at 323-436-5060.

Attached is a more detailed description of the Directors Guild (DGA). Briefly, the DGA is the world's leading labor organization for film and television directors and members of their creative team, with a national membership of over 11,000. Founded in 1936 by thirteen of Hollywood's most successful film directors, the Guild has long played a central role in the creative community of the motion picture industry, its members are among the most visible and respected individuals, not only within Hollywood, but also to the movie-going public.

In keeping with the central role directors play in the creation of films and television, the DGA has taken an proactive role in the national debate about media violence. The DGA acknowledges that there are legitimate concerns about the culture of violence in America. We welcome the opportunity to be part of a forthright discussion about the problem and our responsibilities as both individuals and filmmakers.

Withdrawal/Redaction Marker

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Out of our concern, the President of the Directors Guild created the DGA Violence and Social Responsibility Task Force, comprised of some of the most prominent filmmakers from both movies and television. This Task Force has made its first goal informing and educating directors.

In addition, on June 26th, the DGA National Board of Directors unanimously passed a resolution stating the Guild's position on media violence debate. (Attached)

DGA REPRESENTATION:

1. Jack Shea, President
Directors Guild of America

Date of Birth: [REDACTED] (b)(6)

SS# [REDACTED] (b)(6)

Jack Shea is in his second term as the elected President of the Directors Guild of America. Jack Shea is a noted TV director of shows such as "*The Waltons*, *Death Valley Days*, *the Bob Hope Show* (including: *10 Overseas Christmas Specials*), *Hawaii 5-0*, *Silver Spoons*, *The Jeffersons*, *Designing Women*, *Sanford & Sons*, *Growing Pains*, *Full House*" and many others...

2. Jay Roth, National Executive Director
Directors Guild of America

Date of Birth: [REDACTED] (b)(6)

SS# [REDACTED] (b)(6)

60017

As a prominent industry executive, Jay Roth is the Guild's National Executive Director. In that position, he is responsible for the daily management and oversight of all the Guild's activities and services for 11,000 + film and feature television directors.

He was formerly the managing partner for a major LA based law firm, which specializes in entertainment industry issues and the concerns of all the major Guilds and Hollywood unions.

Cc Bob Rozen, Washington Counsel
Dick Meltzer, Washington Counsel



BACKGROUND ON THE DIRECTORS GUILD OF AMERICA

The Directors Guild of America represents over 11,000 members who work in feature film, filmed, taped and live television, commercials, and documentaries, including Directors, Unit Production Managers, Assistant Directors, Associate Directors, Technical Coordinators, Stage Managers and Production Associates.

The DGA's precursor was founded in 1936, when a group of top film Directors gathered at the home of King Vidor. Out of this secret meeting, attended by John Ford, Howard Hawks, William Wellman and others, came the Screen Directors' Guild. While these directors were all economically quite successful and considered to be at the peak of their careers, they all saw the need for a Guild to protect their creative rights and vision as Directors from the Producers of that era.

In 1960, the Screen Directors' Guild merged with the Radio and Television Directors Guild to form the Directors Guild of America. It was also in that year that the Guild gained residuals for motion pictures and established its pension and health plan.

In 1964, Frank Capra stepped forward to lead a renewed struggle for greater creative rights and freedoms for Directors. Under Capra's leadership, Directors gained a guaranteed cutting period in feature films and movies for television. In addition, a permanent Creative Rights Negotiating Committee was formed which, led by major Directors, negotiates directly with the studio heads to this day. The role of the director as the lead force behind the vision and creation of movies and television is now well established.

Today, the Guild represents its 11,000 members and protects their collective bargaining agreement and creative rights on a day-to-day basis, collecting and distributing in excess of \$150 million a year in residual payments. In addition, the Directors Guild provides weekly activities and programs including: the Directors Guild Award dinner (a perennial predictor of the director Oscar winner); seminars, high profile presence at film festivals and other film community events; hundreds of special screenings; programs to expand the Guild's effectiveness in areas such as new technologies; recruitment of new members; programs for independent feature and low budget directors; efforts to increase participation of minorities and women directors; publications such as the *DGA Magazine*, which is distributed internationally, and numerous other special projects and events.

Most recently, the DGA has taken leadership roles in several issues of grave concern to the entertainment community. Runaway production—the flight of U.S.-developed film and television production to other countries—is an issue that cost the United States economy over \$10 billion dollars in 1998 alone. The majority of productions that “runaway” do so in large part because of the tax incentives and rebates offered by foreign governments. The DGA is working diligently to find solutions that will help level the playing field and bring back the jobs that are lost to our members and thousands of other industry workers when these productions leave the United States.

The Directors Guild of America is also taking a proactive stance in regard to pending or potential legislation that deals with violence and Hollywood. In addition, the DGA has established a task force of prominent directors to explore and research the issue of violence, and will offer legal representation and defense to director-members whose films become targets of government investigation or who are themselves subpoenaed.

Over 60 years since those esteemed gentlemen gathered in King Vidor's living room, and despite the enormous changes in the entertainment industry, the Directors Guild of America's mission remains the same: to protect and extend the artistic and economic rights of our members.

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Directors Guild of America • 7920 Sunset Blvd. • Los Angeles, CA 90046 • 310-289-5333 • FAX: 310-289-2029 • www.dga.org



DGA NEWS...DGA NEWS...DGA NEWS

Jack Shea, President • Jay D. Roth, Executive Director

FOR IMMEDIATE RELEASE
June 26, 1999

CONTACT : Chuck Warn
Andrew Levy
310-289-5333
800-725-5052

DGA NATIONAL BOARD UNANIMOUSLY PASSES RESOLUTION ON VIOLENCE AND SOCIAL RESPONSIBILITY

The Directors Guild of America's National Board of Directors unanimously passed a resolution on violence and social responsibility at its June 26 meeting at DGA headquarters in Los Angeles, DGA President Jack Shea announced today.

"As the action of our National Board illustrates, the DGA is committed to being an active participant in this debate and an industry leader in the efforts to find solutions to this issue," Shea commented. "Our mission is both to ensure that the First Amendment rights of our members are not trampled upon by overzealous legislators and also to raise the consciousness level of the entertainment community with regard to the social responsibility of filmmakers."

The following is the full text of the resolution as passed by the DGA's National Board of Directors:

Whereas the DGA believes there are legitimate issues concerning the responsibilities of filmmakers and our industry to society; and

Whereas the DGA believes the First Amendment rights of filmmakers must be protected from unwarranted and unconstitutional government intrusion; and

Whereas the DGA believes that the issue of the portrayal of violence in motion pictures and television should be decided between filmmakers and their audience; then

Therefore be it resolved that in order to preserve and protect the First Amendment rights of directors, the Directors Guild of America shall actively participate in the ongoing legislative debate in the United States Congress on proposals to reduce violence in American society; and

That the DGA will provide defense and legal representation to director-members whose films become targets of unwarranted and unconstitutional government intrusion or who are themselves subpoenaed by government agencies; and

That the Guild will establish a DGA Task Force comprised of leading filmmakers to explore and research the issue of violence and seek to create a dialogue and educate Guild members, the creative community and the public-at-large about the issue of violence and the rights and responsibilities of Hollywood.

MEMORANDUM

TO: President William J. Clinton
Board of Directors
FROM: Jeffrey L. Bleich
DATE: January 28, 2000
RE: National Campaign Against Youth Violence: Five-Month Status Report

This memo updates my prior monthly summaries of the Campaign's progress to date. By way of overview, we have had an extremely productive month. In the next month, we will be able to finalize and convene our Board of Directors, present our unified media campaign and messages, produce a formal report by our academic advisory council and volunteer partners, announce the first stop in our comprehensive 15 city-plan for addressing violence by and against youth in local communities, and finalize contracts on a series of programs and activities between April 14 and April 21 — the week coinciding with the one-year anniversary of Littleton.

I. Substantive Programs

Since my last update, the Campaign has made the following progress in advancing its principal programs (i.e., public education campaign, community-by-community campaign, connect America campaign, and school-based training).

A. Media Campaign

Message: Our agency, Foote, Cone & Belding (FCB) has completed the research phase of its message development. This research included nearly a dozen rounds of focus groups with young people, child-care experts, and leading youth-violence practitioners. In addition, FCB has reviewed extensive polling and other research materials collected by the Harvard School of Public Health, Kaiser Family Foundation, NCPC, the Gallup Institute, and numerous federal and state agencies. Most recently, FCB participated in our January 12-14 Academic Advisory Council meeting with 20 nationally-recognized experts on the subject of youth violence. This meeting included a plenary session devoted solely to addressing violence through messages and information. FCB has also conducted numerous sessions with troubled youth in different cities across the Country. While the specifics of the message are now being refined, its general thrust will be to help change those public attitudes that permit and normalize violence. In particular, our message will be that violence is not

inevitable, but is fostered by our belief that the capacity for violence is something natural that is to be respected in men. The ads will seek to educate the public about those attitudes and encourage every citizen to reach out to communities and kids in need in order to reduce violence.

Timing: FCB presented its creative brief to us on January 28 in San Francisco. The brief was submitted for expedited review to the Ad Council's review committee today in New York, and was unanimously approved by that committee. We expect to give a full presentation of the PSA campaign at our February Board meeting. Print ads may be completed in early March, with PSAs to be produced by late March. We are coordinating with the White House to have the PSAs debut during a network "roadblock." We are scheduling this to coincide with our coordinated kick-off events during the week of April 14-21.

Marketing: We have informally engaged Cone, Inc., the nation's leading cause marketing organization, to link our campaign message with corporations and to assist in brand development. Our objective is to develop a multiphase program that will include: T.V. PSAs; radio spots; movie trailers; in-school print, cable, and internet; news media; print media; merchandising; and grass-roots "guerilla" marketing.

Media Commitments: We have attempted to solidify commitments from various media sources to run the PSAs and participate in this effort. To date, we have met with representatives from NBC, CBS/Viacom, Fox, MTV, the WB, Discovery, Court TV, AT&T BIS, AOL, Westwood One, McClatchy, Hearst, Knight-Ridder, Paramount, Teen People, Time Warner, Nickelodeon, Oxygen Media, the NFL, Major League Soccer, and the NBA.

Related Events: We are developing the following major events to support and enhance our ad campaign:

Co-Branded PSAs: We are working to develop an integrated series of PSA messages with other organizations working in this field. Specifically, we are in negotiations on the follow four campaigns. (1) We have been consulting with the National Crime Prevention Council on its ad campaign to encourage young people to reject stereotypical labels and create positive identities. The campaign is set to debut March 26 in Atlanta. We will provide materials concerning this campaign and seek Board approval to co-brand these messages. (2) We are consulting with Save the Children regarding its pro-mentoring messages, which emphasize that you don't have to have special skills to be a mentor. We may seek approval to fund and co-brand the next iteration of those messages.

(3) The American Psychological Association is developing a "Reason to Hope" campaign that would promote early childhood development and detection of risk factors. We may seek the Board's advice and support regarding funding and support of these messages. (4) We have been approached by PAX to co-brand its PSA messages, which encourage people to ask whether their neighbors have firearms before allowing children to play at their homes. The Department of Justice has also approached us about co-branding a new series of messages directed at gun owners encouraging them to store their weapons safely. We may seek the Board's advice regarding co-branding of these messages.

Athletes for Non-Violence: Don Garber and Mark Abbott of Major League Soccer have begun discussions with the NFL, NBA, and Major League Baseball to develop a Citizenship Through Sports Alliance. This program would promote positive recreational opportunities for young people and potentially might use sports events to raise funds for local violence prevention efforts. The NFL has already confirmed its interest in supporting this program.

Concerts and Events: We have been working to develop a concert to promote nonviolence as a response to the likely media retrospectives on Columbine during the week of April 14-21. Last week, we received preliminary commitments from Ricky Martin, Jennifer Lopez, 'N Sync, and Celine Dion (coming out of retirement), to do a concert in D.C. to advocate non-violence. We are exploring the possibility of webcasting the event, and linking it to a positive, antiviolence pledge. We have also received offers from ZapMe! and Teen People to help underwrite other anti-violence concerts and events this year in order to raise funds and youth consciousness. We are also continuing to explore working with a label that produces the Back Street Boys and 'N Sync. The label, TransAmerica, has approached us about launching a new band committed to non-violence messages.

Media Non-Violence Day: We hope over the next month to work with our media partners to develop ideas for ways in which the media can participate in a day of non-violence on April 20 (the anniversary of Columbine). Other events that day will honor young people who were injured or died from violence in the past year. We are in the process of assembling a media advisory council. The council would advise us about potential functions that the media can play in our efforts. The proposed composition of that council is described in greater detail below.

Wall Street Journal Feature Story: The Wall Street Journal has approached us about doing an exclusive story on the Campaign that would run on April 20. The WSJ would shadow Campaign staff over the next three months, charting the development of the Campaign. The proposed focus of the WSJ article would be on the new role of corporate America in building partnerships to address social issues, and in particular on efforts by corporations to reduce violence.

B. City-by-City Campaign

This portion of the campaign is directed toward helping local communities develop effective, public-private partnerships to support violence prevention.

Selection of Cities: We are moving forward with the 15 cities selected for the city-by-city campaign. We are planning events in the first two cities, Memphis and St. Louis, in April and May, respectively. We have made substantial progress to date in enlisting corporate sponsors to support sustained anti-violence programs in those cities. The other cities selected in this first stage are Baltimore, MD; Denver, CO; Pittsburgh, PA, Chicago, IL; Flint, MI; Hartford, CT; Richmond, CA; Spartanburg, SC; Pine Ridge, SD; Portland, OR; Camden, NJ; Los Angeles, CA; and Phoenix, AZ.

Volunteers: We have reached formal agreements with several national youth service organizations to provide support in each of these 15 cities. Our national partners include AmeriCorps, Vista, America's Promise, Points of Light, The National Funding Collaborative for Violence Prevention, The National Violence Prevention Practitioners Network, Do Something, The National Crime Prevention Council, The U.S. Conference of Mayors, The National Organization for Youth Safety, The World Institute to End School Violence, 100 Black Men, Telephone Pioneers, Communities in Schools, National 4-H Council, United Way, Enterprise Foundation, the National Association for Public Interest Law and The National League of Cities.

Corporate Sponsors: Pat Hoven, who directed the extremely successful Minneapolis HEALS program for Honeywell Industries, is now working with us and with the Department of Justice to complete a manual of Best Practices for Public-Private Violence Reduction Practices. We expect to complete and publish the manual over the next month and publish it in conjunction with the Department of Justice. In addition, we have been negotiating with a Fortune 10 company which is interested in making a 10-year, nationwide commitment to partnering to reduce youth violence. A meeting is currently scheduled with that company's board of directors for February 2. We expect that we may be able to announce a formal partnership and publication of the plan by the time of our February Board meeting.

Kick-off Events: We are close to finalizing our plans to sponsor events around the

country. Court TV has offered to host youth-forum town halls on the subject of youth violence in each City and to televise these nationally. AOL and DOJ would provide for a live webcast of these events that could be uplinked to all schools. The Simon Youth Foundation (the philanthropic arm of the developers of the Malls of America) has agreed to host these events and provide permanent space in its malls for youth non-violence training and education programs. Teen People has also agreed to host youth-oriented town hall meetings in six of these cities during the summer of 2000. We would hope to have each event run two days. In addition to the town halls, we would expect to have a series of youth activities, meetings of local and community leaders, and an announcement by a corporate sponsor of its commitment to adopt youth violence prevention activities in that community. We would like to culminate these events with a speech by a national leader: i.e., the President, the First Lady, the Attorney General, Secretary of Education Riley, Harris Wofford, General Powell, and/or members of our Board.

C. Connect America

We are in discussions now with AOL and Discovery Network about collaborating to build a non-violence website that links existing websites and provides useful information in a user-friendly format. Preliminary meetings with Jane Stevens, who is building Discovery's anti-violence website, have been promising. Discovery has offered to donate space on its site to establish an expandable youth violence site. We are now collecting content for such a site, which would serve as a placeholder until we can develop a resource site. We will be meeting with AOL to discuss these subjects on February 3. Our next step following these meetings will be to convene potential funders and developers of other violence prevention web sites to begin designing a universal site. The Department of Justice has offered to host such a meeting.

D. School Programs

Our in-school component is developing very well, with our focus being to encourage youth-led efforts. In addition to the various initiatives discussed in last month's summary (Scholastic distribution of curricula, Hilfiger "Stop Violence, Start Art" mural projects, CBS PSA contest, ZapMe/MTV partnership, cooperation of vendors, etc.), we have now formed a coalition with three youth-led non-violence groups: SAVE (Students Against Violence Everywhere), WIESV (World Institute to End School Violence), and SHINE (Seeking Harmony In Neighborhoods Everyday). These groups have agreed to work collaboratively under our Campaign. With these groups, we will be working to establish anti-violence clubs in every school in the Country.

