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THE PRESIDENT HAS SEEN
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PRESIDENT WILLIAM J. CLINTON

REMARKS ON CHILDREN,

VIOLENCE AND MARKETING

THE ROSE GARDEN

June 1, 1999

6-1-99

Rep Jackson Lee
~~House~~

Acknowledgments: the First Lady; AG Reno; FTC

Chairman Robert Pitofsky; Arthur Sawe [SAH-way] and

his mother Caroline; Mayor Deedee Corradini, US

Mayor Tim Kaine
(Richmond)

Conference of Mayors; Wash. State Rep. Mary Lou

Dickerson; Pam Eakes, founder, Mothers Against

Violence in America

- WAYNE CURRY, County Exec - Prince Georges County, Maryland
- DUTCH RUPPERSBERGER, County Exec - Baltimore County, Maryland

In recent weeks, and in the wake of tragedy, we have witnessed something truly remarkable: Americans from all regions and all walks of life coming together to prevent youth violence. As you may recall, the First Lady and I traveled to Colorado recently and spoke with the students of Columbine High School.

In one sudden moment, just six weeks ago, they lost much of the innocence of youth; but I am pleased to say that they have lost little of its idealism. They have held fast to their faith in a better future – a future where hatred no longer hardens the heart; a future where values, and not violence, make up our common culture.

The national grassroots campaign Hillary described is rooted firmly in that faith. We know we can prevent youth violence if we work together, across all the lines that may divide us; and assume responsibility rather than assign blame. That responsibility, of course, begins at home. Parents must guide children as they grow, and stay involved even as children become more independent.

That responsibility must be reinforced at school; in houses of worship; and in the community as a whole. The more invested we are in the lives of our children, the less isolated they can become.

Those of us in public service must also do our part, and fulfill our responsibility to keep guns out of the hands of criminals and children. To that end, there is a broad and growing national consensus that says we must do more. I am grateful that a number of gun manufacturers came here to the White House last month and voiced their support for our common-sense approach.

And I am encouraged that the Senate agreed to close the deadly gun-show loophole; require that safety locks be sold with every handgun; ban the importation of large-capacity ammunition clips; and ban violent juveniles from owning guns as adults. To the House of Representatives I say: Pass these common-sense measures into law, and do so swiftly when you return from recess. Don't put our children's safety on hold – put it at the top of your agenda.

Members of the entertainment industry must also do their part. They – and the rest of us – must not kid ourselves: our children are being fed a dependable, daily dose of violence.

^{by the time American child turn 18, he or she}
Studies show that the typical ~~18-year-old~~ has seen
200,000 dramatized acts of violence and 40,000
dramatized murders. Kids become ^{attracted to it} numb to its ^{consequences}. They have
to. And as their exposure to violence grows, so does, in
some deeply troubling cases, their taste for it. We should
not be surprised that half the video games the typical
seventh-grader plays are violent ones.

Anyone who doubts the impact of this cultural assault
can look at hundreds of studies, three decades' worth,
showing the direct link between violent entertainment and
violent behavior. What these studies tell us is that for
adults, the boundary between fantasy and reality ^{which for most adults is a bright line} is a ~~bright line~~
~~bright line~~; but for vulnerable children, it can be blurred.

Kids who are steeped in the culture of violence can become desensitized to it and more capable of committing it themselves.

That is why I have strongly urged people in the industry to consider the consequences of what they create. One can value our First Amendment right to free expression and, at the same time, ^{caught} act with restraint. Our administration has worked to give parents the tools to protect their kids – and block violent programming from entering their living rooms. We have worked with the industry to develop a voluntary rating system for television, and a V-Chip that enables parents to enforce it.

We've also made progress on parental screening for the Internet and ratings for Internet game sites.

Still, when violent entertainment made for adults is marketed to children, it undermines the rating systems designed to protect them. Advertisements have the power to egg children on and lure them in. Every parent knows what response a commercial for sugar cereal – or the latest “Star Wars” toy – will get from their kids. They want that product and, one way or another, they're determined to get it. So we should think twice about the impact of ads for so-called “first-person shooter” video games – like the recent ad for a game that invites players to “get in touch with your gun-toting. . . cold-blooded murdering side.”

Now, Arthur obviously has the inner strength and the upbringing to reject that kind of violent appeal. But not every child will.

Today, I am asking the Department of Justice and the Federal Trade Commission to study the extent to which the video game, music and movie industries market violence to children – and whether those industries are abiding by their own voluntary systems of regulation. To any company that sells violent products, I say this: Children are more than consumers. They are our future, and our most precious resource. They should not be targets in the marketing of violence. Don't make young people want what your own rating systems say they

shouldn't have. → Cong. CBS for cancelling a program
thought to be too violent → + ask for consensus
about reports that programming on some networks
8 on violence
may be more violent

I also issue this challenge to the owners of movie theaters and video stores, to distributors, and to anyone at the point of sale: enforce the ratings systems on the products you sell. Check IDs. Draw the line. If underage kids are buying violent video games or getting into R-rated movies, then ratings systems should be strictly enforced to put a stop to it. And if gratuitous violence is getting into PG-13-rated movies, then ratings systems should be reevaluated.

I want to thank Senators Brownback, Lieberman, Hatch, and Kohl for the work they've done on this issue.

And I want to commend Washington State Representative Mary Lou Dickerson, who is here with us today. Inspired by an article she read about young Arthur, Rep. Dickerson helped create a task force on video game violence. And, thanks to her work with Mothers Against Violence in America and the Washington Retailers Association, both of which are represented here today, video game retailers in Washington State will now voluntarily sign a pledge to parents, committing themselves to check IDs and block sales of violent games to minors.

I urge others to follow their lead. For this, in the end, is the way we will make progress: by constant and coordinated effort – as individuals and industries, as communities and as a nation. Youth violence is a problem we face together – and it is a problem America can solve together. By joining hands in this effort we can truly build a safer future for all our children in the 21st Century. Thank you.



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THE WHITE HOUSE

Office of the Press Secretary
For Immediate Release June 1, 1999

REMARKS BY THE PRESIDENT
AND MRS. CLINTON
ON CHILDREN, VIOLENCE AND MARKETING

The Rose Garden

11:46 A.M. EDT

MRS. CLINTON: Good morning, and please be seated, and thank you for joining us today in the Rose Garden as we continue a national conversation about how to address the problems of youth violence in our communities and schools.

I want to thank everyone for coming this morning, and I'd like to acknowledge Congresswoman Sheila Jackson Lee, Mayor Deedee Corradini, Mayor Timothy Kaine, and County Executives Wayne Curry and Charles Ruppertsburger. In addition to the Chairman of the FTC, whom you will hear from in a minute, Robert Pitofsky, we also have Commissioner Sheila Anthony and Commissioner Mozelle Thompson. I'm also pleased that Pamela Eakes, who led the very innovative group, Mothers Against Violence in America, has worked with us on this event as she has on past events that are also part of our efforts to try to create ways in which every American can take his or her part in doing whatever we can against youth violence.

As a nation, we've reacted to the shootings at Columbine High School like almost no other event I can remember in recent memory. It has literally pierced the heart of America. Yet, in my conversations with young people and parents over the past few weeks, I've heard less talk about people feeling helpless or hopeless and more about a growing consensus that finger-pointing doesn't lead to solutions and that we have to move forward together to take

steps to end the violence, not only in our schools, but in our broader community. And that it is time -- some might say past time -- that we all play a role in making a positive difference in the lives of our children.

I want to thank the Attorney General and the Chair of the FTC for joining us today, as well as the many parents, educators, religious leaders, members of the media and students who are here as well. I'm pleased that we will be hearing from a 4th grader this morning who will tell us how he became part of the solution in his home state of Washington.

I think all of us recognize that there is no single answer or solution to the problem of violence in our society, but that we must move on many fronts -- from passing common-sense gun control efforts to helping parents understand better how to exercise authority over the media that their children are exposed to, and enabling more parents to spend more time with their own children.

We've come together to talk about some of the ways we can begin to reverse the culture of violence that is engulfing American children every day, particularly the role that the media plays in shaping the lives and values of our children and young people.

In 1972, a Surgeon General report said, and I quote: "We know that children imitate and learn from everything they see -- parents, fellow children, school, the media. It would be extraordinary, indeed, if they did not imitate and learn from what they see on television."

The report went on to say that violence on television causes children either to mimic directly the actions they see or to act generally in a more aggressive way. Yet, today, more than 25 years after this report was written, our culture is even more saturated with TV programs, movies and songs that romanticize and glorify violence. What kind of values are we promoting when a child can walk into a store and find video games where you win based on how many people you can kill or how many places you can blow up.

We can no longer ignore the well-documented connection between violence in the media and the effects that it has on children's behavior. One study has found, for example, that if an actor is rewarded for violent behavior, children are more likely to imitate it. Another tells us that media violence has a particularly negative effect on children who already have a tendency toward aggressive or antisocial behavior.

According to the American Psychiatric Association, viewers of violence not only become desensitized and fearful, they begin to identify with an aggressive solution to their own personal problems. America's culture of violence is having a profound effect on our children, and we have to resolve to do all we can to change that culture.

One of the ways we can do that is to give parents the tools they need to control what their own children are exposed to. And we've already moved forward in that direction. Today's announcement is another important step in the fight against violence. We know there is a lot of work to be done. But I'm encouraged that so many leaders and citizens are coming together and talking honestly not only about the challenges we face, but what we have to do, together, to meet those challenges.

I'm particularly heartened that as a result of the meeting the President convened at the White House a few weeks ago, there was general agreement from a broad cross-section of Americans that we would launch a national grass roots campaign to prevent youth violence. We would model the campaign on successful national efforts like Mothers Against Drunk Driving, which showed us that we can change the culture when enough people from all walks of life say enough is enough. So I look forward to seeing everyone working together on this new nationwide effort to prevent youth violence.

Now, I'd like to introduce someone who cares deeply about the future of our children and who has fought tirelessly to create safe schools and communities. Our Attorney General, Janet Reno. (Applause.)

* * * * *

THE PRESIDENT: Give him another hand. He was great. Bravo. (Applause.) Thank you.

When I was listening to Arthur speak, I didn't know whether to offer him a job as a White House speechwriter -- (laughter) -- or just wait for the opportunity to vote for him someday. Let me say -- (applause) -- thank you very much. Thank you.

And we thank your mother for bringing you here, and congratulations. (Applause.) And Representative Mary Lou Dickerson, thank you; and Pam Eakes, founder of Mothers Against Violence in America, thank you.

I thank the Attorney General, and Chairman Pitofsky, for their remarks and their commitment. I thank Mayor Corradini, Mayor Kaine, County Executive Curry and County Executive Dutch Ruppersburger for the interest that our local government leaders have. I thank Representative Sheila Jackson Lee for her passionate commitment to this issue. And, all of you, welcome to the White House.

And most of all, I want to say again how much I appreciate Arthur Sawe for coming here, and for sharing a child's perspective. We have other children in this audience today, and we are really here about them, and their future.

As Hillary said, the tragedy at Littleton had a profound effect on America. It certainly had a profound effect on us, and on our family -- particularly after we had the chance to go to Colorado and visit with the families of the children who were killed, and many of the young children who are still grievously wounded -- and the kids at the school with them, who are hurting still, and the teachers.

I do think that what Hillary said is right: we sense a determination, not only in that community but throughout our country, not just to grieve about this, but to do something about it. The national grassroots campaign against violence against children is rooted in our faith that we can do better.

We know we can prevent more youth violence if we work together, across all the lines that divide us. We know we can do it if we're all willing to assume responsibility, and stop trying to assign blame. Of course, the responsibility begins at home. It must be reinforced and supported at schools and houses of worship in the community as a whole. Those of us in public service must also do our part. There is broad and growing consensus for us to do more.

