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GEORGETOWN UNIVERSITY

11/15/99
D.C. SC 8/22/99

Department of Psychology

August 23, 1999

The Office of the President
The White House
Office of Presidential Scheduling
Washington, DC 20500

To the Office of the President,

As we discussed, on November 15, 1999, I will be holding a symposium on Youth Violence on the Georgetown Campus in Gaston Hall for the Georgetown Community. The purpose of the symposium is to bring together policy makers with academicians who have been actively seeking solutions to the problem of youth violence, in order to further the dialogue between these groups. I am very aware of President Clinton's very important efforts in this regard—and I am a supporter. I would like to invite and welcome the President to give the keynote speech at this symposium. The event will take place from 9am until 5pm. The speech could occur at any time between those hours that the President is able; we will structure the schedule of the event in accordance with the President's availability. Of course, we can and will make any arrangements necessary to accommodate the President's schedule.

The President has made truly substantive contributions in this important area. It would be an honor to have President attend, as well as to lend support to his efforts. Please feel free to contact me at (202) 687-7419 if I can provide further information about what will be an important and meaningful event at Georgetown. Thank you.

Very Truly Yours,

Dr. Alan J. Lipman

Problem

Guns kill more children in America than all natural causes combined. Over 5,000 people under the age of eighteen are killed by gun violence every year. That means that every 24 hours another 14 children die from guns - the same number as in the recent tragedy at Columbine High School in Colorado.

Most gun violence among youth, including accidents, suicides and homicides occurs because a child had access to a firearm that was brought into the home by an adult, often a parent. Over 1/3 of American homes have guns and many are left unlocked and loaded. This is largely due to the widespread misperception, currently held by approximately 50% of Americans, that guns in the home are protective rather than dangerous. In reality, a gun in the home is 43 times more likely to kill or injure a friend or family member than an intruder.

Opportunity

Easy access to firearms is a primary cause of the gun violence crisis, particularly as it relates to children. Many guns are brought into the home by adults because they mistakenly perceive the risks associated with guns. If this perception can be shifted, and if this shift leads to both behavioral changes and public policy changes which reduce access to firearms in the home, significant levels of gun violence can be eliminated.

The key, therefore, is to identify a communication insight which is powerful and universal enough to shift fundamental attitudes and behaviors regarding guns in the home. This insight must change the focus of the gun violence issue from a political debate over gun ownership to a public health issue of personal urgency to all Americans and it must provide a call-to-action which empowers all responsible Americans to participate in the solution.

Solution

PAX has identified an insight which extensive research has shown is capable of shifting attitudes and behaviors regarding guns in the home. This insight is the powerful and universal desire to be a good and responsible parent. Leveraging this insight, PAX has developed the ASK Campaign (Asking Saves Kids) promoting the message that "good parents ASK their neighbors if they have a gun in the home before they let their children go over to play".

Rationale

Extensive polling and focus group testing by Peter Hart & Associates indicates that parents are unaware of the risks posed to children by firearms in the home. The research also shows that, when they do learn the prevalence of firearms in their neighbor's homes and the frequency of tragic outcomes, parents are significantly more likely to ask if there are guns in the homes of their children's friends.

By promoting this question, the ASK Campaign will directly link participation in the solution to the notion of being a good parent and, in so doing, will transform the gun violence issue from a politicized debate over gun ownership to an urgent matter of public health and safety. It will enroll all Americans, including responsible gun owners, concerned with the health and safety of their children. Over time, the question of whether there are guns in the home will become part of the American vernacular, providing a clear action, much like "Friends Don't Let Friends Drive Drunk," that empowers the American public with a key part of the solution to the gun violence crisis.

In the end, by focusing on the risks posed to children and by actively enrolling the American public in the solution, the ASK Campaign will change perceptions regarding the inherently dangerous nature of guns in the home, leading ultimately to behavioral change and strengthened support for gun violence-related policy.

Implementation

PSA's: PAX is working with Bartle Bogle & Hegarty (BBH), one of the most highly regarded creative and brand-building advertising agencies, to create PSA's for the ASK campaign. The agency has developed two launch television concepts and two launch print ads and has recruited an award-winning commercial director and print photographer to work on the project. Both the television commercials and print ads have already been shot and are in post-production. Digital Domain, which won Academy Awards in each of the past two years, is also providing extensive post-production and special effects services. The advertising campaign will be introduced as part of a major media event anticipated in January 2000 (see below). PAX is also in conversations with the nation's largest outdoor advertising company and one of the nation's largest radio networks to develop national billboard and radio initiatives to support the ASK campaign. All production work to this point has been secured on a pro bono basis by PAX and the estimated amount of production resources that have been dedicated to the project to date exceeds \$1,000,000.

Media Placement: To achieve the levels of targeted brand awareness necessary to create a significant cultural impact, the ASK campaign will require both paid and donated media support. To supplement paid support, PAX has already received commitments for pro-bono support from several of its major media partners, including national cable, radio and outdoor networks. PAX will also work directly with local anti-gun violence organizations around the country to solicit air-time in key markets. PAX will make ASK ads available to these groups, free of charge, and will allow each organization to co-brand the spots. Initial feedback to this concept from organizations nationwide has been overwhelmingly positive.

Website: PAX is redeveloping its website in conjunction with the launch of the ASK campaign, dedicating a portion of the site specifically to the ASK theme and working with its website development partners to create web-based content as effective and as groundbreaking as the ASK campaign itself. It will feature an interactive arena where visitors can learn statistics and safety information regarding guns in the home, see true depictions of children who found hidden guns, and tips on how parents might approach their neighbors to ask if there is a gun in their home. The site will also provide links with other national and local organizations working to reduce gun violence among youth.

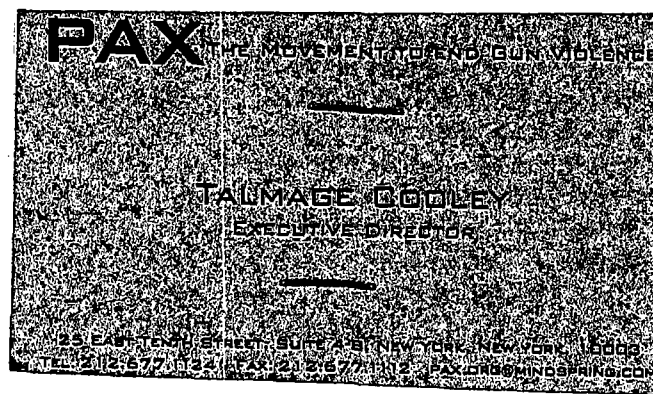
Collateral Materials: PAX is leveraging its relationships with other non-profit organizations, corporations and professional associations to develop collateral materials that extend the reach and depth of the ASK campaign. For example, PAX is working with medical associations to develop ASK literature and posters to be displayed inside doctors' offices and hospitals, providing a powerful opportunity to reinforce the ASK message. Similarly, PAX will work with schools and PTA organizations to distribute literature through their channels.

PR Campaign / Launch Event: PAX will support the ASK Campaign with a comprehensive public relations campaign designed to generate significant free exposure for the ASK campaign. PAX has retained the pro-bono services of Dan Klores Associates (DKA), a leading national public relations firm. Together with DKA, PAX will develop and implement a targeted public relations strategy for the ASK Campaign that will include a major launch event, featuring supporting organizations and professional associations, celebrity parents, gun violence victims and, potentially, The White House. After the campaign is launched, DKA and PAX will work with the news media and entertainment industry to generate regular news stories and plot lines to communicate the ASK theme to the public.

Measurement

PAX and BBH are working with the Johns Hopkins Center for Gun Policy and Research to develop a comprehensive plan to measure and evaluate the ASK Campaign's success. Four primary criteria, two attitudinal and two behavioral, will be used to gauge the short and long-term effectiveness of the campaign:

1. Degree to which parents consider themselves likely to ask question (short-term attitude shift)
2. The percentage of parents who ask their neighbors whether there is an unlocked gun in the home before they send their children over to play (short-term behavioral shift)
3. The degree to which unlocked guns in the home are viewed as dangerous rather than protective (long-term attitude shift)
4. The percentage of American homes with unlocked guns (long-term behavioral shift)



PAX

The Movement to End Gun Violence

- 1999 Annual Report (Text-Only)
- 1998 - 1999 Selected Press

PAX

1999 Annual Report

Text-Only Draft

revision 2.4

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PAX

([*Latin*] n. 1. a state of peace. 2. calm, serenity. 3. the goddess of peace.)

Mission

PAX is dedicated to the vision of a society free of gun violence. PAX's mission is to create a powerful national movement to end gun violence, a movement that is positive, youthful and exciting. Through innovative media and communications initiatives, PAX intends to amplify the gun violence issue and empower every American to help create change.

Why PAX?

Since 1960 almost one million Americans have been killed by guns. Every day another 100 die, another 500 are wounded. Children in our country are now more likely to die from guns than from all natural causes combined. Gun violence in our nation has become a public health epidemic of crisis proportions.

Fortunately, gun violence is an epidemic for which the cure exists. Common sense regulation and personal responsibility are the keys to ending the gun violence crisis. The American public already recognizes this. The overwhelming majority of Americans, including the majority of gun owners, support both the social and regulatory solutions that would bring the crisis under control.

Despite the existence of these solutions, however, and despite the extraordinary consensus of the American public, change has been remarkably slow. The will of the people has not, so far, been translated into action. While existing anti-gun violence organizations have achieved some success on the political lobbying front, none has developed a strategy directed at rallying the existing support of the American people into a national movement capable of effecting real change.

That is why PAX was created. PAX believes that for real progress to occur, a powerful and vocal national movement must be formed, a movement based on common sense and the common good that unites the nation in a passionate rejection of gun violence. Why is PAX different? PAX is not a political lobbying organization. Instead, PAX is a communications organization promoting concrete solutions to the gun violence crisis and empowering the American public with the resources necessary to create change.

PAX's Strategy

PAX's strategy is to leverage mass-communications to create awareness, urgency and action around the gun violence issue. Since the overwhelming majority of Americans already support the common sense solutions that would end the gun violence crisis, PAX's role is to translate this support into an influential national movement - the PAX movement. Towards this end, every PAX communication initiative works to accomplish at least one of three objectives:

Amplify the Issue

Create a compelling and sustained presence for the gun violence issue in the national consciousness, reinforcing the urgency of the gun violence issue and inciting involvement in the solutions.

Educate and Empower

Create mass awareness of measures individuals and organizations can take to prevent gun violence in their homes, communities and nation. Provide readily accessible opportunities to take meaningful action and to become involved in the PAX movement.

Provide Communication Resources

Enhance the quality, focus and ultimate effectiveness of the anti-gun violence movement's efforts by providing communication resources, including marketing and media strategy, national advertising and internet initiatives, and entertainment and media industry alliances.

PAX's Values

Determination

PAX is guided by the vision of a society free of gun violence. PAX seeks to create fundamental change through bold and immediate action.

Creativity

PAX brings a fresh and compelling energy to the fight against gun violence. PAX will challenge convention in media and politics in pursuit of greater opportunities to effect change.

Inclusiveness

PAX is not just an organization. It is a movement. PAX welcomes collaboration with any individual or organization opposed to gun violence.

Honesty

PAX consists of people motivated not by profits or politics, but by truth, compassion and common sense.

PAX's Stance on Legislation

PAX believes the solution to the gun violence crisis lies in a combination of personal responsibility and common sense regulation. PAX promotes these solutions not through political lobbying, but through communications-driven initiatives designed to bring all Americans together in vocal support of ending gun violence. Toward this end, PAX only supports legislative measures which the majority of Americans, including the majority of gun owners, already support, including:

- Child Access Prevention laws which hold gun owners responsible for what happens with their guns and which prevent children and others from having unauthorized access to firearms.
- Elimination of assault weapons
- Nationwide laws to eliminate illegal gun trafficking and keep guns out of the hands of criminals.
- Licensing and registration of guns, like automobiles.

PAX 1998-1999 Overview

1998 was PAX's first year of existence, and accordingly, the organization's initial efforts have focused on laying the foundation for long-term success of its communications-driven strategy. Therefore, PAX's efforts have concentrated on the following:

- Building a strong infrastructure
- Establishing key strategic relationships
- Developing communication initiatives

As demonstrated in the following sections, PAX has achieved significant success in each of these areas.

Building a Strong Infrastructure

Board of Trustees and Board of Advisors

During 1998-1999, PAX built upon its initial Board of Trustees and Board of Advisors to provide strong support for the organization's communications and media-driven strategy. During this period, PAX's Board of Trustees was expanded from seven to eleven members and the Board of Advisors grew to forty-four, including important new additions from the fields of entertainment, media, non-profit and politics.

