

Copies to: Jereus
Molly
Gagnier
Elizabeth
APR 9 1996
JR

MEMORANDUM

TO: Carol Rasco

April 9, 1996

FR: Christine Dufner

RE: Stand For Children

I just wanted to inform you of a national day of commitment to and for children that is taking place on June 1 at the Lincoln Memorial.

A girl that I live with works for the Children Defense Fund and has asked everyone in our building to spread the word about this event and to gather support.

I thought that you might be interested in this event. My internship ends April 26, but I am planning on coming back for the day to show my support for children.

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, DC

Questions and Answers about Stand For Children

- Q. Whose idea was Stand for Children, and who is putting it on?**
- A.** Stand For Children Day was the idea of Marian Wright Edelman, founder and president of the Children's Defense Fund, an organization that for almost 25 years has provided an effective voice for children in Washington, D.C. Stand For Children is a separate nonprofit organization with broad-based support in every corner of the country. So far, almost 600 national, state, and local groups, representing tens of millions of Americans from every walk of life, have endorsed this day of commitment to children. And the list continues to grow. A current list of endorsing organizations is available by calling 1-800-233-1200.
- Q. What is going to happen on June 1?**
- A.** An historic gathering for children at the Lincoln Memorial. The program is not yet final, nor are plans for the preliminary events, but there will be various activities during the day. The formal activities of the Stand For Children—which will be designed to accommodate those observing the Sabbath—will be child- and family-oriented and will include musical entertainment.
- Q. How will the June 1 Stand For Children make a lasting difference?**
- A.** Stand For Children Day is a call to action. The focus on June 1 will be on concrete steps that every American can take to ensure that no child is left behind. Throughout the coming months and on June 1, we will encourage everyone to commit himself or herself to taking specific positive, personal steps to improve the quality of life for children in the community. This may mean walking a child in the neighborhood to school, reading more to your child, mentoring a child, or it may mean getting your religious congregation, community group, or organization to do more for children. It also may mean voting with children in mind and insisting that every cultural, business, and political leader meet the same high standard of supporting children to which you hold yourself. It is within our power as people who care about children to change the way our country and our local communities treat our children.

Q. How will people get to the event?

A. Americans will come to Washington, D.C., on June 1 by bus, train, plane, car, bicycle, public transportation, and on foot. This is a national day of commitment. Americans from every corner of the country will be coming to Washington, D.C., on June 1.

Q. Are you paying for transportation?

A. We are encouraging individuals and groups to do fundraising in their communities to help pay for bus transportation. The Children's Action Teams that form in local communities to build support for the Stand For Children might pursue a number of fundraising strategies: penny campaigns, walk-a-thons, recycle-a-thons, community clean-ups, or pledge drives for local businesses, congregations, and clubs.

Q. Where will people stay in Washington, D.C., when they come?

A. Most of those who come to the Stand For Children will be able to make it a one-day trip. Those who need to stay overnight can contact the Stand For Children staff for information about low-cost accommodations in Washington, D.C., and the surrounding area, in addition to transportation information and directions.

Q. How do I get more information about organizing in my community?

A. Just call 1-800-233-1200 or 202-234-0095, write Stand For Children, 1832 Connecticut Ave., NW Washington, DC, 20009, or send e-mail to standinfo@mailback.com. We have a variety of materials to help you spread the word and fill buses, including a postcard, a flyer, an informational brochure, and an action packet that includes key facts about children as well as tips on forming local Children's Action Teams, fundraising, getting local endorsers, making news, and organizing buses.

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, DC

1832 Connecticut Ave., NW

Washington, DC 20009

Tel.: 202-234-0095

1-800-233-1200

Fax: 202-234-0217

E-mail: standinfo@mailback.com

Dear Friend of Children,

We are living in an incredible moral moment in history. What you and I stand for now—on the eve of a new millennium, in this last national election year of the century—will shape our nation's fate and our children's future. What an opportunity we hold in our hands as parents, citizens, and community leaders to help ensure that no child is left behind!

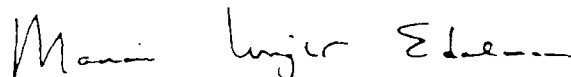
It is time to ask the moral question: does America truly value children? Every parent, citizen, and leader must stand up for children not just with words but with work; not just with promises but with leadership and investment in children's health, education, and nutrition and families' economic security; not just with a speech or a photo opportunity but with sustained positive commitment to improving the quality of life of our children. This is why we have called for a national day of commitment to and for children at the Lincoln Memorial in Washington, D.C. on June 1, 1996.

