

April 12, 1997

NOTE FOR MICHAEL WALDMAN

FROM: Elizabeth Drye

SUBJECT: Materials for Tobacco Speech

Attached are background materials for the Kick Butts Day speech.

- 1) Statistics on youth smoking -- including youth purchasing, advertising, health effects, and perception.
- 2) List of tobacco "trinkets and trash"-- promotional materials appealing to kids. The most egregious new activity on the list is the R.J. Reynolds' Joe Camel "Collector Packs" series (complete with camel cash kids can use to buy clothing or high tech products from a catalogue). As we've discussed, package imagery (but not camel cash) is allowed under FDA's rule.

Phillip Morris is also using a CD and concert tour of a young woman artist to further its "It's a woman thing" Virginia Slims campaign. This activity -- and any other use of tobacco brand names on non-tobacco products, would be banned by the rule.

- 3) The VP's Kick Butts Day speech. I like the basic approach.
- 4) Results of a recent Campaign for Tobacco Free Kids poll taken just after the Liggett settlement.

I'll be on the 3:00 call. Let me know if you need anything else.

cc: Elena Kagan

+ draft Mark Green press release
D



MCHUGH_L @ A1
04/01/97 02:00:00 PM

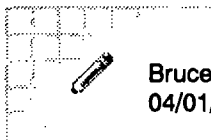
Record Type: Record

To: Bruce N. Reed, Michael Waldman, Elizabeth Drye

cc:

Subject: kick butts

McCurry wants to know if there is a chewing tobacco message in the "Kick Butts" event on April 15 given that the President will be going to the baseball game that evening.



Bruce N. Reed
04/01/97 05:41:56 PM

Record Type: Record

To: Elizabeth Drye/OPD/EOP

cc:

Subject: kick butts

Is there anything here?

----- Forwarded by Bruce N. Reed/OPD/EOP on 04/01/97 05:44 PM



MCHUGH_L @ A1
04/01/97 02:00:00 PM

Record Type: Record

To: Bruce N. Reed, Michael Waldman, Elizabeth Drye

cc:

Subject: kick butts

McCurry wants to know if there is a chewing tobacco message in the "Kick Butts" event on April 15 given that the President will be going to the baseball game that evening.

THE WHITE HOUSE

Office of the Press Secretary
(Flushing Meadows, New York)

For Immediate Release

April 15, 1997

REMARKS BY THE PRESIDENT
TO THE STUDENTS OF ANDRIES HUDDE JUNIOR HIGH SCHOOL
ON THE NEW YORK AREA'S "KICK BUTTS" DAY

Andries Hudde Junior High School
Brooklyn, New York

11:10 A.M. EDT

THE PRESIDENT: Thank you. Good morning. Let me, first of all, say that I am delighted to be here. And I thought Ayana gave a wonderful introduction, didn't you? Give her a hand. (Applause.)

I'm delighted to be here with all of the young people at the Hudde School, not only those who are here, but those who are outside this room listening to us and looking at us over closed-circuit television. There are young people around New York and all across America participating in this second annual Butts Day. But I am glad to be here.

I thank your principal, Julia Bove, for making me feel so welcome. I am delighted to be here with Congressman Chuck Schumer, my longtime friend who has worked so hard on this tobacco issue, and also he's worked hard on the assault weapons ban and the Brady Bill and other things to make the streets of New York safer for children. (Applause.)

I'm glad to be here with Major Owens who was a very early supporter of mine here and who has been a great champion for education. You heard him talking about education -- we trying to get this Congress to really focus on the education needs of our children. And if it does happen in this Congress, and we get the kind of progress that I think we will, it will be in no small measure due to Major Owens. I thank you, Major, for your leadership. (Applause.)

And I want you to think about Mark Green's title a minute because I'm going to talk to you about my job, their jobs, your jobs in a minute. Mark Green's title is the Public Advocate. I don't know if there's another city in America that has an elected public advocate. But think about what that means. What would it mean for you to be a public advocate? Someone who is standing up for people at large, right, for the public.

Now, it was in that connection that Mark Green created this day, Kick Butts Day, all across the United States. He was the first official to ask to ban cartoon figures in tobacco ads, to his fight for at-risk in uninsured children.

He's been fighting for children. But just think about it -- because he was advocating for the public in New York, we now have a national Kick Butts Day involving, as you heard, about two million people. That's an incredible thing, and we thank Mark Green for his leadership for that. (Applause.)

I also want to thank Bill Novelli and the Campaign For Tobacco-Free Kids. I thank the others who are here on the platform with me today -- the President of the New York City Board of Education, Bill Thompson; and Rudy Crew, the Chancellor of the Board of Education. And I'm glad to see Sandy Feldman of

the American Federation of Teachers representative, out here in this group.

And I'm glad to be at this school. I've heard a lot about this school. Congressman Shumer says, my daughter goes to this school. I actually have -- one of the press people who travels with me, Mark Knoller of CBS Radio, graduated from this school. And I hate to admit it, but he got a good education, too. He's done a good job. (Laughter and applause.) He's also very popular with the press corps, as you can hear. (Laughter.)

Now, let me ask you to think about my job and your job. How many of you saw something in the news about Tiger Woods winning the Masters? How many of you thought it was a good thing? How many of you know that we're going to celebrate tonight at Shea Stadium the 50th anniversary of Jackie Robinson breaking into baseball? You all know that? And how many of you know who Jackie Robinson played for? Who did he play for? The Dodgers. (Applause.) When they were in --

AUDIENCE: Brooklyn.

THE PRESIDENT: -- Brooklyn. And how many of you think it was a good thing that Jackie Robinson broke the color line in baseball and gave everybody a chance to play baseball? (Applause.) Okay, now, to do things that are great, you have to be able to imagine that you can do them. You have to be able to dream your dreams and actually imagine that you can be there. But you also have to pay the price. You have to develop good character and a good mind and good habits. And those are things that no one can do for you.

And I came here today for a specific reason -- because I think all the time about my job as President, I'm sort of the country's public advocate. You think about my job and what I can do and what I cannot do. Where does my job as President end and your job as a student and a citizen begin? That's what I want you to think about, because that's really what this is about. That's what all these T-shirts are about. That's what this slogan is about. It's about your future, your life, what all of us on this stage can do and what only you can do.

Now, if you think about my job -- this morning, I got up early this morning and read the newspapers and talked to my wife and daughter and read my security briefing to see what was going on in the rest of the world. And I got on Air Force One, the special plane that the President flies in, and I flew to New York and then came over here. And I thought about on the way over here how much do these young students know about my job.

My job is to protect the United States, to promote world peace and the interest of the United States around the world. My job is to try to give you a strong economy so those who are willing to work can find a job; to commit to giving Americans the best education in the world so everybody has the chance to develop their minds; to try to make our streets safer, to try to make our environment cleaner; to try to make sure that the health and welfare, especially of our children, are in better shape for the future; and maybe more than anything else now -- and look around at this student body -- to try to make sure that we in America can learn to live together in harmony and peace and

genuine affection and respect across our racial, ethnic and religious differences, to have a true democracy that's blind to the differences in terms of prejudice, but respects the fact that we are different and says, that's a good thing. It's a better thing that s country has people from many different racial and ethnic and religious backgrounds. It makes us stronger, not weaker, for the 21st century. That's my job. (Applause.)

Now, what does that mean? That means, in specifics, that I'm down in Washington now; I'm trying to work with the Congress to do the public's business to balance the budget,

because it will make our economy stronger and guarantee that we'll have more growth and your parents will have more opportunities for good income. I'm trying to do it in a way that invests in education because unless we have the best education system in the world we won't do as well as we should in the future, and you won't have the opportunities you deserve. Those are just two examples.

But think about where what I do ends and what you do begins -- because in the days when Jackie Robinson broke into baseball someone had to make the decision that this racial prejudice was a stupid, dumb thing, right? And the owner of his club made that decision and gave him a chance to play. That's a good thing, right? But just think what a downer it would have been if he couldn't play baseball. He still had to play baseball, right? He had to believe he could play baseball, he had to train himself to play baseball. He had to deal with all the prejudice and all the insults and all the hatred and all the rejection and he had to maintain his dignity, all the time waiting for that chance and never knowing for sure it would ever come.

Now, think about Tiger Woods. He grew up in a time when there was -- legal segregation by and large was illegal, unless it was in private clubs. And he had a wonderful father and mother who believed in him and gave him love and discipline and opportunities, right? But he still wouldn't have won that golf tournament unless he could hit the ball -- a long way. (Laughter.) Straight, right?

So all of us, we can get together -- what's that got to do with you and Kick Butts Day? We can get together and I can tell you, like they did, 3,000 kids start smoking every day and a thousand of them are going to die sooner because of it. I can say that. I can tell you that more people die from cigarettes every year than die from all of the other problems that you heard Congressman Schumer talking about. And I can tell you that; it's really true -- more than from AIDS, more than from cancer, more than from car wrecks, more than from all that stuff. I can tell you that advertising has a disproportionate impact on young people.

How do we know that? We actually know that. How do we know that? Because younger people who buy cigarettes are far more likely to buy the advertised brands of cigarettes than the so-called generic brand -- you know, where there's no advertising, no brand, just plain cigarettes. They're cheaper, but you never see them advertised. Older people are more likely to buy them, and younger people are more likely to buy the advertised brands even though they're more expensive.

So I can tell you all that. I can tell you that tobacco companies are getting more clever now. Virginia Slims is now sponsoring concerts because kids love music and CDs. Joe Camel cartoons are now on the packets of cigarettes, not just in the ads. Toy race cars are still emblazoned with tobacco brand names, even though we know adults don't buy many toy race cars.

Now, just last month, one of the tobacco companies finally changed its story. The President of the tobacco company, Liggett, said -- and this is a quote from him -- he can tell you

this. This is a guy that ran a tobacco company. He can say, we acknowledge that the tobacco industry markets to youth, which means those under 18 years of age. And he also admitted that nicotine is addictive. Now, that's what he said. I hope the other tobacco companies will follow his lead and tell the truth and stop trying to sell their products to adults and not to kids.

Now, all this is my problem and their problem and the other people that are in this. We're supposed to do this. We're supposed to do everything we can do stop them from advertising to you and to stop this, and I have done everything I know to do. Last August, we put out these rules and we said they

have got to stop this. But after we do all that, there's still you. Right?

Think about it like Jackie Robinson. And so all of us, we're like the guys that own the ball team, right? We're supposed to make everything all right so you have a chance to play baseball, except what we're trying to do is make everything all right so that the chances are very high that you won't be tempted to smoke.

