

WeeklyReader

CORPORATION

a **PRIMEDIA** company

DAVE F. RODRIGUEZ
DIRECTOR, CLIENT SERVICES
AND GOVERNMENT RELATIONS

7 Cromwell Court
Princeton, NJ 08540
Phone: (609) 734-0903
Fax: (609) 734-0374
E-Mail: daverod777@aol.com

200 FIRST STAMFORD PLACE
P.O. BOX 120023
STAMFORD, CT 06912-0023
(203) 705-3600 Fax (203) 705-1660

Campaign for youth
violence - Jeff
Blair

MTG w/ Weekly Reader - 11/10/99

David Rodriguez - Weekly Reader - 4-6 grade = 20K books
Wolby ONDCP = mirrors what they are doing. 3 million kids

4- HS. - targeting these population - Serial killers + understanding
Looking for a ~~corporate~~ corporate sponsor.
~~that~~ We could be involved - who to target, how to target
On going program - once a month in school year.

Disparities in health - educate ~~the~~ the kids

Current Events = how do you educate them.

Different mediums - website, magazine

Churches - Youth ~~Reading~~ Rally = give \$

Need corporate sponsors -

weekly ~~for~~ For Profit to get foundation

Do something w/ the WH - try to persuade.

* ONDCP model - how can we do what they do to fund mechanism
for One America priorities
Piss y bag on existing source.

One America Foundation -

Proposal

Launch campaign

Bell Atlantic is invested in policy - want WH endorsement

(Ben - do a little in support but check at lawyers

One America Budget

Could create a link

Time Frame

next steps - check w/ legal
- talk w/ some slice about ideas

other idea - coalition + let corp give \$

Business Roundtable

A Proposal
to
Bell Atlantic
from the
President's Initiative for One America
and
Weekly Reader

November 1999

INTRODUCTION

Weekly Reader would welcome an opportunity to partner with the President's Initiative for One America, and Bell Atlantic, to launch an ongoing program designed to educate millions of young people about topics related to racial diversity and non-violence. The program we envision is modeled on Weekly Reader's current partnership with the White House Office of National Drug Control Policy (see sample enclosed).

Through a series of four-color supplements (magazine advertorial-style public service announcements) that will appear in various Weekly Reader publications, this program will reach elementary, middle, junior and senior high school students. In addition, and because each supplement will be designed as a take-home piece, this program will reach parents and teachers.

The Weekly Reader Corporation is the largest and most influential publisher of Pre-K-12th grade classroom periodicals in the United States. Weekly Reader's grade-specific classroom news magazines have been an integral part of the learning process for the vast majority of U.S. schoolchildren for over 70 years.

The enduring contribution of Weekly Reader publications—in fact their hallmark—is the creation of interactive skills-building classroom materials, such as the proposed supplements, that use current events and real-world concerns to engage students while meeting teachers' curricular needs. For generations, Weekly Reader's meticulously researched, grade-appropriate publications have earned unique and unmatched credibility among educators, students, and parents.

The flood of testimonials to Weekly Reader's influence and role over the years include public pronouncements by a multitude of prominent Americans in all walks of life:

"In a small and isolated rural community," [*Weekly Reader*] was a major connection for us with the outside world."
With admiration, Jimmy Carter

"The practice of tolerance must be practiced daily. That's the America I was taught in *My Weekly Reader*, and we must raise our kids to think that way."
Tom Hanks, after accepting his Oscar for *Philadelphia*

"A news journal just for us! I eagerly looked forward to each week's ...*Weekly Reader* .. and to lively class discussions about its content."
Ruth Bader Ginsburg

"*Weekly Reader* was our contact with the outside world. For five years I looked forward to that window on the world."
Ed Bradley

Daily we receive confirmation that Weekly Reader's information reaches the home and community, influencing behavior directly and immediately.

RATIONALE

According to independent quantitative research conducted by Hofstetter, Lapp & Flood of San Diego State University, exposure to Weekly Reader makes a significant contribution to children's current events information and news event recognition. In addition, a summary of the findings concluded that Weekly Reader is especially effective at communicating with students from less affluent backgrounds.

Sponsored materials sent directly to Weekly Reader's teacher-subscribers will include an Educator's Guide giving the teacher step-by-step implementation instructions for the whole program, activity by activity, including follow-up suggestions and a list of resources. In addition, the program will be prominently featured on Weekly Reader's award-winning Web site, www.weeklyreader.com, which receives more than 4 million hits per month.

Weekly Reader's classroom publications, for decades, have been the nation's most recognized and influential in-school voice delivering a message of inclusion as a fundamental part of developing civic competency in our nation's children. As an extension of this tradition, Weekly Reader has formed an alliance with Character Counts, a nonpartisan program that equips educators and schoolchildren with well-organized curricular materials that address the issues of character education that have become a leading concern of communities and schools.

PROGRAM BENEFITS

This unique "social marketing" program will:

- Utilize a highly effective and powerful distribution pipeline in order to directly reach millions of students in grades 4-12 (ages 9-18), their parents, and teachers;
- Highlight Bell Atlantic's support for educational initiatives related to racial and ethnic tolerance and understanding;
- Provide unique and compelling educational materials for students, teachers, and parents within the context of an ongoing educational series developed in partnership with the White House and Bell Atlantic;
- Promote Web sites, home pages, bulletin boards, and chat lines dedicated to racial and ethnic tolerance and understanding, and possibly create a link with Weekly Reader's own website (www.weeklyreader.com);
- Create synergy with and complement Bell Atlantic's other educational initiatives.

PROGRAM FORMAT

Using the most up-to-date, real-world news and current academic research, this program will help students develop their critical thinking, analytical, interpretive, computational and measurement skills. The student activities and in-school information will be designed for take-home usage. Moreover it will include specific suggestions and opportunities for students to extend the information and concern out to the larger community.

Through this program, students will get a very real opportunity to see how their formal education not only reflects the real world, but also enables them to have a direct positive impact upon the shape and future of that world.

This program will also teach them how important it is to keep abreast of news, to research comprehensive and current data on a topic, and to practice the thinking and computational skills that help them understand the significance of those facts. In addition, it will give them practical opportunities to experience ways that communicating and joining with others can change behavior and policies in important ways.

This program will consist of the following elements:

- Two age-appropriate versions of each supplement will be created (a four-page, four-color supplement for elementary students, and a four-page, four-color supplement for middle/junior/senior high). These special customized supplements will appear in eight different Weekly Reader publications for grades 4-12 (ages 9-18). Each supplement will contain new material, student activities, and incorporate messages from the President as well as other officials and celebrities.
- A special four-page teacher's edition (Educator's Guide) will accompany each magazine containing the supplements and provide background material; suggested lesson plans for incorporating each issue into the curriculum; and discussion questions, in-class activities, and other resources. In addition, the activities could direct students and their families to visit Web sites that extend the information contained in each issue.

As another means of reaching students' parents, teachers will be encouraged to send these custom-designed supplements home, where parents and guardians can reinforce the educational themes of the program.

- **(SUBJECT TO WHITE HOUSE APPROVAL)** The President's Initiative for One America staff will oversee the project, possibly organize a White House press event involving the program partners to launch the campaign, and provide input related to the program topics during the creative process

TARGET AUDIENCES

The proposed program will target the following audiences:

- Late elementary school-aged children (approximately ages 9-11);
- Middle school-aged adolescents (approximately ages 11-13);
- High school-aged adolescents (approximately ages 14-18 years);
- Teachers;
- Parents or other primary caregivers.

REACH

Each supplement will reach more than 4 million students in grades 4-12 (ages 9-18), and 150,000 teachers, through the following publications:

Late Elementary Audience

<u>Edition/Grade</u>	<u>Age</u>	<u>Students</u>	<u>Teachers</u>
Four	9	834,000	36,000
Five	10	500,000	20,000
Six	11	263,000	13,353
Total late elementary subscribers		1,597,000	69,353

Middle To High School Audience

<u>Edition</u>	<u>Age</u>	<u>Students</u>	<u>Teachers</u>
Current Health One	9-12	118,000	12,106
Current Science	11-15	264,000	16,000
Current Events	11-15	200,000	11,487
Current Health Two	12-18	170,000	20,857
Writing!	12-18	90,000	8,000
Career World	12-18	85,000	12,000
Total secondary school subscribers		927,000	80,450

Note: The average reader per copy number for secondary school publications is 2.7, making the total elementary, middle and high school readership approximately 4 million students.

