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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	National Campaign to Prevent Youth Violence Status Report [partial] (1 page)	10/14/1999	P6/b(6)
002. memo	National Campaign to Prevent Youth Violence Status Report [partial] (1 page)	10/14/1999	P6/b(6)
003. memo	National Campaign to Prevent Youth Violence Status Report [partial] (1 page)	10/14/1999	P6/b(6)
004. memo	National Campaign to Prevent Youth Violence Status Report [partial] (1 page)	9/15/1999	P6/b(6)
005. memo	National Campaign to Prevent Youth Violence Status Report [partial] (1 page)	9/15/1999	P6/b(6)
006. letter	Fund for New Priorities in America letter to Jeff Blich [partial] (1 page)	9/14/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Liu
OA/Box Number: 16243

FOLDER TITLE:

Youth Violence - National Campaign

2013-0717-S

sb22

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]

**PHOTOCOPY
PRESERVATION**

DRAFT – 8/16/99

YOUTH violence

MEMORANDUM FOR THE PRESIDENT
THE FIRST LADY

NAT Camp

FROM: Bruce Reed
Eric Liu

SUBJECT: National Campaign Against Youth Violence

We wanted to give you a progress report on the National Campaign. This memo, which distills the consultations we've had inside and outside the White House, outlines our proposals for 1) the campaign's goals; 2) its organizational structure and potential partners; and 3) a timetable for action. A lengthier business plan for the Campaign is being drafted as well. Your thoughts on the range of issues articulated here – especially potential board members – would be of great use as the Campaign moves forward.

I. Goals

The National Campaign, as a matter of core principle, will be *non-partisan, non-profit, and decentralized*. Premised on the idea that youth violence is a multifaceted problem, and that each of us has the capacity and responsibility to combat the problem, its primary goals will be:

1. *To raise awareness of the problem and serve as a clearinghouse for solutions.*

One of the most important functions of the Campaign will be educate the public about the nature, extent and costs of youth violence. This means working with media companies to reshape the messages the culture sends our children. The Campaign will also serve as the resource of first resort for any citizen or organization interested in combating the problem. A worthy grassroots project in Boston might be brought to scale or brought nationwide if people in Seattle or Atlanta can easily learn about it. The Campaign will be a hub – an open market of information and inspiration – that will identify, and help replicate, approaches that work.

2. *To spur the creation of forums where kids and parents can talk about these issues.*

For the Campaign to be grassroots in fact as well as name, it must incorporate the views of those with most direct control over the problem: kids and their parents. One of the key goals of the campaign will therefore be to spur the creation of forums – in cyberspace and “real” space – where young people can talk to one another, as well as to adults, to make their concerns and

frustrations heard. A youth-centered orientation will be key to the Campaign's legitimacy, and a mental health focus key to its effectiveness.

3. To secure pledges from every sector to change personal or institutional behavior.

The Campaign must make concrete the answer to the question, "What can I do to help?" We considered setting an overarching numerical goal (cut incidents of youth violence by 50 percent in ten years, for instance), but were concerned that such big-picture benchmarks could distort or obscure the work that individuals and organizations themselves can do. We think it would be preferable – indeed, necessary – to secure specific action commitments on a sector-by-sector basis, in the same way the Welfare-to-work Partnership and America's Promise work. What can America Online do to filter out violent games? What can pediatricians do to mold the way parents raise their kids in a culture of violence? What can charitable foundations do to leverage their gifts, and what can bar associations do to teach kids mediation? Accordingly, as we detail below, the Campaign will be structured along sectoral lines.

4. To ensure that guns stay out of the hands of children.

Although the Campaign will not be a single-issue advocacy organization, it can hardly address the problem of youth violence without addressing the question of access to guns. The Campaign will thus work on both the supply side and the demand side of this question. On the supply side, for instance, it will develop initiatives to inform parents about the dangers of guns and to show them how to keep guns out of their children's reach; on the demand side, it will work with media organizations and film studios to make guns less appealing.

5. To devise a new "Index of Youth Safety" that can be used as a standard benchmark.

Various foundations and government agencies periodically issue reports on the state of youth violence or juvenile crime. But what is missing is a comprehensive standard that people can use to measure both the objective incidence of violence among youth and the subjective attitudes of young people about their own sense of safety. It would be an important contribution of the Campaign to devise and put into common practice such an index – and then measure its own effectiveness by a decline in that index. We also expect that the Campaign's function as a clearinghouse for best practices will make evident the most pressing and promising directions for new social science research and public opinion surveys. Though the Campaign itself may not have the staff and resources to conduct this research, it can certainly serve as a catalyst for work by its members and affiliates.

II. Proposed Structure

The Campaign will pull together a wide range of people and organize them in a decentralized system. It will not engage in legislative advocacy; nor will it attempt to force all its disparate participants to arrive at a lowest-common-denominator consensus. Rather, its

central function will be to serve as a social spark plug – to catalyze new thinking and new action against youth violence; to encourage and enable bold, persistent experimentation.

The Campaign will consist of an Executive Director, a Board of Directors, and numerous Task Forces. The Task Forces will assign responsibility for the problem of youth violence in a sector- by-sector manner, and will offer solutions in the same way. The Board will shape policy, lend legitimacy and – crucially – raise money. The Executive Director will be the entrepreneur who makes all this happen.

Executive Director. This position encompasses not only management of the Campaign's affairs but development of its machinery. In the mold of Eli Segal at the Welfare to Work Partnership, the executive director will be equal parts coordinator, fundraiser, and public entrepreneur. With Eli's help, we have recruited the person he tried to hire to run the Welfare to Work Partnership two years ago: Jeff Bleich, managing partner of the San Francisco office of Munger, Tolles & Olson, and one of the country's leading young attorneys. Jeff is a civic leader in state, national and international affairs, and received California's award for pro bono service. He has strong connections in Silicon Valley and Hollywood, and has written on the subjects of youth violence and criminal justice.

Board of Directors. We aim to select a Board that represents the many sectors of society and that can raise the funds to support the Campaign's activities. There would be approximately twenty members of the Board, with an Executive Committee of five or six. Several first-rate people have already expressed interest in joining, including Steve Case of America Online, Judith McHale of Discovery Networks, Andrew Shue of Do Something, Pam Eakes, and Eli Segal. In addition, we would like to approach a range of other candidates, including: Zoe Baird, Robert Johnson of Black Entertainment Television, Bob Rubin, Erskine Bowles, Magic Johnson, Gerry Laybourne of Oxygen Media, Edgar Bronfman Jr., Jill Iskol, Melinda Gates, Gloria Estefan, and Bill Cosby. We welcome other suggestions, and any advice for Chair. We will also have room for prominent political leaders (on a bipartisan basis) on the Government Task Force.

Task Forces. Each Task Force would take it upon itself to determine how people in its walk of life can most tangibly and effectively make a difference. And the activities of the several Task Forces would be coordinated by the Executive Director. Those activities would involve, for instance, devising industry and corporate pledges of action and sponsoring conferences to showcase great initiatives. Among the proposed Task Forces:

- Internet and computers
- Media/entertainment
- Parent/kids groups
- Government
- Service/philanthropy/religion
- Health/public health
- Academic experts/research

Timetable for Action

August 17: You will unveil a new PSA developed by the Ad Council in which you urge parents to communicate with their children before trouble strikes. At that event, you will also announce the selection of Jeff Bleich as Executive Director for the Campaign and release \$15 million in DOJ grants for partnerships between school districts and law enforcement.

Late August: The Campaign opens for business, with an office in San Francisco donated by Bleich's law firm, minimal staff, and assistance (though not direction) from the White House. Bleich's firm will handle the Campaign's 501c(3) incorporation on a pro bono basis. The Campaign will open a Washington office as soon as Bleich can get space donated here.

Late September: The Campaign has its formal kickoff. By then we will have secured a group of Charter Board Members – who will be able to announce seed funding commitments – and flagship affiliate organizations. One such organization, SHINE (Seeking Harmony in Neighborhoods Everyday), has already pulled together an impressive \$10 million teen-focused celebrity campaign with MTV, Nickelodeon, the Excite website and Tommy Hilfiger's fashion company. SHINE has agreed to run its operation under the rubric of the National Campaign.

November: The Campaign will be fully operational. It will have raised a total of \$10 million for its operations, selected a complete Board of Directors, filled out its roster of Task Forces, and published a formal prospectus to guide the work and work product of the Task Forces.

March 2000: At your suggestion, students from Colorado and across the nation are now planning a March on Washington. The Campaign will use this opportunity to unveil its Index of Youth Safety and to hold numerous town halls and focus groups with young people.

Now through August 2000: We would like to see the Campaign hold at least three major conferences in the next twelve months. These are opportunities for the Task Forces to consider their cross-cutting obligations and to propose interdisciplinary strategies for action. One event could focus on the theme of "Giving Parents the Tools They Need." Another could center on "What Kids Really Say About Violence."

September 2000: The Campaign will publish – on the Web and in print form – a Best Practices Guide for parents and practitioners. It should also be financially self-sustaining by now and will issue a one-year review of its activities and progress.

THE WHITE HOUSE
WASHINGTON

February 21, 2000

**CONFERENCE CALL WITH NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE
BOARD MEMBERS**

DATE: February 22, 2000
LOCATION: Oval Office
BRIEFING TIME: 11:10am – 11:20am
EVENT TIME: 11:20am – 11:40am
FROM: Bruce Reed

I. PURPOSE

To receive an update on the status of the National Campaign Against Youth Violence, and to thank the individuals who have joined the National Campaign's Board of Directors.

II. BACKGROUND

On August 17, 1999, you announced Jeff Bleich as the Executive Director of the National Campaign Against Youth Violence. Since that time, Jeff has worked on several fronts to move the Campaign forward. He has worked with the Ad Council to develop public service announcements that will be aired on all major networks, published in Teen People, and posted on the Internet through America Online. In addition, he has launched a city-by-city campaign to bring business leaders and local governments together in the effort against youth violence. This campaign will begin in 15 cities: Baltimore; Camden, NJ; Chicago; Denver; Flint; Hartford; Los Angeles; Memphis; Phoenix; Pittsburgh; Portland, OR; Richmond, CA; Pine Ridge, SD; Spartanburg, SC; and St. Louis.

The National Campaign will kick off its city-by-city campaign in Memphis on April 14 with the support of the Discovery Channel, Time Warner, and local business and civic leaders. This will be followed by a week of events highlighting the prevention of youth violence and culminating in a "day of peace" on the anniversary of Columbine (April 20).

On Tuesday, you will participate in a conference call with the newly appointed Board members of the National Campaign Against Youth Violence. The Board will be formally announced through a press release from the White House on Wednesday. A full list of board members is attached, but some highlights include Eli Segal, Steve Case of America Online, Senator Dole, Henry Cisneros, Dick Parsons of Time Warner, Bob Iger of Walt

Disney, Gerry Laybourne of Oxygen Media, and Deborah Prothrow-Stith of Harvard University. The purpose of this call is to thank the members for joining the Board, recognize some of the good work they are already doing to promote the prevention of youth violence, and energize them to help with the Campaign's national multi-media public service campaign and city-by-city campaign. Bleich will be following up in regional board meetings in New York, Washington, San Francisco, and Los Angeles.

III. PARTICIPANTS

Briefing Participants:

Bruce Reed

Eric Liu

Minyon Moore

Tom Freedman

Ann O'Leary

Conference Call Participants:

See attached list.

IV. PRESS PLAN

Closed Press.

V. SEQUENCE OF EVENTS

- **YOU** will join the conference call, make opening comments, and begin a discussion.
- **YOU** will participate in a discussion with Board members (we have pre-selected three for you to call upon if you choose).
- **YOU** will thank the Board members for their efforts and conclude the conference call.

VI. REMARKS

Talking Points Attached.

VII. ATTACHMENTS

- List of National Campaign Against Youth Violence Board Members and Conference Call Participants.
- Conference Call Talking Points.

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE BOARD MEMBERS

BOARD MEMBERS CONFIRMED FOR CONFERENCE CALL PARTICIPATION:

Sherri Abufakuseh

National Youth Advisory Council
National Campaign Against Youth Violence

Ron Burkle, Chairman

The Yucaipa Companies

Mayor H. Brent Coles *- Ron*
U.S. Conference of Mayors

John Devine, Ph.D.

New York University

Jason Dorsey

World Institute to End School Violence

Representative Jennifer Dunn

Co-chair Bi-Partisan Congressional Working Group on Youth Violence ✓

Greg Favre, Vice President, News

The McClatchy Company

Donald Garber, Commissioner & CEO

Major League Soccer

Carter Gaston

National Youth Advisory Council
National Campaign Against Youth Violence

Leo Hindery Jr., CEO

GlobalCenter Inc.

Todd Howard, President, Children's Division

Tommy Hilfiger

Rick Inatome, CEO

ZapMe! Corporation

Francine I. Katz, Vice President
Consumer Affairs
Anheuser-Busch Companies

Geraldine B. Laybourne, Chairman ✓
Oxygen Media

Judith McHale, CEO ✓
Discovery Communications, Inc.

Dick Parsons, President ✓
Time Warner, Inc.

Lowell "Bud" Paxson, Chairman
Paxson Communications

Deborah Prothrow-Stith
Professor
Harvard School of Public Health

Eli Segal, Executive Director ✓
Welfare to Work

Robert Wright, President and CEO
NBC

BOARD MEMBERS PENDING FOR CONFERENCE CALL PARTICIPATION:

Mel Karmazin, CEO
CBS Corporation

Ira Lipman, CEO
Guardsmark

Mayor Wellington Webb
U.S. Conference of Mayors & City of Denver

BOARD MEMBERS UNAVAILABLE FOR CONFERENCE CALL:

Steve Case, CEO

America Online

(Kathy Bushkin from America Online will participate in the conference call on behalf of Steve Case)

Henry Cisneros, CEO

Univision Communications, Inc

Benjamin R. Civiletti

Former U.S. Attorney General

Senator Robert Dole

Former Senate Majority Leader

Representative Martin Frost

Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Bob Iger, CEO

The Walt Disney Company

Rupert Murdoch, CEO

News Corporation

Neal Neillinger

Banque Paribas

Annie Zahren, Publisher

Teen People

OTHERS PARTICIPATING IN CONFERENCE CALL:

Bruce Reed

Eric Liu

Minyon Moore

Tom Freedman

Jeff Bleich, Executive Director

National Campaign Against Youth Violence

Mark Abbott, COO

National Campaign Against Youth Violence
Major League Soccer

Sarah Ingersoll, Deputy Director

National Campaign Against Youth Violence
(currently working at Department of Justice, but joining National Campaign in one week)

TALKING POINTS FOR CALL TO BOARD MEMBERS OF NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

YU -
NCTV

- Thank you all for joining this call today and, more importantly, for agreeing to give your time and energy to the Board of the National Campaign.
- Last week reminded us again how much youth violence still plagues us. Littleton lost two more young people to gun violence. And here in DC, two shining stars were killed on their way home from a high school basketball game.
- So your leadership now is timely and vital, and I'm hopeful about what this Campaign can do. As Jeff has described, the Campaign will be working on three fronts: a city-by-city effort to engage local communities, a national media campaign, and a school-based program led by young people. With your help, all these efforts can reinforce each other.
- What's great about this Board is that it engages people from so many sectors of society – from the media to grassroots organizations to government. Jeff has told me about the work that some of you have already begun, and I think it's exciting. Some examples are:
 - AOL is planning a feature on its Teen Channel to allow kids to speak out on violence;
 - Advisory Councils of young activists and academic experts have been launched;
 - CBS has committed to help young people to develop their own PSAs on youth violence;
 - a Bipartisan Congressional Working Group on Youth Violence led by Representatives Jennifer Dunn and Martin Frost has been created;
- I want to make sure my Administration does its part too. In the budget I just sent to Congress, I am proposing over \$8 billion in various efforts to prevent youth violence: afterschool programs, a proposal to create smaller and safer high schools, tougher enforcement of gun laws, and many other programs. We have also launched a White House Council on Youth Violence to coordinate the anti-violence efforts of all federal agencies. And of course, I am continuing to push Congress to pass common-sense gun measures.
- I hope today we can talk about where this Campaign can go – and about ways you can continue to lead its efforts, by example and by persuading others to act. Call on three Board members. (They have been alerted that you may call on them, and they are to speak briefly):
 - Discovery Networks will air a national town hall from Memphis April 14 and produce a three-part series on youth violence (Judy McHale);
 - Time-Warner: Court TV will distribute an anti-violence curriculum it produced and Teen People will sponsor concerts and youth forums in eight cities (Dick Parsons);
 - Major League Soccer will lead an effort by professional sports leagues to promote good citizenship through sports (Don Garber).
- I know many others of you have also been making meaningful commitments, and I thank you all. We have a lot to do in the months ahead, and I'm grateful for your service.

Follow.
- 14th
- School
- 60102
- RATINGS

• Sam Darcy
• Steve Case - cartoon strips
• Steve - moving of violence
• Eli - not
• gun lobby
• not

• Devin
• Wes - parents
• Longbone - teenage dating

7

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE BOARD MEMBERS

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Harvard School of Public Health

Eli Segal, Executive Director
Welfare to Work

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Former U.S. Attorney General

Senator Robert Dole
Former Senate Majority Leader

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Co-chair Bi-Partisan Congressional Working Group on Youth Violence

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CBS Corporation

Rupert Murdoch, CEO
News Corporation

Neal Neilinger
Banque Paribas

Mayor Wellington Webb
U.S. Conference of Mayors & City of Denver

Robert Wright, President and CEO
NBC

(Dr. Rosalyn Weiman, Executive Vice President, Broadcast Content Policy and East Coast Entertainment, will join the call on behalf of Mr. Wright.)

Annie Zahren, Publisher
Teen People

OTHERS PARTICIPATING IN CONFERENCE CALL:

Bruce Reed

Eric Liu

Minyon Moore

Tom Freedman

Jeff Bleich, Executive Director
National Campaign Against Youth Violence

Mark Abbott, COO
National Campaign Against Youth Violence
Major League Soccer

Sarah Ingersoll, Deputy Director
National Campaign Against Youth Violence
(currently working at Department of Justice, but joining National Campaign in one week)

DRAFTDRAFT**DRAFT**
January 17, 2000 DRAFT

President Clinton's Commitment to Supporting Young People and Preventing Youth Violence

President Clinton's FY 2001 budget includes a major investment in priorities and programs that support positive youth development and work to prevent youth violence.

The FY 2001 budget:

- **Includes an across the board increase in programs throughout the government that address the issue of youth violence:**

The FY 2001 budget includes \$8.8 billion, \$862 million above FY 2000, for programs throughout the government that work to specifically target youth violence and programs that support the healthy development of young people.

- **Renews President Clinton's Commitment to the Prevention of Youth Violence through Supporting Healthy Youth Development by:**
 - **More than doubling the Safe Schools/Healthy Students Initiative by investing \$247 million.** To help communities throughout the country promote a coordinated, comprehensive response to school safety, last year at the White House Conference on School Safety, the President launched a Safe Schools/Healthy Students initiative designed to help communities develop and implement community-wide responses to school and youth violence. It empowers parents, principals, police, and others to collaborate on local solutions to the problem of youth violence. In September 1999, the President announced over \$100 million in Safe Schools/Healthy Student grants for 54 school districts. With the expansion of this initiative, approximately 40 additional communities will be awarded grants in FY 2001.
 - **Providing \$1 billion to ensure that more than 2.5 million children have the opportunity to attend safe and enriching after-school and summer school programs.** The 21st Century Community Learning Centers program is already supporting thousands of school-based after-school programs in rural and urban schools across the country, including weekend and summer programs. In FY 2001, the President will provide \$1 billion in after-school and summer school funds to ensure that all children in low-performing schools have the opportunity to gain academic enrichment and be in a safe place during the after school and summertime hours. This year, the Education Department released a report, titled *Safe and Smart: Making the After-School Hours Work for Kid*. This report shows that after-school programs can lower juvenile crime and improve academic performance.
 - **Including a new \$120 million initiative to create Small, Safe, and Successful High Schools.** In order to provide safe learning environments where students are connected to

adults in the school and are being pushed to learn to high standards, the President has provided \$120 million to help school districts support comprehensive, research-based reform in high schools by creating smaller learning environments.

- **Encouraging youth-driven solutions to community problems, such as youth violence, by including \$8 million in two new National Service initiatives.** The President's Corporation for National Service budget includes \$5 million for a Community Coaches initiative that will support AmeriCorps members as community coaches in schools helping students to develop and implement their own community service projects. It also includes \$3 million to support Youth Empowerment Grants that will provide fellowships to reward and support the creativity of youth who have developed innovative youth-driven strategies for addressing youth related concerns in their own communities.
- **Supporting community, parent, and school efforts to help youth incorporate good citizenship in their learning experiences through a \$2 million increase in Character Education.** The President's budget includes over \$9 million for the U.S. Department of Education's Character Education grants to school/community partnerships that develop curriculum materials, provide teacher training, gauge and build community consensus on common values, involve parents in character education and integrate character education into the school curriculum.
- **Renewing commitment to youth violence prevention efforts in the areas of Health and Labor.** The President's budget recommits \$80 million for Youth Violence Prevention Activities under the Substance Abuse and Mental Health Services Administration (SAMHSA) and promotes positive youth development opportunities by providing \$250 million for the U.S. Department of Labor's **Youth Opportunity Grants**, which address the special problems of out-of-school youth, especially in inner-cities and other areas.
- **Expands President Clinton's commitment to directly targeting the issue of youth violence by:**
 - **Providing \$19.1 million in new funding for a 12-city expansion of the Youth Crime Gun Interdiction Initiative (YCGII),** to help trace guns retrieved in crimes and to provide additional ATF agents in YCGII cities to crack down on illegal gun traffickers who supply guns to youth and criminals.
 - **Investing \$10 million for the development of smart gun technology.** The \$10 million in new funds through the National Institute of Justice will promote the expansion and replication of "smart gun" technologies that limit a gun's use to the proper owner – preventing accidental deaths and injuries of children who might have access to a firearm, gun theft, and other unauthorized use.
 - **Including \$75 million for a new Department of Labor initiative to reintegrate youthful and first-time offenders into society.**

- **Increasing the investment in the COPS school safety program from \$15 million to \$55 million.** This increase (which includes \$20 million for Safe Schools/Healthy Students) would enhance community programs to combat violence in schools, including the funding of school resource officers.

