

Clinton Library Transfer Form

Case #, if applicable	2013-0436-S	Accession #		
Collection/Record Group	Clinton Presidential Records	Series/Staff Name	Ann O'Leary	
Subgroup/Office of Origin	Domestic Policy Council	Subseries		
Folder Title	Youth Violence [Folder 4] [1]	OA Number	19586	Box Number

Description of Item(s) Two music CDs, "Robert Mills: E ticket Ride." Stored in AV regular storage on 12-5-8-5

Donor Information

Last Name:		First Name:		Middle Name:		Title:	
Affiliation:		Phone (Wk):		Phone (Hm):			
Street:		City:		State (or Country):		Zip:	

Transferred to:	Audio/Visual Department
Other (Specify):	

Transferred by:	Racheal Carter
Transfer Point	During Processing

Date of Tranfer	4/23/2013
-----------------	-----------



TRACK RECORD ENTERPRISES

OLYMPIC PLAZA BUILDING

11500 Olympic Boulevard, Suite 400

Los Angeles, CA 90064

Phone 310.839.1996

Fax 310.839.1450

August 18, 1999

Via U.S. Priority Mail:

**Mr. Richard Socarides
Special Assistant to the President and
Senior Advisor for Public Liaison
The White House
Room 122
Old Executive Office Building
Washington DC 20502**

Dear Mr. Socarides:

Thank you for sending me the July 29, 1999 correspondence updating me on the current efforts to address the problem of youth violence. It is comforting to know that addressing this problem remains a top priority of the Administration.

Please note that I have enclosed some preliminary resource materials on our company's new "*Relationships 101*" concept that utilizes the youth-friendly medium of personal computing to address the issue of violence and abuse in relationships. As you know, many times inappropriate and tragic violence is triggered by the young perpetrator's negative emotions and reactions from a failed significant personal relationship.

As you will note from our enclosed materials, Dr. Janet Reis has already distinguished herself for her application of "cutting edge" software technology (such as interactive CD-ROM content and design) to public health issues such as preventing alcohol abuse among high school and college students. We hope to apply these same contemporary solutions to the prevention of violence and abuse in key youth relationships as well. Unfortunately, thus far, we have received a tepid reaction from the corporate community.

Mr. Richard Socarides
Page Two
August 18, 1999

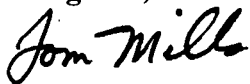
I appreciate your update of the new Safe Schools-Safe Communities initiative. I would be interested in learning if our program concept would qualify for funding consideration under this initiative. As you will note, "*Relationships 101*" focuses on prevention and takes a mentoring approach with each young participant. I appreciate any suggestions as to potential sources of funding for "*Relationships 101*" under this new initiative.

Thank you for keeping us apprised of the progress that is being made on this important issue. As we previously discussed, we would be interested in participating in future conferences and youth summits.

Finally, please note that we have enclosed a couple of our new country-pop CD's for you entitled "*E Ticket Ride*". We want to provide you with an example of the caliber of work that Track Record Enterprises creates and produces. "*E Ticket Ride*" features leading musicians and background singers from the entertainment industry and is Robert's initial release. *Millscreak*, our independent country music label is planning to release its first single in January, 2000.

Perhaps, because of this Administration's efforts, generations to come will possess primary coping skills and awareness that will provide a safer quality of life for all Americans!

Best regards,

A handwritten signature in black ink that reads "Tom Mills". The signature is written in a cursive, flowing style.

Tom Mills, Founding Partner
Track Record Enterprises

TM/Mm

Enclosures: "E Ticket Ride" CD's & Background Narratives



TRACK RECORD ENTERPRISES

OLYMPIC PLAZA BUILDING
11500 Olympic Boulevard, Suite 400
Los Angeles, CA 90064

Phone 310.839.1996
Fax 310.839.1450

RELATIONSHIPS 101™

© 1999 Track Record Enterprises & University of Illinois Urbana-Champaign

A powerful new program to help students make informed choices in their relationships is now being planned for roll out on high school and college campuses in the fall of 2000. *Relationships 101™* will arrive disguised as a contemporary, fast-moving interactive CD-ROM game that will revolutionize the way that students relate to one another by providing a "virtual relationship" with "virtual consequences" for each participant.

Spearheaded by Dr. Janet Reis of the University of Illinois' Public Health Department and Track Record Enterprises, *Relationships 101™* will be distributed free of charge to high schools, colleges, and libraries as well as public and private agencies. This program will feature the involvement of appealing youth entertainment and sports celebrities in a national campaign aimed at the 13-22 age demographic. *Relationships 101™* will gain media attention via Internet features, special promotional and media events, celebrity media tours, print and electronic media public service spots and related media and promotions spotlighting a companion music CD and video.

Relationships 101™ will be built around the concepts of teaching students:

1. The signs of potentially *problematic* situations.
2. Strategies for effectively *resolving conflict* in youth relationships.
3. Elements of *healthy* relationships and *techniques* to improve personal skills in negotiating *difficult situations* often encountered by young people.

