

THE HOLLYWOOD POLICY CENTER FOUNDATION

10536 Culver Boulevard, Suite 1, Culver City, California 90232

310 559-9334
FAX 310 838-2367

June 25, 1993

Eli Segal
Special Assistant to the President
Office of National Service
Old Executive Office Building
Room 145
Washington, D.C. 20500

Dear Eli:

We're sorry to have to write this letter to inform you of our decision to join our funder and partner, Esprit Foundation, in discontinuing our plans for a nationwide public awareness effort on behalf of the Summer of Service Program. We're making this decision, along with Esprit, based on our own sense (well-honed as you know from many years in government, politics, and working in the entertainment community) drawn from a series of incidents that lead us to think this is not perhaps the most opportune time for us to work together. We say this with no hard feelings - given our own backgrounds we carry no inflated sense of our importance in relation to the massive work before you. On the other hand, as professionals, we do have to carry the weight of our responsibilities to our own organizations, to those who fund us, and to the members of the entertainment community who have come to know that we would never jeopardize their credibility in any way. Feeling uncomfortable that we may put these relationships at risk if we proceed, we think it best we step aside right now, allowing you to stabilize your program, and keeping the door open to the possibility that we can work together again in the future.

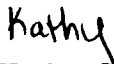
We've concluded that if we were to proceed, given this growing sense that our involvement is not wholeheartedly desired, we might put in jeopardy our own organization and relationships to funders and performers. Esprit, with whom we have a valuable relationship, has reached the same conclusion, and together we have decided now is the time to step aside before we go down this path any further.

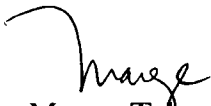
We hope that you can appreciate the good faith with which we are operating along with our desire to avoid problems for all concerned over the next eight weeks. We wish you the best of luck -- we know the program is going to be a great success. For the sake of all our future relationships, we plan to say nothing of this to anyone,

and we would hope that your office would do the same. We truly hope to have future opportunities to work together.

Finally, even though we will not be travelling nationwide we look forward to helping out here in Los Angeles to try and raise public awareness and build bridges in our own community, in support of the wonderful ethic of the Summer of Service participants and the programs.

Best,


Kathy Garmezy
Executive Director


Marge Tabankin
President

cc: Susie Tompkins, Esprit
Sandra Ranke, Esprit
Michel Boynton, Esprit

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M E M O R A N D U M

TO: Eli Segal
Special Assistant to the President
Office of National Service

FROM: Marge Tabankin & Kathy Garnezy
Hollywood Policy Center

DATE: 6/25/93

RE: Summer of Service Program

We wanted to send you a separate memorandum attached to our letter regarding the Hollywood Policy Center's involvement in the Summer of Service Program. We do this because we truly mean what we say in the letter -- We harbor no ill will, we really hope to work together again in the future, and we do not want to get into the kind of finger-pointing or accusations that would be inappropriate among friends and colleagues. However, apart from what our funder Esprit communicated in their letter, we feel it is important that you have the benefit of our reasoning so you will see this is not a decision we arrived at easily or cavalierly.

Initially, when we came to meet with you and your staff, we felt that there was a mutual sense of agreement about what we might contribute -- that the HPC wanted to help bring media attention to your programs in the 10 Summer of Service cities and that you felt our presence would provide that kind of media support and special attention to the participants. We proceeded with that sense of collaboration in mind. We hired staff, the best advance team in the country, sought funds to enable us to carry out the program (with Esprit making it possible to create our program with a \$75,000 contribution), undertook two separate mailings to hundreds of actors and performers, and began to secure specific individuals who would travel to each Summer of Service city.

However, as we moved forward, gradually over the past couple of months, even knowing how much pressure you were all under, we began to increasingly sense that this summer might not be the most appropriate or beneficial time for us to work

together. This underlying concern was more or less confirmed and crystallized this week, which brought us to our decision.

As for some specific examples of what lead us to this point:

- We'd been instructed to keep our involvement low key and to discuss it only in the context of all the other dignitaries that would be visiting. We'd been told that there were problems with our involvement with the White House, then with the Commission, then maybe some of the programs did not want us, and then finally maybe the kids did not want "outsiders." We had no way of evaluating any of this, since we couldn't confirm these sentiments independently; they did, however, fly in the face of our own experiences with sending performers around the country (both as part of HPC and when Marge was head of VISTA). It became harder and harder to sort out why we were doing this in the face of all these expressed concerns.
- We had gone to Sony Pictures Entertainment for an additional \$10,000 in funds (which the National Service staff knew about). This week Sony told us that given their separate conversations with you and others in the National Service Office as well as a formal request for Sony's participation from the White House that their support would be directed toward Washington and not to us. We never knew that Sony was also being approached by your office, and we would have thought someone might have told us if they were seeking funds from our own industry in order to avoid this kind of situation, which diminishes the perceived value of our work in our own community.
- After initially agreeing we would send celebrities to the opening training week, we were told that it would be better if we did not. Then two days before the training week began we were asked to try and get some specific actors. We tried to make this happen, but the short time frame made that difficult.
- Kathy Garmezy, along with two other members of our Summer of Service team flew to Treasure Island at our expense on Sunday, June 20, to make a brief presentation to the program directors (again in a low key way). We were there for 6 1/2 hours but due to other problems on site could not make a presentation. Then we were told Jennifer Eplett Reilly from the Commission might have concerns and did not understand what our role was going to be, yet we were given only five rushed minutes with her. We had gone up on Sunday because we were told it was the only time the program directors would be together, but when we arrived we were told that in fact Sunday was the only day they were not all together. It concerned us that the National Service Office had not by then have made it clear to the Commission who we were and what we were bringing to the program.
- Because we could not call program directors, before the training and then could not speak to or meet them at the training, we were completely unable to implement our responsibilities in a satisfactory way -- with enough time or prior discussion to coordinate good and appropriate site visits. We were faced with no contact just one week before we arrived on our first scheduled visit to a

Summer of Service site in Boston.

- Finally, with respect to the corporate logo situation which occurred in relation to Esprit, we were needless to say totally surprised on Sunday when we saw Gap's corporate logo on the sweatshirts, as well as Samsonite, since we were told marketing was inappropriate for the Summer of Service program..

As you might understand all of this began to form a picture for us of an ongoing situation that might prove less than beneficial for all involved. With that in mind, and knowing how much we believe in the program and the work you and your staff are doing, we did not want further complications to arise. Therefore, we think removing ourselves is the best decision for now, and as we said in our letter we hope to work together again when it is more appropriate and timely.

ESPRIT FOUNDATION

900 MINNESOTA STREET SAN FRANCISCO CALIFORNIA 94107
TEL 415 550-8978 FAX 415 550-4390

June 24, 1993

Eli Segal
Special Assistant to the President
National Service Program
Old Executive Office Building
Washington, D.C. 20503

Dear Eli,

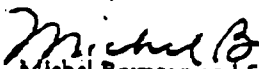
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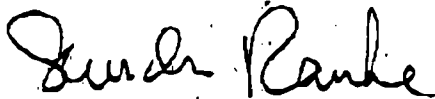
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This is not a matter of vanity, and we are uninterested in assigning blame to anyone. It is a matter of it being our duty and desire to spend the Esprit Foundation's resources in a very judicious manner. We make a great effort to assist where genuinely needed, and to avoid excess or unnecessary duplication. Because of confused signals from SOS staff, we don't believe that we can deliver a program of the caliber that we insist upon. There is a lack of participation between the program and the supporting institutions that must be addressed.

For these reasons, we have decided to "sit this one out." We absolutely believe in the Summer of Service program, and despite this recent disappointment we support you in your efforts. There is every certainty that you have a terrific success on your hands, and we are confident that there will be another opportunity to work with you.

Sincerely,


Michel Boynton and Sandra Ranke
Grantmaking Coordinators



ESPRIT

BE INFORMED BE INVOLVED MAKE A DIFFERENCE

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DATE 6/25/93213 559 9334
FAX 213 838-2367FAX TRANSMITTAL

TO: Eli Segal
COMPANY: Office of National Service
FAX #: 202-456-6420
PHONE: _____

FROM: Kathy Garnezy & Marge Tabankin

FAX #: 310-838-2367

PHONE: 310-559-9334

COMMENTS: _____

NUMBER OF PAGES (INCLUDING COVER): 6

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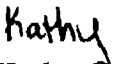
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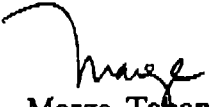
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Grantmaking Coordinators

Sandra Ranke

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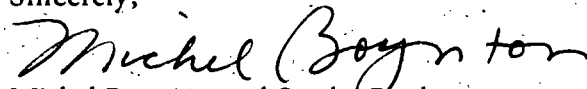
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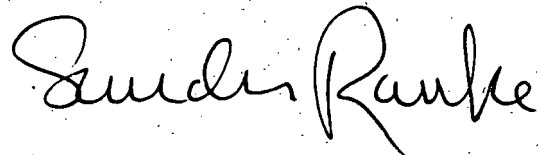
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