

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	Anti-Youth Violence Event Audience List [partial] (1 page)	8/15/1999	P6/b(6)
002. memo	National Campaign Against Youth Violence [partial] (1 page)	8/10/1999	P6/b(6)

COLLECTION:

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

FOLDER TITLE:

Youth Violence - National Campaign Event, August 17, 1999

2013-0717-S

sb24

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]

Youth Violence –
National Campaign Event; August 17, 1999

**PHOTOCOPY
PRESERVATION**

YOUTH VOL-

that layer

2/17 went

INFORMATION

~~SECRET~~

Exds - merged to periods
 poss. a few more - all NOT hand made only - template
 contents of tape line - in machine, real? - by 6 hrs
 in presence of J. and others & computer system

5. Credibility

collected periods

5. & to be very close to past year

contains only last segment of acts, some periods too
 the working

in its own way of TFR - then pre-extracted

names & marks

fall under any of standard sky

down to last

words are not there

→ B/C → teens want a private world
→ RS needs a brand - each high school

Class age → a school after school

Gen groups

→ { Input Link Group → IV → Pin → Front
= could be seen in a minute

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EMBARGOED for release until:
_____ A.M., Tuesday, August 17, 1999

WOTU UOL -
Nat. Campaign
event 7/17
DRAFT
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New TV and Radio Ad Campaign to Help Parents Talk with Their Children About Violence

***Ads Feature Call to Action by President Clinton; Top Network and Cable TV
Stations to Premier Ads During "Family Hour" — Wednesday, August 18th***

Nationwide Survey Finds Columbine Springboard for Family Conversations about Wide Range of Issues

WASHINGTON, D.C. -- In the aftermath of the Columbine High School shooting in Colorado, a new TV and radio public service ad campaign aimed at helping parents talk with their children about violence was announced today by the Kaiser Family Foundation, Children Now and the Ad Council.

The ads encourage parents to call for a free booklet that can help them talk with their kids about violence and other sensitive issues. They are the latest component of the "Talking With Kids About Tough Issues" campaign, a national effort to encourage earlier and more frequent parent-child communication. The new ads end with a call to action by President Clinton.

The new ads grew out of discussions at the White House Strategy Session on Children, Violence and Responsibility, held three weeks after the Columbine incident. **Many of the major TV network and cable channels plan to run the ads for the first time on the same day, Wednesday, August 18th, during the family hour of 8:00 – 9:00 p.m. The stations include ABC, CBS, NBC, WB, A&E, FOX, FOX Family, Animal Planet, Comedy Central, Discovery Channel, Discovery Digi-nets, FASTV, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, TBS, TNT, TV Land, UPN, and VH-1.** According to the Ad Council, such a coordinated effort is unprecedented. In addition, the national Association of Broadcasters and Cable Association of Broadcasters will include the new ads as part of their monthly rotation. (ADDITIONAL STATIONS MAY BE ADDED)

"I applaud the Kaiser Family Foundation, Children Now and the Ad Council for putting this effort together to help parents, and the TV networks for providing the necessary exposure to make it effective," President Clinton said today at a White House event announcing the release of the ads. "At a time when many parents feel under siege, this campaign will support parents by helping them talk with their kids about violence and other tough issues they confront in their everyday lives."

The ads, produced for the "Talking With Kids" campaign by the J. Walter Thompson ad agency, feature children between ages 8 and 13 speaking un-scripted about their concerns and fears regarding violence.

(more)

DRAFT

Page Two

New Survey Shows What Families Talked About After Columbine

The ads are being released in conjunction with a new nationwide survey of parents of children in grades K-12 conducted in the weeks following Columbine. *Talking With Kids About Violence: A National Survey of Parents* is the latest in a series of surveys on parent-child communication conducted by the Kaiser Family Foundation and Children Now. It found that nearly eight in 10 parents spoke with their children about the incident and that more than 90 percent of those parents felt good about having the conversations with their children.