DISTRIBUTION/FREQUENCY

In order to insure maximum effectiveness and impact with students, we recommend reaching them at least once a month during the school year. This can be accomplished through a partnership whereby Bell Atlantic provides funding for the creation and placement of four supplements, and Weekly Reader repeats each insertion once at no additional cost.

Following is a proposed distribution timeline (approximate classroom arrival dates):

Paid insertions

- First insertion: January 2000
- Second insertion: February 2000
- Third insertion: March 2000
- Fourth insertion: April 2000

Additional insertions

- Fifth insertion: September 2000
- Sixth insertion: October 2000
- Seventh insertion: November 2000
- Eighth insertion: December 2000

BELL ATLANTIC CONTRIBUTION

Cost includes four different four-color supplements, each created in two versions and inserted in eight separate Weekly Reader publications, distributed to 2.5 million students in grades 4-12, with a total reach of approximately 4 million students. Each supplement will consist of four pages.

Each issue will be accompanied by a separate four-page, four-color teacher's edition (Educator's Guide) that will be distributed to 150,000 educators.

- **Combined late elementary, middle and high school target:**

Cost: \$1,995,740

- **Late elementary target only:**

Cost: \$1,008,160

- **Middle and high school target only:**

Cost: \$987,580

Cost is net and includes all conceptualization, research, writing, editing, illustration, design, typesetting, mechanicals, printing, subscriber lists, and editorial space.

Please note that while we recommend an 8X frequency, the number of insertions and frequency level can be increased or decreased depending on Bell Atlantic's budgetary parameters.

WEEKLY READER CONTRIBUTION

As noted, Weekly Reader will complement Bell Atlantic's contribution for the proposed program by repeating each of the four inserts once in eight publications at no additional cost. This will achieve an 8X frequency during the school year for the cost noted.

PRESIDENT'S INITIATIVE FOR ONE AMERICA CONTRIBUTION

As noted, and subject to approval, the President's Initiative for One America staff will oversee the project, possibly organize a White House press event involving the program partners to launch the campaign, and provide input related to the program topics during the creative process.

COMPANY BACKGROUND

The Weekly Reader Corporation:

- is the largest U.S. publisher of classroom magazines for young people in grades Pre-K through 12, having sold over 15 billion copies since 1928; the total paid circulation at the elementary school level is unsurpassed by any other publisher;
- provides high interest news for kids bringing current events to life and connecting students to the world through a highly effective and powerful distribution pipeline in schools nationwide.

FOR MORE INFORMATION

For further information about this proposal, please contact Dave Rodriguez,
Director of Client Services and Government Relations, at:
Phone: (609) 734-0903; Fax: (609) 734-0374; E-mail: daverod777@aol.com

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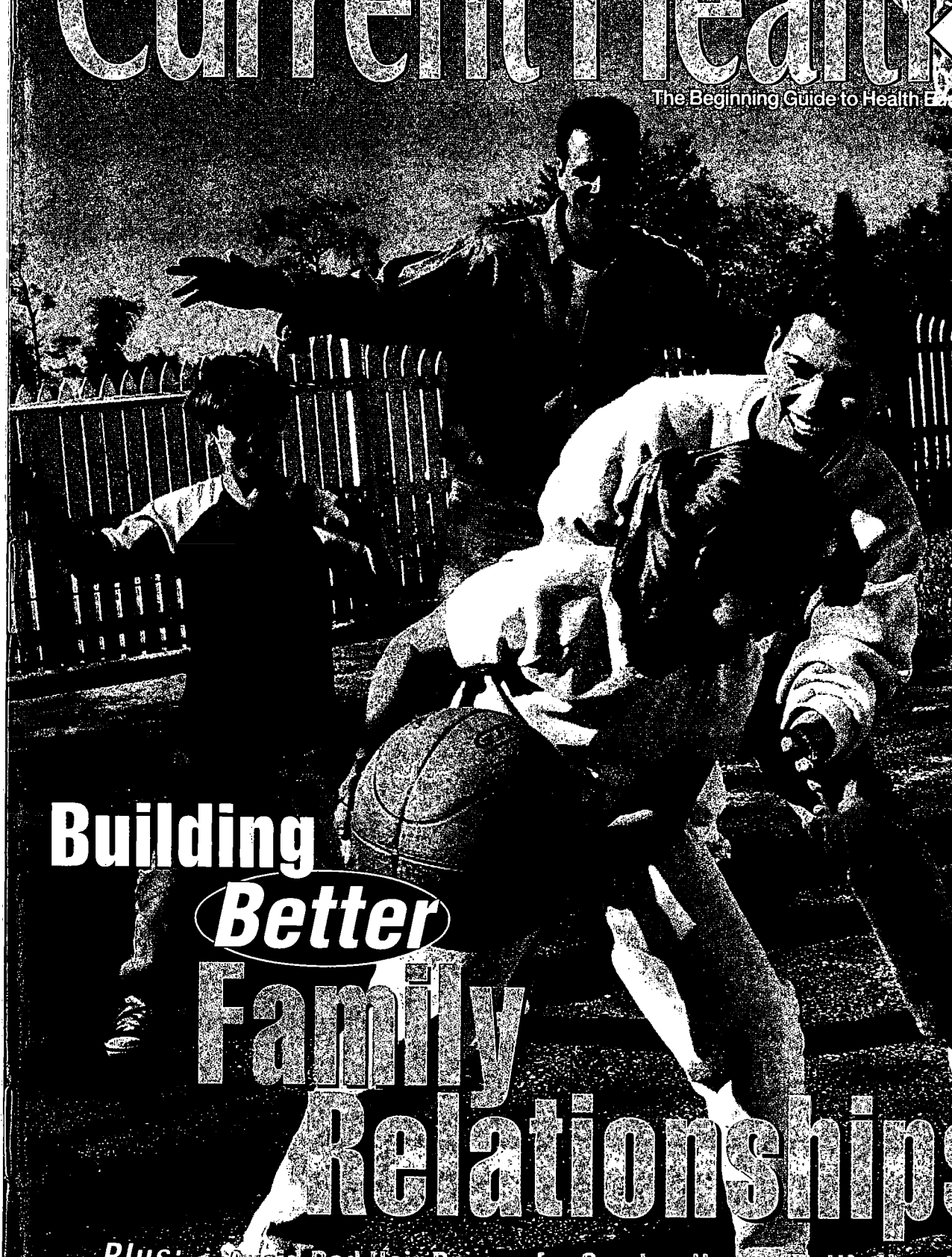
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Curriculum Innovations Group®
Volume 23, No. 3 • November 1999

Current Health[®]

The Beginning Guide to Health Education

1



Building *Better* Family Relationships

Plus: • Avoid Bad Hair Days— for Good • How to Battle Hepatitis
• The Twin Connection • And Much More!

November 10, 1999

Mr. Ivan G. Seidenberg
Chairman & CEO
Bell Atlantic Corp.
1095 Avenue of the Americas
New York, NY 10036

Dear Ivan,

On behalf of the President's Initiative for One America, and the Weekly Reader Corporation, enclosed you will find a proposal designed to promote racial tolerance and understanding among millions of students, their teachers, and parents.

We are seeking a corporate sponsor to fund this educational initiative, and we know that you are keenly aware of and highly concerned about these issues.

I will contact your office later this month to follow up and determine Bell Atlantic's level of interest in joining this effort. In the meantime, please call me at 609-734-0903 if I can be of further assistance.

Thank you for your consideration.

Sincerely,

David F. Rodriguez
Director, Client Services & Government Relations

cc: Ben Johnson, President's Initiative for One America

enc.

NASA to Fix Hubble

Space Feature,
Page 4



INTRODUCE NEW WORDS

- equipment
- instrument

DISCUSS BEFORE YOU READ

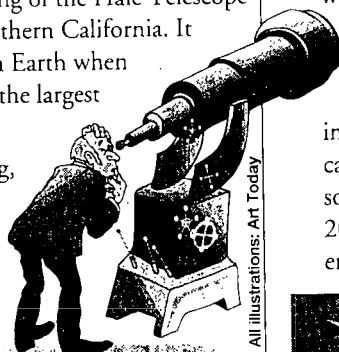
- Ask students: For what purpose do you use a telescope?
Name some things that you might see through a telescope.

