

April 2, 1996

INTERAGENCY MEETING ON MEDIA, YOUTH VIOLENCE AND DRUG USE

White House

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The Media's Role in Preventing Youth Drug Use and Violence

Key Administration Initiatives

This Administration has worked hard to support children and families, and recognizes the negative impact that violence and drug use in the media can have on young people. In partnership with the media industry, community groups, and parents, the Administration continues to work to educate and sensitize people about these negative effects and to provide parents the tools necessary to control their children's access to inappropriate programming.

From Mrs. Gore's decade-long advocacy to making the issue the focus of their "1995 Family Conference," Vice President and Mrs. Gore have been key players in promoting awareness of the negative impact that media violence can have on young people. Described below are additional ways the Administration is moving forward to address media violence in conjunction with efforts throughout the Administration to promote positive, healthy futures for our nation's children.

Information/Communication. The President, Vice President and Cabinet officials use the bullypulpit to inform and educate people about the potential negative effects of media violence on young people and to challenge the media to be more sensitive to these effects. For example: Attorney General Reno has testified before Congress on the link between exposure to violent programming at a young age and aggressive behavior; Sec. Shalala addressed television talk show hosts and producers about their role in shaping the values and behaviors of young people; Sec. Shalala will discuss with entertainment industry executives the positive role for film and video in supporting "Safe Passages for Youth"; and Sec. Riley continually encourages parents to turn off the television and read to children.

V-Chip. The President signed into law the Telecommunications bill giving parents the technology to block out television programs that carry a rating for violence or explicit sexual material. The President and Vice President convened a meeting with media industry representatives at which they committed to create a voluntary rating system for television programming within a year. The Department of Commerce is working with the industry on implementation of the V-chip.

DOJ Youth Violence Initiative. The Attorney General has convened a department-wide initiative on Youth Violence which includes a subcommittee on Media Violence. The Attorney General has testified before Congress, and continues to use her office as a bullypulpit to raise awareness about the issue, to support media literacy campaigns, and to explore opportunities to use the media to send anti-violence messages to youth.

National Drug Control Strategy. The President's National Drug Control Strategy promotes media literacy and drug and violence deglamorization as ways to increase the risk that young people associate with media depictions of illegal substances and violence. These efforts are focused on not only the traditional media, but also the broader cultural environment of youth -- music, marketing, interactive games, and merchandising. An interagency workgroup on drug and violence deglamorization and

media literacy promotes agency collaboration and information sharing on these issues.

As part of this National Drug Control Strategy, HHS' Centers for Substance Abuse Prevention (CSAP) are part of several projects around the portrayal of substance abuse in the media, including:

-Through the Institute for Mental Health Initiatives newsletter *Dialogue*, CSAP has provided sound research-based information to the creative community on the prevention of substance abuse, the use of drugs and its consequences and its link with certain patterns of family interaction, and tips on how to incorporate this information into creative products. A September 1996 "Continuing the *Dialogue* Forum" will expand on this information and continue discussion of ways to portray the prevention of substance abuse in various media venues.

-In June 1996, CSAP will bring together representatives from the urban contemporary music industry, experts from the health and prevention field, and others for a unique series of roundtable discussions on topics that impact young people's popular norms and subsequent behavior, such as mixed messages, media literacy, and environmental influences that contribute to youth violence and sexuality.

-In collaboration with the National School Boards Association and the Entertainment Industries Council Inc., HHS is involved in a drug and violence prevention effort focused on middle school children. The initial project will be the development of an educational video and curriculum materials on drug and violence prevention and healthy lifestyle choices.

HHS not sure
where they're
going w/ this

Violence Against Women Act Implementation. In implementing the Violence Against Women Act, DOJ and HHS have jointly convened an Advisory Council on Violence Against Women. A subcommittee of the Advisory Council is working on several media-related projects including:

-Conducting a survey of the media and entertainment industry to assess best practices for effective, positive industry responses involving violence against women.

-Working with major advertising agencies to develop a message campaign to be saturated throughout the media and entertainment industries.

-Meeting with the major national sports organizations to enlist their help in the anti-violence against women campaign.

? ppl for skills

4/2

GAO Rpt: ^{Progs for} At-Risk & Delinquent Youth

Skila

July 95 Family Conference - Influence of Media
Mrs Gore - since 1977 on Family

many of recomm's have already been implemented
maturing in orgs involved
- R's office trying to present grps support ^{not to use} other agency offices
e.g. Gov. of Alabama
lot more foundation activity

* Rating out ^{by} @ end of yr
Media - not just

Annenberg Conf. - videotaped Family Conf.
Kathleen Hall Jamieson

Alan Levitt

Drugs - includes violence

Component in Drug Strategy

Media literacy to build resiliency in kids

* PBS special

↑ public visibility

Crime
Prev.
Council

DOT - glorification of alcohol
* Media literacy

2/29 mtg - Pres + VP

Not 1 Telemedia

* get list
from Alan

Eng + Australia → mandate media literacy in
schools

Rath

- Personal interest of AG

- testified before Congress - uses the bully puppet
Dept-wide Youth Violence - top priority of AG -
Media Violence is subgp

[HHS
Alan: AG played useful bad cop role early in Admin

Bill: Sec'y killing → parents - turn off TV, need to kids
most schools → focus on getting guns out...

Skinner - age approp //

• New Emmy for Quality Kids Programming
- 104 H. Members supp'g 3 hrs / wk of this kids TV
media coming back w/ new ideas on + incentives

Eliza focus gpus - media not portraying + things kids
doing

- Network TV isn't problem → movies run on TV
that's why cable TV

~~—~~ * Move speeches around

Plan, HHS -

study @ NIMH - ongoing - next yr poss'ly?

[92 - Am Psychol Assoc; 94 - AMA...]

Safe Passages ^{- broadly} - includes S.A. / tobacco...

22-3 April - Sec. Shuler mtg w/ top media execs
to talk w/ them abt + things they're doing
- offering HHS as a resource

Inst for MH - how to count 10

AG + HHS

Adv Council on Domestic Violence Agst Women

- Subgp: Media Ent'tmt
- convenes include

* game plan

Commence

- 4/22 Conf - kids, TV + V-chip - Dem

- Core Spkrs @ NAB - 4/14-16

- On Television - ^{Magee} Mary McGee, Rutgers
- ongoing discussions abt impl of v-chip

Mary Ann, NEA - how arts prog can be built into Fed'l
pre-progs
Pathway to success; collabor's w/ HHS

SUMMARY
NTIA ACTIVITIES RELATING TO MEDIA VIOLENCE

1. National Association of Broadcasters Convention

Vice President Gore speaks at the NAB convention.

Assistant Secretary Irving participates at a panel at the National Association of Broadcasters convention April 16th.

2. Canadian-American Seminar on Television Violence

April 22, 1-5 pm. Department of Commerce.

(Agenda too come)

3. Discussions with Industry regarding implementation of the V chip

Ongoing discussions with industry regarding the development and implementation of the V chip in new television receivers.

4. Meetings and Discussions with Representatives or Visitors from Other Countries About V Chip

Recent discussions with representatives of the European Community regarding the recent passage of a measure endorsing the V chip.

Discussions with Canadians, and the conference April 22.

