

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. flier	Stand for Children event (partial) (1 page)	06/01/1996	P6/b(6)
002. note	Charles Maguire to Molly [Brostrom] (partial) (1 page)	03/27/1996	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Molly Brostrom
OA/Box Number: 8396

FOLDER TITLE:

Alex Kroll

2012-0326-S

kc792

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

ADDITIONAL STAFF WORK (For CHR Only)

Jeremy, Gaynor, Mike, Molly

On Thursday, April 4, Jeremy, Gaynor, Mike, and Molly met with staff of the Benton Foundation for a demonstration and briefing on the communications hub that they are developing as part of the Ad Council's kids campaign.

In a new multi-year initiative called "Commitment 2000: Raising a Better Tomorrow," the Ad Council will focus a majority of its public service advertising campaigns on children. For the first 3 to 5 years, its centerpiece will be the "Keystone" campaign -- a series of public service spots designed to inspire Americans to come together around the needs of children, and a communications hub that will help people find meaningful and appropriate ways to do so.

The Keystone campaign's slogan is "Unlocking the Public's Willingness to Act on Behalf of Children." Under this campaign, individuals inspired by the public service advertising will have access to the communications hub, a pyramid of information on the internet about opportunities for engagement at the local, state, and national levels. For example, they can learn how to: give time or money; get connected to groups; and find out about what programs exist in their state and/or other states.

The Coalition for America's Children (an alliance of 350 children-focused nonprofit organizations) is also a partner in this initiative. The communications hub will include information on their "Campaign '96" which assesses candidates for local, state and national office to find out "Who's for Kids and Who's Just Kidding?"

Dennis

Dennis worked with Rahm and the Justice Department on putting together the President's announcement and event on gangs that was scheduled for last Wednesday but was postponed.

Diane Regas

Report on the Clinton Administration's Environmental

Accomplishments: I expect a completed 30-50 page booklet next week on the President's environmental record. The production has been a joint effort among the Agencies, CEQ and other White House offices. I have drafted 2 chapters, one on actions that have protected children (like changes in how we monitor and control pesticides) and a chapter on the President's record of protecting our nation's waters. The intended audience includes the general public, among others. I will give you copies when it is printed.

Dredging of New York-New Jersey Harbor Area: The Port of New

Copies to: Janey
Molly
Gagner
Elizabeth
APR 9 1996
CHR

MEMORANDUM

TO: Carol Rasco

April 9, 1996

FR: Christine Dufner

RE: Stand For Children

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

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

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

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, DC

Questions and Answers about Stand For Children

Q. Whose idea was Stand for Children, and who is putting it on?

A. Stand For Children Day was the idea of Marian Wright Edelman, founder and president of the Children's Defense Fund, an organization that for almost 25 years has provided an effective voice for children in Washington, D.C. Stand For Children is a separate nonprofit organization with broad-based support in every corner of the country. So far, almost 600 national, state, and local groups, representing tens of millions of Americans from every walk of life, have endorsed this day of commitment to children. And the list continues to grow. A current list of endorsing organizations is available by calling 1-800-233-1200.

Q. What is going to happen on June 1?

A. An historic gathering for children at the Lincoln Memorial. The program is not yet final, nor are plans for the preliminary events, but there will be various activities during the day. The formal activities of the Stand For Children—which will be designed to accommodate those observing the Sabbath—will be child- and family-oriented and will include musical entertainment.

Q. How will the June 1 Stand For Children make a lasting difference?

A. Stand For Children Day is a call to action. The focus on June 1 will be on concrete steps that every American can take to ensure that no child is left behind. Throughout the coming months and on June 1, we will encourage everyone to commit himself or herself to taking specific positive, personal steps to improve the quality of life for children in the community. This may mean walking a child in the neighborhood to school, reading more to your child, mentoring a child, or it may mean getting your religious congregation, community group, or organization to do more for children. It also may mean voting with children in mind and insisting that every cultural, business, and political leader meet the same high standard of supporting children to which you hold yourself. It is within our power as people who care about children to change the way our country and our local communities treat our children.