Of those parents who spoke to their children about Columbine, 83 percent talked about the importance of letting adults know if they think someone might be planning a violent act, 69 percent discussed what to do if someone brings guns to school, and 65 percent talked about how to handle a violent situation.

But the survey also found that Columbine served as a springboard for family conversations about a broad set of issues in addition to guns in school. The other issues parents talked with their kids about most was how students treat one another at school (87%); followed by how to handle peer pressure (72%); how their own child fit in at school (53%); death, grief and how to deal with loss (53%); and what their child sees or does on the Internet (32%).

"Tragedies such as Columbine shouldn't be the only catalyst for parents to talk with their children about violence and other tough issues," said Drew Altman, president of the Kaiser Family Foundation in Menlo Park, California. "Parents also need to take advantage of everyday opportunities to connect with their kids on sensitive topics."

"When the Colorado tragedy forced parents to jump into difficult conversations with their children about violence, many realized it was hard to do," said Lois Salisbury, president of Children Now, based in Oakland, California. "The Talking With Kids campaign offers practical guidance in starting and deepening these important conversations. But more importantly, the campaign reminds parents that the most effective family communication about violence and other tough issues begins early and happen often."

A free booklet for parents on how to talk about violence is promoted in the ads and is available at www.talkingwithkids.org or by calling 1-800-CHILD44.

Methodology

The *Talking With Kids About Violence* survey was designed by researchers at the Kaiser Family Foundation and Princeton Survey Research Associates. A national random sample of 604 parents with children enrolled in grades Kindergarten through 12 were interviewed. All interviewing was conducted between May 12-24, 1999. The overall margin of sampling error for results based on the total sample of 604 parents is plus or minus 5 percentage points.

The Kaiser Family Foundation, based in Menlo Park, California, is a national health care philanthropy and not associated with Kaiser Permanente. Children Now, based in Oakland, California, is a non-partisan voice for America's children.

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DRAFT

**Key Findings from the Kaiser Family Foundation/Children Now
Talking with Kids About Violence: A National Survey of Parents
May, 1999**

- Nearly eight in 10 parents (79%) spoke with their children about the Columbine High School shooting, with 92 percent of those parents saying that they felt it was good for them to have these conversations with their children.
- Four in ten parents (41%) who spoke with their children about Columbine reported that their children worried that the same kind of violence could happen in their own school. Half of those parents with high-school age children said their child worried that such an incident might occur, as compared to 35 percent of parents with younger children.
- Almost nine in 10 parents (87%) who talked to their children following Columbine discussed how students treat one another at school. Nearly three-quarters (72%) talked about how to handle peer pressure. More than half (53%) discussed how their own child fit in at school.
- The majority of all parents (62%) felt that parents should be held responsible for their children's violent behavior in all or most cases. Sixty-one percent also felt it was "very important" to limit the violence children are exposed to in the entertainment media in order to reduce youth violence.
- Nearly half (49%) of parents said that efforts to limit violence in the entertainment media should be left to parents or the media industry; 37 percent said that the government should be involved in limiting media violence.
- Many parents took action in the weeks following Columbine to further limit their children's exposure to media violence:
 - Approximately one-quarter of all parents say they placed new limitations on their children's TV (23%) or movie (25%) viewing habits.
 - Nineteen percent of all parents put new restrictions on access to computer or video games their child was allowed to play.
 - Sixteen percent of all parents further restricted the music their child is allowed to listen to.
 - One in ten parents put new restrictions on their child's use of the Internet.
 - Parents of younger children (K-3) were more likely to report setting new restrictions on media exposure.

8/17

value added

Module

• not to discuss

• Net roadblock

NETWORK

PLUGS

Team Branding

need RTW / SPST / GMS 2011.

Planning leverage (connected)

• unimodal → PSM-driven, older kids to younger kids.

• minor paper

• Basic brochure distributor

• Netw - Net roadblock

• parent.com - T.W. info

Steve H. TV

- per-demos too: give kids cameras →
- FOCUS GROUPS - a group to help.