E. Advisory Councils

We have convened or will shortly be convening six advisory panels to support the work of the Campaign: Social Science, Youth, Media, Grassroots, Private Industry Partnerships, and Political.

Social Science: As noted, on January 12-14th we convened 20 internationally renowned scholars for our inaugural session of the Academic Advisory Council at Harvard University's Kennedy School of Government. An Executive Summary and transcript of those proceedings is being prepared and will be distributed prior to the first Board meeting. At that first session we were greatly encouraged by the reaction of those scholars, who represented the top thinkers in 11 different academic disciplines. Despite some ideological differences, the scholars were unanimous in their conclusions that the Campaign's principles are based on solid research, that the approach adopted by the Campaign is sound and viable, and that if properly implemented, it could serve an important function in reducing youth violence. The scholars are now operating in sub-committees to address specific research questions and reports. The list of members of the Council is attached.

Youth Advisory Council: A national panel of youth organization leaders has selected 15 young people to serve on our National Youth Action Council. These outstanding young people each have personal experience in dealing with violence and have worked in their communities to reduce violence. The Council will convene for its first meeting and workshop in San Francisco over Presidents' Day weekend, February 18-22. The Council will advise the Board regarding media messages and community programs.

Media Advisory Council: We are in the process of forming a media advisory council which will advise the Board regarding productive roles for the media in addressing the topic of youth violence. The council will be composed of advertising and cause marketing experts, representatives of organizations that have created other public safety and youth violence PSAs, marketing executives, representatives of media and new media outlets, members of federal agencies, and independent organizations such as the Media Institute and Mediascope. The specific objections of the group would be to develop recommendations in three different media-related issues: (1) how best to harness the power of the media to extend our message; (2) how to engage the media independently to develop consistent messages and to take responsible actions in connection with their programming; (3) how to educate views, give them tools to control the media that is delivered to young people, and increase media literacy.

Grassroots Advisory Council: On January 10, we convened a meeting of the nation's leading grassroots organizations in D.C. to plan our city-by-city campaign. The meeting was attended by representatives of over 70 organizations, including the United Way, AmeriCorps, America's Promise, Boys & Girls Clubs, that provide leadership in the fields of volunteerism, violence prevention, youth services, and civil rights. From this group, we will be drawing an advisory Board

to guide our efforts.

Political Panel: Prior to the first Board meeting, we will be consulting with a group of bi-partisan political leaders regarding the Campaign's strategy. To date, we have been in touch with the Senate Majority and Minority leaders, the bi-partisan congressional task force on youth violence, the National Association of Attorneys General, and the U.S. Conference of Mayors.

Business and Industry Panel: We are completing the first draft of our manual of Best Practices for establishing public private partnerships. The manual should be ready for distribution in April of this year. As part of the final review of this draft, we will be convening a group of organizations that have expertise in forming such partnerships, including representatives of Business for Social Responsibility, the National Alliance of Business, and numerous business and industry leaders.

II. Administrative Efforts

Fundraising: Consistent with our business plan, we expect that the principal source of funding in Year One for the campaign will be relatively small grants from foundations and federal agencies, and larger donations from members of the Board of Directors. To date, we have received commitments of \$1.6 million from members of the Campaign's Board, tentative approval of a \$100,000 grant from DOJ, tentative approval of a \$25,000 purchase order from the Department of Education, and a \$10,000 grant from the Kaiser Family Foundation. In addition, through the efforts of Alan Rambam, we have secured funding for our entire youth-focused PSA campaign, or \$400,000/year for three years. Our development director, Peter Sherer, is in the process of pursuing additional sources of funding to support our caregiver-focused PSAs, the City-by-City campaign, and our connect America effort. To this end, we have initiated discussions with the following funders: Markle Foundation, Irvine Foundation, Gates Foundation, Benton Foundation, Nike Foundation, Gap Foundation, Soros Foundation, Wellness Foundation, Kaiser Family Foundation, Guggenheim Foundation, and the Village Foundation.

Board of Directors: The following individuals have joined our Board of Directors.

Mel Karmazin	CEO CBS/Viacom
Steve Case	CEO America On-Line
Leo Hindery	CEO Global Crossings BIS
Judith A. McHale	CEO Discovery
Rupert Murdoch	CEO News Corp.
Larry Ellison	CEO Oracle
Gerry Laybourne	CEO Oxygen Media
Ron Burkle	CEO Yucaipa
Henry Cisneros	CEO Univision
Rick Inatome	CEO ZapMe
Ira A. Lipman	CEO Guardsmark

file: mtlc

Eric and Ann,

I have some more good news. Some of these things will require White House assistance, so I have put them in bold. Let's talk on Monday at your convenience.

First, the good news.

(1) Oprah Winfrey confirmed today that she is joining our Board of Directors. I also had very positive indications from Frank Bennack (Hearst), Scott McNealy (Sun), Chris Galvin (Motorola), and Colin Powell. Minyon is working on Bill Cosby, and Kathy Bushkin may help with Dick Parsons (Time Warner). Combined with Rupert Murdoch, Mel Karmazin, Steve Case, Gerry Laybourne, etc. I think we are very close to completing our Board with the grassroots, education, and youth components that we've discussed. The Board members are anxious to meet, and the best week appears to be February 21. We need to get a date on the President's schedule that week. At that time, we can hold a Board meeting and then convene at the White House to announce the Board, the Memphis event, and other initiatives that are listed below.

(2) We have been working to develop a series of events over the week of April 14 to 21 to highlight nonviolence initiatives nationwide. April 20 is obviously a key date because it is the anniversary of Columbine. I have obtained a preliminary commitment for a major concert event that day in D.C. to promote nonviolence. On Friday, I received preliminary commitments from Ricky Martin, Jennifer Lopez, N'Sync, and Celine Dion (coming out of retirement) to perform at a Day of Peace Concert on April 20 in D.C. I have also approached AOL about webcasting the concert and combining it with the AOL Pact -- getting all of the viewers nationwide to commit to reaching out to communities and kids to stop nonviolence. We need to get some indication from the White House that it is interested in this event and will work with us to make it happen. These performers would want a commitment that there would either be a White House press event or that the President or First Lady would be part of the concert.

(3) Foote Cone has confirmed that it will be presenting its creative brief to us on Friday and will submit it for approval to the Ad Council on February 1. If everything goes as planned, the timing will be tight. We will have PSAs produced and ready for distribution at the end of April. In order to maximize publicity for this public education campaign, we need to release the PSAs as part of the President's 4/20 press event with a media road block. The Ad Council has said that it will pull out all the stops to get the PSA distributed and run nationally that week, but will do so only if it knows that there will be a roadblock to generate the necessary attention. The Ad Council is looking for us to commit that there will be a significant event to announce the PSAs before it will do the work necessary to assure a massive release.

(4) We are making tremendous progress in securing new corporate commitments to support violence reduction programs. Mark Abbott and I have been negotiating with a Fortune 5 (yes, five) company about a nationwide, multi-year commitment to this cause. On Friday, we were told that the company is leaning toward making a huge, 10-year commitment to the Campaign in all of its 4,400 offices. The Company's leadership will be meeting on February 2 and may decide at that time. This may be a terrific deliverable.

(5) As we've discussed, the kick-off for the City-by-City campaign will be April 14 in Memphis. Discovery has already committed to doing a three-part series with us on violence in America which will feature a national broadcast of the Memphis event. We need to tie down who from the Executive Branch will appear at the event. The President would of course be ideal. If not, we will need to know if the First Lady, the Attorney General, or possibly Secretary Riley would be available. We are meeting with the Mayor, Chief of Police, Superintendent of Schools, CEO of FedEx, etc. in Memphis starting the week after next, and will need to be specific about who will be there for the event.

(6) With respect to the other city events, those are progressing well. As I mentioned, it will be important for us to draw upon all of our potential contacts in each of these 15 communities to maximize private sector involvement. I appreciate your agreeing to put together a meeting of people within the White House who can brainstorm about individual and corporate contacts/supporters in each of those communities. As I mentioned, I will be there on February 3 to meet with you both. We should get started on this as soon as possible.

(7) The Academic Advisory Council meeting at Harvard was an unqualified success. We are now preparing an executive summary for the President. In addition, our public relations person, Holly Potter, has prepared a press release about the Council. We were not able to get any response from the press office -- despite calls and faxes to Jake Siewart and Mark Nachlis. Holly also faxed the drafts to you for review. If the press releases are going to get any attention, we will need to get your approval/comments immediately. I know that both of you are busy, but if you could get us a response before 1:00 pst on Monday, we would be very grateful. In addition, we need to work out some sort of protocol for getting press releases reviewed and approved. We have several events coming up, including a speech that I'm giving on Monday, the Academic Council report, a youth advisory council meeting here in Oakland from February 18-21, etc. and will need to be able to get press releases on these things out quickly.

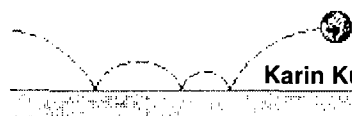
(8) I know that last November you were working on creating a Youth Violence Coordinating Committee within the White House. I'd like to know how that is going. There seems to be a real need for greater coordination among DOJ, DED, HHS, and CDC/Surgeon General with one another and with us. We have very good relations with DOJ, are doing some stuff with DED, and have very little contact with CDC. I'd like your thoughts about arranging a meeting at the White House of the key players at each agency. In particular, I think we need to shore up our relationship with the Surgeon General. CDC is going to be releasing a Best Practices guide in May, and I think wants to have its own city-by-city tour. I've been in touch about linking up our efforts, but I think convening at the White House will make this happen.

(9) Finally, please let me know if there is anything I can do in connection with next week's State of the Union address. I would be happy to help, and would appreciate the President talking about the need for a national commitment in this area, and the value of public-private partnerships. I can give you some good concrete examples of success for him to cite.

Sorry about the long email, but -- as you can see -- its all good. I look forward to speaking with you on Monday.

Jeff

Zapme



Karin Kullman

02/08/2000 08:55:02 AM

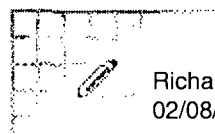
Record Type: Record

To: Eric P. Liu/OPD/EOP@EOP, Ann O'Leary/OPD/EOP@EOP

cc:

Subject: pr release on ncyv

----- Forwarded by Karin Kullman/OPD/EOP on 02/08/2000 08:55 AM -----



Richard L. Siewert
02/08/2000 08:31:44 AM

Record Type: Record

To: Karin Kullman/OPD/EOP@EOP, Bruce N. Reed/OPD/EOP@EOP, Jennifer M. Palmieri/WHO/EOP@EOP, Thomas L. Freedman/OPD/EOP@EOP

cc:

Subject: pr release on ncyv

**ZapMe! CEO Rick Inatome Appointed to
National Campaign Against Youth Violence's
Board of Directors**

SAN RAMON, Calif., Feb. 7 /PRNewswire/ -- Rick Inatome, president and chief executive officer (CEO) of ZapMe! Corp. (Nasdaq: IZAP), the leading provider of quality technology and online educational content to schools and communities nationwide, has been appointed to the Board of Directors of the National Campaign Against Youth Violence (NCAV), a national non-profit organization focused on ending youth violence.

President Clinton announced the formation of the non-partisan National Campaign Against Youth Violence in August of 1999 with the objective of helping communities across the nation stop youth violence. The initiative was established in May 1999 at the White House Summit on Youth Violence, which was chaired by the President, Vice President, First Lady, and Mrs. Gore.

"I am honored to have been selected to serve on this very prestigious national board working to stem the rising tide of violence among our young people," said Inatome. "As both a father and the CEO of an educational technology company, I am passionate about helping provide kids an environment where they can grow up safe, without fear of gunfire or other violence."

In remarks made in October of last year at a youth violence PSA campaign rollout, the President noted the success of the NCAV initiative to date: "In August, we helped launch the National Campaign Against Youth Violence, to pull together commitments from people and organizations from all different walks of life. Although this new campaign is not even two months old, it has already made a remarkable start."

Jeff Bleich, Executive Director of the National Campaign selected by President Clinton, said, "Both the

President and I are deeply grateful to have Rick as a member of the Campaign's Board. Rick Inatome brings with him not only the ability to reach out to middle schools and high schools around the country with ZapMe!'s Internet media network resources but also his intelligent leadership to this effort to prevent youth violence."

The Board of the National Campaign will include other corporate, political, educational, and community leaders dedicated to overseeing a comprehensive national program for reducing violence by and against youth.

ZapMe! will provide schools with curricula, online projects, public service announcements and offer other anti-violence resources with its national broadband educational network. The company will also add Internet resources to its netspace so that teachers, parents and students can explore this pressing issue together.

"We have been leading the way in the use of the Internet in education by establishing America's largest Internet media network specializing in education, and we are happy to bring these resource to the table in this important fight against youth violence," said Inatome. "Students, parents and teachers embrace the Internet as a teaching tool, so it is only natural to use 21st century technology in schools to fight the epidemic of violence threatening youth today."

NCAYV's goal is to change the way the public thinks about and addresses violence. For several decades, rates of violence in the United States have been five to ten times that of any other industrialized nation. The National Campaign will encompass four main initiatives: (1) to establish a comprehensive public education campaign directed at raising public consciousness about youth violence and ways to prevent it; (2) to facilitate public-private partnerships at the local level that are proven to reduce violence; (3) to work with corporate leaders to help connect young people and parents on-line to the resources they need to address violence in their communities; and (4) to work with existing affiliates, Internet providers, and others to distribute an effective non-violence curricula in every school through text, video and the Internet.

Mr. Inatome (46) was appointed CEO of ZapMe! in September of 1999. He comes to ZapMe! from Inacom Corp., a global Fortune 500 technology services company (1999 ranking: 363), where he is now on the Board and previously served as chairman. In addition, Mr. Inatome co-founded Computer City, Inc., one of the country's leading computer superstore chains, and is co-chairman of American Speedy Printing Centers, Inc., the nation's fourth largest quick-printing chain.

Mr. Inatome has been closely involved in planning and executing technology and education initiatives. He is chairman of the Michigan Virtual University, a state-sponsored Internet college, and sits on the Board of Directors at Sylvan Learning Systems, Inc. In addition, Mr. Inatome has received numerous awards and accolades, including Inc. magazine's "Entrepreneur of the Year" and "Fastest Growing Companies in the U.S.," and Harvard Business Club's "Entrepreneur Award." Mr. Inatome has also been listed in Marquis' Who's Who in America for more than 15 years.

About the National Campaign Against Youth Violence

The National Campaign Against Youth Violence is organized as a California non-profit corporation and has obtained 501(c)(3) status. It was established by a broad cross-section of educators, parents, corporate executives, religious leaders, media representatives, juvenile justice officials, and leaders in the fields of youth development and violence prevention at the White House Summit on Youth Violence on May 10, 1999. The Campaign is a non-profit, non-partisan, public-private partnership committed to working with private individuals and institutions to encourage ordinary Americans to work against in their daily lives and communities, improve networks in local communities to share effective techniques, and support community-based projects with promise.

About ZapMe! Corporation

ZapMe!, a champion of student privacy rights and the leading provider of quality technology and online educational content to schools and communities nationwide, has built America's largest Internet media network specializing in education.

ZapMe! is dedicated to bridging the digital divide and closing the technology gap in schools by providing students with access to the latest technology and educational resources they need to succeed in the digital age. High-performance computer labs with satellite broadband capabilities provide safe, high-speed delivery of aggregated educational Web content-including 13,000 pre-selected, indexed educational sites-and make the ZapMe!(TM) netSPACE the premier interactive educational medium and provide a powerful learning experience to middle and high school students, educators and parents across the country. ZapMe! (www.zapme.com) is located in San Ramon, Calif. For more information, please call 925-543-0300.

NOTE: ZapMe! is a trademark of ZapMe! Corporation. All other names are trademarks of their respective companies.

SOURCE ZapMe! Corporation

CONTACT: Juleen Murray of ZapMe! Corporation, 925-543-9239, or jmurray@zapme.com; or Timothy Rodrigues, 650-827-7087, or timothy@nrwpr.com, or Bill Bourdon, 650-827-7072, or bbill@nrwpr.com, both of Niehaus Ryan Wong, Inc., for ZapMe! Corporation/

27TH STORY of Level 1 printed in FULL format.

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Information Bank Abstracts
WALL STREET JOURNAL

January 19, 2000, Wednesday

SECTION: Section B; Page 6, Column 6

LENGTH: 55 words

HEADLINE: ZAPME IS TARGETED OVER STUDENT DATA COLLECTED ON WEB

BYLINE: BY DANIEL GOLDEN

JOURNAL-CODE: WSJ

ABSTRACT:

Diverse coalition of advocacy groups and Internet watchers is trying to derail ZapMe! Corp, a firm that brings online advertising into schools; the group charges that ZapMe, which has contacts with 6,000 schools, is helping advertisers collect the names and addresses of minors for marketing purposes without parental consent (M)

LANGUAGE: ENGLISH

LOAD-DATE: January 19, 2000

Technology

ZapMe Is Targeted
Over Student Data
Collected on Web
By Daniel Golden

01/19/2000

The Wall Street Journal

Page B6

(Copyright (c) 2000, Dow Jones & Company, Inc.)

