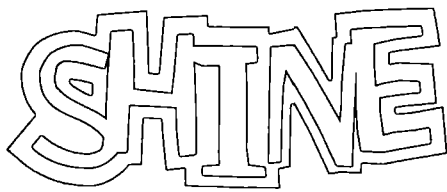


PHOTOCOPY
PRESERVATION



seeking • harmony • in • neighborhoods • everyday

www.shine.excite.com

SHINE (Seeking Harmony In Neighborhoods Everyday) is a national education program that uses outlets like music, art, and technology to reduce violence.

Alan Rambam, Founder

Eric Liu
Deputy Director of Domestic Policy
Office of Domestic Policy
The White House
Washington, DC 20502

Honorary Board Members

Benjamin Bratt, Actor
Jill Cuniff, Musician
Kate Dillon, Model
Lew Eisenberg, Port Authority
Congressman James Greenwood
Tommy Hilfiger, Designer
Grant Hill, NBA Athlete
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M. Night Shyamalan, Director
Russell Simmons, DefJam/One World
Lisa Simpson, SONY
Senator Olympia Snowe
Senator Robert Torricelli
Denzel Washington, Actor

Education Advisory Board

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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 Eric,

I just wanted to let you know that on October 19, 1999, together with Congressman Gephardt's office and over 120 members of Congress we will be web casting a Town Hall meeting with 500 students from the Canon Caucus Room. The 'Talk Back Live' style program with the students will be web cast to 100's of schools around the country to allow them to not just listen to the meeting but also participate.

We are working with the New York Times, Scholastic, the NEA and others to promote this event to teachers and students nationwide. I know that the Democratic Leader's office has a request in for the President to attend this event and I just wanted you to be aware of the level of involvement that this event is generating.

Whether it is orchestrated at the web cast or during the Rose Garden ceremony to present the student resolution we would also like to hold a brief press conference with the President, if possible, to announce our new in-school initiative with Time Warner. This program will enable the students attending the conference and all students nationwide to set-up SHINE clubs at their schools to empower them to take a personal stand to fight youth violence. The communication between schools for the clubs will take place on-line at our web site at shine.excite.com.

Any questions please contact me at (212) 727-8680. I hope all is well.

Regards,

Alan Rambam
Founder

cc: Bruce Reed, Assistant to the President for Domestic Policy
Irene Bueno, Special Assistant to the President for Domestic Policy

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August 9, 1999

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Irene Bueno
Special Assistant to the President
For Domestic Policy
The White House
Washington, DC 20502

Dear Irene Bueno,

SHINE is a national education effort that uses outlets like music, art and technology to give young people the skills they need to reduce violence, celebrate diversity and increase their self-esteem. SHINE has already secured close to \$10 million dollars in in-kind/direct donations from some of the icons of today's youth culture towards a national campaign against youth violence. I firmly believe that this is only the beginning.

There are a number of ways that we feel the Administration and SHINE can mutually benefit from the announcement and execution of such a profound endeavor. Below are two specific requests of the Administration that we at SHINE believe will guarantee a successful joint venture.

- In early September we would like to hold a joint press conference at the White House to announce this innovative \$10 million dollar campaign to reduce violence, celebrate the diversity of our nation, and to recognize the commitment of our corporate citizens in making those two objectives national priorities. This is a tremendous opportunity for the Administration to illustrate a proactive effort that is primarily privately funded. On hand for the announcement we could have the President's/CEO's of Excite, Tommy Hilfiger, Sony, Scholastic, Sears, MTV, Nickelodeon and Universal/Def Jam, and other corporate partners.

- We would like the Administration to consider a pledge to match the private funds SHINE has already raised. The matching funds would be used to create an internet based SHINE Anti-Violence Network at schools nationwide. These groups will empower students to become active participants in the campaign for solutions to school violence. The SHINE Anti-Violence Network would:

- Be a mandatory activity for students who are placed in detentions or in-school suspensions. In many situations the current practice for these students does not offer an educational solutions based activity.
- Operate as an extracurricular activity for middle and high school students.
- Be introduced as part of health, technology and art classes in both elementary and secondary schools.
- Encourage students to communicate on-line about the issues affecting them today, initiate community based programs and activities in their neighborhoods, organize mentoring and peer mediation programs, and learn about conflict resolution, anger management and mediation.