INVITE/CHECK PREDICTIONS

Ask students: What might the Hubble Space Telescope's trouble be? (*Some of the instruments that point the telescope are broken.*) How will NASA try to fix this problem, do you think? (*NASA plans to send astronauts to replace the broken parts and perform other repairs.*)

NOTES BEHIND THE NEWS

- The Hubble Space Telescope was named after American astronomer Edwin Powell Hubble (1889–1953). Hubble was the first to discover that certain fuzzy patches of light in the sky, called spiral nebulae, are actually entire galaxies. He was also involved in the building of the Hale Telescope at the Palomar Observatory in southern California. It was the largest optical telescope on Earth when completed in 1948 and remained the largest until 1990.
- The Hubble is about 43 feet along, about the size of a school bus. It weighs more than 11 tons.
- Currently, three of Hubble's six gyroscopes are working. The



Also from Weekly Reader Corporation

SCIENCE

Monthly supplement with grade-specific science news and hands-on activities

Galaxy

Visit our Web site:
<http://www.weeklyreader.com>

Welcome Back!

Dear *Weekly Reader* Teacher:

It's hard to believe another school year is under way. But this will not be just any school year. This will be a year of change and monumental events.

In the 1999–2000 school year, we'll see the end of one millennium and the start of another. Keep an eye out for special *Weekly Reader* 4 coverage of this turning point in the world's history.

This coming school year will also bring the kickoff of the 2000 presidential campaign season. *Weekly Reader* 4 will provide you with thorough coverage and special offers to help you and your students follow the election.

Of course, *Weekly Reader* 4 will also have its usual array of important news stories, interesting features, and valuable activities. If you have any questions about your subscription, please don't hesitate to telephone me at (203) 705-3445, or E-mail bwalter@weeklyreader.com.

Sincerely,

Bill Walter

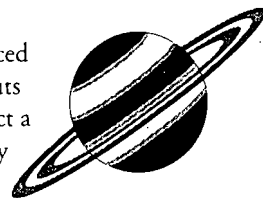
Bill Walter
Senior Editor
Weekly Reader 4

NOTES BEHIND THE NEWS (cont.)

other three were knocked out by wire corrosion. In their October mission, NASA scientists plan to replace all six gyroscopes.

- The Hubble has already been serviced twice. In December 1993, astronauts conducted five spacewalks to correct a problem with the Hubble's primary mirror. The curve of the mirror was not right and was causing blurred images. Astronauts replaced 11 major parts during 1997 in five spacewalks.

- NASA is planning to do more work on the Hubble in 2001. At that time, astronauts will install an advanced camera, a cooling unit for an infrared camera, and new solar panels. That work, first scheduled to be done in June 2000, was postponed when NASA decided to perform the emergency mission in October.



FAST FACTS

- ♦ The word *telescope* comes from the Greek words *tele*, meaning "far," and *skopos*, meaning, "viewer."
- ♦ In 1609, Italian mathematician Galileo Galilei became the first person to use a telescope to observe space.

NOTES BEHIND THE NEWS (cont.)

- NASA hopes to keep using the Hubble until 2010. The last scheduled repair mission is set for 2003.
- There are two main computers on the Hubble—the DF224 and the NSSC-1. The DF224 is responsible for the *attitude*, or orientation, of the telescope in space. The NSSC-1 operates the scientific instruments, such as the cameras and spectrograph.

FOLLOW-UP ACTIVITY

Design Your Own Spacecraft: The Hubble Space Telescope was named for an astronomer. Ask students to imagine that a spacecraft is going to be named for them. What would the craft do? Would it carry passengers? Would it look and listen into the deep reaches of space? How far from Earth would it travel? Ask students to draw and label a diagram of their craft and write a paragraph describing its functions.

Main News, Page 2

Seat Belt Safety

INTRODUCE NEW WORDS

- equipped
- injuries

DISCUSS BEFORE YOU READ

- Ask students: Do you take a bus to and from your school? What are some ways you can be safe on the bus?



INVITE/CHECK PREDICTIONS

Ask students: What percentage of Americans wear seat belts when they're riding in cars or trucks, do you suppose? (68 percent)

NOTES BEHIND THE NEWS

- According to the National Highway Traffic Safety Administration (NHTSA), approximately 394,000 public school buses travel a total of 4.3 billion miles each year.
- Each year, more than 23 million children travel to and from school and other activities in school buses, the NHTSA estimates.
- According to the NHTSA, riding on a school bus is much safer than riding in a car. In 1995, for example, 12 children between ages 5 and 20 died while riding in school buses, whereas 8,168 children died in motor vehicle accidents.
- According to Buckle Up America, only 14 percent of people in the United States used seat belts in 1983. By 1996, that percentage had risen 54 percent.

FOLLOW-UP ACTIVITY

Create a Campaign: Have kids read the sidebar on school bus safety. Then invite them to create a poster encouraging kids to follow one or more of the safety recommendations.

Letter from the President Of the United States

The message of PAX (student edition, page 7) is that gun violence must be stopped. (The PAX petition can be found at <http://paxpetition.org>) On page 4 of your Teacher's Guide is a letter from President Bill Clinton with a similar message. The letter addresses students about violence in schools. Clinton's letter was written in response to last spring's massacre at Columbine High School in Colorado. Please feel free to copy the letter and to distribute it to your students.

Doing More

Check out the following Web sites for more information about the stories in this issue:

THE HUBBLE TELESCOPE

- The Space Telescope and Science Institute's Hubble Space Telescope site: <http://www.stsci.edu/>

PIZZA POPS

- Ian Single's Pizza Pop site: <http://www.pizzapop.com>

Parents Letter

On page 3 of your Teacher's Guide is a letter to parents. The letter discusses the important role parents play in the *Weekly Reader* experience and provides some tips and activities. Feel free to copy this letter and distribute to your students. Thank you.

ANSWER KEY

STUDENT EDITION

Page 4

Use the News:

1. A, 2. C, 3. B, 4. B, 5. C

What's the Word?

1. universe, 2. transportation, 3. ingredients, 4. collide

True or False

1. F, 2. T, 3. F, 4. F, 5. T

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P.O. Box 120023
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Our editorial E-mail address is ed4@weeklyreader.com

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July 30, 1999

Dear Parents:

In September 1928, the first issue of *Weekly Reader* was put into students' hands. The goal of that first issue was to help students become better readers while educating them about the world around them.

Seventy-one years later, that goal has not changed. *Weekly Reader* continues to keep pace with the news and all the dizzying changes occurring in your child's world. At the same time we continue to provide the skills and activities that will help sharpen your child's reading, comprehension, and thinking abilities.

As a parent, you have an essential role in this process. By interacting with your child about the news of the day, you will be helping him or her become a better news reader and will be fostering new interests for your child to explore. Here are some activities that you can do with your child to help stimulate discussion about current events:

- **Discuss *Weekly Reader*:** When your child brings home his or her issue of *Weekly Reader*, take a few minutes to scan it. Then talk with your child about the issue. Which is his or her favorite story? Why? What do the pictures in that story say? Is there a way your child might explore the topic of that story further (for example, through volunteer work or research)? Finally, ask your child what he or she learned from reading *Weekly Reader*.
- **Watch a TV news program together:** Take time each evening to watch a local or national news program on TV together. Discuss with your child what a particular story was about or why a particular event was important.
- **Read a daily newspaper together:** If your child develops an interest in a specific topic, such as animals, sports, or computers, encourage him or her to collect news articles on that subject and create a scrapbook.

Those are just a few ways you can participate in and enhance your child's *Weekly Reader* experience. We hope you and your child enjoy *Weekly Reader* this year. If you should have any questions or comments, please contact us at 203-705-3500, or E-mail us at galaxy@weeklyreader.com.