Let me say I am also very grateful that the gun manufacturers came here last month and voiced their support for common-sense restrictions to make it more difficult for guns to get into the hands of children and criminals. I'm encouraged that the Senate acted to close the deadly gun show loophole, to require safety locks to be sold with every handgun, to ban the importation of large-capacity ammunition clips, and ban violent juveniles from owning guns as adults. I hope the House of Representatives will pass these common-sense measures as soon as they return from the Memorial Day recess. (Applause.) We have a lot to do this year, but this should be put at the top of the agenda, and not put on hold.

As you have already heard, members of the entertainment industry must also do their part. They, and the rest of us, cannot kid ourselves. Our children are being fed a dependable daily dose of violence -- and it sells. Now, 30 years of studies have shown that this desensitizes our children to violence, and to the consequences of it.

We now know that by the time the typical American child reaches the age of 18, he or she has seen 200,000 dramatized acts of violence, and 40,000 dramatized murders. Kids become attracted to it, and more numb to its consequences. As their exposure to violence grows, so, in some deeply troubling cases of particularly vulnerable children, does the taste for it. We should not be surprised that half the video games a typical seventh-grader plays are violent.

Anyone who doubts the impact of the cultural assault can look at what now, over 30 years, amounts to somewhere over 300

studies, all of whom show that there is a link between sustained exposure, hour after hour, day after day, week after week, year after year, to violent entertainment and violent behavior.

What the studies say, quite simply, is that the boundary between fantasy and reality violence, which is a clear line for most adults, can become very blurred for vulnerable children. Kids steeped in the culture of violence do become desensitized to it and more capable of committing it themselves.

That is why I have strongly urged people in the entertainment industry to consider the consequences of what they create and how they advertise it. One can value the First Amendment right to free speech and at the same time care for and act with restraint. Our administration has worked to give parents more tools to protect their kids, to block violent programming from entering their living room with the V-chip and the rating system. We've made progress on parental screening for Internet and ratings for Internet game sites.

Still, when violent entertainment made for adults is marketed to children, it undermines the rating system designed to protect them. And if you look at some of these ads, it's hard to argue with a straight face that the games were made for adults in the first place. Like the one Arthur mentioned.

Advertisements have a particular role here. They have the power to egg children on and lure them in. Every parent knows what response a commercial for sugar cereal or the latest Star Wars toy will get from their children. People advertise because it works. They want that product and, one way or the other, they're determined to get it. So we ought to think twice about the impact of ads for so-called "first person shooter video games," like the recent ad for a game that invites players to -- and I quote -- "get in touch with your gun-toting, cold-blooded murdering side."

I was given -- today, Arthur brought me the magazine with the ad that he mentioned, and he was kind enough to mark it for me. There really is a gun here. It says: More fun than shooting your neighbor's cat. I was given another ad that says: What kind of psycho drives a school bus into a war zone? And here's a school bus, heavily armed. This came out right after the incident in Springfield, Oregon.

Here's an ad that turns the argument I just made on its head: Psychiatrists say it's important to feel something when you kill. And then it goes on to say, you ought to get this technology because it bumps and you feel it. It says: Every sensation, every vibration, every mutilation, nine programmable weapons buttons. Customizable feedback software. Push the stick that pushes back and feel your pain. And here's one that's the most unbelievable of all. It says: Kill your friends guilt-free.

Now, obviously, Arthur has the inner strength and the good upbringing to reject that kind of violent appeal. Most of our children do. But not all of our children do. We cannot be surprised when this kind of thing has an impact on our most vulnerable children. Is it 100 percent to blame? No. It's easier to get guns in this society. Parents on average spend 22 hours a week less with their children than they did 30 years ago because of the demands of work and commuting, the busyness of daily life.

But when you put it all together, there are bound to be explosive negative consequences. That's why today I am asking the Department of Justice and the Federal Trade Commission to study the extent to which the video game, music and movie markets do actually market violence to children, and whether those industries are abiding by their own voluntary systems of regulations.

To any company that sells violent products, I say, children are more than consumers. I understand nobody made anybody buy any of this stuff. But every day, a responsible society declines to do some things for short-term gain that it can do. And that is what we have to think about. These children are our future, our most precious resource. Raising them is any society's most important job.

Don't make young people want what your own rating systems say they shouldn't have. I might say again, as has already been acknowledged, they shouldn't have. I might say again, as has already been acknowledged, many, many people in the entertainment industry have worked with us on this -- on the ratings system, on the V-chip, on the screening technology for the Internet.

I noticed one network executive, a few days ago, actually cancelled a program because its violent content was inappropriate, and I applaud that. But I also read with concern the news that some of the new programming coming up for this fall on some networks will be even more violent than last year's. The time has come to show some restraint, even if it has a short-term impact on the bottom line.

I also want to challenge the owners of movie theaters and video stores, distributors -- anyone at any point of sale -- enforce the rating systems on the products that you sell. Check the IDs, draw the line. If underage children are buying violent video games or getting into R-rated movies, the rating system should be enforced to put a stop to it. (Applause.)

And if, as many of us suspect, there is still too much gratuitous violence in PG-13-rated movies, the rating systems themselves should be re-evaluated.

I want to thank Senators Brownback, Lieberman, Hatch and

Kohl, for the bipartisan work they have done on this issue. Again, I want to commend State Representative Mary Lou Dickerson from Washington, who read about young Arthur, helped to create a task force on video game violence, and thanks to her work with Pam and the Mothers Against Violence in America and the Washington Retailers' Association -- who are all represented here today -- video game retailers in Washington state now voluntarily sign a pledge to parents, committing themselves to check IDs and block sales of violent games to minors. That's something that ought to happen in every state in the United States of America. (Applause.)

Again I say, we can do something about this. It will take a grass roots campaign. It will take everybody doing his or her part. This is a problem we face together, a problem America can solve together. There is no more urgent task for our future.

You were all looking at this young man speaking today, thinking, what a wonderful thing that a person that young could speak so clearly, so confidently, about things that are so right. You look around at the other young people here today who are involved in this effort in some way or another, and you thank God that we have this legacy of children.

A lot of those kids that haven't made it through all these school violence incidents were just as good, just as fine, had just as much to give the world. We've got to quit fooling around with this. We've got a chance. Our hearts are open, our ears are open, are heads are thinking.

I know this stuff sells. But that doesn't make it right.

Thank you, and God bless you. (Applause.)

12:16 P.M. EDT

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Jeff Shesol

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REMARKS ON CHILDREN,

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In one sudden moment, just six weeks ago, they lost much of the innocence of youth; but I am pleased to say that they have lost little of its idealism. They have held fast to their faith in a better future – a future where hatred no longer hardens the heart; a future where values, and not violence, make up our common culture.

The national grassroots campaign Hillary described is rooted firmly in that faith. We know we can prevent youth violence if we work together, across all the lines that may divide us; and assume responsibility rather than assign blame. That responsibility, of course, begins at home. Parents must guide children as they grow, and stay involved even as children become more independent.

That responsibility must be reinforced at school; in houses of worship; and in the community as a whole. The more invested we are in the lives of our children, the less isolated they can become.

Those of us in public service must also do our part, and fulfill our responsibility to keep guns out of the hands of criminals and children. To that end, there is a broad and growing national consensus that says we must do more. I am grateful that a number of gun manufacturers came here to the White House last month and voiced their support for our common-sense approach.

And I am encouraged that the Senate agreed to close the deadly gun-show loophole; require that safety locks be sold with every handgun; ban the importation of large-capacity ammunition clips; and ban violent juveniles from owning guns as adults. To the House of Representatives I say: Pass these common-sense measures into law, and do so swiftly when you return from recess. Don't put our children's safety on hold – put it at the top of your agenda.

Members of the entertainment industry must also do their part. They – and the rest of us – must not kid ourselves: our children are being fed a dependable, daily dose of violence.

Studies show that the typical 18-year-old has seen 200,000 dramatized acts of violence and 40,000 dramatized murders. Kids become numb to it. They have to. And as their exposure to violence grows, so does, in some deeply troubling cases, their taste for it. We should not be surprised that half the video games the typical seventh-grader plays are violent ones.

Anyone who doubts the impact of this cultural assault can look at hundreds of studies, three decades' worth, showing the direct link between violent entertainment and violent behavior. What these studies tell us is that for adults, the boundary between fantasy and reality is a bright line; but for vulnerable children, it can be blurred.

Kids who are steeped in the culture of violence can become desensitized to it and more capable of committing it themselves.

That is why I have strongly urged people in the industry to consider the consequences of what they create. One can value our First Amendment right to free expression and, at the same time, act with restraint. Our administration has worked to give parents the tools to protect their kids – and block violent programming from entering their living rooms. We have worked with the industry to develop a voluntary rating system for television, and a V-Chip that enables parents to enforce it.

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That is why I have strongly urged people in the industry to consider the consequences of what they create. One can value our First Amendment right to free expression and, at the same time, act with restraint. Our administration has worked to give parents the tools to protect their kids – and block violent programming from entering their living rooms. We have worked with the industry to develop a voluntary rating system for television, and a V-Chip that enables parents to enforce it. We've also made progress on parental screening for the Internet and ratings for Internet game sites.

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I also issue this challenge to the owners of movie theaters and video stores, to distributors, and to anyone at the point of sale: enforce the ratings systems on the products you sell. Check IDs. Draw the line. If underage kids are buying violent video games or getting into R-rated movies, then ratings systems should be strictly enforced to put a stop to it. And if gratuitous violence is getting into PG-13-rated movies, then ratings systems should be reevaluated.

I want to thank Senators Brownback, Lieberman, Hatch, and Kohl for the work they've done on this issue. And I want to commend Washington State Representative Mary Lou Dickerson, who is here with us today. Inspired by an article she read about young Arthur, Rep. Dickerson helped create a task force on video game violence. And, thanks to her work with Mothers Against Violence in America and the Washington Retailers Association, both of which are represented here today, video game retailers in Washington State will now voluntarily sign a

pledge to parents, committing themselves to check IDs and block sales of violent games to minors.

I urge others to follow their lead. For this, in the end, is the way we will make progress: by constant and coordinated effort – as individuals and industries, as communities and as a nation. Youth violence is a problem we face together – and it is a problem America can solve together. By joining hands in this effort we can truly build a safer future for all our children in the 21st Century. Thank you.

Draft 05/28/99 3:00pm
Jeff Shesol

PRESIDENT WILLIAM J. CLINTON
REMARKS ON CHILDREN, VIOLENCE AND MARKETING
THE ROSE GARDEN
June 1, 1999

Acknowledgments: the First Lady; AG Reno; FTC Chairman Robert Pitofsky; Arthur Sawe [sah-WAY] and his mother Caroline; Mayor DeeDee Corradini, US Conference of Mayors

In recent weeks, and in the wake of tragedy, we have witnessed something truly remarkable: Americans from all regions and all walks of life are coming together to prevent youth violence. As you may recall, the First Lady and I traveled to Colorado recently and spoke with the students of Columbine High School. In one sudden, violent moment, just six weeks ago, they lost much of the innocence of youth; but I am pleased to say that they have lost little of its idealism. They have held fast to their faith in a better future – a future where hatred no longer hardens the heart; a future where values, and not violence, make up our common culture.

The national grassroots campaign that Hillary described is rooted firmly in that same faith: that we can and will prevent youth violence by working together, across all the lines that may divide us; and by assuming responsibility rather than assigning blame. That responsibility begins at home. Parents must guide children as they grow, and stay involved even as children become more independent. That responsibility must be reinforced at school; in houses of worship; and in the community as a whole. The more invested we are in the lives of our children, the less isolated they can become.