Office & Administration

Significant management support has been received from a number of companies who have contributed key administrative assistance in legal, accounting and other critical organizational areas. These resources have enabled PAX to create strong management controls and oversight mechanisms, along with trademark and other legal protections. In addition, PAX has been able to attract an exceptionally talented staff to the organization, in full-time, part-time and intern positions.

Fundraising

PAX has been fortunate in that its positive brand positioning has attracted support from a broad range of individuals, foundations and corporations, many of which have not historically supported the anti-gun violence movement. In 1998 PAX raised over \$325,000, significantly exceeding its first-year goal of \$250,000. So far in 1999, PAX is on track to meet or exceed its second year goal of \$500,000. In addition, donated services in the areas of media production and placement total over \$1,500,000.

Despite this initial success, significant fundraising challenges lay ahead. As PAX launches its first full-scale national media campaign in early 2000 and continues to introduce and expand other large-scale initiatives, required financial support will increase substantially.

Establishing Strategic Relationships

Corporate Alliances

Positioned as an attractive marketing partner because of its positive, non-partisan image, PAX has allied with for-profit corporations which recognize significant marketing opportunities in partnering with the PAX name. As a result, PAX has been able to develop relationships with numerous corporate partners in fields which are critical to PAX's communications-based strategy, including media, fashion, entertainment and production. The list of corporate alliances includes Calvin Klein, Chancellor Media, DKNY, HBO, Kenneth Cole, Levis, MTV, Nantucket Nectars, Spin and Vibe Magazines, Teen People, Time-Warner, and Twist Magazine.

Entertainment Industry Support

Celebrities can play an important role in raising awareness around a social issue and PAX has gained the support of prominent individuals throughout the entertainment community during the past year and a half. Members of the entertainment community who either serve on PAX's boards or who have actively supported PAX include William Baldwin, Sarah Ban Breathnach, Danny Devito, Griffin Dunne, Laurence Fishburne, Norman Lear, Lorne Michaels, Michael O'Keefe and Mandy Patinkin. PAX has also gained the support of a number of musical artists, some of whom have incorporated PAX initiatives into their tours. Some of these artists include Aerosmith, the Beastie Boys, Better Than Ezra, the Goo Goo Dolls, Lenny Kravitz, Mariah Carey, Matchbox 20 and Pavement.

Policy-Maker Support

PAX's position of advocating non-partisan, common sense solutions has received tremendous support from all levels of the political community, from city mayors to Congressional Representatives and Senators to the White House. Importantly, these leaders include members of both political parties, demonstrating the kind of broad support for the PAX movement which is critical to bringing about real change.

Support from the Non-Profit Community

PAX has also made tremendous strides in establishing crucial collaborations and alliances within the non-profit community. This is particularly important given the

historically fractured nature of the anti-gun violence movement. PAX has joined with a number of other anti-gun violence organizations in consciously working to build greater cooperation and strategic coordination within the movement. PAX has actively reached out to local grassroots organizations, channeling new membership, providing media strategy and resources and distributing financial assistance secured from corporate sponsors.

In addition to organizations directly involved in the anti-gun violence movement, foundations, health care providers, academic institutions, professional associations, and governmental agencies have begun to support PAX's work, providing significant validation of PAX's strategy.

Communication Initiatives-Launch Year

The PAX Launch

PAX was launched in February 1998 with a series of media events centered around the one year anniversary of the Empire State Building shooting. Launch events included a major press conference at HBO's media center and a launch celebration in New York attended by 2,500 people. Both events were attended by numerous celebrities and dignitaries and received extensive national press coverage.

Fashion Initiative

In one of its first significant corporate alliances, PAX partnered in 1998 with fashion company DKNY to distribute DKNY-designed PAX merchandise in stores nationally along with educational information about gun violence prevention and the PAX movement. DKNY also sponsored a contest in the 1998 back-to-school issue of Teen People magazine in which students submitted creative ideas for ending gun violence. The contest received over 5,000 responses and the winner was featured in Teen People. As part of this initiative, DKNY also sponsored a PAX benefit concert featuring the band All Saints in New York City's Central Park.

Broadcast Radio Alliance

Nearly since its inception, PAX has received significant support from Chancellor Media, owner of over 400 radio stations nationwide. In May 1998, Chancellor flagship station Z100 held a major concert at New York City's Radio City Music Hall to benefit PAX, featuring Mariah Carey, Gloria Estefan, Matchbox 20, 'N Sync and Third Eye Blind. Artists incorporated anti-gun violence messages into their performances and Z100 ran over \$100,000 of donated public service announcements which reached millions of listeners. Z100 and other Chancellor stations have continued to provide substantial support, even helping to secure additional PAX sponsors. For example, as part of a Z100 marketing collaboration during August 1999, Nantucket Nectars created and ran public service announcements for PAX and held a PAX benefit party in New York City.

National Student Pledge Against Gun Violence

On October 8th, 1998, over one million students across nation took a pledge to help end gun violence. PAX helped promote the Pledge and held an event at a New Jersey elementary school that featured local and national leaders and received significant national press coverage. PAX supporters Aerosmith and Matchbox 20 created radio ads on behalf of PAX promoting the Pledge which ran on radio stations across the country.

The PAX Website

During its launch year, PAX introduced the first phase of its website, which provides key information and opportunities for taking action on the gun violence issue. The site provides gun violence statistics, safety information, links to local grassroots organizations, as well as mechanisms for individuals to learn about their legislators' voting records and how to contact them. PAX's website has quickly become one of the most frequently visited sites on the subject of gun violence, generating hundreds of thousands of visits since its launch. A complete redesign and upgrade is currently under development and is expected to be launched in early 2000.

MTV Partnership

In late 1998, PAX joined forces with MTV as an official partner in its 1999 "Fight for Your Rights" campaign against youth violence. As part of the program, PAX has helped to distribute tens of thousands of action guides, giving young people important tools and resources to help end violence. PAX also took part in developing an MTV special on gun violence which began airing in July 1999.

The Goo Goo Dolls - Levi's Summer 1999 Tour

PAX created a partnership with Levi's and the Goo Goo Dolls to help fight gun violence among America's youth. The Goo Goo Dolls dedicated their 1999 tour to PAX and appeared on numerous national television and radio shows to promote PAX's work, particularly the PAX Youth Petition (see below). As part of the program, PAX distributed \$50,000 in grants funded by Levi's to community-based organizations along the Goo Goo Dolls tour which have performed exceptional work to help reduce gun violence.

Other Music Industry Initiatives

Over its initial two years, PAX has established relationships with a number of top artists and record labels to create communication programs that have brought PAX's message to over one million young people nationwide. In addition to the Goo Goo Dolls tour, Matchbox 20 and Better than Ezra have dedicated tours to PAX, donating a portion of tour proceeds, distributing educational literature and speaking about the issue to the press and from the stage. PAX's message has also been incorporated into several compact disc releases, from alternative rock to hip hop. PAX has also been a major partner in several large festivals and events across the country, including Woodstock '99, MTV's Extreme Sports Festival and Hard Rock Café's RockFest.

PAX Involvement Kit

PAX has developed information kits to educate individuals and organizations on how they can be a meaningful part of the PAX movement to end gun violence. Tens of thousands of these kits have been distributed through schools, grassroots groups and at major concerts and events. The kits are customized by region to help people get involved with grassroots groups in their own communities.

Communication Initiatives-Long Term

The ASK Campaign (Asking Saves Kids)

In early 2000 PAX will launch its first national public service media campaign. The theme of the campaign is A.S.K (Asking Saves Kids) and it teaches parents to ask their neighbors if there is a gun in the home before they send their children over to play.

The ASK campaign is based on extensive research which shows that parents are unaware of the risks posed to children by firearms. The fact is, over 1/3 of American households have firearms, many of them unlocked and loaded, and every year thousands of children die as a direct result. The research also shows that when they do learn about these risks, parents are likely to start asking if there are guns in the homes of their children's friends.

By promoting this question, the ASK Campaign will focus the gun violence issue on the fundamental question of children's health and safety. It will enroll all Americans, including responsible gun owners, by making the solution a matter of good parenting. With strong media support, the ASK concept will eventually become a routine part of the parenting vernacular, much like "Look both ways before you cross the street", "Friends don't let friend's drive drunk" or the concept of second-hand smoke, paving the way for fundamental changes in social behaviors.

Television, print, radio and outdoor ads for the ASK campaign are being developed by Bartle Bogle Hegarty (BBH), one of the world's leading creative and brand building advertising agencies. BBH has secured the talents of award winning directors, photographers and production facilities to produce the ads, with the total value of donated creative and production resources to date exceeding \$1,000,000.

For media placement, PAX has already secured commitments from cable networks, radio networks and outdoor advertising companies to run the campaign nationally, and posters and other information devices will be placed in doctors offices, hospitals and schools throughout the country. On-going evaluation and development of the ASK Campaign will be performed through a research collaboration with The Johns Hopkins

University Hospital Center on Gun Policy and Research, the preeminent academic group working on the gun violence issue.

The PAX Youth Petition to End Gun Violence

Young people are disproportionately affected by the gun violence crisis and PAX has developed a national initiative to help enroll and empower them to create change. The PAX Youth Petition to End Gun Violence (www.paxpetition.org), is a national internet-based petition signed by America's young people. It was developed with the direct input of young people in focus groups around the country and reads:

The PAX Youth Petition

We are the future of America and we demand a future free from gun violence. We will no longer remain silent as a preventable epidemic devastates our towns, our homes and our schools. We call on our nation's leaders to develop a comprehensive plan to end the crisis of gun violence in our nation. This plan must include:

1. A national campaign to educate all Americans, both gun owners and non-gun owners, about the threat of gun violence and how it can be prevented.

2. Common sense gun violence legislation which is already supported by the majority of Americans, including the majority of gun owners. Specifically:

- Child access prevention laws which hold gun owners responsible for what happens with their guns & prevent children from having unauthorized access.*
- Elimination of assault weapons & other weapons of war*
- Uniform nationwide laws to eliminate illegal gun trafficking and to keep guns out of the hands of criminals.*
- Licensing and registration of guns, just like automobiles.*

We demand solutions, not political debate, and we demand those solutions now. Every day our nation waits another 14 young Americans die.

PAX's goal for the Youth Petition is to get one million signatures and present it to the President and Congress. To achieve this goal, PAX is leveraging a number of innovative distribution methods. The petition is being promoted with banners on PAX supporters' websites, including MTV, Levi's, Nantucket Nectars, UGO, and several radio stations. Z100 in New York, the world's most listened-to radio station, has put the PAX Petition on its website and created ads to promote it on-air. In print, the popular teen magazine *Twist* has created a program around the Petition that includes editorial coverage, as well as a special version of the Petition that appears on *Twist's* website and has run in the magazine.

PAX is also allying with its partners in the music industry to promote the Petition. In June 1999, RockFest, a major concert in Atlanta with over 100,000 attendees, made the PAX Petition an official part of their program. The Goo Goo Dolls have made PAX and the PAX Petition the primary social focus of their 1999 summer tour and are distributing the Petition at all concert venues from a special PAX/MTV tent. In July 1999, The PAX Petition also had a strong presence at one of the year's biggest concert events, Woodstock '99, where over 20,000 young people signed. PAX is also leveraging the distribution efforts of grassroots anti-gun violence groups around the country as well as school systems, parent and educational associations, and other large-scale networks.

PAX Student Chapters

In response to interest generated through PAX's communication initiatives, students across the country have requested help in starting PAX chapters in their schools, and several such chapters now exist. PAX is currently working with student leaders to develop a PAX chapter start-up kit for distribution to students through PAX's website and through communication initiatives such as concerts and special events. PAX student chapters will provide an invaluable resource for the PAX movement by further enrolling an enthusiastic and influential segment of the population, which to this point has not been given the opportunity to participate in creating broad-scale change.

Ongoing Communication Initiatives

In support of PAX's primary communication initiatives, and as part of its strategy for creating a sense of cultural ubiquity for the gun violence issue, PAX will continue to take advantage of individual communication and media opportunities as they arise. These include, but are not limited to, concerts, special events and fundraisers, celebrity endorsements, corporate sponsorships and retail alliances, television news, newspaper and magazine appearances. The list of possibilities is almost endless. PAX's goal is to identify and maximize the best of these opportunities to help make gun violence the defining issue of our time and to create the sense of national urgency that will help effect real and lasting change.