A diverse coalition of advocacy groups and Internet watchers is trying to derail ZapMe ! Corp., a firm that brings online advertising into schools.

The group-encompassing Web-privacy experts, Phyllis Schlafly's conservative Eagle Forum, Ralph Nader's left-leaning Commercial Alert and 24 other organizations and media watchdogs -- charges that ZapMe , a San Ramon, Calif., company that has contracts with 6,000 schools, is helping advertisers collect the names and addresses of minors for marketing purposes without parental consent.

In letters being sent today to governors and state legislators, the group calls for new state laws mandating parental approval. Federal law prohibits online gathering of identifying information about children under 13 years of age without parental consent, but many students exposed to ZapMe are older than that.

The letters also call on a dozen of ZapMe 's advertisers and corporate partners -- including software concern Microsoft Corp., of Redmond, Wash., and computer retailer Dell Computer Co., of Round Rock, Texas-to withdraw advertising on the ZapMe Web site and sever ties with the company.

ZapMe Chief Executive Rick Inatome said the company doesn't furnish data on individual students to advertisers, only broad demographic information. ZapMe sponsors can solicit names and other personal data from students while at school, but that isn't any different from other Web advertisers, he said.

ZapMe offers the schools Web access and \$90,000 each of high-tech equipment free -- including computers, maintenance and support -- in return for schools' agreement that the computers will be used at least four hours a day-flashing ads on the bottom left-hand corner of the screen.

Schools collect the ages, genders and zip codes of student users. The schools also agree to distribute take-home material to students at least three times a year, such as sponsors' advertising, or contests and promotions.

Last year, California adopted a statute aimed at ZapMe , which prohibited school districts from allowing electronic advertising in classrooms without a public hearing and parental notification.

Jason Catlett, president of Junkbusters Corp., a Green Brook, N.J., consulting firm on privacy issues, said ZapMe advertisers likely are compiling "enormously detailed pseudonymous" profiles on student users. If ZapMe 's confidentiality policy changes, or the information leaks, Mr. Catlett said, students' privacy could be invaded.

ZapMe went public in October and has a history of losses. But it is growing rapidly. It has installed equipment in 1,300 schools with a total of more than a million students. Under a new policy, Mr. Inatome said, schools are free to cancel the ad window -- as long as they are willing to pay between \$1,100 and \$4,000 a month for Internet access.

74TH STORY of Level 1 printed in FULL format.

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The Denver Post

November 28, 1999 Sunday 2D EDITION

SECTION: PERSPECTIVE; Pg. G-01

LENGTH: 2185 words

HEADLINE: ARE AD-SPLASHED SCHOOLS SELLING OUT OUR KIDS? Students saturated with commercialism

BYLINE: Billie Stanton,

BODY:

The 1990s commercialism of public schools has run rampant, sparking concerns that this year prompted a new California law, a hearing in a major Senate committee and a bizarre pairing of conservative and liberal factions.

From Channel One to exclusive cola contracts to the ZapMe! computer program, schools are being pummeled by offers from corporations that want to advertise to the nation's largest population of spenders.

That group of 85 million children, through age 18, includes 55 million in school. Their spending power and influence are at an all-time high, accounting for \$ 24 billion in direct spending each year, plus \$ 488 billion - nearly a half trillion - made under their influence, whereby youths nag adults to buy certain products and brand names.

Businesses have tremendous success advertising to a captive audience of such spenders.

But controversy is hotter than ever as to whether it benefits schoolchildren.

Under particular attack are cola contracts, whereby Pepsi-Cola or Coca-Cola promise a school district millions of dollars for selling its beverage products exclusively, plus bonuses if a quota in drink sales is met.

The corporations defend such practices as providing desperately needed dollars for schools that already sell soft drinks anyway.

Dan DeRose, marketing director of DD Marketing Inc. in Pueblo, says such contracts generated more than \$ 300 million over the past four years for his company's clients.

'My basic philosophy: Schools have (cola); they're offering it,' DeRose says. 'If we can assist them in maximizing their revenue then I think we're doing a great, great service.'

Christine Smith, director of community partnerships and enterprise activity for Denver Public Schools, told the Denver Business Journal last year: 'I got tired of begging for money all the time.' And DPS signed an exclusive contract with Pepsi-Cola.

The Denver Post, November 28, 1999 Sunday

But do cola contracts really solve a school district's money woes? Not in a million years, critics say.

A year after Colorado Springs District 11 entered an exclusive Coke contract in 1997, John Bushey, executive director of school leadership, sent principals a letter.

He urged them to make Coke machines more accessible to students all day, to let students drink vended products all day except during class, and to have teachers consider letting students consume the company's non-cola beverages, such as juice, tea and water, in classrooms.

The district was under pressure to sell at least 70,000 cases of Coke in one of the contract's first three years. But even if the goal is met, the revenue would equal only \$ 32.59 per student - or 1 percent of the district's budget.

Bushey later told The New York Times: 'Quite honestly, they (Coke) were smarter than us.'

A cola contract is 'not as sweet as it appears,' says Barbara Taylor, communications director for Boulder Valley Schools.

The schools' food-service lines have to change their products to use the cola company's - at the company's prices. They have to increase the number of pop machines and hire a manger to oversee the program, Taylor says. So Boulder Valley turned down Coke and Pepsi, as well as the controversial Channel One commercial television program.

The prospect of foisting sugar- and caffeine-laden soft drinks on impressionable, captive children alarms many experts.

Childhood obesity has soared 100 percent over the past 20 years, and similarly rising soda-consumption rates - up from 22.4 gallons a year per capita to 56.1 gallons last year - may be to blame, says Richard Troiano, a National Cancer Institute senior scientist.

As soda pushes milk out of their diets, girls become more likely candidates for osteoporosis, reports the Center for Science in the Public Interest.

But soda contracts also can create credibility problems in schools, notes Andrew Hagelshaw, senior program director for the Oakland-based Center for Commercial-Free Public Education.

'We're creating a generation of cynics. Are they supposed to believe the teacher, who tells them one thing about good nutrition? Or the advertiser, who tells them another? Kids are smart enough to realize, in many cases, that they are being bought and sold by the school system.'

Perhaps the heaviest artillery lodged now against school commercialism is aimed at Channel One, a 12-minute news program with two minutes of commercials.

The Jefferson County school district, Colorado's largest, rejected Channel One as providing not the best use of educational time and imposing on a captive audience. (The district since has entered into a contract with Pepsi and US West, however, to finance a sports stadium.)

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With 8 million kids tuning in, Channel One can survive without Jeffco. Whether it can survive national politics is another question.

On May 20, the Senate's Committee on Health, Education, Labor and Pensions held a hearing at the behest of Sen. Richard Shelby, R-Ala., the Eagle Forum, Focus on the Family and the American Family Association, as well as Ralph Nader's Commercial Alert and media critics such as Roy Fox of the University of Missouri and Mark Crispin Miller of New York University.

Conservatives attacked the broadcast's

cultural content; liberals blasted its promotion of materialism, undermining of curriculum and exploiting of public resources for private gain.

Channel One, surely stretching its point, responded: 'In the aftermath of senseless tragedies like Littleton, there has never been a time when children needed more to be taught the values of faith and family. That's why Channel One is bringing hope and common sense into thousands of schools.'

But Shelby now is drafting legislation that would examine the prevalence and effect of commercialism in schools and would prohibit the use of federal funds in allowing third parties to monitor, gather or obtain information from students for commercial purposes.

On June 16, the Southern Baptist Convention adopted a resolution calling for schools to drop Channel One.

And in September, the second annual exhaustive study - 'Cashing in on Kids' - was released by the Center for the Analysis of Commercialism in Education, based at the University of Wisconsin at Milwaukee.

The researchers found that Channel One's average annual cost per pupil is \$ 229 - or about \$ 1.8 billion for taxpayers nationwide.

On another front, California passed legislation in September to ban any materials with 'unnecessary exposure' to a commercial brand name, product or logo.

That move came in response to a new McGraw-Hill textbook, 'Mathematics: Applications and Connections,' which is riddled with commercialism.

In one example, the book asks: 'Will is saving his allowance to buy a pair of Nike shoes that cost \$ 68.25. If Will earns \$ 3.25 per week, how many weeks will Will need to save?'

Other problems use McDonald's, M&Ms or Oreo cookies as subjects. But McGraw-Hill insists it was only pursuing relevancy and received no payments from those companies.

The newest commercial offering is ZapMe!, an Internet program with a rolling banner of advertising posted in the lower left-hand corner of the computer screen. A kid can click on the icon to see more of the advertisement - or try to ignore it.

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ZapMe! gives high schools a computer lab with 15 terminals, a server and a satellite link, says DeRose, exclusive dealer for the program. It provides Internet educational tools but 'keeps kids out of the crap.'

That all depends, of course, on how one defines 'crap.' And such definitions vary widely, from Colorado Springs to Boulder and from coast to coast.

For many schools hungry for dollars, commercialism is tempting. But, says Hagelshaw, 'It's a myth that commercialism might solve that financial problem. Commercialism in schools amounts to a drop in the bucket; it's like spitting in the ocean.'

It isn't any droplet for advertisers, however. 'It doesn't get any better,' says James Twitchell, author of ADCULT USA. 'These people (students) have not bought cars. They have not chosen the kind of toothpaste they will use. This audience is Valhalla.'

Thus advertisers generate not only vast immediate revenues, but also lifelong brand loyalty among the newest generation of consumers.

Yet some companies don't enter into education for profit. The Algebra Project in Massachusetts, for example, has more than 50 sponsors and offers inner-city algebra tutoring in 22 school systems. None of the sponsors show logos; they get a mere mention in the footnotes of the materials.

This is the type of contribution made in the good old days, when businesses wanted recognition as good corporate citizens. These days, critics lament, corporations aren't trying to solve the problem; they're taking advantage of it.

Colorado, which ranks 36th or 49th lowest in school financing, depending on whose statistics you believe, has a dire need for more money for schools.

Gov. Bill Owens recommends an extra \$ 205 million be given to schools in next year's \$ 9.8 billion state budget. That's an important first step.

Citizens often are loath to support bond issues and property-tax increases for schools that are signing what, at first blush, appear to be lucrative contracts with cola companies.

And businesses are reluctant to contribute huge sums to schools for similar reasons - and because they see no reason to give money when their counterparts are profiting off schools.

Until more money comes rolling in, the academic needs of students cannot be adequately met.

But that doesn't give school officials a green light to sign any contract waved in their faces. Very, very few administrators understand all the ramifications of such agreements. So it is crucial that, working in concert with parents, teachers and students, they draft policies that will prepare them for how to respond when the deal brokers approach.

What materials are acceptable, whether educators should help develop the product, whether the program is consistent with district values and goals,

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all of these issues should be hammered out by those who have the students' best interests at heart.

'The guiding things are to remember that kids are primarily in school to learn, not to become consumers. Businesses who approach schools to better the educational experience, looking for some kind of recognition, are very different from businesses who approach schools with the profit motive,' says David Walsh, director of the National Institute on Media and author of 'Selling Out America's Children.'

Hagelshaw asks, 'How are we going to treat our students? As a precious resource to be educated at all costs? Or as something that can be bought and sold?'

The taxpayers of America are paying for public schools, and the children of America are sent there to learn. The choices of what we are willing to let them learn will reflect on this society for decades to come.

Such choices must be made by those whose primary interest is the students, not the profits.

City draws corporate policy line

Editor's note: The following is Milwaukee's policy for corporate involvement in public schools.

This policy was drafted by educators meeting in 1990 at the University of Wisconsin at Milwaukee. It has been endorsed by national education groups and 10 state education superintendents.

Corporate involvement shall not require students to observe, listen to or read commercial advertising.

Selling or providing access to a captive audience in the classroom for commercial purposes is exploitation and a violation of the public trust.

Since school property and time are publicly funded, selling or providing free access to advertising on school property outside the classroom involves ethical and legal issues that must be addressed.

Corporate involvement must support the goals and objectives of the schools. Curriculum and instruction are within the purview of educators.

Programs of corporate involvement must be structured to meet an identified education need, not a commercial motive, and must be evaluated for educational effectiveness by the school or district on an ongoing basis.

Schools and educators should hold sponsored and donated materials to the same standards used for the selection and purchase of curriculum materials.

Corporate involvement programs should not limit the discretion of schools and teachers in the use of sponsored materials.

Sponsor recognition and corporate logos should be for identification rather than commercial purposes.



BleichJL@MTO.com
02/08/2000 12:39:05 PM

Record Type: Record

To: Ann O'Leary/OPD/EOP, Eric P. Liu/OPD/EOP
cc:
Subject: ZapMe Response

Ann and Eric

Here is the response from ZapMe's public relations department.

-----Original Message-----

From: Timothy_Rodrigues [mailto:timothy@nrwpr.com]
Sent: Tuesday, February 08, 2000 9:19 AM
To: Jeff Bleich (E-mail)
Subject: privacy materials

Jeff--

Attached are two documents ZapMe! disseminated in response to the initial issue raised by the Commercial Alert coalition. In short, ZapMe! does not collect any personal information on users. Also, each and every member of the coalition has been invited by ZapMe! to meet with them face to face to discuss the issues. Also, ZapMe! sent a letter to all 50 Governors responding to the letter, and we can easily prepare a letter for the White House.

More generally, critics do grab onto the "third party" angle, but ZapMe! does not give companies the ability to obtain personal information. The question is more about the Internet in general as people surfing the www encounter Web sites that may solicit more of an interaction from them.

We are available to assist in responding to this issue, and I am sure folks at ZapMe! will be willing to respond directly.

Thanks,
Timothy

<<Comm Alert resp Jan 00 -- FINAL.doc>> <<Privacy Audit release--Jan 20--FINAL for Wire.doc>>

Timothy Rodrigues

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- Comm Alert resp Jan 00 -- FINAL.doc



- Privacy Audit release--Jan 20--FINAL for Wire.doc

ZAPME! RESPONDS TO UNFOUNDED CHARGES LEVELED BY COMMERCIAL ALERT IN A PUBLIC LETTER DATED JANUARY 19, 2000

This statement corrects the many false statements published in Gary Ruskin's Commercial Alert letter criticizing ZapMe!, a champion of students' privacy rights and the leading provider of quality educational technology and online educational content to schools and communities nationwide.

1.) From Commercial Alert: "The ZapMe! Corp. loans to schools a package of 15 computers, along with a satellite dish and an Internet server. ... ZapMe! has designed these computers to serve as the front end of a sophisticated marketing and advertising scheme." And "ZapMe! plants computers in the schools as advertising delivery, market research and surveillance machines."

ZapMe! Response: From its founding, ZapMe! has provided a complete technology solution at no cost to schools in order to help close the tremendous digital divide between those who have access to the technology tools needed for success in the digital age, and those who do not. Schools can negotiate an agreement with ZapMe! to turn-off the sponsor window if they choose.

2.) From Commercial Alert: "ZapMe! requires students to receive an electronic ID in order to use these computers"

ZapMe! Response: ZapMe! does not issue an "electronic ID." Students choose their own anonymous user names (e.g., *topoftheclass*) when they register that they use in conjunction with their password to securely log-on to the system. This system *increases* privacy and system security by allowing ZapMe! users to access our educational content anonymously, safeguarding e-mail and other common user-specific features, and preventing non-members from entering the ZapMe! netspace. Most Web sites and portals on the Internet use a similar member log-on procedure.

3.) From Commercial Alert: "ZapMe's corporate sponsors may collect and distribute personal information about the children [using the ZapMe! netspace], including their names, addresses and telephone numbers.

ZapMe! Response: ZapMe! does not collect personally identifying information about our student users—from the users themselves or any other source. ZapMe! works with the best

partners on the Internet, who necessarily maintain their own privacy policies, and asks our partners not to collect, and our student users not to provide, personally identifying information without parental consent.

4.) From Commercial Alert: "ZapMe! itself monitors the activities of the children on the Web, for commercial purposes. According to *Associated Press*, ZapMe! breaks the data down 'by age, sex and ZIP code. It delivers this information to advertisers and marketers, who use it to target students in school with laser-like precision'."

ZapMe! Response: ZapMe! does not deliver information about individual students to advertisers and does not monitor or track particular users' activities on the Internet. ZapMe! has only generic demographic information: age, gender and school ZIP code, which is used to tailor appropriate content and sponsorships on the ZapMe! netpace.

5.) From Commercial Alert: "ZapMe! directs advertising at schoolchildren via the ZapMe! Internet browser."

ZapMe! Response: The ZapMe! netpace is sponsored by underwriters who may place sponsorship messages or appropriate education content on the netpace. ZapMe! is proud of its sponsors and their commitment to supporting education in this way. About two-thirds of these messages are public service announcements, provided free by ZapMe!, from public service organizations such as Mothers Against Drunk Driving (MADD) and the National Campaign Against Youth Violence.