Those of us in public service must also do our part, and fulfill our responsibility to keep guns out of the hands of criminals and children. To that end, there is a broad and growing national consensus that says we must do more. I am grateful that a number of gun manufacturers came here to the White House last month and voiced their support for our common-sense approach. And I am encouraged that the Senate – by the narrowest of margins – agreed to close the deadly gun-show loophole; require that safety locks be sold with every handgun; and raise the age of handgun possession from 18 to 21. To the House of Representatives I say: Pass these common-sense measures into law, and do so swiftly when you return to Washington. Put our children's safety on top of your agenda – not on hold.

Members of the entertainment industry must also do their part. They – and the rest of us – must not kid ourselves: our children are being weaned on a dependable daily dose of violence. Violent movies and television programs; violent CDs and video games; violent ads for violent products. Studies show that the typical 18-year-old has seen 200,000 dramatized acts of violence and 40,000 dramatized murders. Kids become numb to it. They have to. And as their tolerance for violence grows, so, in many cases, does their taste for it. As Arthur Sawe [sah-WAY] just told us, advertisements egg children on and draw them in: a recent ad for a Sony video game invites players to “get in touch with your gun-toting. . . cold-blooded murdering side.” So we

should not be surprised that half the video games the typical seventh-grader plays are violent ones.

Anyone who doubts the impact of this cultural assault can look at hundreds of studies, three decades' worth, showing the direct link between violent entertainment and violent behavior. What these studies tell us is that for adults, the boundary between fantasy and reality is a bright line; but for vulnerable children, it can be blurred. Kids who are steeped in the culture of violence become desensitized to it and more capable of committing it themselves.

That is why I have strongly urged people in the industry to consider the consequences of what they create. Our administration has also worked to give parents the tools to protect their kids – and block violent programming from entering their living rooms. We have developed a voluntary rating system for television, and a V-Chip that enables parents to enforce it. We've also made progress on parental screening for the Internet and ratings for Internet game sites.

But these filters are designed to keep out violent programs and games, not the ads for violent programs or games. We know that all too often, children make up the audience for violent advertisements – whether TV commercials, print ads, or movie trailers. A recent study in the *Journal of the American Medical Association* looked at violent ads shown during a nonviolent, family-friendly broadcast – the baseball playoffs. During each and every game of the World Series, an average of ten violent commercials appeared. Ten per game. Most of the ads were for violent TV programs or violent movies. Kids may not get to see the show, but in the commercial, they're seeing the commercial.

Now, no parent wants to tell a child to stop watching baseball because the commercials are too violent. But all parents know the effect that ads for sugar cereals – or the newest "Star Wars" toy – have on our kids. So we had best be concerned about the effect that violent ads have on our kids. These advertisements are troubling. They're pure, packaged violence, and totally stripped of context or consequence.

If violent products are made, they should not be marketed to children. I think all Americans can agree on that. Today, I am asking the Department of Justice and the Federal Trade Commission to study the extent to which the video game, television, music and movie industries market violence to children – and whether those industries are abiding by their own voluntary systems of regulation. I want to acknowledge Senators Brownback, Lieberman, Hatch, and Kohl for the work they've done to raise this issue. And I also want to issue this challenge to owners of movie theaters and video stores, to distributors, and to anyone at the point of sale: enforce strictly the ratings systems on the entertainment you sell. Check IDs. Draw the line. If gratuitous violence is getting into PG-13-rated movies, ratings systems should be reevaluated. And if underage kids are getting into R-rated movies or buying violent video games, ratings systems should be better enforced.

There is no high-tech quick fix to these problems. It will take effort, vigilant and concerted effort, by all of us to make a difference and do right by our children. But we must do it. We must step up to our responsibility as individuals and industries, as communities and as a

nation. Youth violence is a problem we face together – and it is a problem America can solve together. By joining hands in this effort we can build a safer future for all our children in the 21st Century. Thank you.

Final 05/31/99 3:45pm
Jeff Shesol

PRESIDENT WILLIAM J. CLINTON
REMARKS ON CHILDREN, VIOLENCE AND MARKETING
THE ROSE GARDEN
June 1, 1999

Acknowledgments: the First Lady; AG Reno; FTC Chairman Robert Pitofsky; Arthur Sawe [SAH-way] and his mother Caroline; Mayor Deedee Corradini, US Conference of Mayors; Wash. State Rep. Mary Lou Dickerson; Pam Eakes, founder, Mothers Against Violence in America

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Those of us in public service must also do our part, and fulfill our responsibility to keep guns out of the hands of criminals and children. To that end, there is a broad and growing national consensus that says we must do more. I am grateful that a number of gun manufacturers came here to the White House last month and voiced their support for our common-sense approach. And I am encouraged that the Senate agreed to close the deadly gun-show loophole; require that safety locks be sold with every handgun; ban the importation of large-capacity ammunition clips; and ban violent juveniles from owning guns as adults. To the House of Representatives I say: Pass these common-sense measures into law, and do so swiftly when you return from recess. Don't put our children's safety on hold – put it at the top of your agenda.

Members of the entertainment industry must also do their part. They – and the rest of us – must not kid ourselves: our children are being fed a dependable, daily dose of violence. Studies show that the typical 18-year-old has seen 200,000 dramatized acts of violence and 40,000 dramatized murders. Kids become numb to it. They have to. And as their exposure to violence grows, so does, in some deeply troubling cases, their taste for it. We should not be surprised that half the video games the typical seventh-grader plays are violent ones.

Anyone who doubts the impact of this cultural assault can look at hundreds of studies, three decades' worth, showing the direct link between violent entertainment and violent behavior. What these studies tell us is that for adults, the boundary between fantasy and reality is a bright line; but for vulnerable children, it can be blurred. Kids who are steeped in the culture of violence can become desensitized to it and more capable of committing it themselves.

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pledge to parents, committing themselves to check IDs and block sales of violent games to minors.

-I urge others to follow their lead. For this, in the end, is the way we will make progress: by constant and coordinated effort – as individuals and industries, as communities and as a nation. Youth violence is a problem we face together – and it is a problem America can solve together. By joining hands in this effort we can truly build a safer future for all our children in the 21st Century. Thank you.

Draft 05/27/99 8:00pm
Jeff Shesol

PRESIDENT WILLIAM J. CLINTON
REMARKS ON CHILDREN, VIOLENCE AND MARKETING
THE ROSE GARDEN
June 1, 1999

Jeff -
This is very
good, but I
do have a
few suggestions
See me when
you have a
moment.
J-LW

Today I want to talk to you about the new steps we are taking to prevent youth violence.

As you may recall, the First Lady and I traveled to Colorado recently and spoke with the students of Columbine High School. In one sudden, violent moment, just six weeks ago, they lost much of the innocence of youth; but I am pleased to say that they have lost little of its idealism. They have held fast to their faith in a better future - a future where hatred no longer hardens young hearts; a future where values, and not violence, make up our common culture.

a little too much for my sens.
The national grassroots campaign that Hillary described is rooted firmly in that same faith that we can and will prevent youth violence by working together, across all the lines that may divide us; ^{know that we can} ~~and~~ ^{we know it can do it} by assuming responsibility rather than assigning blame. That responsibility begins at home. Parents must guide children as they grow, and stay involved even as children become more independent. That responsibility must be reinforced at school; in houses of worship; and in the community as a whole. The more invested we are in the lives of our children, the less isolated they can become.

Those of us in public service must also do our part, and fulfill our responsibility to keep guns out of the hands of criminals and children. To that end, there is a broad and growing national consensus that says we must do more. I am grateful that a number of gun manufacturers came here to the White House last month and voiced their support for our common-sense approach. And I am encouraged that the Senate - by the narrowest of margins - agreed to close the deadly gun-show loophole; require that safety locks be sold with every handgun; and raise the age of handgun possession from 18 to 21. To the House of Representatives I say: Pass these common-sense measures into law, and do so swiftly when you return to Washington. Put our children's safety on top of your agenda - not on hold.

any way to add a gun metaphor here? this falls a bit flat

Members of the entertainment industry must also step up to their responsibility. ~~As I have said, "those with greater influence have greater responsibility."~~ Anyone who questions the influence of this industry can look at hundreds of studies, three decades' worth, showing a direct link between violent entertainment and violent behavior by children. For adults, the boundary between fantasy and reality is a bright line; for vulnerable children, it can be blurry. Those who are steeped in the culture of violence become desensitized to it and more capable of committing it themselves.

For this reason, I appreciate that members of the entertainment industry have worked with us to develop a voluntary rating system for television, and a V-Chip that enables parents to enforce it. Together we've also made progress on parental screening for the Internet and ratings

Good foundation

good
love

for game sites. But no filter can hold back a flood. When half the video games the typical seventh-grader plays are violent ones, there is no such thing as a high-tech quick fix. When the typical 18-year-old has seen 200,000 dramatized acts of violence and 40,000 dramatized murders, there can be no new-fangled replacement for old-fashioned restraint.

sounds like
you're calling for
restraint
on
part
of
kids -
not
industry

I don't
think this
makes sense
(let's discuss)

I have challenged people in the industry to consider the consequences of what they create, and to make movies, music, games and programs as if their own children were watching. And I have said: If violent products are made, at the very least they should not be marketed to children.

Still, we know that all too often, children make up the audience for violent ads. A recent study in the Journal of the American Medical Association looked at violent ads shown during a nonviolent, family-friendly broadcast - the baseball playoffs. During each and every game of the World Series, an average of ten violent commercials appeared. Ten per game. Most of the ads were for violent TV shows or violent movies. Now, no parent wants to tell a child to stop watching baseball because the commercials are too violent. But these advertisements - whether TV ads, print ads, or movie trailers - are troubling. They're pure, packaged violence, totally stripped of context or consequence. And the meaning of some of these ads is all too direct: recently, a Sony video game invited players to "get in touch with your gun-toting. . . cold-blooded murdering side."

Good

Now, children, as any parent will tell you, are not passive observers. Kids don't just watch, they pay attention. And if we're concerned about the impact that ads for the latest sugar cereal or "Star Wars" toy have on our kids, we had best be concerned about the impact that violent ads have on our kids.

weak trans.

I think all Americans can agree: it is wrong to market violence to children. Today, I am asking the Department of Justice and the Federal Trade Commission to study the extent to which the video game, television, music and movie industries market violence to children - and whether those industries are abiding by their own voluntary systems of regulation. I ~~am~~ also issuing a challenge to owners of movie theaters and video stores, to distributors, and to anyone at the point of sale: enforce strictly the ratings systems on the entertainment you purvey. Check IDs. Draw the line. If ratings systems are allowing gratuitous violence into PG-13-rated movies, they should be reevaluated. And if they aren't keeping children from seeing R-rated movies or buying violent video games, they must be better enforced.

We must all work harder. To do right by our children, we must step up to our responsibility as individuals and industries, as communities and as a nation. Youth violence is a problem we face together - and it is a problem America can solve together. By joining hands in this effort we can build a safer future for all our children in the 21st Century. Thank you.

pretty
generic

need
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up -
and not
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of speech

comparison
to alcohol?

Draft 05/28/99 5:45pm
Jeff Shesol

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PRESIDENT WILLIAM J. CLINTON
REMARKS ON CHILDREN, VIOLENCE AND MARKETING
THE ROSE GARDEN
June 1, 1999

Acknowledgments: the First Lady; AG Reno; FTC Chairman Robert Pitofsky; Arthur
Saw^{er} ^(sah) WAY and his mother Caroline; Mayor DeeDee Corradini, US Conference of Mayors; (?)
Wash. State Rep. Mary Lou Dickerson (?). *pam lakes, MAV*

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Those of us in public service must also do our part, and fulfill our responsibility to keep guns out of the hands of criminals and children. To that end, there is a broad and growing national consensus that says we must do more. I am grateful that a number of gun manufacturers came here to the White House last month and voiced their support for our common-sense approach. And I am encouraged that the Senate – by the narrowest of margins – agreed to close the deadly gun-show loophole; require that safety locks be sold with every handgun; ^{even though} ~~and raise~~ ^{the age of handgun possession from 18 to 21.} To the House of Representatives I say: Pass these common-sense measures into law, and do so swiftly when you return to ~~Washington~~ ^{from recess.} Don't put our children's safety on hold – put it ^{as the} ~~on~~ top of your agenda.