Year 2000 Objectives

With a strong organizational foundation in place and with its initial communication and media programs now underway, PAX's year 2000 objectives are as follows:

- Achieve 20% market awareness of ASK campaign message, increasing to 40% in year 2001.
- Create active participation of at least one million young people in the anti-gun violence movement through the PAX Student Petition.
- Enroll at least 50 grassroots organizations nationwide as PAX network members.
- Reach minimum annual funding goal of \$1,000,000.
- Solicit at least \$2,000,000 in pro bono media donations from corporate partners.

PAX's Founders

Talmage Cooley

In 1995, Talmage founded the Gun Violence Project, where he developed a comprehensive plan for using innovative media strategies to create an effective national anti-gun violence movement. His work has gained the support of a number of prominent individuals and organizations in the entertainment and media industries, as well as within the anti-gun violence movement. In 1997, Talmage co-founded PAX and the Gun Violence Project was merged into this new organization.

Previous to founding PAX, Talmage held positions for eight years in corporate finance and trading with Morgan Stanley and Dominion Bankshares, and then established a successful career in the creative arts as a writer, director and photographer. He received BA and MBA degrees from the University of Virginia.

Daniel Gross

Daniel was 30 and the youngest Partner at the J. Walter Thompson advertising agency when his younger brother, Matthew Gross, was critically wounded in the 1997 shooting atop the Empire State Building. Shortly thereafter, Daniel left his advertising career to co-found PAX. Today, recognized as one of the leading national spokespersons on the gun violence issue, he has made numerous appearances both nationally and locally on television, radio and in print and has received public praise from several members of Congress as well as President Clinton. Daniel's numerous awards and honors include a fellowship from the Rockefeller Foundation, which recognized him as one of the next generation of America's leaders.

Daniel received B.S. degree in psychology and economics with honors from Tulane University in 1989 and currently lives in New York City with his wife Maria.

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Lee Blumer
Manhattan Center Studios

James Brady
Former White House Press Secretary

Sarah Brady
Chairperson, Handgun Control, Inc.

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Mandy Patinkin
Actor

Mark Persaud
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Jon Podell
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Bill Powell
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CEO, Metropolitan Entertainment Group

Bobbi Schlesinger
President, Freeman Public Relations

Rep. Charles Schumer
US House of Reps. (D-NY)

Gail Thorson
Educator

Lorraine Tobias
Founding Partner, Imaginary Studios

Sponsors and Contributors

The following is a partial list of corporations, individuals and organizations that have generously supported PAX in 1998 and 1999:

Aerosmith	Kathryn Grody	The New York Yankees
Allard K. Lowenstein Fund	GFI Group, Inc.	Mandy Patinkin
Anheuser Busch	Giant Merchandising	Pavement
Alvin J. Bart & Sons Printers	The Goo Goo Dolls	Pentagram Design
David H. Berg	Gourmet Garage	Matchbox 20
Alec Baldwin	Richard and Patricia Griswold	MTV
Billy Baldwin	Handgun Control Inc.	Nantucket Nectars
Bartle Bogle Hegarty	Hard Rock Café	NBC
Sarah Ban Breathnach	HBO	Willie Nelson
The Beastie Boys	The HELP Network	Mehdi Norowzian
Eric Bernthal	Johns Hopkins University	Samual Rubin Foundation
Better Than Ezra	Hot Stamp	Kathy Schenker & Associates
Broadcast News Network	Imaginary Studio	Simple Abundance Charit. Fund
Calvin Klein Cosmetics	Jammin 105	Robert Smigel
Mariah Carey	Wycleff Jean	Kate Spade
Chancellor Media	Dan Katz	Spin Magazine
Chelsea Pictures	Donna Karan	Tanqueray
Kenneth Cole	Dan Klores & Associates	Teen People Magazine
Paula Cole	Lenny Kravitz	Third Eye Blind
Tim Cook	Michelle Kydd	3-2-1 Records
Dr. David Cossman	Michael Lang	Wade and Angela Thompson
Jill Cossman	Maggie Lear	Time Warner
Dan Klores Associates, Inc	Norman Lear	Twist Magazine
Gavin De Becker	Levine/McEvoy Consultants	Untracht & Associates
Danny DeVito	Liz Claiborne, Inc.	Showtime
DKNY Jeans	David Matthews	Vibe Magazine
Digital Domain	Jane Matthews	Warner Bros.
Laurence Fishburne	Peter Max	Woodstock '99
Friedman Kaplan & Seiler	Lorne Michaels	WKTU
The Gap Foundation	Benjamin Mintz	Z100
Eric Garcetti	G-VOX	
Gil Garcetti	The Pines Bridge Foundation	
Maria Garcia	The Proteus Fund	

1998 - 1999 SELECTED PRESS



The peacemakers:
Talmage Cooley and
Daniel Gross of PAX

under the gun Will America wise up about violent crime?

In the wake of Jonesboro, West Paducah, and far too many other stunning incidents of gun violence, pundits have bemoaned the "senselessness" of the crimes. Of course, drugs, music, or movies could have influenced the rise of gun-inflicted deaths in the U.S. (35,957 in 1995 is the last official count). But rather than furthering the debate over whether politics or pop culture is to blame, Talmage Cooley and Daniel Gross, founders of the new national anti-gun violence organization PAX, believe—with startling common sense—that the most efficient solution is to attack the only concrete cause of the problem: how incredibly easy it is to get a hold of a gun in this country. "The reality is, these tragedies make a lot of sense," says Gross. "Everybody wonders, How do kids get this way? How does something like this happen? I'll tell you *exactly* how: The kids had access to guns."

A former ad exec, Gross, thirty-one, left his job to start PAX after his brother Matthew was critically injured and a friend of Matthew's killed in the February 1997 shooting on top of the Empire State Building. ("There are only about

four blocks in New York City where you can't see the Empire State, and I know every one of them," he says.) Cooley, thirty-eight, a writer/director, was already collaborating with Susan Sarandon and Griffin Dunne on gun-safety issues before he met Gross. Impressively passionate and media savvy, the pair, whose supporters include Mayor Rudolph Giuliani, James Brady, MTV, and DKNY Jeans, plan an all-out campaign of benefits, concerts, and PSAs that they hope will turn the tide on gun violence. A Web site set to launch this summer (www.pax-usa.org) will provide information on legislations sure to reduce shooting deaths, like child-access prevention laws. Yet Cooley and Gross are adamant about not becoming another divisive antigun lobby. "Eighty percent of the people in this country, including 70 percent of gun owners, already support [gun-safety] legislations, but, unbelievably, *nothing* happens, because it's been a political issue," says Cooley. "What we have to do is think of it as a public-health epidemic—one that all Americans can come together to cure." —LOUISA KAMINS

visionaries

How to look great in a bikini by Cindy Crawford

get your body ready for the new fall clothes

Vinnie Driver on men vs. boys

Harrison Ford: seriously sexy



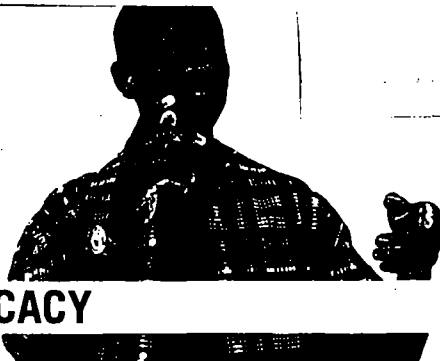
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fight for your rights:



5 ADVOCACY



As you know by now, young people are often affected by acts of violence. Yet too often they do not get involved in determining the crime laws and policies that affect them. If you think that's wrong, then advocacy is probably right for you.

Advocacy can mean writing your local representatives with your ideas about how to reduce youth violence. It can also mean getting involved with national organizations like the National Youth Network which consists of youth leaders from across the country who meet regularly and discuss ways of

combating youth-oriented problems like violence. "Networking is phenomenal. Not only does it give us the opportunity to voice our ideas and opinions, but it allows us to share our experiences and knowledge with others who have the power to make changes," says Jennifer who has taken part in the network's meetings.

In some states, young people have produced radio public service announcements that send anti-violence messages to their peers. But there are numerous other opportunities to advocate for change as well.

To find ways you can get involved, contact the organizations below.

Rock the Vote

(310) 237-2000 or www.rockthevote.org

Rock the Vote is a national organization dedicated to promoting freedom of expression and helping young people realize and use their power to effect change in the civic and political lives of their communities.

PAX

(Toll free) 1-877-PAX-3589 or www.paxusa.org

Committed to reducing gun violence, Pax is a national organization that uses communication and media strategies in support of grassroots public outreach efforts to create public awareness about gun violence.

The National Youth Network

www.usdoj.gov/kidspage/getinvolved

Sponsored by the US Department of Justice, The National Youth Network provides young people with a unique opportunity to share perspectives with other teenagers on issues related to delinquency prevention and juvenile justice.

The National Network for Youth

www.nnnyouth.org or (202) 783-7949

The National Network for Youth has been a leader in addressing the challenges facing America's young people and their families for over 22 years. With direct members and regional and state constituents, the National Network works to fulfill its mission: to ensure that young people can be safe and grow up to lead healthy and productive lives.

The National Youth in Action Campaign

www.youthink.org

National Youth in Action Campaign is a national organization that works with 36,000 schools and 1,800 universities across the country to provide program and financial support for young people who want to take the initiative on improving their communities and the country.



- 1 sound bite by method man
- 2 LAUREN HILL
- 3 sound bite by britt jay of green day
- 4 DAVE MATTHEWS BAND
- 5 sound bite by aft alaskas of everclear
- 6 EVERCLEAR
- 7 sound bite by jennifer love hewitt
- 8 BACKSTREET BOYS
- 9 sound bite by alanis morissette
- 10 ALANIS MORISSETTE
- 11 sound bite by q-tip of a tribe called quest
- 12 TUBI AMOS
- 13 sound bite by adam yauch of the beastie boys

- forgive those father
- cry freedom
- father of mine (special pop mix)
- quit playing games (live version)
- sympathetic character
- me and a gun

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Fans help do-gooding Goo Goo Dolls during summer tour

August 26, 1999

Web posted at: 2:51 p.m. EDT (1851 GMT)

LOS ANGELES (CNN) -- The Goo Goo Dolls, already flush with the success of their sixth album -- the double-platinum "Dizzy Up the Girl" -- and their hit single "Slide," are putting a couple of major charities on the line as they get into full swing on a U.S. tour.

Their summer tour -- it started in July and ends September 21 on "The Rosie O'Donnell Show" in New York City -- has them spending months on the road.

"You get tired," the band's guitarist and lead singer, John Rzeznik, told CNN Showbiz Today's Jim Moret, "but you get in a groove ... and it becomes routine, you know?"

And, if you're the Goo Goo Dolls, doing good deeds becomes part of your routine. On the band's last tour, in spring 1999, the group collected some 30 tons of food for the charitable organization USA Harvest -- on average, says bassist/singer Robby Takac, about a ton a night. The food is distributed in the area in which it's collected, Takac says.

"All our fans have been really good," Rzeznik says. "I mean, there's really no incentive other than doing the right thing. So the people that come to see our band are really cool. And they've been bringing a ton of food a night, which is great."

Columbine inspired gun violence petition

The band also speaks out against violence, handing out an MTV CD at every concert and giving concertgoers the opportunity to sign a petition against gun violence organized through the group PAX. Referring to the Columbine High School shootings in Littleton, Colorado in April, Rzeznik says, "After the whole thing happened in Colorado, I couldn't believe how bad it had really affected everybody. It freaked us out, you know?"

"And we decided that it was probably a pretty good cause to get involved in," he says.

The band also recently released a new single, called "Black Balloon," which they performed live on Showbiz Today.



MULTIMEDIA

Goo Goo Dolls perform "Black Balloon" on CNN Showbiz Today

- Full audio performance:
1.8 MPEG-3
- Audio clip: 310K WAV
- Video clip: 1.2Mb QuickTime

**JOIN TOGETHER ONLINE**www.jointogether.org

September 28, 1999

Levi'S® and the Goo Goo Dolls Extend Challenge To America's Youth To Help Fight Gun Violence

For Immediate Release:

September 21, 1999

Contact Information:

Sandy Westlake
Levi Strauss & Co.
(415) 501-6983
swestlake@levi.com

Jared Dougherty
Ketchum
212.448.4238
jared.dougherty@ketchum.com

NEW YORK (September 21, 1999) - As Levi's® Fuse '99 wraps up, headlining band, the Goo Goo Dolls, and Levi's® continue their support for PAX, a non-profit, anti-violence organization. Yesterday, at an exclusive party at the Bowery Ballroom in Manhattan, Levi's® and PAX, with the support of the Goo Goo Dolls, challenged America's youth to take action against gun violence by logging onto www.levismusic.com and "signing" the Levi's® virtual denim wall in support of PAX. In an effort to spread the importance of a society free of gun violence, the challenge is being extended online for two weeks starting today and ending on Tuesday, October 5.