But it's still up to you. That's why I'm here today. Because I can sit in Washington and work all day and all night long and make this speech until I'm blue in the face, and unless the children of this country band together and show solidarity with each other, and help each other resist peer pressure, and stand up for your future, and understand that your body is the most prized gift you've been given along with your mind and your spirit, nothing I do will amount to a hill of beans.

That's why I'm here; because you have to take responsibility for your future. We can give you to the opportunity, you have to seize it. And I want everybody in America on the news tonight and anybody who hears about this to know that in this school, you children are setting an example for the rest of America's young people. I am proud of you and I want you to remember it tomorrow when you're not wearing that T-shirt. (Applause.)

And I want you to remember this, too. Even with no barriers, not everybody's going to be able to play baseball like Jackie Robinson did. I still remember when I was -- I was 10 years old before I ever got a television. But Jackie Robinson had two years left in baseball and I got to watch him on television. I still remember that.

Even with golf more open to more and more kinds of people, with 2,500 minority children in Houston, Texas, for example, very few people are going to be able to drive the ball 320 yards consistently. But you can all have some dream. And everybody's life has real meaning and every one of you has to figure out what that dream is going to be for you. But no matter what it is, you've got to do just what the champions do: you have to believe you can do it and think about it and visualize it. You have to work for it. You've got to get a good education and you've got to take care of your mind and your body. And if you do, you'll be a champion, no matter what you do and no matter whether you're famous or not.

You think about it. This country has one President, for example, and 260 million other people. Now, if tomorrow we had to do without one President or all 260 million other people, it would be a pretty easy choice, wouldn't it? You'd say, I like you, President Clinton, but I'm sorry, you'll have to go. (Laughter.) The rest of us are going to stay.

The greatness of America is in all the people. It's in the billions and billions and billions of decisions they make every day. And you're making them for your life and your future and your country. I am very proud of you. But don't you ever forget this -- have your dreams and live for them, but take care

of yourselves. Take care of yourselves. Your body is a precious gift. And you have set an example today that I can only hope and pray that every young person in this country, that all of them will follow.

Thank you and God bless you. (Applause.)

END

11:28 A.M. EDT

Date: 04/15/97 Time: 15:23

CClinton honors Robinson, recognizes Woods' victory

NEW YORK (AP) Using baseball's Jackie Robinson and golf's Tiger Woods as examples, President Clinton today urged young people to ``do just what the champions do'' and prepare for the day when they, too, transcend barriers in pursuit of their dreams.

The president went to Andries Hudde Junior High School in Brooklyn to address an anti-smoking rally. Somehow, he wed that message to his other purpose for being in the city: to observe the 50th anniversary of Robinson's rise to first baseman for the Brooklyn Dodgers, which integrated baseball.

``In the days when Jackie Robinson broke into baseball, someone had to make a decision that this racial prejudice was a stupid, dumb thing,'' Clinton said. ``But ... he still had to play baseball. He had to maintain his dignity, waiting for that chance and never knowing for sure it was going to come.

``Think what a downer it would have been,'' Clinton asked the students, if they were offered the chances given to Robinson and Woods and they had failed to develop their skills in baseball or golf.

``Even with no barriers, not everybody is going to be able to play baseball like Jackie Robinson did,'' the president said. ``But you can all have some dream. You've got to do just what the champions do. You have to work for it. And you've got to take care of your mind and your body.''

Clinton, still on crutches, moved gingerly along a line of surging students, shaking hands for about 10 minutes after his speech in the crowded school gymnasium.

Both sides of the street in the working-class Flatbush neighborhood were jammed with spectators as his motorcade arrived and left the school.

After the speech, Clinton headed for a fund-raising luncheon for the Democratic Congressional Campaign Committee.

There, he said the accomplishments of Robinson and Woods reflected ``the two great ingredients of a good society'' the willingness to end discrimination and the ability to rise above it.

As he honors Robinson's achievement, Clinton also is folding in the story of Woods, 21, the son of a black father and Thai mother. He became the youngest player to win the Masters golf championship and the first black person to win a major golf tournament.

``Have your dreams and live for them. Think about Tiger Woods,'' Clinton said. ``He still wouldn't have won that golf tournament unless he could hit the ball. A long way. Straight.''

Clinton invited Woods to fly to New York with him to attend tonight's game between the New York Mets and the Los Angeles Dodgers, but the young golfer kept his plans for a vacation in an undisclosed location. ``The president certainly understands,'' said White House spokeswoman April Mellody.

``His plans had already been extensively made for a long time,'' said Hughes Norton of IMG, Woods' management group. He said the golfer meant no disrespect to Robinson or the president by declining to attend the tribute.

Clinton's comments are the president's latest rhetorical foray on race as he prepares a campaign on racial healing. White House spokesman Mike McCurry said Monday that Clinton wants to emphasize that Robinson's achievement ``is an important historic moment, and it's one that we should remember as we think about the status of race relations in America.''

The president, a passionate golfer sidelined by a knee injury sustained at golfer Greg Norman's home, was dazzled by the skill

Woods displayed as he broke Masters Tournament records, scoring 270 to win by a 12-stroke margin.

Clinton watched the tournament on television and telephoned Woods Sunday night to congratulate him. He told Woods that the sight of him embracing his father, Earl, was ``the best shot he saw all day,'' McCurry said.

``Which, I think, was a thrilling moment in many ways for millions of Americans,'' McCurry said.

In an interview with NBC Radio News, Clinton said Robinson, whose April 15, 1947, debut with the Brooklyn Dodgers broke major league baseball's color barrier, was ``the ultimate trump card'' in arguments about race when the president was growing up in Arkansas.

``If you were arguing the integration side of the argument, you could always play the Jackie Robinson card and watch the big, husky redneck shut up,'' Clinton said. ``There was nothing they could say.''

APNP-04-15-97 1534EDT

Draft 4/14/97

**PRESIDENT WILLIAM J. CLINTON
REMARKS ON KICK BUTTS DAY
ANDRIES HUDDLE JUNIOR HIGH SCHOOL
BROOKLYN, N.Y.
APRIL 15, 1997**

Acknowledgements: Chancellor Crew;

Rep. Chuck Schumer: Whether it's taking on the NRA and passing assault weapons ban, fighting for crime bill/100,000 police, or taking on tobacco subsidies, Rep. Schumer is a tireless fighter for the health and safety of New Yorkers.

NYC Public Advocate Mark Green: Thank you for creating Kick Butts, here and all across the country. Green was first to blow the whistle on Joe Camel ... filed first lawsuit to get cartoons out of cigarettes ... has been a leading national fighter for children.

Student: The

I am delighted to join, for the second year in a row, with young people here and around New York City by video, and across America, for my second "Kick Butts Day."

All of you should be very proud of the work you have done to ~~take~~ ^{lower} on the tobacco companies and their marketing campaigns that ~~sell~~ ^{to start smoking} cigarettes to kids. It's hard growing up today; you are bombarded by millions of sophisticated images that try to sell you on doing what's cool, what's sexy, what's grownup, even if it isn't good for you. Adults tell you all the time to resist peer pressure. But sometimes resisting millions of dollars of advertising pressure can be just as hard. It takes courage and moral backbone to stand up to that. And that is what all of you are doing.

You are doing it not only by not smoking, but by taking time and taking responsibility. You may not realize it, but you are beginning a habit – a good habit – that will stick with you throughout a lifetime – the habit of working with others to serve your community. You have found out that when you give time and energy and sweat to the cause of making your community a better place, when you put your heads together with your friends and neighbors to do it, that service is fun; that you are part of a community that cares. In fact, today is National Youth Service Day, and here in Brooklyn, AmeriCorps members are xx.

Some of them are here today, and I would like to salute them.

Today, in Kick Butts day activities all throughout New York,

In the first Kick Butts day last year, which I participated in, and this year all around the country, thousands of middle school and high school kids have [x].

This kind of citizen movement is so vital because the issues at stake are so critical. The young people here today, and all those listening in, have the brightest future any generation of Americans has ever had. The great changes in technology and science, that you learn about here in school, will give you opportunities my generation can only dream of. The growing links between all the nations of the world – the kind of coming together that we see in this neighborhood, with new immigrants from all over living together side by side – will make America the strongest nation on earth. All of this can be yours. But if you do not grow up healthy and strong, if you do not stay away from the influences that can ruin your life, all this opportunity will be meaningless.

Nothing poses a greater health threat to ^{your health} young people today than tobacco. Tobacco kills more people than alcohol, car crashes, and drugs combined. And today, like every day, across America 1000 teenagers will start a habit that will cut short their lives. You are just entering adolescence; you probably sometimes feel that your bodies are indestructible. But study after study shows that kids who think they can kick the habit at age 15 are still smoking at 25 and 35 and beyond. But someone who doesn't start smoking in their teens, will very likely never smoke.

That is why the issue of tobacco and young people is one of the most significant health issues facing our country – and why you should be proud that you are part of one of the great grassroots movements of this century.

In communities all across the country, young people have joined together with teachers and parents to create smoke-free zones and expose tobacco ads. Dozens of states have sued the tobacco companies, to get them to pay for the cost of health care for the people who become sick because they smoke.

And last August, for the very first time, the national government said that ^{is enough?} ~~we would do our~~ part. We issued tough new rules that will stop the marketing of tobacco in a way that lures young people. We said: From now on, we said, acted to ban tobacco ads that are near schools . . . no to Joe Camel in ~~teen~~ magazines . . . no to cigarette vending machines.

Since we began to try and stop tobacco from marketing their ^{product in ways that reach} ~~product to~~ children, the tobacco companies have not given up. Sometimes it seems that their marketing campaign has gotten more sophisticated than ever. ^{read by teenagers} ~~They still make~~ ^{product in ways that reach} ~~toy cars for~~ ^{brands like} ~~brands like~~ ^{slipcase} ~~slipcase~~ ^{cars are} ~~cars are~~

Virginia Slims is sponsoring CDs ^{and} ~~and a rock~~ concert ^{for} ~~for~~ women. Joe Camel is now on the packets of cigarettes, not just in ads. ^{and} ~~And U.S. Tobacco is giving out~~ ^{toy cars} ~~toy cars~~ ^{for all} ~~for all~~ those middle aged people like who play with toy cars. ^{What will the effect} ^{How will these} ^{marketing} ^{strategies} ^{affect} ^{kids?}

Will you let these promotions and ads ~~work?~~ Will we let the tobacco companies bend the ~~rules to sell their products to kids?~~ ^{Convince you that smoking is cool.} No.

^{at a turning point} Let me say this: our struggle to protect children from tobacco is nearing its grand climax. For years, the tobacco companies said that they did not seek to sell their product to children. For

years, they said they did not know if nicotine was addictive. But then, last month, one of the tobacco companies finally told the American people the truth. Here is what the President of this tobacco company now says, and I quote: "*we market to minors.*"

To all the other tobacco companies, I have this to say: We've heard the truth from one cigarette company. Let's hear the truth from all. Sell your products to adults, if you wish. But draw the line on kids.