If you are struggling to raise a child but know you could do better, come stand with us. If you are a young or middle-income family working hard to make ends meet despite declining wages and economic insecurity, come stand with us. If you are troubled by the pollution of our airwaves, air, food, water, earth, and our children's values, come stand with us. If you are worrying about whether your children's schools are preparing them for the twenty-first century and whether there will be a job in their future, come stand with us. If you are anxious that your children will get sick and not get decent medical care because you lack health insurance, come stand with us. If you are lying awake nights concerned about your children's safety in a country where 211 million guns are in circulation and random violence is pervasive, come stand with us. If you've had enough of political leaders from all parties using children as political props and pawns and talking about family values while not supporting what families need to raise healthy, safe, moral, and educated children, come stand with us.

It is within our power to make the June 1 Stand For Children Day a turning point for our nation's children. With your help we will challenge families, religious, cultural, business, and government leaders, and citizens to work harder to improve our children's health, safety, school readiness, and quality of life in communities across America. And we will hold our leaders to the same high standard of caring for children to which we hold ourselves. Each of us must be the change we seek for our children.

Thank you for taking a Stand For Children. We have a huge task ahead of us and a short time to accomplish it, but we must build a great day on June 1. Our children are depending on us.

In faith,



Marian Wright Edelman

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, DC

1832 Connecticut Ave., NW
Washington, DC 20009

Tel.: 202-234-0095

1-800-233-1200

Fax: 202-234-0217

E-mail: standinfo@mailback.com

TO: Parents and Grandparents, Aunts and Uncles, Advocates and
Providers, Educators and Students: Supporters of Children
Religious, Community, Civil Rights, Youth, Women, Professional,
Cultural, Labor, Business, and Political Leaders

FROM: Marian Wright Edelman, President, Stand For Children

RE: **STAND FOR CHILDREN DAY**
June 1, 1996 Lincoln Memorial, Washington, D.C.

PURPOSE:

As tough as times are and as hard as we struggle every day for our children, each and every one of us knows we can do better. The Choices we make in this last national election year of the 20th century will shape our nation's fate and our children's future. At this defining moment every American who cares about children must stand up and be counted.

Stand For Children will be a national day of commitment to children, a celebration, and a day of community renewal when we will stand together as Americans from every race, region, income, age, and faith. On June 1 we will transcend our differences and affirm what unites us as a people: a loving desire to raise moral, healthy, and educated children; a sense of fairness; and a belief that in the richest and most powerful nation on earth no child should be left behind.

Stand For Children Day will not be a partisan day. No politicians will be invited to speak.

On Stand for Children Day we will commit ourselves to positive personal steps as families, citizens, and communities to do more to improve the quality of children's lives: their health, safety, school readiness, education, and future.

Stand For Children Day will draw a line in the sand of doing no harm to children that no political, corporate, or cultural leader dare cross.

Stand For Children Day will make clear to every candidate and officeholder that they need to help and not hinder families struggling to raise moral, healthy, and educated children.

WHO SUPPORTS STAND FOR CHILDREN:

Stand For Children is convened by the Children's Defense Fund and sponsored by more than ~~150~~ 1500 national, state, and local organizations which together represent tens of millions of Americans from every walk of life. A list of endorsers is available upon request.

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, D.C.

1512 Connecticut Ave., NW

Washington, DC 20009

Tel. 202-234-0095

1-800-233-1200

Fax 202-667-6200

E-mail: standforchildren@standforchildren.org

A NATIONAL DAY OF COMMITMENT FOR CHILDREN

June 1, 1996

Lincoln Memorial, Washington, DC

Organizational Endorsement Form

Organization Name:

Head of Organization:

Contact Person Name:

Address:

Bus. Phone:

Fax:

E-mail:

Home Phone:

Please complete this form and return to:

Stand For Children—Endorsements

Fax: (202) 234-0217

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, DC

1832 Connecticut Ave., NW

Washington, DC 20009

Tel.: 202-234-0095

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April 3, 1996

Dear TMH Neighbors:

Hello! For those of you who do not know me, my name is Tami and I am currently working with the Children's Defense Fund. Our goal is to educate the nation about the needs of children and encourage preventive investment in children before they get sick, pregnant, drop out of school, become drug or alcohol addicted, shot by their peers, suffer family breakdown, etc. I truly believe one of the most exciting and influential events is about happen here in Washington, DC and this is why I am writing to you. As the young generation of America, I believe it is our duty to do all we can to protect ourselves and to provide for a healthy, safe, fair, moral, head start for all of our children. **Stand For Children** is an event that can help make this happen and put child and family issues in the spotlight.