MARKETING PARTNERSHIP BENEFITS:

- Make your company part of "*the cool solution*" that changes lives in the next millennium!
- Make a great *first* impression that will last a *lifetime*! Place your company's logo where it *counts*!
- Be associated with an educational program that uses *state-of-the-art* technology to help improve relationship skills that are so *vital* to future success!
- Gain repeated integrated brand name recognition at the *PC monitor*, the "*Main Street of the 21st Century*!"

The partners of this program possess unique and complimentary qualifications that will assure its success. The University of Illinois is a world leader in supercomputer design and applications, and is home to the National Center for Supercomputer Applications, developer of *Mosaic™* and *Netscape*. Dr. Reis and her associates at the University of Illinois have received numerous accolades for their role in the success of the interactive CD-ROM *Alcohol 101™* that was endorsed by numerous collegiate leadership groups and distributed at more than 700 colleges.

Los Angeles-based Track Record Enterprises has an extensive background in music production, sports marketing and cause-related marketing campaigns.

CREATORS OF "*RELATIONSHIPS 101*"

Dr. Janet Reis

Dr. Janet Reis has served as an Associate Professor in the Department of Community Health at the University of Illinois at Urbana-Champaign since 1993. Dr. Reis has had sixty-five articles published in academic journals and publications. In addition, Dr. Reis has distinguished herself for her application of "cutting edge" software technology (including interactive CD-ROM content and design) on the following public health issues:

- The prevention of alcohol abuse.
- The prevention of sexually transmitted diseases.
- The promotion of the use of the mammography.
- The promotion of healthy lifestyles for diabetes patients.

Dr. Reis' most recent software application was the award-winning interactive CD-ROM entitled "*ALCOHOL 101*" that was originated by Dr. Reis and developed in conjunction with the University of Illinois at Urbana-Champaign and the Century Council. Dr. Reis received a number of awards for this project that include the "1998 Technology Showcase for Outstanding Quality" award and a number of honors for developing youth-friendly ("cool") technology.

Dr. Reis is now working in cooperation with Los Angeles-based Track Record Enterprises ("TRE") to develop a new interactive CD-ROM entitled "*RELATIONSHIPS 101*". This new application will focus on conflict resolution and providing vital information to prevent violence and abuse in youth relationships.

Robert Mills

Robert Mills is the Co-Creative Director at TRE. Founded in 1980, TRE is an entertainment and sports marketing company and has also been extensively involved in the "cause-related" arena. TRE has assisted a number of leading non-profit organizations that include United Way, the Atlanta Committee for the Olympic Games, the Los Angeles Philharmonic Orchestra, the U.S. Congress of Mayors and many more.

In addition, Robert Mills is a singer/songwriter and composer who created an anthem dedicated to the victims of domestic violence entitled "*Turn It All Around*". This theme was performed in 1994 by Miss America Carolyn Sapp on a special compilation CD that raised funds for NOVA (National Organization for Victim Assistance). TRE was also instrumental in the creation and development of the national charity project "SAFE PLACES" that increased public awareness and funding for the issue of domestic violence.

Other youth-related musical compositions of Robert Mills include "*In Pursuit of the Legends*" for the University of Notre Dame's Marching Band and the pop anthem "*Comeback*" that is the theme of the "*Comeback Motivator*" (an inspirational audiocassette program for young people). "*Comeback*" has been utilized by a number of professional sports franchises including the Chicago Bulls and the Los Angeles Lakers.



TRACK RECORD ENTERPRISES

OLYMPIC PLAZA BUILDING
11500 Olympic Boulevard, Suite 400
Los Angeles, CA 90064

Phone 310.839.1996
Fax 310.839.1450

TRE FACT SHEET:

Since its founding in 1980, Track Record Enterprises ("TRE") has focused on three primary areas of marketing: music production, sports & celebrity marketing and cause-related events and project marketing and promotions.

After teaming with such talented music composer/producers as Mike Post ("*HILL STREET BLUES*", "*NYPD*" & "*LAW & ORDER*") and Velton Ray Bunch ("*QUANTUM LEAP*", "*JAG*" & "*THE PRETENDER*") to create musical compositions for scores of national and regional advertising clients, TRE has moved into the recording industry under its independent *Millscreek*TM label. TRE is now arranging key alliances with sponsors and Internet affiliates in behalf of its *Millscreek*TM label.

TRE's founding partner, Tom Mills, is a 1980 graduate of Loyola Law School and has an extensive background working with Olympians, celebrities and project spokespersons. From 1981-1985 and 1994-1998, TRE served as the exclusive marketing firm for the world's largest regional Olympian alumni organization, the Southern California Olympians. In this capacity, Mills supervised Olympian appearances for more than two hundred Olympian events, media projects and special tie-ins with official sponsors, licensees and suppliers of the 1984 Los Angeles Olympic Games.

In addition, TRE was involved in more than sixty regional events and promotions and two national Olympic-related programs in support of the 1996 Centennial Olympic Games. TRE procured more than 120 Olympians for interviews on "*The Olympic Report*", a nationally syndicated radio feature series and supervised more than 350 Olympian appearances for Nissan Motor Company's "*Rings of Fame Monument*" at Nissan's Olympic Pavilion in Atlanta.