5. *Children's Television Piling*

(This week probably)



Washington, D.C. 20201

April 2, 1996

NOTE TO: MOLLY BROSTROM
FROM: ALLAN RIVLIN 
SUBJECT: CURRENT HHS ACTIVITIES INVOLVING VIOLENCE AND THE MEDIA

In response to your inquiry, there is not a great deal of activity directly relating to the issue of violence and the media currently underway at HHS. Where we, or some of our grantees, do touch on the issue, it is generally as one part of larger social and health issues that also include alcohol and other drug use, youth tobacco use, teen pregnancy, STDs, diet, exercise, and other youth health issues we discuss collectively under the umbrella of our Safe Passages for Youth approach.

Secretary Shalala is planning a trip (not yet confirmed) to California around the 22nd and 23rd of this month. While in Los Angeles, Secretary Shalala is planning to meet with top executives from the entertainment industry to discuss the positive role for film and video in addressing the Safe Passages issues. She is also likely to speak to academic and public health professionals about the Safe Passages approach.

The National Institute of Mental Health (NIMH) is currently supporting only one research project in the area of media violence. The funded study is a follow-up in four countries -- the U.S. (Chicago), Israel, Poland, and Finland -- to determine the early adult adjustment of children whose TV watching was studied previously. Analyses are beginning on the U.S. sample.

The Principal Investigator is L. Rowell Huesmann, Ph.D. He is at the Institute for Survey Research at the University of Michigan at Ann Arbor.

Our other public health agencies, particularly the Centers for Disease Control and Prevention (CDC) and the Center for Substance Abuse Prevention (CSAP), give grants to community programs that address youth health issues. We are reviewing their grant programs to determine if any include a media literacy or other media related component, although we do not expect that there are any that address the media violence issue directly.

CC: Peter Edelman
Dan Porterfield
Lisa Gilmore



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Secretary

Washington, D.C. 20201

FACSIMILE COVER SHEETTo: Molly BrostromOrganization: DPLFrom: Allan RubinDate: 4/12/96

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Recipients' Fax Number: 456-7028Number of pages including cover: 6

Remarks:



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Secretary

Washington, D.C. 20201

April 12, 1996

NOTE TO: MOLLY BROSTROM

FROM: ALLAN RIVLIN *AR*

SUBJECT: ADDITIONAL ACTIVITIES INVOLVING VIOLENCE AND THE MEDIA

If it is not too late, there are several additional activities at HHS relating to violence and the media that you should be aware of for possible inclusion in your report.

Secretary Shalala's trip to California is now confirmed for April 22nd and 23rd. While in Los Angeles, Secretary Shalala will meet with top executives from the entertainment industry to discuss the positive role for film and video in addressing the Safe Passages issues including violence. She will also speak to academic and public health professionals about the Safe Passages approach. ✓

Last October, Secretary Shalala addressed the hosts and producers of syndicated television talk shows industry in New York at the "Talk Summit," hosted by Population Communications International. She talked about their role in shaping the values and behaviors of young people, and challenged them to bring positive light and information to the Safe Passages youth health and development issues. She offered HHS resources and information to assist them and several shows have taken her up on the offer. }

Violence Against Women

The Violence Against Women Act has an important violence and the media component. Health and Human Services and the Department of Justice have lead responsibility in the implementation of the Violence Against Women Act. Secretary Shalala and Attorney General Reno have assembled some 40 diverse professionals to serve as an Advisory Council on Violence Against Women. Working through the Advisory Council, HHS will have the lead in three projects relating to the media. }

- for as prep'd*
1. Survey - HHS in conjunction with the Advisory Council on Violence Against Women will be sending out a survey to members of the media and entertainment industry to assess best practices for effective, positive industry responses involving violence against women. The survey will help determine current target markets, images, methods, and messages dealing with violence against women.

Molly Brostrom, Violence and Media
April 12, 1996, Page 2

2. Message Campaign - HHS in conjunction with the Advisory Council on Violence Against Women will work with major Advertising Agencies to develop two or three clearly defined priority messages concerning issues of violence against women to be saturated throughout all areas of the media and entertainment industries. This process will include the distribution of fact sheets throughout the industry and will include the National Domestic Violence Hotline number on all items.
3. Sports Meeting - HHS will host a meeting of the major national sports organizations on April 17 to discuss ways in which we can assist them in becoming leaders in the anti-violence against women campaign.

Anti-Drug and Violence Initiatives

Finally, as part of President Clinton's National Drug Control Strategy, the Centers for Substance Abuse Prevention (CSAP) of the Substance Abuse and Mental Health Services Administration (SAMHSA) have several projects relating to the portrayal of substance abuse in the media. Due to the close association between substance abuse and violence, violence is a collateral topic in the following initiatives.

Knowledge Dissemination Grant:

A symposium with the title "Drugs, Violence and Youth -- Tragedies and Truth," was supported by a CSAP conference Grant in Universal City, California in October of 1995. Co-sponsored by 16 entertainment industry organizations and guilds, the conference served to initiate a partnership with the entertainment industry, helping to establish the Department's image as a positive agent of change. Follow-up activities of this conference have included requests from the industry for CSAP guidance and input on the portrayal of drugs and substance abuse in movies and television shows. A priority recommendation for media literacy approaches came out of this conference, considered a major step by many in the entertainment industry.

Dialogue with the Institute for Mental Health Initiatives

In 1995, CSAP established a working relationship with the Institute for Mental Health Initiatives (IMHI), a nonprofit organization dedicated to promoting mental health by making available the latest research in the behavioral sciences accessible to the creative community. IMHI publishes a quarterly newsletter called Dialogue. In support of the Secretary's Drug Abuse Prevention Initiative, activities have been initiated in two parts.

Molly Brostrom, Violence and Media
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With background information and research and technical assistance provided to IMHI's writers, IMHI focused its December 1995 issue of Dialogue on "The Roads to Prevention and Recovery." Through Dialogue, IMHI reached 16,000 network executives, producers, directors and writers providing this readership with sound research-based information on the prevention of substance abuse, about the use of drugs, its consequences, and its link with certain patterns of family interaction. Tips were provided for incorporating the information into creative products. In addition, IMHI linked the research with strategies for portraying the information in the media to promote prevention tactics.

Continuing the Dialogue Forum

In follow-up to this publication and towards the aim of educating gatekeepers in the media industry as part of any public education campaigns on substance abuse prevention, a meeting will be convened in Los Angeles in mid-September 1996 with media gatekeepers. The meeting, designed as an information exchange forum, will build on the Dialogue issue on substance abuse, prevention and recovery. The "Continuing the Dialogue Forum" will expand on the information provided in the issue and encourage discussion of ways to portray the prevention of substance abuse in various media venues. The forum will be convened jointly by the IMHI and SAMHSA's Center for Substance Abuse Prevention.

A Roundtable forum for the Music Industry and Prevention Experts

In support of the Secretary's Drug Abuse Prevention Initiative, particularly SAMHSA's Reality Check marijuana prevention campaign, CSAP proposes to bring together representatives from the urban contemporary music industry, experts from the health and prevention field and others for a unique series of roundtable discussions in late June 1996. The meeting would be conducted in a series of segments each focusing on key issues and topics that impact youth popular norms and subsequent behavior, i.e., mixed messages, media literacy, environmental influences that contribute to youth violence and sexuality, and the relationship to HIV/AIDS prevention and substance abuse prevention and other problems. Topics and issues pertaining to the music industry from the business and artistic points of view will be built into the segments.