Q. How will people get to the event?

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

Q. Are you paying for transportation?

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

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

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

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

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

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, DC

1832 Connecticut Ave., NW

Washington, DC 20009

Tel.: 202-234-0095

1-800-233-1200

Fax: 202-234-0217

E-mail: standinfo@mailback.com

Dear Friend of Children,

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

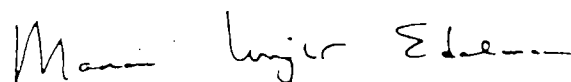
It is time to ask the moral question: does America truly value children? Every parent, citizen, and leader must stand up for children not just with words but with work; not just with promises but with leadership and investment in children's health, education, and nutrition and families' economic security;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

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

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

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

In faith,



Marian Wright Edelman

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, DC

1832 Connecticut Ave., NW

Washington, DC 20009

Tel.: 202-234-0095

1-800-233-1200

Fax: 202-234-0217

E-mail: standinfo@mailback.com

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

FROM: Marian Wright Edelman, President, Stand For Children

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

PURPOSE:

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

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

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

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

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

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

WHO SUPPORTS STAND FOR CHILDREN:

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

STAND FOR CHILDREN

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

1532 Connecticut Ave., NW

Washington, DC 20004

Tel. 202-234-8005

1-800-233-1200

Fax 202-667-6205

E-mail: standforchildren@standforchildren.org

A NATIONAL DAY OF COMMITMENT FOR CHILDREN June 1, 1996 Lincoln Memorial, Washington, DC

Organizational Endorsement Form

Organization Name:

Head of Organization:

Contact Person Name:

Address:

Bus. Phone:

Fax:

E-mail:

Home Phone:

Please complete this form and return to:

Stand For Children—Endorsements
Fax: (202) 234-0217

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, DC

1832 Connecticut Ave., NW

Washington, DC 20009

Tel.: 202-234-0095

1-800-233-1200

Fax: 202-234-0217

E-mail: standinfo@mailback.com

April 3, 1996

Dear TMH Neighbors:

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

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

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

Sincerely,

Tami Marble

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. flier	Stand for Children event (partial) (1 page)	06/01/1996	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Molly Brostrom
OA/Box Number: 8396

FOLDER TITLE:

Alex Kroll

2012-0326-S

kc792

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

STAND FOR CHILDREN

June 1, 1996
Lincoln Memorial
Washington, DC

1832 Connecticut Ave., NW

Washington, DC 20009

Tel.: 202-234-0095

1-800-233-1200

Fax: 202-234-0217

E-mail: standinfo@mailback.com

IDEAS FOR INVOLVEMENT IN STAND FOR CHILDREN

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

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

Tami Marble
Children's Defense Fund
202-662-3543 (work)

P6(b)(6)

 (home)

March 27, 1996

MEMORANDUM FOR CAROL H. RASCO

FROM: Molly Brostrom

RE: Meeting with Alex Kroll

Prior to and since the Drug Conference, I have been in regular contact with Charles McGuirre -- a colleague and friend of Alex Kroll's. He has passed on background on Alex and the Ad Council's work that may be helpful to you in preparing for your meeting with Alex Kroll.

Alex is the incoming chair of the Ad Council. He is currently Chairman Emeritus of Young & Rubicam, Inc. (Y&R), a huge public relations firm that includes among its work the Peace Corps campaign, Partnership for a Drug Free America, and the United College Fund's "A Mind is a Terrible Thing to Waste" (Y&R was the lead agency for the Ad Council on this campaign).

The Ad Council is beginning a \$7-8 billion campaign focused on children. Charles McGuirre describes this new campaign as particularly far-reaching for two reasons: 1) it is a five to ten year commitment to children's issues by American businesses (all Ad Council funding is from business); and 2) it is a formal partnership with the Benton Foundation, as well as the American Advertising Federation (grassroots media and advertising umbrella organization).

Preparing for this new campaign, "Commitment 2000," the Ad Council has done substantial focus group-based research, looking at questions such as "How do you view the status of children in America today?" Reportedly, their findings show that most people don't know how significant many of the problems facing children are; and those who do don't know how to help. The research also showed that many Americans blame children's problems on their parents who often are stereotyped as irresponsible and not deserving of help. You may remember that Alex spoke about this during the Media breakout session. It might be interesting to learn more about these findings and the research.

As a result of these findings, the Ad Council is considering using a slogan like "helping those who help themselves" in their new campaign to help reinforce the reality that most people are trying to do the right thing.