Each virtual signature collected supports PAX's goal to solicit one million signatures by the end of the year as part of its Youth Petition to End Gun Violence. With this, PAX strives to reach youth all over the country with messages about making a difference for a more peaceful society. The Petition from America's Youth to our nation's leaders is intended to implement common sense solutions to the gun violence.

"This was monumental for us to be able to reach out to so many young adults simultaneously about anti-violent behavior and how it can benefit society," says Dan Gross, founder of PAX. "The Goo Goo Dolls and Levi's® have given us the opportunity to communicate our message on a local and national level and this is what we have been striving toward since we founded PAX."

In addition to singing their way around the country, the Goo Goo Dolls have been extremely instrumental with Levi's® in voicing their opinions on anti-violence. At the launch of Levi's® Fuse '99 in July, the Goo Goo Dolls, Levi's® and PAX kicked off a "De-Fuse the Violence" campaign in support of PAX, where the Goo Goo Dolls signed a gigantic denim mural. To extend the campaign beyond the kick-off, the Levi's® Fuse Box, an urban lounge on wheels, followed the tour to 20 cities carrying the denim mural. At each concert venue, the mural was used to collect signatures for The Petition and to help raise awareness around the anti-violence message. Concert-goers, emerging talent from Levi's® First Stage and local media all signed the mural in support of PAX.

Levi's® is also donating a \$100,000 grant and a percentage of all Levi's® Fuse '99 t-shirt proceeds to PAX in support of their efforts. PAX representatives helped to spread a positive message with MTV's "Take A Stand Against Violence" action brochures and CDs, as well as other informational materials at each of the 44 Levi's® Fuse '99 venues.

PAX was co-founded by Talmage Cooley and Dan Gross in 1997. PAX's mission is to create a powerful national movement, which brings all Americans together in support of common sense social and political solutions to the gun violence epidemic. Through an innovative communications and media strategy, PAX will amplify the gun violence issue, empower individual action and unify the grassroots movement, leading ultimately to a passionate and informed demand for fundamental change.

Levi® Strauss created the world's first pair of jeans in 1873 and today is the number one jeans brand in the world. For more information on Levi's® Fuse '99, other Levi's® music sponsorships and the brand, visit www.levi.com.

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Join Together, a project of the Boston University School of Public Health, is a national resource for communities working to reduce substance abuse and gun violence. For information, email info@jointogether.org.

*JOIN TOGETHER ONLINE*www.jointogether.org

September 13, 1999

Levi Strauss Funds PAX Anti-Gun Violence Program

The Levi Strauss Foundation recently awarded a \$100,000 grant to PAX, a new national anti-gun violence organization.

In addition, PAX is receiving funds from the musical group the Goo Goo Dolls as part of the Levi's Fuse 99/Goo Goo Dolls tour.

PAX awarded \$50,000 of the \$100,000 grant to local nonprofit groups that are working to prevent youth gun violence in 10 cities along the Goo Goo Dolls U.S. tour.

The 10 grant winners were: Teens on Target in Los Angeles and San Francisco, Calif.; Students Against Violence Everywhere, Seattle, Wash.; Boys & Girls Clubs of Chicago, Ill.; Gun Runners, New York, N.Y.; Co/Motion Gun Violence Prevention Initiative, Washington, D.C.; the Louis D. Brown Peace Institute, Boston, Mass.; Georgians United Against Gun Violence, Atlanta, Ga.; and Young Texans Against Gun Violence, Houston, Texas.

The groups will distribute anti-gun violence information at the concerts in a special tour bus created by Levi and in the PAX tent cosponsored by MTV.

For further information about grant program offered by PAX, contact Talmage Cooley or Daniel Gross at 212-677-1124.

Find this article useful? You'll find 20,000 more just like it on Join Together Online (<http://www.jointogether.org>). Or, get the news via email. Subscribe for free at <http://www.jointogether.org/about/jtodirect/email/frameset.html>. Reproduction or distribution of this information is encouraged!

Join Together, a project of the Boston University School of Public Health, is a national resource for communities working to reduce substance abuse and gun violence. For information, email info@jointogether.org.

If you're fed-up with gun violence, now's your chance to get involved. PAX hopes to get 1,000,000 teens and twenty-somethings to sign their petition, which they'll present to President Clinton. Your signatures can really make a difference.



We are the future of America and we demand a future free from gun violence. We will no longer remain silent as a preventable epidemic devastates our towns, our homes, and our schools.

We call on our nation's leaders to develop a comprehensive plan to end the crisis of gun violence in our nation. This plan must include:

1. A national campaign to educate all Americans, both gun owners and non-gun owners, about the threat of gun violence and how it can be prevented.
2. Common sense gun violence legislation which is already supported by the majority of Americans, including the majority of gun owners, such as:
 - Child access prevention laws to hold gun owners responsible for what happens with their guns and prevent children and others from having unauthorized access.
 - Elimination of assault weapons and other weapons of war.
 - Nationwide laws to eliminate illegal gun trafficking and keep guns out of the hands of criminals.
 - Licensing and registration of guns, like automobiles.

We demand solutions, not political debate, and we demand those solutions now.

Every day our nation waits, another 14 young Americans die.

[illegible]

Once you've got 10 signatures, send this petition to PAX at:
P.O. Box 2151, New York, NY 10021. Or sign the petition on the Internet at www.paxusa.org

Go to www.twistmag.com for info on a cool contest

From: Woodstock 99
Metropolitan Entertainment

FROM: Woodstock '99
Susan Blond, Inc.
250 West 57th Street, Suite 622
New York, NY 10107
Contact: Lois Najarian
Phone: (212) 333-7728 x 105
Fax: (212) 262-1373

FROM: PAX
Dan Klores Associates, Inc.
386 Park Avenue South
New York, NY 10016
Contact: Rachel Mendes/Jordan Schwartz
Phone: (212) 685-4300
Fax: (212) 685-9024

IT'S STILL ABOUT PEACE

Woodstock 99 Festival Hosts PAX and

Movement to End Gun Violence

Festival Helps Launch Largest Youth Petition in History

(New York, NY) July 16, 1999- The national anti-gun violence organization **PAX** announces today that Woodstock 99 will help launch a major campaign for peace and an end to gun violence at this year's festival. PAX and Woodstock are joining together to empower young people with an unprecedented opportunity to make their voice heard on the most important issue facing young people today. At the center of this campaign to promote the values of peace and community involvement is **The Woodstock Petition for PAX**, a petition signed by Americans under 30 demanding immediate solutions to the gun violence crisis and an end to the political debate. The overall goal of the petition is to make history amassing over 1,000,000 signatures by the end of the summer and to become the largest youth petition ever. The Woodstock 99 festival takes place July 23rd-25th in Rome, New York.

PAX co-founder Daniel Gross, whose brother Matthew was shot in the incident atop the Empire State Building in 1997, said, "We are excited to be part of Woodstock 99. Young people across America are overwhelmingly in favor of common sense solutions to the gun violence crisis. This event provides an opportunity to empower them to be a part of the solution."

Talmage Cooley, also a PAX co-founder, added, "This is the most important event in America and the message is clear: Young people are demanding change. Gun violence in our nation is unacceptable and its time our leaders did something meaningful about it."

In the Woodstock Petition for PAX, the young people of America call for President Clinton to hold a national leadership summit that includes youth leaders and, coming out of that summit, to implement a concrete plan to end gun violence. PAX expects to get over 100,000 Petition signatures at the Woodstock festival.

According to Woodstock founding father **Michael Lang**, "Thirty years ago, a generation came together at Woodstock to send a message about the values of peace, love and non-violence. With the recent wave of school shootings and the growing impact of gun violence, the young people at Woodstock will again be sending a message to the nation."

PAX and Woodstock will set up a special tent at the festival to serve as headquarters for the PAX Petition as well as special activities promoting peace and an end to gun violence. The tent will feature conflict resolution and other workshops with an emphasis on alternative expressions to violence through the arts, such as songwriting and spoken word poetry. There will also be educational information on how to identify the warning signs of violence based on the work of PAX board member **Gavin de Becker**, the nation's leading expert on gun violence, and best-selling author of *The Gift of Fear* and *Protecting the Gift*.

Throughout Woodstock, special messages and films relating to the PAX movement to end gun violence will be projected on the festival's two main stages and on kiosk monitors in the venue. These will include an animated short film by **Robert Smigel**, creator of Saturday Night Live's animated features *Fun with Audio*, and will also feature interviews and performances by Woodstock 99 artists. Academy Award-nominated director and actor **Griffin Dunne**, a PAX founding Board member, will be appearing on stage at the festival and in the PAX tent to speak about the PAX movement.

Woodstock 99's support of PAX will also include a significant financial contribution. The festival has committed to donating a portion of all merchandise sales to PAX efforts.

PAX is a non-profit organization headquartered in New York whose mission is to create a powerful national movement to end gun violence that, a movement that is positive, youthful, and exciting. Through innovative media and communication initiatives, PAX intends to amplify the gun violence issue and empower every American to help create change.

Interviews are available with PAX's co-founders **Talmage Cooley** and **Dan Gross**, PAX board member **Griffin Dunne**, Woodstock's founding father **Michael Lang** and Woodstock 99 co-producer and PAX board member **John Scher**.

###

The New York Times

THE REPORTER

ROLL  CALL

Until Congress acts, we recommend changing the school dress code. Every day, guns kill 14 children in America. On streets. In homes. At schools. At this rate, our kids don't have a fighting chance. That's why we strongly support the Children's Gun Violence Prevention Act sponsored by Representative Carolyn McCarthy and Senator Edward Kennedy. It's not about eliminating guns, but keeping them out of the hands of children. Please call (202) 225-3121 and the Congressional operator will connect you to your representative. Urge them to support the Children's Gun Violence Prevention Act now. Because every day another 14 kids die.



Help us do more to prevent gun violence against our children. Please donate to Handgun Control, Inc.
Name _____ Address _____
Send your donation to Handgun Control, Inc., 1225 Eye Street NW, Suite 1100, Washington, DC 20005

Because we devote 100% of our efforts to passing gun control legislation, contributions to Handgun Control, Inc., are not deductible as either charitable contributions or business expenses.

PAX

CHOOSE PEACE



PAX SUPPORTERS: DKNY MODELS
ESTER CANADAS AND MARK VAN DER LOO

PAX is the movement to end gun violence in America. **PAX**, which means 'peace' in Latin, is the bold and determined voice of all Americans who demand common sense, social and legislative change in pursuit of a safer, more peaceful nation. To find out how you can make a difference, please call us at 212.957.5661, or visit us on the web at www.paxusa.org

DKNY JEANS SUPPORTS **PAX** IN ITS MISSION
TO END GUN VIOLENCE IN AMERICA.

gear

september 1998

Teen
People

contest

Win a \$1,000 DKNY Jeans wardrobe
and help stop gun violence

TEEN PEOPLE has
the exclusive
first look at
DKNY Jeans'
newest gear.

Calling all guys and
girls: Score loads
of great stuff
from DKNY Jeans.

Here's how:

DKNY Jeans and PAX, a nonprofit organization dedicated to ending gun violence, want to hear your ideas on how to solve the problem—and reward you for your efforts.

You can choose one of three different ways to enter:

a written essay, a photo essay or a home video. The theme is the same for each category: How has gun violence made an impact on teens' lives, and what can be done to stop it? One winner from each category will receive a personalized DKNY Jeans wardrobe worth \$1,000. For complete details on how to enter, see page 212. If you'd like to learn more about PAX, or about bringing a Student Pledge Against Gun Violence project to your school on October 8th of this year, call 212-957-5651 or visit the PAX Web site at www.pax.org.

University Times

California State University, LA

Summer Concert

Goos appear to raise money for PAX, stay to play a show

By Alina Avanesyan
Times Staff Writer

What makes a great band even better?

Virtue.

It is something that has been the basis of everything the Goo Goo Dolls have ever done through their more than 10 years of existence as a band. Their full-blown stardom is a result of staying true to the idea of what they wanted to do throughout the years of low-budget touring.