I am confident that this great cause will prevail. We will continue to do our part. And I hope all of you will continue to do your part. Take responsibility; keep your eyes peeled and your mind sharp; don't fall for peer pressure or advertising pressure.

[Robert Kennedy: acts of courage and belief. Well,

I want to talk to you about another act of courage and belief that we celebrate today.
{JACKIE ROBINSON}

TBACCO

~~Don't attract~~

Ratchering up advertising right on packages -

P.J. Reynolds - Collector Canel Packs

"Canel cash" coupons in the Package
for ordering gear.

Virginia slims - 14 cut, tour -

Call Barbara Woolley -

Michelle Crisci -

Michael

- kids activities - praise
- highlight - practices targeted at kids
- look cool

- New practices

- Virginia slims

- collector packs (w/canel cash)

Fax - Sorts

- VP Speech

- press release,

- Campaign survey

Bill
Corl.
~~703 218-2944~~
703 534-8095

Chutun Gary Trudeau

North

Michelle
Hsieh

Page her
Nancy

- Chancellor (or school official)
- Mark Green - Kish Butts
- Shuk - kids posters / programs
- kid - will report the tally - personal story.
- President -

- kids making posters -
- activities we want to highlight
- tally of ads. -

Nancy Almark -

- A:P - we got them to

Andrews - Hudders School

Elena
332-1763

Get him there - Bring cartoons
Get Trudeau -
New cartoon. -

Gary Trudeau -

~~VPR reception tent outside of left~~

Gore - used the word suckers -
10 times.
- Starts. -

3:00 Sunday - Mr. Butts - banner will
be in cut away

Close - discussion - evolved - happy with it.

title - think about it / agree

affirm - stable configuration

~~Cross roots
achieved~~

Trudeau - Use -

FERLA
DOES PERMIT
SOME NOT IN CASES — strike
paid time off

- Host. — HHS or tobacco free kids
Mark Green / Nancy Yocum —
- Brooklyn Borough Pros
- Mark Green
- invite Mayor — expect a no. —
- Long Schumer. —

Green — Announced candidate for dem primary (for senate)

- | | | |
|----------------|------------|---|
| - Rudy crew — | Chancellor | / No elected Speak
first on stage
- Shalata
- 1-2 students
- POTUS. |
| - Schumer — | | |
| - Green | | |
| - Shalata | | |
| - Student | | |
| - President. — | | |

DU

Talks to kids
10:45 — 11:45

Get — John Fraiser
— Des Acting Adm. wage and hour
— 703-548-4128
Kathy — 202-364-0678
Curran

Using
their
documents

- poster
photo copy
of document

George Phillips

Porter
3531

Canadian

P. J. Reynolds documents

The adolescent seeks to display his new urge for independence with a symbol ~~and~~ and cigarettes are such a symbol - - - If we are to attract the non-smoker, or pre-smoker, there's nothing in this type of product that he would currently understand or desire - - - Instead, we somehow must convince him with wholly irrational reasons that he should try smoking.

Highlight specific examples of where ads are making a difference.

Can

How far their willing to go. -

Documents
whenever

Props
Quotes
documents

Summary plan for
engaging young people

301-a

Names Uman

Arm Catalini -

Contacts

- Michelle - call Gary Trudeau -

→ George - 703-768-3941

O'Hara - ^{HM} 301-585-9408

Pager

888-582-3194

Schultz -

Dand - office 301-571-8526
or call Jerry -

Mitch
Zeller

- 301-570-9326

- 301-827-3355

Hammett

- 888-896-4832

George

301-496-4516
OP. center
Dun officer
690-7431

Best quotes - best youth targets -

Admin document

- Bennett Le Beau's statement -
where he admits that they
- industry targets kids. -

FDA rule changes landscape -
at community level

- problem exists - FDA rule -

- community involvement, participation. -

- Most aggressive effort ever

- partnership between this administration -
people. -

TO DO - Copies -

① Michael

② Elena

- stuff for Michael

Call George

Call D'Hara

Call David

- Elena
- Michael

Say

- Lindsay quotes

- Case say - intentionally marker or lies?

Wed. 2:30

Most recent statistics v. alarming

- smoking is
- challenging

enforcement of the rule. —

- directly over 10 states
- enforcement at community level
- working w/FDA. —

— Geographic diversity was criteria

— biggest statement

Documents

— Read directly from the documents. —

- 2-10 pg. memorandum or letter.
- some are in charts. — quotes excerpted.

→ R.S. Reynolds — document 1990. —

- ^{Sarasota} ~~Trinkets~~ and rash near high schools
- Reynolds said it was an analogy
- have it in same time frame in Oklahoma

Claude Teague - Reynolds — ~~growing~~ importance of 14-18 year olds 1976. — Need to develop a brand to sustain market share

Bonds done for an
Canadian Affiliate of B.W. —

Companies that succeed are the
11 that do the best in
appealing to younger smokers.

16 and 17 year olds want to
quit but can't — can't quit
any easier than adults.

Challenge retailers. —

— Community members. —

Georg
Policy call — ^{NOT} legal —

Documents —

Do they include that

rule. NOT show ~~intent~~ — just affect. —

one company employee said. —

people in companies knew that
advertising had an impact.

• We all know that advertising affects kids —

George

Neil Asloff / Bernie Theroff. — DoJ

We all know that ads affect kids —
look what the tobacco companies said
themselves

Based on what:

Don't be a sucker — not don't

- adults understand things that you don't
- adults know this — you may not
have had seen this.

Harriet - stick to what's in our
brief - no problem. -
and admin. record - should be

202-364-4283 Fax to
Michael Waldman

Education campaign -
- least restrictive way of achieving
our goal -

Draft of Public Advocate's Advisory re Kick
Butts Day

Draft

NEWS ADVISORY

Immediate
April 11, 1997

contact: Joe DePlasco
phone: 212-669-4195
beeper: 800-800-7759

**NYC KIDS JOIN PRESIDENT CLINTON AND PUBLIC ADVOCATE GREEN
TO PARTICIPATE IN KICK BUTTS DAY.**

*President and Advocate Join Students at -- School in Brooklyn for Second
Annual Kick Butts Day -- "When Kids Organize Kids to Fight Back Against
the Tobacco Industry."*

The second annual *Kick Butts Day* -- a national anti-tobacco teach-in for school kids organized by New York City Public Advocate Mark Green and the Washington, D.C.-based Campaign for Tobacco Free Kids -- will culminate in New York City on Tuesday, April 15, 1997 at -- time when President Clinton joins Public Advocate Mark Green and students at -- school in Brooklyn to discuss the health hazards of tobacco and what kids have done and can do to fight back against the tobacco industry. [For press credentials for the Presidential event, please contact --- at ---.]

Kick Butts Day is the brainchild of Mark Green, who began working on the issue of teens and tobacco when he was the City's Consumer Affairs Commissioner. "It's a day when kids organize kids to talk back and fight back against the tobacco merchants," said Green. "We can and must stop the public health calamity of 3,000 teens a day beginning a habit that one-third will die from."

Draft

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"This year kids from Brooklyn to Burbank joined forces against the tobacco industry. Together, they continue to attack the tobacco industry's conspiracy of silence and expose how some \$6 billion a year in ads and promotions is intended -- as Liggett Group Inc. and Meyers documents show -- to recruit new customers from the 'minor leagues.'"

On April 10, schools around the nation held rallies and forums to discuss how the tobacco industry is trying to get kids to smoke. Students released the results of surveys showing which tobacco companies advertise near schools and playgrounds, which shop owners are selling tobacco products to kids and how merchandise and ads are directed toward kids, contrary to what the industry says.

In addition to the event with President Clinton and Advocate Green, other highlights of this year's *Kick Butts Day* are:

✓ *Doonesbury*. Garry Trudeau's "Doonesbury" strip focused on how kids can fight the tobacco industry during the week of April 7. At Advocate Green's request, Trudeau created the logo for *Kick Butts Day* last year.

✓ Youth Partnership Project kids from Queens will descend on Times Square with a coffin containing cigarette butts. They will ask pedestrians to pledge not to smoke. In return, they will give people who pledge an apple. They call their program the *Big Apples for Cancer Sticks Exchange*.

✓ Bedford-Stuyvesant students and the American Lung Association of Brooklyn kick-off new bus shelter counter-smoking ad campaign.

✓ Bay Ridge students at Fort Hamilton High will survey peers to find out which merchants are selling cigarettes to minors. They will also mail back subscription cards to magazines that accept tobacco advertising urging them to reverse the policy.

Draft

3

✓ Fordham students at M.S. 45 will hold an anti-tobacco poster contest.

✓ Midwood students at Edward R. Murrow High will hold a tobacco literacy quiz to teach fellow students about the hazards of smoking.

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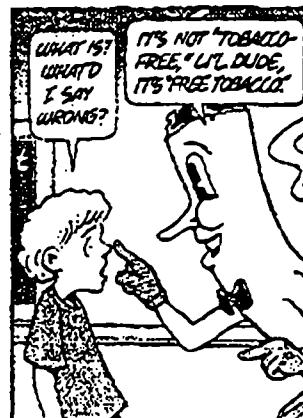
UNIVERSAL PRESS SYNDICATE

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FOR RELEASE WEEK OF APRIL 7, 1997

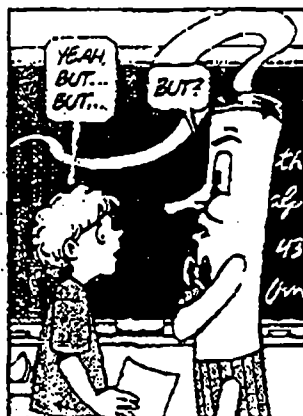
Doonesbury

BY GARRY TRUDEAU



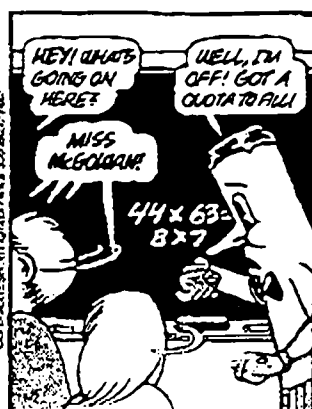
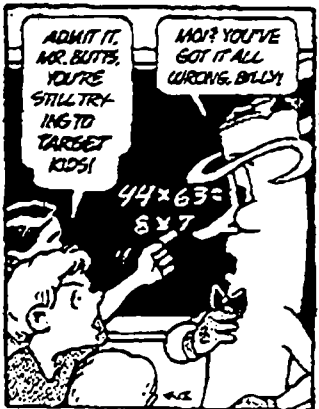
Doonesbury