In order to extend the campaign from the individual viewer to what McGuirre describes as "fulfillment," the Ad Council and Benton Foundation have designed a new state-of-the-art

"communications hub" to connect all of the organizations who are involved in children's issues with the campaign. Next Thursday, at Charles McGuirre's request, Skila, Gaynor, Mike Schmidt and I will visit the Benton Foundation to see a demonstration of the communications hub/children's web site they are developing. As I understand, the web site will support the Ad Council's initiative, showing the psa's, providing background material, and serving other purposes.

In addition, the Ad Council and Benton Foundation is in the preliminary planning stages of a project to develop 50 state web sites that would: 1) present all of the children's programs in each state; 2) provide examples of state success stories; and 3) provide a catalogue of private children's programs in each state.

Alex is planning on making a presentation to the NGA on both the Ad Council's new children's campaign, as well as the new state web site at either the Executive Committee meeting in May or the annual meeting in July. (Alex has a good relationship with Governor Dean since Nashville; and McGuirre has been working with NGA staff here.)

Finally, Alex Kroll has strong feelings about media programming -- he believes that no matter how much work they do with PSAs, they are fighting an uphill battle to combat the negative stereotypes, the violence and drugs, and general hopelessness perpetuated by the mainstream media. He believes that the media has a big role in the cynicism and hopelessness in the national mood, and reportedly discussed this with the President after the Nashville Conference. Nancy Hoyt is reportedly working on setting up a meeting between Kroll and the Vice President where I understand Kroll hopes to pitch the idea of another meeting with people in the media industry which would focus on positive programming.

On Wednesday, Kroll spoke to 2,000 members of the Cable industry, sharing his thoughts on media programming. He has reportedly had quite a response -- you should ask him about it.

FYI -- Follow up to Drug Conference

Next Tuesday, working with Skila, I've organized a meeting of various people throughout the Administration who are working on Media violence in order to share information on what is going on in this area Administration-wide (agencies attending thus far are Commerce/NTIA, HHS, Education, DOJ, National Endowment for the Arts, and ONDCP). The short-term goal is to develop an Administration agenda/accomplishments list that will be built into the Conference report. The longer-term goal is to create a forum for discussion of ideas that people like Alex might have for the Administration.

Attached is a fact sheet on the Ad Council, Kroll's bio, and a copy of the letter he sent the President prior to the Drug Conference.

Pat & Elizabeth & Molly

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

Julie

KIDSNET®

A Computerized Clearinghouse
for Children's Television and Radio

Charter Members

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

MEMORANDUM

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

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

enc.

ABOUT US:
The Dignity of Children
Synopsis

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

Alex Kroll, Ad Council

1st campaign focus: volunteering

10 yr $\rightarrow$ 80% of \$ to kids

Launch date: June - July $\rightarrow$ what is it? unveiling PSAs

= June 1 - Kids Day $\Rightarrow$ CDF organizing

{ How do we create a viable offer?
↳ political
now
how to link w/ CDF day?

= Reader's digest supplement

Skim: showing PSAs @ all - towns

E.g. June Conf - 300 attendees - w/ downlinks
- How are ppl using info Spelling?

→ opp'ty for long range planning / thinking?

Thurs → will show 1st gov.

• Commitment 2000:

1) Trad'l PAs

2) Fulfillment (not just 1-900 #)

✓ The Ultimate Proposal + Bluebook (includes research)
Ines → 5 broken ribs -

Keystone Campaign - Overarching Umbrella Campaign
- to dramatize problem
+ inspire volunteer citizen communication

2 ppl: - Alex Kroll
- Ruth Warden

Advising Council is Am Business
Gov. Dean → lead gov for children

• Matches Pres message

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. note	Charles Maguire to Molly [Brostrom] (partial) (1 page)	03/27/1996	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Molly Brostrom
OA/Box Number: 8396

FOLDER TITLE:

Alex Kroll

2012-0326-S

kc792

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

CHARLES MAGUIRE

March 27, 96

Dear Molly:

At last, the elusive Sassy clips;
the originals as sent by my
outraged friend, a Philadelphia
mother whose teen daughter sub-
scribes.