I am requesting your support and participation in **Stand For Children**, Saturday, June 1st, 1996 at the Lincoln Memorial. It is going to be a national day of commitment to children, a celebration, and a day of community renewal when we will stand together as Americans from every race, region, income, age, and faith on behalf of America's children. It is time to draw a line in the sand of **Doing No Harm to Children** that no political, corporate, or cultural leader dare cross! I have enclosed some materials that provide an overview of Stand For Children, how to get involved as an individual or as an organization, and a letter from Marian Wright Edelman, President and founder of CDF, addressing the cause. There are also some extra flyers I hope you will take time to pass out to those you think would be interested, for example your church or synagogue, community organizations, schools, places of employment, etc. I do hope you will take time out to seriously consider ways that you could become a part of this national commitment. There is a lot that can be done before and after this event as well as on June 1st. Attached is a list of initial ideas for you to consider.

I sincerely hope you decide to make this day and the many days after it a part of your agenda. Please contact me for more information or if you have questions or if you'd like to get involved. **It is my goal to get all TMH residents to the Lincoln Memorial on June 1st and I need your help, big or small!** My direct line at work is 202-662-3543 and I am room 326 here at TMH. I hope to hear from you soon.

Sincerely,

Tami Marble

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, DC

1832 Connecticut Ave., NW

Washington, DC 20009

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IDEAS FOR INVOLVEMENT IN STAND FOR CHILDREN

1. Volunteer time working in the Stand for Children office prior to June 1st any day between 8:00 a.m. and 10:00 p.m. Or volunteer to work at the event on June 1st.
2. Help distribute flyers throughout the DC area on selected dates.
3. Help organize your office, school, church, etc. to attend the **Stand for Children June 1st!**
4. Organize a drive to get students at your university committed to attending STAND and helping serve children in the months after June 1st.
5. Tell everyone you know about **Stand for Children** and help spread the word by talking it up.
6. Encourage friends and family to come to DC for the STAND.
7. Write an editorial for your office's newsletter, your home town paper, etc; and encourage anyone you know with media relations to help get the word out.
8. Ask your company, office, community organizations, school, synagogue, mosque, church, etc. to endorse Stand for Children and to attend the June 1st celebration.
9. Be CREATIVE!! Do whatever you think will help spread the word and get people to take a STAND for Children on June 1st. This event has the potential to move our country's agenda and we need everyone's support.

I would love to hear your ideas and to help you in any way I can, so please contact me ASAP so we can get busy!! Anything you can do will help. Being here in DC provides you the opportunity to be right in the middle of an amazing event and I hope you see it as a worthy cause. **Watch this Sunday's paper, April 7th, for a cover article in Parade Mgz. on Stand For Children and many other articles in magazines like Ebony, Good Housekeeping, Family Circle, Child, Essence, Jet, etc.**

Tami Marble
Children's Defense Fund
202-662-3543 (work)
202-546-3255 x.326 (home)

Pat & Elizabeth & Molly

Here's a copy of some
info Carol wanted to
discuss at the children's
mtg she was hoping to
set up sometime next
week.

Julie

KIDSNET®

A Computerized Clearinghouse
for Children's Television and Radio

Charter Members

A&E Network
 Bravo
 Capital Cities/ABC, Inc.
 CBS
 The Discovery Channel
 The Disney Channel
 The Family Channel
 Fox Children's Network
 Home Box Office
 Jim Henson Productions
 Miami Extension University
 National Association
 of Broadcasters
 National Geographic Society/
 Television
 NBC
 Nickelodeon
 SHOWTIME
 Turner Broadcasting System
 USA Network
 Warner Bros. Television

MEMORANDUM

TO: Julie Demeo
FROM: Karen Jaffe *KJ by KSM*
RE: ABC Children's Dignity project
DATE: April 2, 1996

This two-hour special, called "About Us: The Dignity of Children" (working title) will air on May 30, 1996 from 8 - 10 pm. I have included a brief synopsis. KIDSNET will be producing a study guide for educators and professionals who work with children in the area of health and social services. The guide will be targeted for junior and high school students and should be ready for distribution by the end of April. The show touches on many compelling issues affecting children from drug and alcohol abuse, teen pregnancy, AIDS, violence, to more personal issues of honesty, friendship and family. I will continue to keep you informed as more information develops.

enc.

ABOUT US:**The Dignity of Children****Synopsis**

"ABOUT US: The Dignity of Children" is a window into the wondrous and precarious journey of childhood. Using the voices of real people, this 90 minute documentary probes the fears, joys, hopes and questions of this often idealized period of life. The program, an ABC television special produced by Fred Berner Films and The Children's Dignity Project, weaves a rich tapestry of children's voices and adult memories from a range of social, cultural and ethnic perspectives. Each voice is like a fingerprint, each intensely different yet all ultimately the same in their passion, pain, humor and poignancy. And in reconnecting us with the experience of childhood, "ABOUT US: The Dignity of Children" helps us learn that the key to developing dignity is teaching that love, not fear, is the ultimate power behind helping children reach their full potential.

"Stand for
Kids"

- Alexander Kroll
- Ad Council

Kroll mtg. —

- first ~~msg~~ - volunteer

- June - July Kick off

16th yr. period - 80% of the \$ in kids.