BY GARRY TRUDEAU



Doonesbury

BY GARRY TRUDEAU



Doonesbury

BY G.E. TRUDEAU

TO DIANE, KIM
BILL & THE
LANK. YAY!
FROM NANCY

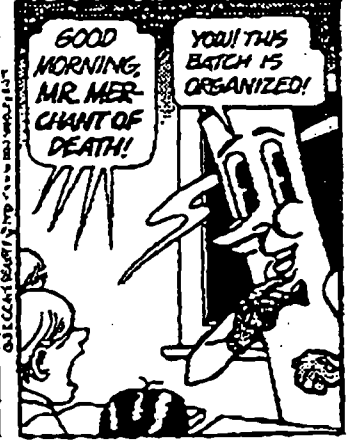
Doonesbury

BY GARRY TRUDEAU



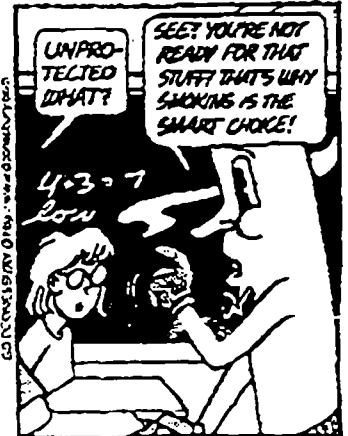
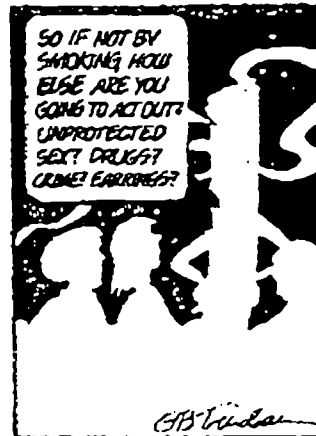
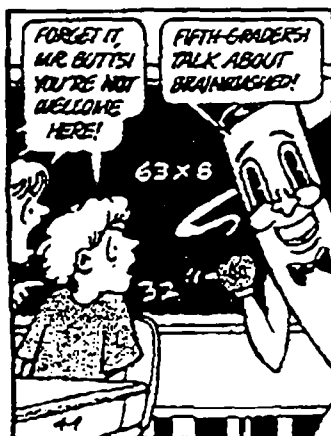
Doonesbury

BY GARRY TRUDEAU



Doonesbury

BY GARRY TRUDEAU



☐ ACCEPT☐ REGRET☐ PENDING

TO: Stephanie Street
Anne Walley

FROM: Rahm Emanuel
Don Baer

REQUEST: To have the President speak at "Kick Butts" Day in New York City April 10, 1997.

PURPOSE: To demonstrate the President's commitment to curbing teen smoking.

BACKGROUND: Campaign for Tobacco Free Kids, the leading anti-tobacco group in Washington, and Mark Green, Public Advocate for the City of New York are combining efforts to invite the President to speak at the annual "Kick-Butts" day in New York City. The President participated in "Kick-Butts" day in New Jersey in May, 1996. The launch of "Kick-Butts" day will be in New York and will be followed by events in 20 cities around the country.

This year's event would take place at a middle school in Brooklyn or Queens, New York. Mark Green and Campaign for Tobacco-Free Kids would like to schedule the event for April 10, 1997, but they are willing to work with the President's schedule. The event would be teleconferenced into several hundred schools around the country and would involve many local leaders.

PREVIOUS
PARTICIPATION: "Kick Butts" Day I, May, 1996.

DATE & TIME: April 10, 1997 or T.B.D.

DURATION: 30 minutes.

LOCATION: New York City.

PARTICIPANTS: Campaign for Tobacco Free Children.
Mark Green, Public Advocate for New York.

OUTLINE OF
EVENTS: T.B.D.

REMARKS
REQUIRED:

Yes.

MEDIA:

Open.

RECOMMENDED
BY:

Rahm Emanuel
Don Baer

CONTACT:

Rahm Emanuel, 456-2531

**PUBLIC ADVOCATE FOR THE CITY OF NEW YORK****MARK GREEN**
Public Advocate

February 21, 1997

Mr. Don Baer
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Don,

Sincer we're four weeks after our drop-dead date, please try to get back to me Monday or Tuesday -- since I have hundreds of schools waiting to hear whether Kick Butts Day will be April 10, April 15 or any other day the President can make it.

I look forward to hearing from you.

Best regards,

Mark Green

K, Need to call
Mark Tuesday. Then
do sched request.
Don



**PUBLIC ADVOCATE FOR THE CITY OF NEW YORK**

January 7, 1997

MARK GREEN
Public Advocate

Rahm Emanuel
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Rahm,

It was good to see you at the White House last month. And thanks so much for walking me through "Clinton-speak," which was actually very helpful.

Once again this year, I am organizing Kick Butts Day with the Campaign for Tobacco Free Kids, the leading anti-tobacco group in Washington. I am writing to invite the President to spearhead the event again, as he did last year. We are aiming to have events in 20 cities around the country on April 10, 1997, or any date around then when the President can make it. At an October party in NYC, the President told me of his eagerness to participate in Kick Butts II, given how well Kick Butts I went. Last year, I invited the President to New York City for Kick Butts I, but for good and obvious reasons it was decided that he would go to New Jersey. But this year, I am hoping he will be able to join me at the centerpiece national event at a middle school in Brooklyn or Queens.

We are making a lot of plans, like teleconferencing the New York City Kick Butts Day program into several *hundred* schools around the country and involving local leaders. Because of the presidential elections, we couldn't bother you or the President in '96, but we also can't now wait until it's too late to make all the arrangements. I'll call you the last week of January to get a thumbs up or down so that we can get on with our planning. Should we not also try to involve the Vice President and Secretary Shalala, given their interest in tobacco and teens, at concurrent events in other cities?

The President's stand against the tobacco industry's targeting of children was among the greatest moments of his first term. In his second term, he can turn that courageous stand into his legacy for future generations of American young people. We hope he'll be able to join us again for Kick Butts Day as he builds toward that legacy.

Best regards,

Mark Green

cc: Don Baer

1 CENTRE STREET NEW YORK, NY 10007 TEL: (212) 669-7200 FAX: (212) 669-4701
mgreen@pubadvocate.nyc.gov TTY: (212) 669-7438



THE NEW YORK TIMES METRO WEDNESDAY, MAY 6, 1996

Clinton Warns Children About Smoking

A Presidential Visit to New Jersey Also Serves a Political Purpose

By NEIL MacFARQUHAR

WOODBIDGE, N.J., May 7 — President Clinton dropped in on a New Jersey high school today to urge tobacco companies to stop aiming advertising at children, and he went on to a series of receptions expected to raise \$2 million for Democrats in the state as well as his own re-election bid.

It was the President's third visit to New Jersey this year, with many more expected, underscoring the importance of the state in his own effort to stay in office. Republicans and Democrats consider the state's voters a fickle group that has leaned Republican but that can be wooed back to the Democrats.

At Woodbridge High School today, Mr. Clinton met with 10 students who had fanned out across the community to find cigarette advertising that appealed to children and to show that laws banning the sale of cigarettes to minors were poorly enforced. It was part of Kick Butts Day, an effort organized by Mark Green, the public advocate for New York City, at 40 schools in 12 cities.

Mr. Clinton, addressing 3,000 people in the high school gymnasium, reminded them that his own mother had died of cancer at age 70 after smoking two packs a day for most of her life. He noted that of the 3,000 teen-agers who started smoking every day, 1,000 would eventually die from it. "A 1 in 3 chance that you will

end your life sooner — that is a lousy bargain for no benefit," he said.

He also urged the cigarette companies to be more responsible. "You in the tobacco business now surely see the clear emerging consensus in America that advertising billboards and promotions should not appeal to the children."

While the crowd roared and stomped their approval inside the gym, young smokers outside pro-

Courting a state that Democrats believe they can woo back from Republicans.

fessed themselves unimpressed. "If you smoke, you are not going to stop because the President says so," said Jessica L. Omolokun, a junior who was barely off school grounds before she pulled a lighter and cigarettes from her backpack. "It's an addiction."

After his speech, Mr. Clinton left for a private reception at the New Vernon home of Arthur Goldberg, chief executive of the Bally Entertainment Corporation; 30 couples

had each donated about \$25,000. In an impromptu moment as he was leaving the reception, Mr. Clinton stopped his motorcade along a country road to play a few notes of "Take Five" on a saxophone that a young boy was flourishing.

He later flew by helicopter to Liberty State Park, where he attended another private reception and where more than 800 Democratic contributors attended a \$1,500-a-plate dinner with the comedian Whoopi Goldberg serving as master of ceremonies.

Mr. Clinton used much of his speech, inside the restored Central Railroad of New Jersey Terminal, to talk about social and economic problems. "We have to figure out what to do about all these people who get downsized from big companies but who still have a lot of good years left," he said.

The President said he would soon hold a meeting on the subject to find ways to get companies to focus on how to help such workers. He also discussed economic security, aid to inner cities, trade, crime and racial harmony.

The \$2 million raised at the two events will be divided in about equal proportions among the Democratic National Committee, the New Jersey Democratic Party and Representative Robert G. Torricelli's campaign for the Senate seat being vacated by Bill Bradley.

Both Mr. Clinton and Senator Bob Dole, the presumptive Republican nominee, will visit New Jersey frequently between now and the November election, political experts say.

"New Jersey has a large suburban population and those are often the voters who make up the difference in presidential races," said Joe Lockhart of the Clinton campaign. "If you can convince those people to come to your side, you are well placed to prevail on Election Day."

Part of the interest in the state is purely numerical. New Jersey has 15 of the 270 electoral votes needed to win the Presidency. Part of the interest also lies in free advertising: visits to New Jersey produce news reports in New York and Philadelphia, two of the four largest media markets in the country.

"Doing a little bit better in Wyoming wouldn't do much," said Steve Salmore, a professor at the Eagleton Institute of Politics at Rutgers University.

Ed Gillespie, communications director for the Republican National Committee, said: "New Jersey is a bellwether state — it swings, you can't count it in either column and it is always hotly contested. We have a few seats there to pick up."

Clinton's Talk About Smoking Lights Up Teens

By John Schwartz
Washington Post Staff Writer

WOODBRIIDGE, N.J., May 7—President Clinton brought his anti-smoking message to New Jersey schoolchildren today and warned tobacco companies that marketing to minors will not be tolerated.