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To start the program we would make a SHINE Anti-Violence Network Handbook and Action Kit available to students nationwide. Once the students get started all of the reporting and tracking of the individual members of the SHINE Anti-Violence Network will be orchestrated on-line through SHINE's website. The SHINE website is already on its way to becoming the largest aggregated youth content area on-line that allows young people to express themselves in their own voice about the issues affecting them today and learn how to channel their energies into positive outlets instead of violent behavior. The website will now be home to every student or nonprofit group that is orchestrating something positive in their school or community to fight violence. Through this website students, parents and teachers will be able to discuss solutions, access information and join together to fight youth violence.

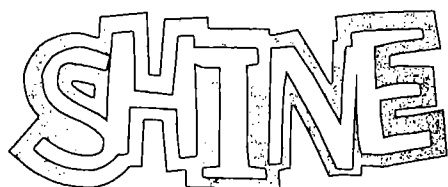
A financial commitment from the Administration will empower SHINE to fully fund this effort and provide SHINE with the administrative and technical resources and written materials necessary to execute this project. In addition, we are suggesting to extend this program to include a partnership with the Motion Pictures Association (MPA) to include information on the SHINE Anti-Violence Network on movie pages and during the previews at theaters nationwide. This extended partnership with the MPA and private sector could also be used to leverage the additional funds necessary to execute this effort.

If you need additional information please visit our website at www.shinesite.org. Our time for a decision from the Administration is quite limited as we are moving forward with an official announcement of this campaign in early September when the new SHINE.Excite site launches. Your assistance in making SHINE a priority for the Administration's consideration is greatly appreciated.

Regards,

A handwritten signature in black ink, appearing to read 'Alan Rambam', written over a horizontal line.

Alan Rambam
Founder



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SHINE.EXCITE.COM OVERVIEW

SHINE is a national education program that uses outlets like music, art and technology to give young people the skills they need to reduce violence, celebrate diversity and increase their self-esteem. SHINE has already secured close to \$10 million dollars in in-kind/direct donations from some of the icons of today's youth culture towards a national campaign against youth violence.

Alan Rambam, Founder

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The cornerstone of this campaign is a partnership with **Excite@Home** to create the largest aggregated youth content area on-line that allows young people to express themselves in their own voice about the issues affecting them today and learn how to channel their energies into positive outlets instead of violent behavior. This youth supplied content will be combined with timely information and participation from the education, entertainment, art, and fashion community, all centered around providing young people with the life skills of cultural harmony, self-esteem and nonviolence. Excite currently has 1 million teens a day in its chat room and over 77 million daily page views.

The **www.shine.excite.com** web site will include a Nickelodeon animation area and in-school education program, Universal/Polygram music lounge, School of Visual Arts (SVA) animation gallery and mentorship program, and Tommy Hilfiger nonviolence art and rap gallery. The new site will also include ongoing nonviolence summits and daily columns written by students from around the country on a variety of issues such as violence, racism, self-esteem and unity.

We would like to work together with the Administration to leverage the visibility of SHINE's on-line efforts and initiate a more formal web strategy to execute for teachers and students to involve them first hand with the One America Initiative and access information on youth violence, cultural diversity, and related Federal Agencies such as the DOJ, DHJ, UJDDP, DOE, etc.

SHINE is a solutions program that reaches 14 million young people a month with a 58% - 93% success rate combining standard education efforts with nontraditional media efforts. The SHINE campaign against violence will be supported by a broadcast advertising program that includes 82 million impressions on MTV and 120 million impressions on Nickelodeon and in-school advertising that includes 118 million in-school impressions within Scholastic's Teen Network of in-school publications.