Planned Collaboration to Focus on Middle School Students

The National School Boards Association (NSBA), the Entertainment Industries Council (EIC) Inc., and the Department propose to collaborate in a unique prevention effort focused on middle junior high school children across the country.

Molly Brostrom, Violence and Media
April 12, 1996, Page 4

The initial project will entail development of an educational video on drug and violence prevention and healthy lifestyle choices accompanying curriculum materials. The organizations will collaborate in the development, production and distribution of the health education video and appropriate printed materials for teachers and students. Young people will be engaged in the formative process and throughout the project to provide input and feedback through focus groups and other informal processes.

The collaborative initiative will be launched during the April National School Board Association convention in Orlando, Florida. Featured will be a national press conference to give visibility to the teaming of the three collaborating organizations.

I hope this is still useful to you. The list of additions continued to grow longer as this note was being written. Please let me know if we can be of any further assistance.

Attachment: April 2, 1996 Note

CC: Peter Edelman
Dan Porterfield
Lisa Gilmore



DEPARTMENT OF HEALTH & HUMAN SERVICES

Chief of Staff

Washington, D.C. 20201

April 2, 1996

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FROM: ALLAN RIVLIN *AR*
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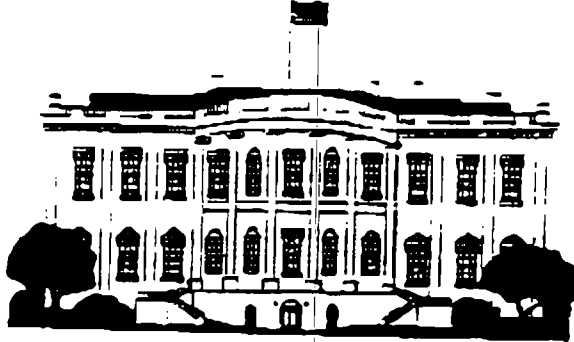
CC: Peter Edelman
Dan Porterfield
Lisa Gilmore

Department of Justice - Media Violence

The Attorney General has been actively interested in the issue of television violence. The Attorney General has testified before Congress, met with Congressional leaders and tried to use the bully pulpit to encourage the entertainment industry to be more responsible and to voice her support for media literacy campaigns and viewer empowerment technologies such as the V-chip. The Department of Justice, through the Office of Policy Development, has monitored the issue of television violence, reviewed industry studies by UCLA and MediaScope, met with members of the Canadian Radio-television and Telecommunications Commission about V-chip issues, and briefed the Attorney General on legislative and industry developments.

Recently, the Attorney General convened a department-wide initiative on Youth Violence which has a subcommittee on Media Violence. Studies have shown a clear link between exposure to violent video programming at a young age and violent and aggressive behavior, and an assumption that violence is acceptable behavior, later in life. The Attorney General is interested in using her office as a bully pulpit to raise awareness about the issue of media violence and in exploring opportunities to use the media to send an anti-violence message to the youth of America. //

Executive Office of the President
Office of National Drug Control Policy
Washington, DC 20503



Facsimile Message

TO: Molly
FAX NUMBER: 6-7028
DATE: 4/1 TIME: _____ PAGES: 4 + Cover

FROM: RICIA

Fax Number 202/ 395-6708
Telephone 202/ 395-6700

COMMENTS:

*Report and
OP ED*



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY
Washington, D.C. 20503

April 1, 1996

To: Molly Brostrom
Domestic Policy Council

Through: Ricia McMahon

From: Alan Levitt *AL*

Subject: ONDCP EFFORTS IN DRUG AND VIOLENCE DEGLAMORIZATION

o Established Interagency Workgroup on Drug and Violence Deglamorization and Media literacy: Promotes agency collaboration and information sharing in activities relating to media glamorization of drugs, alcohol, tobacco and violence and agency efforts to counter same. Composed of reps. from prevention agencies within HHS, Justice, HUD, Education and National Guard. Several agencies have incorporated media literacy in their programs.

o President's National Drug Control Strategy: Drug and violence deglamorization and media literacy are part of overall strategy to increase perception of risk that young people associate with media depictions of illegal substances and violence. Efforts not limited to glamorization in traditional media, but include broader cultural environment of youth - music, marketing, interactive games, merchandising, T-shirts, etc. ONDCP worked to include media literacy as one topic discussed at the Youth Leadership Conference.

o Collaborative Activities with Outside Organizations: ONDCP promotes concept of drug and violence deglamorization and media literacy with many outside groups (the cable industry, Weekly Reader, Cable in the Classroom, National Academy of Television Arts and Sciences, and others) in their activities and projects. Upcoming events include a PBS "ON TELEVISION" special "Media Literacy- The New Basic" (ONDCP Deputy Director Fred Garcia, Walter Cronkite, and Hugh Downs have already been interviewed for this program), a national town hall meeting, a teacher training/town hall meeting for community leaders/teachers on the national satellite educational network, etc.

o Media outreach in area of drug and violence deglamorization and media literacy: Promoted public understanding of and visibility of need for drug and violence deglamorization/media literacy efforts via ONDCP prepared op eds, speech inserts, and influence of media coverage. An op ed on drug and violence deglamorization and media literacy by Deputy Director Garcia was recently carried on the L.A. Times-Washington Post editorial wire. This issue has also been mentioned in speeches of the ONDCP Director and Deputy Director. Articles have appeared in LA Times, Washington Post and other major news outlets on this issue.

= What are media literacy approaches of other countries?

= Carnegie Rpt -> media literacy

what sp/ly?

when?

THE MISSING PIECE IN THE PUBLIC DEBATE OVER OUR MEDIA CULTURE

by

Fred Garcia

Deputy Director, White House Drug Policy Office

Suppose we could wave a magic wand and all the messages and images that glamorize drugs and violence in music, television and films suddenly disappeared?

Would we then not have to worry about harmful media influences on our children's choices of lifestyles, attitudes, and behaviors? Would kids feel less inclined to resort to violence or experiment with drugs?

In recent months, a former Director of this office, Bill Bennett, and Sen. Bob Dole have spoken out about the media's impact on our cultural climate. Their comments about the excessive violence, drugs, and depraved imagery in some popular music and films echoed the concerns that President Clinton has voiced over the last two years and that Mrs. Gore and others have voiced for more than a decade. This is a bipartisan concern that, opinion polls show, most Americans share.

To be sure, we need to reduce the influence of these negative images, but the real question now is how.

There is no shortage of suggestions: greater responsibility from the entertainment industry; more "quality" programming for children; development of "V-Chip" technology to enable parents to control what their kids watch. Other suggestions call for simply turning off the TV or banning inappropriate programs for youngsters during certain times. Most likely we will need a combination of all these approaches to make a real difference.

As we search for a solution, magic or otherwise, one issue has been absent from the public debate about our media culture. Do our children have the critical thinking and viewing skills necessary to recognize, understand, and resist negative media influences?