6.) From Commercial Alert: "ZapMe! requires students three times a year to bring ZapMe! corporate sponsor marketing materials home to their parents."

ZapMe! Response: ZapMe! does not require students or schools to do anything they do not feel comfortable with. We have an agreement with our partner schools that they will distribute materials, such as CD-ROMs, for students to take home, in order to involve parents in their child's education through the ZapMe! network. Our agreement specifically provides that any program must comply with all of a school's policies and procedures. We are committed to maintaining strong relationships with our partner schools by respecting their wishes.

7.) From Commercial Alert: [Parents] would demand to know this if ZapMe! executives came to their door at night and sought [personal information] in person. These executives should not be permitted to cloak their activities from parents nor hide behind the bureaucracies of the schools.

ZapMe! Response: Far from “cloaking” our activities, ZapMe! is proud of the value it is bringing to education by bridging the digital divide and closing the technology funding gap. In fact, we have repeatedly stated our goal of serving as a network that brings parents, teachers and students together in the common pursuit of the best education experience possible. We strive to work closely with educators and concerned parents to provide quality educational resources and serve as a trusted partner in our children’s education. In particular, we will offer parents services on the ZapMe! netspace that allow them to communicate directly with their child’s teacher, obtain updates on academic progress, and keep informed about their child’s after-school activities.

8.)..From Commercial Alert: It is implied that students are being used as “guinea pigs for advertising and marketing firms.”

ZapMe! Response: ZapMe! is a responsible partner in middle and high schools nationwide working to assure that today’s students are not left behind in the digital age. ZapMe! provides \$90,000 of computer equipment, a satellite Internet connection, educational content including links to more than 13,000 Web sites most appropriate for use in schools, and services for parents, teachers and students focused on improving education and communication.

Contact:

Juleen Murray, ZapMe! Corporation, 925-543-9239, jmurray@zapme.com
Timothy Rodrigues, Niehaus Ryan Wong, Inc., 650-827-7087, timothy@nrwpr.com
Daisy Sinlaratana, Niehaus Ryan Wong, Inc., 650-827-7041, daisy@nrwpr.com

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For Immediate Release

**ZAPME! BACKS ITS STRICT PRIVACY POLICY WITH ACTION—
ANNOUNCES QUARTERLY INDEPENDENT PRIVACY AUDITS
BY PRICEWATERHOUSECOOPERS**

***Educational technology company responds to issues about privacy of
children raised by coalition including Commercial Alert, Phyllis Schlafly's
Eagle Forum and other concerned groups***

SAN RAMON, Calif. - January 20, 2000 — ZapMe! Corporation (Nasdaq: IZAP), a champion of students' privacy rights as well as the leading provider of quality technology and online educational content to schools and communities nationwide, reaffirms its strict, long-standing privacy policy and announces plans to engage in regular public audits by PricewaterhouseCoopers to review ZapMe!'s compliance with the policy and its commitment to online privacy of users.

"Student privacy is so important that ZapMe! welcomes any attention paid to this issue," said Rick Inatome, President and CEO of ZapMe! Corporation. "As a father of four, I am proud of ZapMe!'s proactive stance to protect the privacy of students. ZapMe! takes the coalition's concerns very seriously and is actively seeking a dialog with them. We invite them to evaluate us based on correct information about our privacy policy and the respected independent verification of our rigorous safeguards, and they will see that we are a trusted partner in providing critical educational resources to our nation's schools."

"ZapMe! takes the privacy of its student users so seriously that we, unlike most websites on the Internet, explicitly do not collect personal information like names, addresses or phone numbers of our users," Mr. Inatome explained. "Our system is anonymous, and we do everything in our power, including working with only respected and responsible partners, to protect the privacy of students on the Internet. We don't track the usage of particular students and would never sell such information to anyone. We have retained PricewaterhouseCoopers to conduct regular audits that will verify this. We do provide education-appropriate sponsorship, and we're proud of what it is enabling us to do for schools."

ZapMe! is TRUSTe certified and meets and exceeds the privacy principles approved by the Federal Trade Commission and prominent industry organizations and associations. The plans for the audit by PricewaterhouseCoopers will be an additional privacy safeguard.

"ZapMe!'s role goes beyond safeguarding privacy. We are doing a great deal to bridge the digital divide." Mr. Inatome continued. "We provide computer labs to school districts that would not otherwise be able to afford them. We provide the best available filtering to assure that students have access only to education-appropriate content, and our education-appropriate sponsorships make that possible. Educators, parents and employers agree on the importance of computer literacy, and ZapMe! is a leader in making that possible and affordable."

"Our auditing organization exists to give the public confidence in corporate compliance," said Lawrence Ponemon, Partner and Global Leader, Compliance Risk Management, PricewaterhouseCoopers—the largest compliance consulting practice in the world. "We intend to look closely at ZapMe!'s privacy policy and at their compliance with it. We will report what we find publicly, without prejudice."

John Conrod, father of a sixth-grader using ZapMe! at El Dorado Middle School in California added: "As a father and computer professional, I believe ZapMe! is one of the best Web sites, especially among those designed for children, at respecting and protecting student privacy. There is always a proctor or instructor in the ZapMe! lab with the students. Students are protected without compromising free access to information they need. ZapMe! really does give a lot of academic freedom, but students work and do research in a very safe environment. I'd like to see all schools in the U.S. have the opportunity to have ZapMe! labs to use the positive side of the Internet, without fear of kids being exposed to inappropriate information."

On December 10, 1998, ZapMe! invited Commercial Alert, a member of the coalition, to tour a ZapMe! school. They did not accept. The company now expands this offer to all coalition members. ZapMe! is committed to openness on these issues. Enclosed is a copy of ZapMe!'s response to the coalition's specific allegations.

About ZapMe! Corporation

ZapMe! has built America's largest Internet media network specializing in education and supplies the latest technology tools and educational resources to schools at no cost.

For each school participating in the ZapMe! network, ZapMe! provides free PCs, software, a laser printer, installation and support, as well as free "always on," satellite-delivered connectivity to the ZapMe!™ netspace and the Internet. The ZapMe! netspace is a proprietary interface that provides access to more than 13,000 pre-selected, indexed educational sites, applications and services, including the Microsoft® Office suite.

The ZapMe! network, which is designed primarily for students aged 13-19, makes education more engaging and entertaining by providing a rich media computer experience that is free and easy to use. ZapMe! has established strategic alliances with leading companies, including Amazon.com, Ask Jeeves, Dell Computer, Gilat Satellite Networks, Microsoft, NEC, School Specialty, Sylvan Learning Systems, Toshiba Corporation, Xerox and Yahoo! to further enhance the educational experience. ZapMe! (www.zapme.com) is located in San Ramon, Calif. For more information, please call 925-543-0300.

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The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for forward-looking statements. Some information included in this press release contains statements that are forward-looking. Such forward-looking information involves significant risks and uncertainties that could affect anticipated results in the future and, accordingly, these results may differ materially from those expressed in any forward-looking statements made by or on behalf of the company. For a description of additional risks and uncertainties, please refer to the company's filings with the Securities and Exchange Commission.

ZapMe! is a trademark of ZapMe! Corporation.

Press Contacts for ZapMe! Corporation

Juleen Murray, ZapMe! Corporation, 925-543-9239, jmurray@zapme.com
Timothy Rodrigues, Niehaus Ryan Wong, Inc., 650-827-7087, timothy@nrwpr.com
Daisy Sinlaratana, Niehaus Ryan Wong, Inc., 650-827-7041, daisy@nrwpr.com



BleichJL@MTO.com
02/08/2000 12:36:59 PM

Record Type: Record

To: Ann O'Leary/OPD/EOP, Eric P. Liu/OPD/EOP

cc:

Subject: ZapMe

Eric and Ann

I apologize again for my poor judgment in allowing the press release by Rick Inatome and ZapMe to go out. It was a bad call on my part in a number of respects, and I hope that I can help to undo its effects.

As you requested I am doing the following things:

- (1) Contacting all board members to make sure that no further releases go out;
- (2) Gathering information about ZapMe to you so that the White House can respond to these questions. ZapMe's public relations team is forwarding me a press release responding to the charges about privacy, which I will send to you separately.
- (3) And three, I have prepared a list of the confirmed board members below with descriptions of their backgrounds to ensure that there are no other surprises. I have not included any particular detail about the ones that are famous, although a few of them, such as Murdoch and Ellison have received some negative press treatment, mostly relating to their personalities.

BOARD OF DIRECTORS

Mel Karmazin	CEO CBS/Viacom
Steve Case	CEO America On-Line
Leo Hindery	CEO Global Crossings BIS (formerly
CEO of TCI Cable and AT&T BIS)	
Judith A. McHale	CEO Discovery Communications
Rupert Murdoch	CEO News Corp.
Larry Ellison	CEO Oracle
Gerry Laybourne	CEO Oxygen Media (formerly CEO and founder
of Nickelodeon)	
Ron Burkle	CEO Yucaipa
Henry Cisneros	CEO Univision
Rick Inatome	CEO ZapMe (asian-american, founder
and CEO of Inacom, a Fortune 500 company. Joined Zapme about 3 months ago	
as CEO to replace Frank Vigil. I will forward information about the	
"privacy" issue in a separate email. ZapMe has agreed to provide youth	

violence materials across its internet system to 6,000 schools, reaching over 120,000 students, and to include our anti-violence PSAs in its network).

Ira A. Lipman CEO Guardsmark (highly respected Republican. On the Board of the Weisenthal Center, former Chairman of the National Conference of Christians and Jews, cited as a leader in the field of security. He pioneered disarming security guards. Recently funded a photo exhibition at the Corcoran of pictures of homeless people, and was praised by Tipper Gore at the event).

Neal Neilinger Banque Paribas (Republican, Former Managing Director, Deutschebank. He contacted the White House after Littleton and offered to give \$100,000 of his own money and raise \$10 million from the investment banking community for this effort. Eric and Bruce have met, and he was invited by White House to August 1999 event).

Gregory Favre COO of McClatchy Papers (Highly respected journalist and former President, American Society of Newspaper Editors; he is a southerner, very well connected in the philanthropic community, and has a strong personal interest in the issue of youth violence.)

Ben Civiletti Managing Partner, Venable Law Firm (Former U.S. Attorney General under President Carter)

Eli Segal Founding Director, AmeriCorps.

Deborah Prothrow-Professor, Harvard School of Public Health (African-american woman, a leader in the academic community, authored book Deadly Consequences which endorses the objectives adopted by the Campaign)

Stith

Rep. Martin Frost Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence

Rep. Jennifer Dunn Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence.

Hon. Brent Coles President-Elect, U.S. Conference of Mayors.

Hon. Wellington Webb President, U.S. Conference of Mayors

Leigh Steinberg Sports Agent (the character after whom Jerry McGuire was based. He is the highest profile sports agent in the company, and represents 2/3rds of the NFL's quarterbacks).

Francine Katz Senior V.P. Consumer Affairs, Anheuser-Busch (Led Anheuser-busch's underage drinking campaign and is considered a leader in developing pro-social messages for youth.

Oprah Winfrey Harpo Entertainment

Bob Iger President, Disney

Dan Garber Major League Soccer (recently named CEO, was formerly a high ranking exec in the NFL. Is organizing our pan-professional effort to get sports leagues to help reduce violence)

Sen. Bob Dole fmr Senate Majority Leader

In addition, we have extended invitations to:

Robert Wright NBC

Richard Parsons Time Warner

Gen. Colin Powell America's Promise

Frank Raines Fannie Mae

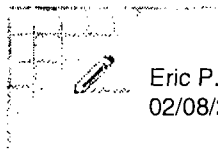
Carly Fiorini CEO, Hewlett-Packard

Denzel Washington

I apologize for the formatting, but wanted to make sure that this material got to you quickly.

Again, I apologize and will work to correct my mistake.

Jeff



Eric P. Liu
02/08/2000 03:43:02 PM

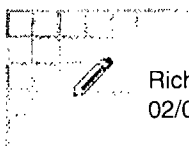
Record Type: Record

To: Ann O'Leary/OPD/EOP@EOP

cc:

Subject: letter we sent today regarding ZapMe

----- Forwarded by Eric P. Liu/OPD/EOP on 02/08/2000 03:42 PM -----



Richard L. Siewert
02/08/2000 03:36:21 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP@EOP, Eric P. Liu/OPD/EOP@EOP

cc:

Subject: letter we sent today regarding ZapMe

----- Forwarded by Richard L. Siewert/WHO/EOP on 02/08/2000 03:36 PM -----



Gary Ruskin <gary@essential.org>
02/08/2000 12:22:21 PM

Record Type: Record

To: Richard L. Siewert/WHO/EOP

cc:

Subject: letter we sent today regarding ZapMe

February 8, 2000

President Bill Clinton
The White House
1600 Pennsylvania Ave. NW
Washington, DC 20500

Dear President Clinton:

The ZapMe! Corp. issued a news release on February 7, announcing that you have appointed ZapMe! CEO Rick Inatome to the Board of Directors of the National Campaign Against Youth Violence.

ZapMe! is a corporation that seeks to turn the public schools into little shopping malls and market research factories. It puts computers in the schools and then snoops on how schoolchildren use the web in order to gather market research data so that they can more effectively sell products to these children via the company's Internet "ZapMall." So doing, the company represents an egregious violation both of the privacy of unsuspecting schoolchildren, and of the purpose of schools in our society.

Schools are for learning, Mr. President, not shopping or snooping. They should not be used to corral captive audiences of impressionable schoolchildren to force them to watch advertising or to extract market research from them. Yet that is what ZapMe does, and you have given this venture the imprimatur of your office with this appointment. You are helping this company use the problem of violence in the schools in order to give legitimacy to its highly questionable business plan.

According to the ZapMe! news release, Jeff Bleich, Executive Director of the National Campaign stated that "Both the President [Clinton] and I are deeply grateful to have Rick [Inatome] as a member of the Campaign's Board. Rick Inatome brings with him not only the ability to reach out to middle schools and high schools around the country with ZapMe!'s Internet media network resources but also his intelligent leadership to this effort to prevent youth violence."

We regret that you have made this appointment, and urge you to retract it immediately.

Sincerely,

Joan Almon, U.S. Coordinator, Alliance for Childhood
Jason Catlett, President, Junkbusters Corp.
Jane M. Healy, Ph.D., author, Failure to Connect
Michael F. Jacobson, co-author, Marketing Madness
Jean Kilbourne, author, Deadly Persuasion
James Love, Director, Consumer Project on Technology
Jim Metrock, President, Obligation, Inc.
Mark Crispin Miller, Professor of Media Ecology, New York University
Gary Ruskin, Director, Commercial Alert
Phyllis Schlafly, President, Eagle Forum
Donald E. Wildmon, President, American Family Association

cc: Jeff Bleich

--

Gary Ruskin | Commercial Alert
1611 Connecticut Ave. NW Suite #3A | Washington, DC 20009

Phone: (202) 296-2787 | Fax (202) 833-2406
<http://www.essential.org/alert/> | <mailto:gary@essential.org>

CEB
My
John Devine is honored to chair the Academic Advisory Council to the National Campaign against Youth Violence. Its first meeting will be at Harvard on January 12-14. Jeff Bleich will be keeping you posted on the outcome and future plans. He wishes you a most successful final year of your Presidency.

President William J. Clinton
The White House
1600 Pennsylvania Ave., N.W.
Washington, DC 20500

Dear President Clinton,

I am writing to keep you informed about the work I am doing with the National Campaign against Youth Violence. I was deeply honored when Jeff Bleich asked me to chair the Academic Advisory Council to the Campaign. I am now in the process of organizing the first meeting of the Council which will take place at Harvard University on January 12-14th, 2000. Jeff and I have enlisted 25 scholars who have done outstanding research examining many different aspects of the youth violence issue. I am sure that Jeff will be keeping you posted on the outcome of the meeting and his plans for subsequent meetings and assignments for the Council.

For now, I just wanted to thank you for the trust you and Jeff have placed in me and assure you that I will be devoting my full energies in collaborating with the other Council members to address this central problem in our society.

I also want to extend my warmest greetings and those of my wife to you for a peaceful and joyous holiday season. And I wish you a most successful final year of your Presidency!

Sincerely,

John
John Devine

John Devine, Ph.D.
45 Christopher St., Apt. 3C
New York, NY 10014

2
Milli List

December 21, 1999

President William J. Clinton
The White House
1600 Pennsylvania Ave., N.W.
Washington, DC 20500

Dear President Clinton,

I am writing to keep you informed about the work I am doing with the National Campaign against Youth Violence. I was deeply honored when Jeff Bleich asked me to chair the Academic Advisory Council to the Campaign. I am now in the process of organizing the first meeting of the Council which will take place at Harvard University on January 12-14th, 2000. Jeff and I have enlisted 25 scholars who have done outstanding research examining many different aspects of the youth violence issue. I am sure that Jeff will be keeping you posted on the outcome of the meeting and his plans for subsequent meetings and assignments for the Council.