Crosscut Funding Summary

Youth Violence

(BA, in millions of dollars)

Agency/Program	Targeted to Youth Violence?	2001 Settlement / OMB Proposed Settlement								
		1999 Actual	2000 President's Budget	2000 Enacted	2001 Agency Request	BA	(+/-) 2000 Budget	% Change From 2000 Budget	(+/-) 2000 Enacted	% Change From 2000 Enacted
Department of Education										
21st century community learning centers (After School)		200.000	600.000	453.377	1,000.000	1,000.000	400.000	66.7%	548.623	120.6%
High school reform/small schools Initiative		—	—	45.000	125.000	125.000	125.000	ERR	60.000	177.6%
Safe and drug-free schools and communities										
State grants	Y	441.000	439.000	439.250	483.000	439.250	0.250	0.1%	—	—
National programs	Y	90.000	90.000	110.750	148.000	150.750	60.750	67.5%	40.000	36.1%
Coordinator Initiative	Y	35.000	50.000	50.000	50.000	50.000	—	—	—	—
Project SERV	Y	—	12.000	—	12.000	10.000	(2.000)	-16.7%	10.000	ERR
Primary education intervention (in IDEA Research and Innovation)		—	50.000	—	100.000	15.000	(35.000)	-70.0%	15.000	ERR
Character education (in the Fund for the Improvement of Education)		6.744	10.300	7.282	11.100	9.282	(1.038)	-10.1%	2.000	27.5%
Elementary school counseling demonstration (in FIE)		—	—	20.000	—	20.000	20.000	ERR	—	—
Civic education (seamark)	Y	1.000	1.000	1.500	1.000	1.500	0.500	50.0%	—	—
Subtotal, Department of Education		773.744	1,252.300	1,127.139	1,928.100	1,820.762	568.482	45.4%	693.623	61.5%
Department of Health and Human Services										
SAMHSA/Mental Health Knowledge Development & Application Grants										
Youth Violence Prevention activities	Y	40.000	40.000	80.000	58.500	80.000	40.000	100.0%	—	—
CDC/ Injury Prevention and Control										
Youth Violence Prevention Research & Evaluation	Y	11.943	11.943	11.943	17.054	11.943	—	—	—	—
National Academic Centers of Excellence	Y	—	—	10.000	—	10.000	10.000	ERR	—	—
National Youth Violence Prevention Resource Center	Y	—	—	2.500	—	2.500	2.500	ERR	—	—
Office of the Surgeon General										
Surgeon General Report on Causes of Youth Violence	Y	—	—	0.500	—	0.500	0.500	ERR	—	—
Subtotal, Department of Health & Human Services		51.943	51.943	104.943	75.554	104.943	53.000	102.0%	—	—

Crosscut Funding Summary

Youth Violence

(BA, in millions of dollars)

		2001 Settlement / OMB Proposed Settlement								
Agency/Program	Targeted to Youth Violence?	1999 Actual	2000 President's Budget	2000 Enacted	2001 Agency Request	BA	(+/-) 2000 Budget	% Change From 2000 Budget	(+/-) 2000 Enacted	% Change From 2000 Enacted
Department of Housing and Urban Development										
Community Development Block Grant		4,873.000	4,775.000	4,800.000	5,349.000	4,895.000	120.000	2.6%	95.000	2.0%
Public Housing Drug Elimination Grant		310.000	310.000	310.000	310.000	315.000	5.000	1.6%	5.000	1.6%
Subtotal, Department of Housing and Urban Development		5,183.000	5,085.000	5,110.000	5,659.000	5,210.000	125.000	2.5%	100.000	2.0%
Department of Labor										
Youth Opportunity Grants		250.000	250.000	250.000	250.000	250.000	—	—	—	—
Youth Offenders		—	—	14.000	—	—	—	ERR	(14.000)	-100.0%
Transition to Responsibility for Ex-Offenders		—	—	—	200.000	75.000	75.000	ERR	75.000	ERR
Partnerships for Youth/Safe Schools/Healthy Students	Y	—	—	—	100.000	40.000	40.000	ERR	40.000	ERR
Subtotal, Department of Labor		250.000	250.000	264.000	550.000	365.000	115.000	45.0%	101.000	38.3%
Department of Justice										
Juvenile Justice (OJJDP)	Y	285.000	289.000	287.000	289.000	289.000	—	—	2.000	0.7%
Violence Against Women Act/STOP Safe Start (OJJDP)	Y	10.000	10.000	10.000	10.000	10.000	—	—	—	—
COPS School Safety Programs	Y	22.500	75.000	15.000	75.000	60.000	(15.000)	-20.0%	45.000	300.0%
Juvenile Accountability Incentive Block Grants (OJJDP)	Y	250.000	—	241.000	—	—	—	ERR	(241.000)	-100.0%
Weed and Seed Program - Safe Havens	Y	9.000	9.000	9.000	9.000	9.000	—	—	—	—
Local Law Enforcement Block Grant - Boys and Girls Clubs	Y	40.000	—	50.000	50.000	—	—	ERR	(50.000)	-100.0%
National Institute of Justice - Safe Schools Initiative	Y	10.000	—	15.000	—	—	—	ERR	(15.000)	-100.0%
Subtotal, Department of Justice		626.500	383.000	627.000 291.000	433.000	368.000	(15.000)	-3.9%	(259.000)	-41.3%
Department of the Treasury										
Bureau of Alcohol, Tobacco and Firearms										
Gang Resistance Education and Training (GREAT)	Y	16.000	13.000	14.880	13.000	13.000	—	—	(1.880)	-12.6%
Youth Crime Gun Interdiction Initiative (YCGII)	Y	27.000	45.000	51.320	63.216	70.816	25.816	57.4%	19.496	38.0%
Subtotal, Department of the Treasury		43.000	58.000	66.200	76.216	83.816	25.816	44.5%	17.616	26.6%
Executive Office of the President										
White House Council on Youth Violence	Y	—	—	TBD	—	—	—	ERR	—	ERR

Crosscut Funding Summary

Youth Violence

(BA, in millions of dollars)

Agency/Program	Targeted to Youth Violence?	2001 Settlement / OMB Proposed Settlement								
		1999 Actual	2000 President's Budget	2000 Enacted	2001 Agency Request	BA	(+/-) 2000 Budget	% Change From 2000 Budget	(+/-) 2000 Enacted	% Change From 2000 Enacted
Corporation for National and Community Service		714.000	848.000	732.000	1,064.000	851.000	3.000	0.4%	119.000	15.3%
Federal Mediation and Conciliation Service**		—	—	—	—	—	—	ERR	—	ERR
** Implementation and operations related to school-based conflict resolution and mediation curricula are funded through corporate sponsorships and reimbursable revenue from customers.										
Subtotal, Targeted Federal programs addressing youth violence		1,288.443	1,084.943	1,399.643	1,276.770	1,208.239	123.316	11.4%	(191.384)	-13.7%
Subtotal, Other Federal programs addressing youth violence		6,353.744	6,843.300	6,631.639	8,509.100	7,595.262	751.962	11.0%	983.623	14.5%
Total, Federal programs addressing youth violence		<u>7,642.187</u>	<u>7,928.243</u>	<u>8,031.282</u>	<u>9,785.870</u>	<u>8,803.521</u>	<u>875.278</u>	<u>11.0%</u>	<u>772.239</u>	<u>9.6%</u>

MEMORANDUM

TO: President William J. Clinton
Board of Directors
FROM: Jeffrey L. Bleich
DATE: January 28, 2000
RE: National Campaign Against Youth Violence: Five-Month Status Report

This memo updates my prior monthly summaries of the Campaign's progress to date. By way of overview, we have had an extremely productive month. In the next month, we will be able to finalize and convene our Board of Directors, present our unified media campaign and messages, produce a formal report by our academic advisory council and volunteer partners, announce the first stop in our comprehensive 15 city-plan for addressing violence by and against youth in local communities, and finalize contracts on a series of programs and activities between April 14 and April 21 — the week coinciding with the one-year anniversary of Littleton.

I. Substantive Programs

Since my last update, the Campaign has made the following progress in advancing its principal programs (i.e., public education campaign, community-by-community campaign, connect America campaign, and school-based training).

A. Media Campaign

Message: Our agency, Foote, Cone & Belding (FCB) has completed the research phase of its message development. This research included nearly a dozen rounds of focus groups with young people, child-care experts, and leading youth-violence practitioners. In addition, FCB has reviewed extensive polling and other research materials collected by the Harvard School of Public Health, Kaiser Family Foundation, NCPC, the Gallup Institute, and numerous federal and state agencies. Most recently, FCB participated in our January 12-14 Academic Advisory Council meeting with 20 nationally-recognized experts on the subject of youth violence. This meeting included a plenary session devoted solely to addressing violence through messages and information. FCB has also conducted numerous sessions with troubled youth in different cities across the Country. While the specifics of the message are now being refined, its general thrust will be to help change those public attitudes that permit and normalize violence. In particular, our message will be that violence is not inevitable, but is fostered by our belief that the capacity for violence is

something natural that is to be respected in men. The ads will seek to educate the public about those attitudes and encourage every citizen to reach out to communities and kids in need in order to reduce violence.

Timing: FCB presented its creative brief to us on January 28 in San Francisco. The brief was submitted for expedited review to the Ad Council's review committee today in New York, and was unanimously approved by that committee. We expect to give a full presentation of the PSA campaign at our February Board meeting. Print ads may be completed in early March, with PSAs to be produced by late March. We are coordinating with the White House to have the PSAs debut during a network "roadblock." We are scheduling this to coincide with our coordinated kick-off events during the week of April 14-21.

Marketing: We have informally engaged Cone, Inc., the nation's leading cause marketing organization, to link our campaign message with corporations and to assist in brand development. Our objective is to develop a multiphase program that will include: T.V. PSAs; radio spots; movie trailers; in-school print, cable, and internet; news media; print media; merchandising; and grass-roots "guerilla" marketing.

Media Commitments: We have attempted to solidify commitments from various media sources to run the PSAs and participate in this effort. To date, we have met with representatives from NBC, CBS/Viacom, Fox, MTV, the WB, Discovery, Court TV, AT&T BIS, AOL, Westwood One, McClatchy, Hearst, Knight-Ridder, Paramount, Teen People, Time Warner, Nickelodeon, Oxygen Media, the NFL, Major League Soccer, and the NBA.

Related Events: We are developing the following major events to support and enhance our ad campaign:

Co-Branded PSAs: We are working to develop an integrated series of PSA messages with other organizations working in this field. Specifically, we are in negotiations on the follow four campaigns. (1) We have been consulting with the National Crime Prevention Council on its ad campaign to encourage young people to reject stereotypical labels and create positive identities. The campaign is set to debut March 26 in Atlanta. We will provide materials concerning this campaign and seek Board approval to co-brand these messages. (2) We are consulting with Save the Children regarding its pro-mentoring messages, which emphasize that you don't have to have special skills to be a mentor. We may seek approval to fund and co-brand the next iteration of those messages. (3) The American Psychological Association is developing a "Reason to Hope" campaign that would promote early childhood

development and detection of risk factors. We may seek the Board's advice and support regarding funding and support of these messages. (4) We have been approached by PAX to co-brand its PSA messages, which encourage people to ask whether their neighbors have firearms before allowing children to play at their homes. The Department of Justice has also approached us about co-branding a new series of messages directed at gun owners encouraging them to store their weapons safely. We may seek the Board's advice regarding co-branding of these messages.

Athletes for Non-Violence: Don Garber and Mark Abbott of Major League Soccer have begun discussions with the NFL, NBA, and Major League Baseball to develop a Citizenship Through Sports Alliance. This program would promote positive recreational opportunities for young people and potentially might use sports events to raise funds for local violence prevention efforts. The NFL has already confirmed its interest in supporting this program.

Concerts and Events: We have been working to develop a concert to promote nonviolence as a response to the likely media retrospectives on Columbine during the week of April 14-21. Last week, we received preliminary commitments from Ricky Martin, Jennifer Lopez, 'N Sync, and Celine Dion (coming out of retirement), to do a concert in D.C. to advocate non-violence. We are exploring the possibility of webcasting the event, and linking it to a positive, antiviolenence pledge. We have also received offers from ZapMe! and Teen People to help underwrite other anti-violence concerts and events this year in order to raise funds and youth consciousness. We are also continuing to explore working with a label that produces the Back Street Boys and 'N Sync. The label, TransAmerica, has approached us about launching a new band committed to non-violence messages.

Media Non-Violence Day: We hope over the next month to work with our media partners to develop ideas for ways in which the media can participate in a day of non-violence on April 20 (the anniversary of Columbine). Other events that day will honor young people who were injured or died from violence in the past year. We are in the process of assembling a media advisory council. The council would advise us about potential functions that the media can play in our efforts. The proposed composition of that council is described in greater detail below.

Wall Street Journal Feature Story: The Wall Street Journal has approached us about doing an exclusive story on the Campaign that would run on April 20. The WSJ would shadow Campaign staff over the next three months, charting the

development of the Campaign. The proposed focus of the WSJ article would be on the new role of corporate America in building partnerships to address social issues, and in particular on efforts by corporations to reduce violence.

B. City-by-City Campaign

This portion of the campaign is directed toward helping local communities develop effective, public-private partnerships to support violence prevention.

Selection of Cities: We are moving forward with the 15 cities selected for the city-by-city campaign. We are planning events in the first two cities, Memphis and St. Louis, in April and May, respectively. We have made substantial progress to date in enlisting corporate sponsors to support sustained anti-violence programs in those cities. The other cities selected in this first stage are Baltimore, MD; Denver, CO; Pittsburgh, PA, Chicago, IL; Flint, MI; Hartford, CT; Richmond, CA; Spartanburg, SC; Pine Ridge, SD; Portland, OR; Camden, NJ; Los Angeles, CA; and Phoenix, AZ.

Volunteers: We have reached formal agreements with several national youth service organizations to provide support in each of these 15 cities. Our national partners include AmeriCorps, Vista, America's Promise, Points of Light, The National Funding Collaborative for Violence Prevention, The National Violence Prevention Practitioners Network, Do Something, The National Crime Prevention Council, The U.S. Conference of Mayors, The National Organization for Youth Safety, The World Institute to End School Violence, 100 Black Men, Telephone Pioneers, Communities in Schools, National 4-H Council, United Way, Enterprise Foundation, the National Association for Public Interest Law and The National League of Cities.

Corporate Sponsors: Pat Hoven, who directed the extremely successful Minneapolis HEALS program for Honeywell Industries, is now working with us and with the Department of Justice to complete a manual of Best Practices for Public-Private Violence Reduction Practices. We expect to complete and publish the manual over the next month and publish it in conjunction with the Department of Justice. In addition, we have been negotiating with a Fortune 10 company which is interested in making a 10-year, nationwide commitment to partnering to reduce youth violence. A meeting is currently scheduled with that company's board of directors for February 2. We expect that we may be able to announce a formal partnership and publication of the plan by the time of our February Board meeting.

Kick-off Events: We are close to finalizing our plans to sponsor events around the country. Court TV has offered to host youth-forum town halls on the subject of youth violence in each City and to televise these nationally. AOL and DOJ would provide for a live webcast of these events that could be uplinked to all schools. The Simon Youth Foundation (the philanthropic arm of the developers of the Malls of America) has agreed

to host these events and provide permanent space in its malls for youth non-violence training and education programs. Teen People has also agreed to host youth-oriented town hall meetings in six of these cities during the summer of 2000. We would hope to have each event run two days. In addition to the town halls, we would expect to have a series of youth activities, meetings of local and community leaders, and an announcement by a corporate sponsor of its commitment to adopt youth violence prevention activities in that community. We would like to culminate these events with a speech by a national leader: i.e., the President, the First Lady, the Attorney General, Secretary of Education Riley, Harris Wofford, General Powell, and/or members of our Board.

C. Connect America

We are in discussions now with AOL and Discovery Network about collaborating to build a non-violence website that links existing websites and provides useful information in a user-friendly format. Preliminary meetings with Jane Stevens, who is building Discovery's anti-violence website, have been promising. Discovery has offered to donate space on its site to establish an expandable youth violence site. We are now collecting content for such a site, which would serve as a placeholder until we can develop a resource site. We will be meeting with AOL to discuss these subjects on February 3. Our next step following these meetings will be to convene potential funders and developers of other violence prevention web sites to begin designing a universal site. The Department of Justice has offered to host such a meeting.

D. School Programs

Our in-school component is developing very well, with our focus being to encourage youth-led efforts. In addition to the various initiatives discussed in last month's summary (Scholastic distribution of curricula, Hilfiger "Stop Violence, Start Art" mural projects, CBS PSA contest, ZapMe/MTV partnership, cooperation of vendors, etc.), we have now formed a coalition with three youth-led non-violence groups: SAVE (Students Against Violence Everywhere), WIESV (World Institute to End School Violence), and SHINE (Seeking Harmony In Neighborhoods Everyday). These groups have agreed to work collaboratively under our Campaign. With these groups, we will be working to establish anti-violence clubs in every school in the Country.

E. Advisory Councils

We have convened or will shortly be convening six advisory panels to support the work of the Campaign: Social Science, Youth, Media, Grassroots, Private Industry Partnerships, and Political.

Social Science: As noted, on January 12-14th we convened 20 internationally renowned scholars for our inaugural session of the Academic Advisory Council at Harvard University's Kennedy School of Government. An Executive Summary and transcript of those proceedings is being prepared and will be distributed prior to the first Board meeting. At that first session we were greatly encouraged by the reaction of those scholars, who represented the top thinkers in 11 different academic disciplines. Despite some ideological differences, the scholars were unanimous in their conclusions that the Campaign's principles are based on solid research, that the approach adopted by the Campaign is sound and viable, and that if properly implemented, it could serve an important function in reducing youth violence. The scholars are now operating in sub-committees to address specific research questions and reports. The list of members of the Council is attached.

Youth Advisory Council: A national panel of youth organization leaders has selected 15 young people to serve on our National Youth Action Council. These outstanding young people each have personal experience in dealing with violence and have worked in their communities to reduce violence. The Council will convene for its first meeting and workshop in San Francisco over Presidents' Day weekend, February 18-22. The Council will advise the Board regarding media messages and community programs.

Media Advisory Council: We are in the process of forming a media advisory council which will advise the Board regarding productive roles for the media in addressing the topic of youth violence. The council will be composed of advertising and cause marketing experts, representatives of organizations that have created other public safety and youth violence PSAs, marketing executives, representatives of media and new media outlets, members of federal agencies, and independent organizations such as the Media Institute and Mediascope. The specific objections of the group would be to develop recommendations in three different media-related issues: (1) how best to harness the power of the media to extend our message; (2) how to engage the media independently to develop consistent messages and to take responsible actions in connection with their programming; (3) how to educate views, give them tools to control the media that is delivered to young people, and increase media literacy.

Grassroots Advisory Council: On January 10, we convened a meeting of the nation's leading grassroots organizations in D.C. to plan our city-by-city campaign. The meeting was attended by representatives of over 70 organizations, including the United Way, AmeriCorps, America's Promise, Boys & Girls Clubs, that provide leadership in the fields of volunteerism, violence prevention, youth services, and civil rights. From this group, we will be drawing an advisory Board to guide our efforts.

Political Panel: Prior to the first Board meeting, we will be consulting with a group of bi-partisan political leaders regarding the Campaign's strategy. To date, we have been in touch with the Senate Majority and Minority leaders, the bi-

partisan congressional task force on youth violence, the National Association of Attorneys General, and the U.S. Conference of Mayors.

Business and Industry Panel: We are completing the first draft of our manual of Best Practices for establishing public private partnerships. The manual should be ready for distribution in April of this year. As part of the final review of this draft, we will be convening a group of organizations that have expertise in forming such partnerships, including representatives of Business for Social Responsibility, the National Alliance of Business, and numerous business and industry leaders.

II. Administrative Efforts

Fundraising: Consistent with our business plan, we expect that the principal source of funding in Year One for the campaign will be relatively small grants from foundations and federal agencies, and larger donations from members of the Board of Directors. To date, we have received commitments of \$1.6 million from members of the Campaign's Board, tentative approval of a \$100,000 grant from DOJ, tentative approval of a \$25,000 purchase order from the Department of Education, and a \$10,000 grant from the Kaiser Family Foundation. In addition, through the efforts of Alan Rambam, we have secured funding for our entire youth-focused PSA campaign, or \$400,000/year for three years. Our development director, Peter Sherer, is in the process of pursuing additional sources of funding to support our caregiver-focused PSAs, the City-by-City campaign, and our connect America effort. To this end, we have initiated discussions with the following funders: Markle Foundation, Irvine Foundation, Gates Foundation, Benton Foundation, Nike Foundation, Gap Foundation, Soros Foundation, Wellness Foundation, Kaiser Family Foundation, Guggenheim Foundation, and the Village Foundation.

Board of Directors: The following individuals have joined our Board of Directors.

