

Ann  
-Fyi  
Karin

January 31, 2000

PERSONAL

Mr. Crossan R. Andersen  
President  
Video Software  
Dealers Association  
Suite 400  
16530 Ventura Boulevard  
Encino, California 91436

Dear Crossan:

Thanks so much for the update on the Pledge To Parents program. I'm grateful for your efforts to help parents control the content of the movies and games their children rent.

I've shared the materials you provided with members of my staff in the Domestic Policy Council. I applaud you and your colleagues at the Video Software Dealers Association for your leadership in this endeavor. Best wishes.

Sincerely,

**BILL CLINTON**

BC/RMS/DDA/DC/pfs-lynn (Corres. #7098115)  
(l.andersen)

cc: w/cy of inc Karin Kullman, 207 OEOB



Video Software  
Dealers Association



\*408099\*

December 14, 1999

The Honorable William Jefferson Clinton  
President of the United States  
The White House  
Washington, D.C. 20500

Dear Mr. President,

When we last communicated in June, I mentioned that the Video Software Dealers Association (VSDA), the national trade association for the home video industry, was in the process of relaunching our Pledge To Parents program. I am writing to update you on this project.

The basis of the Pledge To Parents program is the belief of the members of VSDA that the best control is parental control, and that there is no better place than in a home video store for parents to control the content of the movies and games to which their children have access. Through Pledge To Parents, VSDA-member retailers aid parents in making more-informed entertainment choices for their families.

The centerpiece of Pledge To Parents, established by VSDA in 1991, is a commitment by participating retailers:

1. Not to rent or sell videotapes or video games designated as "restricted" to persons under 17 without parental consent, including all movies rated "R" by the Motion Picture Association of America and all video games rated "M" by the Entertainment Software Rating Board.
2. Not to rent or sell videotapes rated "NC-17" by the Motion Picture Association of America or video games rated "Adults Only" by the Entertainment Software Rating Board to persons aged 17 or under.

In addition, as part of the Pledge To Parents program, many retailers solicit from customers written instructions regarding what types of videos can be rented or purchased by family members. For instance, a customer can limit all of his or her children, regardless of age, to videos rated "G" by the Motion Picture Association of America, or indicate that one child is permitted to rent "PG" movies while another can rent "PG-13."

Recently, we updated our Pledge To Parents materials and provided the revised kit, at no cost, to each retail member of VSDA. We have also offered to provide the materials at cost to any other video retailer that requests them.

16530 Ventura Boulevard, Suite 400  
Encino, California 91436  
Voice [818] 385-1500  
Fax [818] 385-0567  
<http://www.vsda.org>

Each Pledge To Parents kit contains the following:

- ***Customer Flyer and Parental Consent Form*** – These materials provide information about the Pledge To Parents program and allow customers to indicate their restrictions or authorizations on video and video game rentals and sales by their family members.
- ***Terminal-Topper Sign*** – This sign, to be displayed near the cash register, draws customers' attention to Pledge To Parents and the retailer's ratings enforcement policy.
- ***ID Check Sign*** – We encourage retailers to post this sign, which indicates that IDs will be checked when appropriate, throughout their store and remind customers of the retailer's voluntary ratings enforcement policy.
- ***MPAA Theatrical-Size Ratings Poster*** – This poster provides customers with movie ratings information to further assist them with their selection of movies.
- ***Video Game Ratings Poster & Brochures*** – The poster and brochures are designed to help customers make informed decisions concerning their children's video game rentals.

Enclosed is a complete Pledge To Parents kit.

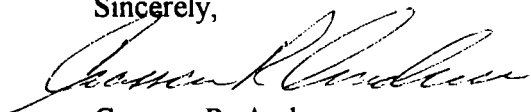
We have encouraged our members to make maximum use of the Pledge To Parents materials and provide ratings and content information to customers of all ages. We also have strongly urged our members to check IDs whenever appropriate.

As part of the relaunch of Pledge To Parents, VSDA conducted media outreach to increase awareness of the program among the general public. This effort included television and radio interviews and distribution of a news release and a prepared article about Pledge To Parents to newspapers around the nation. As a result, millions of Americans now know that, when dealing with entertainment, the best control is parental control and that the home video industry is assisting parents by providing them with information and the tools to help them.

Mr. President, this voluntary industry program demonstrates a commitment to the communities in which our members live. Most importantly, it supports the rights of parents to make fundamental decisions involving their children while emphasizing the need for parents to take responsibility for what their children watch and play.