The Goo's fifth album provided them with their long-overdue breakthrough. Their latest album, "Dizzy Up The Girl," has them playing a 44-market summer concert tour, joined by Fastball and Sugar Ray.

The first-ever summer concert series presented by Levi's is taking PAX, a non-profit anti-violence organization, on the road with an important message. Partnering with PAX and MTV, Levi's and the Goo Goo Dolls are stressing to youths the importance of a gun-free society. For every signature collected on a denim mural, Levi's will make a contribution to PAX up to a total of \$100,000.

Last Tuesday afternoon the campaign stopped by the Key Club in Los Angeles. The Goos shared their views on gun violence with their fans, signed autographs and gave away CDs, T-shirts and tickets to their concert taking place in the Greek Theater later that day. All attendees signed the denim mural and left quite content.

As if seeing the Goo Goo Dolls twice in one day was not special enough, add Fastball and Sugar Ray to the sky lit, tree-fenced observatory that is the Greek Theater.

Fastball took the stage at 7:30, playing songs from their latest album, "All The Pain Money Can Buy." The venue was not fully occupied, but that didn't bother some who were dancing through the songs. Fastball started the night right with its upbeat music and occasional thank-you's for those showing up early.

Sugar Ray is one of the most entertaining bands to watch. Their 45-minute set was swept away by the zest of such songs as "Someday," "Every Morning" and the 1997 summer classic, "Fly." Mark McGrath's karaoke of The Backstreet Boys' "Quit Playing Games (With My Heart)" didn't go unnoticed either. On a more serious note, McGrath offered his prayers and condolences to the Kennedy family; a reminder that

this tragedy touched many.

By the time the Goo Goo Dolls were to take the stage, the moon and the stars had arrived. In fact, one could even see a few stars down below, like former "Full House" star Bob Saget and singer Chris Isaak. The air was fresh and the music was stirring. In "Dizzy Up The Girl," gentle strings co-existed with power-chords without overwhelming the other. The hour-and-a-half set also included songs such as the wry "Black Balloon," and of course the night would not have been complete without "Name" and "Iris," which Rzeznik jokingly described as sissy songs.

And as anyone who has been to the Goos' concert knows, night came to an end with a guitar being thrown in the air.

To submit a letter to the editor regarding this story.

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JOURNAL SENTINEL

TUESDAY, AUGUST 10, 1999 — FINAL EDITION NORTH — WWW.JSONLINE.COM

Cue
YOUR ENTERTAINMENT GUIDE

MILWAUKEE JOURNAL SENTINEL

GOING OUT

For a good cause: Check out Levi's Fuse Box, an urban lounge on wheels featuring Sony PlayStations, TV monitors and a CD-mixing station with a pounding sound system. Or sign the Levi's denim mural in support of the "De-Fuse the Violence" campaign. For every signature, Levi's will donate \$1 to PAX, a non-profit, anti-violence organization. 5:30 to 7 p.m. at the Marcus Amphitheater.

The Detroit News

Wednesday, August 18, 1999

15

Metro Edition

The Detroit News

Features

Charity

Goo Goo Dolls fans fight violence with jeans

Get to the Goo Goo Dolls concert at Pine Knob early today and you can contribute to the anti-violence cause. Jeans-maker Levi's, sponsor of the Goo Goo Dolls' Fuse '99 tour, opens its Fuse Box urban-style lounge at the theater starting at 5:30 p.m., where you can play video games, hear a deejay and sign a denim mural. Levi's will donate \$1 for every signature to PAX, a non-profit anti-violence organization. The concert starts at 7. Call (248) 645-6666.

CU-DENVER ADVOCATE

September 1, 1999

CU-DENVER ADVOCATE SEPTEMBER 1, 1999 19

MUSIC

SOUND
waves

—SOUND WAVES from page 19

In protest of teen violence, the Levi's Fuse Box rolled through Denver on July 29 for a pre-concert charity event to help raise awareness and money via the "De-Fuse The Violence" campaign for PAX, a non-profit organization which helps to raise awareness for a society free of gun violence. The Levi's Fuse Box is a 40-foot long luxury lounge that collects signatures in protest of gun violence. It was on a 44 concert tour with The Goo Goo Dolls, Sugar Ray, and Fastball and for every signature, Levi's donated a dollar from the T-shirt proceeds. In Denver alone, over 800 signatures were collected.

A



The Goo Goo Dolls on the road

MARKET IN BRIEF

September 1, 1999

AV	▲	10,928	+108.10
7000	▲	1,331	+10.00
S&P 2000	▲	931	+2.10
NDX	▲	2,751	+11.97

METROWEST BUSINESS

Big retailers use pop music to reach their dream audience



When Levi's sponsored the Goo Goo Dolls at the Tweeter Center last Friday, the retailer reached a sold-out crowd of more than 14,000 in the span of a few hours. And the majority of those fans belong to Levi's target market.

Marketing professor Leland Campbell believes it's no coincidence retailers and stars are sharing promotion power.

Campbell said the Levi's approach is smart. The Fuse Box bus was parked in front of the venue's gates. With its plush couches and televisions equipped with Sony PlayStations, it was inviting for fans.

While the bus has been following the Goo Goo Dolls on the band's 20-city tour to promote the Pax Charity, a campaign to stop gun violence.

Those who wanted to sign the Pax petition did so with chalk on denim-clad boards with the Levi's label. Levi's, in turn, will donate \$100,000 to the organization.



LABFAY THE GOO GOO DOLLS

The Most Up-To-Date Goo Goo Dolls Site on Earth!

<http://www.boyleworks.com/labfay.html>



The Goo Goo Dolls are

Robby Takac, John Rzeznik and Mike Malinin

Quick Links!

News	Tour & Tickets	Goo Master Calendar	How? Meet the Goo	Goo Traders
Photos	Bio	Goo Encounters	Buy Goo Online	Fan Reviews
Goo in the Mag	Recent Releases	Goo TV & Radio	Goo's Stories	Mailing List
Fan Club	Misc Info	Letters from Goo	Discography	Goo Links
All Goo! Webbing	Lyrics	News Group	Link2LabFay	Cool Stuff

Late Breaking Goo Goo Dolls News

Take A Stand Against Violence--MTV site
Levi's Virtual Denim Wall in Support of PAX

September 25, 1999--Levi's Goo:Levi's® and the Goo Goo Dolls extend a challenge to America's youth to help fight gun violence. The Goo Goo Dolls, and Levi's® continue their support for PAX. Monday night, at an exclusive party at the Bowery Ballroom in Manhattan, Levi's® and PAX, with the support of the Goo Goo Dolls, challenged America's youth to take action against gun violence by logging onto www.levismusic.com and "signing" the Levi's® virtual denim wall in support of PAX. In an effort to spread the importance of a society free of gun violence, the challenge is being extended indefinitely.

Each virtual signature collected supports PAX's goal to solicit one million signatures by the end of the year as part of its Youth Petition to End Gun Violence. With this, PAX strives to reach youth all over the country with messages about making a difference for a more peaceful society. The Petition from America's Youth to our nation's leaders is intended to implement common sense solutions to the gun violence.

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September 27 - October 3, 1999

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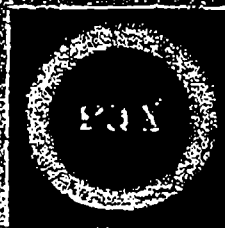
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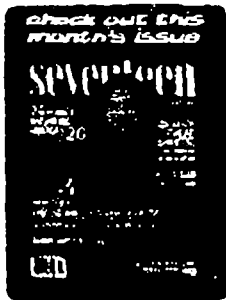
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DISH of the DAY



Goo Goo Dolls and Sugar Ray stop the violence • Sarah Michelle Gellar defends teen actors • Britney Spears gets lost • Side Dish: Stephen King, Diana Ross, Sandra Bullock, Bono and the Pope

By Heather Muse

FOR A GOO CAUSE: The Goo Goo Dolls have wrapped up the Levi's Fuse tour, which also featured Sugar Ray, but the Goos are still promoting anti-violence. Also joining the guys on tour was a denim mural for the gun control group PAX, which the Dolls urged fans to sign along with a PAX's Youth Petition To End Gun Violence.

The Goo Goo Dolls are continuing their crusade against gun violence by signing the Levi's virtual denim wall, which is on Levi's website (www.levismusic.com). The boys attended a party in New York City Monday night to kick off the launch of the virtual wall. Each signature counts toward PAX's goal of gaining one million names on the petition by the end of the year. You can check out the mural online if you want to speak out and help make gun violence a thing of the past.



Goo guy Johnny Rzezniak "signs" the virtual denim wall on the Levi's website

...

September 23,
 1999

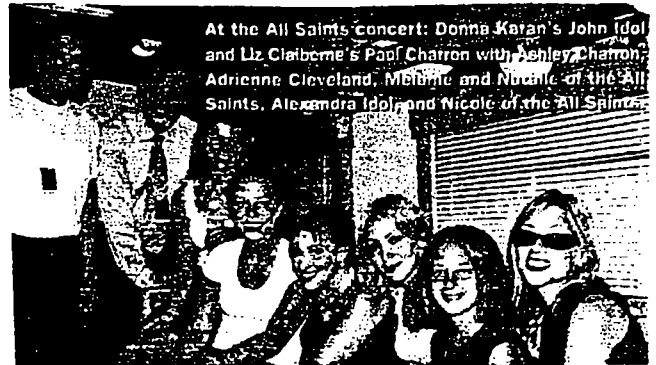
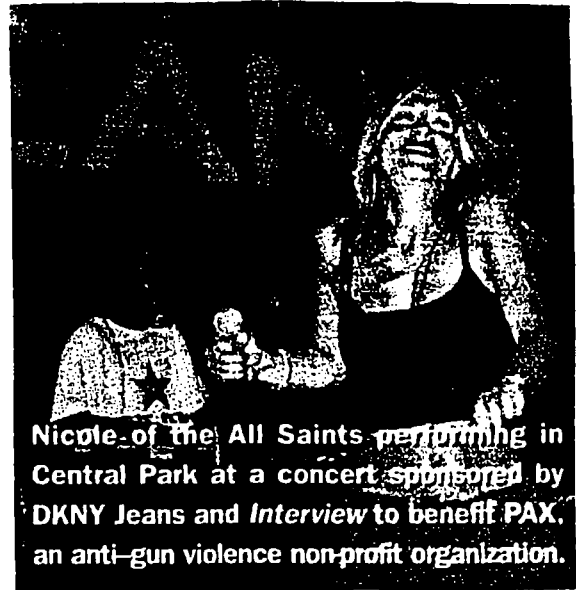
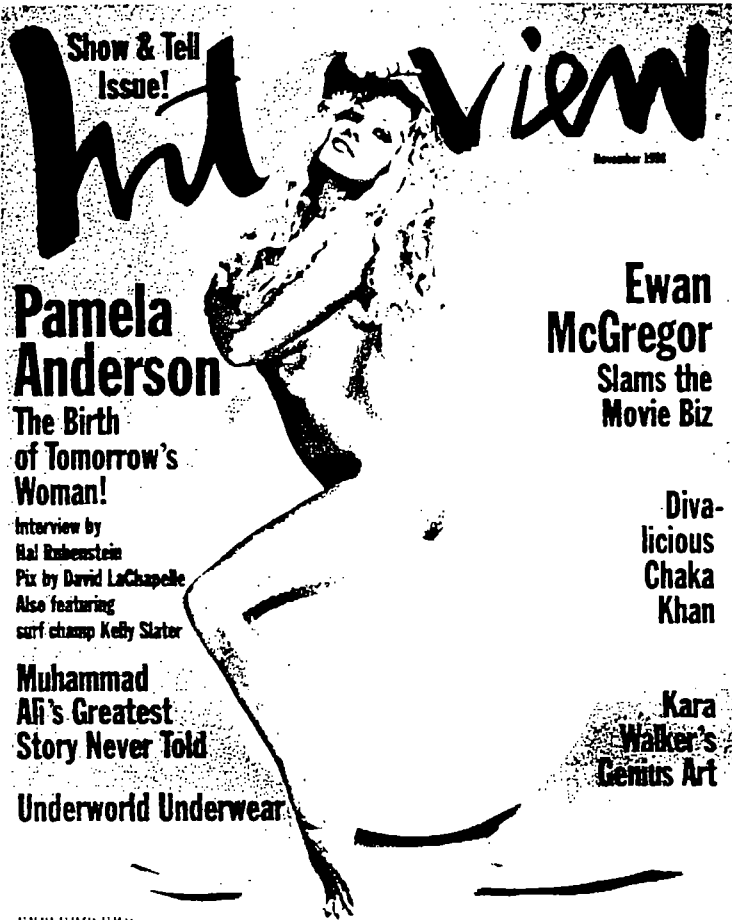
Courtney Cox's name game • Joseph Fiennes' fashion • Scary's stylin' • Side Dish: Britney and 'N Sync; Jean-Claude Van Damme; Good home hunting for Casey Affleck and Matt Damon?