SHINE is not only creating a fresh new education effort, but also shifting the paradigm of media orientation away from Nintendo and South Park toward programming that is involving and accepting of the specific ethnic backgrounds, interests, and tastes of young people while maintaining a "cool" and "hip" identity. SHINE is also recognized by the President's Initiative on Race as a Promising Practice for the Future of America.

SHINE has been described by Dick Robinson, President of Scholastic as "MTV meets Sesame Street", and our corporate supporters are a who's who of today's youth culture including Sony, Tommy Hilfiger, Time Warner, Sears, MTV, and Nickelodeon. To date SHINE has received the support of hundreds of celebrities from all walks of life including Katie Couric, Oliver Stone, President George Bush, Senator Edward Kennedy, Cindy Crawford, Sean "Puffy" Combs, Russell Simmons, Betsey Johnson, Denzel Washington, and Kevin Spacey. Press



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coverage on SHINE has included CNBC's Hardball, New York Magazine, NBC's Today New York, FOX National News, CNN, Ladies Home Journal and Teen People.

Excite@Home (Nasdaq: ATHM) is a global media company based in Redwood City, Calif. Through the company's narrow band portal, Excite (www.excite.com), and broadband services, @Home and @Work, the company uniquely offers consumers content and interactive services across both narrow band and broadband, and advertisers highly targeted marketing solutions across all platforms of delivery. The company combines the Excite brand - one of the best known names on the Internet with 70 percent recognition among Web users and 28 million registered users - with @Home's broad distribution, a worldwide footprint of more than 65 million cable homes, to deliver on its vision of "All Band, All Device, All the Time."



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Program Funding Detail - Year One

Alan Rambam, Founder

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Congressman James Greenwood
Tommy Hilfiger, Designer
Grant Hill, NBA Athlete
Betsey Johnson, Designer
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- Packaging, writing, production and distribution of in-school SHINE Anti-Violence Kits and Handbooks to 40,000 schools @ \$25 per school. \$ 1,000,000
- YWCA/YMCA, Boys & Girls Clubs, and children's services distribution to the group home population in the top 10 markets. 125,000
- Additional funding for the SHINE website to cover the costs associated with the:
 - Hiring of an Assistant New Media Director, two Internet Marketing Assistants and six web designers/graphic artists to accomplish a variety of tasks including the following:
 - Daily loading of student images to the site.
 - Gathering of educational information for the site
 - Building a database of successful U.S. programs that are combating youth violence.
 - Management of additional student content/recording
 - Management and training of on-line student mentors 460,000
- Hiring of five MSW's (Master of Social Work) to provide interim counseling to students who visit or email the SHINE website. 225,000
- Funding for a SHINE college mentor initiative to encourage college students nationwide to mentor school age children to assist with the on/off line gathering of information and reporting needed to successfully operate the SHINE Network. 125,000
- Additional funding for the Stop Violence Start Art mural paintings to enable SHINE to paint murals in 10 cities instead of just 3. 175,000
- Hiring of additional staff to successfully manage and facilitate the new projects: 290,000
 - Two education assistants
 - Two outreach assistants
 - Volunteer/Outreach Manager
 - Director of Teacher Training
- Equipment for all new staff to include 14 IMAC computers, 8 PC's, all network and support equipment. 125,000
- Administration and other general operating support expenses to increase office size and project outreach efforts. 125,000

\$ 2,650,000

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Homepage

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Get Involved	S	Weather	d	Fee Stuff	S	Web Search	E
Curriculum Index	S	Sports Scores	d	Ask Maxine	E	SHINE Store	e
Mailing List	S	Contests	S	Feedback	E	People/Email Finder	E

Hook-Up

Member Sites	x
Cast Your Vote!	d
SHINE Reporters	S
Guest Writer(s)	S
Forums	c
Feedback	E
Millenium Events	S
Teen Zines	x
Chat/Discussion Groups	c
Student Columns	S
School Websites	S
Chat Events	S