Note the vertical legend
giving Reebok as main sponsor.
No sign in NYC (Madison Ave.) of
any concerted anti-uniform campaign
by clothing industry: but rumors.

We're still pencilled in for
April 4, 2:00 p.m. at Benton
Foundation. I'll be phoning to
confirm. Thanks for all your
help and encouragement.

Charles

P6/(b)(6)

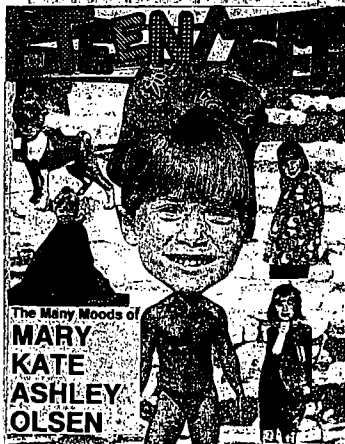
GOINGS ON

'ZINE OF THE MONTH

Faint hearts will want to steer clear of *TeeNMoM*, a zippy little zine with enough acerbic wit to win over even the most cynical of well-teen moms. With a slogan like "So uncool, it's truly uncool" and articles ranging from "Why I Love Being a Teen Mom" to "Valentine's Day Personals" for gurls seeking bois, bois seeking gurls and drinking buddies only, *TeeNMoM* is funny in a sarcastic and biting kind of way that really

tickles our fancy. The focus is fervently geared toward teens with kids (sounds random, but who knows). According to the Oklahoma Institute for Child Advocacy, a baby is born to a teenage mother in the United States every 64 seconds!), but the tone of the zine is never self-pitying or overglorifying. It reads like it's for real since all the writers claim to be bona fide teen moms. (Clever, clever girls, too.) The Back Issue features an editorial by mysterious Editor-in-Chief NB

titled "Get Off My Back!" and reads accordingly from right to left instead of left to right.) To get your copy, write to: *TeeNMoM*, 2211 N. Cahuenga, #306, Los Angeles, CA 90068. P.S. NB, whoever you are, we adore you and your zine. Send us a picture of Junior!



Boks™ Turbo Jam

steppin' up or steppin' down,
Turbo Jam means big, phatt,
and mean — and no messin' around.

JAM IT! Dress codes really burn my butt!



check out our soles at journeys, village cobbler, and villians.

diary

We had an excuse. So we decided to have a party. The night of, I went over to Anne L.'s house early to get ready, and she did my makeup and painted a daisy on my cheek, and then we trucked up to photographer Tom Wool's loft—seeing as we were already fashionably late—and celebrated away with...

HAPPY 28TH TO JANE • HAPPY 3RD TO SASSY

SASSY'S BIRTHDAY PARTY

DRESS AS YOU WANT TO APPEAR IN THE PAGES OF SASSY'S THIRD ANNIVERSARY ISSUE

R.S.V.P. TO ANNE LAWRENCE FOR INFORMATION

Anne L. and her favorite rock star, Michael Lawrence...our chairman Dale Lang and *Working Woman's* publisher Carol Taber...my brother Ben and model (see page 60) Heidi...

...Jessica and Amy's jacket...Lucille Ball (okay, it's me) and author Andy Postman...

...[and ate carrot cake—which you old faithful readers will notice looks remarkably unlike a cake and like our first issue]...me and my friend and co-birthday girl Ruth...extremely sassy writer Jonathan Van Meter and Andrea...Mary and Jacinta in their berets...our whole art department—Amy, Neill and Jill...[now go on to page 94]

photography: tom wool

EDITOR-IN-CHIEF JANE PRATT

ART DIRECTOR Neill McCutcheon
EXECUTIVE EDITOR Mary Kay Schilling
MANAGING EDITOR Anne Vaccaro Brady

WRITING & EDITING

STAFF WRITERS Karen Catchpole, Kim France,
Christina Kelly (Entertainment Editor)
ASSOCIATE EDITOR Mike Flaherty
ASSISTANT EDITOR Marjorie Ingall
ROVING WRITER Catherine Gysin
HOROSCOPE WRITER Georgia Routsis