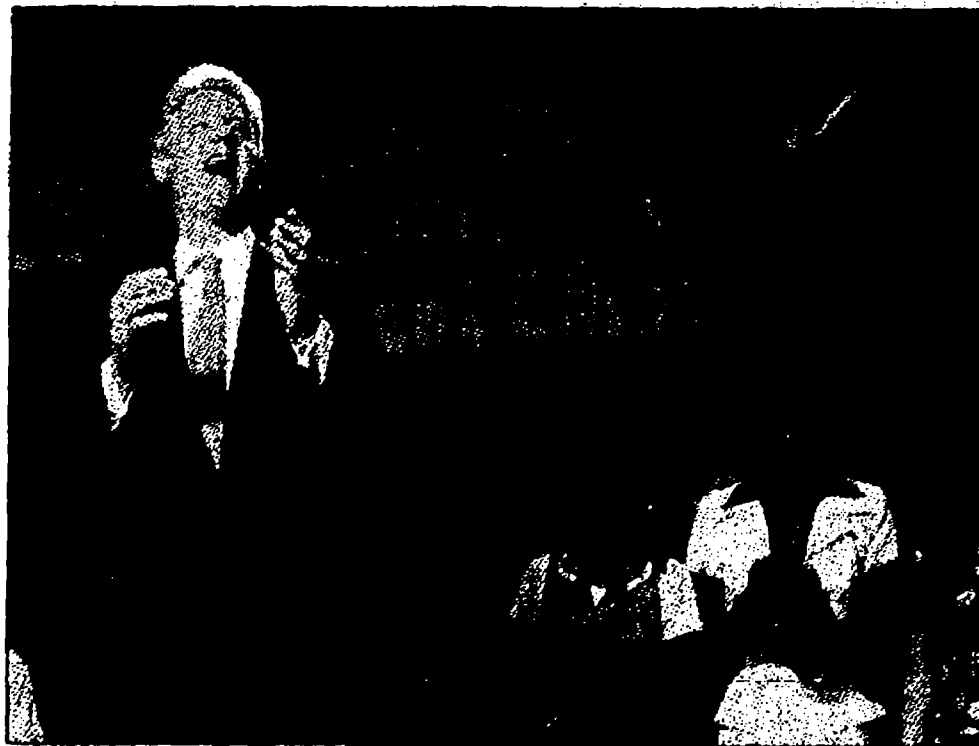
Three thousand kids start smoking every day; 1,000 will die sooner because of it," Clinton told an enthusiastic crowd packed into a high school auditorium here. "Do you want to take a one-in-three chance that you're going to shorten your life?"

Clinton appeared as part of "National Kick Butts Day," a youth anti-smoking initiative sponsored in part by the Campaign for Tobacco-Free Kids. "Kick Butts" events were held in 11 other cities as well, said Brian Ruberry, spokesman for the organization.

The president lauded "throbbing, thriving democracy" represented by the ethnically diverse students before him, and stressed themes of age and mortality for his youthful audience. "Those of us who are any age and older, we've lived most of our lives. Whatever happens to us, we probably have more yesterdays than tomorrows. This is about you; it's about your future; it's about the kind of America you will live in."

The speech, occasionally interrupted by the thunderous sound of the audience stamping approval in the wooden bleachers, was one of a number of recent Clinton events with a tobacco theme. It follows the announcement last August of the proposal by the federal Food and Drug Administration to regulate cigarettes and smokeless tobacco as nicotine delivery devices in order to curb youth access to such products. According to a 1994 report by the Institute of Medicine, percent of smokers begin before the age of 18.

The proposed regulations include a ban on vending machines, restrictions on cigarette advertising promotion and an industry-funded tobacco edu-



President laughs before launching into a speech at New Jersey high school on the dangers of smoking.

cation campaign. The proposals do not cover pipe tobacco or the cigars occasionally enjoyed by the president. Clinton called on tobacco companies to "do the right thing" and agree to the FDA's "common-sense restrictions" on tobacco marketing.

By taking on tobacco, Clinton goes against a politically powerful industry with deep pockets. But several polls, including a 1994 survey sponsored by the Robert Wood Johnson Foundation, show that most Americans, while opposed to prohibition, strongly favor general regulations aimed at keeping minors from smoking. Even smokers and citizens of tobacco states have shown support for such measures.

So does the tobacco industry, according to one spokeswoman. "We have long shared the president's goal that kids shouldn't smoke," said spokeswoman Brennan Dawson of the Washington-based Tobacco Institute. "This industry has taken steps dating back far before the president was Clinton to make sure that we addressed public concerns, and did our part as a industry." Dawson cited volun-

tary industry measures as taking down billboards within 500 feet of schools and distributing materials to retailers encouraging them to check ID's of cigarette purchasers.

But the teenagers who met with Clinton yesterday showed that those industry measures have not been effective. The 13-year-old and a 13-year-old told the president they had attempted to buy cigarettes. The 13-year-old was successful in less than half of his eight attempts to buy cigarettes, but the 16-year-old made 15 attempts between them, and Clinton noted, "They were 15 for 15."

Students said the president had been effective, although for most of them, he was preaching to the choir. "I'm never going to smoke," said Svetlana Rovenakova, 12.

Nick Turon, 17, said he smoked "quite a bit" and showed off his pack of Marlboro Lights Menthol. After hearing Clinton, Turon said, "I'm thinking about quitting. He's a very persuasive guy."

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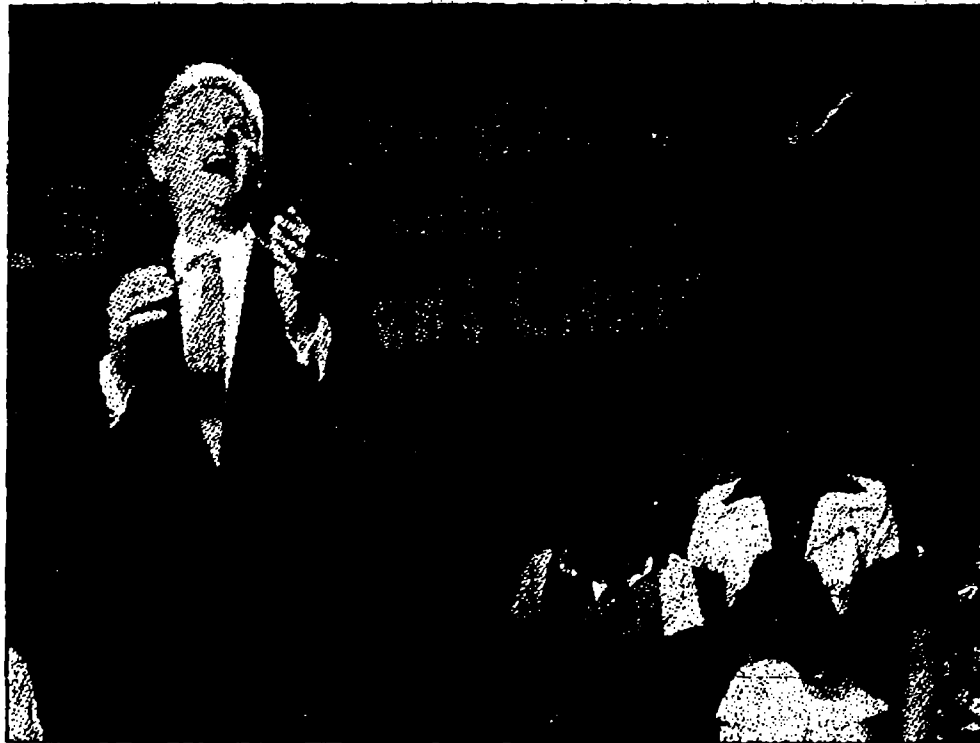
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tary industry measures as taking down billboards within 500 feet of schools and distributing materials to retailers encouraging them to check ID's of cigarette purchasers.

But the teenagers who met with Clinton yesterday showed that such voluntary measures have not been effective. Two 12-year-olds and a 13-year-old told the president they had attempts to buy cigarettes. The 13-year-old was successful in less than half of his eight attempts to buy cigarettes, but the 16-year-olds made 15 attempts between them, and Clinton noted, "They were 15 for 15."

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**PUBLIC ADVOCATE FOR THE CITY OF NEW YORK**

To: Rahm Emanuel and Michelle Crisci
From: Mark Green and Nancy Youman
Re: The President's Visit to NYC for Kick Butts Day
Date: March 11, 1997

MARK GREEN
Public Advocate

We are delighted that the President will be coming to New York City on April 15, 1997, for the Second Annual Kick Butts Day. Co-sponsored by our office and the National Center for Tobacco-Free Kids, Kick Butts Day is designed to encourage young people to fight the efforts of tobacco makers and marketers to target them. This memo outlines our ideas for The President's visit to a New York City middle school.

1. What School Would the President Visit?

We are working with five schools, one in each borough of the City, to have students do surveys, hold poster contests and create their own ways to talk back to tobacco merchants. A list of schools is attached. (The National Center for Tobacco-Free Kids is working with hundreds of schools around the country on similar activities; many will take place on April 10 since by the time we heard about the President's visit, many schools had already gotten their activities underway).

The children's efforts will culminate in the centerpiece national event on April 15th featuring the President in New York City. Since you expressed interest in a visit to Brooklyn, here are several suggestions of middle-class, racially mixed Brooklyn middle schools:

- ✓ **I.S. 240 Adries Hudde Intermediate School**, 2500 Nostrand Avenue, Midwood. This is a middle school in a slightly congested central part of Brooklyn that has children in grades 7-8 at the above address and children in grade 6 at a nearby Annex (1599 E. 22nd Street): the total number of students at both addresses is 1,897 -- 62% black, 22% white, 9% Hispanic, 7% Asian.
- ✓ **I.S. 239 Mark Twain Junior High School for Gifted and Talented**, 2401 Neptune Avenue, Coney Island. This is a magnet school that draws a nice mix of children in grades 6-8. Most come on buses and not from the surrounding neighborhood: total of 1,194 students -- 50% white, 20% black, 16% Hispanic, 13% Asian.



2. What Would the President's Morning Visit Look Like?

We hope the President will attend a 50-minute assembly in the school's auditorium or gymnasium. At the back of a stage, there would be a sea of children wearing Kick Butts T-shirts (with the Garry Trudeau logo, attached) and standing in front of a large Kick Butts Day banner. President Clinton would enter with two children and Mark Green and sit on one side of the stage. Various dignitaries would be seated on the other side of the stage -- e.g., the very popular New York City Schools Chancellor Rudy Crew, the Principal of the school, the Kings County Democratic Leader, Assemblyman Clarence Norman (from the county that delivered the biggest majority in 1992 for Clinton-Gore in all the 50 states), and other local health and elected officials.