Today, TRE consults with companies desiring to utilize appropriate and effective spokespersons for their brand marketing campaigns. TRE has also provided assistance over the years to a variety of print and electronic media representatives. In fact, Mills served as an officially accredited Olympian liaison for ABC Radio Sports' coverage of the 1984 Los Angeles Olympic Games.

Since 1982, TRE has contributed to the fund-raising efforts of scores of vital charities by involving charismatic Olympians in featured roles (such as event emcees and keynote speakers) and as honored guests at a variety of fund-raising events and projects. TRE was instrumental in the development of the "*RUNNING STRONG*" project that features Native American Gold Medalist Billy Mills as national spokesperson. Since its founding in 1985, *RUNNING STRONG* has raised millions in funding and in-kind gifts for Native American programs throughout the United States.

For additional information, please contact Track Record Enterprises, Olympic Plaza Building, 11500 Olympic Boulevard, Suite 400, Los Angeles, CA 90064-Telephone: 310/839-1996 & Facsimile: 310/839-1450. Email: millscreek@earthlink.net



TRACK RECORD ENTERPRISES

OLYMPIC PLAZA BUILDING

11500 Olympic Boulevard, Suite 400
Los Angeles, CA 90064

Phone 310.839.1996

Fax 310.839.1450

TRACK RECORD ENTERPRISES

List of Project Partners:

**United States Olympic Committee,
Atlanta Committee for the Olympic Games
Southern California Olympians Alumni Group
Los Angeles Olympic Organizing Committee**

Koroibos Foundation

Goodwill Games

ABC Sports

ABC Television

Maritz

Xerox

Coca-Cola USA

Sports Illustrated

Anheuser Busch

AT&T

Atlantic Records

Disney

McDonald's Restaurants

American Express

Visa International

Nissan Motor Company

Cotton, Inc.

Arco

Raytheon

Nabisco

Hanes Apparel

Warner Brothers Motion Pictures

KNBC Television

UPN Television

U.S. Conference of Mayors

U.S. Fish & Wildlife Service

Christian Relief Services

***Los Angeles Times* (both Los Angeles and Orange County editions)**

Los Angeles Mayor's Office

County of Los Angeles

United Way of Greater Los Angeles and Orange County

San Diego "Rock'n'Roll Marathon"

Bakersfield Business Conference (both in 1997 and 1998)

Hollywood Bowl and many more.



TRACK RECORD ENTERPRISES

OLYMPIC PLAZA BUILDING
11500 Olympic Boulevard, Suite 400
Los Angeles, CA 90064

Phone 310.839.1996
Fax 310.839.1450

E TICKET RIDE

E TICKET RIDE, the debut country-pop CD of recording artist Robert Mills, is the result of the collaboration of Robert and Tom Mills with Producer Dennis Belfield. Robert is a singer/songwriter who is a 1997 graduate of the prestigious Musician's Institute in Hollywood where he received recognition as one of the "Top Three Vocal Students" in his graduating class.

Robert also has a number of credits as a composer. Some of his compositions include "*In Pursuit of the Legends*" for the University of Notre Dame's Marching Band, the pop theme "*Comeback*" that has been utilized by a number of professional sports franchises that include the Chicago Bulls and Los Angeles Lakers and an inspirational anthem dedicated to the victims of domestic violence entitled "*Turn It All Around*" (included on ***E TICKET RIDE***).

In addition, Robert is the Co-Creative Director at Track Record Enterprises ("TRE"), a music production company and "cause-related" marketing firm that has assisted a number of leading non-profit organizations that include United Way, the U.S. Congress of Mayors, NOVA (National Organization for Victim Assistance), Safe Places, Running Strong for American Indian Youth, the Atlanta Committee for the Olympic Games and the Diabetes Research and Wellness Foundation.

Tom Mills, the Executive Producer of ***E TICKET RIDE***, is a founding partner of TRE. Tom is a 1980 graduate of Loyola Law School in Los Angeles and is the primary lyricist for many of the songs on ***E TICKET RIDE***. Upon his graduation from law school, Tom forged his relationship with composer partners Mike Post and Velton Ray Bunch. Together, the three partners transformed TRE into a highly successful music production company.

Dennis Belfield was one of the founding band members of the popular R&B group *Rufus* that also featured vocalist Chaka Khan. After his involvement with *Rufus*, Dennis made a successful transition and became one of the most sought after studio bass players in the recording industry. In addition to producing ***E TICKET RIDE***, Dennis also provided the musical arrangements for all ten songs.

Last but not least, ***E TICKET RIDE*** is distinguished by its outstanding line up of All Star musicians and back-up singers (see CD booklet for comprehensive list). ***E TICKET RIDE*** is the initial CD release under the *Millscreek* music label.

For additional information, please contact Track Record Enterprises at 310/838-1996 (Phone) and/or 310/839-1450 (Facsimile). Email messages can be transmitted to: millscreek@earthlink.net

TO KAREN
KULLMAN