Even if we could eliminate all the explicit scenes of violence, sex, and drugs on television and in the movies, are our kids well equipped to deal with the more subtle and pervasive messages that daily bombard them in every community? The messages may not be as blatant as those in some rap or heavy metal music or the violence as graphic as in some films, but aren't they just as powerful and insidious?

Children daily encounter a myriad of highly persuasive, often seductive influences from advertising, TV news and programming,

= ran couple weeks ago

film and music, not to mention supermarket tabloids, magazines, radio, video and interactive games, T-shirts and the like.

In some communities, it is impossible to attend a sports event or walk down a street without being assaulted by a profusion of billboards, posters, and displays containing innuendos, symbols, and other messages extolling the lifestyles associated with this brand of beer or that brand of cigarette. Even non tobacco and non alcoholic products are packaged and marketed to appear as if they are the "real thing."

Do kids have the skills needed to really "see" and resist these influences? The question is especially relevant to the nation's drug problem now because the perception of risk associated with drug use is very low among the nation's adolescents.

Our culture is saturated by images that glamorize or legitimize drugs, alcohol, and tobacco for youth, and when viewed as a whole, these often subtle messages constitute a kind of cultural seduction of our children. We can't turn them all off or run counter messages for each one.

Although we lead the world in mass media production, when it comes to teaching citizens about the impact of the media, the U.S. ranks with third world countries. In contrast, Canada, Great Britain, Australia, and other nations have developed systematic approaches to strengthen the critical media analysis skills of their youth in formal education programs.

Here, one promising recent development is a fledgling movement in media education - to help young people better analyze, interpret, and evaluate media messages in all forms. The cable and broadcast television industry and the National PTA in particular have embraced this new "media literacy," and so have many educational institutions. The "critical viewing" programs they have created for parents, schools and communities flow from a recognition that in our cultural climate it is not enough to simply turn off the TV or change the depiction in a few movies.

Media education or "media literacy" helps transform children from passive viewers into active citizens who see beyond what is on the screen. It's empowering. They know how and why the messages got there, who constructed them, and the motivations and intent behind those constructions. They know how camera angles, editing, and music can be used to evoke particular reactions, emotions, and decisions. Recently, the Carnegie Council on Adolescent Development described media literacy as a critical tool for the information age.

Researchers at the University of Utah have studied 6th graders as they learned media education concepts. Before the lessons, one group of kids viewed tobacco and alcohol beverage advertisements.

When asked "What were the ads selling?" they typically replied, "cigarettes" and "beer." After the classes, the group was shown the same ads and asked the same question. They replied, "They were selling sex and success." "They were selling coolness."

When and how should children learn about the forces in our media culture and their potential impact? Whose responsibility is it to teach about these matters? How will they learn the difference between real news and an "infomercial" or the "recreated" news of some tabloid programs? These are questions that also should be part of any discussion of media's impact on our children.

Since drugs first became a problem in this country, we have continuously used media to educate and inform youth about the dangers of drug use, and we've tried to change how drugs are depicted in the media. Now, for the first time, the President's Drug Control Strategy also includes media literacy to help youth really "see" the enticing images so they can more clearly avoid being manipulated and perceive the true risks associated with drug use. And it seems that there are many opportunities for media education to be a positive and constructive - albeit partial - response to what we do about the media's negative messages.

Media education is not going to solve the drug problem. There is no single solution to substance abuse, just as there is no single cause. Solutions must be comprehensive. But media education is a promising new tool in our drug prevention efforts. After all, if we teach our kids to resist peer pressure, doesn't it make sense to let them learn about media pressures, too?



4/96

FY 1995 ARTS FOR YOUTH

The Fiscal Year 1995 appropriation for the National Endowment for the Arts included an earmarked \$400,000 for Arts for Youth projects. (This allocation was reduced to \$345,000 subsequent to the FY 1995 rescission legislation.) The Arts for Youth funds are supporting projects which involve the arts in addressing the needs of at-risk youth and to promote leadership initiatives to integrate the arts into efforts to strengthen and build communities. Typically these projects either have a national impact or serve as models to encourage the expansion of support for programs to benefit youth. The Endowment has promoted Arts for Youth programming through expanded partnership collaborations with other Federal agencies, public agencies, and private groups.

In FY 1995, Arts for Youth funds, allocated through the Local Arts Agencies, Literature, Folk and Traditional Arts, International, and Visual Arts Programs, supported:

- o **"Pathways to Success"**, the Endowment's partnership with the Office of Juvenile Justice and Delinquency Prevention and the Bureau of Justice Assistance of the Department of Justice, which supports after-school and week-end programs for at-risk youth which utilize the arts, business entrepreneurial, education, job skills, and creation activities. This partnership will fund 10 projects for a two-year period.

DOJ: \$800,000

NEA: \$100,000

- o **The YouthArts Development Project**, a consortium of three local arts agencies from Portland, OR, San Antonio, TX, and Atlanta, GA, an initiative to expand successful prototypes for Arts-for-Youth programs. These agencies have extensive experience in developing intervention programs for at-risk youth through partnerships with community-based social service and juvenile justice agencies in urban settings. The first phase of the project, under the coordination of the Regional Arts and Cultural Council, Portland, will develop and disseminate models for professional development/training for artists who work in social service settings and for program evaluation

and documentation methodologies.

Project cost: \$500,000 NEA: \$100,000

- o **Writers Corps**, the Endowment's partnership initiative with the Corporation for National Service and Associated Writing Programs, which supports residences for 60 writers to work with youth and their families in inner-city communities in the Bronx, NY, San Francisco, CA, and Washington, D.C.

Corporation: \$400,000 NEA: \$75,000

- o A folk arts program at the Henry Street Settlement Abrons Arts Center, New York, NY, that will include a folk-artists-in-the-schools program, a series of special traditional arts events, and an interpretive program in New York's Lower East Side for families, seniors, intergenerational and general audiences. Communication between incoming immigrant populations and others within the community, particularly among adolescents, will be encouraged by the program which seeks to emphasize the common themes such as "work", "childhood", and "storytelling" among cultures.

Project cost: \$55,525 NEA: \$25,000

- o The 4th International Congress of Educating Cities, **The Arts and Humanities as Agents for Social Change**, September 24-27, 1996, sponsored by the Chicago Department of Cultural Affairs, which will examine how city governments, in collaboration with artists, educators, and cultural institutions, can develop programs linking the arts and the humanities to youth development. National partners in the planning and development of the International Congress include the United States Urban Arts Federation, the National Assembly of Local Arts Agencies, the U.S. Information Agency, Sister Cities International, and the Brunswick Foundation.

Project cost: \$860,000 NEA: \$20,000

- o **"You Gotta Have Art"**, the first national arts and youth initiative of the National Writer's Voice Project and the Young Men's Christian Association (YMCA), which will provide a variety of programming to youth through community YMCAs. Projects will include workshops in writing and reading for first-time juvenile offenders in St. Louis; assistance to teenagers from the south side

of Chicago in writing and producing a bi-annual magazine; and a summer camp for young writers at the YMCA in Sheridan, WY.