The Principal would welcome everyone and introduce Mark Green. Mark would briefly introduce the Day as a symbol of the important medical, moral and governmental task the President has taken on of separating teens from tobacco. We will present a short video featuring the National Center for Tobacco-Free Kids' Youth Ambassadors urging young people to fight back against the tobacco cartel. (These are young TV stars who are popular with young teenagers.)

A student from the school (to be determined when we settle on a school) would then introduce President Clinton and present him with the winning poster from a school-wide contest to see who could design the cleverest counter-tobacco ad. The winner would come up and the President would congratulate him or her. The President could then speak about his Administration's program to restrict advertising for and children's access to tobacco. At the end of his talk, the President would take 6 questions total -- both from students in Brooklyn and via satellite or audio hook-up from some children in other locales.

This electronic link, with the National Center for Tobacco-Free Kids' Youth Advocates of the Year (we hope), will "nationalize" the event and highlight the fact that the President and children in Brooklyn are part of a much larger effort that is going on all over the country. FYI, we have reached out to a Viacom-owned educational technology company -- EMG -- that has expressed an interest in broadcasting the President's visit to Brooklyn over its closed educational computer network. If they agree to contribute the technology, it would mean, effectively, that the President was electronically visiting the 1000+ schools in the EMG network and getting his pro-kids, anti-tobacco message across to millions of children and thousands of teachers.

3. When will we know what school the President will be visiting and when can we announce it?

The President's participation obviously will exponentially increase the appeal of covering Kick Butts Day for reporters. We would love to be able to

announce his visit soon to encourage local and national media to cover Kick Butts Day activities in New York and around the country. Since we are now less than five weeks away from the event, we would ideally like to announce the President's visit next week. The announcement could include a paragraph that says:

"Starting with April 10, children around the country will be telling the tobacco industry to keep their ads off our kids and to comply with the FDA restrictions. Kick Butts activities will culminate in a national Kick Butts Day in New York City on April 15th."

4. Other Options for the Assembly.

Kids could gather thousands of letters to the President from school children citywide urging him to continue his anti-smoking efforts --and deliver a huge bin of them to him, selectively reading several. Also, one child could summarize the results of an "Ad Survey" conducted by the students of all the tobacco images within, say, 1,000 feet of their school.

We're looking forward to working with you.

SCHEDULE OF THE PRESIDENT

FOR

TUESDAY, APRIL 15, 1997

DRAFT

SCHEDULING DIRECTOR:

STEPHANIE STREETT

HOME: 202-332-5651

OFFICE: 202-456-2823

WHCA PAGER: 4033

TRIP COORDINATOR:

*(New York City - "Kick Butts" Event
and Jackie Robinson Celebration)*

GRACE GARCIA

HOME: 202-

OFFICE: 202-456-5330

WHCA PAGER:

EVENT COORDINATOR:

(DCCC Lunch)

LAURA GRAHAM

HOME: 703-212-7642

OFFICE: 202-456-2349

WHCA PAGER: 4809

PRESS COORDINATOR:

ANNE EDWARDS

HOME: 301-565-3101

OFFICE: 202-456-2921

WHCA PAGER: 4809

**SCHEDULE OF THE PRESIDENT
FOR
TUESDAY, APRIL 15 1997
DRAFT**

8:30 am	THE PRESIDENT departs the White House via motorcade en route Andrews Air Force Base [drive time: 25 minutes]
8:55 am	THE PRESIDENT arrives Andrews Air Force Base
9:15 am	THE PRESIDENT departs Andrews Air Force Base via Air Force One en route John F. Kennedy International Airport, Jamaica, New York [flight time: 50 minutes]
10:05 am	THE PRESIDENT arrives John F. Kennedy International Airport, Jamaica, New York OPEN PRESS CLOSED PUBLIC Greeters:
10:20 am	THE PRESIDENT departs John F. Kennedy International Airport via motorcade en route school tba [drive time: 25 minutes]
10:45 am	THE PRESIDENT arrives school tba Greeters:
10:55 am- 11:50 am	"KICK BUTTS" EVENT SCHOOL TBA Remarks: Michael Waldman Staff Contact: Rahm Emanuel Event Coordinator: Grace Garcia OPEN PRESS
12:00 pm	THE PRESIDENT departs school tba via motorcade en route Botanical Gardens, Brooklyn, New York [drive time: 15 minutes]

THE PRESIDENT arrives Brooklyn Botanical Gardens, Brooklyn, New York

BRIEFING
ROOM TBA
Brooklyn Botanical Gardens
Staff Contact: Craig Smith

THE PRESIDENT proceeds to room tba

Greeters: Representative Richard Gephardt, House Democratic Leader
Representative Martin Frost, Chairman, DCCC
Representative Charles Rangel, Chairman, Finance Council, DCCC

MEET AND GREET
ROOM TBA
 Brooklyn Botanical Gardens
 Staff Contact: Craig Smith
 Event Coordinator: Laura Graham
CLOSED PRESS

RECEIVING LINE
ROOM TBA
Brooklyn Botanical Gardens
Staff Contact: Craig Smith
Event Coordinator: Laura Graham
CLOSED PRESS

-- **The President** does a receiving line with sixty guests.

-- Upon conclusion of the receiving line, the **President** holds briefly, while guests are seated.

1:20 pm-
2:00 pm

**REMARKS TO DEMOCRATIC CONGRESSIONAL CAMPAIGN
COMMITTEE (DCCC) LUNCH
BROOKLYN BOTANICAL GARDENS**

Remarks: Laura Capps

Staff Contact: Craig Smith

Event Coordinator: Laura Graham

POOL PRESS

- **The President**, accompanied by Representative Martin Frost, Representative Charles Rangel and Representative Richard Gephardt, is announced into the room and proceeds to the podium.
- Representative Martin Frost makes brief remarks and introduces Representative Charles Rangel, Chairman, Finance Council, DCCC.
- Representative Charles Rangel makes brief remarks and introduces Representative Richard Gephardt, House Democratic Leader.
- Representative Richard Gephardt makes brief remarks and introduces **the President**.
- **The President** makes remarks.
- Upon conclusion of remarks, **the President** departs.

2:05 pm

THE PRESIDENT departs Brooklyn Botanical Gardens via motorcade en route site tba
[drive time: 20 minutes]

2:25 pm

THE PRESIDENT arrives site tba

2:25 pm-
5:45 pm

**DOWN TIME
SITE TBA**

6:00 pm

THE PRESIDENT departs site tba via motorcade en route Shea Stadium, Flushing, New York
[drive time: 20 minutes??]

6:20 pm

THE PRESIDENT arrives Shea Stadium, Flushing, New York

Greeters:

6:30 pm-
9:30 pm

**METS VS. DODGERS BASEBALL GAME/CEREMONY
IN HONOR OF JACKIE ROBINSON
SHEA STADIUM
Staff Contact: Maria Echaveste
Event Coordinator: Grace Garcia
PRESS TBD**

OPTIONS:

- **Meet and Greet**
- **VIP Reception**
- **Baseball Game**
- **Interviews**
- **Ceremony**

9:45 pm **THE PRESIDENT** departs Shea Stadium via motorcade en route John F. Kennedy International Airport, Jamaica, New York
[drive time: 25 minutes]

10:10 pm **THE PRESIDENT** arrives John F. Kennedy International Airport, Jamaica, New York

10:25 pm **THE PRESIDENT** departs John F. Kennedy International Airport via Air Force One en route Andrews Air Force Base
[flight time: 50 minutes]

11:15 pm **THE PRESIDENT** arrives Andrews Air Force Base

11:25 pm **THE PRESIDENT** departs Andrews Air Force Base via motorcade en route the White House
[drive time: 25 minutes]

11:50 pm **THE PRESIDENT** arrives the White House

BC AND HRC RON

THE WHITE HOUSE



THE AMERICAN LEAGUE
AND
THE NATIONAL LEAGUE
OF
PROFESSIONAL BASEBALL CLUBS



Dr. Gene A. Budig
PRESIDENT

Leonard S. Coleman, Jr.
PRESIDENT

STATEMENT

On behalf of Major League Baseball, we are pleased to announce that this year we are taking a positive step toward breaking the over 100-year link between the use of smokeless or "spit" tobacco products and the great game of baseball. The National Spit Tobacco Education program, known as NSTEP and headed by its National Chairman and former Major League player Joe Garagiola, is being designated an educational program of Major League Baseball designed, over the next few years, to help both our players and our fans understand the dangers inherent in the use of these highly addictive products.

NSTEP's association with Major League Baseball began in 1994 with the insert of a public service advertisement in the All-Star Game program. The partnership was expanded last year with the production of a series of television public service announcements (PSAs) featuring current Major League players Jeff Bagwell of the Houston Astros and Frank Thomas of the Chicago White Sox, along with spots featuring all-time great Henry Aaron and Joe Garagiola.

This year, the NSTEP-Major League Baseball partnership will be enhanced even further and will include:

- * A speaking tour of Spring Training facilities by Joe Garagiola and former Major Leaguer and oral cancer survivor Bill Tuttle;
- * An expanded series of television, radio and print public service announcements for placement during Major League telecasts and in its publications;
- * In-stadium outreach efforts to baseball's fans including television and video messages for scoreboards and literature distribution;

- * An educational outreach effort to baseball's broadcasters, writers, columnists, and publishers; and
- * Increased intervention efforts headed by the Professional Baseball Athletic Trainers Society (PBATS) designed to assist current players who are in need in quitting their tobacco use.

We are pleased to make this announcement at the outset of what promises to be a great season for Major League Baseball. We are most hopeful that these efforts will help break the link between this unhealthy habit and the game of baseball, and help all Americans, but especially our youngest fans, understand that these harmful products are simply a bad choice and not a baseball tradition.

Signed,



Bud Selig
Chairman,
Executive Council



Len Coleman
President
National League



Gene Budig
President
American League

**MAJOR LEAGUE
BASEBALL PLAYERS ASSOCIATION**

**DONALD M. FEHR
EXECUTIVE DIRECTOR
GENERAL COUNSEL**



**12 EAST 49th STREET
NEW YORK, NY 10017
TEL (212) 826-0808
FAX (212) 752-3649**

**STATEMENT BY MAJOR LEAGUE BASEBALL PLAYERS ASSOCIATION
ON THE NATIONAL SPIT TOBACCO EDUCATION PROGRAM**

The Major League Baseball Players Association (MLBPA) is pleased to be a part of the National Spit Tobacco Education Program (NSTEP), which is working to break the unhealthy and unfortunate link between smokeless or "spit" tobacco products and baseball. MLBPA is committed to the goals of the NSTEP. Led by its National Chairman, former Major League player Joe Garagiola, NSTEP's goal is to educate players, the fans and the public about the dangerous and addictive properties of these products.