November show

Maria

- ten days course a course - talk more with
- research on what works.

Vanessa

- a y-intercommunal and youth board?
- model sites → two projects
- wrap 100% + discussion of leaders.

Maria

- planning to a network?
- CMAA then better - aimed by teens

Eric D.

- not just what do - but pre-peace + S.
- connection to the planning
- HSPH - Equate ST. and not agree packed so not youth-led

Lynne

- hidden worry + all these problems.

Ross

- introduction

Anthony

- INFORMATION: C.C. + (connected)
- 95th grade + STMT P.W. TENDERS
- already 200 anti-viral vaccine out there

POSTS

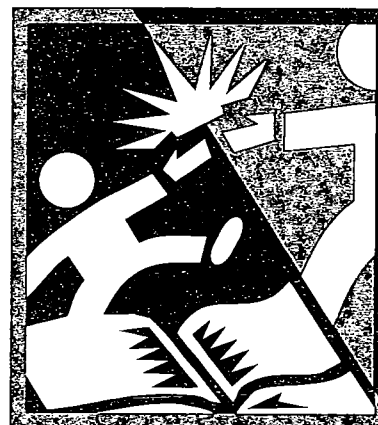
- Eric lead the - childhood body

MODERATING

Working Group Meeting
August 17, 1999
Room 211 OEOB
Michele Cavataio (AOL)
Alan Khazei (City Year)
Vanessa Kirsch (New Profit)
Michael Sanchez (hasn't confirmed)
Julia Moffett (Markle Found.)
Stephen Friedman (MTV)
Aaron Lieberman (Jumpstart)
Jeff Bleich
Eli Segal
Matthew Heyd
Mark Abbott
Alan Rambam (SHINE)
Michan Pour-Azar (SHINE)
Richard Masur (Actors Guild)
Eric Dawson
Pamela Eakes (MAV)
Marisa Nightingale
Lynn Cutler

What is
Jumpstart?

JUMPSTART



The Jumpstart Mission

Jumpstart engages young people in service
to work toward the day every child
in America enters school prepared to succeed.

www.jstart.org

Jumpstart National • 93 Summer Street • Boston, MA 02110 • (p) 617-542-JUMP • (f) 617-542-2557
Boston (617-542-JUMP) • New Haven (203-865-READ) • New York City (212-929-9232)
Washington, DC (202-737-JUMP) • Los Angeles (310-794-4068) • San Francisco (415-338-3623)

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PEACE GAMES

Annual Report
1997-1998

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MAVIA NEWSLINE

*Working together to prevent violence in our society
and to promote the safety and well being of our children.*

FREE EXPRESSION NO LICENSE TO MORAL CHAOS

By J. Dennis Hastert, Speaker of the House



Speaker Dennis Hastert

WASHINGTON, D.C. — Watching the heart-breaking events that took place in Littleton, Colorado last April, I was overcome with emotion. To merely say these events were tragic and then move on with our lives would be another tragedy in itself. The shootings in

Littleton, and a few weeks later in Conyers, Georgia are a wake-up call for all of us. Now, we must examine our culture and root out the underlying causes of juvenile violence.

My family is especially sensitive to the issue of youth violence. I taught high school for 16 years before entering politics. My wife has taught school for more than 30 years. My two boys graduated from public high schools not that long ago. Over the years, we have become attuned to the many problems that are plaguing America's children.

In the aftermath of the school shootings, Washington, D.C. was increasingly looked to for answers. Unfortunately, there are no easy solutions for Washington to provide. No amount of political posturing is going to address the deeper problems that face our society and our children.

Our children need to learn the differences between right and wrong. They need moral instruction, and we need to give them a culture that reinforces positive values.

It is difficult to be a parent today. We feel the need to work harder just to keep pace

continued on page 4

NINE-YEAR-OLD SAWE, MAVIA HIGHLIGHTED AS CLINTON ANNOUNCES STUDY OF VIOLENT MARKETING

WASHINGTON, D.C. — Remember that time, as a boy or girl of about nine years, when you brought home a magazine that was a bit too graphic for your parent's liking?