Mel Karmazin	CEO CBS/Viacom
Steve Case	CEO America On-Line
Leo Hindery	CEO Global Crossings BIS
Judith A. McHale	CEO Discovery
Rupert Murdoch	CEO News Corp.
Larry Ellison	CEO Oracle
Gerry Laybourne	CEO Oxygen Media
Ron Burkle	CEO Yucaipa
Henry Cisneros	CEO Univision
Rick Inatome	CEO ZapMe
Ira A. Lipman	CEO Guardsmark
Neal Neillinger	Former Managing Director, Deutschebank
Gregory Favre	Former President, American Society of Newspaper Editors; Vice President, News The McClatchy Co.
Ben Civiletti	Former U.S. Attorney General
Eli Segal	Founding Director, AmeriCorps.

Deborah Prothrow-Stith	Professor, Harvard School of Public Health
Rep. Martin Frost	Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence
Rep. Jennifer Dunn	Co-Chair, Bi-Partisan Congressional Working Group on Youth Violence.
Hon. Brent Coles	President-Elect, U.S. Conference of Mayors.
Hon. Wellington Webb	President, U.S. Conference of Mayors
Leigh Steinberg	Sports Agent
Francine Katz	Senior V.P. Consumer Affairs, Anheuser-Busch
Oprah Winfrey	Harpo Entertainment
Bob Iger	President, Disney
Donald Garber	Commissioner & CEO, Major League Soccer

In addition, we have extended invitations to the following individuals.

Christopher Galvin	Motorola
Scott McNealy	Sun Microsystems
Robert Wright	NBC
Richard Parsons	Time Warner
Sen. Bob Dole	Former Senate Majority Leader
Gen. Colin Powell	America's Promise
Jill Barad	Mattel
Frank Raines	Fannie Mae

In addition, we would like to complete the Board with: two young people with personal knowledge regarding violence issues; two violence prevention practitioners; one representative of a health care organization; one representative of the insurance industry; and one grassroots educator.

III. Conclusion

Barring any unforeseen events, we are now on pace to announce our board of directors in February 2000 and to kick off the Campaign's major initiatives early next year.

2/22 TALKING POINTS

I'd like to thank each of you for participating in this conference call today. I am Jeff Bleich, the executive director of the Campaign. I'll begin the conference call now, and President Clinton will then join us in about 25 minutes.

The purpose of today's call is to provide some basic information about the Campaign's progress to date, to highlight some important upcoming events, and to address any administrative or other issues that you may have. In particular, this may be an opportunity for us to schedule a Board meeting in April where we will be able to formally conduct business and provide a complete presentation about the Campaign. President Clinton has asked to join the call as well in order to thank you personally for your service on this Board and for some of the work that Board members are already doing. I'll begin by discussing a little bit about the origins of the Campaign, our three key initiatives, and where we are going from here. I do not expect the call to take more than a half-hour to 45 minutes.

First, I'd like to thank each of you for serving on this Board. This is an extraordinary group of leaders from the private sector, from academia, from state, local, and federal government, from grassroots organizations schools, and youth leaders themselves. Each of you should have received a copy of the list of Board members. A great deal of time was devoted to selecting this group. Our goal was to reach out to the people who are the most credible opinion-makers in our society: leaders who have the resources, creativity, and knowledge to actually change something as intractable as violence — a condition that has plagued this country for decades, and is the leading killer andcrippler of our children. We are deeply grateful to each and every one of you for unhesitatingly answering this call, and committing to serve.

I. Scope of The Problem

As a preliminary matter, it is worth taking a moment to look at the issue of violence and address why we have formed a National Campaign.

Youth violence is not a new issue; it did not begin with last year's school shootings and in fact those shootings were just the most visible symbol of what has been happening in America for decades in less dramatic fashion. For over two decades, the Center for Disease Control has been reporting that youth violence is at epidemic rates. Violence is now the second leading cause of death for young people under age 21 in the United States. It is the *leading* cause of death for african-american and latino males, it is the leading cause of death in many states,

such as California, and it is the single greatest cause of death and injury to young people in virtually every major American city. For two decades now we have lost 13 or more children every day to violence. In effect, we have had a Columbine in this country every day in terms of the numbers of young people killed. And that is just the story of homicides. Over 900,000 young people are victims of non-lethal violent crimes, many of which result in permanent physical or emotional injuries. Another 700,000 young people commit those crimes. These figures do not even include all of the violent attacks that go unreported to the police. In short, violence is the greatest single public health threat facing young people.

What is even most striking about these U.S. violence rates, is comparing them to rates in other nations. In general, rates of non-violent crime in the U.S. are about the same as those in other industrialized nations. We are actually in the middle of the pack with respect to most property crimes. Which is to say that young people in the U.S. are no more likely to engage in non-violent crime than their peers in other countries. However, when it comes to homicide, people — particularly young people — in our country are far more likely to kill or be killed than their peers in any other westernized nation. Youth homicide rates are five to ten times that of any comparable industrialized nation. Moreover, even when we get to non-lethal violence, even if we take guns out of the mix, the rates of violent attacks are still between 2 and 10 times those of other nations. This is the situation, not the school shootings, that demands a National Campaign.

II. Origins of the Campaign

There are a few things that we know for sure about this phenomena, and which led to the creation of a National Campaign. At the White House summit on youth violence held last May, leaders from around the country on the subjects of violence, youth, and law enforcement, agreed on a few things. First, the problem is a societal one, not a biological one. There is nothing genetic about Americans that makes us naturally more violent than people from other nations. Second, violence has many causes, and addressing all of these sources is well beyond the power of the federal government and law enforcement generally to address. What is required, is a society-wide movement. We must address violence collectively and enlist ordinary people in efforts to prevent violence: this includes early childhood development, identifying warning signs, getting help to young people early, focusing criminal justice resources on kids who are at highest risk, giving high risk communities the assets that they need to address the issue, and expanding the use of best practices that are proven to help young people learn how to resolve conflict, to gain respect, and to express rage without resorting to violence.

President Clinton asked me to take a leave from the practice of law last September in order to head up this organization. In asking me to do this, he offered only a few simple directions. First, the effort had to find ways to engage the private sector and ordinary citizens in reducing violence. Second, our effort had to be swift — to capitalize on public attention from the school shootings — and it had to focus on real, proven solutions to the underlying causes of youth violence. And third, the effort had to be genuinely bi-partisan. Although President Clinton has pledged his support, this issue is simply too important for us to risk allowing it to be politicized. In fact, one reason for conducting doing call with the President this way is to avoid having the press focus too much on the White House. We don't want any confusion about the motivations here. We are grateful for the President's help, but ultimately this cannot be an effort that is identified with any one political leader, party, or office.

III. Direction of the Campaign

This leads us to what we have done as a Campaign. I am very pleased to report that we have made unprecedented progress in bringing this effort to life in only a few short months. Many of you have already received our monthly status reports, and so I will not go through the Campaign's specific initiatives in great detail. However, it is worth going over the broad contours of the Campaign briefly. To make a real change in how the public thinks about and responds to violence, we have a three prong approach. First, we have to change the mindset in the U.S. that violence can't be stopped or that violence prevention is someone else's problem. Second, we have to help local communities and businesses commit to sustained programs that reduce youth violence. And third, we have to make sure that young people themselves own this movement and are prepared to lead it.

A. Public Education

I'll first briefly describe the public education component. Our first initiative is to educate the public that it can make a difference. If you have read the status reports, you will be aware of the stunning success that Boston and other cities have had in reducing youth violence, and proving that it can be done. Boston, for example, went from having the highest rate of youth violence in the Country to going two and-a-half years without a youth homicide.

We have been extremely fortunate to have Foote Cone and Belding, the largest advertising agency in North America, donate its services to developing messages both to youths and caregivers to get this message across. In addition, we are very grateful to the Ad Council which has agreed to adopt, distribute, and promote these messages with all of their resources. To develop our messages, we

have formed groups that include the leading scholars from around the country, the top violence prevention experts, and literally hundreds of youths to make sure that we find the right messages to engage the public in a productive way. Both Foote Cone and the Ad Council have made this campaign a top priority, and are on schedule to debut both campaigns on April 20. April 20 will be the culmination of a series of events that we are calling a week of peace, and is itself the one-year anniversary of Columbine (when media attention will already be focused on this issue).

I will be sharing with all of you the creative briefs and the early creative work shortly. However, the basic messages are these. The message to adults is that violence is learned behavior, and that the first step to reducing youth violence is for us to stop teaching it. A child who is personally exposed to violence is 40 times more likely to engage in violence himself. Moreover, in talking with young people who have been violent, virtually all of them say the steps leading up to their violent acts were the same: they were neglected or teased or abused and at some point they turned to a person who they looked up to for answers. In each case they were told that unless they were prepared to be violent, they would never get respect or attention. Whether it was inner-city gang kids or young people in rural Kentucky, every one of them had learned the basic message that to be a man in America — to be respected — you had to get violent. The message is to stop teaching violence. We've already done some ads courtesy of the NFL that feature parents and coaches on sidelines screaming at kids to hurt other players and to cheat, with the tag line: "What are you teaching your kids about violence." We expect the ads will follow a similar theme.

The message to youth is both an empowering message and an anti-violence message. The message is that avoiding violence is cooler than getting violent. The message will thus feature peacemakers who have risen above violence, and actual statements by people who have been violent about how violence did not make them feel better or more powerful: it only made the pain worse and made them feel even less significant. Our goal is to have young people own this movement in the same way that young people adopted and led the drunk-driving and recycling movements.

In crafting these messages, we have been assisted by a group of 30 leading scholars from 12 different fields who met at Harvard to go over our messages in detail. In addition, we had all of these messages reviewed by our youth action council, which is composed of 20 young people from around the country — all of whom have first-hand experience with violence and have committed to make a difference. In fact, two of the youth action council members, Carter Gaston and Sherri Abufakuseh, are on our Board of Directors and on this call. We are now

forming a media advisory council which is going to help us with the strategic work of examining how to make sure that this message is distributed as broadly and effectively as possible through all possible media.

We are exploring every possible option, and are not focused just on the traditional PSA distribution system. For example, as part of our week of peace from April 14-20, we have preliminary agreements from the nation's hottest performers — including Ricky Martin, Jennifer Lopez, 'N Sync — to do a peace concert in Washington, D.C. that would be webcast and telecast. The only price of admission for the webcast would be to take a pledge of non-violence on line. Likewise, our Board member Don Garber, who heads up Major Leagues Soccer, will be working with the other professional sports leagues to develop a whole sports-based component to distributing this message. We are looking at on-line, in school, print, electronic, radio, merchandising and cross-branding. Any way possible to get the message out. Already, sight unseen, we have had our campaign adopted by the New York Times as one of its four PSA campaigns, and several media partners have committed to feature our campaign as their top PSA campaign. Over the next two weeks, Peggy Conlon, the President of the Ad Council, and I will be contacting every network, cable channel, and several print publications personally to ask them to feature our PSAs on April 20, as part of a nationwide kickoff of this effort.

B. City-By-City Campaign

Our second initiative — the effort to inspire local businesses and communities to engage in violence prevention — is also well on its way. We have identified 15 communities nationally with high youth violence rates to serve as model communities for this effort. These communities were selected not only because of their high violence rates, but also because they are cities that have already done a great deal of work to identify what specific programs and resources are needed, and in which there is a corporate champion who has agreed to enlist other businesses to invest in this effort.

We have already set dates for announcing these partnerships in our first two cities, Memphis and St. Louis. In part, we have been able to make extraordinary progress in those cities because we have dedicated corporate champions for each city on our Board of Directors. Two years ago, Ira Lipman, the Chairman, Founder and CEO of Guardsmark, founded the Memphis Shelby Crime Commission which is a partnership of law enforcement, community leaders, and 18 Memphis-based businesses (including FedEx), to address crime and violence in that county. Having studied the needs in Memphis extensively, the Commission has been looking for an opportunity to catalyze the community to focus on those needs. This is a perfect opportunity. From April 12-14 we have scheduled a series of events to bring both a

local and national focus on opportunities to reduce youth violence in Memphis. Within Time Warner, Court TV and Teen People have committed to support youth forums in Memphis on April 12 and 13; Tommy Hilfiger has underwritten a mural project for youth; CBS is supporting a create-your-own anti-violence PSA contest for young people, and on April 14, the Discovery Channel has agreed to telecast the first national town hall on youth violence from the National Civil Rights Museum in Memphis. We are now working with business leaders in Memphis to identify specific new, long-term commitments that they will adopt that can be announced nationally on the 14th. A similar effort is being planned for St. Louis on June 1, thanks to the help of our board member, Francine Katz, who is a Sr. Vice-President at Anheuser-Busch. Other initiatives are planned for Pittsburgh, Denver, Portland, Camden, Flint, Pine Ridge S.D., Los Angeles, Richmond CA, and five other U.S. cities over the next 18 months.

C. School Based

Finally, I am perhaps most proud of the start that we have made on our youth-led, school based component. Among the people joining us on this call today are three youth board members. Jason Dorsey from Texas, Carter Gaston from Georgia, and Sherri Abusfakuseh from Illinois. Each of them was already engaged in local and national efforts by young people to reduce youth violence. For the past five days, we have had members of similar groups — leaders with first hand experience in violence — out in San Francisco planning the youth component of this program. This will include not simply bringing a youth voice to this campaign, but leading grassroots student groups in their schools, working with school administrators to adopt non-violence curricula, and working with our media partners to establish an unprecedented on-line capability to share information and engage youth. In this regard, we are particularly fortunate to have Rick Inatome, the CEO of ZapMe, who has committed to using ZapMe's in-school netspace in any way possible to advance this effort.

IV. Board Responsibilities and Next Steps

Before the President joins us in a few minutes, I'd like to take this time to describe what I think will be the principal responsibilities of the Board, its structure, and our next steps. After the President joins us, we may also have some time to answer questions as your schedules permit.

Prior to our next Board meeting, I will be providing each of you with our Board book which contains the initial reports from our Academic Advisory Council,

our Youth Action Council, as well as our business plan, budget, and other materials relevant to your participation on the Board. I should point out that our Board is fortunate to have the services of the nation's leading professionals all on a pro bono basis. Deloitte Touche has agreed to do all of our accounting and audit work without charge. Munger, Tolles & Olson — my law firm — has agreed to donate space and all corporate legal work for free. Porter Novelli has agreed to provide public relations services without charge. George Gallup has agreed to perform our polling work without charge. LexisNexis has agreed to donate computer research services. In virtually every respect, this Board has the services of the best of the best.

Obviously, even with the best support, however, it is unrealistic with a group of this size and stature to expect that we would have regular Board meetings, or that we could command a significant investment of time from each of you. Accordingly, we have developed a structure that should allow Board members to make a meaningful commitment to this work without unduly burdening you.

Our plan is this. I expect that we will have only one full Board meeting each year. This year, I would propose that we hold our Board meeting in D.C. either on April 4, the day before the scheduled White House economic summit (**Ann — Please Check Date**), or on April 19, in order to allow Board members to be present for the announcement of the nationwide debut of our PSA campaign. I would greatly appreciate it if each board member could check his or her schedule and let me know about those dates. At this Board meeting, we would provide you with a full presentation of the Board's efforts, conduct all essential business, and seek your guidance on major issues of strategy.

At the same time, in order for Board members to contribute meaningfully in the regular work of the Board, I propose to do two things. First, over the next two weeks, I will be contacting each of you about specific Board initiatives. My plan is to visit with each Board member personally, about specific opportunities, and to find out more about your ideas for the Campaign. In addition, I will be inviting a smaller group of the Board, probably 11 members, to form an executive committee that will handle those matters requiring prompt action. It will also make recommendations to the Board generally on strategic directions. This committee will meet separately once a year, and may also have a conference call or two during the year as issues arise. Several of you have already graciously offered to join such a group. I will be following up with all of you on this during my visits.

Finally, each of you will be invited to participate in — or designate an associate to participate in — our advisory councils. As noted, our youth action council is already represented on the Board. Likewise, our academic advisory

council is represented by John Devine — the chair of our Academic Advisory Council and by Deborah Prothrow-Stith from the Harvard School of Public Health (who is joining us today from Africa). We would invite Board members or their designees to participate as well on our Media Advisory Council, our Business Advisory Council, our Grassroots council, and our Political Advisory Board.

In sum, my commitment is to allow each Board member both individually and collectively make as great a time commitment as he or she can afford to this effort. This means that I will work to minimize board meetings and other burdens on your time while still assuring that as a group we don't lose out on the great opportunities for exchanging views that comes from having a Board of this type.

Once again, thank you for your commitment. I understand that the President is ready to join us now. I will be glad to talk about any questions you may have after the President's discussion ends.

Eric and Ann,

I have some more good news. Some of these things will require White House assistance, so I have put them in bold. Let's talk on Monday at your convenience.

First, the good news.

(1) Oprah Winfrey confirmed today that she is joining our Board of Directors. I also had very positive indications from Frank Bennack (Hearst), Scott McNealy (Sun), Chris Galvin (Motorola), and Colin Powell. Minyon is working on Bill Cosby, and Kathy Bushkin may help with Dick Parsons (Time Warner). Combined with Rupert Murdoch, Mel Karmazin, Steve Case, Gerry Laybourne, etc. I think we are very close to completing our Board with the grassroots, education, and youth components that we've discussed. The Board members are anxious to meet, and the best week appears to be February 21. We need to get a date on the President's schedule that week. At that time, we can hold a Board meeting and then convene at the White House to announce the Board, the Memphis event, and other initiatives that are listed below.

cc Bruce
Tom F

(2) We have been working to develop a series of events over the week of April 14 to 21 to highlight nonviolence initiatives nationwide. April 20 is obviously a key date because it is the anniversary of Columbine. I have obtained a preliminary commitment for a major concert event that day in D.C. to promote nonviolence. On Friday, I received preliminary commitments from Ricky Martin, Jennifer Lopez, N'Sync, and Celine Dion (coming out of retirement) to perform at a Day of Peace Concert on April 20 in D.C. I have also approached AOL about webcasting the concert and combining it with the AOL Pact -- getting all of the viewers nationwide to commit to reaching out to communities and kids to stop nonviolence. We need to get some indication from the White House that it is interested in this event and will work with us to make it happen. These performers would want a commitment that there would either be a White House press event or that the President or First Lady would be part of the concert.

(3) Foote Cone has confirmed that it will be presenting its creative brief to us on Friday and will submit it for approval to the Ad Council on February 1. If everything goes as planned, the timing will be tight. We will have PSAs produced and ready for distribution at the end of April. In order to maximize publicity for this public education campaign, we need to release the PSAs as part of the President's 4/20 press event with a media road block. The Ad Council has said that it will pull out all the stops to get the PSA distributed and run nationally that week, but will do so only if it knows that there will be a roadblock to generate the necessary attention. The Ad Council is looking for us to commit that there will be a significant event to announce the PSAs before it will do the work necessary to assure a massive release.

(4) We are making tremendous progress in securing new corporate commitments to support violence reduction programs. Mark Abbott and I have been negotiating with a Fortune 5 (yes, five) company about a nationwide, multi-year commitment to this cause. On Friday, we were told that the company is leaning toward making a huge, 10-year commitment to the Campaign in all of its 4,400 offices. The Company's leadership will be meeting on February 2 and may decide at that time. This may be a terrific deliverable.

(5) As we've discussed, the kick-off for the City-by-City campaign will be April 14 in Memphis. Discovery has already committed to doing a three-part series with us on violence in America which will feature a national broadcast of the Memphis event. We need to tie down who from the Executive Branch will appear at the event. The President would of course be ideal. If not, we will need to know if the First Lady, the Attorney General, or possibly Secretary Riley would be available. We are meeting with the Mayor, Chief of Police, Superintendent of Schools, CEO of FedEx, etc. in Memphis starting the week after next, and will need to be specific about who will be there for the event.

(6) With respect to the other city events, those are progressing well. As I mentioned, it will be important for us to draw upon all of our potential contacts in each of these 15 communities to maximize private sector involvement. I appreciate your agreeing to put together a meeting of people within the White House who can brainstorm about individual and corporate contacts/supporters in each of those communities. As I mentioned, I will be there on February 3 to meet with you both. We should get started on this as soon as possible.

(7) The Academic Advisory Council meeting at Harvard was an unqualified success. We are now preparing an executive summary for the President. In addition, our public relations person, Holly Potter, has prepared a press release about the Council. We were not able to get any response from the press office -- despite calls and faxes to Jake Siewart and Mark Nachlis. Holly also faxed the drafts to you for review. If the press releases are going to get any attention, we will need to get your approval/comments immediately. I know that both of you are busy, but if you could get us a response before 1:00 pst on Monday, we would be very grateful. In addition, we need to work out some sort of protocol for getting press releases reviewed and approved. We have several events coming up, including a speech that I'm giving on Monday, the Academic Council report, a youth advisory council meeting here in Oakland from February 18-21, etc. and will need to be able to get press releases on these things out quickly.

(8) I know that last November you were working on creating a Youth Violence Coordinating Committee within the White House. I'd like to know how that is going. There seems to be a real need for greater coordination among DOJ, DED, HHS, and CDC/Surgeon General with one another and with us. We have very good relations with DOJ, are doing some stuff with DED, and have very little contact with CDC. I'd like your thoughts about arranging a meeting at the White House of the key players at each agency. In particular, I think we need to shore up our relationship with the Surgeon General. CDC is going to be releasing a Best Practices guide in May, and I think wants to have its own city-by-city tour. I've been in touch about linking up our efforts, but I think convening at the White House will make this happen.

(9) Finally, please let me know if there is anything I can do in connection with next week's State of the Union address. I would be happy to help, and would appreciate the President talking about the need for a national commitment in this area, and the value of public-private partnerships. I can give you some good concrete examples of success for him to cite.

Sorry about the long email, but -- as you can see -- its all good. I look forward to speaking with you on Monday.