Sincerely,



Sandra Maccarone
Editor-in-Chief
Weekly Reader Corporation

THE WHITE HOUSE

WASHINGTON

July 21, 1999

Dear Students:

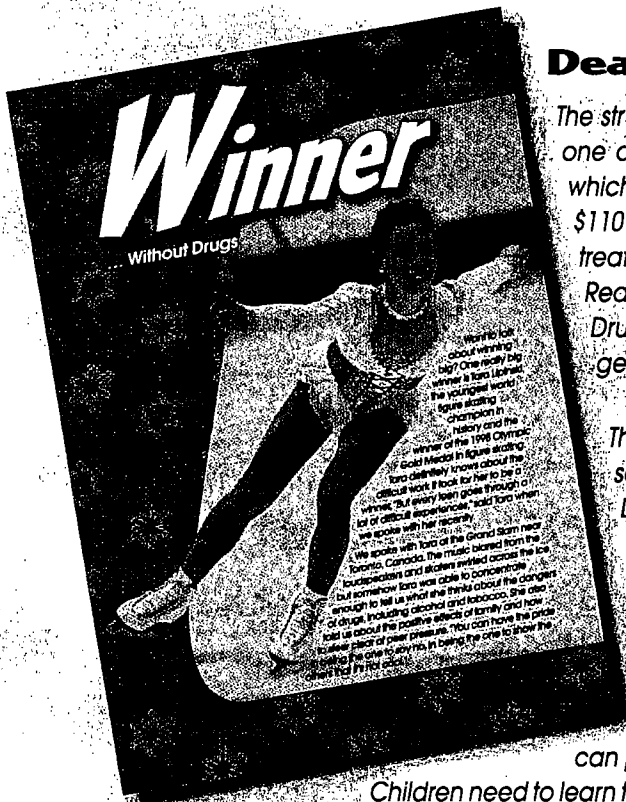
I am delighted to welcome you back to school. As we approach the year 2000, it's a particularly exciting time to be a student in America. I hope that all of you will take advantage of the many opportunities your schools have to offer.

Many young people have written to me over the past few months about the gun violence that has occurred in our nation's schools. I believe that everyone deserves schools that are safe and secure, and, as your President, I am working with members of Congress and your state and local leaders to find ways to prevent such violence in the future.

You can help us by talking with your parents, teachers, and friends about your concerns and ideas for making things better. Include people of all backgrounds in your activities, and learn about cultures and interests that are different from your own. We all need one another, and we must learn from and respect one another.

Thank you for doing your part, and best wishes for a productive and safe school year.

A handwritten signature in black ink, reading "Bill Clinton". The signature is written in a cursive, flowing style.



Dear Educator,

The struggle against substance abuse among young people is one of our nation's top priorities. Aside from the human cost, which is incalculable, drugs cost our nation 52,000 deaths and \$110 billion a year in social damage, increased health-care treatment, and law enforcement. I am pleased that Weekly Reader has decided to join the White House Office of National Drug Control Policy in educating youngsters about the dangers of toxic, addictive substances.

This is the second of four special inserts you will receive this school year about outstanding young people, like Tara Lipinski, who have chosen drug-free lifestyles and the rewards that can come with healthy, wholesome competition. Each of these winners will speak against drugs and for the hard work that made their dreams come true.

We must teach young people that good health allows them to be as strong, happy, smart, and skillful as they can possibly be. Illegal drugs damage people from the inside.

Children need to learn that our bodies and minds are wonderful, complicated systems that run like fine-tuned machines when we take care of ourselves. Illegal drugs like marijuana, cocaine, heroin, methamphetamine, and other dangerous substances are against the law because they injure our ability to think, work, play, sleep, or eat.

If anyone offers our kids illegal drugs, we have to help students reject these poisons. Youngsters must be encouraged to report drug pushers to parents, teachers, police, coaches, clergy, scout leaders, or other adults they trust. Drugs can destroy children's ability to perform in sports and grow up the way nature intended. Cigarettes and alcohol are also harmful for kids whose bodies are still growing. While a young person's nervous system is developing, he or she is more likely to be hurt by illicit drugs — including cigarettes and alcohol. These two products kill more people — from cancer and automobile accidents caused by intoxicated drivers — than all other drugs combined. We say about drug use: "Users are losers." Our kids will be winners if they stay away from illegal drugs, tobacco products, and alcohol.

Keep up the fine work you are doing in the schools. Your charges are our most precious resources.

Best wishes,

A handwritten signature in black ink, which appears to read "Barry R. McCaffrey".

Barry R. McCaffrey
Director
White House Office of National Drug Control Policy



Why this Age Group?

Tara is very popular, especially among girls between the ages of 11 and 13, and as you know, girls in and around this age group have a lot of challenges to face. Their bodies are changing, they are adjusting to the different academic and social structures of middle school, and the balance between the importance of family relationships on the one hand and peer relationships on the other is changing, too. Both boys and girls in these age groups are beginning to assert a greater degree of independence and yet they are not yet ready for some of the responsibilities, such as driving, that will come their way soon.

Why Tara Lapinski?

Aside from her popularity, Tara is a good example of a person who took this time of her life in great stride. In one sense, she provides a role model for the kids who seek sensation, who pursue risk and promises of excitement. But, instead of the many negative ways kids can try to satisfy those urges, Tara represents someone who steadfastly took a positive approach, seeking the intense stimulation of athletic competition at the very highest global level.

What's the Message?

As Tara mentioned in our interview with her, kids want the facts. They don't want to be told what to do. They want the information so that they can make their own, informed decisions. What we can offer them in addition to the wealth of facts about the devastating effects of substance abuse is the testimony of people like Tara herself, who have accomplished great things and earned the admiration of young people, and who have also taken a very clear stand against substance abuse.

How to Teach this Supplement

First,

introduce the concept of substance abuse as a global phenomenon, being willing to stand up and be the one to say that substance abuse is a global problem.

Introduce or reinforce your understanding of the global nature of substance abuse by using the video.

Seek out the views of young people on what between students and the adults in their lives.

Second,

use the video to reinforce the global nature of substance abuse, keeping the message that substance abuse is a global problem.

Third,

have students look at the video and discuss the global nature of substance abuse.

Fourth,

use the video to reinforce the global nature of substance abuse, keeping the message that substance abuse is a global problem.

Fifth,

use the video to reinforce the global nature of substance abuse, keeping the message that substance abuse is a global problem.



Alcohol

Alcohol affects every part of the body—it is carried through the bloodstream to the brain, heart, lungs, internal organs, liver, kidneys, muscles—everywhere. Alcohol use can lead to major vitamin deficiencies, nasty stomach problems and major liver, heart problems, kidney damage, and brain problems like memory loss. It can also decrease the amount of testosterone in guys' bodies—guys could become impotent.

Cocaine and Crack

These powerful and horribly addictive substances can cause strokes and respiratory failure. Brain seizures, where the oxygen supply to the brain is cut off, have also been known to happen under the influence of cocaine. Cocaine also lowers your immune system, big time. People who inject cocaine risk HIV infection or hepatitis when they share needles.

Ecstasy / Herbal Ecstasy

A great deal of research shows that ecstasy can cause lasting brain damage, just as methamphetamine can. It can lead to the same symptoms found in people with Parkinson's disease. What's more, ecstasy can damage your memory—sometimes for a few weeks, sometimes much longer. At least two deaths have been linked directly to ecstasy, and many, many emergency room visitors have had the drug in their blood when they were injured.

LSD and Hallucinogens

These drugs dilate your eyeballs, speed up your heart rate, make you lose control of your muscles (including your mouth muscles, making it tough to talk), and can send you into convulsions or even into a coma. Occasionally, heart or lung failure can occur. Users can become violent, at other times schizophrenic, disoriented, confused, or delirious. Mood swings become like huge roller coasters. Flashbacks can occur years after using. (A flashback is like a relapse—science hasn't totally figured out what flashbacks are, but they mean that the symptoms of the drug can reappear suddenly, without warning, at any time.)

Heroin

Heroin is one of the most addictive substances in the world. The intense physical addiction of heroin forces a user to need more and more of the drug to fight off withdrawal symptoms, which can include tremors, panic, chills, sweating, nausea, and severe muscle cramps. The drug is usually mixed with other white powders, like baking soda or cocaine, and a user never knows how strong the drug mixture is. Even one use can lead to a coma or death due to overdose or poisoning. Also, sharing needles puts the user at massive risk of HIV infection and/or hepatitis—both incurable diseases that can kill.

Inhalants

Inhalants are things people sniff for a head rush. Within a minute or two, a major headache comes on. Other results can be suffocation and sudden death, even with only one use. The gases inhaled can knock out all the available oxygen in the lungs, immediately arresting the user's breathing. People have also choked to death on their own vomit from inhalants. Inhalants can also cause instant heart attacks, no matter how healthy the user is. Longer-term effects can include damage to all the major organs of the body, including the brain, and inhalants can even make people lose control and involuntarily release urine and feces.

Ketamine

This is a tranquilizer sometimes called "special K," and users experience hallucinations, numbness in the hands and feet, and loss of muscle control. Occasionally they'll vomit and convulse. In some cases, people have been known to go into a coma. Ketamine can also kill.