The threat of this consequence was not lost on eight-year-old Arthur Sawe as he whizzed home from his Seattle elementary school in the Spring of 1998. Despite buying the magazine because of the cool car race and

aviation games advertised on its inside flaps, Sawe came to realize that his prize purchase contained several violently and sexually explicit ads for video games—something that could potentially get him in hot water with his mom.

That was May, 1998. Fast forward to May 31, 1999, when a more mature, nine-year-old Sawe introduces President Clinton at a sunny Rose Garden Press Conference; telling the country how his courageous act of showing his mom that violent magazine had led to a statewide—and now national—effort to debunk the myths behind the marketing of violent material to children.

"I thought I might get in trouble with my mommy—but instead I am here at the White House today," said Sawe, in front of an intrigued throng of reporters and elected officials—one which included the President, First Lady Hillary Rodham Clinton, Attorney General Janet Reno and Federal Trade Commission (FTC) Chairman Robert Pitofsky, among others.

Washington State Effort Lauded by Clinton

After Sawe showed the magazine, *Electronic Gaming Monthly*, to his mother, Caroline, she passed it along to MAVIA—which called the publication to the attention of *Seattle Times* editorial writer Susan Nielsen. Nielsen's piece, titled "At Least Joe Camel Never Enticed Schoolkids to Kill" (6/98), focused on a couple of games—one, Activision's "Vigilante 8,"



*Arthur Sawe, with the First Couple,
after introducing the President.*

continued on page 3

THE WHITE HOUSE
WASHINGTON

August 16, 1999

MEMORANDUM FOR THE PRESIDENT
THE FIRST LADY

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 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.

PRESIDENT CLINTON ANNOUNCES ACTION STEPS IN CAMPAIGN TO PREVENT YOUTH VIOLENCE

America must confront the recent senseless acts of violence that have taken the lives and the innocence of so many young people. Places where they once felt safe -- schools and churches and day care facilities -- have been shaken by violence. Addressing this assault on our society's values and our children's future is a top priority of my Administration.

--President Clinton, October 8, 1999

Today, President Clinton announced further action being taken to combat youth violence. In May, the President and Mrs. Clinton held a White House strategy session on youth violence as the Nation struggled to understand the terrible tragedy that occurred in Littleton, Colorado. Six months after the Littleton tragedy, private and public entities alike have hailed the President's call to action to help provide parents, teachers, students, and communities with tools they need to prevent our young people from committing further senseless acts of violence.

- ***Federal government takes leadership in preventing youth violence.*** President Clinton announced today that he is directing his Assistant for Domestic Policy, Bruce Reed, to form a White House Council on Youth Violence. The Council will work to more effectively coordinate and implement policies across the Federal government that address issues of youth violence, including juvenile crime issues, mental health issues, and school safety issues. Members of the Council will include the Attorney General and the Secretaries of Health and Human Services, Education, and Labor, as well as the Director of the Office of Management and Budget. The Council will specifically seek to provide better information to citizens on Federal programs that address the issue of youth violence and provide resources and tools on best practices in combating the problem.
- ***NBC Rolls out public service campaign to combat youth violence.*** The President announced that on Monday, October 18, 1999, NBC will begin airing public service announcement that focus on the interconnected issues of youth violence, diversity, prejudice and hate crimes as part of NBC's on-going "More You Know" public service campaign. The campaign is intended to provide messages to parents and students on the importance of talking about youth violence and understanding how prejudice and hate are harmful and can lead to tragic ends. In this effort, NBC is partnering with a number of national organizations including the Anti-Defamation League, the National Urban League, La Raza, the Human Right's campaign, and the Leadership Conference Education Fund. The campaign includes both 1-800 numbers for more information and supplemental materials that have been sent to high schools and middle schools nationwide.
- ***Congress needs to join the action and do its part to pass gun control measures.*** Today, the President urged Congress to no longer delay in passing essential gun control legislation that would include measures to: close the gun show loophole; require child safety locks for handguns; bar the importation of large capacity ammunition clips; and ban violent juveniles from owning guns for life. (DO WE WANT A BROADER JJ MESSAGE??)