For now, I just wanted to thank you for the trust you and Jeff have placed in me and assure you that I will be devoting my full energies in collaborating with the other Council members to address this central problem in our society.

I also want to extend my warmest greetings and those of my wife to you for a peaceful and joyous holiday season. And I wish you a most successful final year of your Presidency!

Sincerely,



John Devine

the table in Washington—Washington



Many states have nominating events for both parties on the same day. Those that don't are marked (D) for Democratic event and (R) for Republican event.

(S) Semi-open: Those registered in a party or those registered independent may vote.

Date	State	Delegates		
		(D)*	(R)	
March 12	Nevada caucus (D)	20		C
March 14	Florida primary	161	80	C
	Louisiana primary	61	29	C
	Mississippi primary	37	33	O
	Oklahoma primary	45	38	C
	Tennessee primary	68	37	O
	Texas primary	194	124	O
March 21	Illinois primary	161	74	O
March 25	Wyoming caucus (D)	13		C
March 26	Puerto Rico primary (D)	51		
March 27	Delaware caucus (D)	15		C
April 1	Virgin Islands caucus (D)	3		
April 4	Kansas primary	36	35	S
	Pennsylvania primary	160	78	C
	Wisconsin primary	77	37	O
April 15	Virginia caucus (D)	79		O
April 22	Alaska caucus (D)	13		S
May 2	D.C. primary	17	15	C
	Indiana primary	72	55	O
	North Carolina primary	86	62	S
May 6	Guam caucus (D)	3		
May 9	Nebraska primary	26	30	C
	West Virginia primary	30	18	**
May 16	Oregon primary	47	24	C
May 19	Alaska caucus (R)		23	S
	Hawaii caucus (R)		14	C
May 23	Arkansas primary	37	24	O
	Idaho primary (R)		28	O
	Kentucky primary	49	31	C
May 25	Nevada caucus (R)		17	C
June 6	Alabama primary	54	44	O
	Montana primary	17	23	O
	New Jersey primary	105	54	S
	New Mexico primary	26	21	C
	South Dakota primary	15	22	O

SOURCES: Congressional Quarterly, Democratic National Committee, Republican National Committee, Federal Election Commission, state parties.

Texas Gov. Ge

THE WASHINGTON

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE BOARD OF DIRECTORS

Ron Burkle, Chairman
Yucaipa

Steve Case, CEO
America Online

Henry Cisneros, CEO
Univision

Benjamin R. Civiletti
Former U.S. Attorney General
Managing Partner of Venable Law Firm

Mayor Brent Coles
President-Elect U.S. Conference of Mayors

Representative Jennifer Dunn
Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Larry Ellison, Chairman & CEO
Oracle

Gregory Favre, Vice President
News The McClatchy Co.

Representative Martin Frost
Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Donald Garber, Commissioner & CEO
Major League Soccer

Leo Hindery Jr., CEO
Global Crossings

Bob Iger, President
Walt Disney Company

Rick Inatome, CEO
ZapMe!
Mel Karmazin, CEO
CBS/Viacom

Francine I. Katz, Vice President
Consumer Affairs
Anheuser-Busch Companies

Geraldine B. Laybourne, Chairman
Oxygen Media

Ira Lipman, CEO
Guardsmark

Rupert Murdoch, CEO
The News Corporation

Judith McHale, CEO
Discovery

Neal Neilinger, Managing Director
Deutschebank

Professor Deborah Prothrow-Stith
Harvard School of Public Health
Harvard University
Department of Health Policy and Management

Eli Segal, Executive Director
Welfare to Work

Mayor Wellington Webb
Denver, Co

Oprah Winfrey
Harpo Entertainment Group



BleichJL@MTO.com
02/07/2000 09:18:04 AM

New to send to
IGA & OPL

Record Type: Record

To: Ann O'Leary/OPD/EOP

cc: Eric P. Liu/OPD/EOP, Karin Kullman/OPD/EOP, mabbott@mlsnet.com, danzig@noviolence.net

Subject: 15 City Campaign

Ann

I neglected to mention one other action item in my email to you. At our meeting on Thursday, we discussed collecting information from people within the White House about contacts in each of the 15 cities that we will be visiting in our city-by-city tour. I've listed the cities below and have also mentioned some major corporate leaders that would be particularly helpful to know. We are also interested in individuals who are friends of the administration and local philanthropists.

(1) Baltimore, MD

Fannie Mae
Marriott
Discovery
Baltimore Gas & Electric
Geico
Blue Cross, Blue Shield of Maryland
Legg-Mason
Integrated Health Services, Inc.
T. Rowe Proce
The Greater Baltimore Committee

(2) Camden, NJ

Campbell Soup
Johnson & Johnson
Ray Chambers

(3) Chicago, IL

Allstate Insurance
Motorola
Sara Lee Corporation
Aon Corporation
Wrigley, Wm. Jr. Company

(4) Denver, CO

US West
AT&T BIS
Coors
Samsonite
Quest

State Farm

(5) Flint, MI

General Motors

(6) Hartford, CT

United Technologies

Aetna

Travelers Ins.

Phoenix Home Life Mutual Ins.

(7) Los Angeles

Southern California Edison

Food 4 Less Holdings

Farmers Ins. Exchange

Mattel

The Times Mirror

Avery Dennison

Dreamworks SKG

(8) Memphis, TN

Guardsmark

FedEx

Elvis Presley Enterprises

(9) Phoenix, AZ

Circle K Corp.

America West

U-Haul Int'l

Blue Cross, Blue Shield of Arizona

Motorola

(10) Pittsburgh, PA

Alleghany

US Steel

Heinz

Bayer

Mellon Bank

Beazer East

(11) Portland, OR

Nike

Fred Meyer, Inc.

Kaiser Foundation of Northwest

Adidas

Northwest Natural Gas

Legacy Health Systems

NERVE (advertising agency)

Portland Trailblazers

(12) Richmond, CA

Kaiser Permanente

Chiron

Genentech

Pacific Gas & Electric
Round Table Pizza

(13) Pine Ridge, SD
Rapid City Regional Hospital
GE Capital
Walmart/Sam's Club

(14) Spartanburg, SC
BMW

(15) St. Louis
May Department Stores
Anheuser-Busch
TWA
McDonnell Douglas
Ralston-Purina
Fleishman Hilliard

Obviously, Memphis and St. Louis are our first priorities, as they are coming up in only 9 weeks.

Thanks again for all of your help.

Jeff



BleichJL@MTO.com
02/05/2000 04:18:18 AM

Cheney? - [Zym]
Resute? →

Record Type: Record

To: Ann O'Leary/OPD/EOP

cc: Karin Kullman/OPD/EOP, Eric P. Liu/OPD/EOP, bleichjl@mto.com

Subject: Action List

Dear Ann

Thank you for a very helpful meeting on Thursday. I thought it would be useful to go over our respective action items, so that we stay on track for the February 22 and April 14 and 20 events. Please let me know if someone else should be the point person on some of these tasks. Where I was not sure who would be handling something, I've simply said "the White House." I've also put White House action items in bold.

2/22 Meeting of Board of Directors: You have reserved time for two meetings of the President and the Board on Tuesday, February 22 at the White House. The first would be a meeting of the Board and key White House personnel, which the President would join towards the end. The second would be a press event immediately following this meeting at which the White House would announce the Board and other deliverables. This date is conditioned on enough of our key Board members being able to attend on that date.

Timing: We did not discuss a start time for the events. I'd suggest a Board meeting to begin at 8:45 a.m. that goes to 10:15. This would be followed by a 30-40 minute meeting at the White House with White House personnel and the President, and (figuring in slippage and travel time) an 11:30 a.m. press event. Please let me know if this schedule is feasible.

Board Meeting Location: Minyon suggested that the Board may be able to reserve space to meet at the White House Conference Center on the 22nd. That location would be ideal, and would minimize delays in shuttling the Board to the White House. Could you please arrange for us to reserve this space?

Press Event: We have asked our design team to create a banner for the Campaign with our logo, etc. Could you let us know what the dimensions, etc. of it should be? We have also prepared a list of invitees to the event which we will send to Karin on Tuesday.

Board Members: We are very close to finalizing our Board. Minyon and I will be working on Monday and Tuesday to get responses from the last key Board members. We currently have outstanding invitations to Gen. Colin Powell, Bob Dole, Bob Wright (NBC), and Dick Parsons (Time Warner). Minyon agreed to call Parsons and to extend invitations to Frank Raines (CEO Fannie Mae), Denzel Washington, and Vicki Eisman of PAX cable. I will send letters

of invitation to them (cc'd to Minyon) on Monday. In my meeting later that afternoon at AOL, Steve Case also agreed to follow-up with Powell, Wright and Parsons, and to extend invitations to Carly Fiorini (CEO Hewlett-Packard) and to Herb Allen (Allen & Co.). I will prepare letters of invitation to them as well. We agreed to invite Jason Dorsey to be one of our two youth board members. A second youth board member will be selected from our Youth Action Council or other appropriate group, after consultation with Sarah Ingersoll and Eric Dawson. Please let me know if there are any youths that you want me to consider. I will invite Dick Huber (CEO Aetna) to represent the insurance industry. Minyon will follow up with Huber. We will also invite the President of the National PTA. Ann will get me the PTA President's name. The White House will also help us identify someone from a national health care institution. After the meeting, it also became clear that we should invite Kurt Ritter (CEO Chevrolet). The White House will provide suggestions for a grassroots person (possibly with a religious affiliation). The last slot will go to Vicki Baldwin, an Austin, Texas middle school principal recently recognized by the President for her innovation in creating safe schools.

> Board Member Responsibilities: I am preparing a memo for internal
> distribution regarding the Board's duties. I discussed my plans for the
> Board and the 2/22 agenda with Kathy Bushkin at AOL and she liked the
> approach. I'll circulate to you early next week.

>

Board Attendance: I will be calling all Board members to confirm their attendance. So far, I have confirmed that Steve Case, Gerry Laybourne, Rick Inatome, Francine Katz (Anheuser-Busch), Eli Segal, and Greg Favre can attend. The only "no" so far is Rep. Jennifer Dunn (R. Wash). I hope to confirm the other key board members on Monday and Tuesday.

> February 22 Deliverables: We will begin immediately to define and
> finalize the deliverables for the 2/22 event. The most likely and/or
> desirable deliverables would be to: (1) announce the Board; (2) possibly
> announce a nationally declared week of peace from April 14-21 (coinciding
> with crime victims week, volunteer week, and youth service week). This
> week would be kicked off in Memphis with the first stop in our
> City-by-City campaign; (3) announce the April 20 concert with an AOL
> webcast and pledge of peace; (4) possibly announce the commitment by our
> Fortune 5 champion (unfortunately, we found out this afternoon that the
> meeting of the full Board has been moved to February 24, so it is
> unlikely that we will be able to announce their 5-year multi-million
> dollar partnership in time for 2/22); (5) announce specific public-private
> partnerships by our Board with DOJ (Zap Me, AOL, Teen People, etc.); (6)
> debut the manual on forging Public-Private anti-violence partnerships that
> we are creating with DOJ; and (7) announce the creation of a new White
> House Youth Council to coordinate efforts among DOJ, DED, HHS, and DOL,
> with Sonia as its Director. Please let me know if there is anything that
> you need me to focus on with these deliverables over the next two weeks.
> Also please let me know what the feasibility is of having the President
> and bi-partisan members of Congress declare April 14-21 a week of peace.

>

> Website: We have sped up our efforts to have a website up and running by
> the 22nd. Our web gurus have confirmed that the Site will be up and
> operational with links to key violence prevention sites. The URL is

> www.noviolence.net. We will try to get the dot.com and dot.org as well.

>

April 14 in Memphis: We have arranged for a series of events in Memphis to kick off our city-by-city campaign. As part of our campaign to recruit corporate sponsors, we are putting together a short video about youth violence and the Campaign (with quotes from Board members like Oprah, etc.). Karen is tracking down photos of me in the oval office with the President and the attorney general, and the video from the event announcing my appointment to include in the video. Please let me know how that is going. The goal of all of our efforts is to enlist new corporate and volunteer community investment in best practices that have been proven to reduce violence on a local level. The events begin on April 12 with a debut of in-school events, mural paintings, teen forums, mall events, the debut of a youth created PSA on non-violence, and a concert sponsored by Teen People. We will culminate on April 14 with an announcement of several new public-private anti-violence programs in the City and a Town Hall that will be nationally televised by Discovery. Discovery is looking to us to have either the President, the First Lady, or other nationally recognized leader at this event which will be cablecast and webcast from 7-8 pm. that evening. Please let us know if the President or First Lady would be available for this event as soon as possible. Ideally, it will be hosted in the National Civil Rights Museum.

2/20 PSA Debut and Concert on One-Year Anniversary of Columbine: We are on schedule to have our PSA campaign ready to debut on April 20. Peggy Conlon of the Ad Council and I are in the process of getting all channels to debut and run the PSA during all of their PSA time on that day. We will have website and 1-800 fulfillment in place. Our ability to do a road block on that date will depend in large degree on whether the White House will agree to debut the PSAs as part of an event celebrating youth as peacemakers on that date. The Ad Council is anxious for White House confirmation that the White House will do an event on that date either in conjunction with the concert or at a White House event with or without the concert performers. Please let me know as soon as possible what I can tell the Ad Council.

> Concert: As you know, we have made significant progress in arranging the
> April 20 concert event. We need help on a few details. Abe Pollin, the
> owner of the Washington Capitals, has a "tentative" on the MCI Arena that
> night on the off-chance that the team needs a Stanley Cup playoff venue.
> I understand that Pollin is on friendly terms with the White House. Could
> someone call Pollin and see whether he would be willing to lift the
> tentative on the Arena for a peace concert? Don Baer from Discovery and
> Kathy Bushkin from AOL have expressed interest in underwriting and
> cablecast/webcasting the concert. The promoter who has assembled Ricky
> Martin, Jennifer Lopez, 'N Sync, et al to perform at the Vatican for a day
> of peace on 3/6 has sent us a letter confirming that the performers would
> be interested in doing this concert as well. Teen People has agreed to
> provide funding and performers. We will be coupling the concert and
> broadcasts with a "peace pledge." The White House will look into what
> role the President will play in this event: -- video link over big screen;
> debut PSAs, appear live, or host a reception and private concert in White
> House theater with performers before the event. The promoter has told me
> that a reception or performance at the White House with the President is a

- > great motivator for the performers to donate their talent to the concert,
- > and wants some indication about the level of support before he approaches
- > some other top acts that have committed to the Vatican concert. Again,
- > please let me know where we stand on this.

>

That's it for now. Thanks for enduring the long email. You can reach me over the weekend by email or at 510-655-2192.

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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002. email	Jeff Bleich to Ann O'Leary et al. re: ABC and Wall Street [partial] (1 page)	01/26/2000	b(6)
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COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Ann O'Leary
OA/Box Number: 19587

FOLDER TITLE:

National Campaign against Youth Violence

2013-0436-S
rc1270

RESTRICTION CODES

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

- 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.

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

- 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]



BleichJL@MTO.com
01/26/2000 08:20:51 PM

Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: ABC and Wall Street Journal

Two pieces of good news:

First, Bob Iger -- the CEO of ABC -- has agreed to join our Board of Directors (he is assuming the role for Disney/ABC). This means that the only network not on the Board yet is NBC. The only question with NBC is who.

(b)(6)

(b)(6)

[002]

What we are up to?

Second, I had lunch today with a reporter from the Wall Street Journal off the record. He told me that the Journal is very interested in the Campaign, and would like to do a feature (front page) article on us on April 20, to coincide with our events that day. The reporter said that he is interested in three angles: (1) the anatomy of building a private effort launched by the White House from inception to a significant event; (2) the emergence of corporate america as a player in public-private partnerships designed to address social issues; and (3) the actual ways that corporations can address violence.

The WSJ has asked essentially to have the reporter shadow me off and on over the next three months leading up to the event. The idea would be to write either a series of pieces between now and April 20, or a major piece on April 20.

This is obviously a high risk approach, but also one with a potentially great high up-side. The downside is that, obviously, it may make our job tougher with some partners to have a reporter hanging around, and we will have little control in managing the information that the Journal gets. On the other hand, having a WSJ with us may encourage others to get more involved. The potential reward is that the readership of the WSJ -- corporate leaders -- are one of the main groups that we hope to attract. I would very much like to get your thoughts on how to proceed. The reporter, Jess Bravin, said the Journal would like to get started as soon as possible if we are interested. They have even given him a budget to accompany me on

trips to and from D.C.