June 1st Kids Day - CDF sponsored

- DC - Mall

- 300 sponsors

~~Wednesday~~ →

Made to unveil some PSA's —

- What's Right w/ America —

- Manning —

June supplement in Reader's Digest. —

- videos on the ~~album~~ album —

Ad Council — Following up on their announcement
at the Family Conference

Margie

~~Margie~~ Waller - children (Family Issues)

Lawyer

For United Way

- worked for ~~him~~ Cong. Fingerhut

V. Good

Cincinnati

- 513-762-7202

Lynne { - Urban policy -
- Doing papers. -

THE WHITE HOUSE
WASHINGTON

FAX COVER SHEET

OFFICE OF THE ASSISTANT TO THE PRESIDENT FOR DOMESTIC POLICY
SECOND FLOOR, WEST WING
THE WHITE HOUSE
WASHINGTON, DC 20500
(202)456-5392 PHONE
(202)456-2878 FAX

TO:

~~Molly Broderick~~ Elizabeth Dwyer

FAX #:

X67028

FROM: JULIE DEMEO

NUMBER OF PAGES (including cover sheet):

3

COMMENTS:

If you have any problems with the fax transmission, please call Julie at
(202)456-5392.

The document accompanying this facsimile transmittal sheet is intended only for the use of the individual or entity to whom it is addressed. This message contains information which may be privileged, confidential or exempt from disclosure under applicable law. If the reader of this message is not the intended recipient or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any disclosure, dissemination, copying or distribution, or the taking of any action in reliance on the contents of this communication is strictly prohibited.

The Advertising Council inc

Who We Are

Since 1942, the Ad Council has been the leading producer of public service advertising in the United States. You may not know us by name, but you do know our messages. We help *Take a Bite Out of Crime*. We remind you that *Friends Don't Let Friends Drive Drunk* and that *A Mind is a Terrible Thing to Waste*. We are a private nonprofit organization of volunteers who conduct advertising campaigns for the public good.

How We Operate

Several hundred requests for campaign support are received annually. To be selected, a campaign must be proposed by an accredited organization and its goals cannot be commercial, political or denominational. The issue to be addressed must be significant and national in scope, yet of concern to all Americans. Finally, the sponsor organization must be an expert on the issue, with a formal or informal network of local chapters.

If a proposal is accepted by the Board of Directors and major committees, a volunteer advertising agency and a volunteer campaign director (a corporate communications executive) develop the campaign. The sponsor and an Ad Council campaign manager oversee the work to ensure that the advertising is geared toward the solution of the problem. The ads are prepared by the Ad Council and distributed to the media, which donate time and space to run them. The Council is financed through contributions from more than 400 corporations.

In May 1995, the Council announced a 10-year commitment to focus a majority of its resources to improving the circumstances of American children. As part of *Commitment 2000: Raising a Better Tomorrow*, the Council will develop hundreds of ads on many different topics that will focus on benefiting children in some way. However, a portion of the Council's docket will be reserved for campaigns that are not specifically focused on children, but represent other critical issues facing society.

What We Accomplish

The Advertising Council generates more than \$800 million worth of media time and space each year from 29,000 different media outlets, making it the equivalent of the fifth largest advertiser in the U.S. The average Ad Council campaign receives about \$27 million in donated media each year.

This performance has generated strong, measurable results for the causes we serve. Ad Council campaigns have helped to save lives and resources, to educate the American public about issues and concerns of the day, and to make America a smarter and healthier country to live in.



ALEXANDER KROLL

Alex Kroll is chairman and chief executive officer of Young & Rubicam Inc., a world leader in commercial communications. Young & Rubicam includes Burson-Marsteller, the world's largest public relations company, Sudler & Hennessey, the largest medical advertising agency, and the largest direct marketing group, including Wunderman Worldwide.

Mr. Kroll graduated from Rutgers University, where he was a Henry Rutgers Scholar in English Literature and an All-American football player -- a center and linebacker in 1961.

He joined Y&R as a trainee four days after finishing school in 1962, and left the agency four months later to play professional football with the New York Titans, the predecessor of the Jets in the old American Football League. After that season, he returned to the agency, this time trying his hand at copywriting, and found this job so interesting that he retired from football.

After a succession of writing and supervising jobs in the Creative department, he was named executive vice president and worldwide creative director in 1970, at the age of 33 -- the youngest person ever to attain that job. In 1975, he was asked to take on the responsibility for managing Y&R USA advertising agencies. In 1982 he was named president and chief operating officer of Young & Rubicam Inc. and in 1985, chief executive officer. He became chairman of the agency in 1986. Mr. Kroll is also chairman of the Operations Committee and chairman of the Executive Committee of Y&R Inc.

He lives in West Redding, Connecticut, with his wife, Phyllis. They have three children.