Marijuana

Can accelerate heart rates, and, over time, the heart problems can become more serious. There is a lot of evidence that pot can cause many kinds of cancer. Increased hunger experienced by marijuana users can lead to serious weight gains. Pot lowers sperm counts in guys, and affects the reproductive

Freevibe

TEACHERS' GUIDE

The teacher's guide for Freevibe can be found at <http://www.theschoolzone.org>. The guide is a resource for teachers that includes classroom activities organized by academic subject areas.

system in girls and women. Plus, since it's smoked, pot does all the nasty stuff that cigarettes do, from causing cancer to being smelly to messing up your skin and hair.

Methamphetamine

"Meth" is highly addictive, and users just want more and more. It makes the heart race and sends blood pressure sky-high. Breathing problems also happen. Meth takes away appetite while also causing hyperactivity, leaving the door open for anorexia. People who do meth get irritable, confused, and easily freaked out. Plenty of deaths, strokes, and damage to the heart and blood vessels have been attributed to methamphetamine.

Methcathinone

Like methamphetamine, methcathinone, sometimes known as "cat," is an artificial stimulant. It can keep people awake way too long, make them totally paranoid and depressed, cause convulsions, anorexia, sweating, stomach pains, nausea, nose bleeds, and achiness.

Ritalin

Ritalin is a prescription drug that doctors give to people, mostly children, with "hyper-activity" or attention-deficit hyperactivity disorder (ADHD). Unfortunately, Ritalin abuse by people who don't need it can cause damage to the nervous system. There's also a strong possibility that abusing Ritalin can cause liver cancer, blood clots, infections, and skin and circulatory problems when snorted or injected.

Rohypnol

This drug, often called "roofies," makes users super-relaxed, confused and spaced-out. It can totally take away all inhibitions, making people do things they ordinarily wouldn't do. Enough rohypnol can make people pass out, and even slip into a coma. Rohypnol is famous as "the date rape drug." Many people have slipped it into an unsuspecting person's drink, then taken advantage of them sexually when they're too out of it to say no.

Tobacco

Nicotine, a major component of tobacco, is highly addictive, physically and psychologically. Former smokers say they never lose the craving, even years after they quit. If they do quit, they (and everyone around them) have to deal with things like anxiety, irritable behavior, fatigue, headaches, weight gain, and high blood pressure. Even if a smoker quits, they still run a much higher risk of having heart disease, stroke, emphysema, bronchitis and cancer due to their having smoked. Tobacco can be tempting to young people because, for adults, it's legal. But that doesn't make it safe.

Steroids

Steroids are famous for causing muscles to grow large, but in the first place, they only do that if you're working out like a maniac anyway, in which case it's much better to just let your muscles grow naturally. On the other hand, steroids have a lot of definitely negative effects. Major acne, trembling, higher blood pressure, yellow skin, bloating, and liver problems, stunted growth and weaker tendons, and baldness. Females who use steroids have irregular menstrual cycles and infertility to worry about, while the guys can look forward to a reduced sperm count and testicular shrinkage. Over time, steroid use can cause serious violent behavior, delusions, and paranoia.

Tranquilizers

There are many different kinds of tranquilizers, including depressants, barbiturates, methaqualone, Valium, and Quaaludes. Very small amounts of certain legal tranquilizers, taken under the direction of a doctor, can make people relaxed and calm. Larger amounts make them slur their speech and lose control of their muscles, and it can become hard to breathe. Even larger amounts cause major depression, coma, and death. Longer-term effects can include birth defects, even years down the road. Some people think that because tranquilizers are legal when prescribed by a doctor they're safe. But what's safe in a certain dose for a certain person under a doctor's direction can be very dangerous for anyone else.



The teacher's guide for Freevibe can be found at <http://www.theschoolzone.org>. The guide is a resource for teachers that includes classroom activities organized by academic subject areas.

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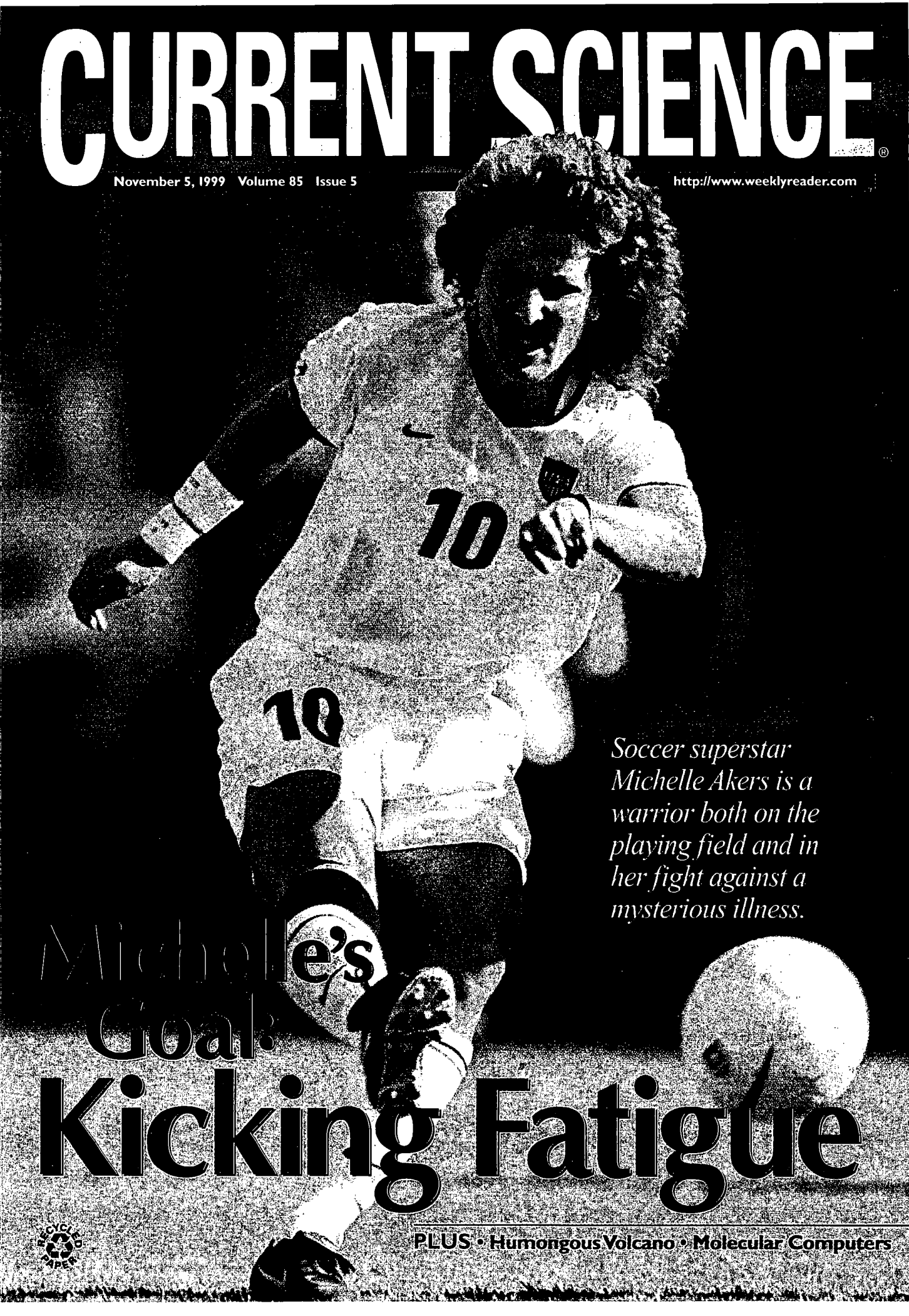
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CURRENT SCIENCE®

November 5, 1999 Volume 85 Issue 5

<http://www.weeklyreader.com>



Michelle's
Goal:

Kicking Fatigue

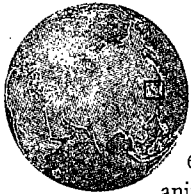
Soccer superstar Michelle Akers is a warrior both on the playing field and in her fight against a mysterious illness.



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ROGUE NATION

The Road to Better Relations With North Korea Seems Filled With Potholes



P'YONGYANG, North Korea—*Rogue* is a word often applied to elephants or other herd animals. A *rogue animal* is one that has separated from the herd and wanders off on its own, becoming dangerous and uncontrollable.