Jeff

Message Sent To:

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Ann O'Leary/OPD/EOP
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danzig@noviolence.net
dena@noviolence.net
Ingersol@ojp.usdoj.gov



BleichJL@MTO.com

02/09/2000 02:33:03 PM

Record Type: Record

To: Ann O'Leary/OPD/EOP

cc:

Subject: FW: Festival

Ann

This is not urgent, but I thought I should put this out to you sooner rather than later. Eric Dawson, who is organizing our National Youth Action Council, will be having an event in Boston on April 14 to kick off our week of peace. This is going to be a youth-led event, and is part of an annual youth festival that his organization, Peace Games, has sponsored. They would very much like to have Rosie O'Donnell participate. I thought this might be a good chance for us to maintain the connection with Rosie the White House and the Campaign. The event is also irresistible.

Please let me know what you think, once we get past all of the details for February 22.

Thanks,

Jeff

-----Original Message-----

From: Eric D. Dawson [mailto:eric@peacegames.org]

Sent: Tuesday, February 08, 2000 6:24 AM

To: Jeff Bleich

Subject: Festival

Jeff,

Nice to speak with you last night. As I mentioned, Peace Games is going to hold our 8th Annual Peace Games Festival on April 14th, 2000. I think it would be great to make this an event of the National Campaign.

The event will bring together 1,000 kids, their parents and teachers, hundreds of college and corporate volunteers. These are students who have been working together over the past year (or in many cases years) to develop skills and relationships to make their schools and neighborhoods safer. At the event they will be working on service projects and sharing with each other. Students will leave this event and spend two months designing service projects at their elementary schools.

As part of opening ceremonies we like to honor the work a celebrity is doing in the field of violence prevention. I think Rosie would be great because she would raise the profile of our event and the students will know and enjoy her.

Let me know what you think,

Eric

--

Eric D. Dawson
Executive Director, Peace Games
249 Elm St. Somerville, MA 02144
(617) 628-5555 fax (617) 776-5577
<http://www.peacegames.org>



BleichJL@MTO.com

02/07/2000 06:56:04 PM

Record Type: Record

To: Ann O'Leary/OPD/EOP

cc:

Subject: Board meeting and Heads Up

This is the same information that I left you by voicemail.

I am still trying to lock in Board members for the 2/22 date. So far I have the following.

DEFINITE:

Gerry Laybourne
Francine Katz
Eli Segal
Greg Favre
Rick Inatome
Neal Neilinger

11 people
✱

PROBABLY:

Steve Case - no
Mel Karmazin - no
Judith McHale - no

DON'T KNOW:

Rupert Murdoch - no
Bob Iger - no
Ron Burkle -
Ira Lipman
Larry Ellison - no
Deborah Prothrow Stith - no
Ben Civiletti - no
Rep. Martin Frost - no
Mayor Webb - no
Mayor Coles
Leigh Steinberg - 1

NO:

Leo Hindery
Oprah Winfrey

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Henry Cisneros
Rep. Jennifer Dunn

By mail

The other issue is that Rick Inatome's company has recently been targeted by a group that claims it will invade the privacy of students using the internet at work. Rick recently issued a press release stating that he had joined the Board of Directors of the National Campaign, and that he was committed to using his and the Company's resources to reduce school violence. I gave his PR firm a quote to the effect that I was very pleased that Rick was a Board member. Apparently, the group that is targeting ZapMe is upset, and called me. The person who called said that he would be writing to the President directly. I thought you would want a heads up on this.

Best regards,

Jeff

National Campaign Against Youth Violence

33 New Montgomery Street, 20th Floor

San Francisco, California 94105-9781

Telephone: (415) 512-4008 Facsimile: (415) 512-4077 THE PRESIDENT HAS SEEN

2-4-00

Ann O'Leary

copied
Podesta
Echaveste
Reed
Burkhardt
for Reply
(coordinate
w/ Reed)

January 20, 2000

Jeffrey L. Bleich
Executive Director
(415) 512-4007

bleichjl@mto.com

VIA HAND

President William J. Clinton
The White House
1600 Pennsylvania Ave.
Washington, DC 20500

Dear Mr. President,

I am writing to apprise you of some positive developments in the National Campaign Against Youth Violence.

First, we are now close to completing the formation of our Board of Directors. New Board members include Rupert Murdoch, Gerry Laybourne, Larry Ellison, Ron Burkle, Judith McHale, and Mel Karmazin. Minyon Moore is currently working with us to enlist Oprah Winfrey and Bill Cosby to join the Board as well. I've attached a complete list of confirmed Board members. We would like to hold the first meeting of the Board in Washington, D.C. during the week of February 21. I have asked Minyon to help schedule a date for an event with you at the White House to coincide with the meeting so that you will be able to announce the Board members and their initiatives at that time. We believe that we will also be able to announce a major national commitment by a Fortune 5 (five) corporate sponsor, as well as new public-private partnerships in at least two U.S. cities.

Second, we conducted the first session of our Academic Advisory Council last week at Harvard. The Council is composed of the 25 leading scholars in the United States, who have studied the subject of youth violence from 11 different academic disciplines. The sessions were extremely productive, with the scholars expressing genuine optimism about our approach. In

THE PRESIDENT HAS SEEN

4-2-00

general, the academics endorsed the Campaign's direction, and helped us refine our message and the specific best practices that we will be encouraging in each city on our City-by-City campaign. At your suggestion, I recently contacted Dr. Donald Nathanson, and have invited him to join the Council for its next session. I believe that his focus on the link between violence and boys' notions of honor and shame complements the views of other Council members. Our Council chair, John Devine, is currently preparing an executive summary of the session that I will forward to you.

Third, we have assembled an outstanding group of young people from across the nation who have personal experience with violence and are working in their communities to help reduce violence. The group will be meet for a planning and training session in San Francisco from February 17-21. I know that these young people would be honored to meet with you and share their ideas about the sources of youth violence and their strategies for getting young people to change cultural norms that allow or encourage violence. I would be happy to coordinate with your staff to arrange a time for such a meeting. We have also forwarded the list of students to Karin Kullman in the Domestic Policy Council. To the extent that you might mention the efforts of young people who are helping to address violence in your State of the Union remarks, I believe that this too would be a positive message.

Fourth, we have made substantial progress in developing our City-by-City campaign in the first two communities, Memphis and St. Louis. Ira Lipman, the CEO of Guardsmark, has agreed to host a breakfast of Memphis business leaders, the chief of police, mayor, superintendent of schools, and the local violence commission to plan an event for April 14 at which our new initiatives would be announced. The Discovery Channel has already agreed to televise the entire program, and Court TV and/or Teen People have agreed to sponsor a youth town hall forum that will precede the event. To help prepare for these events, I would be grateful if you would let us know of any particular business contacts or individuals in Memphis that you believe should be invited to the planning session, and whether you or the First Lady would be available to attend the event on April 14.

Finally, I am pleased to report that concerned individuals and organizations continue to offer unsolicited support for this effort. Mark Abbott, the Chief Operating Officer of Major League Soccer, has been working without salary as COO of this Campaign for five months, and has helped cover many of the Campaign's start-up costs out of his own pocket. The law firm of Munger Tolles & Olson has done all of our legal work to incorporate the Campaign and obtain 501(c)(3) status, and has donated an entire floor of office space and equipment. A technology company, PCG, has donated computers, a network server, software, and cellular phones to the Campaign. Deloitte Touche has agreed to provide our accounting services free of charge. The

THE PRESIDENT HAS SEEN

4-2.00

Gallup Organization has volunteered to perform our polling free of charge. Foote, Cone & Belding has donated its services as our advertising agency. And Lexis-Nexis has agreed to provide us free research on its network. With your permission, I would like to prepare brief letters of thank you to these individuals and organizations for your review and signature.

Thank you again for your encouragement and support in this effort.

Sincerely,


Jeff Bleich

JLB/dlw

BOARD MEMBERS

Ron Burkle
Yucaipa

Steve Case, CEO
America Online

Henry Cisneros, CEO
Univision

Benjamin R. Civiletti
Former U.S. Attorney General
Managing Partner of Venable Law Firm

Mayor Brent Coles
President-Elect U.S. Conference of Mayors

Representative Jennifer Dunn
Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Larry Ellison
Oracle

Greg Favre, Vice President
News The McClatchy Co.
Former President, American Society of Newspaper Editors

Representative Martin Frost
Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Leo Hindery Jr., CEO
Global Crossings BIS

Rick Inatome, CEO
ZapMe!

Mel Karmazin, CEO
CBS/Viacom

Francine I. Katz, Vice President
Consumer Affairs
Anheuser-Busch Companies

Geraldine B. Laybourne, Chairman
Oxygen Media

Ira Lipman, CEO
Guardsmark

Rupert Murdoch, CEO
The News Corporation

Judith McHale, CEO
Discovery

Neal Neilinger
Deutschebank

Deborah Prothrow-Stith
Professor
Harvard School of Public Health

Eli Segal, Executive Director
Welfare to Work
Founding Director, AmeriCorps

Mayor Wellington Webb
Mayor of Denver

**NATIONAL
CAMPAIGN AGAINST
YOUTH VIOLENCE****Fax**

'00 FEB 3 PM 12:31

To: Marsha Scott	From: dena Winkler Assistant to Jeff Bleich
Fax No: 202-456-5558	Pages: 6
Phone:	Date: January 20, 2000
Re: National Campaign Against Youth Violence 00035-00505	cc:
☐ Urgent ☐ For Review ☐ Please Call	
Message: Per Jeff's request.	

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model from school
Hickman

TALKING POINTS FOR CALL TO BOARD MEMBERS OF NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

- Thank you all for joining this call today and, more importantly, for agreeing to give your time and energy to the Board of the National Campaign.
- Last week reminded us again how much youth violence still plagues us. Littleton lost two more young people to gun violence. And here in DC, two shining stars were killed on their way home from a high school basketball game.
- So your leadership now is timely and vital, and I'm hopeful about what this Campaign can do. As Jeff has described, the Campaign will be working on three fronts: a city-by-city effort to engage local communities, a national media campaign, and a school-based program led by young people. With your help, all these efforts can reinforce each other.
- What's great about this Board is that it engages people from so many sectors of society – from the media to grassroots organizations to government. Jeff has told me about the work that some of you have already begun, and I think it's exciting. Some examples are:
 - AOL is planning a feature on its Teen Channel to allow kids to speak out on violence;
 - Advisory Councils of young activists and academic experts have been launched;
 - CBS has committed to help young people to develop their own PSAs on youth violence;
 - a Bipartisan Congressional Working Group on Youth Violence led by Representatives Jennifer Dunn and Martin Frost has been created;
- I want to make sure my Administration does its part too. In the budget I just sent to Congress, I am proposing over \$8 billion in various efforts to prevent youth violence: afterschool programs, a proposal to create smaller and safer high schools, tougher enforcement of gun laws, and many other programs. We have also launched a White House Council on Youth Violence to coordinate the anti-violence efforts of all federal agencies. And of course, I am continuing to push Congress to pass common-sense gun measures.
- I hope today we can talk about where this Campaign can go – and about ways you can continue to lead its efforts, by example and by persuading others to act. Call on three Board members. (They have been alerted that you may call on them, and they are to speak briefly):
 - Discovery Networks will air a national town hall from Memphis April 14 and produce a three-part series on youth violence (Judy McHale);
 - Time-Warner: Court TV will distribute an anti-violence curriculum it produced and Teen People will sponsor concerts and youth forums in eight cities (Dick Parsons);
 - Major League Soccer will lead an effort by professional sports leagues to promote good citizenship through sports (Don Garber).
- I know many others of you have also been making meaningful commitments, and I thank you all. We have a lot to do in the months ahead, and I'm grateful for your service.

① Dick Parsons
② Judy McHale
③ Dick Parsons
④ Dick Parsons
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**NATIONAL
CAMPAIGN AGAINST
YOUTH VIOLENCE**

Fax

To: Ann O'Leary	From: dena Winkler Assistant to Jeff Bleich
Fax No: 202-456-2878	Pages:15
Phone:	Date: December 15, 1999
Re: National Campaign Against Youth Violence 00035-00505	cc:
☐ Urgent ☐ For Review ☐ Please Call	
Message: Following is the list of the Academic Advisory Council and the City by City Strategic Plan. We will be providing you a list of specific Board Members by special cover.	

THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHICH IT IS ADDRESSED AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. If the reader of this message is not the intended recipient or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone (collect), and return the original message to us at the above address via the U.S. Postal Services. Thank you.

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City by City Campaign Draft Strategic Plan 12/14

Overview:

The goal of the City by City Campaign is to strengthen existing violence reduction collaboratives by increasing the involvement of private businesses and volunteer organizations. Companies can be powerful catalysts and resources in reducing violence and volunteers can add tremendous collective strength in preventing violence. The Campaign's focus will be to increase the involvement of businesses and volunteers to reduce violence by and against youth. To accomplish this objective, the Campaign will:

- A. Host a series of business breakfasts to generate ideas and interest in creating public/private partnerships to reduce youth violence;
- B. Collect and disseminate "best corporate practices" in reducing youth violence;
- C. Define collaboratives' volunteer needs and prepare them with the necessary skills to receive and maximize volunteer support.
- D. Conduct a twelve-city tour to stimulate the private sector to engage in local violence reduction collaboratives.

Philosophy and Supporting Research:

The City by City Campaign is based on the concept that violence comes from multiple and complex personal, social and economic causes and that consequently violence reduction requires multi-faceted efforts.¹ Many practitioners and funders promote this comprehensive strategy. The National Funding Collaborative on Violence Prevention states that "locally directed strategies, developed in broad based collaboratives, are among the most effective means to prevent violence". The National Crime Prevention Council states that "There is no single cure for crime, just as there is no single cause for crime. Communities seeking to deal with crime must bring together all of those who know the problem, those who care about the problem and those who can help solve the problem". The Office of Juvenile Justice and Delinquency Prevention states that, "The emerging professional consensus is that communities need comprehensive strategies to combat youth crime".

Local, state and federal governments and community-based organizations are seeing the advantages that partnering with businesses, in particular, can generate –

¹ Environment and Urbanization, "A public health approach to the violence epidemic in the United States", Larry Cohen and Susan Swift, Vol.5, No.2, October 1993, p.60. Larry Cohen, Executive Director of the Prevention Institute, and Deborah Prothrow-Stith from the Harvard School of Public Health, among others, have written extensively on the benefits of this public health approach.

beyond traditional corporate philanthropy. "Corporate involvement in community revitalization can mean valuable new collaboration on crime prevention...it can bring new expertise in strategic planning and finance and new human resources for training and mentoring disadvantaged youth. And it can mean jobs for communities that need them badly".²

Similarly the benefits of volunteering, and the collective power of volunteers focused on a goal, is being increasingly realized. Ninety – two percent of all Americans agree that "connecting with others and working together through volunteer service can bridge the differences that separate people and help solve community problems."³ Connect America, a national movement spearheaded by the Points of Light Foundation, is based on the philosophy that partnerships that address local problems through volunteer efforts strengthen our communities.

Examples of Success:

In 1996, the chairman and CEO of Honeywell Inc., the CEO of General Mills, and the chairman and CEO of Allina Health Systems in partnership with community, government and law enforcement organizations created the Minnesota HEALS (Minnesota for Hope, Education, And Law and Safety). The program first focused on reducing the city's traditionally high summertime homicide rate. In 1997, one year later, Minnesota HEALS is credited with contributing to Minneapolis's homicide rate drop of 33 percent.⁴ In addition, the Minnesota HEALS understands this must be a long-term effort and towards this end they helped pass a bill in the state legislature to improve the technology for law enforcement agencies to share information.

In 1987, Ridgeview, Inc., a hoisery manufacturer based in rural North Carolina, agreed to an unusual request by a middle school guidance counselor to hold parent-teacher conferences on company premises – a place more convenient for employee-parents. This simple partnership reduced truancy and improved the school's relationship with families. The school's willingness to meet at a place convenient to parents and the company's efforts to respond to employee's family needs sent a strong message to parents about the importance of school involvement, a critical asset in creating healthy communities and reducing youth violence.⁵

Our Plan:

Our goal is to increase the involvement of the private sector in local collaboratives to better prevent and reduce violence by and against youth. The Campaign will pursue the following strategy:

² Innovative Public Private Partnerships: Public Safety Initiatives, The Conference Board

³ Points of Light Foundation

⁴ The Conference Board, Innovative Public-Private Partnerships: Public Safety Initiatives

⁵ Common Good, Common Interest, Shirley Sagawa and Eli Segal, Boston, MA, Harvard Business School Press, 2000.

- A. Host a series of business breakfasts to generate ideas and interest in creating public/private partnerships to reduce youth violence.

Because there has been little examination of how best to engage the private sector on public safety issues, the Campaign will host a series of business breakfasts in January and February of 2000 to study this issue. These breakfasts will include senior business leaders and collaborative community leaders. Too often, businesses have a willingness to contribute to solving public safety problems but are not aware of how they can be of assistance. Similarly, municipalities have not developed much expertise in utilizing the private sector as part of the collaborative process. The result is typically that both the private sector and the public sector become frustrated and fail to engage each other.

- B. Collect and disseminate "best corporate practices" in reducing youth violence.