Should you have any questions about the Pledge To Parents program, please contact me at (818) 385-1500.

Sincerely,



Crossan R. Andersen  
President

Enc.

99 DEC 1 PM 4:54

November 29, 1999

Mr. Steven Maloney  
Staff Secretary's Office  
The White House  
1600 Pennsylvania Avenue  
Washington, D.C.

SCHOLASTIC INC.  
555 Broadway  
New York, NY  
10012-3999  
(212) 343-6100

Dear Mr. Maloney:

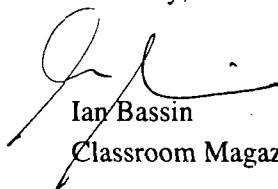
Scholastic published President Clinton's letter on school violence in ten different magazines. This binder includes copies of the cover page and the page containing the President's letter from each of those editions. I also have listed below the date, target audience and circulation of the titles.

| Publication, Page #                      | Date           | Target Audience    | Circulation |
|------------------------------------------|----------------|--------------------|-------------|
| Science World, pg 2                      | Oct. 18, 1999  | High School        | 375,000     |
| Scope, pg 2                              | Oct. 18, 1999  | Middle School      | 405,000     |
| Action, pg 2                             | Oct. 18, 1999  | Middle/High School | 185,000     |
| Math, pg 2                               | Oct. 18, 1999  | Middle School      | 185,000     |
| Junior Scholastic, pg 3                  | Oct. 4, 1999   | Middle School      | 525,000     |
| Choices, pg 4                            | October 1999   | High School        | 163,000     |
| Scholastic News Ed. 4-6, pg 7            | Oct. 11, 1999  | Grades 4-6         | 1,250,000   |
| Scholastic News<br>Teacher's Ed. 1, pg 6 | Nov./Dec. 1999 | Grade 1            | 945,000     |
| Scholastic News<br>Teacher's Ed. 2, pg 6 | Nov./Dec. 1999 | Grade 2            | 800,000     |
| Scholastic News<br>Teacher's Ed. 3, pg 4 | Oct. 11, 1999  | Grade 3            | 700,000     |

Total 5,533,000

Please do not hesitate to contact me if Scholastic can be of any future assistance.

Sincerely,



Ian Bassin  
Classroom Magazines

December 23, 1999

PERSONAL

Mr. Herb Scannell  
President  
Nickelodeon  
1515 Broadway  
New York, New York 10036-8995

Dear Herb:

Thank you for your letter regarding *Nick News Special Edition: The Fight to Fit In*. I agree that peer pressure is a huge concern for kids, and we need to ensure that all our children have the caring support and self-esteem they need to make positive choices for themselves. I am so pleased that Nickelodeon is creating innovative ways for educators to address this important issue.

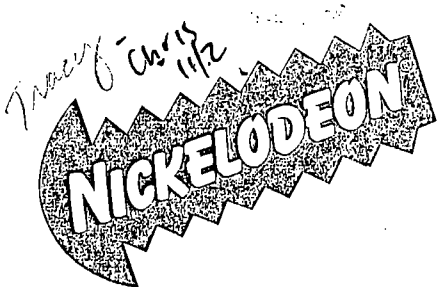
As always, I am grateful for your commitment to putting the needs of our children first. Best wishes.

Sincerely,

**BILL CLINTON**

BC/RMS/DA/DC/ckb-pw (Corres. #7056118)  
(12.scannell.herb.doc)

cc: Karin Kullman w/incoming, 207 OEOB



Nickelodeon  
1515 Broadway  
New York, NY 10036-8995  
tel: 212-258-8000

September 27, 1999

President Bill Clinton  
The Office of The President  
Washington, DC 20500

Dear President Clinton:

Peer pressure is a big issue for kids. It is such a profound concern that when Nickelodeon along with *Time Magazine* conducted our "State of the Kids" research this summer, we discovered that 59% of kids today worry "a lot" or "some" about fitting in with other kids at school.

With the start of the new school year, we wanted to explore these issues further and give kids the opportunity to speak out in a *Nick News Special Edition: The Fight to Fit In*, which premiered last Sunday, September 26. In this special, veteran news anchor, Linda Ellerbee, addresses questions on making friends, being popular, dealing with bullies, and feeling like an outsider - as well as offer suggestions on ways to put "popularity" in perspective. She is joined by noted Harvard Medical School pediatric instructor, Dr. Michael Rich, who is also an attending physician in the Division of Adolescent/Young Adult Medicine at Children's Hospital in Boston.