Members of the entertainment industry must also do their part. They – and the rest of us – must not kid ourselves: ~~our children are being weaned on~~ ^{fed a} a dependable, daily dose of violence. ~~Violent movies and television programs; violent CDs and video games; violent ads for violent products~~ Studies show that the typical 18-year-old has seen 200,000 dramatized acts of violence and 40,000 dramatized murders. Kids become numb to it. They have to. And as their ~~tolerance~~ ^{exposure to} for violence grows, so, in many cases, does their taste for it. We should not be surprised that half the video games the typical seventh-grader plays are violent ones.

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To any company that sells violent products, I say this: Children are more than consumers. They are our future, and our most precious resource. They should not be ~~the~~ targets in the marketing of violence.

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Jeffrey A. Shesol
05/28/99 05:50:34 PM

*Mura's
edits*

Record Type: Record

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

cc: Michael Waldman/WHO/EOP@EOP, Joshua S. Gottheimer/WHO/EOP@EOP

Subject: revised draft on kids & violence 5/28 5:45pm -- pls ignore prev draft -- comments to Jeff Shesol 6-2796

Draft 05/28/99 5:45pm

Jeff Shesol

**PRESIDENT WILLIAM J. CLINTON
REMARKS ON CHILDREN, VIOLENCE AND MARKETING
THE ROSE GARDEN
June 1, 1999**

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common-sense measures into law, and do so swiftly when you return to Washington. Don't put our children's safety on hold – put it on top of your agenda.

Members of the entertainment industry must also do their part. They – and the rest of us – must not kid ourselves: our children are being weaned on a dependable, daily dose of violence. Violent movies and television programs; violent CDs and video games; violent ads for violent products. Studies show that the typical 18-year-old has seen 200,000 dramatized acts of violence and 40,000 dramatized murders. Kids become numb to it. They have to. And as their tolerance for violence grows, so, in many cases, does their taste for it. We should not be surprised that half the video games the typical seventh-grader plays are violent ones.

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XC 2796

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I would add more on the study. See pg 11 next lines to menu

take second line & insert text whether they are

It's not doing that. Why don't you put the warning state stuff here first. I think do this challenge

Among other matters, the study should examine whether such violent material rated for adults is advertised or promoted in media outlets in which minors comprise a substantial percentage of the audience.

The study also should examine whether these advertisements are intended to and in fact attract underage audiences.

I want to thank Senators Brownback, Lieberman, Hatch, and Kohl for the groundbreaking work they've done on this issue. And I want to commend Washington State Representative Mary Lou Dickerson, who is here with us today. Inspired by an article she read about young Arthur, Rep. Dickerson helped create a task force on video game violence. And, thanks to her work with the Washington Retailers Association, video game retailers in their state will now voluntarily check IDs and block sales of violent games to minors.

I urge others to follow their lead. For this is the way we will make progress: by constant and coordinated effort – as individuals and industries, as communities and as a nation. Youth violence is a problem we face together – and it is a problem America can solve together. By joining hands in this effort we can truly build a safer future for all our children in the 21st Century. Thank you.

Message Sent To:

Bruce N. Reed/OPD/EOP@EOP
Elena Kagan/OPD/EOP@EOP
Cathy R. Mays/OPD/EOP@EOP
Laura Emmett/WHO/EOP@EOP
John Podesta/WHO/EOP@EOP
Dawn L. Smalls/WHO/EOP@EOP
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Maria Echaveste/WHO/EOP@EOP
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Douglas B. Sosnik/WHO/EOP@EOP
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Neera Tanden/WHO/EOP@EOP
Christine N. Macy/WHO/EOP@EOP
Ruby Shamir/OPD/EOP@EOP
Noa A. Meyer/WHO/EOP@EOP
Richard Socarides/WHO/EOP@EOP
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Ann F. Lewis/WHO/EOP@EOP
Loretta M. Ucelli/WHO/EOP@EOP
Ann C. Hertelendy/WHO/EOP@EOP
Jose Cerda III/OPD/EOP@EOP
Leanne A. Shimabukuro/OPD/EOP@EOP
William H. White Jr./WHO/EOP@EOP
Lynn G. Cutler/WHO/EOP@EOP
Setti D. Warren/WHO/EOP@EOP

I'd put this info for st + then do the challenge - many the study + this guy 24's

PRESIDENT CLINTON ANNOUNCES NEW STUDY TO EXAMINE THE MARKETING OF VIOLENT MEDIA TO CHILDREN

June 1, 1999

As part of his continuing efforts to reduce youth violence, the President will announce today that the Federal Trade Commission and the Department of Justice will conduct a joint study of the marketing practices of entertainment industries to determine whether these industries are marketing to children violent and other material that is rated for adults. In a Rose Garden event, joined by the First Lady, the President also challenged retailers to enforce age restrictions on adult-oriented media, so that inappropriate material is kept out of the hands of children.

Helping Parents to Make the Right Choices for Their Children. Numerous studies have shown that violent programming increases children's aggression toward others and desensitizes them to violence. If and to the extent that the movie, recording, and video game industries market to children violent and other materials that are rated for adults, they undermine current content-based ratings systems, make it harder for parents to control the movies, music and games their children see, and increase the likelihood of children being exposed to inappropriate materials. President Clinton therefore will announce today that the Federal Trade Commission and Department of Justice will conduct a study to determine whether and how the motion picture, recording, and video game industries market to children violent and other material rated for adults. The study will examine, among other matters, whether sectors of these industries advertise violent material rated for adults in media outlets in which children comprise a substantial percentage of the audience or whether they otherwise use marketing practices designed to attract children to violent material. The study also will examine whether these industries have adopted procedures restricting the sale of products rated for adults to children and the extent to which these procedures are effective in ensuring that children do not have access to adult-oriented material.

Challenging Entertainment Industry Distributors to Enforce Ratings. A key to shielding children from exposure to excessively violent media is to halt their access to these products at the point of sale. Too many children can purchase or rent violent video games and films intended for adults from retailers who do not check identifications. In fact, according to a study conducted last year by the National Institute on the Media and the Family, only nine percent of retail stores that rent video games refused to rent to minors games that are rated as suitable only for adults. As part of an effort to address this issue, the Washington State Retail Association and the Interactive Digital Software Association are working together to create a point-of-sale system that will notify and remind clerks to ask for identification from buyers. Because the President believes that it is wrong to sell or rent the most violent video games and movies to children without their parents' approval, he will challenge the nation's retailers today to follow the lead of those in Washington State and enforce the ratings systems when they sell or rent any adult-rated material to children.

Advancing an Agenda to Address Youth Violence. In an effort to comprehensively

address the causes of youth violence comprehensively, the President is launching a national campaign on the issue, to involve community and religious leaders, the gun and entertainment industries, educators, parents, and young people. This campaign will be modeled on the highly successful Welfare to Work Partnership and the National Campaign to Reduce Teen Pregnancy. The campaign will call on all sectors of society to take responsibility for reducing youth violence and will disseminate efforts that are working throughout the nation.

Joshua S. Gottheimer
05/26/99 10:47:27 AM

Program

FL

DOJ

parent or child

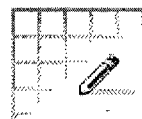
Record Type: Record

To: Jeffrey A. Shesol/WHO/EOP@EOP

cc:

Subject: FTC report

----- Forwarded by Joshua S. Gottheimer/WHO/EOP on 05/26/99 10:47 AM -----

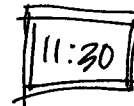
 Ruby Shamir
05/26/99 10:34:03 AM

6:30
talk w/
DOJ

NO TV?



→ otherwise issue a challenge.
scare 'em
straight.



Record Type: Record

To: Karin Kullman/OPD/EOP@EOP, Joshua S. Gottheimer/WHO/EOP@EOP

cc: Neera Tanden/WHO/EOP@EOP

Subject: FTC report

Attached is the Amendment that this study is based on. Below also find a description of the aims of the FTC report. You guys should know that the main focus of his remarks on the report should be on the study of marketing practices.

On Tuesday the President will announce that the Federal Trade Commission and the Department of Justice are jointly conducting a study on the marketing practices of the motion picture, recording, and video/personal game industries with regard to material rated for adults. The report will study:

- (1) Whether violent, sexually explicit or other unsuitable material is specifically advertised in media outlets in which minors comprise a substantial percentage of the audience;
- (2) The extent to which merchants of the material have policies that restrict sales of this material to children and enforce those restrictions;
- (3) Whether these groups require, monitor and enforce their voluntary warning labels or engage in public information campaigns about their labeling systems;

The study may investigate more issues, but this is a preliminary description.

*Z. Bronsack -
Lieberman*

Subtitle B - Other Matters

Sec. 511. Study of Marketing Practices of Motion Picture, Recording, and Video/Personal Computer Game Industries.

(a) Study. -

(1) In general.—The Federal Trade Commission and Attorney General shall jointly conduct study of marketing practices of the motion picture, recording, and video/personal game industries.

(2) Issues examined.—In conducting the study under paragraph (1), the Commission and the Attorney General shall examine -

1) ~~(A) the extent to which the motion picture, recording, and video/personal computer industries target the marketing of violent, sexually explicit, or other unsuitable material to minors, including whether such content is advertised or promoted in media outlets in which minors comprise a substantial percentage of the audience;~~

2) ~~(B) the extent to which retail merchants, movie theaters, or others who engage in the sale or rental for a fee of products of the motion picture, recording, and video/personal computer industries—~~

~~(i) have policies to restrict the sale, rental, or viewing to minors or music, movies, or video/personal computer games that are deemed inappropriate for minors under the applicable voluntary industry or labeling systems; and~~

~~(ii) have procedures compliant with such policies;~~

3) ~~(A) whether and to what extent the motion picture, recording, and video/personal computer industries require, monitor, or encourage the enforcement of their respective voluntary rating or labeling systems by industry members, retail merchants, movie theaters, or others who engage in the sale or rental for a fee of the products of such industries;~~

~~(B) whether any of the marketing practices examined may violate Federal law; and~~

(C) whether and to what extent the motion picture, recording, and video/personal computer industries engage in actions to educate the public on the existence, use, or efficacy of their voluntary rating or labeling systems.

(1) Factors of determination. - In determining whether the products of the motion picture, recording, or video/personal computer industries are violent, sexually explicit, or otherwise unsuitable for minors for the purposes of paragraph

(2)(A), the Commission and the Attorney General shall consider the voluntary industry rating or labeling systems of the industry concerned as in effect on the date of the enactment of this Act.

(b) Report.—Not later than one year after the date of the enactment of this Act, the Commission and the Attorney General shall submit to Congress a report on the study conducted under subsection (a).

(c) Authority. — For the purposes of the study conducted under subsection (a), the Commission may use its authority under subsection 6(b) of the Federal Trade Commission Act to require the filing of reports or answers in writing to specific questions, as well as to obtain information, oral testimony, documentary material, or tangible things.



05/26/99 08:21:49

Record Type: Record

To: Jeffrey A. Shesol/WHO/EOP@EOP

cc:

Subject: Re: draft remarks on youth & violence -- comments ASAP to Jeff Shesol 6-2796 

Two things:

1. We're not doing commercials for TV programs(unfortunately), but we are doing ads for movies on TV, so we have to rework that great study but hopefully not too terribly.
2. The emphasis is not as much on the violence in the ads, but in the fact that these ratings systems are undermined when the movie industry says that a movie is for adults and then markets them to children. So they could have an innocuous ad that draws kids into a violent movie that's rated R, and that's the problem. Here's where the tobacco analogy would work, but we can't say that for political reasons.