In preparation for these breakfasts and as a result of its deliberations, the Campaign will collect and disseminate "best corporate practices" for private sector involvement in youth violence reduction efforts. Although each community is unique, there appears to be a lack of sharing of learning about how to involve the private sector.

- C. Define collaboratives' volunteer needs and prepare them with the necessary skills to receive and maximize volunteer support.

Volunteering is an active way for community members to engage in the process of reducing violence and thereby repair some of the disconnection and dislocation that is at often at the root of crime and violence. Volunteers can also directly address some of the risk factors that contribute to violence through activities such as tutoring and mentoring. To ensure the maximum use of these volunteers the Campaign will work with collaboratives to identify and define their specific volunteer needs and methods of supervision and evaluation.

- D. Conduct a twelve-city tour to stimulate the private sector to engage in local violence reduction collaboratives.

Armed with the best thinking on creating public-private partnerships to solve youth violence issues, the Campaign will conduct a tour of twelve cities to encourage the business sector to become involved in existing violence reduction collaboratives. At each stop in the tour the Campaign will host a two-day conference that focuses on the local collaborative and the role that local businesses can play. To stimulate business sector involvement, the Campaign will offer communities resources in a number of categories. Communities will be able to choose from among these resources to customize the conference to their individual needs. The primary resources that the Campaign will offer fall into 5 categories: (i) Media Attention, (ii) National Business Contacts and Resources, (iii) Youth Led Programs, (iv) Volunteer Community Involvement and (v) Access to Sports and Entertainment Resources.

A. Media Attention

A primary strategy to be used by the Campaign to encourage involvement from the business sector is to bring media attention to the success of the collaborative process and the need for businesses to become involved. This will educate business leaders as to the difference they can make and bring public recognition to those business that are contributing to the anti-violence programs in their community. To generate media attention, the Campaign will have a major national figure (e.g., the President or the AG) at each conference. In addition, the Campaign will partner with national media outlets to publicize the tour. The media partners that have already expressed an interest in being part of the Campaign include Teen People, CBS, Fox Kids Network, Discovery Channel, MTV, Court TV and AOL. Some of the media partners have indicated a desire to broadcast town halls or youth forums during the conferences. Teen People and CBS have told the Campaign that they would like to sponsor Youth-Created PSAs.

B. National Business Contacts and Resources

Through its Board of Directors and National Activities, the Campaign will establish relationships with business with national scope. The Campaign will be able to offer communities the ability to leverage these relationships at the local level. The Campaign will encourage CEOs to involve each local branch in its community's collaborative process.

Through its national PSA campaign, the Campaign will develop a brand identity for its anti-violence program. It is the goal of the Campaign to create a brand that corporations will want to be associated with. The Campaign intends to use its brand to help create corporate partnerships with violence reduction collaboratives.

C. Youth Led Programs

The Campaign believes that a vital component of any anti-violence initiative is youth developed and led programs. The Campaign has created a National Youth Advisory Council to assist in this process. The Council is comprised of members of youth organizations from across the country. The Campaign will be able to offer communities this Council as a way of involving their local youth organizations in the collaborative process. In addition, through its relationship with Simon Malls, the Campaign will be able to offer communities the opportunity to host a youth forum, in connection with the conference, to further engage youth in developing and implementing anti-violence programs.

D. Volunteer Community Involvement

Through its involvement with the Points of Light Foundations Connect America Program, the Campaign will offer communities the coordinated access to the volunteer community. In conjunction with the Points of Lights Foundation, the Campaign will host a meeting in January for the purpose of obtaining commitments from the major national volunteer organizations to support local collaboratives.

The Campaign is also exploring with the Corporation for National Service the feasibility of offering communities a team of VISTA volunteers to provide ongoing assistance in engaging the private sector in the collaborative process.

E. Sports and Entertainment

The Board of the Campaign will include representatives from professional sports leagues and the entertainment industry. The Campaign has already developed a relationship with the NFL that has led to the distribution of Campaign radio messages on the Westwood One radio network. The Campaign intends to develop similar relationships with the other professional sports leagues.

The Campaign will use these relationships to encourage private sector involvement in the anti-violence effort (e.g., using celebrity spokespeople, conducting sports related fundraisers and promotions).

The Twelve – City Tour

A. A typical two-day conference:

Day One

Morning

1. Breakfast, Overview and Introduction

- Introduction to the National Campaign
- Recognizing and understanding each city's diversity and specific needs.
- Gaining a better understanding of how different sectors approach issues.
- How shared understanding and collaboration will enhance our work.

2. Participant Introductions

- Opportunities and Expectations

3. Successes

- Background and processes
- Methods of evaluation
- Outcomes

4. Laying the Groundwork

- Defining a common language.
- Examining approaches and how we understand issues of violence prevention.
- Roles for volunteers
- Youth perspectives

Afternoon**5. Lunch****Keynote Speaker****6. Working Towards Building Public-Private Partnerships**

- Barriers and Opportunities – Examples and Discussion
- Integrating the Youth Perspective

Evening**7. Town Hall Meeting/ Youth Forum****Day Two****Morning****1. Small Group Breakout Sessions****2. Group Action Planning – Prioritizing steps each sector can take.****Afternoon****3. Next Steps – Methods to support one another and evaluate progress.****B. Participants will include the following:**

1. National Political Figure (President, Attorney General, Sec. Of Education)
2. Local Political Figures (Mayor, Chief of Police, County)
3. Youth Representatives
4. Representatives of Local Anti-violence Organizations
5. Representatives of Local Businesses
6. Representatives of National Organizations and Associations
7. Media

C. City Selection:

We have selected 12 Cities based on a combination of criteria:

1. The number of juvenile violent arrest rates per 100,000 persons ages 10 – 17 (Source: OJJDP).
2. Juvenile violent crime trends 1996 – 1999 (Source: OJJDP).
3. Cities that have demonstrated successful outcomes as the result of a public-private partnership.
4. Cities that have established infrastructures and a commitment to integrating youth perspectives in youth violence reduction strategies.

5. Best Practices that include comprehensive strategies published by the United States Conference of Mayors, the National Crime Prevention Council, and the Office of Juvenile Justice and Delinquency Prevention.
6. A diverse representation of urban, suburban and rural areas, a diverse demographic and cultural representation, a diverse geographic representation, and a diverse set of violence prevention needs.
7. Cities that are a part of existing national violence reduction efforts.

The Cities are:

1. Baltimore, MD
2. Memphis, TN
3. Boston, MA
4. Denver, CO
5. Portland, OR
6. Pittsburgh, PA
7. Minneapolis, MN
8. Hartford, CT
9. Camden, NJ
10. Richmond, CA
11. Spartanburg, SC
12. Fort Belknap, Harlem, MT (Tribal Community)

Follow – Up

This is the first stage in a three-year plan to enhance and support community-based collaboratives. The following two years will focus on specific project development. We will consider engaging a full- time staff person with expertise in public-private partnerships as well as working with strategic partners to provide ongoing technical assistance.

Conclusion

The ultimate goal of the City by City Campaign is to strengthen existing violence reduction collaboratives by increasing the involvement of the private sector and support people working against violence in their daily lives and communities. While governmental support can help with this challenge, the campaign's effort is based on reinforcing partnerships that include parents and children, businesses, educators, spiritual and community leaders, city and county agencies and corporate sponsors.

**NATIONAL
CAMPAIGN AGAINST
YOUTH VIOLENCE**

Fax

To: Ann O'Leary	From: dena Winkler Assistant to Jeff Bleich
Fax No: 202-456-2878	Pages: 3
Phone:	Date: December 16, 1999
Re: National Campaign Against Youth Violence 00035-00505	cc:
☐ Urgent ☐ For Review ☐ Please Call	
Message: Per Jeff's request.	

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12-16-99

1 page

To: Gene Sperling
456-2878

From: Brent Goo for James Thurber, Director
Center for Congressional & Presidential
Studies
American University

RE: Tennis Tournament

The tennis tournament scheduled for May 20, 2000 that Dr. Thurber discussed with your assistant has had to be cancelled due to competing demands at that time on the staff of the Center. It is regrettable, as we are quite sure it would have been a popular fundraiser. Thank you for your attention.

2/22 TALKING POINTS

I'd like to thank each of you for participating in this conference call today. I am Jeff Bleich, the executive director of the Campaign. I'll begin the conference call now, and President Clinton will then join us in about 25 minutes.

The purpose of today's call is to provide some basic information about the Campaign's progress to date, to highlight some important upcoming events, and to address any administrative or other issues that you may have. In particular, this may be an opportunity for us to schedule a Board meeting in April where we will be able to formally conduct business and provide a complete presentation about the Campaign. President Clinton has asked to join the call as well in order to thank you personally for your service on this Board and for some of the work that Board members are already doing. I'll begin by discussing a little bit about the origins of the Campaign, our three key initiatives, and where we are going from here. I do not expect the call to take more than a half-hour to 45 minutes.

First, I'd like to thank each of you for serving on this Board. This is an extraordinary group of leaders from the private sector, from academia, from state, local, and federal government, from grassroots organizations schools, and youth leaders themselves. Each of you should have received a copy of the list of Board members. A great deal of time was devoted to selecting this group. Our goal was to reach out to the people who are the most credible opinion-makers in our society: leaders who have the resources, creativity, and knowledge to actually change something as intractable as violence — a condition that has plagued this country for decades, and is the leading killer andcrippler of our children. We are deeply grateful to each and every one of you for unhesitatingly answering this call, and committing to serve.

I. Scope of The Problem

As a preliminary matter, it is worth taking a moment to look at the issue of violence and address why we have formed a National Campaign.

Youth violence is not a new issue; it did not begin with last year's school shootings and in fact those shootings were just the most visible symbol of what has been happening in America for decades in less dramatic fashion. For over two decades, the Center for Disease Control has been reporting that youth violence is at epidemic rates. Violence is now the second leading cause

of death for young people under age 21 in the United States. It is the *leading* cause of death for african-american and latino males, it is the leading cause of death in many states, such as California, and it is the single greatest cause of death and injury to young people in virtually every major American city. For two decades now we have lost 13 or more children every day to violence. In effect, we have had a Columbine in this country every day in terms of the numbers of young people killed. And that is just the story of homicides. Over 900,000 young people are victims of non-lethal violent crimes, many of which result in permanent physical or emotional injuries. Another 700,000 young people commit those crimes. These figures do not even include all of the violent attacks that go unreported to the police. In short, violence is the greatest single public health threat facing young people.

What is even most striking about these U.S. violence rates, is comparing them to rates in other nations. In general, rates of non-violent crime in the U.S. are about the same as those in other industrialized nations. We are actually in the middle of the pack with respect to most property crimes. Which is to say that young people in the U.S. are no more likely to engage in non-violent crime than their peers in other countries. However, when it comes to homicide, people — particularly young people — in our country are far more likely to kill or be killed than their peers in any other westernized nation. Youth homicide rates are five to ten times that of any comparable industrialized nation. Moreover, even when we get to non-lethal violence, even if we take guns out of the mix, the rates of violent attacks are still between 2 and 10 times those of other nations. This is the situation, not the school shootings, that demands a National Campaign.

II. Origins of the Campaign

There are a few things that we know for sure about this phenomena, and which led to the creation of a National Campaign. At the White House summit on youth violence held last May, leaders from around the country on the subjects of violence, youth, and law enforcement, agreed on a few things. First, the problem is a societal one, not a biological one. There is nothing genetic about Americans that makes us naturally more violent than people from other nations. Second, violence has many causes, and addressing all of these sources is well beyond the power of the federal government and law enforcement generally to address. What is required, is a society-wide movement. We must address violence collectively and enlist ordinary people in efforts to prevent violence: this includes early childhood development, identifying warning signs, getting help to young people early, focusing criminal justice resources on kids who are at highest risk, giving high risk

communities the assets that they need to address the issue, and expanding the use of best practices that are proven to help young people learn how to resolve conflict, to gain respect, and to express rage without resorting to violence.

President Clinton asked me to take a leave from the practice of law last September in order to head up this organization. In asking me to do this, he offered only a few simple directions. First, the effort had to find ways to engage the private sector and ordinary citizens in reducing violence. Second, our effort had to be swift — to capitalize on public attention from the school shootings — and it had to focus on real, proven solutions to the underlying causes of youth violence. And third, the effort had to be genuinely bi-partisan. Although President Clinton has pledged his support, this issue is simply too important for us to risk allowing it to be politicized. In fact, one reason for conducting doing call with the President this way is to avoid having the press focus too much on the White House. We don't want any confusion about the motivations here. We are grateful for the President's help, but ultimately this cannot be an effort that is identified with any one political leader, party, or office.

III. Direction of the Campaign

This leads us to what we have done as a Campaign. I am very pleased to report that we have made unprecedented progress in bringing this effort to life in only a few short months. Many of you have already received our monthly status reports, and so I will not go through the Campaign's specific initiatives in great detail. However, it is worth going over the broad contours of the Campaign briefly. To make a real change in how the public thinks about and responds to violence, we have a three prong approach. First, we have to change the mindset in the U.S. that violence can't be stopped or that violence prevention is someone else's problem. Second, we have to help local communities and businesses commit to sustained programs that reduce youth violence. And third, we have to make sure that young people themselves own this movement and are prepared to lead it.

A. Public Education

I'll first briefly describe the public education component. Our first initiative is to educate the public that it can make a difference. If you have read the status reports, you will be aware of the stunning success that Boston and other cities have had in reducing youth violence, and proving that it can be done. Boston, for example, went from having the highest rate of youth

violence in the Country to going two and-a-half years without a youth homicide.

We have been extremely fortunate to have Foote Cone and Belding, the largest advertising agency in North America, donate its services to developing messages both to youths and caregivers to get this message across. In addition, we are very grateful to the Ad Council which has agreed to adopt, distribute, and promote these messages with all of their resources. To develop our messages, we have formed groups that include the leading scholars from around the country, the top violence prevention experts, and literally hundreds of youths to make sure that we find the right messages to engage the public in a productive way. Both Foote Cone and the Ad Council have made this campaign a top priority, and are on schedule to debut both campaigns on April 20. April 20 will be the culmination of a series of events that we are calling a week of peace, and is itself the one-year anniversary of Columbine (when media attention will already be focused on this issue).

I will be sharing with all of you the creative briefs and the early creative work shortly. However, the basic messages are these. The message to adults is that violence is learned behavior, and that the first step to reducing youth violence is for us to stop teaching it. A child who is personally exposed to violence is 40 times more likely to engage in violence himself. Moreover, in talking with young people who have been violent, virtually all of them say the steps leading up to their violent acts were the same: they were neglected or teased or abused and at some point they turned to a person who they looked up to for answers. In each case they were told that unless they were prepared to be violent, they would never get respect or attention. Whether it was inner-city gang kids or young people in rural Kentucky, every one of them had learned the basic message that to be a man in America — to be respected — you had to get violent. The message is to stop teaching violence. We've already done some ads courtesy of the NFL that feature parents and coaches on sidelines screaming at kids to hurt other players and to cheat, with the tag line: "What are you teaching your kids about violence." We expect the ads will follow a similar theme.

The message to youth is both an empowering message and an anti-violence message. The message is that avoiding violence is cooler than getting violent. The message will thus feature peacemakers who have risen above violence, and actual statements by people who have been violent

about how violence did not make them feel better or more powerful: it only made the pain worse and made them feel even less significant. Our goal is to have young people own this movement in the same way that young people adopted and led the drunk-driving and recycling movements.

In crafting these messages, we have been assisted by a group of 30 leading scholars from 12 different fields who met at Harvard to go over our messages in detail. In addition, we had all of these messages reviewed by our youth action council, which is composed of 20 young people from around the country — all of whom have first-hand experience with violence and have committed to make a difference. In fact, two of the youth action council members, Carter Gaston and Sherri Abufakuseh, are on our Board of Directors and on this call. We are now forming a media advisory council which is going to help us with the strategic work of examining how to make sure that this message is distributed as broadly and effectively as possible through all possible media.

We are exploring every possible option, and are not focused just on the traditional PSA distribution system. For example, as part of our week of peace from April 14-20, we have preliminary agreements from the nation's hottest performers — including Ricky Martin, Jennifer Lopez, 'N Sync — to do a peace concert in Washington, D.C. that would be webcast and telecast. The only price of admission for the webcast would be to take a pledge of non-violence on line. Likewise, our Board member Don Garber, who heads up Major League Soccer, will be working with the other professional sports leagues to develop a whole sports-based component to distributing this message. We are looking at on-line, in school, print, electronic, radio, merchandising and cross-branding. Any way possible to get the message out. Already, sight unseen, we have had our campaign adopted by the New York Times as one of its four PSA campaigns, and several media partners have committed to feature our campaign as their top PSA campaign. Over the next two weeks, Peggy Conlon, the President of the Ad Council, and I will be contacting every network, cable channel, and several print publications personally to ask them to feature our PSAs on April 20, as part of a nationwide kickoff of this effort.