**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 Jeff Bleich, a prominent California attorney, as 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 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. Today, the President will announce that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air 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 18th. This first-ever Ad Council television "roadblock" will include ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, 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 FasTV.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, and is the managing partner in the San Francisco office of Munger, Tolles 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.

THE WHITE HOUSE

WASHINGTON

August 16, 1999

ANNOUNCEMENT OF ANTI-YOUTH VIOLENCE INITIATIVES

DATE: August 17, 1999
LOCATION: Presidential Hall
 OEOB Room 450
BRIEFING TIME: 10:00am – 10:20am
EVENT TIME: 10:30am – 11:30am
FROM: Bruce Reed

I. PURPOSE

To announce a series of steps to help reduce youth violence including: (1) a new anti-violence public service advertising campaign; (2) the new executive director of the National Campaign Against Youth Violence, Jeff Bleich; and (3) \$15 million in Justice Department COPS grants for local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools.

II. BACKGROUND

You will address an audience of approximately 130 people, including executives and representatives from television and cable networks, child advocacy groups, education groups, healthcare advocacy groups, and youth. In your remarks you will announce:

Network Anti-Violence Roadblock. At the White House Strategy Session on youth violence on May 10, you challenged the entertainment industry to do its part. Today, you will announce that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air the prime time debut of public service ads on the theme of "Talking with Kids About Violence." The ads, which feature children and you 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 18th. This first-ever Ad Council television "roadblock" will include ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, 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 your call for a National Campaign Against Youth Violence, you 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, and is the managing partner in the San Francisco office of Munger, Tolles 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. You 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.

III. PARTICIPANTS

Briefing Participants:

The First Lady
Attorney General Janet Reno
Secretary Richard Riley
Bruce Reed
Eric Liu
Tom Freedman
Richard Socarides
Lowell Weiss
Jeffrey Bleich

Stage Participants:

Attorney General Janet Reno
Secretary Richard Riley
Jeffrey Bleich, New Executive Director, National Campaign Against Youth Violence
Harrison Boatwright (Age 10; appears in PSA)
Wyatt Keusch (Age 11; appears in PSA)

Program Participants:

YOU

The First Lady

Peggy Conlon, President and CEO, The Advertising Council

Drew Altman, President and CEO, The Kaiser Family Foundation

Leilani Tassillio (Age 11; appears in PSA)

IV. PRESS PLAN

Open Press.

V. SEQUENCE OF EVENTS

- Attorney General Janet Reno, Secretary Richard Riley, Jeff Bleich, Harrison Boatwright, and Wyatt Keusch will be announced onto the stage.
- **YOU** and the First Lady, accompanied by Peggy Conlon, Drew Altman, and Leilani Tassillio, will be announced onto the stage.
- The First Lady will make remarks and introduce Peggy Conlon, President and CEO, The Advertising Council.
- Peggy Conlon will make brief remarks and introduce Drew Altman, President and CEO, The Kaiser Family Foundation.
- Drew Altman will make brief remarks and introduce Leilani Tassillio, Student.
- Leilani Tassillio will make brief remarks and introduce **YOU**.
- **YOU** will make remarks, unveil the public service announcement, and depart.

VI. REMARKS

To be provided by speechwriting.

Q&A on YOUTH VIOLENCE EVENT
August 17, 1999

Q: What did the President announce today?

A: The President announced a series of steps to help reduce youth violence. First, the President announced a large new anti-violence television 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 announced Jeff Bleich, a prominent California attorney, as the new executive director of the National Campaign Against Youth Violence. Finally, the President announced that the Justice Department will distribute \$15 million in COPS grants to local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools.

Advertising Council Public Service Announcements

Q: What did the President announce regarding a national advertising campaign to prevent youth violence?