Jeff

National Campaign Against Youth Violence

33 New Montgomery Street, 20th Floor
San Francisco, California 94105-9781

Telephone: (415) 512-4008 Facsimile: (415) 512-4077 THE PRESIDENT HAS SEEN
2-4-00

*Podesta/Leah
Do Reply*

January 20, 2000

*Copied
Podesta
Echaveste
Reed
Burkhardt
for Reply
(coordinate
w/ Reed)*

Copied Ann O'Leary

Jeffrey L. Bleich
Executive Director
(415) 512-4007

bleichjl@mto.com

VIA HAND

President William J. Clinton
The White House
1600 Pennsylvania Ave.
Washington, DC 20500

*Subcommittee on Public
Affairs - give the a
letter to the President -
to meet with the President
to meet with the President
to meet with the President*

Letter to the President

Letter

Letter

Dear Mr. President,

I am writing to apprise you of some positive developments in the National Campaign Against Youth Violence.

First, we are now close to completing the formation of our Board of Directors. New Board members include Rupert Murdoch, Gerry Laybourne, Larry Ellison, Ron Burkle, Judith McHale, and Mel Karmazin. Minyon Moore is currently working with us to enlist Oprah Winfrey and Bill Cosby to join the Board as well. I've attached a complete list of confirmed Board members. We would like to hold the first meeting of the Board in Washington, D.C. during the week of February 21. I have asked Minyon to help schedule a date for an event with you at the White House to coincide with the meeting so that you will be able to announce the Board members and their initiatives at that time. We believe that we will also be able to announce a major national commitment by a Fortune 5 (five) corporate sponsor, as well as new public-private partnerships in at least two U.S. cities.

Second, we conducted the first session of our Academic Advisory Council last week at Harvard. The Council is composed of the 25 leading scholars in the United States, who have studied the subject of youth violence from 11 different academic disciplines. The sessions were extremely productive, with the scholars expressing genuine optimism about our approach. In

THE PRESIDENT HAS SEEN

4-2-00

general, the academics endorsed the Campaign's direction, and helped us refine our message and the specific best practices that we will be encouraging in each city on our City-by-City campaign. At your suggestion, I recently contacted Dr. Donald Nathanson, and have invited him to join the Council for its next session. I believe that his focus on the link between violence and boys' notions of honor and shame complements the views of other Council members. Our Council chair, John Devine, is currently preparing an executive summary of the session that I will forward to you.

Should try to identify

Third, we have assembled an outstanding group of young people from across the nation who have personal experience with violence and are working in their communities to help reduce violence. The group will be meet for a planning and training session in San Francisco from February 17-21. I know that these young people would be honored to meet with you and share their ideas about the sources of youth violence and their strategies for getting young people to change cultural norms that allow or encourage violence. I would be happy to coordinate with your staff to arrange a time for such a meeting. We have also forwarded the list of students to Karin Kullman in the Domestic Policy Council. To the extent that you might mention the efforts of young people who are helping to address violence in your State of the Union remarks, I believe that this too would be a positive message.

Fourth, we have made substantial progress in developing our City-by-City campaign in the first two communities, Memphis and St. Louis. Ira Lipman, the CEO of Guardsmark, has agreed to host a breakfast of Memphis business leaders, the chief of police, mayor, superintendent of schools, and the local violence commission to plan an event for April 14 at which our new initiatives would be announced. The Discovery Channel has already agreed to televise the entire program, and Court TV and/or Teen People have agreed to sponsor a youth town hall forum that will precede the event. To help prepare for these events, I would be grateful if you would let us know of any particular business contacts or individuals in Memphis that you believe should be invited to the planning session, and whether you or the First Lady would be available to attend the event on April 14.

Great! Should note to Abbott

Finally, I am pleased to report that concerned individuals and organizations continue to offer unsolicited support for this effort. Mark Abbott, the Chief Operating Officer of Major League Soccer, has been working without salary as COO of this Campaign for five months, and has helped cover many of the Campaign's start-up costs out of his own pocket. The law firm of Munger Tolles, & Olson has done all of our legal work to incorporate the Campaign and obtain 501(c)(3) status, and has donated an entire floor of office space and equipment. A technology company, PCG, has donated computers, a network server, software, and cellular phones to the Campaign. Deloitte Touche has agreed to provide our accounting services free of charge. The

Munger Tolles & Olson

THE PRESIDENT HAS SEEN

4-2-00

Gallup Organization has volunteered to perform our polling free of charge. Foote, Cone & Belding has donated its services as our advertising agency. And Lexis-Nexis has agreed to provide us free research on its network. With your permission, I would like to prepare brief letters of thank you to these individuals and organizations for your review and signature.

Thank you again for your encouragement and support in this effort.

Sincerely,


Jeff Bleich

JLB/dlw

BOARD MEMBERS

Ron Burkle
Yucaipa

Steve Case, CEO
America Online

Henry Cisneros, CEO
Univision

Benjamin R. Civiletti
Former U.S. Attorney General
Managing Partner of Venable Law Firm

Mayor Brent Coles
President-Elect U.S. Conference of Mayors

Representative Jennifer Dunn
Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Larry Ellison
Oracle

Greg Favre, Vice President
News The McClatchy Co.
Former President, American Society of Newspaper Editors

Representative Martin Frost
Co-chair Bi-Partisan Congressional Working Group on Youth Violence

Leo Hindery Jr., CEO
Global Crossings BIS

Rick Inatome, CEO
ZapMe!

Mel Karmazin, CEO
CBS/Viacom

Francine I. Katz, Vice President
Consumer Affairs
Anheuser-Busch Companies

Geraldine B. Laybourne, Chairman
Oxygen Media

Ira Lipman, CEO
Guardsmark

Rupert Murdoch, CEO
The News Corporation

Judith McHale, CEO
Discovery

Neal Neilinger
Deutschebank

Deborah Prothrow-Stith
Professor
Harvard School of Public Health

Eli Segal, Executive Director
Welfare to Work
Founding Director, AmeriCorps

Mayor Wellington Webb
Mayor of Denver

**NATIONAL
CAMPAIGN AGAINST
YOUTH VIOLENCE****Fax**

'00 FEB 3 PM 12:31

To: Marsha Scott	From: dena Winkler Assistant to Jeff Bleich
Fax No: 202-456-5558	Pages: 6
Phone:	Date: January 20, 2000
Re: National Campaign Against Youth Violence 00035-00505	cc:
☐ Urgent ☐ For Review ☐ Please Call	
Message: Per Jeff's request.	

THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHICH IT IS ADDRESSED AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. If the reader of this message is not the intended recipient or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone (collect), and return the original message to us at the above address via the U.S. Postal Services. Thank you.

 Karin Kullman

02/08/2000 08:55:02 AM

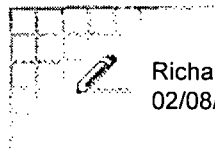
Record Type: Record

To: Eric P. Liu/OPD/EOP@EOP, Ann O'Leary/OPD/EOP@EOP

cc:

Subject: pr release on ncyv

----- Forwarded by Karin Kullman/OPD/EOP on 02/08/2000 08:55 AM -----



Richard L. Siewert
02/08/2000 08:31:44 AM

Record Type: Record

To: Karin Kullman/OPD/EOP@EOP, Bruce N. Reed/OPD/EOP@EOP, Jennifer M. Palmieri/WHO/EOP@EOP, Thomas L. Freedman/OPD/EOP@EOP

cc:

Subject: pr release on ncyv

**ZapMe! CEO Rick Inatome Appointed to
National Campaign Against Youth Violence's
Board of Directors**

SAN RAMON, Calif., Feb. 7 /PRNewswire/ -- Rick Inatome, president and chief executive officer (CEO) of ZapMe! Corp. (Nasdaq: IZAP), the leading provider of quality technology and online educational content to schools and communities nationwide, has been appointed to the Board of Directors of the National Campaign Against Youth Violence (NCAYV), a national non-profit organization focused on ending youth violence.

President Clinton announced the formation of the non-partisan National Campaign Against Youth Violence in August of 1999 with the objective of helping communities across the nation stop youth violence. The initiative was established in May 1999 at the White House Summit on Youth Violence, which was chaired by the President, Vice President, First Lady, and Mrs. Gore.

"I am honored to have been selected to serve on this very prestigious national board working to stem the rising tide of violence among our young people," said Inatome. "As both a father and the CEO of an educational technology company, I am passionate about helping provide kids an environment where they can grow up safe, without fear of gunfire or other violence."

In remarks made in October of last year at a youth violence PSA campaign rollout, the President noted the success of the NCAYV initiative to date: "In August, we helped launch the National Campaign Against Youth Violence, to pull together commitments from people and organizations from all different walks of life. Although this new campaign is not even two months old, it has already made a remarkable start."

Jeff Bleich, Executive Director of the National Campaign selected by President Clinton, said, "Both the

President and I are deeply grateful to have Rick as a member of the Campaign's Board. Rick Inatome brings with him not only the ability to reach out to middle schools and high schools around the country with ZapMe!'s Internet media network resources but also his intelligent leadership to this effort to prevent youth violence."

The Board of the National Campaign will include other corporate, political, educational, and community leaders dedicated to overseeing a comprehensive national program for reducing violence by and against youth.

ZapMe! will provide schools with curricula, online projects, public service announcements and offer other anti-violence resources with its national broadband educational network. The company will also add Internet resources to its netspace so that teachers, parents and students can explore this pressing issue together.

"We have been leading the way in the use of the Internet in education by establishing America's largest Internet media network specializing in education, and we are happy to bring these resource to the table in this important fight against youth violence," said Inatome. "Students, parents and teachers embrace the Internet as a teaching tool, so it is only natural to use 21st century technology in schools to fight the epidemic of violence threatening youth today."

NCAYV's goal is to change the way the public thinks about and addresses violence. For several decades, rates of violence in the United States have been five to ten times that of any other industrialized nation. The National Campaign will encompass four main initiatives: (1) to establish a comprehensive public education campaign directed at raising public consciousness about youth violence and ways to prevent it; (2) to facilitate public-private partnerships at the local level that are proven to reduce violence; (3) to work with corporate leaders to help connect young people and parents on-line to the resources they need to address violence in their communities; and (4) to work with existing affiliates, Internet providers, and others to distribute an effective non-violence curricula in every school through text, video and the Internet.

Mr. Inatome (46) was appointed CEO of ZapMe! in September of 1999. He comes to ZapMe! from Inacom Corp., a global Fortune 500 technology services company (1999 ranking: 363), where he is now on the Board and previously served as chairman. In addition, Mr. Inatome co-founded Computer City, Inc., one of the country's leading computer superstore chains, and is co-chairman of American Speedy Printing Centers, Inc., the nation's fourth largest quick-printing chain.

Mr. Inatome has been closely involved in planning and executing technology and education initiatives. He is chairman of the Michigan Virtual University, a state-sponsored Internet college, and sits on the Board of Directors at Sylvan Learning Systems, Inc. In addition, Mr. Inatome has received numerous awards and accolades, including Inc. magazine's "Entrepreneur of the Year" and "Fastest Growing Companies in the U.S.," and Harvard Business Club's "Entrepreneur Award." Mr. Inatome has also been listed in Marquis' Who's Who in America for more than 15 years.

About the National Campaign Against Youth Violence

The National Campaign Against Youth Violence is organized as a California non-profit corporation and has obtained 501(c)(3) status. It was established by a broad cross-section of educators, parents, corporate executives, religious leaders, media representatives, juvenile justice officials, and leaders in the fields of youth development and violence prevention at the White House Summit on Youth Violence on May 10, 1999. The Campaign is a non-profit, non-partisan, public-private partnership committed to working with private individuals and institutions to encourage ordinary Americans to work against in their daily lives and communities, improve networks in local communities to share effective techniques, and support community-based projects with promise.

About ZapMe! Corporation

ZapMe!, a champion of student privacy rights and the leading provider of quality technology and online educational content to schools and communities nationwide, has built America's largest Internet media network specializing in education.

ZapMe! is dedicated to bridging the digital divide and closing the technology gap in schools by providing students with access to the latest technology and educational resources they need to succeed in the digital age. High-performance computer labs with satellite broadband capabilities provide safe, high-speed delivery of aggregated educational Web content-including 13,000 pre-selected, indexed educational sites-and make the ZapMe!(TM) netspace the premier interactive educational medium and provide a powerful learning experience to middle and high school students, educators and parents across the country. ZapMe! (www.zapme.com) is located in San Ramon, Calif. For more information, please call 925-543-0300.

NOTE: ZapMe! is a trademark of ZapMe! Corporation. All other names are trademarks of their respective companies.

SOURCE ZapMe! Corporation

CONTACT: Juleen Murray of ZapMe! Corporation, 925-543-9239, or jmurray@zapme.com; or Timothy Rodrigues, 650-827-7087, or timothy@nrwpr.com, or Bill Bourdon, 650-827-7072, or bbill@nrwpr.com, both of Niehaus Ryan Wong, Inc., for ZapMe! Corporation/

December 15, 1999

MEMORANDUM FOR HILLARY RODHAM CLINTON

FROM: ANN O'LEARY

CC: MELANNE VERVEER
✓ERIC LIU

SUBJECT: ROSIE O'DONNELL AND THE NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

This memo is to request your help in enlisting Rosie O'Donnell to join the Board of the National Campaign Against Youth Violence. Given Ms. O'Donnell's strong call for gun control measures on and off her show, her addition to the Board of the National Campaign would help to bolster the efforts of the National Campaign as it launches its City-by-City campaign and its public awareness campaign.

Jeff Bleich, Director of the National Campaign Against Youth Violence, has already enrolled several national leaders to join the Board, including Steve Case (CEO of American On-Line), Mel Karmazane (CEO of CBS), Judith McHale (CEO of the Discovery Channel), Reps. Jennifer Dunn and Martin Frost (Co-Chairs of the Bipartisan Working Group on Youth Violence), and Eli Segal. Jeff is now working to fill-out the board to ensure that well-respected members of various sectors join together in this national effort.

Having you mention the National Campaign to Ms. O'Donnell would allow Jeff a way to follow-up to ask for her support in either joining the Board or lending her voice and her help when appropriate.

Below are suggested talking points:

- The President and I have been working hard on the issue of preventing youth violence. The work you are doing on your show to push for sensible gun control is crucial in this effort. Unfortunately, Congress is in a logjam with gun control legislation and we will need to continue to push and push to get it done.
- As you might know, in August, the President and I announced the establishment of a National Campaign Against Youth Violence to be headed by Jeff Bleich – the author of a book on preventing youth violence and a rising star in the legal community in San Francisco.
- The National Campaign was launched to catalyze national and local efforts to prevent youth violence. In the New Year, the Campaign will launch a major public awareness campaign and a City-by-City effort to help cities offer an integrated approach to the prevention of youth violence.
- Jeff is now working on finalizing a Board for the Campaign and would like to be able to call on you to discuss the possibility of joining this effort. Could I have him call you to discuss the possibility of your involvement in the National Campaign?

From: Pam Eakes <pameakes@uswest.net>
To: "'epliu@msu.com'" <epliu@msu.com>
Cc:
Subject: National Campaign to Prevention Violence
Date: Fri, 27 Aug 1999 12:04:17 -0700

YOUTH VIOLENCE

Eric, it was so good to meet you last week. I look forward to working on the campaign with you and Jeff. Back in July when Eli and I met with Bruce we discussed various candidates for Board members. How is that coming? By the way, in July Mrs. Clinton and I talked about having Dr. Deborah Prothrow-Stith on the Board. As you know she is out of the country quite a lot as Rev. Stith is the Ambassador to Tanzania. Please let me know if I can help in any way.

In an effort to reach out to other nonprofits who have been working on youth violence, I have asked Linda Bowen, Ex. Dir. of the National Collaborative to Prevention Youth Violence to send information to you and Jeff. I met with her when I was last in D.C. and believe their work over the last five years is very strong at the community level.

Before closing, I wanted to pass along exciting news that Mrs. Clinton accepted my invitation to become the National Honorary Chair for Mothers Against Violence in America. It is our goal to have six to eight State First Lady's to be invited to be Honorary Vice Chairs. Mona Lee Locke of Washington will be taking the leadership in identifying and inviting fellow First Lady's - on a bipartisan basis of course. Eric, perhaps you might have some suggestions -- please let me know. With the Colorado Governor changing his position on gun control issues, I am hopeful his spouse might become involved.

Also, Hillary asked me to review the Breast Cancer Dollars for Research campaign as a model to develop a petition drive -- can you suggest the best contact?

Again, looking forward to working with you on the national campaign.

Many regards, Pam

P.S. Seattle is beautiful, sunny, no humidity! Don't forget about coming out here!

Geneva Overholser

Heritage of Violence

Remember when being able to hold your liquor was a mark of pride? When the fellow who'd had "a few too many" was the life of the party? "Have one for the road," we'd say, laughing.

Few would say that now. Groups such as Mothers Against Drunk Driving, and public service announcements such as "Friends Don't Let Friends Drive Drunk," turned "designated driver" into common parlance. America changed its mind: Drinking and driving don't mix.

Jeff Bleich hopes that something like this will happen to America's view of violence.

Bleich, the executive director of the National Campaign Against Youth Violence, believes that, for all our protestations against violence, they do not tell the whole story. A kind of comfort with violence—much like our old enthusiasm for our image as hard drinkers—is very much a part of who we are.

Bleich considers this eminently changeable. Americans once littered freely—but no more. People who would never have imagined themselves picking through their trash to discard selected items are now fervent recyclers. We battled drunk driving. Now we must learn to stand against violence.

At first blush, Bleich seems an unlikely crusader. Decidedly calm and entirely conventional in mien, Bleich was a partner in a San Francisco law firm and a professor of constitutional law at Berkeley until three months ago. Now he's in Washington heading a group of educators, parents, executives, clergy and people from the media, juvenile justice and youth development—a group that grew out of the White House Summit on Youth Violence in May.

In other words, Bleich is leading the official response to Littleton.

Amid the national horror that rose up after that Colorado high school tragedy, America went looking for villains. Too many guns, brutal video games, violent media images, dysfunctional families, lax law enforcement: You name it, we seized on it. Something had gone bad, and we were determined to figure out what it was.

Where we went wrong was in looking for something that had changed, Bleich told a Media Institute gathering here last week. The problem lay in what had long been true: Violence and America are a pairing of long standing. American kids, like their elders, are far more violent than their counterparts in other nations.

The only change has been "our willingness to believe that our youths are violent predators"—somehow outside the national norm. When, in fact, says Bleich, violence is part of "our belief system." You could almost say we think of it as one of our charms. That's my phrase, not Bleich's, but he has his own way of cutting through the fuzz that has grown over our thinking about violence and young people.

For one thing, he doesn't talk about violence and young people. He talks about boys, since boys commit 95 percent of the violence.

We encourage boys to believe that "in order to become an honorable man, you've got to demonstrate that you're willing to get violent." Fighting, guns, our enthusiasm for regarding ourselves as ever victorious in war, our selection of "heroes" such as John Wayne, our taste in media, even our language—in countless ways we put violence at the center of our self-definition. When Bleich goes into boardrooms to get corporate backing, he hears statements like, "We've got to get this violence thing by the throat." Or, "We've got to go for the jugular."

Says Bleich, "We're a society in which excessive rates of violence have been in some sense normalized."

So violence is a learned behavior; then it can be "unlearned." There is no inevitability to its presence in American culture. We can elect not to embrace it as part of our national ethos—much as we elected not to condone drinking and driving.

Of course, that will take some doing. Bleich points to Boston's experience. Once the capital of youth violence, Boston determined to make it unacceptable. Working with citizens to identify troubled kids, giving kids more to do, instituting media literacy and nonviolence programs in schools, Boston reduced its youth murder rate by 90 percent in a decade.

He thinks this can happen nationally. "What we're trying to do ultimately, I hope, is change the way people think."

That sounds formidable. It also sounds logical. If you take our embrace of violence and mix it with guns, inject it into the media, couple it with poverty and hopelessness—you get a dangerous, even life-threatening potion. Bleich has his eye on the root of the problem: Fundamentally, we accept violence as part of who we are.

Bleich thinks we can change our minds.

Richard Cohen

Still Prosecuting

First there was the special prosecutor of Watergate fame. Then came the independent counsel, of which there have been many, and now we have the energizer prosecutor, Ken Starr, who keeps going and going—unable to rest, it seems, until Bill Clinton admits his guilt. You could get better odds, anyone in Vegas will tell you, on Saddam Hussein converting to Judaism.

Starr not only knows this, he has said as much. Yet he persists in making the rounds of interview shows, editorial boards and breakfast meetings with reporters, saying Clinton ought to “get himself right with the law.” This, he said, would vastly improve the president’s historical reputation and—need it be said?—clear Starr of charges that he was a small-minded prig, a Peeping Tom with subpoena power. Even history—make that History—is not capable of that.

In the meantime, though, we have the spectacle of a prosecutor persevering even after he has left office. I do not know if this is unprecedented, but it is certainly rare and transforms Starr from a disinterested officer of the court, his former pose, to yet another right-wing circuit rider, unable to understand how this most

yucky of presidents—a liar for sure—remains in office. The answer, it is becoming increasingly clear, has something to do with Starr himself.

“I would like the president to simply come to terms with what he did,” Starr said last week. Not a chance, of course. But as long as the suggestion has been made, maybe it’s Starr who ought to do that: consider how a smelly Arkansas real estate deal wound up with all of us sort of hiding behind the curtains, watching Clinton and Lewinsky. He should further ask himself if, looking back, he used disproportionate means to achieve a not very momentous end.

I refer to a recent New Yorker article by Jeffrey Toobin. He reports that the prosecutors originally asked Monica Lewinsky’s lawyer, the voluble William Ginsberg, to allow his client to make “controlled” phone calls to Betty Currie, Vernon Jordan “and possibly, the president himself, in the hope that she would elicit damaging information from them.”