The MLBPA will be working with NSTEP to produce a series of public service announcements. We will be asking current players to volunteer to participate in these important and highly effective PSAs. Furthermore we hope that players will reach out to their fellow teammates, who currently use spit tobacco and wish to quit, and offer help and support in breaking this dangerous habit.

MLBPA began working with NSTEP in 1994, when the Players Association worked with Mr. Garagiola in developing a positive and effective strategy to end the association between health-threatening tobacco products and otherwise healthy, professional athletes. Since that time, MLBPA has worked with the NSTEP campaign in the following areas:

- communicating with baseball trading card manufacturers to end the practice of publishing likenesses of major league players with visible signs of tobacco use;
- securing current Major League players to participate in NSTEP public service announcements, including American and National League MVP's Frank Thomas and Jeff Bagwell; and
- mailed NSTEP educational material to the families of Major League Baseball players encouraging them to take an active role in bringing this issue to the attention of players who may be using the products either on or off the field.

MLBPA enthusiastically supports the NSTEP campaign. It is our hope that Major League players will assume a leadership role in educating their fellow players and the fans of the dangers of smokeless tobacco products. Smokeless does not equal harmless.



Joe Garagiola,
National Chairman

National Advisory Board

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John A. Bogert, DDS

Gene Budig, PhD

Michael V. Brown

Leonard Coleman

Gregory N. Connolly, DMD, MPH

Jeff Cooper, ATC, MS

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Joan M. Porteous

Neil Romano

Craig Stotts, Dr. PH, RN

Baseball

Henry Aaron

Jeff Bagwell

Rod Carew

Tommy John

Mickey Mantle

Bobby Murcer

Tom Seaver

Frank Thomas

Bill Tuttle

Program Producers

Romano & Associates Inc.

Participating Organizations

American Academy of Pediatric Dentistry

American Dental Hygienists' Association

American Dental Trade Association

Association of State and

Territorial Dental Directors

Little League Baseball, Incorporated

Order Sons of Italy in America

Professional Baseball Athletic

Trainers Society

United States Olympic Committee

FOR IMMEDIATE RELEASE:
Tuesday, April 2, 1996

CONTACT: Jim Carroll
(410) 730-4133

MAJOR LEAGUE BASEBALL AND ITS PLAYERS ANNOUNCE HISTORIC AGREEMENT TO BREAK THE LINK BETWEEN BASEBALL AND SPIT TOBACCO

BALTIMORE, MD – Calling it a "great day for America and its national pastime," and "a bad day for cancer," television personality and former Major League Baseball player Joe Garagiola today announced an historic agreement that includes both Major League Baseball and its players working together over the next three years to break the link between smokeless or "spit" tobacco products and the game of baseball. The new agreement, which includes enhanced efforts to educate both players and fans of baseball about the dangers of spit tobacco, was announced at Oriole Park at Camden Yards in Baltimore, prior to the game between the Orioles and the Kansas City Royals. Mr. Garagiola was joined by baseball's acting commissioner Allan "Bud" Selig, and Donald M. Fehr, executive director and general counsel of the Major League Baseball Players Association (MLBPA) in making the announcement. Prior to the game, the group held a brief meeting with President Clinton and informed him of their joint resolve to work to end the game's long-time association with spit tobacco products.

President Clinton, who was presented with a baseball bat to signify the occasion, praised the announcement by stating, "I am grateful that Major League Baseball and its ballplayers -- indeed, the heroes of so many of our young people -- are working together to proclaim the truth about the dangers of spit tobacco. It disables; it disfigures; it kills. They will be assuring our young people that chewing won't make them look cool, and it won't make them better at sports. More important still, they are leading by example.

"Baseball is truly the 'Great American Pastime.' But today, because of this extraordinary agreement, it is definitely greater."

(MORE)

-2-

The announcement signified both Major League Baseball's and the Players Association's agreement to continue and expand their involvement with the public awareness campaign known as NSTEP (the National Spit Tobacco Education Program), of which Mr. Garagiola is the voluntary national chairman. NSTEP is an initiative of Oral Health America, a Chicago-based national non-profit oral health organization. The campaign, which began in 1994, uses baseball celebrities in a variety of program components to achieve its overriding goal of educating the American people that spit tobacco is not a safe alternative to smoking cigarettes.

Mr. Garagiola, who over the past three years has become the nation's most visible and often-quoted spit tobacco educator, stated, "We believe that education is the single-greatest tool in preventing people from a lifetime of addiction. With the help of the entire baseball family, NSTEP will work to educate ballplayers, fans, and especially children, that spit tobacco causes cancer, which is definitely not a baseball tradition."

Mr. Selig, president of the Milwaukee Brewers, and chairman of baseball's executive council, hailed the agreement by stating, "Baseball is proud to be part of NSTEP's efforts to educate players and fans of the game to the dangers of these harmful products. It is most appropriate to make this announcement at the outset of what promises to be a great season for Major League Baseball, when we can all work together to do the hard, but necessary and overdue, work to break the link between spit tobacco and this great game."

Representing the MLBPA, Mr. Fehr stated, "Today, Opening Day of a new baseball season, we are pleased to reaffirm our commitment to get the message out that smokeless or 'spit' tobacco products present a real health threat. This is a goal that all teams, players, club owners, and fans can work toward together. The Major League Baseball Players Association looks forward to our continued association with the NSTEP campaign."

NSTEP is produced and developed by Romano & Associates Inc., a Columbia, Maryland-based communications company. Program materials, including print and broadcast public service announcements, feature-length videos, and educational print materials have been distributed through national, state and local organizations over the past two years. Print and electronic materials have been featured in national publications and on television. This year, efforts will be expanded to include distribution of materials to fans at Major League Baseball stadiums, as well as airing of public service announcements during the broadcasts of games on national, regional and local television, and local radio.



AMERICA'S FUND FOR
DENTAL HEALTH

410 North Michigan Ave., Suite 352
Chicago, Illinois 60611-4211
(312) 836-9900 Fax (312) 836-9986

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Joe Garagiola

National Advisory Board

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Craig Stettin, DrPH, RN

**Major League Baseball
Representatives**

Henry Aaron
Jeff Bagwell
Rod Carew
Tommy John
Mickey Martie
Bobby Murcer
Tom Seaver
Frank Thomas
Roli Tuoma

Program Producers

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Association of State and
Territorial Dental Directors
Little League Baseball, Incorporated
Major League Baseball
Major League Baseball Players Association
National Center for Tobacco-Free Kids
Order Sons of Italy in America
Professional Baseball Athletic
Trainers Society
United States Olympic Committee

With Major Funding From:

THE
ROBERT WOOD
JOHNSON
FOUNDATION

FOR IMMEDIATE RELEASE:

October 31, 1996

CONTACT:

Jim Carroll (410) 730-4133

NSTEP OFFICIALS DECLARE 1996 WORLD SERIES THE "CLEANEST EVER"

CHICAGO, IL -- The 1996 World Series which pitted the New York Yankees against the Atlanta Braves was the "cleanest ever" in terms of the use of smokeless or "spit" tobacco products by players and coaches during television broadcasts of the Series according to officials of the National Spit Tobacco Education Program (NSTEP).

Rhys B. Jones, DDS, MS, a member of NSTEP's National Advisory Board, monitored Game 4 of the World Series -- at 4 hours and 17 minutes the longest game in World Series history -- and recorded 2.3 minutes of spit tobacco use. This is the least amount of airtime given to tobacco use by players and coaches since Dr. Jones began monitoring World Series games in 1986. The 1996 World Series was broadcast nationally by the Fox network.

NSTEP National Chairman Joe Garagiola, himself a former World Series participant both as a player and as a broadcaster, called the findings "...more great news for baseball and its fans and bad news for cancer." Garagiola credited both World Series players and coaches as well as Major League Baseball and its broadcasters for contributing to this effort.

"Baseball has become aware of the adverse effect spit tobacco use in the game has on youngsters, and thankfully has been working hard to do something about it," Garagiola said. "We cannot forget, however, that Fox played a significant role in helping our efforts by trying not to show the few players in this year's World Series who are still tobacco users."

From 1986 through 1995, the average amount of air time in a World Series game given to the perceptible use of spit tobacco by players or coaches was 10.7 minutes, with the highest being 23.9 minutes in one game of the 1986 Series between the New York Mets and the Boston Red Sox. The previous low was 3.5 minutes of use during one game of the 1992 Series between the Toronto Blue Jays and the Braves, a nine inning game whose duration was over one hour less than this year's Game 4 in which the new low was recorded. Dr. Jones has published these results in the January, 1995 issue of the *American Journal of Public Health*.

(MORE)

NSTEP, 10/31/96, p.2

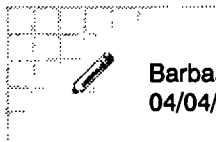
Significantly, the opposing managers in this World Series, Bobby Cox of the Braves and Joe Torre of the Yankees, are non-users of spit tobacco. In the prior years that his team was in the World Series (1991, 1992, and 1995), Cox was frequently seen during broadcasts of the games using spit tobacco. He credits Garagiola with helping him "get the message" about spit tobacco, and to send a positive image to youngsters who watched the World Series.

"Joe Garagiola would always get on me about my tobacco use," Cox said. "Now when I see him, I'm chewing gum. I'm happy to be a small part of Joe's effort to help baseball address the real problem of tobacco use by players and coaches."

NSTEP receives major funding from the Robert Wood Johnson Foundation (RWJF). Foundation president Steven A. Schroeder, M.D. commended the NSTEP team for helping to make this World Series the most tobacco-free of any since Dr. Jones began his monitoring.

"Joe Garagiola's inspired leadership and NSTEP educational messages have reached players, coaches, media, fans and all others associated with the game of baseball. As this study shows, there has been an enormous response by players and coaches in quitting spit tobacco use," Dr. Schroeder commented. "We commend NSTEP and all of baseball for continuing to drive home the message that spit tobacco is dangerous, addictive and not a part of the game."

A program of Oral Health America, Chicago, Illinois, NSTEP is a multi-year public awareness campaign which joins federal government agencies with Major League Baseball, the Major League Baseball Players Association, and the Professional Baseball Athletic Trainers Society. The campaign, which began in 1994, uses baseball celebrities and players in a variety of program components to achieve its overriding goal of educating the American people that spit tobacco is not a safe alternative to smoking cigarettes, and to encourage those who are users to get help in quitting. This year, NSTEP educational materials feature one Major League player from all 28 teams who send a positive, no-use message to youngsters.