B. City-By-City Campaign

Our second initiative — the effort to inspire local businesses and communities to engage in violence prevention — is also well on its way. We have identified 15 communities nationally with high youth violence rates to serve as model communities for this effort. These communities were

selected not only because of their high violence rates, but also because they are cities that have already done a great deal of work to identify what specific programs and resources are needed, and in which there is a corporate champion who has agreed to enlist other businesses to invest in this effort.

We have already set dates for announcing these partnerships in our first two cities, Memphis and St. Louis. In part, we have been able to make extraordinary progress in those cities because we have dedicated corporate champions for each city on our Board of Directors. Two years ago, Ira Lipman, the Chairman, Founder and CEO of Guardsmark, founded the Memphis Shelby Crime Commission which is a partnership of law enforcement, community leaders, and 18 Memphis-based businesses (including FedEx), to address crime and violence in that county. Having studied the needs in Memphis extensively, the Commission has been looking for an opportunity to catalyze the community to focus on those needs. This is a perfect opportunity. From April 12-14 we have scheduled a series of events to bring both a local and national focus on opportunities to reduce youth violence in Memphis. Within Time Warner, Court TV and Teen People have committed to support youth forums in Memphis on April 12 and 13; Tommy Hilfiger has underwritten a mural project for youth; CBS is supporting a create-your-own anti-violence PSA contest for young people, and on April 14, the Discovery Channel has agreed to telecast the first national town hall on youth violence from the National Civil Rights Museum in Memphis. We are now working with business leaders in Memphis to identify specific new, long-term commitments that they will adopt that can be announced nationally on the 14th. A similar effort is being planned for St. Louis on June 1, thanks to the help of our board member, Francine Katz, who is a Sr. Vice-President at Anheuser-Busch. Other initiatives are planned for Pittsburgh, Denver, Portland, Camden, Flint, Pine Ridge S.D., Los Angeles, Richmond CA, and five other U.S. cities over the next 18 months.

C. School Based

Finally, I am perhaps most proud of the start that we have made on our youth-led, school based component. Among the people joining us on this call today are three youth board members. Jason Dorsey from Texas, Carter Gaston from Georgia, and Sherri Abusfakuseh from Illinois. Each of them was already engaged in local and national efforts by young people to reduce youth violence. For the past five days, we have had members of similar

groups — leaders with first hand experience in violence — out in San Francisco planning the youth component of this program. This will include not simply bringing a youth voice to this campaign, but leading grassroots student groups in their schools, working with school administrators to adopt non-violence curricula, and working with our media partners to establish an unprecedented on-line capability to share information and engage youth. In this regard, we are particularly fortunate to have Rick Inatome, the CEO of ZapMe, who has committed to using ZapMe's in-school netspace in any way possible to advance this effort.

IV. Board Responsibilities and Next Steps

Before the President joins us in a few minutes, I'd like to take this time to describe what I think will be the principal responsibilities of the Board, its structure, and our next steps. After the President joins us, we may also have some time to answer questions as your schedules permit.

Prior to our next Board meeting, I will be providing each of you with our Board book which contains the initial reports from our Academic Advisory Council, our Youth Action Council, as well as our business plan, budget, and other materials relevant to your participation on the Board. I should point out that our Board is fortunate to have the services of the nation's leading professionals all on a pro bono basis. Deloitte Touche has agreed to do all of our accounting and audit work without charge. Munger, Tolles & Olson — my law firm — has agreed to donate space and all corporate legal work for free. Porter Novelli has agreed to provide public relations services without charge. George Gallup has agreed to perform our polling work without charge. LexisNexis has agreed to donate computer research services. In virtually every respect, this Board has the services of the best of the best.

Obviously, even with the best support, however, it is unrealistic with a group of this size and stature to expect that we would have regular Board meetings, or that we could command a significant investment of time from each of you. Accordingly, we have developed a structure that should allow Board members to make a meaningful commitment to this work without unduly burdening you.

Our plan is this. I expect that we will have only one full Board meeting each year. This year, I would propose that we hold our Board meeting in D.C. either on April 4, the day before the scheduled White House economic summit

(Ann — Please Check Date), or on April 19, in order to allow Board members to be present for the announcement of the nationwide debut of our PSA campaign. I would greatly appreciate it if each board member could check his or her schedule and let me know about those dates. At this Board meeting, we would provide you with a full presentation of the Board's efforts, conduct all essential business, and seek your guidance on major issues of strategy.

At the same time, in order for Board members to contribute meaningfully in the regular work of the Board, I propose to do two things. First, over the next two weeks, I will be contacting each of you about specific Board initiatives. My plan is to visit with each Board member personally, about specific opportunities, and to find out more about your ideas for the Campaign. In addition, I will be inviting a smaller group of the Board, probably 11 members, to form an executive committee that will handle those matters requiring prompt action. It will also make recommendations to the Board generally on strategic directions. This committee will meet separately once a year, and may also have a conference call or two during the year as issues arise. Several of you have already graciously offered to join such a group. I will be following up with all of you on this during my visits.

Finally, each of you will be invited to participate in — or designate an associate to participate in — our advisory councils. As noted, our youth action council is already represented on the Board. Likewise, our academic advisory council is represented by John Devine — the chair of our Academic Advisory Council and by Deborah Prothrow-Stith from the Harvard School of Public Health (who is joining us today from Africa). We would invite Board members or their designees to participate as well on our Media Advisory Council, our Business Advisory Council, our Grassroots council, and our Political Advisory Board.

In sum, my commitment is to allow each Board member both individually and collectively make as great a time commitment as he or she can afford to this effort. This means that I will work to minimize board meetings and other burdens on your time while still assuring that as a group we don't lose out on the great opportunities for exchanging views that comes from having a Board of this type.

Once again, thank you for your commitment. I understand that the President is ready to join us now. I will be glad to talk about any questions you may have after the President's discussion ends.

February 21, 2000

**CONFERENCE CALL WITH NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE
BOARD MEMBERS**

DATE: February 22, 2000
LOCATION: Oval Office
BRIEFING TIME: 11:10am – 11:20am
EVENT TIME: 11:20am – 11:40am
FROM: Bruce Reed

I. PURPOSE

To receive an update on the status of the National Campaign Against Youth Violence, and to thank the individuals who have joined the National Campaign's Board of Directors.

II. BACKGROUND

On August 17, 1999, you announced Jeff Bleich as the Executive Director of the National Campaign Against Youth Violence. Since that time, Jeff has worked on several fronts to move the Campaign forward. He has worked with the Ad Council to develop public service announcements that will be aired on all major networks, published in Teen People, and posted on the Internet through America Online. In addition, he has launched a city-by-city campaign to bring business leaders and local governments together in the effort against youth violence. This campaign will begin in 15 cities: Baltimore; Camden, NJ; Chicago; Denver; Flint; Hartford; Los Angeles; Memphis; Phoenix; Pittsburgh; Portland, OR; Richmond, CA; Pine Ridge, SD; Spartanburg, SC; and St. Louis.

The National Campaign will kick off its city-by-city campaign in Memphis on April 14 with the support of the Discovery Channel, Time Warner, and local business and civic leaders. This will be followed by a week of events highlighting the prevention of youth violence and culminating in a "day of peace" on the anniversary of Columbine (April 20).

On Tuesday, you will participate in a conference call with the newly appointed Board members of the National Campaign Against Youth Violence. The Board will be formally announced through a press release from the White House on Wednesday. A full list of board members is attached, but some highlights include Eli Segal, Steve Case of America Online, Senator Dole, Henry Cisneros, Dick Parsons of Time Warner, Bob Iger of Walt

Disney, Gerry Laybourne of Oxygen Media, and Deborah Prothrow-Stith of Harvard University. The purpose of this call is to thank the members for joining the Board, recognize some of the good work they are already doing to promote the prevention of youth violence, and energize them to help with the Campaign's national multi-media public service campaign and city-by-city campaign. Bleich will be following up in regional board meetings in New York, Washington, San Francisco, and Los Angeles.

III. PARTICIPANTS

Briefing Participants:

Bruce Reed
Eric Liu
Minyon Moore
Tom Freedman
Ann O'Leary

Conference Call Participants:

See attached list.

IV. PRESS PLAN

Closed Press.

V. SEQUENCE OF EVENTS

- **YOU** will join the conference call, make opening comments, and begin a discussion.
- **YOU** will participate in a discussion with Board members (we have pre-selected three for you to call upon if you choose).
- **YOU** will thank the Board members for their efforts and conclude the conference call.

VI. REMARKS

Talking Points Attached.

VII. ATTACHMENTS

- List of National Campaign Against Youth Violence Board Members and Conference Call Participants.
- Conference Call Talking Points.

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE BOARD MEMBERS

BOARD MEMBERS CONFIRMED FOR CONFERENCE CALL PARTICIPATION:

Sherri Abufakuseh

National Youth Advisory Council
National Campaign Against Youth Violence

Ron Burkle, Chairman

The Yucaipa Companies

Mayor H. Brent Coles

U.S. Conference of Mayors

John Devine, Ph.D.

New York University

Jason Dorsey

World Institute to End School Violence

Representative Jennifer Dunn

Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Greg Favre, Vice President, News

The McClatchy Company

Donald Garber, Commissioner & CEO

Major League Soccer

Carter Gaston

National Youth Advisory Council
National Campaign Against Youth Violence

Leo Hindery Jr., CEO

GlobalCenter Inc.

Todd Howard, President, Children's Division

Tommy Hilfiger

Rick Inatome, CEO

ZapMe! Corporation

Francine I. Katz, Vice President
Consumer Affairs
Anheuser-Busch Companies

Geraldine B. Laybourne, Chairman
Oxygen Media

Judith McHale, CEO
Discovery Communications, Inc.

Dick Parsons, President
Time Warner, Inc.

Lowell "Bud" Paxson, Chairman
Paxson Communications

Deborah Prothrow-Stith
Professor
Harvard School of Public Health

Eli Segal, Executive Director
Welfare to Work

Robert Wright, President and CEO
NBC

BOARD MEMBERS PENDING FOR CONFERENCE CALL PARTICIPATION:

Mel Karmazin, CEO
CBS Corporation

Ira Lipman, CEO
Guardsmark

Mayor Wellington Webb
U.S. Conference of Mayors & City of Denver

BOARD MEMBERS UNAVAILABLE FOR CONFERENCE CALL:

Steve Case, CEO

America Online

(Kathy Bushkin from America Online will participate in the conference call on behalf of Steve Case)

Henry Cisneros, CEO

Univision Communications, Inc

Benjamin R. Civiletti

Former U.S. Attorney General

Senator Robert Dole

Former Senate Majority Leader

Representative Martin Frost

Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Bob Iger, CEO

The Walt Disney Company

Rupert Murdoch, CEO

News Corporation

Neal Neilinger

Banque Paribas

Annie Zahren, Publisher

Teen People

OTHERS PARTICIPATING IN CONFERENCE CALL:

Bruce Reed

Eric Liu

Minyon Moore

Tom Freedman

Jeff Bleich, Executive Director

National Campaign Against Youth Violence

Mark Abbott, COO

National Campaign Against Youth Violence
Major League Soccer

Sarah Ingersoll, Deputy Director

National Campaign Against Youth Violence
(currently working at Department of Justice, but joining National Campaign in one week)



BleichJL@MTO.com
02/17/2000 02:53:41 PM

Record Type: Record

To: Ann O'Leary/OPD/EOP

cc: ingersol@ojp.usdoj.gov, mabbott@mlsnet.com, Karin Kullman/OPD/EOP

Subject: Board Member Initiatives

Ann --

I will be preparing a list of talking points for my presentation to the Board about the Campaign's progress. This will be a tight (and hopefully uplifting) summary of our accomplishments to date and our upcoming events. I will keep this to about 15 minutes. I will then advise the Board of my plan to visit with them individually or in small groups over the next month in preparation for a first Board meeting and some of our April initiatives. Part of his will process will be to form our executive council of 11 board members that would then make recommendations to the Board. Finally, I will propose dates for the Board to convene for a meeting/press event in Washington, D.C. I would like to time this to coincide with one of three dates in April when Board members may be more likely to be in D.C., either: (1) the April 5 White House economic summit (which coincides with the anniversary of the assassination of Martin Luther King, Jr.), or (2) the April 19 concert for peace, or (3) the April 20 debut of our PSAs in a nationwide roadblock on the one-year anniversary of Columbine.

The President would then join the conference call and thank the Board members for their service. As we discussed, this may be an opportunity for him to feature certain initiatives already begun by members of our Board. I have drafted short descriptions of the most significant Board-member initiatives below. I can follow up with the individual board members in advance of the conference call about each of these. Here they go:

AOL: AOL has at least four initiatives in the works including: (1) an on-line commit to filter out unrated video games; (2) a preliminary agreement to webcast the 4/20 concert and combine this with AOL's PACT (a pledge against nonviolence that stands for Parents And Children Together); (3) a commitment to feature the campaign's PSAs on-line through web banners, splash screens, etc.; and (4) an effort to link the non-violence effort to AOL's initiatives to get computers into low-income communities, to encourage on-line philanthropy, and to train parents to be NetWise (i.e., to monitor their children's activities on the web). I'm sure that Kathy Bushkin would want to determine which of these initiatives they wish to highlight for the other Board members.

Discovery - (1) Is producing a three-part series on solutions to violence. It will kick off this series by televising our first National

Ann

TALKING POINTS FOR CALL TO BOARD MEMBERS OF NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

- Thank you all for joining this call today and, more importantly, for agreeing to give some of your time and energy to the board of the National Campaign.
- This past week was another terrible reminder of how much our communities are still plagued by senseless youth violence. The community of Littleton lost two more of its young people to gun violence. And right here in Washington, two shining stars in our community were killed on their way home from a high school basketball game.
- So your leadership now is timely and vital, and I'm hopeful about what this Campaign can do with all of us behind it. As Jeff has said, the Campaign will be working on two fronts: a City-by-City effort to engage local communities, and a nationwide media campaign. With your help, these two efforts can truly reinforce each other. He's also told me about the good work that many of you are already doing:

*Without you
Hoping
Winning*

- AOL's partnership with the Justice Department to ~~make~~ disseminate the best information on preventing youth violence;
 - Tommy Hilfiger's "Stop Violence, Start Art" campaign to engage young people;
 - CBS's commitment to help young people to develop their own PSAs on youth violence;
 - the commitment by Discovery Networks to produce a three-part series on youth violence;
 - the creation of a Bipartisan Congressional Working Group on Youth Violence led by Representatives Jennifer Dunn and Martin Frost;
 - Time-Warner's commitment to air youth forums on Court TV and begin a public campaign through Teen People;
 - Dr. John Devine's work to create a top-notch academic advisory committee to help infuse our best research into best practices.
- Let me tell you about some of our efforts here. In the budget I just sent to Congress, I am proposing over \$8 billion to prevent youth violence through afterschool programs, stronger enforcement of gun laws, a proposal to create smaller, safer high schools, and many other programs. We have also launched a White House Council on Youth Violence to coordinate the wide-ranging anti-violence efforts of the federal agencies. And of course, I will continue to push the Congress to pass common-sense gun measures.
 - I hope today we can talk about where this Campaign can go -- and about ways you can continue to lead our efforts, by example and by persuading others to act. The anniversary of Columbine on April 20 may be a good date to build commitments around, and I hope we can talk about that. In any event, we have a lot to do in the months ahead. I'm so grateful for your commitment, and now I'd like to hear from you about your work.

Neal Neilinger	Former Managing Director, Deutschebank
Gregory Favre	Former President, American Society of Newspaper Editors; Vice President, News The McClatchy Co.
Ben Civiletti	Former U.S. Attorney General
Eli Segal	Founding Director, AmeriCorps.
Deborah Prothrow-Stith	Professor, Harvard School of Public Health
Rep. Martin Frost	Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence
Rep. Jennifer Dunn	Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence.
Hon. Brent Coles	President-Elect, U.S. Conference of Mayors.
Hon. Wellington Webb	President, U.S. Conference of Mayors
Leigh Steinberg	Sports Agent
Francine Katz	Senior V.P. Consumer Affairs, Anheuser-Busch
Oprah Winfrey	Harpo Entertainment
Bob Iger	President, Disney
Donald Garber	Commissioner & CEO, Major League Soccer

In addition, we have extended invitations to the following individuals.

Christopher Galvin	Motorola
Scott McNealy	Sun Microsystems
Robert Wright	NBC
Richard Parsons	Time Warner
Sen. Bob Dole	Former Senate Majority Leader
Gen. Colin Powell	America's Promise
Jill Barad	Mattel
Frank Raines	Fannie Mae

In addition, we would like to complete the Board with: two young people with personal knowledge regarding violence issues; two violence prevention practitioners; one representative of a health care organization; one representative of the insurance industry; and one grassroots educator.

III. Conclusion

Barring any unforeseen events, we are now on pace to announce our board of directors in February 2000 and to kick off the Campaign's major initiatives early next year.