September 22,
 1999

Mariah wasn't saved by the bell • Britney returns to Boston • Serena Williams skips out • Side Dish: Gwyneth's "family," Ricky's revelation?, Diana Ross' touchy subject

September 21,
 1999

Which Backstreet Boy can't cut it? • Leelee's got designs on the



When the Saints and the Players Came Marching In

Photographs by Patrick McMullan



NEW YORK POST

LATE CITY FINAL

THURSDAY, AUGUST 27, 1998

NEAL TRAVIS NEW YORK

'Saints' be praised



Natalie Appleton (left) and Shaznay Lewis of the British pop band All Saints prove they're lovely inside and out yesterday at Central Park's Wollman Rink, where they performed to help promote the anti-gun-violence group PAX.

Dave Allocca/DMI



THE SCENE



Alexandra Idol with Melanie, Nicky, and Natalie of All Saints at a concert sponsored by DKNY jeans and London Records, to benefit PAX.

NEW YORK SEPTEMBER 14, 1998

star tracks

► "[Gun violence] is going to happen to somebody you know—one of your friends, one of your family," warned singer **Rob Thomas** (fourth from left), posing with **Paula Cole** and the rest of **Matchbox20**. The band was on hand for Z-Day, a benefit for the anti-gun violence organization PAX, put together by NYC radio station Z100.



▲ 'N Sync nabbed some downtime to relax and regroup backstage before their electrifying Z-Day performance, which included a rousing cover of "The Lion Sleeps Tonight" and a rendition of their hit "I Want You Back." In true boy-band fashion, the Orlando-based quintet had everyone on their feet, singing and cheering for their crowd-pleasing choreography and stunts.

▼ **Mariah Carey** grins and bares her all—well, almost—alongside **Olivia Newton-John**. The pair brought down the house at Z-Day, with a duet of the *Grease* favorite "Hopelessly Devoted to You."



Charity begins on the road: Playing for a cause is cool

The bottom line on the Smashing Pumpkins summer tour: zero.

Industry bean counters may question the wisdom of the nonprofit tour, which ended last week, but the Pumpkins say donating 100% of ticket proceeds to charity reaps gains that can't be calculated in black ink.

"We're investing in the future," says Billy Corgan. "We can't just sit here as a generation and say, 'Everything sucks.' We had our everything-sucks moment, and now we're saying, 'What are we going to do about it?' We're not going to wait for our parents to figure it out because we don't think they've done a very good job."

"We don't think we can change the world, but we can at least address the realities, which aren't as hard as the crumbling of our illusions. It's simply disenchantment. So get out and do something!"

Many rockers are.

► Two Pearl Jam concerts in Seattle raised \$500,000 for charities assisting underprivileged youth, AIDS patients and Native Americans. The band has also scheduled a Sept. 19 Voters for Choice benefit in Washington, D.C., to raise cam-

paign funds for candidates supporting abortion rights.

► The H.O.R.D.E. Tour is channeling a portion of profits to AIDS charity LIFEbeat and Planned Parenthood.

► Matchbox 20 pegged some proceeds from its current tour to PAX, devoted to ending gun violence.

► \$1 from each Lilith Fair ticket sold goes to such nonprofit groups as the Breast Cancer Fund.

But the Pumpkins, alone donated all. They earned no pay. Travel, equipment, crew salaries and all expenses except venue fees came from their pockets. "If we ate the cost of the buildings, we'd go broke," Corgan says.

The U.S. trek raised \$2.7 million for youth-oriented charities addressing pediatric AIDS, crack babies, teen prostitution, homelessness and sexual abuse.

"We're trying to keep it to social concerns and not political issues," says D'Arcy.

The band's generosity "fits the spirit" of the uplifting *Adore*, Corgan says. "We're tired of all the negativity in the world. The only way to counter that is to do positive things. The public reaction has been beyond our wildest expectations."

By Edna Gundersen



Atlantic Records

Fund-raisers: Matchbox 20, made up of Paul Doucette, left, Brian Yale, Rob Thomas, Adam Gaynor and Kyle Cook, plans to give some tour proceeds to a group fighting gun violence.

ONE TRUE THING

OPENS SEPTEMBER 18

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Q&A?

Matchbox 20

11213 ►

Promoting their multi-platinum album, *Yourself or Someone Like You*, has kept Matchbox 20 on tour for more than two years. But their forever-on-the-road lifestyle is still cushier than Thomas's upbringing. Born on a military base in Germany, he grew up for a while with his grandmother in South Carolina, then with his divorced mother in Orlando. After dropping out of high school, Thomas slept frequently on park benches and friends' sofas, a semi-homeless existence the optimistic 26-year-old has expressed little angst over.

In fact, Matchbox 20 may cast a deep dark shadow in videos, but in person they're pure Florida sunshine (give or take some sunglasses indoors). The band recently found time to perform at Z-Day, a concert at Radio City Music Hall sponsored by radio station Z-100 to salute New York City's 100th anniversary and to benefit PAX, a non-profit anti-gun violence group that Thomas believes in passionately. PEOPLE Online chatted with the amiable Thomas and Matchbox 20's equally friendly drummer, Paul Doucette, after their sound check.



I understand you have a particular passion for PAX, Rob. What's your connection?

Thomas: I think I'm connected in the same way everyone should be, when you look at the figures -- about 100 people die a day [from guns, according to PAX estimates]. If you go on stage and cut out a cross-section for 100 people you grasp how many 100 people are -- 100 mothers, fathers, grandchildren, children. Then 500 people wounded, it affects their entire life, their family. If you want to feel right about it, you have to give something back, these are real people. This sounds kind of cheesy, doesn't it? But it's true. These are actual people, they could be related to you. And with these numbers, one day they will be.

Are you interested in being a PAX spokesperson?

Thomas: This is the first chance, actually, we've had to get this close, just because our schedule has been too much. We don't want to seem arrogant and just say, "Hey, we played a show." That's what we do anyway.

-- LAURA SMITH KAY

CITY PAPER

Baltimore's Free Alternative Weekly

GOING BALLISTIC

How We're Learning to Live With Guns

BY EILEEN MURPHY
PHOTOGRAPHS BY SAM HOLDEN

FEATURE

August 5, 1998

Rage for Peace, a two-month-old anti-gun-violence organization, takes a similar tack. Like Fenton, the group's two founders came to the movement after great personal loss.

J. Matthew Newton, the group's coexecutive director, was preparing to go to law school and was working as a manager at an Owings Mills restaurant when he was shot in the head at point-blank range during a robbery at the eatery. Left for dead, Newton wasn't found until the next morning. The shooting left him almost completely paralyzed on his left side. He now walks with a cane.

Newton's colleague, George Rice Jr., spent 10 years as a special agent with the U.S. Department of Justice's Drug Enforcement Administration. "I've looked down the barrel of a gun too many times," he says of those years. His worst experience with gun violence wasn't on the job though; in 1997, Rice's wife took her life with a handgun in what he characterizes as an impulse suicide. "Tracey left us too soon, not knowing how much she would be missed," Rice writes in his group's literature.

The two men joined forces with the Pax Network of Organizations, a national group founded in February of this year by Talmage Cooley and Dan Gross, whose brother was critically injured in a shooting last year at the Empire State Building. Pax hopes "to rally a national movement against gun violence, using communications and the media, and to create a national infrastructure for grass-roots movements," says Talmage Cooley, its executive director. "We build alliances for local groups."

Locally Rage for Peace pursues that goal by arranging and publicizing events to promote awareness of gun violence. In June the group held a benefit for the Children's Memorial Museum, an East Baltimore project to honor children lost to gun violence. On the national level Pax hosted a benefit concert in May at Radio City Music Hall with Mariah Carey, Paula Cole, and others. Along with entertainment these events include speeches, and literature on the realities of gun violence is available.

Pax and Rage for Peace bill themselves as "communications organizations" seeking to "raise awareness." Neither engages in an argument on the right to bear arms. "Our position is that as an organization, we do not advocate a ban on guns," Pax's Cooley says. "We are here to solve the problem of gun violence."

NEW YORK POST

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FRIDAY, MAY 29, 1998

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WEEKEND PLUS CALENDAR

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CAREY HERE: Mariah Carey will lead an all-star musical variety show to celebrate the 100th anniversary of the unified City of New York. See Dan Aquilante's Rock Pick for details. Audrey Ross

ROCK PICK

HAPPY B'DAY, NYC: Radio station Z-100 hosts a birthday bash for Skyscraper Park this Sunday with an all-star variety concert at Radio City Music Hall. The show will feature Mariah Carey, Gloria Estefan, Matchbox 20, Paula Cole, Olivia Newton John and a few surprise guests. Rumor has it Mayor Rudy Giuliani will be bringing his boy Andrew to meet the Mighty Mariah. Proceeds from the show will benefit the anti-gun-violence organization PAX. Show time is 7 p.m. The show is sold out, but tune into Z-100 for details on how to win free tickets; (212) 247-4777.

— **Aquilante**



mtv news gallery

5:20:98 12:00 EDT

K-Ci & JoJo, 'N Sync, Olivia Newton-John Added To Benefit Show

K-Ci & JoJo, 'N Sync and Olivia Newton-John have joined the line-up for the PAX benefit concert scheduled for May 31 at Radio City Music Hall.

Proceeds from the show, which will also include performances by the previously announced Mariah Carey, Matchbox 20 and Paula Cole (see ["Mariah To Join Paula, Matchbox 20 For Benefit"](#)), will go to PAX, a non-profit organization dedicated to halting gun violence in the U.S.

PAX was founded two years ago by Talmage Cooley and Daniel Gross, whose brother, Matthew, played in the Bush Pilots before being injured during the shooting at the Empire State Building observation deck in February 1997.

See also: [K-Ci & JoJo](#).

[back](#)



K-Ci & JoJo
"All My Love"
JMB QuickTime



MTV News: Rob Zombie Feature: Guitars And Maggots...

mtv news gallery

5:7:98 7:55 EDT

Mariah To Join Paula, Matchbox 20 For Benefit

Mariah Carey will join Paula Cole and Matchbox 20 at Radio City Music Hall on May 31 at a benefit sponsored by New York's Z-100 Radio.

Some proceeds from the show will go to PAX, an anti-violence group co-founded by Daniel Gross, whose brother Matthew of the band Bush Pilots was critically wounded last year in a shooting atop the Empire State Building. Tickets for the show go on sale Friday.

The day before the Z-100 show, Mariah will play another radio station concert, the annual KISS-FM show at the Great Woods outside of Boston.

See also: [Mariah Carey](#), [Paula Cole](#).

[back](#)



Mariah Carey

The Music Page

The Dallas Morning News

Thursday, April 23, 1998

HIP-HOP

Disarming violent myths

'Connected' is a gat-less wonder

By Chris Vognar
Staff Writer of The Dallas Morning News

Too many people associate hip-hop with gats, glocks and gangstas — partially because that's all the media latches onto, partially because lots of rappers are still content to rhyme about their fantasy artillery conquests. So cut through the jingoism and feast your ears on *Connected*, an underground hip-hop compilation with a cause to match its bold musical vision.

The brainchild of New York hip-hop connoisseur Fiona Bloom, *Connected* is the launch project of Ms. Bloom's 3-2-1 imprint, a fledgling urban offshoot of Zero Hour Records.

Reason No. 1 to get *Connected*: Proceeds from all album sales go to PAX, a nonprofit, anti-gun-violence organization that focuses on increasing the peace through the entertainment community. Reason No. 2: The beats, rhymes, DJ-ing, house vibes and sheer musicality of these mostly unsigned artists will run mad circles around most major-label acts.

"There's so much positivity in hip-hop lifestyle and hip-hop culture," says Ms. Bloom, a London native who came to the States during hip-hop's relative adolescence in 1987. "I wanted to create a project that was going to bring all audiences together to educate and bring all styles of urban music together through the voice of hip-hop language and culture."



REVOLUTION: *Connected's* profits will go to PAX, an anti-gun organization.