According to the U.S. government, North Korea is a *rogue nation*. It is isolated from the family of nations, uncontrollable, and a danger to its neighbors.

Although North Korea is a poor country, about the size of Pennsylvania, with a population of 21 million, it has the fifth largest army in the world. Under

the control of a Communist government, North Korea has repeatedly vowed it will try to conquer South Korea by force.

North Korea tried such a move once before, during the Korean War (1950–1953). In that conflict, North Korean troops streamed across the border and captured Seoul, the capital of

Thousands of school children dance and hold up colored cards to form a picture of the late Korean dictator Kim Il Sung.



INSIDE: CELL PHONES IN SCHOOL

● A divided Korea grew out of World War II (1939-1945). In 1945, after the defeat of Japan, **the Korean peninsula was divided**. U.S. troops occupied the southern half and Soviet forces occupied the northern half. In 1948, the Republic of South Korea was formed. In the same year, the Communist People's Republic of North Korea was formed. Immediately, the United States placed sanctions on North Korea. After the end of the Korean War, the dividing line between North Korea and South Korea was established as a demilitarized zone (DMZ) along the 38th parallel. (See map on page 4.)

● Day and night, U.S. and South Korean **troops along the DMZ are exposed to propaganda** from the North Korean side. Often it's just music blaring from loudspeakers. Sometimes it's speeches about Kim Il Sung, "the Great Leader," or Kim Jong Il, "the Dear Leader." Billboards at the DMZ say "South Korea is a colony of the Imperialist United States."

● South Korean troops (right) are **battle ready** and are backed up by U.S. power.



● Several years ago, U.S. and South Korean troops at the DMZ **used balloons** to carry transistor radios over the DMZ to North Korean troops. But they stopped when they learned that North Koreans were being executed if caught listening to the radios.

● U.S. and South Korean soldiers patrolling the DMZ are **forbidden to talk** to North Korean soldiers patrolling the other side because it is feared that the North Koreans might use such contact for propaganda purposes.

ROGUE AT 0

continued from page 1

South Korea. Only when a massive force of U.N. troops arrived, including more than 5.7 million U.S. troops, were the South Koreans able to repel North Korean troops and Chinese troops, who had rushed to aid North Korea. More than 33,000 Americans lost their lives before an **armistice** was signed, ending the fighting.

Still at War

North and South Korea are still officially at war. No peace treaty has been signed. More than 1 million North Korean troops stand battle ready just north of the demilitarized zone (DMZ) that separates the two Koreas. Just south of the DMZ are 500,000 South Korean troops and 35,000 U.S. troops.

Though the United States and South Korea remain strong allies, tensions rose last month when former U.S. soldiers from the Korean War told of a 1950 massacre. The soldiers say they were ordered to shoot down 300 South Korean civilians under a bridge near the town of No Gun Ri. U.S. Secretary of Defense William Cohen, in an Oct. 12 letter to South Korean president Kim Dae-jung, promised a full investigation.

Last week, U.S. and South Korean forces were scheduled to begin Operation **Foal Eagle**, a military exercise that North Korea considers "warlike" and "provocative."

"Who can say that the projected exercise will not be a prelude to a total war of aggression on the north . . .," said the official North Korean newspaper.

Operation Foal Eagle follows what both the United States and South Korea consider warlike actions by North Korea. On August 30, North Korea tested a new ballistic missile by launching it over Japan. Japan and the United States consider the North Korean test a provocation and a warlike act.

In late September, photos taken by U.S. spy satellites indicated that North Korea was ready to test launch an even more advanced missile, one capable of reaching Alaska and Hawaii. North Korea, however, agreed to halt the test until the conclusion of current U.S.-North Korean talks aimed at improving relations.



Edward L. Dailey, who served in the Korean War, said he is still haunted by the cries of the Korean refugees he was ordered to shoot in late July 1950.

Last month **Pentagon** officials revealed that in 1994 the United States came within an inch of war with North Korea. U.S. planes were ready to attack a North Korean nuclear reactor believed to be making uranium used to build nuclear warheads.

According to then Secretary of Defense William Perry, "We were within a day of making major additions to our troop deployments in Korea, and we were about to evacuate American civilians from Korea."

On June 15, 1994, President Clinton was briefed on the situation and told that it could lead to war. But just before Clinton was due to make a decision to launch an attack, former President Jimmy Carter called from North Korea, where he reported a breakthrough after meeting with North Korean

Ventura's Latest Move

On November 3, 1998, Minnesotans elected state Ventura, a former professional wrestler, magazine and asked about his views on orga religion is a "sham and a crutch for weak-minded people." Soon after those comments, two polls

showed Ventura's popularity dropping by as much as 19 percent.

What does the cartoon show Ventura doing? How does the caption relate to the cartoon? Do you think politicians should always give their true opinions? ■

Although retired wrestling moves



president Kim Il Sung. North Korea agreed to freeze its nuclear program, and the United States put its war plans on the shelf. Kim Il Sung died in July 1994.

Kim Il Sung, known in North Korea as "the Great Leader," was replaced by his son, Kim Jong Il, known as "the Dear Leader."

In North Korea's cities, pictures of both father and son appear on massive billboards. Their portraits are in every office. In the countryside, teams of stonemasons work on steep cliffs, chipping out giant-size slogans praising the achievements of both Kims.

Both the United States and South Korea have begun efforts to establish better relations with North Korea. The United States has talked about easing the sanctions against North Korea imposed in 1948. (See Sidelights.) The sanctions bar most trade and travel between the two countries. But U.S. officials say they cannot ease sanctions until North Korea proves that it is no longer acting as an unpredictable rogue nation.

"We cannot rule out the possibility that North Korea might do something out of desperation," said Hyun Hong Choo, a former South Korean ambassador to the United States.

Consider This ... If you were president of the United States, what actions would you take to lessen tensions with North Korea? If you were the leader of North Korea, how would you view the United States?

CARTOON

S Jesse Ventura governor of their as recently interviewed for a zed religion. Ventura said

on the ring, Jesse continues to perform today...



The Sounds of Silence

RING! IN SCHOOLS across the United States, students are used to responding when a bell rings. Lately, however, students are often answering their wireless phones instead of reacting to a school bell. Wireless phones, commonly called cell phones, have appeared in hundreds of classrooms, making life easier for students but sometimes making work more difficult for teachers. As a result, many schools have banned pagers and cell phones from classrooms.

Talk Is Cheap

Industry experts say teenagers are one of the fastest growing segments of the cell phone market. Those experts say that the fast growth is largely due to a drop in cell phone service costs, as well as special offers such as free phones or free service on nights and weekends that appeal to teenagers.

Some parents say cell phones are a good idea because they want to keep in close contact with their kids. They also want their kids to be able to call for help if they are in trouble. During the shooting spree at Columbine High School in Colorado last April, some students used their cell phones to call 911 for help.

Principals and other school administrators, however, say classrooms are being disrupted by the shrill ringing or beeping of cell phones. Stephen Sorrell, principal of Campbell County High School in Ohio, said many parents give their kids cell phones because "they're sincere in wanting to protect their kids. But we can contact any student at any time, so it's not necessary [to have a cell phone] at school."

Helen Vertoli, principal of a high school in Montreal, Canada, banned cell phones from her school. Vertoli said, "[Cellular phones] were extremely disruptive, especially during exams."

Studies show that the majority of teenagers who carry cell phones talk to their parents once a day. Most teens,

however, say they use their phone the rest of the time to talk with friends.

Latoria Gurley, a 15-year-old from New York City, said she'd like a cell phone, "because then I could be outside showing it off to everybody. I'd be on the phone all night, every night."

Julia Lucas, a 17-year-old from



Wireless phones like this one are banned in schools because officials say their ringing is a distraction.

Philadelphia, dislikes cell phones. Lucas said, "Cell phones are a status thing. Call me prehistoric, but I can use pay phones."

Other Options

In California, Governor Gray Davis has a plan that he hopes will satisfy parents who want to make sure their kids are safe and teachers who want quiet classrooms. Davis plans to spend \$100 million to pay for school safety measures, including buying cell phones for administrators and putting telephones in classrooms. Davis says his plan will allow students to access a phone in an emergency without the disruptive ringing or beeping of personal cell phones.

Should schools ban cell phones? Give reasons for your answer.