A: The President announced that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air the prime time debut of "Talking with Kids About Violence" public service ads. 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 18th. This first-ever Ad Council television "roadblock" will include: ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, 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 FasTV.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 Advertising Council, the Kaiser Family Foundation, and Children Now.

Q: What do these ads say?

A: The PSAs encourage parents to talk with their children about violence and include a toll-free number and Web site to contact for a free booklet. The ads, which include a call to action by President Clinton, feature children between the ages of 8 and 13 speaking un-scripted about their concerns and fears about violence. The ads are the latest component of the "Talking with Kids about Tough Issues" campaign, a national effort to encourage more frequent parent-child communication. A free booklet for parents on how to talk about violence is available at www.talkingwithkids.org or by calling 1-800-CHILD44.

Q: Why were these ads developed?

A: These ads grew out of discussions at the White House Strategy Session on Children, Violence, and Responsibility held on May 10.

Q: Who sponsored these ads?

A: The Kaiser Family Foundation, Children Now, and the Advertising Council sponsored these ads. The Kaiser Family Foundation, based in Menlo Park, California, is a national health care philanthropy and is not associated with Kaiser Permanente. Children Now, based in Oakland, California, is a non-partisan voice for American's children. The Advertising Council is a private, nonprofit organization, which has been the leading producer of public service communications programs in the United States since 1942.

National Campaign Against Youth Violence

Q: What did the President announce with regard to a National Campaign to Prevent Youth Violence?

A: Following up on his call for a National Campaign Against Youth Violence, the President announced that Jeffrey Bleich will be the executive director of this effort. Mr. Bleich is one of America's leading young attorneys and managing partner of the San Francisco firm Munger, Tolles and Olson.

Q: What will this campaign do?

A: 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) working with all sectors of society to help de-glamorize violence; and (3) helping give parents more tools to succeed as parents, including making sure they know how to use the new V-Chip.

Q: How does this relate to the White House Strategy Session on Children, Violence, and Responsibility held on May 10?

A: Recognizing that youth violence is a problem that government cannot solve alone, the President, the First Lady, the Vice President and Mrs. Gore issued a call for a national campaign to reduce youth violence at the White House Strategy Session on Children, Violence, and Responsibility on May 10. This campaign will work with all sectors of our society - the media, education groups, parents, religious leaders, and young people - to focus on this problem, find what is working, and spread it to new

communities, while also helping to ensure that the media sends the right message to our children.

This grassroots campaign is modeled after two extremely successful efforts launched by the Clinton Administration. Four years ago, the President asked for a national campaign to reduce teen pregnancy. Today, under the leadership of Governor Tom Kean, former governor of New Jersey and now the President of Drew University, that campaign is playing an important role in reducing teen pregnancy rates nationwide. Two years ago, the President called for a national effort by businesses to hire people off welfare, to make sure the welfare reform effort would work. Today, under the leadership of Eli Segal, the Welfare to Work Partnership has grown to 10,000 companies that have helped move more than 40,000 people from the welfare rolls to the job rolls.

Department of Justice grants

Q: What did the President announce with regard to new grants to strengthen partnerships between law enforcement and schools?

A: The President announced \$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. 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.

ANTI-YOUTH VIOLENCE EVENT AUDIENCE LIST

August 17, 1999

(as of 8/15/99 3:30pm)

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Major League Soccer

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Renee Boatwright
(Mother of Harrison Boatwright)

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Adam Eisgrau
Director of Federal Relations
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Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	Anti-Youth Violence Event Audience List [partial] (1 page)	8/15/1999	P6/b(6)

COLLECTION:

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

FOLDER TITLE:

Youth Violence - National Campaign Event, August 17, 1999

2013-0717-S

sb24

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]
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DRAFT – 8/10/99

ERIC –
This is great!

MEMORANDUM FOR THE PRESIDENT
THE FIRST LADY

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. We are drafting a lengthier business plan for the Campaign as well. Your thoughts on the range of issues articulated here – especially potential board members – would be of great use to us as we push the Campaign forward.