Barbara D. Woolley
04/04/97 05:21:49 PM

Record Type: Record

To: Elizabeth Drye/OPD/EOP

cc:

Subject: Re: kick butts

Yes. We the White House has worked with The National Spit Tobacco Education Program (NSTEP), an initiative of Oral Health America -- America's Fund for Dental Health. Both, Joe Garagiola and Bill Tuttle are the lead spokespersons for the program and participated in the East Room event with the President a year ago. Through NSTEP they are working with the baseball owners and players union to educate the use of spit tobacco out of baseball. They are working to foster longterm strategies that protect the health of players and the young fans who look up to them.

Enclosed are some suggested message points.

***Today, about 20 percent of the 9th -12th grade boys use smokeless tobacco. More than 44 percent of white high school boys are tobacco users (cigarettes and/or smokeless).**

***Spit tobacco manufacturers market their products to kids by adding candy flavorings and developing "starter" brands that are easier for kids to use.**

***The heroes of our young people, such as Major League Baseball players, should work together to proclaim the truth about the dangers of spit tobacco: it disables; it disfigures; it kills. They will need to assure our young people that spit tobacco won't make them look cool, and it won't make them better at sports.**

***Baseball should be congratulated for the progress it is making. Last year, for example, there were fewer incidents of spit-tobacco use televised during the World Series than anytime in the past decade. Let's continue that progress and eliminate all spit tobacco use in baseball and set a shining example for America's kids.**

***Spit tobacco use in baseball is a problem that we can solve. Players, managers and coaches are all role models for kids. They should not display destructive behavior for the millions of kids who watch baseball in person and on TV.**

***Baseball has become aware of the adverse effect that spit tobacco use in our National Pastime has on youngsters and thankfully has been doing something about it.**

What Would the President's Morning Visit Look Like?

We envision President Clinton coming to a Brooklyn middle school on the morning of April 15. We hope the President will attend a 50-minute assembly in the school's auditorium or gymnasium. At the back of a stage, there would be a sea of children wearing Kick Butts T-shirts (with the Garry Trudeau logo) and standing in front of a large Kick Butts Day banner. President Clinton would enter with two children and Mark Green and sit on one side of the stage. Various dignitaries would be seated on the other side of the stage -- e.g., the very popular New York City Schools Chancellor Rudy Crew, the Principal of the school, the Kings County Democratic Leader, Assemblyman Clarence Norman (from the county that delivered the biggest majority in 1992 for Clinton-Gore in all the 50 states), and other local health and elected officials.

The School Principal would welcome everyone and introduce Mark Green. Mark would briefly introduce the Day as a symbol of the important medical, moral and governmental task the President has taken on of separating teens from tobacco. We will present a short video featuring the National Center for Tobacco-Free Kids' Youth Ambassadors urging young people to fight back against the tobacco cartel. (These are young TV stars who are popular with young teenagers.) We also have a four-minute reel of clever anti-tobacco public service announcements from Florida, Arizona and Massachusetts that we could show.

A student from the school (to be determined when we settle on a school) would then introduce President Clinton and present him with the winning poster from a school-wide contest to see who could design the cleverest counter-tobacco ad. The winner would come up and the President would congratulate him or her. The President could then speak about his Administration's program to restrict advertising for and children's access to tobacco. At the end of his talk, the President would take 6 questions total -- both from students in Brooklyn and via satellite or audio hook-up from children in other locales.

This electronic link, with the National Center for Tobacco-Free Kids' Youth Advocates of the Year (we hope), will "nationalize" the event and highlight the fact that the President and children in Brooklyn are part of a much larger effort that is going on all over the country. FYI, a Viacom-owned educational technology company -- Educational Management Group -- has offered to broadcast the President's visit to Brooklyn over its closed school-based network. If the White House agrees to allow this, it would mean, effectively, that the President was electronically visiting the 4000 schools in the EMG network and getting his pro-kids, anti-tobacco message across to over two million children and thousands of teachers.

We also hope to have "artifacts" from other Kick Butts Day events around the city and country on hand. For instance, posters created by teens from a Bronx middle school, photo essays created by children in Hawaii, and scrapbooks on people who have died of Cancer from kids in Madison.

Thank you for your help. Please don't hesitate to call me if you want further information before the conference call tomorrow. My phone number is (212) 669-4114.



PUBLIC ADVOCATE FOR THE CITY OF NEW YORK

MARK GREEN
Public Advocate

MEMORANDUM

To: Barbara Wooley, White House Office of Public Liaison
From: Nancy Youman *NAY*
Re: **President Clinton and Kick Butts Day 97**
Date: April 3, 1997

In preparation for our conference call Friday at 11:30, I put together a memo summarizing **Kick Butts Day** activities in New York City and New York State. I am learning of additional activities all the time, but this list is complete as of 5 PM on April 3.

What Is Happening in New York on Kick Butts Day?

- ▶ **Flatbush, Brooklyn.** Haitian Women's Program is organizing an undercover sting in Flatbush with Haitian teens on April 15.
- ▶ **Bedford-Stuyvesant, Brooklyn.** American Lung Association of Brooklyn is sponsoring an assembly at P.S. 5 in Bedford-Stuyvesant on April 15. After the assembly, they proceed to the ribbon-cutting on their new bus shelter counter-smoking ad campaign. (One of the bus shelters is across the street from the school.) New York City Council Member Enoch Williams is scheduled to attend.
- ▶ **Midwood, Brooklyn.** Students at Edward R. Murrow High School will conduct a Tobacco Literacy quiz on April 15. They will be asking questions like how many people die each year from smoking-related diseases, how many die from second-hand smoke, what do cigarettes and toilet cleaner have in common (answer: ammonia). The most tobacco literate win a Kick Butts Day T-shirt. *pledges from merchants.*
- ▶ **Bay Ridge, Brooklyn.** Students at Fort Hamilton High School will set up tables in their cafeteria at lunch time on April 15 and survey students about where they have been buying cigarettes since the photo-ID rule went into effect. The students will then work with local officials -- the Public Advocate's office, Department of Consumer Affairs or Police Department, whatever is appropriate -- to educate those merchants and get them to pledge not to sell to minors. These kids are also sending magazine subscription cards back to the magazines asking them to stop accepting tobacco advertising.



- ▶ **Marine Park, Brooklyn.** Students at Intermediate School 278 will be holding an assembly. Details to come.
- ▶ **Queens.** Students from St. Francis Prep and Waldorf School in Garden City are coming into Manhattan on April 15 to conduct a "Big Apples for Cancer Sticks" exchange on 42nd Street. They plan to ask passersby to pledge not to smoke in exchange for an apple. This activity is sponsored by the SHOCK Coalition, Saving the Health of Our Communities and Kids and is supported by ASSIST funding. Students from some other ASSIST projects may join them in this activity.
- ▶ **Queens.** Eighth graders at Our Lady of the Blessed Sacrament Elementary School, who have been trained by the American Lung Association, will act as peer leaders in presentations about dangers of smoking to younger kids on April 15.
- ▶ **Ridgewood, Queens.** Students at Intermediate School 93 will be holding an assembly. Details to come.
- ▶ **Bronx (near Fordham U.).** Middle school students at M.S. 45 are holding a poster contest (prize is a tour of New York's City Hall). They are also staging a debate on whether tobacco advertising should be allowed and conducting surveys. Holding assembly on April 15.
- ▶ **Harlem, New York.** Heart of Harlem, a community-based health group, is working with two groups of children from five schools. The younger group is counting ads in their midst -- in magazines at home, on billboards, in stores -- to increase their awareness of the pervasiveness of tobacco advertising. The older group (grades 7, 8 and 9) is surveying ads more scientifically and taking pictures. They hope to create a collage of the ads and also a graph showing the prevalence of different kinds of ads. On April 15th, the teens want to visit their local elected officials (State Senator David Paterson and New York City Council Member C. Virginia Fields) to present their findings and urge them to support legislation that would create a tobacco-free-ad zone around schools of 2,000 feet.
- ▶ **Upper East Side, New York.** Students at Intermediate School 167 in Manhattan had a health fair earlier for which they made posters. Health teachers have been teaching 6th and 7th graders about the dangers of smoking and the lure of tobacco advertising.
- ▶ **Staten Island.** Middle school students at Intermediate School 75 are having an assembly on April 15. Peer leaders from the 8th grade will present role-playing scenarios on smoking for 500 assembled 6th graders.
- ▶ **Buffalo.** Youth coalition members will present results of their surveys to the Boards of Supervisors of Livingston, Genesee and Erie counties on April 10 and will call on them to pass a law banning sales of tobacco through self-service displays.
- ▶ **Dutchess County (Poughkeepsie).** Students holding an assembly. Details to come.

Major Dodgers

Ripley Forbes
260-02549

HHS

- Major League Baseball

- PSA's on their broadcast
- millions of dollars

- Campaign for Tobacco
Free Kids ads

- All new ads out
of CA - 30 seconds -

3/4 kids focused.

May use in smoke free
| women

- POTUS an-sentence
in

Reebok - marketing
book covers
for

"smoke a defender
not a cigarette"

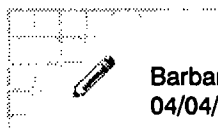
- made available free -

-

Mets Pitcher - Pete Harniss

- Ben Johnson

6-5789



Barbara D. Woolley
04/04/97 05:21:49 PM

Pete Harnish. —
Smokeless tobacco tour.

Rodriguez - Seattle
Team.

Record Type: Record

To: Elizabeth Drye/OPD/EOP

cc:

Subject: Re: kick butts

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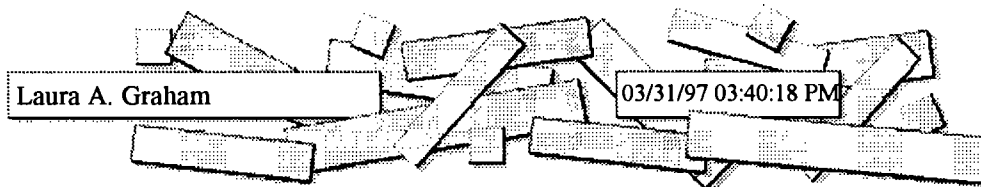


Bruce N. Reed
03/31/97 04:03:17 PM

Record Type: Record

To: Elizabeth Drye/OPD/EOP
cc:
Subject: NYC trip meeting

----- Forwarded by Bruce N. Reed/OPD/EOP on 03/31/97 04:01 PM -----



Record Type: Record

To: See the distribution list at the bottom of this message
cc:
Subject: NYC trip meeting

There will be a trip meeting tomorrow (Tuesday) at 2:00 pm in room 188 to discuss POTUS travel to NYC on 4/15. Grace Garcia is desking the trip. If you have any questions, please call her at x65330. Hope to see you all there!!!

Thanks.

Message Sent To: _____