She also wanted to get 3-2-1 going with a project capable of doing more than just shaking butts and joggling brains. Enter PAX, an organization recently founded by New Yorkers Dan Gross and Talmage Cooley to educate about and advocate against gun violence. Mr. Gross has a very personal stake in the organization: His brother, Matt, was wounded in February 1997's highly publicized shooting atop the Empire State Building — an attack that took the life of Matt's friend, Danish musician Christoffer Burmeister.

"We are not about taking people's guns away," says Dan Gross. "We're about common-sense things that we can all support to end gun violence. There a lot of things we can do socially and through legisla-

tion that can take guns out of the wrong hands — out of the hands of criminals, out of the hands of unsupervised children."

Those involved with the project anticipate some skepticism toward a hip-hop record that takes a stance against gun violence, and for good reason: Between gangsta and its recently named offshoot, "reality rap," tales of buckshot bragadocio aren't hard to find on CD. But the majority of hip-hop doesn't deal with busting a cap in thy enemy, even if that majority doesn't make for good copy in *Time* or *Newsweek*.

"People want to blame hip-hop for everything," says Hakim of Chunnel Live, a Boogie Down Productions vet whose

cautionary, apocalyptic "RedRun," is one of the standout tracks on *Connected*. "It's scapegoating. We don't connect John Wayne running through movies shooting up Native Americans with desensitizing the American population to life."

The visionary nature of *Connected* is written all over the album's 16 tracks, crafted by a collection of

artists you probably haven't read about in *Entertainment Weekly*. There are a couple of notable names here — Ultramagnetic MC's return to the scene with "It's All the Way Live" (they plan to release their next album on 3-2-1 this fall) and Spida from the Fugees' Refugee Camp delivers with the hybrid "Don't You Stop the Reggae Music." But the real gems here come from

the up-and-comers, the fresh, hungry voices without a jaded major-label sound.

The Bay Area's Blackalicious kicks things off with "Touch the Stars," a tasty, rolling sneak-peek of their forthcoming album, *NIA*. AyCE International tears up the turntables on "WROK," and the spacey, ridiculously talented (and ridiculously unsigned) Sha-Key &

Priest score with the bluesy, cerebral rhyming of "Ducking Lessons." The list goes on.

Ms. Bloom is planning a sequel to *Connected*, this time with an emphasis on world music. In the meantime, she's hoping listeners will catch on to the first album's double formula: Even if you're not down with the cause, it rocks like few hip-hop releases in recent memory.

Ultramagnetic MCs, Doug E. Fresh, & Others Contribute To Anti-Gun Benefit Compilation



Ultramagnetic MCs, Doug E. Fresh, and a host of other DJ and hip-hop artists are contributing songs to a compilation called Connected to help benefit the anti-gun violence organization PAX, which is Latin for peace. The album is due March 24 on a new as-yet-unnamed Zero Hour Records imprint.

Highlights of the album include the track "It's Live Son" from Ultramagnetic MCs, which is Kool Keith -- also of Dr. Octagon fame -- and Ced G.; a track that Ced G. collaborated on with Doug E. Fresh and Special K titled "The Impossible"; and a new song from DJ KMT, aka Kwesi "DJ Kemit" Asou of Arrested Development fame, with his new project DATEU on the song "Right On."

The album also features tracks from Templeroy (remixed by Rockers Hi-Fi), Blackalicious, Latryix, Organized Konfusion, Q-Burns Abstract Message's side project Dubmarine, Shak-Key and High Priest,

Ticklah, DJ Ayce International, Jahred Jedeye, Badawi, Channel Live, Opus Akaden, Mutabaruka, and Out of Atlanta.

PAX was founded by Talmage Cooley and his partner Dan Gross, whose brother Matthew Gross -- lead singer of the Bushpilots -- was critically injured in February in a shooting at the top of the Empire State Building. The band's guitarist, Chris Burmeister, was killed in the same shooting.

-Tina Johnson



Madonna's dancers
dance with Johnny!



Local

SEVEN DAY WEEKEND

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Funky Alert

Funky advance warning: Fiona Bloom - Zero Hour's lady who started her own 9-2-1 imprint - is bringing a debut hip-hop/dub compilation *Connected to Smoke* live on May 30 w/SCHOOLY D spinning 'n' performances from CD folk LABTEK WON & Bloom's pal Philly MC STEPH POCKETS. Gig n' CD benefit PAX, an anti-gun coalition.

- a.d. amorosi
brando@bbs.cpen.com
Philadelphia City Paper (May 8, 1998)

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CITY PAPER

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BEATMINERZ RADIO'S ILLEGAL BROADCAST

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New York, NY – Wednesday, April 29, 1998, Beatminerz Radio presents Illegal BroadCast, a world wide hip-hop panel discussion, on 88HIPHOP.COM, The Internet Channel. Recording artists Channel Live will moderate the two hour forum, which will air live from 2:00PM –4:00PM EST, from the Pseudo Online Network Studio.

"Is Hip-Hop's Gun Culture a Game of Russian Roulette?" is the topic of discussion this month. Confirmed studio guests include: Talmage Cooley of PAX a non-profit organization against gun violence and Fiona Bloom, General Manager of 3-2-1 Records. 88HIPHOP.COM broadcasts in Real Audio and Video via the world-wide web and can be accessed on <http://www.88HIPHOP.COM>.

#

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tomorrow's stars today:

Interview

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how
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**NEW TALENT
EXPLOSION!**



Daniel Gross (right), co-founder of
the gun control organization PAX,
with Billy Baldwin and Heidi Klum.



A few of the guests at the PAX
Founders' Party, held at the Puck
Building in NYC's SoHo. The event
was co-sponsored by DKNY Jeans.



the Score News Wrapup

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Issue 25
February 23 1998

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Industry Backs Gun Control Organization



Daniel Gross, whose brother Matt was injured during the Empire State Building shooting and writer/director Talmage Cooley, motivated by the many tragic incidents involving gun violence, decided to form the PAX organization, a grass-roots effort at stemming the tide of gun violence in the U.S. through legislation. PAX, which in Latin means "a state of peace," launched February 23 at a press conference in New York.

Among the many high profile supporters PAX has attracted to date include MTV, Dave Matthews, Alec Baldwin, Lorne Michaels and Calvin Klein. Actor/director Griffin Dunne (*Addicted to Love*, *An American Werewolf in London*) co-chairs PAX's board of trustees along with entertainment lawyer and long-time philanthropist Peter Gross.

A founder's party will be held February 28 in New York. PAX can be reached at (212) 677-1124 or e-mail: pax.org@mindspring.com.

Billboard

\$5.95 (U.S.), \$6.95 (CAN.), £4.95 (U.K.), ¥2,500 (JAPAN)

NEWSPAPER

THE INTERNATIONAL NEWSWEEKLY OF MUSIC, VIDEO, AND HOME ENTERTAINMENT • REACHING 110 COUNTRIES • OCTOBER 3, 1998

Reviews & Previews

ARTISTS & MUSIC

R A P

VARIOUS ARTISTS

Connected

PRODUCERS: Various

3-2-1/Zero Hour 1000

This multi-artist collection of hip-hop, drum'n'bass, dub, and ambient music is the maiden release on Zero Hour's 3-2-1 Records imprint, run by longtime Zero Hour staffer Fiona Bloom. It features such up-and-coming acts as Blackalicious, Ultra Magnetic MC's, Spida (of the Refugee Camp), Badawi, and Datbu—many of whom promise to be tomorrow's mainstream artists. Despite its diversity, the album plays cohesively, its tracks "connected" by a streetwise vibe and cutting-edge production. A portion of proceeds from "Connected" will be donated to Pax, an anti-gun-violence organization co-founded by Daniel Gross, brother of musician Matt Gross, who was wounded in a shooting at the Empire State Building in 1997.



TUESDAY, MAY 12, 1998

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SHOPPING & FASHION



Photo courtesy DKNY

DKNY JEANS models Mark Van Der Loo and Esther Canadas are PAX supporters.

Fashion with a cause: no more gun violence

THE PAX T-shirt, a new entry into the cause fashion arena, is a joint effort between DKNY and PAX, a national organization dedicated to creating a society free of gun violence. In addition to designing and selling a shirt that advertises the wearer's stand against gun violence, PAX is also seeking volunteers to work in the grass roots movement.

The founders, Daniel Gross and Talmage Cooley, have not aligned the movement with other efforts of gun control because they want to keep the effort on a non-political basis. Gross's brother, Matthew Gross, the lead singer of the alternative rock band The Bushpilots, was critically wounded in a shooting 1997.

Among those involved in the launch of PAX include Sarah and James Brady, Billy Baldwin, Sports Illustrated cover model Heidi Klum, Chynna Phillips, Parker Posey, Rep. Carolyn McCarthy (D-NY) whose husband was killed and son injured in random gunfire, and the mayor of City of New York, Rudolph Giuliani.

Currently, the shirt, which is the standard DKNY T-shirt with the PAX logo, is available only by special order via telephone, but by the end of summer DKNY Jeans shops in major department stores will be carrying the shirt. Those interested in ordering the shirt, which is \$28, or learning more about the organization, may call (800) PAX-DKNY (800-729-3569).

— Martin Reyes

\$5.95 (U.S.), \$6.95 (CAN.), £4.95 (U.K.), ¥2,500 (JAPAN)

Billboard

NEWSPAPER

IN MUSIC NEWS



WB's Van Halen Bows
With New Lead Singer

PAGE 18

New Gun-Control Organization Wins Industry Support

■ BY PAUL VERNA

NEW YORK—Motivated by the plight of gun-violence victims—including his own brother, who was wounded in a highly publicized incident atop the

PAX

GOOD WORKS

Empire State Building a year ago—Daniel Gross has joined with partner Talmage Cooley to form PAX, a non-profit organization devoted to ending gun violence. Furthermore, they're actively seeking the support of the entertainment and fashion industries

(Continued on page 83)

NEW GUN-CONTROL ORGANIZATION WINS INDUSTRY SUPPORT

(Continued from page 1)

to raise awareness of the problem.

So far, PAX's board of advisers includes such high-profile industry figures as Metropolitan Entertainment Group CEO John Scher, ICM Worldwide head of music Jon Podell, actor/director Griffin Dunne, Qwest Records president Mark Persaud, and Persaud Bros. Inc. president Mike Persaud. Among the organization's sponsors and contributors are designer Calvin Klein, actor Alec Baldwin, Broadway Video, Home Box Office, Dave Matthews, Zero Hour Records, Time Warner Cable, and MTV Networks.

Other supporters include fashion designer Donna Karan and WHTZ (Z100) New York, a top 40 station owned by Chancellor Media, which has a nationwide portfolio of 99 stations, including other major New York outlets. At press time, the exact involvement of these organizations and individuals had yet to be finalized.

PAX will officially be launched with a press conference Feb. 23 and a founder's party Feb. 28; both events will happen in New York.

Gross says he and Cooley turned to the music, entertainment, and fashion communities because of their abilities to raise mainstream awareness of social issues.

"The music industry, as we know, can be really influential in galvanizing a social movement behind [a] cause," says Gross. "When you look at how music has been leveraged to benefit other causes—anything from Amnesty International to Live Aid to AIDS to Rock the Vote—there are few cultural opportunities to make a profound statement that are more impactful than music has the potential to be.

"One morning in the '80s," Gross adds, "everyone awoke not knowing what the word 'amnesty' even meant and went to bed saying, 'We have to free political prisoners.' If you talk about a cause that deserves to have that kind of prominence in the fabric of America's consciousness, it's definitely gun violence."

In February 1997, Gross' brother,

Matt, was wounded atop New York's Empire State Building by a gunman who also shot and killed Danish musician Christoffer Burmeister, a guitarist in Matt Gross' band, the Bushpilots. Prior to starting PAX, Daniel Gross was a partner at advertising firm J. Walter Thompson. Cooley held several positions in finance and trading on Wall Street before venturing on his own in 1993 as a writer, director, and photographer.



SCHLESINGER

Cooley says PAX will steer clear of a political agenda, instead focusing on what he regards as a "common sense" issue.

"One of the things that's critical to what we're trying to do is make gun violence the defining social and cultural issue that it deserves to be," he says. "You have a situation where the overwhelming majority of Americans are in favor of ending this nonsense, ending this epidemic of gun violence. But it's a latent majority, and people don't have the resources and the inspiration to be able to act out on their concerns about the issue."

Artists and executives in the music industry have been meeting with PAX's principals to explore ways to get involved. Adam Schlesinger, songwriter and performer with Atlantic Records acts Fountains Of Wayne and Ivy, is a childhood friend of Matt Gross' from their hometown of Montclair, N.J.