Many

Draft 05/28/99 5:30pm
Jeff Shesol

PRESIDENT WILLIAM J. CLINTON
REMARKS ON CHILDREN, VIOLENCE AND MARKETING
THE ROSE GARDEN
June 1, 1999

Acknowledgments: the First Lady; AG Reno; FTC Chairman Robert Pitofsky; Arthur Sawe [sah-WAY] and his mother Caroline; Mayor DeeDee Corradini, US Conference of Mayors; Wash. State Rep. Mary Lou Dickerson

In recent weeks, and in the wake of tragedy, we have witnessed something truly remarkable: Americans from all regions and all walks of life ~~are~~ coming together to prevent youth violence. As you may recall, the First Lady and I traveled to Colorado recently and spoke with the students of Columbine High School. In one sudden, ~~violent~~ moment, just six weeks ago, they lost much of the innocence of youth; but I am pleased to say that they have lost little of its idealism. They have held fast to their faith in a better future – a future where hatred no longer hardens the heart; a future where values, and not violence, make up our common culture.

The national grassroots campaign ~~that~~ ^{we know} Hillary described is rooted firmly in that same faith ^{that} we can ~~and will~~ prevent youth violence by working together, across all the lines that may divide us; and by assuming responsibility rather than assigning blame. That responsibility begins at home. Parents must guide children as they grow, and stay involved even as children become more independent. That responsibility must be reinforced at school; in houses of worship; and in the community as a whole. The more invested we are in the lives of our children, the less isolated they can become.

Those of us in public service must also do our part, and fulfill our responsibility to keep guns out of the hands of criminals and children. To that end, there is a broad and growing national consensus that says we must do more. I am grateful that a number of gun manufacturers came here to the White House last month and voiced their support for our common-sense approach. And I am encouraged that the Senate – by the narrowest of margins – agreed to close the deadly gun-show loophole; require that safety locks be sold with every handgun; and raise the age of handgun possession from 18 to 21. To the House of Representatives I say: Pass these common-sense measures into law, and do so swiftly when you return to Washington. Don't put our children's safety on hold – put it on top of your agenda.

Members of the entertainment industry must also do their part. They – and the rest of us – must not kid ourselves: our children are being weaned on a dependable daily dose of violence. Violent movies and television programs; violent CDs and video games; violent ads for violent products. Studies show that the typical 18-year-old has seen 200,000 dramatized acts of violence and 40,000 dramatized murders. Kids become numb to it. They have to. And as their tolerance for violence grows, so, in many cases, does their taste for it. We should not be surprised that half the video games the typical seventh-grader plays are violent ones.

Anyone who doubts the impact of this cultural assault can look at hundreds of studies, three decades' worth, showing the direct link between violent entertainment and violent behavior. What these studies tell us is that for adults, the boundary between fantasy and reality is a bright line; but for vulnerable children, it can be blurred. Kids who are steeped in the culture of violence become desensitized to it and more capable of committing it themselves.

That is why I have strongly urged people in the industry to consider the consequences of what they create. Our administration has also worked to give parents the tools to protect their kids – and block violent programming from entering their living rooms. We have developed a voluntary rating system for television, and a V-Chip that enables parents to enforce it. We've also made progress on parental screening for the Internet and ratings for Internet game sites.

Still, when violent entertainment made for adults is marketed to children, it undermines the rating systems designed to protect them. Advertisements have the power to egg children on and lure them in. Every parent knows what a commercial for sugar cereal – or the latest "Star Wars" toy – can do to kids. They want that product and, one way or another, they're likely to get it. An ad for an R-rated movie may have the same effect on a child. And we shudder to think of the impact of ads for so-called "first-person shooter" video games – like the recent ad for a Sony video game that invites players to "get in touch with your gun-toting. . . cold-blooded murdering side." Now, Arthur obviously has the inner strength to reject that kind of violent appeal. But not every child does.

+ the upbringing

To any company that sells violent products, I say this: Children are more than consumers. They are our future, and our most precious resource. They should not be the targets of the marketing of violence.

Today, I am asking the Department of Justice and the Federal Trade Commission to study the extent to which the video game, music and movie industries market violence to children – and whether those industries are abiding by their own voluntary systems of regulation. And I issue this challenge to the owners of movie theaters and video stores, to distributors, and to anyone at the point of sale: enforce strictly the ratings systems on the products you sell. Check IDs. Draw the line. If gratuitous violence is getting into PG-13-rated movies, then ratings systems should be reevaluated. And if underage kids are getting into R-rated movies or buying violent video games, then ratings systems should be better enforced.

I want to thank Senators Brownback, Lieberman, Hatch, and Kohl for the groundbreaking work they've done on this issue. And I want to commend Washington State Representative Mary Lou Dickerson, who is here with us today. Inspired by an article she read about Arthur Sawe [sah-WAY], Rep. Dickerson helped create a task force on video game violence. And, thanks to her ~~work~~ ^{work} and that of the Washington Retailers Association, video game retailers in their state will now voluntarily check IDs and block sales of violent games to minors.

others

I urge ~~more states~~ ^{others} to follow their lead. This is the way we will make progress – by constant and coordinated effort – as individuals and industries, as communities and as a nation.

Youth violence is a problem we face together – and it is a problem America can solve together. By joining hands in this effort we can truly build a safer future for all our children in the 21st Century. Thank you.

Draft 05/28/99 2:30pm
Jeff Shesol

PRESIDENT WILLIAM J. CLINTON
REMARKS ON CHILDREN, VIOLENCE AND MARKETING
THE ROSE GARDEN
June 1, 1999

Acknowledgments: the First Lady; AG Reno; FTC Chairman Robert Pitofsky; Arthur Sawe [sah-WAY] and his mother Caroline; Mayor DeeDee Corradini, US Conference of Mayors

In recent weeks, and in the wake of tragedy, we have witnessed something truly remarkable: Americans from all regions and all walks of life are coming together to prevent youth violence. As you may recall, the First Lady and I traveled to Colorado recently and spoke with the students of Columbine High School. In one sudden, violent moment, just six weeks ago, they lost much of the innocence of youth; but I am pleased to say that they have lost little of its idealism. They have held fast to their faith in a better future – a future where hatred no longer hardens the heart; a future where values, and not violence, make up our common culture.

The national grassroots campaign that Hillary described is rooted firmly in that same faith: that we can and will prevent youth violence by working together, across all the lines that may divide us; and by assuming responsibility rather than assigning blame. That responsibility begins at home. Parents must guide children as they grow, and stay involved even as children become more independent. That responsibility must be reinforced at school; in houses of worship; and in the community as a whole. The more invested we are in the lives of our children, the less isolated they can become.

Those of us in public service must also do our part, and fulfill our responsibility to keep guns out of the hands of criminals and children. To that end, there is a broad and growing national consensus that says we must do more. I am grateful that a number of gun manufacturers came here to the White House last month and voiced their support for our common-sense approach. And I am encouraged that the Senate – by the narrowest of margins – agreed to close the deadly gun-show loophole; require that safety locks be sold with every handgun; and raise the age of handgun possession from 18 to 21. To the House of Representatives I say: Pass these common-sense measures into law, and do so swiftly when you return to Washington. Put our children's safety on top of your agenda – not on hold.

Members of the entertainment industry must also do their part. They – and the rest of us – must not kid ourselves: our children are being weaned on a dependable daily dose of violence. Violent movies and television programs; violent CDs and video games; violent ads for violent products. Studies show that the typical 18-year-old has seen 200,000 dramatized acts of violence and 40,000 dramatized murders. Kids become numb to it. They have to. And as their tolerance for violence grows, so, in many cases, does their taste for it. As Arthur Sawe [sah-WAY] just told us, advertisements egg children on and draw them in: a recent ad for a Sony video game invites players to “get in touch with your gun-toting. . . cold-blooded murdering side.” So we

should not be surprised that half the video games the typical seventh-grader plays are violent ones.

Anyone who doubts the impact of this cultural assault can look at hundreds of studies, three decades' worth, showing the direct link between violent entertainment and violent behavior. For adults, the boundary between fantasy and reality may be a bright line; but for vulnerable children, it can be blurred. Kids who are steeped in the culture of violence become desensitized to it and more capable of committing it themselves.

That is why I have strongly urged people in the industry to consider the consequences of what they create. Our administration has also worked to give parents the tools to protect their kids – and block violent programming from entering their living rooms. We have developed a voluntary rating system for television, and a V-Chip that enables parents to enforce it. We've also made progress on parental screening for the Internet and ratings for Internet game sites.

But these filters are designed to keep out violent programs and games, not the ads for violent programs or games. We know that all too often, children make up the audience for violent advertisements. A recent study in the *Journal of the American Medical Association* looked at violent ads shown during a nonviolent, family-friendly broadcast – the baseball playoffs. During each and every game of the World Series, an average of ten violent commercials appeared. Ten per game. Most of the ads were for violent TV programs or violent movies. Kids may not get to see the show, but in the commercial, they're seeing the commercial.

Now, no parent wants to tell a child to stop watching baseball because the commercials are too violent. But all parents know the effect that ads for sugar cereals – or the newest "Star Wars" toy – have on our kids. So we had best be concerned about the effect that violent ads have on our kids. And these advertisements – whether commercials, print ads, or movie trailers – are troubling. They're pure, packaged violence, totally stripped of context or consequence.

If violent products are made, they should not be marketed to children. I think all Americans can agree on that. Today, I am asking the Department of Justice and the Federal Trade Commission to study the extent to which the video game, television, music and movie industries market violence to children – and whether those industries are abiding by their own voluntary systems of regulation. I want to acknowledge Senators Brownback, Lieberman, Hatch, and Kohl for the work they've done to raise this issue. And I also want to issue this challenge to owners of movie theaters and video stores, to distributors, and to anyone at the point of sale: enforce strictly the ratings systems on the entertainment you sell. Check IDs. Draw the line. If gratuitous violence is getting into PG-13-rated movies, ratings systems should be reevaluated. And if underage kids are getting into R-rated movies or buying violent video games, ratings systems should be better enforced.

There is no high-tech quick fix to these problems. It will take effort, vigilant and concerted effort, by all of us to make a difference and do right by our children. But we must do it. We must step up to our responsibility as individuals and industries, as communities and as a nation. Youth violence is a problem we face together – and it is a problem America can solve

and ratings systems

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together. By joining hands in this effort we can build a safer future for all our children in the 21st Century. Thank you.

Draft 05/27/99 8:00pm
Jeff Shesol

**PRESIDENT WILLIAM J. CLINTON
REMARKS ON CHILDREN, VIOLENCE AND MARKETING
THE ROSE GARDEN**

June 1, 1999

all-purpose trans. Recent wh. Nat'l coming together on this issue...
Today I want to talk to you about the new steps we are taking to prevent youth violence.

As you may recall, the First Lady and I traveled to Colorado recently and spoke with the students of Columbine High School. In one sudden, violent moment, just six weeks ago, they lost much of the innocence of youth; but I am pleased to say that they have lost little of its idealism. They have held fast to their faith in a better future – a future where hatred no longer hardens ~~young~~ ^{the} hearts; a future where values, and not violence, make up our common culture.

The national grassroots campaign that Hillary described is rooted firmly in that same faith: that we can and will prevent youth violence by working together, across all the lines that may divide us; and by assuming responsibility rather than assigning blame. That responsibility begins at home. Parents must guide children as they grow, and stay involved even as children become more independent. That responsibility must be reinforced at school; in houses of worship; and in the community as a whole. The more invested we are in the lives of our children, the less isolated they can become.