COPY & PRODUCTION

EDITORIAL PRODUCTION MANAGER
Maria Manuela Amaral
COPY ASSISTANT Jessica Vitkus

ART

ASSOCIATE ART DIRECTOR Jill Andrews
ART ASSISTANT Amy Turner

FASHION & BEAUTY

FASHION/BEAUTY CREATIVE DIRECTOR Mary Clarke
FASHION EDITOR Jacinta Dobson
FASHION/BEAUTY ASSOCIATE EDITOR Andrea Lee Linett
MARKET EDITOR Janet MacDonald

ASSOCIATE PUBLISHER Linda Cohen
NEW YORK MANAGER Ellen Antoville
ACCOUNT EXECUTIVES Jill Edelstein,
Susan Gable, Jeffrey Greif, Chip Rolley,
Laura Sydney
ADVERTISING COORDINATOR Joanne Riley
SALES ASSISTANTS Peggy Belanoff,
Cynthia Schuster

MAIN OFFICE 230 Park Avenue
New York, NY 10169
Phone: 212-551-9500 Fax: 212-551-9382

WEST COAST OFFICE Jill Herz
5900 Wilshire Blvd,
Ste. 2460, Los Angeles, CA 90036
Phone: 213-937-0452 Fax: 213-938-8359

MIDWEST OFFICE Fry and Hayworth
620 North Michigan Ave., Chicago, IL 60601
Phone: 312-787-8288 Fax: 312-787-8289

PROMOTION DIRECTOR Robin Sigman
PROMOTION COORDINATOR Maria Pranzo
PROMOTION ART DIRECTOR Diana Epstein
CREATIVE SERVICES ASSOCIATE
Andrea Megar
RESEARCH DIRECTOR Bridgette O'Neal
ASSOCIATE CIRCULATION DIRECTOR
Beth Ifcher
NEWSSTAND SALES DIRECTOR
Mary C. McEvoy
VICE PRESIDENT OF MANUFACTURING
Rosemary P. Sullivan
PRODUCTION DIRECTOR Connie Pinkowski
PRODUCTION MANAGER Danielle Pavone
DIRECTOR OF CORPORATE
COMMUNICATIONS Andrea Kaplan Peikon
DIRECTOR OF CORPORATE AFFAIRS
Jeri L. Sedlar
ASSISTANT TO THE PUBLISHER
Linda Strasberg
GENERAL MANAGER Eileen Hoffman
BUSINESS MANAGER Chris Lang

PUBLISHER & EXECUTIVE VICE PRESIDENT BOBBIE HALFIN

ASSISTANT TO THE EDITOR Anne Lawrence

SASSY PUBLISHERS, INC.

Public School Uniforms—for Teachers?

As Individualism Grows in Japan, Educators Balk at Lack of Choice

By Kevin Sullivan
Washington Post Foreign Service

HABIKINO, Japan, March 23—The mayor of this small city has one-upped President Clinton, who favors uniforms for public school students: The mayor wants teachers to wear them, too.

"I am trying to improve the educational environment in our public schools," said Mayor Gozo Fukutani. He said teachers are setting a bad example and losing respect by dressing sloppily.

But, reflecting a growing individualism in Japanese society, angry teachers have marched against the proposal in the streets of this quiet suburb in central Japan, which is better known for making wine than headlines.

"What we wear does not determine what we think," said Hiroyuki Nishimura, director of the teachers' union. "Teachers wearing uniforms would not improve the quality of education."

When Clinton supported uniforms for American public school students in his State of the Union address in January, he was praised by people across the political spectrum who see them as a way to restore order and discipline and reduce violence in schools.

The Japanese educational system, where students have worn uniforms for decades, has the opposite problem. Critics say excessive order and Draconian discipline have led to problems with bullying or extreme hazing, suicides and graduates who lack creativity and individualism. Students in Japanese schools can be punished for the most minor infractions of dress code. Thousands of schoolgirls buy "sock glue" to keep their white ankle socks at a uniform height, feeling the pressure to be exactly like everyone else.

The two countries' problems have resulted in an ironic twist: The United States, land of free expression and individuality, is embracing school uniforms, while Japan, famous for rigid conformity and devotion to group behavior, is beginning to question its affection for uniforms.

The Habikino teachers say that is exactly why they should not be required to wear them. "There is a big trend in Japanese society of people being fed up with uniforms. Uniforms kill personality. They kill spontaneity," said Nishimura, who teaches elementary school.