The show reflects how friendship and popularity can be serious issues for kids at different ages. For example, our research shows that young kids (ages 6-8) are more likely than older kids (ages 9-11) to say that being a good friend and being good at sports makes them fit in. As kids grow older (ages 12-14), they are more likely to say that fitting in involves wearing the right clothes and being good looking.

We expect *The Fight to Fit In* to be a helpful classroom tool for elementary and middle school teachers for teaching social skills. To complement the video lesson, we have created companion curriculum materials that can be found on our website for educators - [teachers.nick.com](http://teachers.nick.com). To ensure that teachers have ample access to the Special, we will re-air it at 6:00AM (EST) during Nick's Cable in the Classroom block on October 4, 18, and November 29 in conjunction with the CIC 10<sup>th</sup> Anniversary celebration.

Last year's tragic events at schools across the country highlight for everyone just how important fitting in is to kids. *The Fight to Fit In* offers a healthy dialogue to help you and your kids deal with the pressures of being a kid. If you have any questions about the show or would like additional information, please contact our Vice President of Public Affairs & Administration, Jean Margaret Smith at 212-258-7564.

As always, I appreciate your on-going interest in the efforts of Nickelodeon in its mission to provide positive entertainment and information for kids.

Sincerely,

Herb Scannell  
President

09/23/99

December 21, 1999

Ms. Brenda J. Bell  
4460 South 4560 West  
West Valley City, Utah 84120

Dear Brenda:

Thank you for sharing your personal story with me. I'm sorry I was unable to write to you sooner. I was deeply saddened to learn of the death of your niece. Such senseless acts of violence hurt us all, though few have had to endure its effects as personally as you have.

I appreciate knowing your concerns about gun control and violence prevention. I want you to know that I have considered these issues carefully and thoughtfully, and while our views on gun control may differ, I hope we can find common ground in our shared values of love and concern for others. I agree that every sector of our society has a role to play in the effort to prevent violence and that we must work together to counter the culture of violence with a culture of values. I firmly believe that the American spirit is stronger than the forces of hate, and you can be assured that I remain committed to doing all I can to end senseless acts of violence.

As we continue our efforts to create a better world for our children and a stronger future for our nation, I will keep your thoughts in mind. God bless you.

Sincerely,  
**BILL CLINTON**

BC/TFS/DA/DC/emu-pfs (Corres. #4477114)  
(12.bell.bj)

cc: ~~Karin Kullman, 216~~  
cc: Tracy Sisser, 95

October 28, 1999

Ms. Pam Burton  
1700 Battenburg Lane, S.W.  
Conyers, Georgia 30094-6191

Dear Pam:

Thank you for your note, photos and thoughtful suggestions about emergency exits for the handicapped. I'm glad you took the time to write, and I'm sorry I was unable to respond sooner.

Violence in our society touches all of us, but few have been as personally affected as you, your daughter, and her classmates. My Administration recently launched the National Campaign Against Youth Violence to address these issues and to provide parents with an opportunity to share their concerns and experiences. In order to end this painful epidemic in our country, parents, students, teachers, public officials, and entertainment leaders must work together to counter the culture of violence and build in its place a culture of values. I'm grateful for your willingness to speak out, and I have shared your letter with William Modzeleski, Director of the Department of Education's Safe and Drug Free Schools Program.

Best wishes to you and Sara Kate.

Sincerely,

**BILL CLINTON**

BC/TFS/DDA/DC/pfs-bws (Corres. #4455914)  
(10.burton.p)

cc: Tracy Sisser  
cc: w/cy of inc to Exec Sec @ DoEd.  
cc: w/cy of inc to K. Kullman

that, in an emergency, all doors could be instantly held open, it would be a lifesaver. Also I want the anonymous hot line number given to each student on the first day of school and posted throughout the school. Possibly a surrogate parents group could be started for troubled students.

Please let me hear from you.

Sincerely,  
Sam Clinton  
770 483-8478

1700 Battenburg Lane SW  
Conyers, Georgia 30094-6191  
May 24, 1999

Dear President Clinton,

This is my daughter, Sara Kate Roberts, she is a straight A student at Heritage High School in Conyers, Georgia, where there was a shooting last Thursday. We were present when shots were fired. We were so frightened, we had to flee in slow motion while everyone else ran.

I want automatic doors at every exit, so a handicapped person can flee. If there could be a master switch at a central location, so