Toobin also says that Starr’s office threatened an IRS investigation of Lewinsky’s father, a physician—an allegation denied by the prosecutor involved, Jackie Bennett Jr. Nonetheless,

Starr’s original agreement with Lewinsky to testify promised that neither her father nor her mother would be prosecuted.

Whatever the truth, prosecutors have enormous, sweeping powers and they can, if they wish, bring great pressure on potential witnesses for their loved ones. Mind you, in this case, we are talking about nothing more than lying about sex; lying under oath, to be sure, but the lie itself is about nothing much. The president had nuclear weapons at his disposal, but Starr had the really big guns—a staff of more than 50 professionals in Washington alone.

To compel the testimony of a dazed and heartsick young woman, Starr ordered her mother to the witness stand. Clinton, on the other hand, couldn’t even keep Lewinsky on the White House staff. Nor could he avoid testifying about his most private moments. Think of what you would have done. Think about what a prosecutor can do even to a president. This is why Ken Starr remains important.

The last time I wrote about Starr, three of his one-time prosecutors composed a letter to the editor and took me to task. They said my arguments were “juvenile” and they pointed

out that I had not mentioned that Starr had “obtained the convictions of Jim and Susan McDougal, of Gov. Jim Guy Tucker and of former associate attorney general Webster Hubbell.”

I stand admonished and in awe of their achievement. To think that a prosecutorial team using the FBI, the IRS and maybe even Cub Scouts over the rank of Bear could plunge into Arkansas—not exactly Switzerland, mind you—and manage to jail all those people, a total of exactly four (and none for anything that implicated Clinton) takes my breath away. I regret my oversight.

Starr seeks the return of his good name. He once had it, and I, for one, wrote in his defense when the Clinton White House first opened up on him. But he went astray, conducted an inept investigation in which he lost his good judgment. He is the personification of a prosecutor run amok, a good example of why we need all those pesky civil liberties—Miranda rules, etc.—that he and his fellow conservatives so abhor. He would do well to shut his mouth, take some time off and ponder whether he was not more of a danger to us all than the president he pursued.

MEMORANDUM

TO: President Clinton
FROM: Jeffrey L. Bleich
DATE: October 14, 1999
RE: National Campaign To Prevent Youth Violence: Two-Month Status Report

This memo provides a summary of the Campaign's progress to date. Briefly, we are well ahead of schedule in advancing each of the Campaign's three strategic objectives (i.e., launching a large scale media campaign, inaugurating a community-by-community violence reduction campaign, and improving the delivery of non-violence resources nationwide). This progress, however, is in jeopardy because the Campaign has not been able to raise early capital and assemble an initial Board of Directors as quickly as expected. As set forth below, we would be particularly grateful for any assistance that the White House can provide in identifying Board members and providing introductions to these individuals.

I. Substantive Program

The Campaign has made substantial progress in advancing its three objectives. The following summarizes some accomplishments that you may wish to announce in connection with the Voices Against Violence youth summit on October 19.

A. Media Campaign

Contracts: The Ad Council Board has agreed to adopt our ad campaign for a three-year advertising effort. We have hired Foote, Cone & Belding, the largest advertising agency in North America, and a San Francisco design firm, Templin/Brink Designs to develop a multiphase program that will include T.V. PSAs, radio spots, movie trailers, in-school internet and Channel One programs, print media, and grass-roots "guerilla" marketing.

Messages: We conducted meetings on October 5 and 6 in New York at the Ad Council to develop our message and enlist cooperation with other like-minded organizations and media. The meetings were attended by several television executives including representatives from NBC, CBS, MTV, the WB, Discovery, Court TV, AT&T BIS, and Time Warner. In addition, the meetings included several youth violence experts and other groups who are creating related PSAs

campaigns in order to clarify our message and ensure coordination. We determined that there is a need for the Campaign to emphasize two key messages. The first message, to youth, will be youth-generated and will amplify existing efforts by young people to discourage violence. It will be patterned after the Students Against Drunk Driving messages that empowered young people to take a stand against drunk driving. The second message, to parents and care-givers, is that violence is learned behavior which can be unlearned. Each of us has the ability to stop teaching violence to our children.

Media Support: We have already received commitments from several media sources to run our PSAs and potentially co-brand our programs. Most significantly, the NFL and Westwood One radio have agreed to run radio spots sight unseen, as soon as they are ready. The NFL and Foote, Cone are on schedule to have our ads on the air the week of November 1, and to run the ads continuously until the end of the football season. Foote, Cone expects to have all print ads ready to go by January 1, and to roll-out our first set of PSAs and trailers by February 2000. All of the attendees at the Ad Council meeting made a commitment to encourage their networks to run the PSAs. In addition, we are now in negotiations to co-brand our messages with several major corporations, including The Gap, Simon Malls, Disney, Levi Strauss, AOL, the NBA, NFL, Major League Baseball, and Mattel.

Related Events: We are developing the following major events to support and enhance our ad campaign:

Athletes for Non-Violence: We have arranged to meet with representatives of all of the professional sports leagues on October 22-23 in Colorado Springs to organize a unified campaign of professional athletes and leagues to help young people understand the importance of being physical in a productive way, and that violence is never okay. This initiative would be carried out through an ad hoc Citizenship Through Sports Alliance representing all of the major sports, several sports agent organizations, and Do Something's "community coaches" program.

Concerts and Events: MTV, WB, Nick, Discovery, SHINE, and Do Something have agreed in principle to help develop and expand upon the the MTV, Fight for Your Rights concept of anti-violence concerts and events to raise funds and youth consciousness. We are in the process of contacting Ken Kragen who organized the recent NetAid event.

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were injured or died from violence. The working title for this program is either "Speak Your Peace" or "Give Peace A Chance."

School Programs: Working with SHINE, The Learning Company and Broderbund (software divisions of Mattel), Zap Me (an on-line school based program), Court TV, Ripple Effects, NARAS, the Bernstein Center, and the Justice and Education Departments, as well as other providers of non-violence and esteem-building curricula in the schools, we will be providing extensive in-school and after school arts programs. These will be developed through the internet, video, and Channel One. These programs are designed to occupy youth during critical after-hours times and to provide up-to-date techniques for preventing violence, building dispute resolution skills, identifying at-risk youth, and drawing on community resources to treat at risk youth. Alan Rambam of SHINE is taking a leading role in developing a network to support this effort.

Military Support: We have contacted Secretary of the Army Caldera, Secretary of the Navy Danzig, and General Colin Powell to develop a message as part of the Armed Forces campaign that emphasizes how real strength comes from discipline, and the world's heroes are people who help make and keep peace.

B. City-by-City Campaign

This portion of the campaign is directed toward helping local communities develop effective, multi-disciplinary approaches to violence prevention. Our strategy has four components. First, we are identifying the communities in America that are most at need and working with local youth violence services to identify where gaps in services exist. Second, we are identifying individuals on the ground capable of organizing a sustained interdisciplinary effort in that community to reduce violence. Third, we are recruiting corporate sponsors to make a multi-year commitment to support best practices (such as Big Brothers, Big Sisters) for a number of communities, or adopt a community's multi-disciplinary program. Fourth, we are arranging with corporations and media to underwrite a town hall meeting and nationally covered kick-off event in a different community every two weeks in 2000 to launch these efforts. We have made substantial progress on each of these fronts.

Cities in Need: In conjunction with the National Center for Juvenile Justice we have now completed a community-by-community database of juvenile arrests and victimization. We are analyzing the data this week to determine which are the 40 communities most in need in the U.S. based on absolute numbers of youth violence incidents, rates of youth violence arrests, and trends in that community. Our statisticians expect to have the list completed this week.

People on the Ground: We have reached formal agreements with several national youth services organizations groups that have agreed to identify and provide their best people nationally to pull together effective multidisciplinary programs in their respective community. These groups include Americorp, City Year, Vista, America's Promise, Points of Light, YWCA, The California Wellness Foundation, National Funding Collaborative for Violence Prevention, The National Violence Prevention Practitioners Network, YouthBuild, Do Something, the National Crime Prevention Council, the Boston Violence Prevention Project, the California State Violence Prevention Authority, and other local organizations. We will also be contacting several other organizations such as Boys & Girls Clubs of America, the Boy Scouts and Girl Scouts, Big Brothers Big Sisters, the Red Cross, and the YMCA. We are also in the process of arranging a meeting with the Conference of Mayors and the National League of Cities to develop a network of people who are reliable and will ensure genuine community involvement in this initiative.

Corporate Sponsors: Although we are waiting until we have selected appropriate cities and identified actual needs before approaching sponsors, our preliminary discussions with potential sponsors have been very encouraging. Representatives from Southern California Edison have expressed interest in sponsoring such a program in Southern California and the Gap has offered to help with a similar program in Northern California. We have also received a preliminary expression of interest from BMW in funding a youth violence program in South Carolina.

Kick-off Events: We have had tremendous success in recruiting underwriters to sponsor events around the country. Court TV has offered to host 10 youth-forum town halls on the subject of youth violence — tailoring them to the specific issues in each City to coincide with this effort. We have received preliminary offers from the Gap and the Simon Mall Corp. (developers of the Malls of America) to host these events, which would then be broadcast nationally. Teen People has also agreed to host 6-10 youth-oriented town hall meetings on the subject of youth violence in 2000. Finally, another national cable channel has confidentially committed to hosting four nationally televised events on the issue, featuring town hall meetings of youth experts in various cities.

Although delivering a meaningful contribution to individual communities will require help from numerous affiliates, their enthusiasm for our approach appears genuine, and their early commitments to assist in this are particularly encouraging.

C. Clearinghouse

Finally, as noted in my prior memo, there is a perceived need within the various communities that work on youth violence issues that better communication and access to effective programs is needed. We have enlisted AOL to help us work with various foundations to build upon existing databases and clearinghouses to link these groups effectively.

II. Administrative Efforts

Incorporation: The Campaign was incorporated on September 17 and filed its application for 501(c)(3) status during the week of October 11.

Office Space: The Campaign has established its headquarters at 33 New Montgomery Tower, 20th Floor, San Francisco, California.

Personnel: The Campaign has hired or extended employment officers to the following people:

- (1) Chief Operating Officer, Mark Abbott: Hired. Prior to joining the Campaign, Abbott was the Chief Operating Officer of Major League Soccer.
- (2) Communications Director, Sarah Ingersoll: Offered employment. Ingersoll is currently the point person for OJJDP's youth violence programs. She has been instrumental in working with NCPC, ONDCP, the Ad Council, and Justice in developing public relations campaigns. Ingersoll has expressed interest but is also committed to completing her work at OJJDP.
- (3) Public Relations Director, Camille Massey: Offered employment. Massey is the communications director for the Lawyers Committee for Human Rights in New York. She has expressed preliminary interest in the position.
- (4) Development Director, Peter Sherer: Sherer has extensive experience in fundraising and was recommended by Eli Segal. He has expressed preliminary interest in the position and we are currently checking his references.
- (5) Outreach Coordinator, Lisa Danzig: Danzig has been active in the violence prevention field for the past four years. She is the daughter of the Secretary of the Navy, Richard Danzig, and is well-connected nationally with several affiliates.
- (6) Researcher, Hillary Margolis: Margolis is a Yale graduate who has agreed to work without pay for the Campaign prior to beginning her service in the Peace Corp in 2000.

Fundraising: As noted above, although we have received some financial commitments, we have not yet received any cash contributions. This has prevented the Campaign from: (1) making payments to the Ad Council, Foote Cone & Belding, and Brink/Templin Design to begin media research and production; (2) hiring essential personnel; arranging necessary travel. Our current commitments are as follows:

Department of Justice:	\$100,000	expected 11/99
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Kaiser Family Foundation,	\$25,000+	expected 11/99
Neal Neilinger, Deutschebank	\$100,000?	requested 10/99
Steve Case, AOL Foundation	\$100,000+	expected 11/99
Ira Lippmann, Guardsmark	\$100,000	expected 3/00
Maurice Paprin	\$20,000+	

Business Plan and Budget: A draft business plan and budget has been prepared for approval by the Board of Directors once the Board is formed. A copy is attached to this summary. As noted, we expect that the budget for the Campaign for the first 12 months will be approximately \$3 million.

Board of Directors: We have made some progress in establishing the initial 10 member Board of Directors. Because we have not been able to arrange for people who know many of these Board members to contact them and make introductions, we have expanded our initial list. We will hope to announce the Board's formation before the end of this month.

The names and status of the Board members is listed below:

Steve Case (AOL), Invited and accepted
 Ira Lipmann (Guardsmark), Invited and accepted
 Deborah Prothrow-Stith (Harvard), Jeff Bleich has invited, awaiting response
 Judith McHale (Discovery), Mark Abbott has invited, awaiting response
 Leigh Steinberg (Steinberg & Moorad), Jeff Bleich has invited, awaiting response
 Ron Burkle (Yucaipa), Marsha Scott will introduce Jeff Bleich
 Bill Moyers (PBS), Jeff Bleich to invite
 Rob Reiner (I Am Your Child), Jeff Bleich to invite
 Gerald Levin (Time Warner), Eli Segal to invite
 Leo Hindery (former AT&T BIS Chair), Mike Smith to invite
 Rosie O'Donnell (Entertainer), Kate Carr to invite
 Bill Cosby (Entertainer/Educator), Margot Strom or Secretary Riley to invite
 Richard Thornburgh (Former AG), Jeff Bleich to invite
 Benjamin Civiletti (Former AG), Jeff Bleich to invite
 Hugh McColl (Bank of America), Rahm Emanuel to invite
 Neal Neilinger (Deutschebank), Mark Abbott has invited, awaiting response
 George Soros (Open Society), Rahm Emanuel to invite
 Jim Burke (Johnson & Johnson), Ron Olson to invite
 Don Keogh (Coca-Cola), Ron Olson to invite
 Brian Mulligan (Universal), Ron Olson to invite
 Jill Bradd (Mattel), Jeff Bleich to invite
 Tom Murphy (Cap Cities), Ron Olson to invite
 Augie Busch IV (Anheuser-Busch), Vilma Martinez to invite
 Eli Segal (Welfare to Work), Jeff Bleich to invite

Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	National Campaign to Prevent Youth Violence Status Report [partial] (1 page)	10/14/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Liu
OA/Box Number: 16243

FOLDER TITLE:

Youth Violence - National Campaign

2013-0717-S

sb22

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]

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Internet Site: AOL has agreed to assist us in developing our home-page. As noted, our website will link to various clearinghouses that provide services in the youth violence area. Brink/Templin have begun the design work for the Site.

Marketing: Foote, Cone & Belding has agreed to develop and oversee the Campaign's media efforts. It has assumed responsibility for promoting the campaign and all public relations efforts, including developing campaign messages, program names, and a logo for the organization.

Advisory Panels: We have established six advisory panels to support the work of the Campaign: Media, Social Science, Grassroots, Youth, Industry, and Political.

Media: We assembled an ad hoc board of advisers including several other PSA creators, advertising agencies, television executives, and violence experts which met in New York on October 5 to discuss campaign themes. We may ask (b)(6) to chair this effort going forward. 001

Social Science: John Devine of New York University has agreed to chair the National Academic Advisory Council. He is in the process of inviting 25 internationally renowned scholars to join the council. Harvard University's Kennedy School of Government has agreed to host the first meeting of this group this fall.

Youth Advisory Council: Eric Dawson of Peace Games in Boston has agreed to form the Youth Advisory Council. The Council will be composed of at-risk youth from around the Country who will advise the Board regarding media messages and community programs.

Grassroots Advisory Council: We are considering asking (b)(6) to chair the Grassroots Advisory Panel.

Political Panel: We have developed a bi-partisan list of individuals to include in our political advisory panel. We will work with the National Conference of Mayors to assemble this panel.

Business and Industry Panel: We are in the process of engaging one or more experts in the area of corporate sponsorships to assist us in developing the Industry panel.

Affiliate Outreach: We have contacted over 200 organizations and established formal affiliations with approximately 150. We are in the process of preparing a database of these partnerships.

III. Conclusion

Although the Campaign is less than two months old, I believe we have made an unusually strong start in our efforts. Our ability to maintain this pace is, at present, limited only by delays in developing our initial Board and to raise the immediate cash necessary to hire staff and fund on-going media efforts. Thank you again for your great support. We are also thankful for the help of Marsha Scott, Bruce Reed, Tom Freedman, Eric Liu, Richard Socarides, and Karen Kullman.

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To	FIRM	FAX	TELEPHONE
Eric Liu	The White House - Domestic Policy Council	(202) 456-2878	(202) 456-5565

Date: October 14, 1999
From: Jeffrey L. Bleich
Re: *National Campaign Against Youth Violence*
Ref. No.: 00035-00505
No. Pages: 9

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Message:

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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

MEMORANDUM**DRAFT**

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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

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Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. memo	National Campaign to Prevent Youth Violence Status Report [partial] (1 page)	10/14/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Liu
OA/Box Number: 16243

FOLDER TITLE:

Youth Violence - National Campaign

2013-0717-S

sb22

RESTRICTION CODES

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

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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

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002

Social Science: John Devine of New York University has agreed to chair the National Academic Advisory Council. He is in the process of inviting 25 internationally renowned scholars to join the council. Harvard University's Kennedy School of Government has agreed to host the first meeting of this group this fall.

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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

copy to BR

MEMORANDUM**DRAFT**

TO: President Clinton
FROM: Jeffrey L. Bleich
DATE: October 14, 1999
RE: National Campaign To Prevent Youth Violence: Two-Month Status Report

This memo provides a summary of the Campaign's progress to date. Briefly, we are well ahead of schedule in advancing each of the Campaign's three strategic objectives (i.e., launching a large scale media campaign, inaugurating a community-by-community violence reduction campaign, and improving the delivery of non-violence resources nationwide). This progress, however, is in jeopardy because the Campaign has not been able to raise early capital and assemble an initial Board of Directors as quickly as expected. As set forth below, we would be particularly grateful for any assistance that the White House can provide in identifying Board members and providing introductions to these individuals.

I. Substantive Program

The Campaign has made substantial progress in advancing its three objectives. The following summarizes some accomplishments that you may wish to announce in connection with the Voices Against Violence youth summit on October 19.

A. Media Campaign

Contracts: The Ad Council Board has agreed to adopt our ad campaign for a three-year advertising effort. We have hired Foote, Cone & Belding, the largest advertising agency in North America, and a San Francisco design firm, Templin/Brink Designs to develop a multiphase program that will include T.V. PSAs, radio spots, movie trailers, in-school internet and Channel One programs, print media, and grass-roots "guerilla" marketing.

Messages: We conducted meetings on October 5 and 6 in New York at the Ad Council to develop our message and enlist cooperation with other like-minded organizations and media. The meetings were attended by several television executives including representatives from NBC, CBS, MTV, the WB, Discovery, Court TV, AT&T BIS, and Time Warner. In addition, the meetings included several youth violence experts and other groups who are creating related PSAs

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

campaigns in order to clarify our message and ensure coordination. We determined that there is a need for the Campaign to emphasize two key messages. The first message, to youth, will be youth-generated and will amplify existing efforts by young people to discourage violence. It will be patterned after the Students Against Drunk Driving messages that empowered young people to take a stand against drunk driving. The second message, to parents and care-givers, is that violence is learned behavior which can be unlearned. Each of us has the ability to stop teaching violence to our children.

Media Support: We have already received commitments from several media sources to run our PSAs and potentially co-brand our programs. Most significantly, the NFL and Westwood One radio have agreed to run radio spots sight unseen, as soon as they are ready. The NFL and Foote, Cone are on schedule to have our ads on the air the week of November 1, and to run the ads continuously until the end of the football season. Foote, Cone expects to have all print ads ready to go by January 1, and to roll-out our first set of PSAs and trailers by February 2000. All of the attendees at the Ad Council meeting made a commitment to encourage their networks to run the PSAs. In addition, we are now in negotiations to co-brand our messages with several major corporations, including The Gap, Simon Malls, Disney, Levi Strauss, AOL, the NBA, NFL, Major League Baseball, and Mattel.

Related Events: We are developing the following major events to support and enhance our ad campaign:

Athletes for Non-Violence: We have arranged to meet with representatives of all of the professional sports leagues on October 22-23 in Colorado Springs to organize a unified campaign of professional athletes and leagues to help young people understand the importance of being physical in a productive way, and that violence is never okay. This initiative would be carried out through an ad hoc Citizenship Through Sports Alliance representing all of the major sports, several sports agent organizations, and Do Something's "community coaches" program.

Concerts and Events: MTV, WB, Nick, Discovery, SHINE, and Do Something have agreed in principle to help develop and expand upon the the MTV, Fight for Your Rights concept of anti-violence concerts and events to raise funds and youth consciousness. We are in the process of contacting Ken Kragen who organized the recent NetAid event.

Media Non-Violence Day: We are approaching the networks, major cable channels, and major studios to organize a day of media non-violence on April 20 (the anniversary of Columbine) in honor of those youths who

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

were injured or died from violence. The working title for this program is either "Speak Your Peace" or "Give Peace A Chance."

School Programs: Working with SHINE, The Learning Company and Broderbund (software divisions of Mattel), Zap Me (an on-line school based program), Court TV, Ripple Effects, NARAS, the Bernstein Center, and the Justice and Education Departments, as well as other providers of non-violence and esteem-building curricula in the schools, we will be providing extensive in-school and after-school arts programs. These will be developed through the internet, video, and Channel One. These programs are designed to occupy youth during critical after-hours times and to provide up-to-date techniques for preventing violence, building dispute resolution skills, identifying at-risk youth, and drawing on community resources to treat at risk youth. Alan Rambam of SHINE is taking a leading role in developing a network to support this effort.

Military Support: We have contacted Secretary of the Army Caldera, Secretary of the Navy Danzig, and General Colin Powell to develop a message as part of the Armed Forces campaign that emphasizes how real strength comes from discipline, and the world's heroes are people who help make and keep peace.