Uniforms, and the sense of belonging to a group that they represent, are still rooted deep in the Japanese psyche. As an experiment last year, the Habikino public schools decided to let junior high school students choose whether to wear uniforms or their own clothes during the summer session. On the first day, 80 percent showed up in uniform. Within about a week, everyone was wearing the uniform, and the idea of an option eventually died.

However, several schools around the country recently have abandoned uniforms, and increasing numbers of Japa-

nese are bucking the group behavior that is imposed on them nearly from birth.

Young people are dyeing their hair and wearing earrings and 1970s-style bell-bottoms and platform shoes. Companies allow employees to wear casual clothes on Fridays. More and more workers spend evenings with their families instead of going out drinking with their boss. And people complain openly about having to wear the work uniforms that have been long a symbol of pride in belonging to a company. "I hate this stupid thing," said one taxi driver, tugging at the bow tie he must wear, along with his blue blazer and white gloves. "Why should I have to wear this?"

Still, nothing changes too quickly in Japan, and uniforms are not likely to disappear any time soon. Female office employees, bank tellers, department store "elevator girls," travel agents, gas station attendants, grocery store workers and many, many others wear uniforms. At a Tokyo department store, a half-dozen men in gray tails and top hats direct traffic in and out of the parking garage.

Anyone walking the streets of Japan, in big cities and small, can readily identify where many people work or attend school by the color and style of their uniform. Even trash collectors wear identical powder-blue jumpsuits.

Uniforms will be around for quite a while in Habikino. At the urging of Fukutani, city officials have given preliminary approval to a budget that includes \$100,000 for uniforms for 600 teachers in the city's 20 elementary and junior high schools.

While the teachers union still hopes to stop the uniform measure, Fukutani expects the teachers to be wearing the same outfits soon, perhaps as early as September. The mayor said a committee will meet with the teachers to answer their concerns that suits and ties are not appropriate in gym class or in an art lesson full of paint-tossing second-graders. But he rejects their argument that uniforms stifle creative thinking and individual expression. To underscore his commitment, he wears the same blue blazer, with his name embroidered on the lapel, as every other male in city hall.

"They think that if you straighten out your appearance, then every problem will be solved," said Hiromasa Oyama, 46, a sixth-grade teacher. "But this will solve nothing. This is just belittling us." Like most Habikino teachers, Oyama wears a sweat suit in the classroom. Since 1972, the city has provided sweat suits and lab coats to teachers.

"I was born and raised and educated in the uniform system, and I know it doesn't work," said Oyama, who offered this advice to Americans who have embraced Clinton's call for uniforms: "Just try it. Then you will understand what it all means."

Special correspondent Shigehiko Togo contributed to this report.

March 27, 1996

MEMORANDUM FOR CAROL H. RASCO

FROM: Molly Brostrom

RE: Meeting with Alex Kroll

Prior to and since the Drug Conference, I have been in regular contact with Charles McGuirre -- a colleague and friend of Alex Kroll's. He has passed on background on Alex and the Ad Council's work that may be helpful to you in preparing for your meeting with Alex Kroll.

Alex is the incoming chair of the Ad Council. He is currently Chairman Emeritus of Young & Rubicam, Inc. (Y&R), a huge public relations firm that includes among its work the Peace Corps campaign, Partnership for a Drug Free America, and the United College Fund's "A Mind is a Terrible Thing to Waste" (Y&R was the lead agency for the Ad Council on this campaign).

The Ad Council is beginning a \$7-8 billion campaign focused on children. Charles McGuirre describes this new campaign as particularly far-reaching for two reasons: 1) it is a five to ten year commitment to children's issues by American businesses (all Ad Council funding is from business); and 2) it is a formal partnership with the Benton Foundation, as well as the American Advertising Federation (grassroots media and advertising umbrella organization).

Preparing for this new campaign, "Commitment 2000," the Ad Council has done substantial focus group-based research, looking at questions such as "How do you view the status of children in America today?" Reportedly, their findings show that most people don't know how significant many of the problems facing children are; and those who do don't know how to help. The research also showed that many Americans blame children's problems on their parents who often are stereotyped as irresponsible and not deserving of help. You may remember that Alex spoke about this during the Media breakout session. It might be interesting to learn more about these findings and the research.