Project cost: \$79,763

NEA: \$15,000

- o A technical assistance manual for community groups that wish to replicate **"Shooting Back"**, a program successfully implemented in several communities where professional photographers work with disadvantaged and at-risk youth on photography skills as a means of creative expression and alternative activity. Books and exhibitions of the photographs have already been produced in Washington, DC, Minneapolis, MN, Newark, NJ, and on several Indian reservations, resulting in numerous requests to replicate the programs in other communities in the United States and Europe.

Matching funds will be provided by the Prudential Foundation.

Project cost: \$65,000

NEA: \$10,000

In addition to the earmarked allocation of funds for Arts for Youth projects in FY 1995, the National Endowment for the Arts supports similar projects through other grant categories. Attached are examples of programs supported by the Arts Endowment in prior fiscal years.

PROGRAMS SERVING AT RISK YOUTH

Below are fifteen examples of projects which illustrate how the arts provide positive alternatives for youth at risk and contribute to the renewal of underserved communities. All of these projects were supported by state arts agencies with the help of Endowment funds; most were supported with funds from the Arts in Underserved Communities category.

APPLE CORPS - Arizona Commission on the Arts: APPLE Corps is an innovative partnership of Artists, Prosecutors, Private enterprise, Law enforcement and Educators that facilitates arts programs that help youth, families and communities to reject drugs. In a unique twist, RICO funds seized from drug busts match the Arts Endowment funds that help support this anti-drug program. These funds support the research, development and presentation of arts programs with an anti-drug message. Arts activities take place in after school programs in schools, boys and girls clubs, neighborhood centers and recreation programs in rural and inner city areas. Since 1989 arts organizations participating in the APPLE Corps have given exhibitions or readings in over 125 sites, reaching over 25,000 youths. Last year's APPLE Corps programs included three mural projects, five puppetry projects, seven creative drama projects, two paper-making projects, two Kachina doll carving projects, two mime projects, one pottery project, one Navaho weaving project, and one dance project.

AILEYCAMP - Maryland State Arts Council: AileyCamps are model summer day-camp programs designed by the Alvin Ailey Dance Company to foster discipline, self esteem and creative expression in youth at risk between the ages of 11 and 14. The AileyCamp model has been a great success both in Kansas City and in Baltimore. With funding from the Arts Endowment and the State of Maryland, the Maryland State Arts Council was able to support AileyCamps for inner city Baltimore youth during the summers of 1992 and 1993. State and federal funds will support the continuation of this proven program in Baltimore and its expansion into an underserved rural area of the state.

AFTER SCHOOL ARTS PROGRAMMING IN SOUTH CENTRAL LOS ANGELES - California Arts Council

In the summer following the riots in South Central Los Angeles, the California Arts Council (CAC) initiated workshops with artists in residence for children and teens at more than 30 South Central sites. The program emphasized interaction between professional artists and students and had as its goal the use of the arts as a healing force. More than 35 local artists participated, and over 3,500 children and teenagers were involved. Additional support from the Arts Endowment has helped the CAC to initiate a community "latch-key" program, Creative After School Alternatives, in the troubled Crenshaw district. This partnership will feature the cooperation of 10 community arts organizations, state and local arts agencies, community leaders, educators, and the Los Angeles Community Development Department. The program will address three major problems: increasingly unaffordable child care, reduced or eliminated arts and cultural programming in schools, and the increase in gang and drug related activity. Students from the 5th through 11th grades will be drawn from 23 area schools. Costs will be shared by the Arts Endowment, the CAC, and the private sector.

PROJECT BRIDGE - Texas Commission on the Arts

Project BRIDGE was undertaken in cooperation with public housing authorities to develop and support community-based arts education programs which stimulate artistic activity and awareness. It supports residencies in inner city public housing developments in Austin, Dallas, El Paso, Houston and San Antonio and will expand to a sixth site in the Rio Grande Valley. Professional artists plan and implement arts activities with advisory committees involving the tenants. In El Paso, dancer Victoria Salazar planned and produced the first annual Sin Fronteras Fiesta. Based on the success of this festival, monies were provided by HUD's Drug Elimination Progra for additional art personnel to serve other communities.

YOUTH REACH - Massachusetts Cultural Council

Having responded to increasing numbers of proposals pertaining to youth at risk, the Massachusetts Cultural Council has initiated a new funding category that focuses on this area. Youth Reach will assist activities such as the Drop a Dime/Voices project, which produced a video and performing arts manual to promote the use of video and theatre to educate and inform urban teens about issues of substance abuse, violence and AIDS. The manual contains video and theatre games and exercises useful for informing teens about healthy behaviors as well as suggested techniques for producing creative media messages and plays for and by teens.

PARISHES ASSOCIATED WITH KINLOCH TEAM - Missouri Arts Council: With funding through the Missouri Arts Council's African American Cultural Initiative, youth in the twelfth poorest community in the nation learned African dance and drumming last summer. Members of the Katherine Dunham Dance company conducted weekly classes in dance and percussion to provide the at-risk youth in the Kinloch area (near St. Louis) with an opportunity to learn about African art and culture. Classes have been helpful in deterring crime, substance abuse and teen pregnancy while improving self esteem, discipline, and artistic and cultural appreciation.

FAMILY ARTS AGENDA - Oregon Coast Council for the Arts, Oregon Arts Commission: Developed largely through the outreach efforts of the Oregon Arts Commission, the Oregon Coast Council for the Arts is one of the state's nine regional arts councils. Its Family Arts Agenda was developed to respond to Lincoln County's high rates of substance abuse, teen suicide, teen pregnancy, children in protective custody, and single parent families. The program starts from the premise that only truly good art can be helpful in addressing social needs. In one Family Arts Agenda project, a visual artist shows alcohol and drug abusers how to express their emotions through color and line. In another project two artists worked with patients and staff in a drug and alcohol treatment center to create "Windows of our Mind", a mural for which each person created an individual panel.

VOICES OF YOUTH - Vermont Council on the Arts: "Voices of Youth" is the state's first comprehensive effort to establish lasting partnerships between the arts and social service providers, including the state Office of Alcohol and Drug Abuse. Through "Voices" the Council has brought together rural Vermont youth, professional artists, arts administrators and youth service workers to create exciting models of potentially life-changing experiences centered on the arts. One of the clearest benefits of the "Voices" project has been its impact on the communities in which activities took place. The state capital of Montpelier was reinterpreted through the eyes of youth in an installation at the art museum. In the Canadian border community of Swanton, children of Abenaki heritage stood proudly next to their non-Abenaki friends as they all performed newly learned traditional tribal dances. In the most rural parts of the state, teens perform for their peers in nearby towns. The vignettes they write and develop are about issues of concern to rural youth -- substance abuse, AIDS, and lack of jobs.

ARTS: ADVANCEMENT AND EXPANSION - Tennessee Arts Commission: The Arts: Advancement and Expansion program supported, among other projects, a conference for youth in collaboration with the Blues City Cultural Center in Memphis. The conference gave participating youth an opportunity to create artistic work that deals with solutions or alternatives to violence. It culminated in a performance of the docudrama, Ritual Murder, focusing on issues of violence, drugs, and the plight of many young African-American males.

THEATRE IV - Virginia Commission for the Arts: For many years the Commission has supported Theatre IV, which creates and tours plays about social issues facing children, including sexual abuse, delinquency, substance abuse and teen pregnancy. One of the plays, Walking the Line, explains the effects of substance abuse on the mind and body and presents a clear and consistent anti-drug message, stressing the affirmation of each person's self worth and the development of refusal skills that enable young people to stand up to peer pressure. Walking the Line has been performed 582 times to 203,300 middle and high school students.