Take part in an instant CE poll on this news debate. If you have access to the Internet, go to <http://www.weeklyreader.com/features/ce.html>.

KEY NEWS FACTS

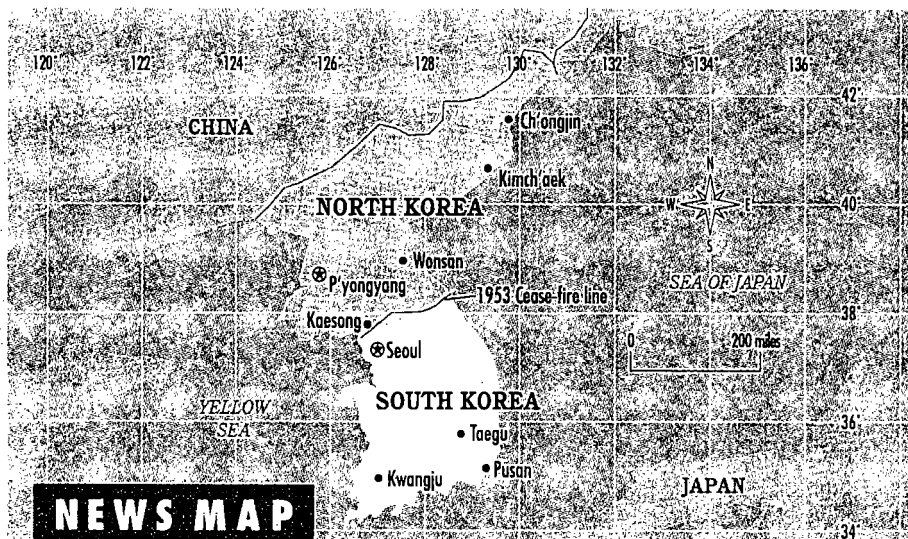
Indicate the answer that best completes each statement by placing A, B, or C in each blank.

- ____ 1. North Korea is a country in Asia about the size of (A) Alaska, (B) Japan, (C) Pennsylvania.
- ____ 2. The area that separates North Korea from South Korea is called the (A) Militarized Zone, (B) Demilitarized Zone, (C) Zone of Official Separation.
- ____ 3. In North Korea, Kim Il Sung is most commonly known as the (A) Dear Leader, (B) Great Leader, (C) Guy Who Had It All.
- ____ 4. Experts say one of the fastest growing segments in the wireless phone market is (A) college students, (B) teenagers, (C) retired persons.
- ____ 5. Some principals dislike cellular phones in class because (A) they're noisy, (B) they're expensive, (C) both A and B.

WORD LINK

Indicate the best definition of each word by placing A, B, or C in each blank.

- ____ 1. **armistice** (n.): (A) an agreement to stop fighting, (B) a peace treaty, (C) a resumption of fighting
- ____ 2. **propaganda** (n.): (A) false or untrue statements, (B) the spreading of ideas and information for the purpose of helping or injuring, (C) a type of poetry
- ____ 3. **imperialist** (adj.): (A) a supporter of communism, (B) one who opposes communism, (C) one who tries to build an empire
- ____ 4. **foal** (n.): (A) a young animal, (B) an old animal, (C) a fierce eagle or hawk
- ____ 5. **segments** (n.): (A) whole amounts, (B) military knives, (C) separate pieces of something

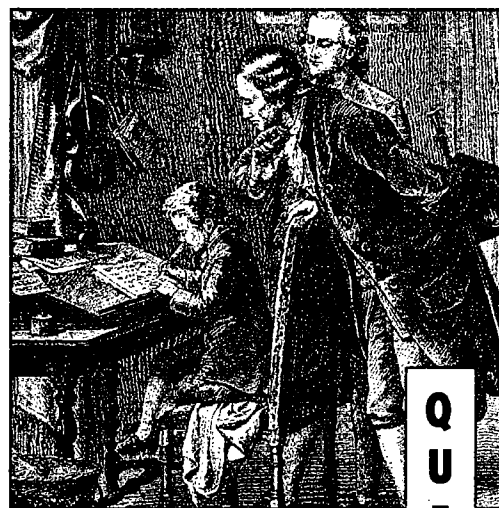


NEWS MAP

OF THE WEEK

Study this map of North and South Korea. Then complete the exercises below by placing A, B, or C in each blank.

- ____ 1. The 1953 Cease-fire line lies near the (A) 38° parallel, (B) 40° parallel, (C) 42° parallel.
- ____ 2. Wonsan is located (A) about 200 miles from North Korea's capital, (B) about 75 miles from North Korea's capital, (C) about 50 miles from North Korea's capital.
- ____ 3. Pusan is located about 200 miles from (A) China, (B) mainland Japan, (C) P'yongyang.
- ____ 4. The number of countries that border South Korea are (A) four, (B) two, (C) one.



QUEST 2000

Some say I am the greatest composer of Western music the world has known. I was born in Salzburg, Austria, in 1756. My father was a composer and violinist, who taught me to play the violin, organ, and harpsichord. At age 5, I was writing my own musical compositions. At age 13, I was presenting concerts throughout Europe. Although I died at the young age of 35, I wrote more than 600 works of music. Two of my most famous operas are *Don Giovanni* and *The Magic Flute*. Who am I?

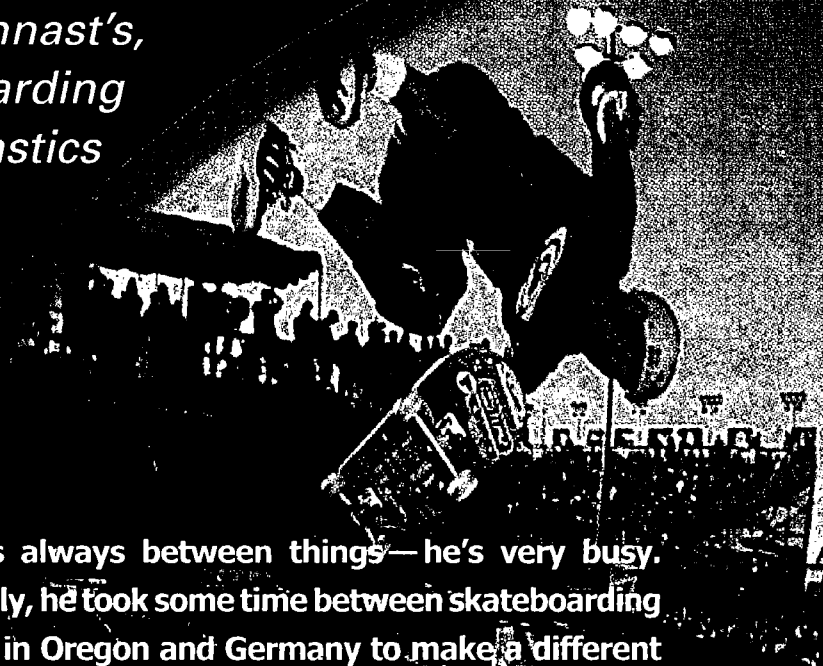


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COOL!

When Andy Macdonald busts a trick, you can't help it: You say, "Cool!" The word just comes out. Andy's moves are amazing, smooth like a gymnast's, but edgy. "Skateboarding is pretty much gymnastics on wheels," said Andy when we caught him for a quick interview, between things.



Andy's always between things—he's very busy. Recently, he took some time between skateboarding events in Oregon and Germany to make a different kind of scene, one where "thrashing" usually means arguing over the federal budget. That's right: pro ripper Andy Macdonald went to the White House, where he talked about his drug-free lifestyle. He won some new fans there, including the President, who said, in effect, "Cool!"

SAY "YES" TO SOMETHING POSITIVE

Andy leads a drug-free lifestyle, but not because anybody told him to. "I don't think the way to convince kids that drugs aren't cool is by preaching at them," he told us when we talked, about two weeks after the White House event. "The way to do it is the way my man Gandhi did. Live your life as an example. My life is my message."

That message is: Find something positive that you love to do, and then let nobody and nothing get in the way of your doing it. "If somebody tells you, hey, sit down and smoke this joint, you don't have time for that. I'm not going to sit around doing nothing: I'm out skating," said Andy. "If there's anybody pressuring you to do something that you don't want to do, that person isn't your friend, not really."