As a result of these findings, the Ad Council is considering using a slogan like "helping those who help themselves" in their new campaign to help reinforce the reality that most people are trying to do the right thing.

In order to extend the campaign from the individual viewer to what McGuirre describes as "fulfillment," the Ad Council and Benton Foundation have designed a new state-of-the-art

"communications hub" to connect all of the organizations who are involved in children's issues with the campaign. Next Thursday, at Charles McGuirre's request, Skila, Gaynor, Mike Schmidt and I will visit the Benton Foundation to see a demonstration of the communications hub/children's web site they are developing. As I understand, the web site will support the Ad Council's initiative, showing the psa's, providing background material, and serving other purposes.

In addition, the Ad Council and Benton Foundation is in the preliminary planning stages of a project to develop 50 state web sites that would: 1) present all of the children's programs in each state; 2) provide examples of state success stories; and 3) provide a catalogue of private children's programs in each state.

Alex is planning on making a presentation to the NGA on both the Ad Council's new children's campaign, as well as the new state web site at either the Executive Committee meeting in May or the annual meeting in July. (Alex has a good relationship with Governor Dean since Nashville; and McGuirre has been working with NGA staff here.)

Finally, Alex Kroll has strong feelings about media programming -- he believes that no matter how much work they do with PSAs, they are fighting an uphill battle to combat the negative stereotypes, the violence and drugs, and general hopelessness perpetuated by the mainstream media. He believes that the media has a big role in the cynicism and hopelessness in the national mood, and reportedly discussed this with the President after the Nashville Conference. Nancy Hoyt is reportedly working on setting up a meeting between Kroll and the Vice President where I understand Kroll hopes to pitch the idea of another meeting with people in the media industry which would focus on positive programming.

On Wednesday, Kroll spoke to 2,000 members of the Cable industry, sharing his thoughts on media programming. He has reportedly had quite a response -- you should ask him about it.

FYI -- Follow up to Drug Conference

Next Tuesday, working with Skila, I've organized a meeting of various people throughout the Administration who are working on Media violence in order to share information on what is going on in this area Administration-wide (agencies attending thus far are Commerce/NTIA, HHS, Education, DOJ, National Endowment for the Arts, and ONDCP). The short-term goal is to develop an Administration agenda/accomplishments list that will be built into the Conference report. The longer-term goal is to create a forum for discussion of ideas that people like Alex might have for the Administration.

Attached is a fact sheet on the Ad Council, Kroll's bio, and a copy of the letter he sent the President prior to the Drug Conference.

The Advertising Council inc

Who We Are

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

How We Operate

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

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

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

What We Accomplish

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

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



ALEXANDER KROLL

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

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

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

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

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

Young & Rubicam Inc.

285 Madison Avenue
New York, New York 10017-6486
Tel. (212) 210-3080

Alexander Kroll
Chairman Emeritus

28 February 1996

Mr. William J. Clinton
The President of the United States
Executive Office of the President
1600 Pennsylvania Avenue N.W.
Washington, DC 20500

Dear President Clinton,

I am pleased to accept your invitation and join the White House Leadership Conference on Youth, Drug Use and Violence.

I presume that I may be of most use to you and the group if I elaborate on some of the ideas about the Advertising Council's new initiative that I presented at the Vice President's Family Reunion in Nashville last July.

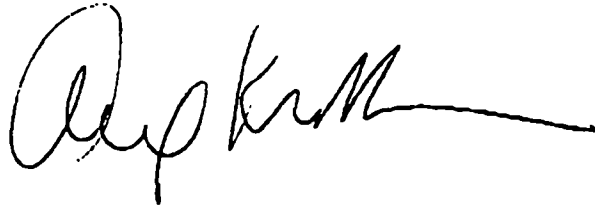
As I am sure you recall, the Advertising Council is committed to concentrating the great majority of its media weight -- perhaps \$7 or 8 billion worth -- over the next ten years to children's issues.

In doing research to develop our programs, we have uncovered new evidence on how the media's depiction of violence is causing a deterioration in the lives of our children.

In fact, we found that there are indications that the media are actually impeding people from pitching in and helping children in need.

We also have gathered some insights into how to motivate people to get involved with helping our kids. I'd be happy to discuss this at the meeting and of course, in depth with you or the Vice President at any time.