YOUTH AT RISK PROGRAM - Idaho Commission on the Arts:

Working in conjunction with the Boise Family Center at Boise State University and more than 30 Ada County social service groups, the Idaho Commission on the Arts has developed the Youth at Risk Program. The goal of the program is to provide agencies and individuals serving at risk youth with information about how experiences in the arts can be fundamental to the success of their overall efforts. The Commission has developed the following three strategies for the program: to provide artist residencies for selected first-time juvenile offenders; to produce a comprehensive, quantitative evaluation of the program; and to produce and distribute a non-technical report to those individuals and organizations directly involved with social service programs.

SHAPE - Mid-America Arts Alliance: The SHAPE (Self Help for African People through Education) Community Center provides cultural, educational, and social programs for inner-city Houston youth and their families. Through ongoing relationships with the Community Music Center and the Community (visual) Artists Collective, SHAPE has been reaching youth who are at risk to drug abuse, gang violence, dropping out of school, or teen pregnancy. Last summer the Mid-America Arts Alliance worked with SHAPE to involve approximately 100 youths between the ages of 5 and 15, and 17 JTPA (Jobs Training Partnership Act) employees (ages 15-21) in intensive, artist-led programs in music, arts/crafts and photography.

ARTS TALK - Rhode Island State Council on the Arts In 1991 the Arts Talk program was developed at a vocational high school in collaboration with the state's three major cultural institutions and the Rhode Island Department of Education. Four teachers worked with the cultural institutions to design an integrated arts curriculum for the school's 9th graders. The program is tracking 35-50 students over four years, and in its third year Arts Talk is already proving to be a state model for using arts education to improve literacy skills and aid drop out prevention. A new component, Arts Workers, will give high school seniors a chance to explore job opportunities and apply their vocational skills through internships with cultural institutions.

FIRST STEP DANCE COMPANY - Kansas Arts Commission: This unique dance program will take place in First Step House in Lawrence Kansas, a residential halfway house for women undergoing treatment for substance abuse and their children. The children have been impoverished emotionally and physically. Many have experienced abuse and neglect, some are crack babies, and all are at high risk to abuse of alcohol and other drugs because of the addiction in their families. About 100 of these children and their mothers will work with a dance artist, who will explore the dynamics of families recovering from addiction and develop choreography inspired by the challenges these families face. Candi Baker, Director of Dance for the Lawrence Arts Center and Director of the Prairie Wind Dancers, is the consulting artist. Other members of the company will join her for performances and workshops.

NEIGHBORHOOD CULTURES OF DENVER - Colorado Council on the Arts

This program, which treats neighborhoods as small communities, awards grants which enable residents of low income neighborhoods to work with artists on projects that celebrate the uniqueness of their communities. In the Athmar Park neighborhood, youth and artists are working together to create a music performance and murals based on information gathered from oral histories of community members. The diversity and unity of Denver's Barnum neighborhood is embodied in a mural made up of 36 bronze tiles, created by an artist in collaboration with residents and permanently installed outside the Ross-Barnum library.

PATHWAYS TO SUCCESS

**National Endowment for the Arts
and
Department of Justice
Office of Juvenile Justice & Delinquency Prevention
Bureau of Justice Assistance**

Fiscal Year 1995 Grants

PATHWAYS TO SUCCESS is an initiative funded by the Department of Justice and the National Endowment for the Arts. The program is designed to encourage at-risk youth to explore a wide range of career and life options through arts, recreation, job skills training, and business entrepreneurial programs during after-school and weekend hours at the community level. The grant awards cited are for the first year of a two-year project.

- o Anchorage School District
Anchorage, Alaska
FY 1995: \$49,990

"Experience Theater", implemented by the Anchorage School District in Clark Middle School (Mountain View community of Anchorage), is a program which seeks to prevent delinquency and high-risk behaviors in a targeted multi-cultural population of middle school boys and girls, ages 12-14, through free performing arts education and vocational after-school and summer activities produced by Out North Theater Company. Both students and their parents will be offered training in technical theater; Saturday, after-school workshops will include parents, youth, and teachers. Training on violence prevention, resolving conflict, drug abuse, family problems, runaway and disabled youth will include parents.

The project is a year-round arts education program that directly will engage 160 youth in the first year. The lasting benefit to the community will be the source of youth-focused "entertainment" with a message. The five-year plan for the project includes entrepreneurship in the 3rd year when tickets will be sold to performances, etc. and expansion of eligibility to 7th and 8th graders.

Big Brother/Big Sisters, the Alaska Youth and Parent Foundation, Mountain View Task Force, United Way, and the Police Department are involved in the program in addition to the school district and the theater company.

- o StopOver Services of Newport County, Inc.
Middletown, Rhode Island
FY 1995: \$44,379

"SOS Playback Arts-Based Delinquency Prevention (PADPP)" program seeks to prevent delinquent behavior by providing opportunities for juveniles to gain skills through experiences in the arts. The program includes Playback Theater -- improvisational drama that enables youth to act out and discuss delinquency related issues -- and four alternative afterschool activities: art education sessions, peer educators, a visual arts group, and a creative writing group. At least 40 boys and girls age 13-18 from the public housing projects of Park Holm/Tonomy Hill will be served by the program. Performances will be open to nearly 500 at-risk juveniles. Parents will be involved in activities, particularly in the Creative Writing personal histories project.

SOS is the founding member of the Newport Partnership for Families and is affiliated with the Arts and Cultural Alliance and the Newport Cultural Commission.

- o ASPIRA of Florida, Inc.
Miami, Florida
FY 1995: \$50,000

ASPIRA Youth Sanctuary program will provide an after-school, weekend, and summer vocational Career Club, recreation and arts education programs for 130 at-risk Latino migrant and other minority youth ages 10-16 who live in rural South Dade. Two community murals with anti-violence themes are proposed as part of the overall program, as well as folkloric dance.

ASPIRA is involved in Project H.E.L.P, a coalition of schools and community based organizations, the Prevention Network, and the Dade County Enterprise Zone planning process.

- o Community School District One-#51
New York City Public Schools
New York, NY
FY 1995: \$50,000

Project CLEAR (Collaboration Leads to Enhanced Achievement and Resiliency) is a collaboration between the school district and three CBOs to provide a range of activities for youth: arts in education services that reflect ethnic diversity; Big Sisters

for counseling, mentoring, etc., and a music school providing instruction for students with limited English proficiency. 100 students, 6-12 years old, and their families will be served in each of two schools (PS 15 and PS 97). The program is after-school, weekends and summer and include a family-centered evening program at both sites which will emphasis strengthening communication within the family.

The school district was recently awarded a Federal Magnet School Assistance Grant.

- o District of Columbia Courts
Washington, DC
FY 1995: \$50,000

Elementary Baseball Scores Big With Kids combines recreational activity -- the opportunity to participate in a youth baseball league -- with academic tutoring and one-on-one interaction with an adult mentor from the DC Courts for 80 at-risk 6-10 year olds attending Garrison Elementary School, Washington, DC. The afterschool baseball team meets three times a week, academic tutoring two times a week and mentoring occurs throughout the program, including weekends. Trained high school students serve as tutors, and three parent workshops and 12 "All Family" events are held throughout the year. Anger management and conflict resolution are skills promoted through the "Peace Club" which will be open to the youth participating in the program.