I. Goals

→ The National Campaign, as a matter of core principles, will be *non-partisan, non-profit, and decentralized, and entrepreneurial*. 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.*

→ We believe 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 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 works. 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. 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.

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 sparkplug – to catalyze new thinking and new action against youth violence; to encourage and enable bold, persistent experimentation.

NOTE:
What measure
of success?

Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. memo	National Campaign Against Youth Violence [partial] (1 page)	8/10/1999	P6/b(6)

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FOLDER TITLE:

Youth Violence - National Campaign Event, August 17, 1999

2013-0717-S

sb24

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→ 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 ~~conduct this symphony~~

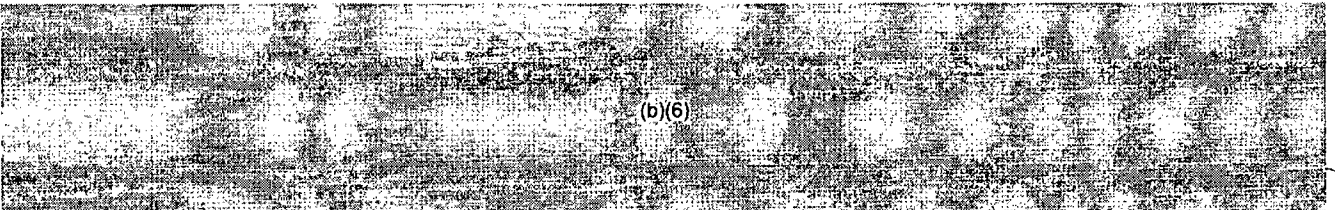
be the entrepreneur who makes all this happen.

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. ~~We~~

with Eli's help, we have recruited the person he tried to hire to run the Welfare Partnership two years ago:

~~are thrilled to have recruited an outstanding leader for the Campaign.~~ Jeff Bleich, 38, who is managing partner of the San Francisco law firm of Munger, Tolles & Olson. Jeff is a civic leader in state, national and international affairs, and an active pro bono advocate. ~~He is well connected~~ He has strong connections in Silicon Valley and Hollywood, and has written extensively on the subject of youth violence.

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



(b)(6)

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 holding conferences to showcase great initiatives. Among the planned Task Forces and sample members:

and any advice for Chair. x also have room for private members of political leaders (on a bipartisan basis) on the Govt. task force.

- Internet and computers
- Media/entertainment/celebrities
- Business/corporate = ?
- Parent/family groups
- Kids' groups
- Government (all levels)
- Service/philanthropy/mentoring
- Law enforcement = ?
- Health /public health
- 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

Jeff Bleich as
the selection of an Executive Director for the Campaign and release a new round of Safe
Schools/Healthy Students grants.

\$17 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 Jeff
Bleich's law firm), minimal staff, and continued assistance from the White House. A Washington office
will open as soon as Bleich can get space donated here.

^{Late} Early to mid September: The Campaign has its formal kickoff. By then we will have ^{secured} selected a
group of Charter Board Members – who will be able to announce \$5 million in seed funding
commitments – and Flagship Affiliate Organizations. One such organization, SHINE (Seeking
Harmony in Neighborhoods Everyday), has already pulled together an impressive teen-focused
celebrity ^{\$10 million} media 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.

? Late October: Congressional Democrats will conduct a workshop on youth violence which we
will help shape. We will work to ensure that they – as well as their Republican counterparts –
are plugged into the activities of the Campaign.

Mid-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 ~~devised a uniform policy~~ ^{published a formal prospectus} to guide the work and work product of the Task Forces.

Now through August 2000: We would like to see the Campaign hold at least three major events
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."

^{TRAILS} September 2000: The Campaign should be financially self-sustaining by now and will issue a
one-year review of its activities and progress.

? Let's discuss March on Wash. next spring

Also: Best practices guide
Measures of success

Where are we with ADL + VP?