Those of us in public service must also do our part, and fulfill our responsibility to keep guns out of the hands of criminals and children. To that end, there is a broad and growing national consensus that says we must do more. I am grateful that a number of gun manufacturers came here to the White House last month and voiced their support for our common-sense approach. And I am encouraged that the Senate – by the narrowest of margins – agreed to close the deadly gun-show loophole; require that safety locks be sold with every handgun; and raise the age of handgun possession from 18 to 21. To the House of Representatives I say: Pass these common-sense measures into law, and do so swiftly when you return to Washington. Put our children's safety on top of your agenda – not on hold.

do their part.
Members of the entertainment industry must also ~~step up to their responsibility.~~ ^{do their part.} As I have said, ~~those with greater influence have greater responsibility.~~ ^{those with greater influence have greater responsibility.} Anyone who questions the influence of this industry can look at hundreds of studies, three decades' worth, showing a direct link between violent entertainment and violent behavior by children. For adults, the boundary between fantasy and reality is a bright line; for vulnerable children, it can be blurry. Those who are steeped in the culture of violence become desensitized to it and more capable of committing it themselves.

For this reason, I appreciate that members of the entertainment industry have worked with us to develop a voluntary rating system for television, and a V-Chip that enables parents to enforce it. Together we've also made progress on parental screening for the Internet and ratings

we are
rebutting our
own policies

HRC - don't use

Consider this:

for game sites. But no filter can hold back a flood. When half the video games the typical seventh-grader plays are violent ones, there is no such thing as a high-tech quick fix. When the typical 18-year-old has seen 200,000 dramatized acts of violence and 40,000 dramatized murders, there can be no new-fangled replacement for old-fashioned restraint.

our kids
saturated
w/ violence

— game play, commerc. sec; movies, watch — violent. It affects them.

I have challenged people in the industry to consider the consequences of what they create, and to make movies, music, games and programs as if their own children were watching. And I have said: If violent products are made, at the very least they should not be marketed to children.

Still, we know that all too often, children make up the audience for violent ads. A recent study in the Journal of the American Medical Association looked at violent ads shown during a nonviolent, family-friendly broadcast — the baseball playoffs. During each and every game of the World Series, an average of ten violent commercials appeared. Ten per game. Most of the ads were for violent TV shows or violent movies. Now, no parent wants to tell a child to stop watching baseball because the commercials are too violent. But these advertisements — whether TV ads, print ads, or movie trailers — are troubling. They're pure, packaged violence, totally stripped of context or consequence. [And the meaning of some of these ads is all too direct: recently, a Sony video game invited players to "get in touch with your gun-toting... cold-blooded murdering side."]

Now, children, as any parent will tell you, are not passive observers. Kids don't just watch, they pay attention. And if we're concerned about the impact that ads for the latest sugar cereal or "Star Wars" toy have on our kids, we had best be concerned about the impact that violent ads have on our kids.

I think all Americans can agree: it is wrong to market violence to children. Today, I am asking the Department of Justice and the Federal Trade Commission to study the extent to which the video game, television, music and movie industries market violence to children — and whether those industries are abiding by their own voluntary systems of regulation. I am also issuing a challenge to owners of movie theaters and video stores, to distributors, and to anyone at the point of sale: enforce strictly the ratings systems on the entertainment you purvey. Check IDs. Draw the line. If ratings systems are allowing gratuitous violence into PG-13-rated movies, they should be reevaluated. And if they aren't keeping children from seeing R-rated movies or buying violent video games, they must be better enforced.

We must all work harder. To do right by our children, we must step up to our responsibility as individuals and industries, as communities and as a nation. Youth violence is a problem we face together — and it is a problem America can solve together. By joining hands in this effort we can build a safer future for all our children in the 21st Century. Thank you.

If 13 yr olds are affected by viewing videos, they're affected by commercials

Everyone agrees — 13 yrs. aren't supposed to see...
10 yrs. aren't supposed to play...

Ratings system support that

But marketing goes to places 2 where the movies themselves
can't go

★ this
is the
whole
point

placement?
source?

were
not
saying
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were
saying

a) parents
shd be

able to
control

what kids
see + ads

circumvent that

b) distinction
b/w what
kids shd

see +
adults

see in
circum-
vented

by
ads.

Spend emotional energy bemoaning culture
of violence
conflate w/ world series etc.

Even where there are rules, are these things been
mkt'd to kids?
seen by

Draft 05/27/99 7:45pm
Jeff Shesol

PRESIDENT WILLIAM J. CLINTON
REMARKS ON CHILDREN, VIOLENCE AND MARKETING
THE ROSE GARDEN
June 1, 1999

Today I want to talk to you about a new step we are taking to prevent youth violence.

As you may recall, the First Lady and I traveled to Colorado recently and spoke with the students of Columbine High School. In one sudden, violent moment, just six weeks ago, they lost much of the innocence of youth; but I am pleased to say that they have lost little of its idealism. They have held fast to their faith in a better future – a future where hatred no longer hardens young hearts; a future where values, and not violence, make up our common culture.

Hi nam
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Those of us in public service must also do our part, and fulfill our responsibility to keep guns out of the hands of criminals and children. To that end, there is a broad and growing national consensus that says we must do more. I am grateful that a number of gun manufacturers ~~have~~ *came here to the WH* voiced their support for our common-sense approach. And I am encouraged that the Senate – by the narrowest of margins – agreed to close the deadly gun-show loophole; require that safety locks be sold with every handgun; and raise the age of handgun possession from 18 to 21. ~~I~~ *to the* strongly ~~urge~~ *urge* the House of Representatives ~~to~~ *to* pass these common-sense measures into law, and to do so swiftly when ~~they~~ *you* return to Washington. Put our children's safety on top of your agenda – not on hold.

Members of the entertainment industry must also step up to their responsibility. As I have said, "those with greater influence have greater responsibility." Anyone who questions the influence of this industry can look at hundreds of studies, three decades' worth, showing a direct link between violent entertainment and violent behavior by children. For adults, the boundary between fantasy and reality is a bright line; for vulnerable children, it can be blurry. Those who are steeped in the culture of violence become desensitized to it and more capable of committing it themselves.

that
For this reason, I appreciate ~~the~~ *that* members of the entertainment industry ~~who~~ *who* have worked with us to develop a voluntary rating system for television and ~~the~~ *a* V-Chip that enables parents to enforce it. Together we've also made progress on parental screening for the Internet and ratings

for game sites. But no filter can hold back a flood. When half the video games the typical seventh-grader plays are violent ~~video games~~ ^{new}, there is no such thing as a high-tech quick fix. When the typical 18-year-old has seen 200,000 dramatized acts of violence and 40,000 dramatized murders, there can be no new-fangled replacement for old-fashioned restraint.

I have challenged people in the industry to consider the consequences of what they create, and to make movies, music, games and programs as if their own children were watching. And I have said: If violent products are made, at the very least they should not be marketed to children.

Still, we know that all too often, children make up the audience for violent ads. A recent study in the Journal of the American Medical Association looked at violent ads shown during a nonviolent, family-friendly broadcast – the baseball playoffs. During each and every game of the World Series, an average of ten violent commercials appeared. Ten per game. Most of the ads were for violent TV shows or violent movies. Now, no parent wants to tell a child to stop watching baseball because the commercials are too violent. But these advertisements – whether TV ad, print ad, or movie trailer – are troubling. They're pure, ~~distilled~~ ^{refined} violence, totally stripped of context or consequence. ~~And the meaning of some of them is all too direct:~~ ^{steps} recently, a Sony video game invited players to "get in touch with your gun-toting... cold-blooded murdering side."

Now, children, as any parent will tell you, are not passive observers. ^{Kids} Children are not only watching, they're paying attention. And if we're concerned ~~that~~ ^{about the impact} the ads for the latest sugar cereal or "Star Wars" toy have ~~an impact~~ on our kids, we had best be concerned about the impact of violent ads on our kids.

I think all Americans can agree: it is wrong to market violence to children. Today, I am asking the Department of Justice and the Federal Trade Commission to study the extent to which the video game, television, music and movie industries market violence to children – and whether those industries are abiding by their own voluntary systems of regulation. I am also issuing a challenge to owners of movie theaters and video stores, to distributors, and to anyone at the point of sale: enforce strictly the ratings systems on the entertainment you purvey. Check IDs. Draw the line. If ratings systems are allowing gratuitous violence into PG-13-rated movies, they should be reevaluated. And if they aren't keeping children ~~out of~~ ^{from seeing} R-rated movies, they must be better enforced.

We must all ~~do better~~ ^{work harder to do it by our kids}. We ~~must~~ ^{have to} step up to our responsibility as individuals and industries, as communities and as a nation. ~~For~~ ^{from seeing} Youth violence is a problem we face together – and it is a problem we can solve together. By joining hands we can build a safer future for all our children in the 21st Century. Thank you.

^{or from buying violent video games,}
^{in this}
^{endeavor}

Heather M. Riley

05/15/99 10:25:07 AM

Record Type: Record

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

cc:

Subject: RESEND 5/15 Radio Address--sent old one

THE WHITE HOUSE

Office of the Press Secretary

Embargoed For Release
Until 10:06 A.M. EDT
Saturday, May 15, 1999

RADIO ADDRESS OF THE PRESIDENT
TO THE NATION

THE PRESIDENT: Good morning. In the past few weeks, ever since that terrible day in Littleton, people all across America have searched their souls and searched for solutions to prevent this kind of tragedy from happening again, and to reduce the level of violence to which our children are exposed.

Last Monday, at our White House strategy session on children and violence, representatives of every sector of society agreed on one fundamental fact: making progress requires taking responsibility by all of us. That begins at home. Parents have a duty to guide children as they grow and to stay involved in their lives as they grow older and more independent. Educators have a responsibility to provide safe learning environments, to teach children how to handle conflicts without violence and how to treat all young people, no matter how different, with respect. They also need to teach them how to get counseling or mental health services if they're needed.

Communities have a responsibility to make sure that there is a village, as the First Lady said, that supports all its children -- especially those who don't get their

needs met at home. And the community needs to do more to get our kids involved in working with each other and serving the community, not being isolated from it.

And here in Washington we have a responsibility. We've got a responsibility to keep guns out of the hands of criminals and children. There's a broad national consensus on that point. At the White House conference the gun manufacturers agreed that we need common sense approaches. Everybody agrees except the U.S. Senate. For example, everyone knows we need a real law to close the deadly gun show loophole, through which thousands, indeed, tens of thousands of guns are sold each year without background checks -- even though they'd have to have a background check to be sold in a gun store.

Now, the Senate declined to pass that bill. Even worse, the Senate's substitute bill is riddled with new loopholes -- permitting convicted felons to get guns at pawn shops, no questions asked; and making it harder, not easier, for law enforcement to trace guns used in crimes. If the Senate wants to fix the problem, it should fix the problem, not make it worse. The American people deserve better. They know law abiding citizens don't need loopholes in our gun laws, only criminals do. I sure hope that in the coming weeks the Senate will step up to its responsibility and do the right thing by our children.

I've always said the entertainment industry must do its part, too. In 1993, shortly after I became President, I traveled to Hollywood and spoke there, to members of the community about their responsibility. I said then, you have the capacity to do good, to help change the way we behave, the way we think of ourselves; examine what together you might do to help us rebuild the frayed bonds of community, to give children nonviolent ways to resolve their frustrations.

After six years of work the entertainment industry is helping parents to limit children's exposure to violence, working with the administration on a voluntary rating system for television and the V-chip to enforce it; and on parental screening for the Internet and ratings for all Internet game sites. But there is still too much violence on our nation's screens, large and small. Too many creators and purveyors of violence say there is nothing they can do about it. And there are still too many vulnerable children who are steeped in this culture of violence, becoming increasingly desensitized to it and to its consequences and, therefore, as studies show, hundreds of them more liable to commit violence themselves.