The District Court Program involves a broad coalition of community service and private foundations.

September 1995

ARTS AND PREVENTION

Partnership of The National Endowment for the Arts and The Center for Substance Abuse Prevention Department of Health and Human Services

Arts and Prevention, a partnership between the Center for Substance Abuse Prevention (CSAP) of the Department of Health and Human Services and the National Endowment for the Arts, encourages greater involvement of artists and arts organizations in substance abuse prevention programs.

The primary focus of this cooperative effort is to promote the inclusion of arts organizations in the Community Partnership and Community Coalition Grant Programs and other substance abuse prevention programs funded by CSAP under the Substance Abuse and Mental Health Services Administration of HHS.

The National Clearinghouse for Alcohol and Drug Information disseminates to the public **Arts and Prevention** informational materials. These include the publication **Part of the Solution: Creative Alternatives for Youth** and **Get Into The Act** posters and public service announcements. These materials are particularly useful for drug and alcohol abuse prevention specialists and for the national networks of community prevention programs and arts organizations.

For information regarding CSAP grant programs and **Arts and Prevention** materials, call the National Clearinghouse for Alcohol and Drug Information, 1-800-729-6686.



NATIONAL ENDOWMENT FOR THE ARTS

The Nancy Hanks Center
1100 Pennsylvania Avenue NW
Washington DC 20506-0001
202/682-5400

March 7, 1996

Carol H. Rasco
Assistant to the President for Domestic Policy
Executive Office of the President
The White House
Washington, DC 20500

Dear Ms. Rasco:

I am writing to follow up my phone call to you yesterday about the White House Leadership Conference on Youth, Drug Use, and Violence. Regrettably I only learned of the Conference yesterday. I would have eagerly participated in it with the other Federal officials to highlight the programs and initiatives that support the President's commitment to solving these difficult issues.

In my visits to communities in all fifty states I have strongly promoted the involvement of the arts and arts organizations in community efforts to address critical social problems, especially through programs designed to serve young people at risk of violence, substance abuse, and alienation. In addition to advancing this initiative in public forums, I have approved funding support by the Arts Endowment for specific projects that often have a national impact or that can serve as models to encourage the expansion of support for programs to benefit at-risk youth.

I am also proud of the expanded partnership collaborations between the Arts Endowment and other Federal agencies, public agencies, and private groups that seek to specifically address youth, violence, and drug issues. For example, "Pathways to Success", the Endowment's partnership with the Department of Justice, funds programs for at-risk youth that utilize the arts, job skills, education, and recreation activities. "The Arts and Prevention", our cooperative initiative with the Center for Substance Abuse Prevention of the Department of Health and Human Services, promotes the inclusion of arts organizations in community drug prevention programs and services for youth. The Endowment's partnership with the Corporation for National Service funds WritersCorps, 75 writers who live and work with inner-city youth and their families in the Bronx, San Francisco, and Washington, DC.

Although our funds are greatly diminished this fiscal year, the Arts Endowment will continue to provide leadership in promoting creative opportunities and alternatives for youth at risk of drugs and violence. I look forward to continued participation with other Federal agencies in this effort and would appreciate being advised of opportunities as they develop.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jane Alexander", with a long, sweeping horizontal line extending to the right.

Jane Alexander
Chairman



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Secretary

Washington, D.C. 20201

FACSIMILE COVER SHEETTo: Molly BrostromOrganization: Domestic Policy CouncilFrom: Allan RivlinDate: 4/5/96

Immediate Office of the Secretary
200 Independence Avenue, SW
Room 605-F
Washington, DC 20201

Phone: (202) 690-5400
Fax: (202) 690-7098

Recipients' Fax Number: 456-7028Number of pages including cover: 2

Remarks: The Working group met with each of these groups in '93-'94. Some of the information may have gone out of date since then.

Some of the Groups Working Promote Social Themes Through the Media

Mediascope Marcy Kelly, President. Studio City, California (818) 508-2080. Founded in 1992, Mediascope is a non-profit organization promoting positive social and public health images in the entertainment media. Marcy Kelly was the Communications Director for the National Institutes on Drug Abuse and was a staff assistant to the Domestic Policy Council in the Carter Administration.

Entertainment Industries Council, Inc. Herman Rush, Chairman; Brian Dyak President and CEO. Offices in Reston, Virginia (703) 481-1414 and Burbank, California (818) 841-9933. Established in 1983, the EIC is a non-profit corporation that represents the entertainment industry in social causes and produces resource manuals to help the creative community incorporate pro-social themes in films and television programs.

The Institute for Mental Health Initiatives: Rhoda Baruch, President; Suzanne Stutman, Executive Director. Washington, D.C. (202) 364-7111. Established in 1982, the IMHI is a private, non-profit foundation whose goal is to build bridges between mental health professionals and the media to promote mental health and prevent emotional disorders.

The Center for Health Communications of the Harvard School of Public Health: Jay Winston, Ph.D, Director. Boston Massachusetts (617) 432-1038. The Harvard Center for Health Communications works with public health experts and Media creatives to find innovative social marketing messages.

MEE Productions: Ivan Juzang, President. West Philadelphia, Pennsylvania (215) 748-2595. MEE Productions works with urban youth to develop communications strategies to positively influence other urban youth.

Action for Children's Television: Peggy Charren, President. Newtonville, Massachusetts (617) 527-7870. Founded in 1968 ACT is a non-profit children's advocacy group working to encourage diversity in children's television and to eliminate commercial abuses targeted to children.

Future WAVE (Working for Alternatives to Violence in Entertainment: Arthur Kanegis, President. Offices in Santa Fe, New Mexico (505) 982-8882 and Los Angeles, California (310) 823-0440. Future Wave is a non-profit organization that works with the entertainment industry to research, develop and promote positive alternatives to violence and incorporates those alternatives into popular movies and TV programs.

The National Foundation to Improve Television: Gerald W. Blakeley, Jr., Chairman; William S. Abbott, President; Joyce M. Lawrence, Executive Director. Boston Massachusetts (617) 523-6353. The National Foundation to Improve Television is a non-profit foundation developing a national media violence literacy program in coordination with the Boston Public Schools to be replicated in schools nationwide.



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY
Washington, D.C. 20503

April 8, 1996

To: Skila Harris
Assistant to the Vice President and
Chief of Staff to Mrs. Gore.

Molly Brostrom
Domestic Policy Council

Through: Ricia McMahon
Deputy Chief of Staff

From: Alan Levitt (NSF agency rep)

Subject: Your request for information

At our meeting on media violence last week, you asked me to put together a brief list of "players" in the deglamorization/media literacy field. Although the attached list is not at all exhaustive, it represents some of the major participants in the U.S. media literacy movement in the U.S. (at least in my opinion).

Many of these groups are quite pleased that the Administration views media literacy as an important part of the effort to deglamorize drugs and violence. Several have been particularly cooperative in responding to suggestions to incorporate drug and violence components into their materials, conferences, and other activities.