"I was on an airplane in Germany when I heard about Matt being shot," Schlesinger recalls. "Even though they didn't mention Matt by name, they said it was a New York musician working with a Danish guy, so I just knew it had to be him." Coincidentally, Cooley is a friend of Ivy singer Dominique Durand, so it seemed inevitable that Schlesinger would hook up with PAX.

"They called me and asked some questions about people to talk to in the music business," Schlesinger says. "So

I referred them to Peter Mensch of Q-Prime and John Scher of Metropolitan Entertainment Group."

Although the Empire State Building shooting had personal resonance for Schlesinger, he says other people without a direct connection to the Gross family have been equally moved by it.

"When people hear the personal side of how they formed this organization, it's hard to ignore it," says Schlesinger. "Everybody seems to be touched by it."

Fiona Bloom, publicist at New York independent label Zero Hour and A&R director at the Zero Hour urban start-up imprint 3-2-1, says the new label will launch with a compilation that will benefit PAX.

"We were looking for a charity to work with on the project, which is called 'Connected,'" explains Bloom. "When I heard about PAX, it sounded like something we'd want to be a part of. So I talked to [Zero Hour founder] Ray McKenzie about it, and we had a meeting with Dan and Talmage."

Bloom says plans are under way for artists from "Connected" to perform at PAX's launch, and the label will promote PAX in its ads and literature.

Other key music industry links to PAX are Mike Persaud of Los Angeles-based urban music marketing firm Persaud Bros. Inc. and his brother, Mark Persaud, president of Quincy Jones' Qwest Records.

"I see this as a very important cause, and I'm doing anything I can to get PAX up and running," says Mike Persaud. "I want to make sure the urban music audience is aware of everything PAX is doing, especially in light of the gun violence that has occurred on a high-profile level in the past year."

Persaud adds that he plans to encourage other prominent African-American executives and youth organizations to support PAX at both the corporate and grass-roots levels.

PAX can be reached at 212-677-1124; its E-mail address is pax.org@mind-spring.com.

DAILY NEWS

A Very Moving Target

Gun-control activist packs a personal, powerful argument



by David Hinckley

DANIEL Gross figured his 30th birthday, in February 1997, would be a night to remember. What he had no way of knowing beforehand is why. "I was one of the youngest partners ever at J. Walter Thompson," he says. "In a few years I'd be running my own agency. I'm 30 years old. We had a great party. Then we get a call that my brother had been shot."

Matthew Gross, Daniel's younger brother and the lead singer of the Bushpilots, was one of those rare victims everyone heard about. Matthew was walking on the observation deck of the Empire State Building when 60-year-old Ali Hassan Abu Kamal pulled out a gun and started shooting anything that moved.

Abu Kamal eventually shot himself, leaving the Bushpilots' guitarist dead, a city stunned by another random burst of deadly violence and Matthew Gross in a hospital with little chance to live.

He did live. But he lives much differently now. Partially recovered, Matthew lacks the motor ability to play music, and the Bushpilots are no more.

And Daniel's life also changed. He quit J. Walter Thompson to co-found, with former Wall Streeter Talmadge Cooley, an organization to fight gun violence. It's called PAX.

Now, most people wouldn't mind reducing gun violence. The problem is balancing that with the Second Amendment, which guarantees the right to bear arms.

In Japan, 15 people were murdered by handguns in 1. In Great Britain, 30. In

the U.S., about 10,000.

Dr. John Lott, a University of Chicago professor, argued on WABC radio Thursday that we should make it easier for every adult American to own and carry guns — for the deterrent effect. Lott also said about 140 young children die each year in gun accidents and that's just the price we pay for the Second Amendment.

Don't sign Daniel Gross up for that argument. He believes that the more careful we are about who has guns, the more potential victims end up alive. If angry school children can't get guns, maybe they break windows. They probably can't kill.

"We're not talking about getting rid of guns," Gross says. "PAX wants common-sense measures that the overwhelming majority of Americans, including most gun owners, endorse."

For instance: waiting periods, background checks and a requirement that guns be locked away from children.

"If you have a pool, you have to put a fence around it," Gross says. "But you don't have to lock up your guns. That's insane."

Almost all opinion polls say most Americans favor measures like these. The problem is that when gun violence explodes, response tends to split into political camps who soon stalemate.

"Don't trust 'gun control,'" the anti-restriction argument goes. "It's a trick, the first step to confiscation." Besides, the real culprit isn't guns at all, but a culture and media that glamorize violence.

PAX sees culture and media figures as allies — perhaps the single most effective

way to spread the word. That part of the campaign kicks off tonight at Radio City where WHTZ (Z-100) gives PAX visibility and money from its "New York City 100th Birthday Bash."

Performers will include Paula Abdul, Matchbox 20 and Mariah Carey, and presence at a high-profile, high-spirits event like this is crucial to PAX.

Maybe it's Gross' ad instincts. But he points out that PAX is an awareness group, and for raising awareness, you can't beat an already high profile.

"Look at how musicians and fashion people and entertainers have raised awareness of AIDS," he says.

It's often said that celebs preach to the converted. But in a rock concert crowd, that's not necessarily true — and if it were, says Gross in this case that's a good start.

"Most people are already on our side," he says. "What we want to do is organize them and let them know they don't have to be ignored any more."

At the same time, he says, PAX will also court gun owners themselves. Those who oppose any government regulation are "a small fringe," he says. "Most gun owners do not oppose child-access laws any more than they oppose child seat-belt laws."

"They don't want to be victims of the next incident, either — and if we don't take common-sense measures, there will be too many more next incidents."

(To reach PAX, call 212-677-1124.)
Clockwise from top left: Empire State Building, Matthew Gross, gun buying and Abu Kamal.

USA TODAY
February 24, 1998



By Peter Morgan, Reuters

In New York: Shooting victim Matthew Gross, right, and his brother, Daniel. Plans include benefit rock concert and CD.

Shooting victim behind launch of PAX

Matthew Gross, one of six tourists shot by a deranged gunman on the observation deck of the Empire State Building a year ago, marked the anniversary of the tragedy by helping kick off an effort to combat gun violence.

Chris Burmeister, a friend of Gross and fellow member of the alternative rock band Bush Pilots, was killed in the shooting spree. Gross, the most seriously hurt among the wounded, was shot in the head. Physicians had told his family that his prospects for survival were "bleak," but Gross walked unaided and spoke briefly in a clear voice at a press conference Monday in New York.

The gunman, Palestinian teacher Ali Hassan Abu Kamal, 69, concluded the shootings by killing himself. The events inspired Gross' brother, Daniel Gross, to start PAX, along with writer and director Talmadge Cooley. They said the nonprofit group, named after the Latin word for peace, planned a public awareness campaign backed by other anti-gun violence advocates, lawmakers and companies such as Home Box Office.

The goal is to virtually eliminate gun violence nationwide, and Daniel Gross says the goal is within reach: "We look around at other countries who live all-but-free of gun violence, and we have to think that if we claim we are the greatest country in the world we can achieve the same."

Written by John Bacon with staff and wire reports

THE NEW YORK TIMES
February 24, 1998

Empire State victim backs launch of PAX

By NICHOLE M. CHRISTIAN

A year to the day after he was shot in a rampage atop the Empire State Building, Matthew Gross spoke publicly for the first time yesterday about the shooting that shattered his life, and announced the formation of a new anti-gun organization.

Mr. Gross, a rock musician from Montclair, N.J., was left in a coma when a 69-year-old Palestinian teacher sprayed the observation deck of the Empire State Building with bullets from a semiautomatic handgun, one of which pierced Mr. Gross's brain. His friend and fellow band member, Christoffer Burmeister of Denmark, was killed, and five other people were wounded.

"Last February 23d my friend Christoffer Burmeister was killed and I took a bullet in my head," Mr. Gross said at a midtown Manhattan office building, reading hurriedly from a handwritten note and appearing undaunted by a swirl of lights, cameras and questions.

In announcing the formation of the anti-gun group, Mr. Gross was joined by several gun safety advocates and politicians, including the former White House press secretary, James S. Brady, who was shot in the assassination attempt on President Ronald Reagan, and Representative Carolyn McCarthy, whose husband was killed in a 1993 shooting on the Long Island Rail Road.

"It takes a lifetime to recover from a brain injury, but I'm not here to talk about me," Mr. Gross, 28, said in introducing the group, called Pax. "Hopefully Pax will keep what happened to Chris and me from happening to everyone else."

After the conference, the family left for a private memorial service for Mr. Burmeister in Brooklyn.



John Solomayor/The New York Times

Matthew Gross, right, and James S. Brady, former Presidential press secretary, at yesterday's news conference. Both were shot by fanatics.

The gunman in the attack, Ali Abu Kamal, killed himself. Like many of the tourists atop the building that day, Mr. Kamal was visiting New York from out of town, from Gaza.

His ability to carry a gun into one of the country's most popular attractions is at the center of a lawsuit filed last month on behalf of Mr. Gross and another survivor. A spokesman for the owners of the Empire State

Building declined to discuss the incident or any new safety measures, citing the lawsuit.

At the news conference, the lawsuit was also a taboo subject, as Mr. Gross, his family and advocates focused instead on the new organization. Named after the Latin word for peace, Pax plans to unite other grass-roots efforts against gun violence, and to teach citizens how to speak out on the issue.

"The temptation on the day that commemorates such a horrible moment for my family is to focus on the negative of it," said Daniel Gross, 29, who held his brother Matthew's hand through most of the conference.

Already, Daniel Gross said, several corporations and concerned citizens are offering help and money. In the spring, a benefit concert is scheduled, along with an urban rock CD intended to spread the message. Starting next month, T-shirts under Donna Karan's DKNY line carrying the Pax logo will go on sale at 350 stores nationwide, with Pax to receive part of the proceeds.

Representative McCarthy summed up Pax's goal: "We're just trying to change the debate in this country, and we're trying to save another family from going through what we went through. Is that so terrible?"

NEW YORK POST
February 24, 1998

18 ★★

Empire State victim backs anti-gun effort

By STUART FULTON

The rock singer shot in the head by a crazed gunman at the Empire State Building made his first public appearance yesterday — a year to the day after the shooting — to support a group working against gun violence.

Matthew Gross, 28, was in a coma for a week after Ali Hassan Abu Kamal opened fire on the 86th-floor observation deck on Feb. 23, 1997.

The 69-year-old Palestinian killed Christopher Burmeister, 27, a guitarist in Gross' rock band. The Bushpilots, and wounded five others before shooting himself to death.

Gross spent several weeks in the brain-injury trauma unit at the Kessler Institute for Rehabilitation in East Orange, N.J. He now lives with his father, Peter, in Montclair, and travels to Kessler daily for therapy.

Walking unaided, Gross attended the launch at a Midtown office building of PAX, Latin for "state of peace," co-founded by his brother, Daniel, and activ-

ist Talmage Cooley.

Speaking clearly, Matthew Gross said: "Hopefully PAX will prevent what happened to Chris and to me from happening to anybody else."

He shook hands with Jim Brady, the former White House press secretary critically hurt in the assassination attempt on President Reagan in 1981.

Brady said PAX would ensure the voices of the majority of Americans who support gun-control measures would be heard.

"Too many of us have been impacted by gun violence," he said.

Daniel Gross said that, to those who know his brother and Burmeister, Feb. 23, 1997, was a day of indescribable horror — "but we look forward to the day when we can live in a world free of gun violence."

Mayor Giuliani gave a videotaped endorsement of the group, and speeches in support of PAX were given by Rep. Carolyn McCarthy (D-N.Y.), Rep. Charles Schumer (D-N.Y.), Sen. Frank Lautenberg (D-N.J.) and Rep.



FIGHTING BACK: Matthew Gross makes his first public appearance yesterday since he was shot atop the Empire State Building one year ago. *NY Post* David Pentas

Bill Pascrell (D-N.J.).

McCarthy's husband was killed and her son severely injured when Colin Ferguson opened fire on Long Island Rail Road commuters in December 1993.

At the Empire State Building, the cool and cloudy weather kept the number of visitors down.

Many of those venturing out to the breezy observation deck were foreigners, unaware of the horrific violence that occurred on the southeast corner.

But most were impressed by the airport-style baggage X-ray machine and metal detector, installed when the deck reopened

two days after the shooting. For Brian O'Neill, 26, from Los Angeles, whose last trip to the city was on the day of the killing, the Empire State Building visit was an eerie coincidence.

"I didn't realize it was the anniversary of the shooting," he said. "It was a little weird."