By the age of 18, the typical American will see 40,000 dramatized murders. There are those who say they can or should do nothing about this. But I believe they're wrong. Every one of us has a role to play in giving our kids a safe future. And those with greater influence have greater responsibility. We should see movies and music, TV programs, video games and advertising for them made by people who made them as if their own children were watching. Members of the entertainment community can make a big difference.

Today, I want to issue three specific challenges to them. First, the whole industry should stop showing guns in any ads or previews children might see. Second, I challenge theater and video store owners all across our country to enforce more strictly the rating systems on the movies they show, rent and sell. You should check IDs, not turn the other way as a child walks unchaperoned into an R-rated movie. Third, I challenge the movie industry to reevaluate its entire ratings systems, especially the PG rating, to determine whether it is allowing too much gratuitous violence in movies approved for viewing by children.

Our administration is fighting to do all we can to protect children. The entertainment industry should do everything it can, too. Across America people are coming together, saying, yes, together we can change this culture of violence; together we can give our children a safer future and a culture of values we'll be proud to pass on to future generations. We can do it together.

Thank you.

END

Message Sent To: _____

Draft 05/14/99 11:30am
Jeff Shesol

**PRESIDENT WILLIAM J. CLINTON
RADIO ADDRESS ON VIOLENCE AND
THE ENTERTAINMENT INDUSTRY
SEATTLE, WASHINGTON
May 14, 1999**

Good morning. In the past few weeks, our nation has been united in grief with the people of Littleton. Today, I want to talk to you about the ways we must unite in action to keep our children safe.

Since that terrible day, people across America have searched their souls and searched for solutions to prevent this kind of tragedy from happening again. And last week, at our White House strategy session on children and violence, representatives of every sector of society agreed on one fundamental fact: making progress requires taking responsibility.

That responsibility begins at home. Parents have a duty to guide children as they grow, staying engaged, staying involved in their lives. The most important influence on a child is a parent.

Here in Washington, we have a responsibility to keep guns out of the hands of criminals and children. There is a broad national consensus on that point -- everywhere, it seems, except the U.S. Senate. Last week, the Senate twice passed a phony proposal instead of a real law that would close the deadly gun show loophole, through which tens of thousands of guns are sold each year without background checks. Even worse, the Senate is riddled with new loopholes -- permitting convicted felons to get guns at pawn shops, no questions asked; and making it harder, not easier, for law enforcement to trace guns used in crimes.

If the Senate says it wants to fix the problem, it should fix the problem. At the very least it should not make the problem worse. The American people deserve -- and have demanded -- better. They know that law-abiding citizens don't need loopholes in our gun laws. Only criminals do. I strongly hope that in the coming weeks, the Senate will step up to its responsibility and do the right thing by our children.

I have also said that the entertainment industry must do its part. In 1993, shortly after I became President, I traveled to Hollywood and spoke to members of the community about their responsibility. I said: "You have the capacity to do good -- to help change the way we behave, the way we think of ourselves. . . Examine what together you might do to help us rebuild the frayed bonds of community, to give children nonviolent ways to resolve their frustrations."

Today, the entertainment industry is helping parents limit children's exposure to violence

-- working with the administration on a voluntary ratings system for television and parental screening for the Internet. But there is still too much violence on our nation's screens, large and small. There are too many creators and purveyors of violence who say there is nothing they can do about it. And there are too many vulnerable children who steep in this culture of violence; imbibing it; becoming desensitized to it and, as studies show, more capable of committing it themselves. By age 18, the typical American will see 40,000 dramatized murders.

Those who say they can do nothing about this are wrong. By changing the way it does business, the entertainment industry can make a big difference. Today, I am issuing a challenge to the entire entertainment industry -- to stop showing guns in any ads and previews children might see. Second, I challenge theater owners across America to enforce more strictly the age requirements on the movies they show. No theater owner should turn the other way as a child walks into an R-rated movie. [And third, I am asking the Department of Justice and the Federal Trade Commission to study the extent to which the video game, television, music and movie industries market violence to children -- and whether those industries are abiding by their own voluntary systems of self-regulation.] Our administration is fighting to do everything we can to keep guns out of the hands of children. The entertainment industry should do the same.

Across America, people are coming together and saying, yes, we can change this culture of violence. I believe that we will -- and that we can build, in its place, a culture of values which we would be proud to pass on to future generations. Thank you.



05/28/99 02:20:37

Record Type: Record

To: Jeffrey A. Shesol/WHO/EOP@EOP

cc:

Subject:

This memo was put in letter form and just went to staff secretary:

*same - saw bad ad ->
wash state enforcement
tougher at point of
sale
(~~wash~~ seattle times)*

June 1, 1999

MEMORANDUM FOR :

Chairman Pitofsky
Federal Trade Commission

The Attorney General
Department of Justice

New technologies have enabled us to learn, work, and grow in ways that were unimaginable just a few years ago, and modern media has brought culture, entertainment, and education to a wider audience than ever before. With this great power, there also comes an enormous responsibility to ensure that parents have the tools they need so that the movies children watch, the music they listen to, and the video games they play reflect the values that parents want to pass on to their children.

Too often today children are exposed to images that glamorize violence and desensitize children to it. Numerous studies have shown that this kind of violent programming can promote violent tendencies in children. Media violence increases children's aggression towards others and promotes the development of a sense of callousness towards violence. And such programming can have a particularly negative effect on children who are already vulnerable.

Our Administration has worked hard to give parents the information they need to make the right choices for their children. This Administration has brought about a breakthrough agreement by the television industry to create a content-based voluntary ratings system that informs viewers of the appropriateness of the programs they watch. Along with the V-Chip, this rating system will enable parents to choose the programs their children watch, and allow them to better control the images their children are exposed to.

Today, the movie, recording, and video game industries also all use content-based ratings to

improve the choices parents have. If and to the extent, however, that these industries market violent materials, rated for adults, to children, then they undermine the effective functioning of the ratings systems. And the industries make it harder for parents to control the movies, music and games to which their children are exposed.

Therefore, today, I am writing you to request that the Federal Trade Commission and the Department of Justice conduct a study on the marketing practices of the motion picture, recording, and video game industries with regard to material rated for adults to determine whether and to what extent these industries market such material to children. Among other matters, the study should examine whether such violent material rated for adults is advertised or promoted in media outlets in which minors comprise a substantial percentage of the audience. The study also should examine whether these advertisements are intended to and in fact attract underage audiences.

As a result of this study, we will learn more about how violence is marketed to our children. I thank both of you for your efforts in this area and your attention to this project.

A handwritten signature in black ink, consisting of a stylized, cursive 'J' followed by a horizontal line and a small flourish.

JULIE B. GOLDBERG

05/20/99 07:55:12 PM

Record Type: Record

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

cc:

Subject: Remarks by the President and First Lady to the Columbine High School Community

THE WHITE HOUSE

Office of the Press Secretary
(Littleton, Colorado)

~~For Immediate Release~~

~~May 20, 1999~~

REMARKS BY THE PRESIDENT AND THE FIRST LADY
TO THE COLUMBINE HIGH SCHOOL COMMUNITY

Dakota Ridge High School
Littleton, Colorado

4:37 P.M. MDT

MRS. CLINTON: Thank you. Thank you, Heather. Thank you, Dr. Hammond. Thank you, Mr. DeAngelis. And most of all, thank you, the students of Columbine.

You know, when we walked in, I saw the cheer that was going from one side to the other side, and the chant, "We are Columbine!" that went back and forth, and the enthusiasm and the energy that was behind that cheer. But to me, it was more than that. It was a real statement about who you are and, indeed, who we all are. Because in a very real way, what happened here at Columbine has so deeply affected the rest of our country, that we are all Columbine.

We have suffered and wept and prayed and hoped, and, yes, cheered, as lives have been mourned, as those who are injured have healed, as parents and citizens have come together to ask, "where do we go from here?" -- and as all of you who are the students of Columbine have shown us over this last month,

your courage and your grace, your kindness and your love.

We have just spent time with the families of those who lost someone they loved. It's not the first time that my husband and I have done that. We've listened to and looked into the eyes and held the hands and felt the hugs of men and women and children who have suffered the evil and the tragedy that intervenes unexpectedly -- a bombing of an embassy, a shooting down of a plane or an accident that lost lives. And we've always been moved by and felt deeply the pain that others were suffering.

And no tragedy is ever like any other tragedy, because every person is unique, and everyone who is lost was a gift of God that should have been cherished and who has to be remembered. But what happened here at Columbine a month ago has had an impact unlike any that I have ever seen or felt. It has pierced the heart of America. And what we are all looking for and what I always hope we can find from a tragedy like this, is how we move forward together, to do what we can to help prevent this ever happening again.

Now, of course, even today, yet another school was terrorized by a shooting. Thankfully, no one was killed -- but it should never have happened.

So as we meet here, as we imagine, as hard as it must be, what this past month must have been for you -- the losses, the questions, the glare of the world's spotlight -- I think we all know that there are no words that are adequate to your experience. But I hope you know that the way you've conducted yourselves, and your story and the stories of those killed and injured have been an inspiration and a motivation for many people whom you'll never meet.

We're inspired by the strength of the students and the teachers; by your determination to return to school to finish out your year with your friends and your classmates. We're inspired by your refusal to let violence and hatred win.

We're inspired by the courage of the families, who have faced a moment that every parent prays will never happen. We're inspired by the words we heard today, as well as what we've heard in the past month as to how so many of you are looking for opportunities to reach out to make sure that here in this community and as far as the ripples can go, the messages that you feel you want to communicate to each other will be heard.

We heard those messages today, listening to parents, brothers and sisters, grandparents, a wife, children. And the message had many different sounds to it, coming from different voices. But what struck me was how clearly those who have been most wounded want to turn this into something positive for others. That is what we have seen from the Columbine community.

And it has inspired reactions literally around the world. One family told us of receiving a letter from France, written completely in French -- they couldn't read it, but they knew what it said. I know of the young boys and girls around the country who have been writing letters and drawing pictures to share their feelings. And I know here, in Jefferson County, the services that have been offered, and the way people have been trying to knit together more help.

Many of you will be graduating -- and I congratulate you. It wasn't so long ago that our daughter graduated, and I remember the conversations around our kitchen table and listening to her friends as they were planning their summer plans, or thinking about college, or going to work. And I know you're thinking about all of that as well.

But perhaps more than others, you may also be thinking about what kind of community, and country, you want to raise your own children in someday -- and how we will take what happened in Columbine, and not only never forget it, but use it to make more opportunities for others to live the kind of lives we would have wished for those who were lost.

Imagine what our country could accomplish if everyone acted as your principal described you, as a family -- members of the human family, as well as the Columbine family; the American family -- members of a community and a nation that was really committed to making sure that we helped each other, we cared about each other, we reached out to one another.

Imagine, as we heard from your principal, what it would mean if more parents, in this community and around our country, thought about what more they could do to spend time with their own children, to listen to your concerns, your dreams, your fears, your aspirations.

And imagine what could happen if more young people talked more openly with one another, as well as with their parents and other adults, looking for ways to heal the wounds that all of us carry just from life's everyday experiences. And imagine if every adult in America began looking at his or her personal life, professional life and public life with the view toward making sure that whatever we do is good for children.

There is no more fitting monument or tribute to those who died than to promise ourselves that we will do everything we can to prevent it from happening anywhere else -- but more than just preventing something bad from happening, that we will commit ourselves to try to make positive differences in the lives of those around us.

We cannot roll back the clock and undo the tragic events of a month ago. But we can fight the bitterness and

hopelessness that weaken our resolve to remain part of one community. We can reach out, where children are taught to care and not to hate. We can offer a kind word to people. We can try to bridge the differences that too often come between us. And we can look for ways at all levels of society to make the changes we know we have to make.

I hope that we'll be able to reach a better understanding of what we need to do to care for our young people. And I hope that if we all feel that we are Columbine, as the cheer goes, we won't give up until we do make it better for everyone.