SOME KEY MEDIA LITERACY/MEDIA EDUCATION "PLAYERS"

MEDIA ORGANIZATIONS

Time-Warner Cable and Learning Channel (Discovery Communications, Inc): Sponsors "KNOW-TV," media literacy curriculum material and video program to teach kids how to critically analyze non fiction television. Emphasis on analyzing representation of drug use and drug dealers on reality TV programming. Won 1995 Cable Ace Award for public service programming (developed by Dr. Rene Hobbs).

National Cable Television Association, National PTA, and Cable in the Classroom: Sponsors Family and Community Critical Viewing project "Taking Charge of Your TV," a national program to empower parents through workshops and curriculum materials to critically analyze media images and messages, particularly media violence and effect on youth perceptions and behavior. Helps parents talk with kids about media images, be more discriminating viewers, turn off their TV, etc. Mentioned in Mrs. Clinton's "It Takes a Village."

National Academy of Television Arts and Sciences: Sponsors "Creating Critical Viewers" a video and curriculum introducing students to media literacy and how/why TV news is shaped (why so much violence, etc). Employs staffer to do only media literacy and liaison with the 17 NATAS chapters (all major cities) which have local media literacy projects underway. May 18 national town hall meeting and symposium planned for Gaulladet College and downlinked to sites around US.

Continental Cablevision: Sponsors "The TV Tool Kit," a box of media literacy resource materials including tape, "Tuning into Media," which has section on violence as entertainment. Also sponsors "View Smart to Vote Smart," a new package of materials, videotape for teachers to do media literacy activities around election (covers polling, soundbites, images, photo ops, news angles, etc.) A web site is also maintained.

PBS/Rutgers University "ON TELEVISION PROJECT: A series of PBS documentaries examining different media issues (e.g. violence). Forthcoming special "Media Literacy: The New Basic" (on media literacy movement) scheduled to air in October. Interviews feature Walter Cronkite, Hugh Downs, Fred Garcia (ONDCP) and Larry Irving (Commerce). Media depiction of drugs and violence and need for media literacy among issues covered. Also sponsoring Fall Town Hall meeting on media literacy (Sec. Riley has agreed to speak).

Pacific Mountain Network: Network of public broadcasting stations in west that produced "Tuning into Media," a 30 min documentary on media literacy featuring analysis of L.A. riots. President of network is major figure in media literacy movement and sponsors other activities.

MEDIA EDUCATION/LITERACY ORGANIZATIONS (non profit)

National Telemedium Council. Leading media literacy/education organization in U.S. Publishes most informative publication in field, the Journal of Media Literacy, a useful newsletter that also provides news of activities of scores of media literacy organizations and projects in U.S. Maintains data base of parents, teachers, organizations and activists in media literacy. Sponsors national and regional conferences. Very supportive of Administration's drug and violence deglamorization efforts.

Center for Media Literacy: Largest producer and seller of media literacy/education materials in U.S. "Beyond Blame" (curriculum and videos on media violence that teaches links between make believe TV violence and real violence), "Ad Smarts" (curriculum and videos about tobacco and alcohol advertising), and dozens of other videos, curricula, books, and other materials produced by a wide array of organizations. Sponsoring second annual national media literacy conference at UCLA October 3-6. Will be largest media literacy conference (500 individuals from prevention and faith communities, media literacy organizations and practitioners, academia, etc.)

SHOW Coalition: SHOWCO is a group of individuals associated with entertainment industry that periodically sponsors conferences on different social issues. May 7 conference is on access to the information superhighway and media literacy. Will bring together leaders from ten communities who want to initiate media literacy and information access programs with business and industry leaders to explore the intersections between media literacy and information technology for underserved populations. (Sec. Cisneros to speak).

Media Education Foundation: Creates and distributes videos which critically analyze mass media. "The Killing Screens" features Dr. George Gerbner, in analysis of economics of TV violence. "Pack of Lies" features Gene Kilborne and analysis of advertising of cigarettes to young people.

MISCELLANEOUS EFFORTS

There are hundreds of local efforts using media literacy approaches with youth to deglamorize media images and messages about drugs and violence. Those below are meant only to illustrate the variety:

Missouri Partnership for a Drug Free America: Sponsors community and school media literacy training programs to critically analyze violence and drug use depiction in media.

Massachusetts Association of Pediatricians: Created materials for parents in doctors' waiting rooms that relate to media literacy, emphasizing media violence and children.

State of New Mexico: First State to require media literacy education for each student in order to graduate. Teacher

education program designed to train all teachers in media literacy skills funded by State Depts. of Labor and Education.

Educational Video Center: Community based and well regarded NYC non profit organization which teaches at risk youth media analysis and production skills. Violence and substance abuse are frequent topics, particularly discrepancies between TV images/ads and reality.

FOUNDATIONS

Burtelsmann Foundation: Support (\$2 million) Athens Academy, a private school in Athens, Georgia which is fully integrated in media literacy across the curriculum in grades K-12. A pilot project in NYC public schools is designed to enhance teachers ability to critically analyze media and use new technologies to make media.

Newspaper Association of America Foundation: Publish curriculum guides for teaching critical analysis of media and media literacy using newspapers as source.

Ford Foundation, Kellogg Foundation, Carnegie Council on Adolescent Development: Have recently expressed significant interest in media literacy in helping to build resiliency skills for youth to negative media images. Have published materials, held conferences on issue.

There are also several media literacy web sites.

**WHITE HOUSE LEADERSHIP CONFERENCE ON
YOUTH, DRUG USE, AND VIOLENCE**

Media Breakout Session

Advertising

Alex Kroll
Chairman Emeritus
The Advertising Council

Brad Figel
Director, Government Relations
Nike, Inc.

John Calhoun
National Crime Prevention Council

Industry/Business

Brian L. Dyak
President and CEO
Entertainment Industry Council

Fredric D. Rosen
Chairman and Chief Executive Officer
Ticketmaster Corporation

Cable

Dr. Helen Boehm
Senior Vice President
Public Responsibility and Network Standards
MTV Networks

Torie Clarke
Vice President, Public Affairs and Strategic Counsel
National Cable Television Association

Creators/Producers

Bill Blinn
Chairman,
Caucus for Producers, Writers and Directors

Mary Duffy
The Montel Williams Show

Dick Wolf
Executive Producer
New York Undercover, Law & Order, Swift Justice

Public Health

Susan Moses

Deputy Director, Center for Health Communications
Harvard School of Public Health

Robert Phillips, M.D.

Deputy Medical Director
American Psychiatric Association

John C. Nelson, M.D.

Board Member
American Medical Association

Media Literacy

Renee Hobbs

Babson College

Advocacy

Marcy Kelly

Media Scope

Karen Jaffe

Executive Director

KIDSNET, Inc.

C. Delores Tucker

Chair

National Political Black Congress for Women

Jan Schmidt

MD Campaign for Kids' TV

Advocates for Children and Youth

Journalism

Stacey Mahoney

Editor

Children's Express

Academia

Felton Earls

Harvard School of Public Health

Timothy Flanagan

Dean, College of Criminal Justice, TX

Juvenile Justice/Police

Rick Dykstra

Junction City, KS Police Dept