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Eric Liu
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2013-0717-S

sb22

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Fund for New Priorities in America

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WITH YOU

MAT CAMPBELL

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Phone #	Phone #		
Fax # 202-456-2878	Fax #		

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EDITH TIGER
Vice-President

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JACK SHEINKMAN
ALICE SLATER
SIDNEY UNGER

CRAIG BUTLER
Executive Director

ROBERT VANDIVIER
Washington Coordinator

DEBRA MEVNER
Program Associate

MEMORANDUM

Date: September 27, 1999

To: Mark Abbott
Jeff Bleich
Heather Booth
Eric Liu
Richard Socarides

From: Maurice S. Paprin

Re: White House Meeting "Youth Against Violence"
9/15/99; West Wing (Eric Liu's office)

After brief biographical summaries from all participants, we discussed the outline plan for the structure and development of the proposed new organization as presented in Jeff's outline.

All agreed that the "new entity" would have to be totally independent and non-partisan, with the broadest objectives of achieving full recognition of the goals of the "new entity" in all fifty states, and in every Congressional District (435) throughout the country.

Jeff reported that he had already assigned an attorney to secure a 501(c)3 designation.

Eric Liu asked whether we were operating under the *Foundation for Social Change* or the *Fund for New Priorities*. I advised that the FSC was a project of the FFNP, and they coordinate operations under the 501(c)3.

(continued)

-2-

Jeff reported that the White House had provided the "new entity" with approximately \$250,000 to \$300,000 in "seed money" to cover the initial costs of hiring staff, setting up an office, and initiating the first steps as outlined in the Mission Statement. Jeff introduced Mark Abbott, currently associated with Major League Soccer at 110 East 42nd Street, New York City.

Jeff also reported on follow-up meetings he held with the Ad Council and said they were gearing up to prepare an extended series of PSAs, for which funding would have to be provided. Most of the funding for this "Media Blitz" would appear to stem from the necessary research, data collection, focus group meetings and videotapes of broadcast quality.

I offered to establish a volunteer task force of public relations and advertising creative talents (including Young & Rubicam, Ruder & Finn, George Lois, Dick Calderhead, John Scanlon, etc.) to work with the National Campaign for Youth Against Violence. This group could work together with the National Campaign and Ad Council to create PSA videos and radio spots, and other new media creations.

We had also initiated discussions with Stanley Sheinbaum, Warren Beatry, Shirley MacLaine and Barbra Streisand. Our proposal to conduct a major fund raiser in Los Angeles should be aided by White House contacts. It was certainly clear that all fund raising for this project had to be coordinated and unified. Jeff advised that he was looking for and planning to hire an experienced Director of Development.

There was some discussion about applications to major foundations being pursued and I agreed with this proposal, however, I voiced the concern that this process was cumbersome and time-consuming; a first priority would be to solicit private, wealthy donors.

My suggestion is that we use the small group assembled (Liu, Bleich, Abbott, Booth and Paprin) as an interim Committee to maintain close communications and review major decisions, budgets and contractual and legal commitments. Eric and Jeff asked how we could, in the near-term, raise funds to cover the first stages of operation. I thought that, working together, we could probably jointly raise \$200,000 by the end of the year (a Los Angeles or Beverly Hills fund raiser, a series of rock concerts with Billy Joel, Bruce Springsteen, Harry Belafonte).

I also stated that our role had to be fully recognized and up-front as "members of the board." In addition, I recommended that Heather Booth be considered for the position of Community Organizer for the states and/or congressional districts.

(continued)

-3-

We discussed the establishment of a network of Cooperating organizations be given the highest priority. I reported on my discussions with Col. Bill Smullen, Chief of Staff for Gen. Colin Powell at America's Promise. Bill advised me that America's Promise had already begun an informal "network" with Harris Wofford at Americorps, and former President Bush's "1,000 Points of Light." I thought that was an excellent beginning, but we should build on this to include the Reverend Jesse Jackson's Rainbow/PUSH Coalition, Joseph Califano's CASA, Ralph Nadler's Public Citizen, and Norman Lear's People For The American Way, as well as a broad array of public citizens, educators, social workers and labor and business organizations.

Partnering with a number of national associations on youth and drugs, on gun control, and police associations, working with the U.S. Conference of Mayors and the National League of Cities, and taking lessons from the Campaign for a Tobacco-Free Youth were discussed.

Our meeting concluded with Eric Liu's suggestion that we confer in four-to-six weeks with his office to evaluate and monitor our efforts in this first stage of the new campaign.

###

YOUTH VIOLENCE
NAT CAMP

415 5124007 CC: Eric + Tom
+ file: *[initials]*

Violence - Nat. Campaign

MEMORANDUM

TO: White House Personnel
FROM: Jeffrey L. Bleich
DATE: September 15, 1999
RE: National Campaign To Prevent Youth Violence: Four-Week Status Report

*Pretty good,
on the whole*

This memo provides a brief description of the Campaign's status to-date and describes the major initiatives that we have in development. Although the Campaign is at a preliminary stage, the report indicates that we have made substantial progress in getting the Campaign underway and establishing a vision for the campaign.

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Leo Hinder

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

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EL - I have
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Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
004. memo	National Campaign to Prevent Youth Violence Status Report [partial] (1 page)	9/15/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Eric Liu
OA/Box Number: 16243

FOLDER TITLE:

Youth Violence - National Campaign

2013-0717-S

sb22

RESTRICTION CODES

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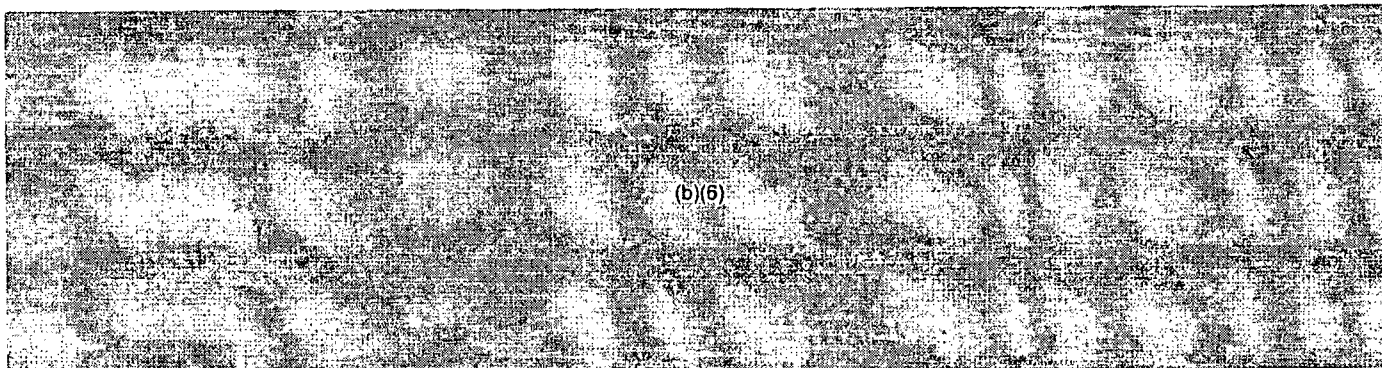
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In order to unify these efforts under a common theme, we propose launching a Year 2000 initiative under the banner: 2000 Lives Per Day. That is the number of victims of youth violence every day in America. We would hope to have the President announce this initiative on October 21, 1999 as part of the Nationwide Day Of Youth Violence Awareness. The Campaign will be devoted to having all Americans work to stop youth violence every day. Each of the three initiatives will be focused on advancing these objectives.

stupid

A. Media Campaign

> I would put a little more emphasis on What Works, and a little less on media campaigns (which are good, but unlikely to make a difference until we have a clearer product line).

We have met with the President and COO of the Ad Council and are in negotiations to launch seven to nine major nationwide campaigns over the next six months. These campaigns will also intensified in markets where we have active Ceasefire programs. The Campaigns' principal messages will likely focus

on the following topics, but are subject to revision based upon our research about public attitudes.

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- (1) Break down cultural messages to girls and younger boys that violent males are attractive and instead empower them to discourage violence.
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Concerts and Events: Working with MTV, WB, Nick, Discover, SHINE, Do Something, and other organizations that have enlisted popular performers and trend-setters we would expand the MTV, Fight for Your Rights concept of anti-violence concerts and events to raise funds and raise consciousness.

Media Non-Violence Day: Working with all of the networks, major cable channels, and major studios we will try to organize a day of media non-violence on April 20 (the anniversary of Columbine) in honor of those youths who were injured or died from violence. The working title for this program is "Give Peace A Chance." We would hope to obtain rights to John Lennon's song as part of the advertising promoting this day.

School Programs: Working with SHINE, The Learning Company and Broderbund (software divisions of Mattel), Zap Me (an on-line school based program), the Justice and Education Departments, as well as other providers of non-violence and esteem-building curricula in the schools, we will help ensure that every school in America is using up-to-date techniques for preventing violence, building dispute resolution skills, identifying at-risk youth, and drawing on community resources to treat at risk youth.

B. Youth Ceasefire

The objective of the youth ceasefire is to help local communities develop effective, multi-disciplinary approaches to violence prevention. The California Wellness Foundation, National Funding Collaborative for Violence Prevention, YouthBuild, AmeriCorps, Boston Violence

Prevention Project, and California State Violence Prevention Authority, and other organizations have already started this approach of organizing and funding model programs in individual communities that draw upon law enforcement, social workers, public health officials, grassroots organizations, religious and recreational organizations, parents, schools, private companies, victims groups, and youths themselves to address the causes and effects of youth violence. The key to this sort of approach is to get all groups to buy into the coordinated strategy and not interfere with effective initiatives. For example, in Boston, the police and community groups reached an understanding. The police would not be criticized for focusing enforcement on violent youth gangs and predatory youths, in exchange for an agreement that greater resources would be devoted to effective treatment programs for these youths and that the police would consider the advice of churches and community groups about using positive diversion for at-risk youth who were not yet dangerous. The objective is to take the 6% of juvenile offenders who are responsible for 70% of violent crime out of circulation early, but get them the treatment they need, while at the same time preventing other at-risk youth from becoming violent.

We have initiated research to identify the 20 cities in America which have the worst youth violence problem measured in terms of absolute numbers, proportion of violent youth, and or trends in increasing youth violence. We have also started discussions with the Wellness Foundation, Kaiser, the National Collaborative, America's Promise, Alliance for Justice, LISC, AmeriCorps, and YouthBuild to cooperate in expanding their existing programs. Our next step will be to work with the National Conference of Mayors and the National Association of Attorneys General to begin working in each targeted community. We have already arranged to partner with the APA to establish a model program for the worst community in San Francisco Bay Area under a Packard/Kaiser/Mott/Wellness Foundation grant that has already been awarded. gwd

C. Clearinghouse

There is a perceived need within the various communities that work on youth violence issues that better communication and access to effective programs is needed. We hope to build upon existing databases and clearinghouses to link these groups effectively. We will rely largely upon technical experts at AOL and other computer companies and our advisory panels to develop ideas for improving and building upon existing websites and 1-800 numbers.

Preliminary Ideas For Advisory Board Panel Members to Discuss

Political

Sen. Robert Dole
Gov. Lamar Alexander
Mayor Ron Gonzalez

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

Sen. Arlen Specter
Sen. Orrin Hatch
Sen. Joseph Lieberman
Sen. Alan Simpson
Mayors?
Ags?
Governors?
Members of Congress?
State Legislators

Democrats?

Industry

Kathy Bushkin (AOL)
????? (Yahoo) (ask Mark)
????? (Excite) (ask Alan Rambam)
Lou Platt's replacement at (Hewlett-Packard)
????? (Sun Microsystems) (ask Tom Freedman)
Deutschebank

Grass Roots

Child Family and Law Consortium Members
May 10 invitees
August 17 invitees
Others

Media/Sports

Leigh Steinberg (Steinberg & Moorad)
Ken Griffey Jr.
MTV
WB
Nickelodeon
SHINE
Do Something
Mediascope
All Networks
Relevant Cable
Ad Council
NAB

Academics/Researchers:

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

Delbert Elliot
John Garabini
Mark Moore
David Kennedy
Martha Minow
Frank Zimring
David Steinhart
APA Researcher
CDC National Center for Injury Prevention and Control
CDC Foundation
California Wellness Foundation
John Devine

Munger, Tolles & Olson LLP
33 New Montgomery Street, Nineteenth Floor
San Francisco, California 94105-9781
Telephone: (415) 512-4000
Facsimile: (415) 512-4077

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TO	FIRM	FAX	TELEPHONE
ANNA RICHTER	WHITE HOUSE DOMESTIC POLICY COUNCIL	(202) 456-2878	(202) 456-5565 (202) 456-5803 (Eric Lu)

Date: September 15, 1999

From: Jeffrey L. Bleich

Re:

Ref. No.: 90001 - 01000

No. Pages: _____

YOUTH UDC -

Nat Camp

Message:

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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

MEMORANDUM

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FROM: Jeffrey L. Bleich
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OA/Box Number: 16243

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2013-0717-S

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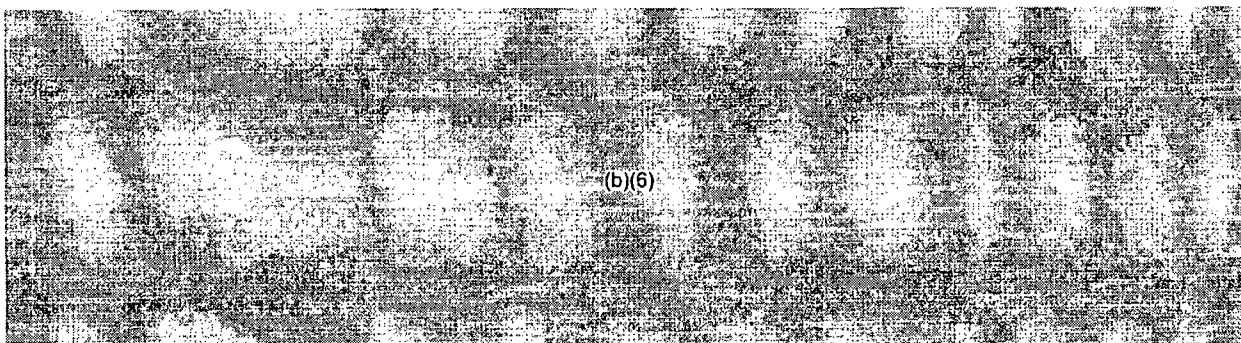
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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

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NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

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Athletes for Non-Violence: Building on the San Francisco Giants' "Resolve to Stop the Violence" Day, we hope to enlist every major league sports franchise in America to host a Stop the Violence Day with 3 dollars from each ticket going to that City's anti-violence program. As part of this campaign, we would have every professional athlete renounce violence off the field. We have already received offers from numerous professional athletes to do appearances on behalf of this cause. The working theme for this program is "Violence: Its Not A Game"

Concerts and Events: Working with MTV, WB, Nick, Discover, SHINE, Do Something, and other organizations that have enlisted popular performers and trend-setters we would expand the MTV, Fight for Your Rights concept of anti-violence concerts and events to raise funds and raise consciousness.

Media Non-Violence Day: Working with all of the networks, major cable channels, and major studios we will try to organize a day of media non-violence on April 20 (the anniversary of Columbine) in honor of those youths who were injured or died from violence. The working title for this program is "Give Peace A Chance." We would hope to obtain rights to John Lennon's song as part of the advertising promoting this day.

School Programs: Working with SHINE, The Learning Company and Broderbund (software divisions of Mattel), Zap Me (an on-line school based program), the Justice and Education Departments, as well as other providers of non-violence and esteem-building curricula in the schools, we will help ensure that every school in America is using up-to-date techniques for preventing violence, building dispute resolution skills, identifying at-risk youth, and drawing on community resources to treat at risk youth.

B. Youth Ceasefire

The objective of the youth ceasefire is to help local communities develop effective, multi-disciplinary approaches to violence prevention. The California Wellness Foundation, National Funding Collaborative for Violence Prevention, YouthBuild, AmeriCorps, Boston Violence

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

Prevention Project, and California State Violence Prevention Authority, and other organizations have already started this approach of organizing and funding model programs in individual communities that draw upon law enforcement, social workers, public health officials, grassroots organizations, religious and recreational organizations, parents, schools, private companies, victims groups, and youths themselves to address the causes and effects of youth violence. The key to this sort of approach is to get all groups to buy into the coordinated strategy and not interfere with effective initiatives. For example, in Boston, the police and community groups reached an understanding. The police would not be criticized for focusing enforcement on violent youth gangs and predatory youths, in exchange for an agreement that greater resources would be devoted to effective treatment programs for these youths and that the police would consider the advice of churches and community groups about using positive diversion for at-risk youth who were not yet dangerous. The objective is to take the 6% of juvenile offenders who are responsible for 70% of violent crime out of circulation early, but get them the treatment they need, while at the same time preventing other at-risk youth from becoming violent.

We have initiated research to identify the 20 cities in America which have the worst youth violence problem measured in terms of absolute numbers, proportion of violent youth, and or trends in increasing youth violence. We have also started discussions with the Wellness Foundation, Kaiser, the National Collaborative, America's Promise, Alliance for Justice, LISC, AmeriCorps, and YouthBuild to cooperate in expanding their existing programs. Our next step will be to work with the National Conference of Mayors and the National Association of Attorneys General to begin working in each targeted community. We have already arranged to partner with the APA to establish a model program for the worst community in San Francisco Bay Area under a Packard/Kaiser/Mott/Wellness Foundation grant that has already been awarded.

C. Clearinghouse

There is a perceived need within the various communities that work on youth violence issues that better communication and access to effective programs is needed. We hope to build upon existing databases and clearinghouses to link these groups effectively. We will rely largely upon technical experts at AOL and other computer companies and our advisory panels to develop ideas for improving and building upon existing websites and 1-800 numbers.

Preliminary Ideas For Advisory Board Panel Members to Discuss

Political

Sen. Robert Dole
Gov. Lamar Alexander
Mayor Ron Gonzalez

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

Sen. Arlen Specter
Sen. Orrin Hatch
Sen. Joseph Lieberman
Sen. Alan Simpson
Mayors?
Ags?
Governors?
Members of Congress?
State Legislators

Industry

Kathy Bushkin (AOL)
????? (Yahoo) (ask Mark)
????? (Excite) (ask Alan Rambam)
Lou Platt's replacement at (Hewlett-Packard)
????? (Sun Microsystems) (ask Tom Freedman)
Deutschebank

Grass Roots

Child Family and Law Consortium Members
May 10 invitees
August 17 invitees
Others

Media/Sports

Leigh Steinberg (Steinberg & Moorad)
Ken Griffey Jr.
MTV
WB
Nickelodeon
SHINE
Do Something
Mediascope
All Networks
Relevant Cable
Ad Council
NAB

Academics/Researchers:

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Delbert Elliot
John Garabini
Mark Moore
David Kennedy
Martha Minow
Frank Zimring
David Steinhart
APA Researcher
CDC National Center for Injury Prevention and Control
CDC Foundation
California Wellness Foundation
John Devine

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7. 6-1-98 Letter from Emanuel
8. 5-26-98 Letter from Emanuel
9. 5-22-98 Letter to Emanuel

(Hunt Book)

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June 11.

→ Hunt Jan

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Net Campaign

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006. letter	Fund for New Priorities in America letter to Jeff Blich [partial] (1 page)	9/14/1999	P6/b(6)

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P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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

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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]

Fund for New Priorities in America

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122 MARYLAND AVENUE, N.E. • WASHINGTON, DC 20002 • (202) 543-1231 • FAX (202) 543-5193

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SIDNEY UNGER

CRAIG BUTLER
Executive Director

ROBERT VANDIVIER
Washington Coordinator

DEBRA HEVNER
Program Associate

September 14, 1999

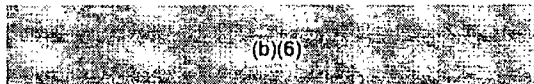
Mr. Jeffrey Bleich
Munger, Tolles & Olson LLP
19th Floor
33 New Montgomery Street
San Francisco, CA 94105-9781

Fax: 415-512-4077

Dear Jeff:

As per your phone message, here are the birthdates and social security numbers for myself and Heather Booth.

Maurice Paprin:
Heather Booth:

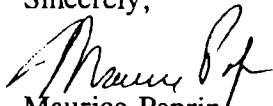

(b)(6)

006

Robert Vandivier, who will also be joining us, has not yet provided us with this information. We will forward it to you ASAP.

Thank you.

Sincerely,


Maurice Paprin
Co-Chair

NOTES ON BLEICH DRAFT

1. Statement of Purpose

In addition to involving the Department of Justice, we feel the Departments of Education and of Health and Human Services should play a role in the creation and implementation of the Campaign. Concentrating solely on the Justice Department emphasizes the "negative" aspects of the campaign (which certainly must be addressed); inclusion of the other Departments would indicate that the Campaign acknowledges the many root causes of violence in our society and is attempting to deal with them in a positive manner (e.g., by finding ways to create positive message programs, such as those which emphasize how an individual can work to contribute to his community, his city, or his country).

2. Specific Goals

- A. Mention the national drug policy in relation to the program.
- B. Should we raise our sites as far as the number of corporate sponsors goes - perhaps 1000 instead of 100? Can local BLCC's be established to help coordinate and guide the programs?
- C. Under "Support affiliates," mention should be made of the proactive, positive-impact organizations and programs such as America's Promise, Americorp, etc.
- D. A work-study and job program component should be among the stated goals. The idea is to create opportunities for youth to fulfill their potential. As so many of the potentially violent youths have a negative world view and do not see a future for themselves, a jobs-oriented program which would target their specific skills and let them see that they do have a future, that they can be a valuable part of society, would have great impact. (It should be noted that the idea behind this component is not to emphasize that work and career are THE means to a fulfilling life; but insecure teen-agers are often worried about how they will handle life as an adult, and a large part of adult life is defined by the time spent at work).