TO WANT TO BE COOL IS HUMAN

"The reason skateboarding has been so positive in my life," Andy said, "is that it's addictive." What? Isn't "addiction" always a bad thing? Well, that depends on what you mean by the word. If you mean a physical and/or psychological dependency on a harmful substance like tobacco, alcohol, marijuana, or crack cocaine, yes, addiction is extremely bad. But if you mean being focused on an activity that you love, like participating in a sport or playing a musical instrument, then, no. That kind of "addiction" is a positive way of dealing with some common human feelings. You, however, have to be careful that you aren't so focused on the

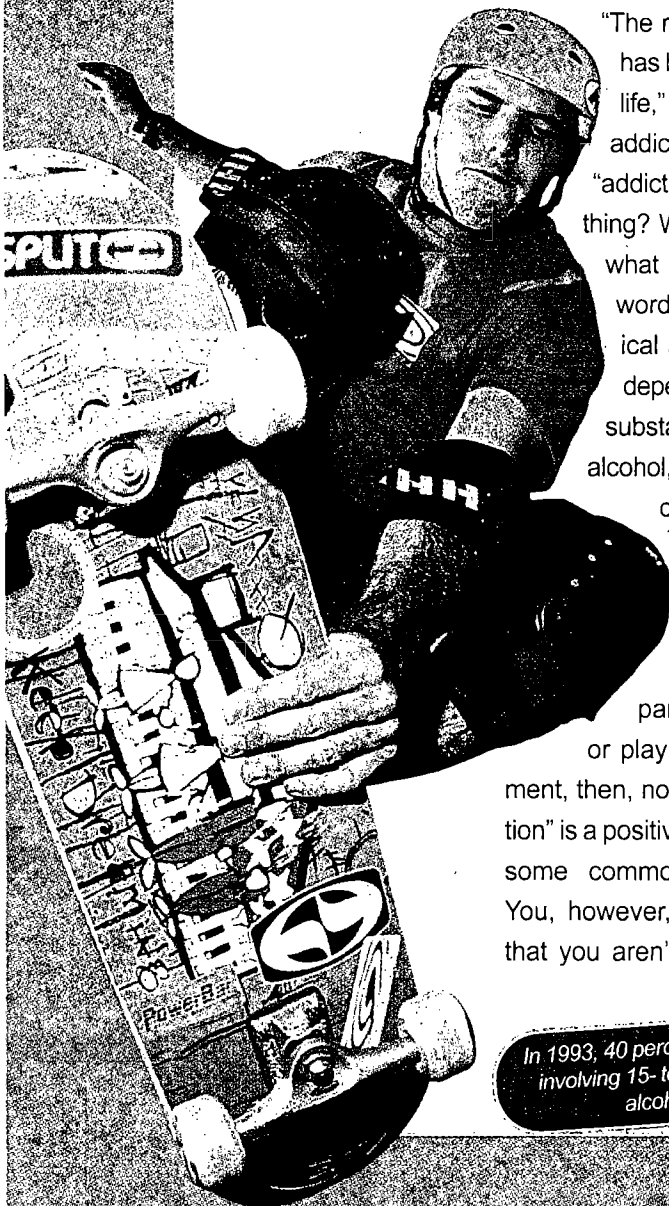
activity that you don't have time for other things in your life.

Why do people — even smart people — try drugs? Because they think it will help them fit in; they want to look cool; they want to seem grown-up; they're bored; they want to rebel; or they want to experiment. All these are normal human feelings, especially when you're growing up. The crazy thing is, when you look at these feelings and desires, drugs are really a dumb way of trying to satisfy them. Something positive, like skateboarding, is a better way of fulfilling those desires.

To Fit In, To Look Cool, To Seem Grown-Up

No one wants to be left out, but a sure way of being left out is to lose control at a party, to make a fool of yourself in front of a potential date, or to mess up at school because you're hungover. But drugs make people feel out of control, insecure, and selfish. And that's not how a

In 1993, 40 percent of traffic fatalities involving 15- to 20-year olds were alcohol related.



Cigarette smoke contains
200 known poisons.

Think About It

**What are some positive activities
that you can focus on?**

Why are they important to you?

grown-up acts. Being grown-up means being in control, confident, and compassionate.

Learning to be good at something — whether it's a sport, an academic subject, an art, or being a good, dependable friend and family member — is definitely a better way to look cool and to fit in. Also, achieving the discipline you need for those things is absolutely more grown-up than letting yourself slide into something as wasteful as drug use.

To Fight Boredom, To Rebel, To Experiment

"Teenagers naturally rebel and try to separate and distance themselves from their parents," Andy said — and it's true. When you're growing up, you're trying to figure out who you are and who you can be. It's natural to want to be different from your parents, to find their ways boring, and to rebel against those ways by experimenting with new ways of being. "But teenagers have to realize that their parents have also been through that," added Andy. "My peers, public figures in sports, need to realize that too, and help kids see that their parents — as 'uncool' as they may seem — do have some wisdom when it comes to making the right decisions."

Besides, Andy stressed, newer sports like skateboarding can be a healthy kind of rebellion and experimentation, and they certainly are not boring. But if you commit to having a healthy, drug-free lifestyle, most parents will probably support more positive

ways of expressing your desires to experiment with new experiences. In fact, Andy said, "Growing up in a sport that doesn't have much support from the general public, I found the support I received from my parents was really important to me."

GREAT MOVES

Andy's getting to be pretty well known, so he gets a lot of letters and requests for autographs. "If a kid comes up to me asking for an autograph and he's smoking a cigarette, I ask him to put the cigarette out first." Andy's message of getting positive isn't only about staying away from substance abuse, however. "If I have a T-shirt or especially if I have a board to give away, instead of just throwing it out and letting kids wrestle for it, I want to let kids know the importance of reading, so the first one to come up to me with a library card gets the board."

By the Way...

We asked Andy for a skateboarding tip. "Whatever floats your boat," he stated. "That's what skateboarding is all about: just getting out there and having fun. You don't have to try to learn a lot of tricks or try to get sponsored. Just remember to wear your helmet."

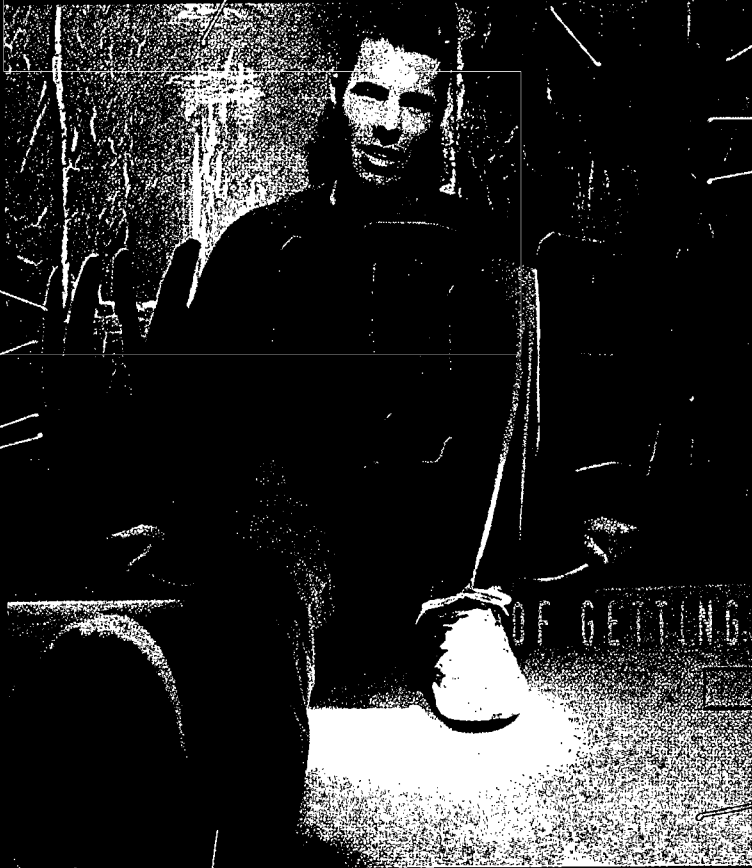
Kids who talk to their parents about
drugs are 42 percent less likely to use
marijuana than kids who don't.

Last year, illegal drugs cost Americans
more than \$245 billion in treatment,
enforcement, incarceration, and
social damage costs.

FreeVibe

Check out www.freevibe.com -
a popular Internet site for young people!





OF GETTING HIGH



"DRUGS ARE ONLY GOING TO HINDER WHAT I'M TRYING TO DO."

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