I want to introduce now someone I know is resolved to do what he can, who has spoken out consistently on behalf of the needs of young people and families, who has tried to speak out against hatred and talk about how we need to reach out and help each other. And as I do, I want to just leave you with the words of a poet who means a lot to my husband and me -- the Nobel Prize winner Seamus Heaney.

In one of our favorite poems, coming out of the terrible Troubles that he's written about and experienced in Northern Ireland, where bombs and guns have been too much the experience of children, he writes: "So hope for a greater sea change on the far side of revenge. Believe that a further shore is reachable from here. Believe in miracle and cures and healing well."

I believe in miracles and cures and healing well. I believe that each of us has the responsibility to do what we can to reach that farther shore. And I introduce now someone who believes that with all of his heart -- the President of the United States. (Applause.)

THE PRESIDENT: Thank you very much. Do that cheer for me one more time.

STUDENTS: We are Columbine! We are Columbine! We are Columbine! We are Columbine! (Applause.)

THE PRESIDENT: Thank you.

Doctor Hammond; Mr. DeAngelis; President DeStefano and the state legislators, county commissioners; Attorney General Salazar; especially Governor Owens, thank you for being here. To all the officials who are here; most especially to the students of Columbine and the students who are here from Chatfield and Dakota Ridge. And Heather Dinkel, thank you for standing up here in front of this big crowd and making a fine talk. Weren't you proud of her? She did a good job representing you today. (Cheers and applause.)

I want to say a special word of thanks to the families

who met with Hillary and me before we came over here for telling us the stories and showing us the booklets commemorating the lives of their very special children. I also want to thank the fine young people who still are hospitalized with whom I spoke by telephone yesterday -- two of them, Patrick Ireland and Sean Graves, are here today. They left the hospital to be here. (Applause.)

I know there are some other people here who are also still injured who have come. I thank all of you for coming. This has been a long, hard month for all of you, and as Hillary said, it's been a hard month for America.

You heard her say that part of our job in these last six years, more than we ever could have imagined when we moved to Washington after the election in 1992, has been to be with grieving people -- after the Oklahoma City building was blown up, and the embassies were blown up, and our airmen were killed in the bombing in Saudi Arabia, and so many other occasions; several times after violence in schools. But something profound has happened to your country because of this. I want you all to understand that. I'm not even sure I can explain it to you.

One of the incidents of school killing last year occurred in my home state. It's a small state. I was governor there 12 years. I knew the people involved; it was heartbreaking. One of the mothers of one of the children who was killed still works with us for safer schools and safer childhoods. And all America grieved. But I think they thought, oh, this is terrible, I wish somebody would do something about this.

But somehow, when this happened here -- maybe because of the scope of it, and I think mostly because of you -- how you reacted, all of you, the relief workers, the law enforcement people, the family members who were brave enough to speak -- there was a different reaction. People thought, this has happened in my neighborhood; what can I do?

I say that because you have a unique chance -- a chance -- to make sure that the children of Columbine are never forgotten. (Applause.)

But, first, you have to deal with you and your lives. You're all left with searing memories and scars and unanswered questions. There has to be healing, there have to be answers. And for those things that will not heal or cannot be answered, you have to learn to go on with your lives.

I hope you have been comforted by the caring not only of your neighbors, but of your country and people from all around the world. All America has looked and listened with shared grief and enormous affection and admiration for you. We have been learning along with you, a lot about ourselves and our

responsibilities as parents and citizens.

When America looks at Jefferson County, many of us see a community not very different from our own. We know if this can happen here, it can happen anywhere. And we see with admiration the fundamentally strong values and character of the people here, from the students to the school officials, to the community leaders, to the parents.

I think most Americans have looked at you and thought that, among other things, that, God forbid, if something like this should ever happen to us, I hope we would behave as well. I hope we would also hold on to our faith as well.

I am impressed that you are moving forward. Most of the children have returned to school, even returned to sports and other activities. I am proud of all of you who are, in your own way, going back to living your lives, looking toward the future, to commencement or college, or a summer job, or just getting back to the ordinary business of life, which takes an extraordinary effort now. But I have to say, I think what's impressed me most is the way, in the midst of this, you have held on to your faith.

One of the greatest moments of grief in my life occurred 15 years ago, when Hillary and I had to go to the memorial service for a young man who was a senior at Yale University -- a Rhodes Scholar, on the football team, the editor of the newspaper, the leader of his class academically. This young man happened to come from an African American family in our hometown, and a poor family at that. His father was a minister in a very small church. And we had the service in the high school auditorium.

His father was lame and he walked with a pronounced limp. And he gave his son's eulogy, walking down in front of us with his limp, saying, his mother and I do not understand this. But we believe in a God too kind ever to be cruel, too wise ever to do wrong, so we know we will come to understand it by and by.

In the Scriptures, St. Paul says that all of us in this life see through a glass darkly. So we must walk by faith, not by sight. We cannot lean on our own wisdom. None of this can be fully, satisfactorily explained to any of you. But you cannot lose your faith.

The only other thing I really want to say to you is that throughout all your grief and mourning, and even in your cheers and your renewal and your determination to get on with your life and get this school back together and show people what you are, there is something else you can do, and something I believe that you should do -- for yourselves and your friends, to make sure they will be remembered. Every special one of them.

Your tragedy, though it is unique in its magnitude, is,

as you know so well, not an isolated event. Hillary mentioned there was another school shooting in Atlanta today. Thankfully, the injuries to the students don't seem to be life-threatening. But there were several last year which did claim lives.

We know somehow that what happened to you has pierced the soul of America. And it gives you a chance to be heard in a way no one else can be heard -- by the President and by ordinary people in every community in this country. You can help us to build a better future for all our children, a future where hatred and distrust no longer distort the mind or harden the heart. A future where what we have in common is far more important than what divides us. A future where parents and children are more fully involved in each other's lives; in which they share hopes and dreams, love and respect, a strong sense of right and wrong. A future where students respect each other even if they all belong to different groups; or come from different faiths, or races, or backgrounds. A future where schools and houses of worship, and communities, are literally connected to all our children. A future where society guards our children better against violent influences and weapons that can break the dam of decency and humanity in the most vulnerable of children.

One thing I would like to share with you that I personally believe very much: these dark forces that take over people and make them murder are the extreme manifestation of fear and rage with which every human being has to do combat. The older you get, the more you'll know that a great deal of life is the struggle against every person's own smallness and fear and anger -- and a continuing effort not to blame other people for our own shortcomings or our fears.

We cannot do what we need to do in America unless every person is committed to doing something better and different in every walk of life, beginning with parents and students and going all the way to the White House. For the struggle to be human is something that must be a daily source of joy to you, so you can get rid of your fears and let go of your rage, and minimize the chance that something like this will happen again.

Because of what you have endured, you can help us build that kind of future, as virtually no one else can. You can reach across all the political and religious and racial and cultural lines that divide us. You have already touched our hearts. You have provoked Hillary and me and the Vice President and Mrs. Gore to reach out across America to launch a national grass-roots campaign against violence directed against young people. You can be a part of that.

You can give us a culture of values instead of a culture of violence. You can help us to keep guns out of the wrong hands. You can help us to make sure kids who are in trouble -- and there will always be some -- are identified early and reached and helped. You can help us do this.

Two days from now, you're going to have your commencement. It will be bittersweet. It will certainly be different for those of you who are graduating than you thought it was going to be when you were freshmen. But, as I understand it, there will be some compensations. Even your arch-rivals at Chatfield will be cheering you on. When you hear those people cheer for you, I want you to hear the voice of America, because America will be cheering you on. And remember that a commencement is not an end; it is a beginning.

You've got to help us here. Take care of yourselves and your families first. Take care of the school next. But remember, you can help America heal, and in so doing you will speed the process of healing for yourselves.

This is a very great country. It is embodied in this very great community, in this very great school, with these wonderful teachers and children and parents. But the problem which came to the awful conclusion you faced here is a demon we have to do more to fight. And what I want to tell you is, we can -- together.

I close here with this story. My wife and I and our daughter have been blessed to know many magnificent people because the American people gave us a chance to serve in the White House. But I think the person who's had the biggest influence on me is the man who is about to retire as the President of South Africa, Nelson Mandela.

He is 80 years old, he served 27 years in prison. For 14 years, he never had a bed to sleep on. He spent most of his years breaking rocks every day. And he told me once about his experience. And I asked him: How did you let go of your hatred? How did you learn to influence other people? How did you embrace all the differences in, literally, the centuries of oppression and discord in your country and let a lot of it go away? How did you get over that in prison? Didn't you really hate them?

MORE
- 6 -

And he said: I did hate them for quite a long while. After all, look what they took from me -- 27 years of my life. I was abused physically and emotionally. They separated me from my wife and it eventually destroyed my marriage. They took me away from my children and I could not even see them grow up. And I was full of hatred and anger.

And he said: One day I was breaking rocks and I realized they had taken so much. And they could take everything from me except my mind and my heart. Those things I would have to give away. I decided not to give them away.

I see here today that you have decided not to give your mind and your heart away. I ask you now to share it with all your fellow Americans.

We love you, and we need you.

Thank you, and God bless you. (Applause.)

END

5:08 P.M. MDT

Message Sent To: _____

THE WHITE HOUSE
WASHINGTON

- Karen T.
- Janet
- Richard
- Neera/Pubby
- Karen K.

CONF. CALL 5/27 9am

FTC event 11:00 briefing - Oval Rose Gdn
11:30 event - 12:15 or Rm 460 (rain)
1) FL
2) Child and /
or positive programmer
3) POTUS
trying to keep
Brownback +
Lieberman from
having speaking
role

3:00

11:20 Briefing - Oval "YOUTH VIOLENCE
ANNOUNCEMENT"
11:30 event

program

- 1) FL - Nat'l Campaign
- FTC ?
- AG ? member ?
- parent
- POTUS

Basics of studies

FTC-PDJ

1) Mkt practices: movies, TV, video, music
spec: - mktg violent material (rated
for adults) to children
announcements?

- 2) Gen. challenge on rating systems - reevaluate
+ point of sale - enforce

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5/26

6:45 pm

Bruce Reed

TV?

- still arguing w/ DOJ over #
- FTC will also have more to say, but they say...
 - let's make it about marketing violence to kids
 - are these regimes all they say they are?
- Based on Brownback-Lieberman
 - movies, video, recordings: TV?
 - do we invite them? prob. not speaking role
- conclude compact examples of marketing?
 - movie ads
 - video game ad: "let's get together over a cold one"
got some coverage in post-Littleton
Doom?
 - Times Mag on Doom creators
- Edge
 - bring up tobacco w/o suggesting moral
 - cigs in movies had consequences... equivalence
- key: IT'S WRONG TO MKT TO KIDS - they stepped up to respons.
reptrs will want to make leap from
DOJ - FTC to tobacco
- Are there any studies, figs.
 - # they spend on movie ads on TV;
 - print ads for video games
 - check trade ~~assoc.~~
 - ie., Bud frogs; Joe camel

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- studies on link b/w advertising + kids' behavior; (gen.)
from sugary cereals on down...
these ads have impact
every parent knows...
- throat-clearing on guns
when Cong. returns... pass
measures w/o loopholes + w/o delay

OUTLINE

6/1 KIDS,
VIOLENCE,
MARKETING GP.

THE WHITE HOUSE
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Intro

- Nat'l Campaign
stepping up to responsibility, etc...
- encouraged...
 - guns: gen. vs. House - act w/o delay...
mfrs.
 - parents
 - entertainment ind.
(gen) (see radio address)
- marketing
 - describe the problem
 - Commercial/ads → impact
 - violent ads are prevalent (stats)
 - we can infer impact on behavior from...
 - kids love violent games
 - parents can't police (MLB)
- so...
 - study
 - challenge [or announcements]