3. What We Know About Violence By and About Youth

- A. We assume the White House will be collecting, collating and managing new studies and sources of data.
- B. Again, use BLCCs on a local and state level. Also, involve US Conference of Mayors, League of Cities, etc. Is there a special role which unions can play - beyond that part of the program which involves work-study and jobs?

4. Proposed Timeline

- A. Is targeting only 10 initial corporate commitments aiming too low? Should major individual funders also be included?
- B. Propose using Heather Booth, Michael Shuman, Tony Podesta as some of the program affiliates.
- C. Expand ceasefire programs beyond cities listed - Philadelphia, DC, Chicago,

etc.

- D. Media conference - use our contacts (Walter Cronkite, Ted Turner, Bill Moyers, Herb Granath, Richard Parsons, Rupert Murdoch, Arthur Siskind, Marty Pompadur, Billy Samuels, etc.)

Munger, Tolles & Olson LLP
33 New Montgomery Street, Nineteenth Floor
San Francisco, California 94105-9781
Telephone: (415) 512-4000
Facsimile: (415) 512-4077

FACSIMILE COVER SHEET

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TO	FIRM	FAX	TELEPHONE
Maurice S. Paprin	Fund for New Priorities in America	(212) 685-8970	(212) 685-8848

Date: September 3, 1999
From: Jeffrey L. Bleich
Re: *National Campaign Against Youth Violence*
Ref. No.: 90001 - 01000
No. Pages: 11

Message:

88 SEP 3 PM 1999

IF YOU DO NOT RECEIVE ALL PAGES OF THIS TRANSMISSION OR HAVE
EXPERIENCED A TRANSMISSION PROBLEM, PLEASE PHONE (415) 512-4000.

NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE

DRAFT STRATEGIC PLAN

September 1, 1999
San Francisco, CA

I. Statement of Purpose

Youth violence and the lack of a clear cultural response to that violence are producing a national tragedy that requires a coordinated national effort. Each year, approximately 900,000 American children aged 12-18 are victims of serious violent crimes, and -- although children 18 and under account for only fourteen percent of the population, they commit twenty-five percent of the crime. Over the past year, the school shootings that have terrorized Pearl, Peducah, Jonesboro, Edinboro, Springfield, Littleton, Conyers, and the rest of the nation remind us of the horror of these kinds of extreme violence. These school shootings, however, were less than 1% of the homicides committed by juveniles this past year. In terms of deaths of children at the hands of children, every day in America is a Littleton, every year in America is a Kosovo. We have simply lost too many children. In the face of these tragedies, a national effort is demanded, in which all Americans come together to protect our children from violence.

The objective of the Campaign is to focus the skills and energy of Americans from a wide range of regions, occupations, and backgrounds to work towards achieving a shared goal of great national importance: preventing youth violence in our Country. The Campaign's chief focus will be inspiring people -- and providing them with the tools -- to take responsibility to prevent youth violence, rather than pointing fingers or assigning blame.

The Campaign will devote itself to achieving tangible, quantifiable goals and using a variety of means including campaigning for Americans to work against violence in their communities, improving networks in local communities to share effective techniques, and supporting community-based projects with promise. While governmental support can help with this challenge, this is a campaign whose success will rely on the actions of American parents and children, businesses, educators, spiritual, and community leaders. The Campaign will work to create support systems for our children so that they will turn away from violence.

We offer a public-private partnership committed to drawing upon private resources and individuals that will: (1) launch a national media campaign to raise consciousness about reducing violence; (2) partner with the Department of Justice to provide a national clearinghouse about effective programs; (3) direct necessary resources to effective programs; (4) provide educators with anti-violence curricula, assistance in ensuring safety and security, and access to other community resources to deal with at-risk and violent youth; (5) assist programs to reduce youth access to weapons; (6) distribute and publicize tools to help parents protect youth from violent messages or exposure to violence.

Our commitment is made without regard to political affiliation. We believe that helping Americans reduce violence by and against youth is the shared task of every American, and we rise to meet that challenge not out of partisanship, but from the knowledge that our nation's success depends on all of us working together to achieve this goal. We pledge therefore to be a non-profit, national effort, open to all like-minded institutions and people.

II. Specific Goals

The Campaign has five specific goals.

- A. Establish a comprehensive media campaign directed at raising public consciousness about the sources of youth violence and what each person can do to reduce violence. We will work with the media, video-game manufacturers, theatres, schools, and internet service providers to saturate the public with positive messages about what can be done to reduce violence. This national media campaign will be analogous to national campaigns to against drunk driving, littering, seat belts, and preventing forest fires. This will include a National Day of Peace on April 20, 2000, the one-year anniversary of the Littleton shootings.
- B. Coordinate efforts on a local level. The Campaign will enlist 100 corporate sponsors in 50 cities and towns in United States to help establish a private-public partnership to address youth violence.
- C. Support affiliates. The Campaign will affiliate with 100 effective programs that provide educational and mental health services to use, limit children's access to guns, limit children's exposure to violence, and promote ways for parents to keep our children safe. The Campaign will support and publicize these programs using the media, a 1-800 number, a website, and innovative "guerilla" marketing techniques than can help connect individuals to services that already exist in their local community. The Campaign will also work with existing affiliates to distribute a non-violence curricula in every school, pre-school, and licensed day care center in America.
- D. Have 10 million families in America purchase a V-chip computer and know how to use it.
- E. Reduce by 10% each of the following in model cities within two years: (1) the numbers of youth who carry weapons; (2) the number of youths who express fear of peer violence; and (3) the number of youths who actually engage in acts of violence.

III. What We Know About Violence By And Against Youth

A. Violence By Youth: Statistics, Causes, and Solutions

American youth are the most violent youth of any comparable industrialized nation. An American child is 10 times more likely to engage in acts of violence than one of his peers in Canada. The rate of violence among youth in the United States is significantly greater than that of any other industrialized nation. Children under 18 are responsible for over 706,000 violent crimes each year, including 2,600 homicides. Although violent juvenile crime has dropped off somewhat since 1990, it has done so at a significantly slower rate than the contemporaneous

drop in adult crime. Instead, there remains a historical trend in America of increasing rates of youth violence, both relative to their population and relative to the adult offending rates. Violent juveniles tend to continue violent conduct after they turn 18. Currently, one quarter of all homicides in the United States are committed by people under the age of 21, despite the fact that persons under 21 (including infants and toddlers) account for only fourteen percent of the population.

American youth are also disproportionately the victims of violence. In 1996, over 900,000 youths between the ages of 12 and 18 were the victims of serious violent crimes. Indeed, each year, twice as many children in the United States under ten years of age die as a result of firearm injuries alone as did all of the U.S. soldiers sent to fight in the Persian Gulf, Somalia, and Kosovo, combined. In addition, much of the violence by youths is self-inflicted; the rate of suicide for 5-24 year olds has tripled since 1960.

Fear of violence among youths is unprecedented. One in eight male teenagers carries a weapon for protection. One in eight of all students reported general fear of being attacked while at school; one in five inner city school students reported this same fear. Thirteen percent of students avoid certain areas of their school altogether for fear of attack. This level of fear extends to all aspects of a child's life. The National Survey of Youth found that from 1972 to 1992 the number of youths who agreed that "most people can be trusted" dropped by 50%, and that the number of youths who believed "you can't be too careful in dealing with people" rose 50%.

1. Sources of Youth Violence:

- a. Developmental Deficits: Social science research confirms that youths who are exposed to violence in their families and communities, and are not able to establish necessary connections with others or to solve problems through non-violent means are those most likely to be violent. The American Psychological Association studies establish that violence is a learned behavior, that is reinforced when care-givers and peers do not directly discourage violence and provide alternatives to the violent youth.
- b. Mental Health: Many at-risk youth who are prone to acting out violently lack adequate mental health services. As many as one in every 33 children and one in 8 adolescents may suffer from depression according to the U.S. Center for Mental Health Services. Two-thirds of children with mental health problems, including children with serious psychotic disorders or sociopathologies, are treated inappropriately.
- c. Inadequate Identification and Treatment of Dangerous Offenders: In general, relatively few juvenile offenders are responsible for a disproportionate share of juvenile crime. In fact, it is estimated that only six percent of juvenile offenders commit over 70% of violent juvenile crime. Depending upon the age of these offenders and the nature of their offenses, altering their behavior may require many years of treatment.

Many communities fail to identify these hard core offenders before their violence escalates, and lack the programs to reform these youths. Psychologist Rolf Loeber and criminologist David Farrington report that 85 percent of kids who commit serious, violent offenses as juveniles don't get caught.

- d. Access to Weapons: Research shows that the increased use of guns by American youth to deal with conflict is a vital factor responsible for the increase in youth homicide rates in our country since WW II. In 1996, firearms in murders, suicides, and unintentional shootings killed 4,643 children and teenagers. Gunshot wounds are the second leading cause of death for all people aged 10-34. According to a February 1997 report by the Center for Disease Control, the rate of firearm deaths among children 0-14 years old is nearly twelve times higher in the United States than in 25 other industrialized countries combined.
- e. Culture of Violence: American children witness 8,000 murders and 100,000 other assorted acts of violence by the time that they graduate from elementary school, and an estimated 200,000 acts of violence and 16,000 simulated murders by the time they are in their teens. Clinical research suggests that this exposure to violence desensitizes children to youth and may inspire imitation in some youths. In particular, children who are already prone to aggressive behavior tend to have their violent tendencies significantly exacerbated by violent images. Similarly, research by military psychologist David Grossman confirms that certain video games have the apparent effect of overcoming the normal human inhibitions to shooting others. Some research suggests that interactive video games actually replicate military conditioning programs designed to get personnel mentally equipped to point a gun at another human being and fire. Some research suggests that these video games have contributed to increased violent crime rates world wide, including a seven-fold increase in per capita aggravated assault.
- f. Epidemic Effects: Since 1988, the Center for Disease Control has classified youth violence as an epidemic based upon the fact that it has been occurring at a rate far greater than would ordinarily be expected. Some evidence suggests that violence itself may be contagious in that it will spread and accelerate based on either: (1) imitation, (2) peer pressure that is generated when youths congregate, (3) when violence levels overwhelm a community such that they "swamp" enforcement resources, or (4) revenge.

2. Collaborative Efforts By Communities Is The Best Way Of Accomplishing A Sustained Reduction In Youth Violence

Because violence has multiple causes, a multidisciplinary approach within each community is needed in order to reduce instances of violence. Despite common perceptions that rehabilitative efforts do not work for serious juvenile offenders, the most comprehensive studies indicate that many programs are effective for certain groups of offenders. The key to reducing crime is to improve prevention and detection programs, and to maintain a sufficient portfolio of treatment programs for isolated youths that a proper fit can be made between these offenders and community programs.

Effective implementation of such an approach will require the participation of the schools, parents, juvenile justice and law enforcement personnel, community programs to identify and help at-risk youth, gun providers and owners, media, and youths themselves. Our goal is to provide cities and communities with the encouragement and private resources that they need to reduce youth violence and to increase communities' sense of security. America should be the safest industrialized nation in the world for our children.

Accomplishment of our specific objectives will: (1) make it easier for parents to raise kids to be non-violent by providing them with the information and tools they need to guide their child's development; (2) give teachers curricula to help them reduce violence and do timely intervention; (3) encourage all people who communicate with children to take responsibility for the messages they send about violence and problem-solving; (4) teach kids how to resolve conflict, how to deal with violence (including exposure to violence), and to discourage violence in their peers; (5) reduce access by children to weapons and to ensure that children are trained in the hazards of firearms; (6) provide information to community leaders about resources needed and available to reduce youth violence; (7) give law enforcement the community's assistance in identifying at-risk youth and getting them treatment, and in identifying and isolating dangerous offenders.

IV. Proposed Timeline for Organization Functions

Stage 1: Creation and Clearinghouse (1-3 months)

Logistics

- * Incorporate with name
- * Obtain funds
- * Hire Initial staff
- * Obtain space
- * Establish board
- * Develop nationwide affiliates
- * Name Board chair(s)
- * Obtain information re: existing programs
- * Announce formation of organization

Function

- * Distribute PSAs in cooperation with all networks and Ad Council
- * Distribute video curriculum to schools
- * Launch web site

- * Establish 800 number
- * Host first Board meeting
- * Garner affiliate partnerships
- * Obtain first 10 corporate commitments

Stage 2: Program Initiation

Logistics

- * Field Oriented program affiliations
- * In-house expertise on issues
- * Announce first three substantive programs
- * Announce completion of Board and consortium

Function

- * Begin L.A./Oakland/Other ceasefire programs
- * Organize Media conference
- * Organize What Works conference
- * Organize April 2000 Day of Non-Violence
- * Produce T.V. and Theatre PSAs

Stage 3: Program Implementation

Logistics

- * Regular events with President, AG, leading CEOs, Civic and Republican leaders
- * Complete staff

Function

- * Expand clearinghouse services
- * Media Conference
- * March
- * What Works
- * Release PSAs
- * Develop fear/violence index
- * Feature local programs

IV. STRUCTURE OF ORGANIZATION

A. Campaign Staff

1. Executive Director: Oversees all programmatic functions and is liaison to the President, AG, and Board
2. Communications Director: Directs press relations, up-dates websites, administers clearinghouse
3. Financial Director: Responsible for budgeting and expenditures
4. Affiliate Outreach Coordinator: Coordinates local events, interfaces with local affiliates
5. Senior Policy Analyst: Responsible for collecting and analyzing data, developing indexes.
6. Staff assistants: clerical, secretarial, switchboard support (3)
7. Development Director
8. D.C. Office Director: Manages East Coast presence and works with political constituencies
9. Chief Operating Officer (Mark): Oversees all operational functions and directs local ceasefire programs.

B. Loaned Staff

1. Communications: Assist director in formulating press strategy and initial events
2. Marketing: solicit in-kind donation
3. Policy Analysts: DOJ, Education, and local analysts (Tom Diaz?) Who can assist in coordination of programs
4. Human Resources: Help set up salary, benefits programs
5. Staff assistants: affiliate outreach
6. Web-development team: Help create website
7. 1-800 Volunteers
8. NAPIL and other interns through Soro foundation/Americorp

V. FINANCIAL PROJECTIONS (figures in thousands)

	<u>Year One</u>	<u>Year Two</u>
<u>Expenditures</u> (outlays)	\$1750	
<u>Expenditures</u> (in-kind grants)	\$400	

Expenditures by Category

Wages & Salaries	\$650	
In-kind Grants		\$200
Payroll Taxes & Benefits	\$150	
Hardware/Computer	\$40	
Rent (in-kind grant)	\$50	
Utilities	(included in rent)	
Furniture (1/2 in-kind)	\$10	
Insurance (D&O liability)	\$11	
Accounting/Audit Prep/Legal	\$40	
Phones purchase	\$10	
Phones/use	\$12	
General and Admin. Costs	\$5	
Printing	\$5,	
Postage and Mailing	\$15	
Research	\$5	
TV & VCR	.3	

Projects

Marketing/Development	\$300
Education	\$250
Advertising/Air time	\$3000
Grants to Affiliate	\$250
Travel	\$85

Revenues

Corporate and Individual gifts	\$3000
In-kind grants	\$5000
Existing assets	\$0
Foundation grants	\$500
Interest	\$50

THE FOUNDATION FOR SOCIAL CHANGE

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Maurice Paprin
Miles Pennybacker
Stanley Sheinbaum
Stanley Weithorn

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Judith Anders
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Mike Miller
Frances Fox Piven
Marshall Pomer
Marcus Raskin
Michael Shuman
Alice Slater
Edith Tiger
Anne Zill

Craig Butler,
Executive Director

MEMORANDUM

Date: August 18, 1999
To: Richard Socarides; Fax: 202-456-6218
From:  Maurice S. Paprin, FSC
Re: National Campaign Against Youth Violence
cc: Jeff Bleich

Congratulations on your Press Release on the new campaign and the appointment of Jeff Bleich to head up the campaign. I think it's the best news we've seen in this crucial national area of concern. I look forward to a telephone conference call with you and Jeff, and hope to set up that important meeting with you both at the White House. I would hope to bring a few of my Board members and our Executive Director, Craig Butler, to discuss the details of the "next steps."

I am still pressing for a National Leadership Summit at the White House as suggested in my early memos to Rahm Emmanuel and John Podesta. I think this is a rare opportunity to involve millions of people, not only in a Campaign Against Youth Violence, which you have already initiated, but more positively in a National Dialogue on Civic Action and Responsibility in all communities around the country. This initiative would involve schools, churches, synagogues, local town halls and every civic group in every town. It should bring out all parents, grandparents, and children and let them talk about all their concerns and issues.

Yes, the public service ads on all television networks and cable, all radio stations and print media, is a great kickoff. But it should not stop there. Bring people out of their "couch potato" slump and let all of us engage with the educators, the security people, the elected officials, and let's not limit the discussions to the macabre issues of violence, hate and terror!

We can galvanize all concerned Americans to think about their own personal roles in the advancement of our democratic heritage and culture and get more people engaged in the specifics of doing something about these issues.

I look forward to hearing from you at your earliest convenience.

Fund for New Priorities in America

171 MADISON AVENUE SUITE 1006 • NEW YORK, NY 10016 • (212) 685-8848 • FAX (212) 685-8970
122 MARYLAND AVENUE, N.E. • WASHINGTON, DC 20002 • (202) 543-1231 • FAX (202) 543-5193

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SIDNEY UNGER

CRAIG BUTLER
Executive Director

ROBERT VANDIVIER
Washington Coordinator

DEBRA HEVNER
Program Associate

MEMORANDUM

To:

From: Maurice Paprin

Date: August 17, 1999

Re: Youth Violence Project

Pages (total): 3

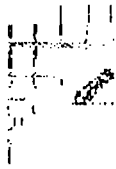
Following is a press release from the White House re: a special initiative to combat youth violence. I am proud to report that this initiative has grown out of conversations the Fund has had with Hillary Clinton and John Podesta on the Foundation for Social Change's Civic Action and Responsibility Project and that Richard Socarides, the Senior Adviser for Public Liaison (and an old friend of the Fund) has acknowledged this.

Socarides has indicated that they wish to involve us in this effort and will be setting up a meeting for us with Jeff Bleich, the head of the Youth Violence Project. We do not know if this meeting will be in New York or DC, but I would like interested members of the Executive Committee to be involved.

At this meeting, we will be discussing other ideas, including our desire to have an FSC-directed summit on the problem of violence among our youth.

Please call and discuss.

c:\fund\fsc\citizen\excomm.fax



JOSEPH H. SCHUCHER
10/17/99 10:12:44 AM

Document Type: Document

To: See the distribution list at the bottom of this message

cc:

Subject: Fast Sheet: President Clinton Announces New Steps on Youth Violence

**PRESIDENT CLINTON ANNOUNCES NEW STEPS ON YOUTH VIOLENCE:
UNPRECEDENTED NATIONWIDE TV AD ROADBLOCK;
DIRECTOR FOR NEW ANTI VIOLENCE CAMPAIGN;
AND FEDERAL SCHOOL SAFETY GRANTS**

August 17, 1999

Today the President will announce a series of steps to help reduce youth violence. First, the President will announce a sweeping new anti-violence public service advertising campaign which every major television network and more than 20 cable channels have agreed to air beginning August 18th during prime time. Second, the President will announce that Jeff Bleich will be the new executive director of the National Campaign Against Youth Violence. Finally, the President will announce that the Justice Department will distribute \$15 million in COPS school-based partnership grants to local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools.

Network Anti-Violence Roadblock. At the White House Strategy Session on Youth Violence on May 10, the President challenged the entertainment industry to do its part to combat youth violence. Today, the President will announce that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to air simultaneously the prime time debut of public service ads on the theme of "Talking with Kids About Violence." The ads, which feature children and the President talking about the need for parents to talk to their kids about violence, will air between 8 p.m. and 10 p.m. on August 18. This first-ever Ad Council television "roadblock" will include ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airtop, Comedy Central, Country Music Television, Discovery Channel, Discovery Digital Networks, FOX Family Channel, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, the Nashville Network, Nickelodeon, TBS, TNT, Travel Channel, TV Land, Univision, VH-1, and FastTV.com, a website with video streaming capability, which will provide the spot online. Many of the participating networks have pledged strong support for the new ads and will show them throughout the remainder of the year. The public service ads were sponsored by the Kaiser Family Foundation, the Advertising Council, and Children Now. A free booklet for parents on how to talk about violence is available at www.talkingwithkids.org, or by calling 1-800-CHILD44.

Executive Director for National Campaign Against Youth Violence. Following up on his call for a National Campaign Against Youth Violence, the President will announce that Jeffrey Bleich will be the executive director of this effort. Mr. Bleich has been nationally recognized by the American Bar Association as one of America's leading young attorneys. He is the managing partner in the San Francisco office of Mungel, Tuller and Olson. Mr. Bleich will head an independent, national, non-partisan campaign that will address the problem of youth violence by: (1) serving as an information clearinghouse to share what programs work in one community with communities all over the country; (2) securing commitments from all sectors of society to do their part to help reduce violence; and (3) helping give parents more tools to protect their children from violence.

New Grants to Strengthen Partnerships Between Law Enforcement and Schools. The President will announce \$15 million in Justice Department Office of Community Oriented Policing Services (COPS) grants for local law enforcement agencies across the country to form innovative partnerships with schools or community organizations to target specific problems of crime and violence in or around schools. A total of 247 grants will be awarded to 226 communities in 41 states and the District of Columbia. COPS School-Based Partnerships grants emphasize the use of community policing and problem solving methods to address the causes of school-related crime and disorder problems, such as drug dealing and use, assaults, truancy, vandalism, and other student safety issues.