Sincerely

A handwritten signature in black ink, appearing to read "A. K. M." followed by a long horizontal stroke.

- Yn R famous → did Peace Corps, does Give a Damn (NYC)
 PDFPA, United College Fund - Mind Think they to waste
 lead agency for Ad Council's campaign
 = Special issue of Reader's Digest - Mary → on kids

Media

- attended Nashville
- strong feelings abt media programming - media playing neg. role in propagating neg. stereotypes
- i.e. no matter what's done w/ psas - ya still create stereotypes of hopelessness; negative portrayals of children

Wed

ask abt reaction

= yesterday, Kroll spoke to 2,000 members of Castle, Ind. positive exp
 - media should promote volunteerism

Since Nashville, where he spoke abt these ideas - Clinton spoke w/ him after - said puzzled abt negative mood of country - realized role of media - but hadn't ~~been~~ made connection

both made comment abt Am in a funk

Premise for Ad Council campaign - research - focus groups

- * Results of this should be first on agenda
- How do ya see children in Am. today?
- most don't know how bad problem is
- even if we do know/care, we don't know how to help

Most Amis blame the prob on parents - who are inesp + don't deserve to be helped

From
 ① Indiv. view to fulfillment

thus, present thinking of campaign is to focus on "helping ^{those} ppl who help themselves"

697
212/679-3772 (fix)
212/883-1234 (tel)

- 1 - CHR up to speed
- 2 - hands in demo → April 4
Davis Matsui → OPL

3 - Charles Mabonne mty w/ CHR on govt's

Beg @ Nashville, reinforced by Greenbelt.

= My w/line → Alex should go after
programmer

★ Pres should call mty of programmes
creative

1- Key governor is Dr. Dean - Alex + Dean met bec of Nashville -
Kathryn Hitt + Nancy Hitt

2- Agt from Nott + Dean that Alex will make presentation to gov's
at either ExCC Comm of Nott in May or annual mtg in
Puerto Rico in July → will describe ^{constant 2009 - nat'l camp}
Governors + demo of web sites - ^{home - 185} actual home pages for
- As of this week, 4 demo pgs

member of Advisory Committee, Ad Council
- lead gov. for children

+ offer them new com
medium so they can participate

- want every state to have own pg / comm. hls
to

- pub policy → legis!

means that any gov who
accepts will have to

govs network - allow
them to learn from
each other, like media - contact

Plan

- 1) Electronically present kids' programs by state
- ~~sho~~ Nott offices get calls about how to help
- 2) Demos of ^{state} success stories
- 3) Index / Catalogue of all priv programs in state

= Ad Council held mtg w/ Nott to try + lobby on Board

3rd partner { = Am. ~~Advis~~ Adv'g Federation
- grassroots - includes local media

head, Wally Snyder - worked for Mike Pechuck -
not just nat'l, but local ^{founder of Am. consum}

Coal for the children
350 Gps

350 local assoc's
led by adv'g

(Local
media)

April 4 Agenda Item:

very interested in trying to do admin's
info highway ideas

- World of bus foreign to the business → helpful to emphasize imp of
Gov's - difficulty bec of Dean - Thompson rel'ship

in gaus for
LBS -

- ② Professionals - Coalition for this children - 350 gps
requires cities, churches, args from AARP to n'hood parent
groups children NOW, CDF
Alliance for National Renewal (out of Dure)

FULFILLMENT

- two major acts in place that make Ad Council bigger
more impt than anything else

1 = min. 5^(5-10 yrs) year commitment to children's issues,
yet to be det'd in specifics (prenatal care, tr,
educ...)
by Am. business (all Friday is business)

Commitment
2000

5-10 yr commitment $\Rightarrow$ allows all

2 = Full formal partnership w/ Burton Found. for
it fundraising, legal
f Kellogg, Peew

Margaret Burton -
Chair, WH Fellows
w/ signed Charles
- Evelyn Brittanica

Designed new "Communications Hub" whose purpose

is to connect all groups/args

- going all out on web + net w/ all state of the art capabilities
- Burton Found only one doing this: media communications

- in June, big conf on info. highway $\Rightarrow$ download to 30 cities
[Susan Bayler + Burton has been asked to pull together]