###

Message Sent To: _____

FOR SOCIAL CHANGE

171 Madison Avenue, Suite 1006 • New York, NY 10016 • (212) 685-8848 Fax: (212) 685-8970

Board in Formation

Robert Boehm
Maurice Paprin
Miles Pennybacker
Stanley Sheinbaum
Stanley Weithorn

June 4, 1998

Mr. Rahm Emanuel
Deputy Chief of Staff
and Counsel
The White House

3 Pages

Advisory Council

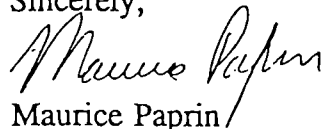
Judith Anders
Richard Anders
Stanley Aronowitz
Peter Bahouth
David Callahan
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Jeff Cohen
Bill Collins
Adrian DeWind
Lani Guinier
Russell Hemenway
David Hunter
David Kallick
Evelyn Fox Keller
Mike Miller
Frances Fox Piven
Marshall Pomer
Marcus Raskin
Michael Shuman
Alice Slater
Edith Tiger
Anne Zill

1600 Pennsylvania Avenue, NW
Washington, DC 20500
Fax: (202) 456-2530

Dear Rahm:

FYI, enclosed is a copy of a letter we have sent to several organizations re: our plans for a Citizen Action and Responsibility project, as well as a list of the organizations we have contacted.

Sincerely,



Maurice Paprin

Enc.

Craig Butler,
Executive Director

THE FOUNDATION FOR SOCIAL CHANGE

171 Madison Avenue, Suite 1006 • New York, NY 10016 • (212) 685-8848 Fax: (212) 685-8970

Board in Formation

Robert Boehm
Maurice Paprin
Miles Pennybacker
Stanley Sheinbaum
Stanley Weithorn

June 5, 1998

FIELD(1)

Dear FIELD(2):

The Foundation for Social Change, in response to the increasing rate of violence exemplified by the recent horrific Oregon killings by a young student, is calling for a summit meeting of concerned groups on the subject of "Citizen Action and Responsibility."

Advisory Council

Judith Anders
Richard Anders
Stanley Aronowitz
Peter Bahouth
David Callahan
Richard Cloward
Jeff Cohen
Bill Collins
Adrian DeWind
Lani Guinier
Russell Hemenway
David Hunter
David Kallick
Evelyn Fox Keller
Mike Miller
Frances Fox Piven
Marshall Pomer
Marcus Raskin
Michael Shuman
Alice Slater
Edith Tiger
Anne Zill

We believe that we must bring together those organizations which would be interested in doing something concrete and positive to bring about a change in the way our society operates so that we may begin to think of a possible joint effort with or without the White House. Obviously getting the White House to focus on this issue would give everybody a "leg up."

Enclosed are copies of correspondence we have had with various members of the White House, which explain our suggested approach and their apparent interest in dealing with this ambitious project. Rather than wait to see what actions will or will not occur as a result of our contact, we thought we should convene a group of organizations to join us in promoting the Citizen Action and Responsibility Project. We have listed the organizations we think may be willing to join and would like your commitment to discuss this project in a convocation in New York sometime this month.

Please indicate your interest in joining this project; suggest other organizations which you feel should be a part of the project; and suggest any modifications of this proposal by fax or mail, so that we may move forward in our efforts.

In the meantime, we also urge you to contact President Clinton and Rahm Emanuel to register your support of this project and to urge them to move forward with the utmost speed. Please forward copies of your correspondence to our office.

Thank you.

Sincerely,

Maurice Paprin

Enc.

Craig Butler,
Executive Director

INVITED TO PARTICIPATE IN
CITIZEN ACTION & RESPONSIBILITY PROJECT

Bob Boehm, The Boehm Foundation
Robert Borosage, Campaign for New Priorities
Rabbi Balfour Brickner, Stephen Wise Synagogue
President George Bush
President Jimmy Carter
Susan Davis, WEDO
Marian Wright Edelman, Children's Defense Fund
Gary Ferdman, Business Leaders for Sensible Priorities
Ben Franklin, AMERICAN SPECTATOR
Ira Glasser, American Civil Liberties Union
Lani Guinier
John Kest, ACORN
Babette Linfield, Professionals Network for Social Responsibility
Ann McBride, Common Cause
Ralph Nader, Public Citizen
Victor Navasky, THE NATION
Ross Perot, The Perot Group
General (Ret.) Colin L. Powell, Jr., America's Promise
Marc Raskin, Institute for Policy Studies
Wayne Roberts, Fund for New Priorities in America
Jeffrey Robinson, Neighbor to Neighbor
Sid Sass, Fund for New Priorities in America
Richard Schrader, Citizen Action
Doris Shaffer, Fund for New Priorities in America
Jack Sheinkman, Business, Labor & Community Coalition
Michael Shuman, Institute for Policy Studies
Norman Siegel, American Civil Liberties Union - NY Chapter
John Sweeney, AFL-CIO
Edith Tiger, NECLC-CCR
Katrina vanden Heuvel, THE NATION
Jim Weinstein, IN THESE TIMES

THE WHITE HOUSE
WASHINGTON

1 June 1998

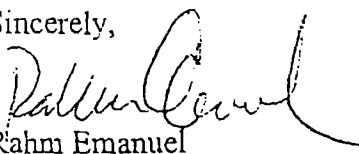
Maurice S. Paprin
The Foundation for Social Change
171 Madison Avenue
Suite 1006
New York, New York 10016

Dear Mr. Paprin:

Pursuant to our conversation last week, I am confirming that we have received your letter and that your proposal is being considered. Since our conversation, I have forwarded your letter to the Justice Department via Cabinet Affairs. In addition, I have indicated that you would like to be invited to a national public conversation, if and when that opportunity arises. The Justice Department has already formed an interagency committee to discuss this issue, but again these conversations are very preliminary.

Thank you once again for the time and effort that you invested in constructing your recommendations. We are keeping in mind your ideas as we address these issues in coming weeks, but our first priority at this early stage is ensuring that the families in Springfield, Oregon have the time and support they need to heal.

Sincerely,



Rahm Emanuel

THE WHITE HOUSE
WASHINGTON

26 May 1998

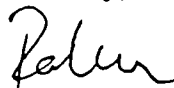
Maurice S. Paprin
The Foundation for Social Change
171 Madison Avenue
Suite 1006
New York, New York 10016

Dear Mr. Paprin:

I sincerely appreciate your concern about this issue. We are all deeply moved by these horrible events as well as moved to action. Your recommendations are sound ones and I shall consider them as I do all others that come across my desk. The President and the Justice Department are currently considering a number of options for addressing violence among our youth. We shall certainly take your suggestions into account, while we continue our conversations.

Once again thank you for your concern, your ideas, and your time.

Sincerely,


Rahm Emanuel

THE FOUNDATION FOR SOCIAL CHANGE

171 Madison Avenue, Suite 1006 • New York, NY 10016 • (212) 685-8848 Fax: (212) 685-8970

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Mike Miller
Frances Fox Piven
Marshall Pomer
Marcus Raskin
Michael Shuman
Alice Slater
Edith Tiger
Anne Zill

Craig Butler,
Executive Director

May 22, 1998

Mr. Rahm Emanuel
Deputy Chief of Staff
and Counsel
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500
Fax: (202) 456-2530

Dear Rahm:

The horrific Oregon killings committed by Kipland Kinkel yesterday is a "bomb burst" that should be a signal to all of the people of the United States (and people throughout the world) of a society that may be on the verge of "running amok."

I believe that this latest incident should be seen as an opportunity to rouse the conscience and the energies of people in every Congressional District, in every village and hamlet, to respond to a call from the President and the First Lady to meet in Washington, DC on Sunday, June 28, 1998 at The White House Emergency Summit on "Citizen Action and Responsibility."

Early in the first Clinton Administration (1993), we called on President Clinton to follow up on his magnificent Little Rock Economic Summit (held during the transition period prior to his first inauguration) to use his great talent for leadership and innovation for more of such events and programs.

Now I'm suggesting that we convene a small planning meeting in the Executive Office Building with volunteer leaders to lay out the parameters and guidelines for the proposed "Summit." The date (June 28) is only a "target" date, and depending on logistics, mobilization of

(continued)

Emanuel Ltr-5/22/98

organizations and schedules of key leadership people, can be shifted to July, August or September, depending on the planning group's decisions and/or recommendations. I use the date only as an instrument of impelling people to gather together to meet the sense of crisis at the earliest possible time.

I also believe that the planning group should consider holding simultaneous rallies, demonstrations and public fora in as many Congressional Districts as possible, with Interactive TV and radio hook-ups so that the widest and broadest participation and communication can be achieved.

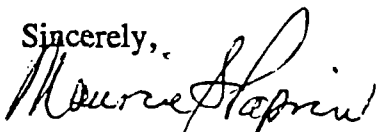
This effort and campaign must be built on the basis of maximum participation and involvement of all citizens (and residents) of all ages, races, religions, and communities. It must involve the people from President Bush's "Thousand Points of Light," from Ret. General Colin Powell's organization, America's Promise, from President Carter's Center on Habitat and Humanity, to President Ford's Economic Summits, from Ross Perot's "United We Stand," to Lani Guinier's "Lift Every Voice," from Norman Lear's "People for the American Way," to Tikkun's Dialogues.

With modern technology for communications and databases we can actually reach huge numbers of people in the 50 states, and the theme should be that everyone should take action and responsibility for significant changes in our "Quality of Life" and preventing explosions of killings, terrorist actions and mayhem that has been seen in Oklahoma, Oregon, New Jersey, Waco, Texas, etc.

We stand ready to meet next week for beginning this process, depending upon the response we get from you, President Clinton and the First Lady. I would like to hear what staff you have available to initiate this process. Obviously, a project of this scope will require mobilization funding. The Foundation for Social Change is prepared to provide the initial "seed money" required for the first planning meetings. With White House support, I am certain that the additional funding for the White House Summit can be secured from a number of Foundations and wealthy sponsors.

I am most anxious to get your reaction and response to this ambitious proposal. I would hope that you could call me back at my office, or at my home over this extended Memorial Day weekend. My home telephone and fax number are 212/486-7367.

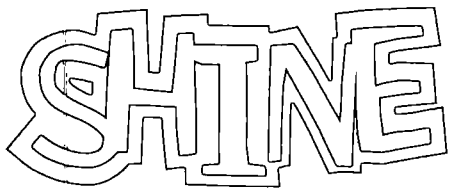
Sincerely,



Maurice S. Paprin

PHOTOCOPY
PRESERVATION

pc: President William J. Clinton
First Lady Hillary Rodham Clinton



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NAT Camp

seeking • harmony • in • neighborhoods • everyday
www.shine.excite.com

Mr. Jeffrey L. Bleich
National Campaign Against Youth Violence c/o
33 New Montgomery Street, 19th Floor
San Francisco, CA 94105-9781

August 30, 1999

Alan Rambam, Founder

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Jill Cuniff, Musician
Kate Dillon, Model
Lew Eisenberg, Port Authority
Congressman James Greenwood
Tommy Hilfiger, Designer
Grant Hill, NBA Athlete
Betsey Johnson, Designer
Richard Kind, Actor
Joel Krasnove, Nickelodeon
Senator Frank S. Lautenberg
Judy McGrath, MTV
Congressman Bob Menendez
Scottie Pippen, NBA Athlete
Fred Siegel, Excite
Kevin Spacey, Actor
Dick Robinson, Scholastic
M. Night Shyamalan, Director
Russell Simmons, DefJam/One World
Lisa Simpson, SONY
Senator Olympia Snowe
Senator Robert Torricelli
Denzel Washington, Actor

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Kevin Hawley, M.S.W.
Valeria Lovelace, PhD
John Pollock, PhD
Beth Saltzman, M.S.W.
Eric Weinstein, M.S.W.
Pedro Cordero, ACS

Dear Jeff,

It was fantastic meeting you in Washington and congratulations again on your appointment as the Executive Director of the National Campaign Against Youth Violence.

I wanted to update you on some new SHINE developments that I think you will find very interesting. In a few days, we are going to sign a letter of intent for a monumental three year exclusive partnership with Time Warner and their *Teen People* magazine.

This partnership is going to provide SHINE access and involvement not just from *Teen People* and countless celebrities, but also from the WB Network, CNN, and the rest of the Time Warner empire. This effort will include CD's and a televised concert to benefit SHINE, a program on CNN, PSA distribution, and more. This, combined with our existing campaign, will clearly pave the way for SHINE to become a household name.

In addition, Tommy Hilfiger has decided to expand their role with SHINE for the 1999/2000 school year. This increased support will include recognition for SHINE and its mission on Hilfiger's spring advertising and product hang tags, production of SHINE apparel, printing of a SHINE book cover for public school distribution nationwide, and the merchandising of the SHINE Nonviolence Handbook within 1,500 of their boutiques nationwide.

I know from our conversations that you recognize the sheer magnitude of our program and the landmark level of corporate and public support that we are receiving. I just want to insure that SHINE is a central focus of your upcoming press conference. If needed, I am confident I could have Don Logan, the President of Time Warner, and Tommy Hilfiger himself attend the press conference.

I would like to meet with you as soon as possible to discuss the upcoming press conference and continue the conversation that we started with Bruce Reed and Eric Liu. Thank you in advance for your consideration.

Regards,

Alan Rambam
Founder

cc: Mr. Bruce Reed
Mr. Eric Liu

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145 W. 28th Street
Suite 11C, NY, NY 10001
212.727.8680
Fax 212.290.0254

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3rd Floor, Trenton, NJ 08608-2304
609.392.8600
Fax 609.392.8393

8-30-99

99 AUG 16 PM8:35

THE WHITE HOUSE

WASHINGTON

August 16, 1999

MEMORANDUM FOR THE PRESIDENT
THE FIRST LADYFROM: Bruce Reed
Eric LiuSUBJECT: National Campaign Against Youth Violence

flow

*WITH VICE -
Nat Camp*

Looks good!

Proceed - need to keep visible

*Looks good!**Proceed - need to keep visible*

copied

Reed

Liu

Podesta

We wanted to give you a progress report on the National Campaign. This memo, which distills the consultations we've had inside and outside the White House, outlines our recommendations for (1) the campaign's goals; (2) its organizational structure and potential partners; and (3) a timetable for action. A lengthier business plan for the Campaign is being drafted as well. Your thoughts on the range of issues articulated here – including potential board members – would be of great use as the Campaign moves forward.

I. Goals

The National Campaign, as a matter of core principle, will be *non-partisan, non-profit, and decentralized*. Premised on the idea that youth violence is a multifaceted problem, and that each of us has the capacity and responsibility to combat the problem, its primary goals will be:

1. *To raise awareness of the problem and serve as a clearinghouse for solutions.*

One of the most important functions of the Campaign will be educate the public about the nature, extent and costs of youth violence. This means working with media companies to reshape the messages the culture sends our children. The Campaign will also serve as the resource of first resort for any citizen or organization interested in combating the problem. A worthy grassroots project in Boston might be brought to scale or brought nationwide if people in Seattle or Atlanta can easily learn about it. The Campaign will be a hub – an open market of information and inspiration – that will identify, and help replicate, approaches that work.

2. *To secure pledges from every sector to change personal or institutional behavior.*

The Campaign must make concrete the answer to the question, "What can I do to help?" We considered setting an overarching numerical goal (cut incidents of youth violence by 50 percent in ten years, for instance), but were concerned that such big-picture benchmarks could distort or obscure the work that individuals and organizations themselves can do. We think it

would be preferable – indeed, necessary – to secure specific action commitments on a sector-by-sector basis, in the same way the Welfare-to-Work Partnership and America’s Promise work. What can America Online do to filter out violent games? What can pediatricians do to mold the way parents raise their kids in a culture of violence? What can charitable foundations do to leverage their gifts, and what can bar associations do to teach kids mediation? Accordingly, as we detail below, the Campaign will be structured along sectoral lines.

3. To spur the creation of forums where kids and parents can talk about these issues.

For the Campaign to be grassroots in fact as well as name, it must incorporate the views of those with most direct control over the problem: kids and their parents. One of the key goals of the campaign will therefore be to spur the creation of forums – in cyberspace and “real” space – where young people can talk to one another, as well as to adults, to make their concerns and frustrations heard. A youth-centered orientation will be key to the Campaign’s legitimacy, and a mental health focus key to its effectiveness.

4. To ensure that guns stay out of the hands of children.

Although the Campaign will not be a single-issue advocacy organization, it can hardly address the problem of youth violence without addressing the question of access to guns. The Campaign will thus work on both the supply side and the demand side of this question. On the supply side, for instance, it will develop initiatives to inform parents about the dangers of guns and to show them how to keep guns out of their children’s reach; on the demand side, it will work with media organizations and film studios to make guns less appealing.

5. To devise a new “Index of Youth Safety” that can be used as a standard benchmark.

Various foundations and government agencies periodically issue reports on the state of youth violence or juvenile crime. But what is missing is a comprehensive standard that people can use to measure both the objective incidence of violence among youth and the subjective attitudes of young people about their own sense of safety. It would be an important contribution of the Campaign to devise and put into common practice such an index – and then measure its own effectiveness by a decline in that index. We also expect that the Campaign’s function as a clearinghouse for best practices will make evident the most pressing and promising directions for new social science research and public opinion surveys. Though the Campaign itself may not have the staff and resources to conduct this research, it can certainly serve as a catalyst for work by its members and affiliates.

II. Proposed Structure

The Campaign will pull together a wide range of people and organize them in a decentralized system. It will not engage in legislative advocacy; nor will it attempt to force all its disparate participants to arrive at a lowest-common-denominator consensus. Rather, its central function will be to serve as a social spark plug – to catalyze new thinking and new action against youth violence; to encourage and enable bold, persistent experimentation.

The Campaign will consist of an Executive Director, a Board of Directors, and numerous Task Forces. The Task Forces will assign responsibility for the problem of youth violence in a sector-by-sector manner, and will offer solutions in the same way. The Board will shape policy, lend legitimacy and – crucially – raise money. The Executive Director will be the entrepreneur who makes all this happen.

Executive Director. This position encompasses not only management of the Campaign's affairs but development of its machinery. In the mold of Eli Segal at the Welfare-to-Work Partnership, the executive director will be equal parts coordinator, fundraiser, and public entrepreneur. With Eli's help, we have recruited the person he tried to hire to run the Welfare-to-Work Partnership two years ago: Jeff Bleich, managing partner of the San Francisco office of Munger, Tolles & Olson, who was recognized by the American Bar Association as one of the country's leading young attorneys. Jeff is a civic leader in state, national and international affairs, and received California's award for pro bono service. He has strong connections in Silicon Valley and Hollywood, and has written on the subjects of youth violence and criminal justice.

Board of Directors. We aim to select a Board that represents the many sectors of society and that can raise the funds to support the Campaign's activities. There would be approximately twenty members of the Board, with an Executive Committee of five or six. Several first-rate people have already expressed interest in joining, including Steve Case of America Online, Judith McHale of Discovery Networks, Andrew Shue of Do Something, Pam Eakes, and Eli Segal. In addition, we would like to approach a range of other candidates, including: Zoe Baird, Robert Johnson of Black Entertainment Television, Bob Rubin, Erskine Bowles, Magic Johnson, Geraldine Laybourne of Oxygen Media, Edgar Bronfman Jr., Jill Iskol, Melinda Gates, Gloria Estefan, and Bill Cosby. We welcome other suggestions, and any advice for Chair. We will also have room for prominent political leaders (on a bipartisan basis) on the Government Task Force.

Task Forces. Each Task Force would take it upon itself to determine how people in its walk of life can most tangibly and effectively make a difference. The activities of the several Task Forces would be coordinated by the Executive Director. Those activities would involve, for instance, devising industry and corporate pledges of action and sponsoring conferences to showcase great initiatives. Among the proposed Task Forces:

- Internet and computers
- Media/entertainment
- Parent/kids groups
- Government
- Service/philanthropy/religion
- Health/public health
- Academic experts/research

Timetable for Action

August 17: You will unveil a new PSA developed by the Ad Council in which you urge parents to communicate with their children before trouble strikes. At that event, you will also announce the selection of Jeff Bleich as Executive Director for the Campaign and release \$15 million in DOJ grants for partnerships between school districts and law enforcement.

Late August: The Campaign opens for business, with an office in San Francisco donated by Bleich's law firm, minimal staff, and assistance (though not direction) from the White House. Bleich's firm will handle the Campaign's 501c(3) incorporation on a pro bono basis. The Campaign will open a Washington office as soon as Bleich can get space donated here.

Late September: The Campaign has its formal kickoff. By then you will be able to announce a group of Charter Board Members – who will provide seed funding – and flagship affiliate organizations. One such organization, SHINE (Seeking Harmony in Neighborhoods Everyday), has already pulled together an impressive \$10 million teen-focused celebrity campaign with MTV, Nickelodeon, the Excite website and Tommy Hilfiger's fashion company. SHINE has agreed to run its operation under the rubric of the National Campaign.

November: The Campaign will be fully operational. It will have selected a complete Board of Directors, filled out its roster of Task Forces, begun raising money, and published a formal prospectus to guide the work and work product of the Task Forces.

March 2000: At your suggestion, students from Colorado and across the nation are now planning a March on Washington. The Campaign can use this opportunity to unveil its Index of Youth Safety and to hold numerous town halls and focus groups with young people.

Now through August 2000: Over the next twelve months we will work with the campaign on a series of events – including additional commitments from the entertainment industry and other sectors, as well as conferences on “Giving Parents the Tools They Need” and “What Works.”

September 2000: The Campaign will publish – on the Web and in print form – a Best Practices Guide for parents and practitioners.

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