Screen

Celebrity Gallery	S
Fan Pages	x
Profiles	S
Movie Reviews	E
Celebrity Photo Gallery	S
SHINE Parties	S
Nickelodeon	S
Guest Writer	S
Forums	c
Feedback	E

Music

Recorded Music	S
Concert/Music Board	S
Lounge/Concert Webcasts	x
Album Sales	d
Magazine Features	d
Musician Profiles	S
Rap/Lyric Gallery	S
MTV Contest	S
Guest Writer	S
Forums	c
Feedback	E

Art

Graffiti Gallery	S
Art Gallery	S
Submission Area	E
Poetry Gallery	S
Photo Gallery	S
SVA Animation Gallery	S
Literary Calvalcade	S
Poetry Live	d
SHINE Animation Gallery	S
Guest Writer	S
Forums	c
Feedback	E

Rush

School sports stories	S
Athlete Profiles	S
Athlete's Messages	S
Guest Writer	S
Forums	c
Feedback	E

Style

Celebrity's Speak	S
Feature Pages	S
Model Profiles	S
Model Messages	S
Plus Model Search Update	S
Fashion For All	S
Guest Writer	S
Forums	c
Feedback	E
Media Partnerships	S

Key

c	Chat & Forums that will incur expense to Excite
d	Dynamic Content - Provided by Excite or someone else
E	Excite Technology - Templates provided by Excite
e	Ecommerce
S	Static Content - Created by SHINE
x	Approved External Content

Help Yourself

Advice	S
School Stand-outs	S
Self-Help Section	S
Muticultural Trivia	S
Young Entrepreneurs	S
Scholarships	S
Mentor Area	S
Student lesson database	S

Parents & Teachers

Parent lesson database	S
Teacher lesson database	S
Educator's Store	e
Guest Writer	S
Forums	c
Feedback	E
Program database	S
Parent/Teacher Forums	S



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July 10, 1999

Ms. Stephanie Streete
Director of Scheduling for President Clinton
The White House
Washington, DC 20502

Dear Ms. Stephanie Streete,

I am writing at the recommendation of Karen Finney to forward you the enclosed document that we prepared detailing the current direction of SHINE (Seeking Harmony In Neighborhoods Everyday) as well as an opportunity that we strongly believe now exists for the Clinton Administration.

SHINE is a national education effort that uses outlets like music, art and technology to give young people the skills they need to reduce violence, celebrate diversity and increase their self-esteem. SHINE has already secured close to \$10 million dollars in in-kind/direct donations from some of the icons of today's youth culture towards a national campaign against youth violence. I firmly believe that this is only the beginning.

There are a number of ways that we feel the Administration and SHINE can mutually benefit from the announcement and execution of such a profound endeavor. Below are three specific requests of the Administration that we at SHINE believe will guarantee a successful joint venture.

- In early September we would like to hold a joint press conference at the White House to announce this innovative \$10 million dollar campaign to reduce violence, celebrate the diversity of our nation, and to recognize the commitment of our corporate citizens in making those two objectives national priorities. This is a tremendous opportunity for the Administration to illustrate a proactive effort that is primarily privately funded. On hand for the announcement we could have the President's/CEO's of Excite, Tommy Hilfiger, Sony, Scholastic, MTV, Nickelodeon and Universal/Def Jam, and other corporate partners.
- We would like the Administration to consider a pledge to match the private funds SHINE has already raised. Such a financial commitment will empower SHINE to fully fund the distribution of multidisciplinary lessons directly to teachers, allow for increased on-line student mentoring and technology programs, include the One America anti-racist tag line in all materials and advertising, and provide SHINE with the administrative resources necessary to execute all pending projects.
- A link to SHINE's website was included on the White House website as a part of the President's Initiative on Race program. We could now initiate a more formal web strategy for SHINE and the Administration to execute for teachers and students to access information on youth violence, cultural diversity, and related Federal Agencies such as the DOJ, DHJ, UJDDP, DOE, etc.

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Jill Cornish, Musician
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Congressman James Greenwood
Tommy Hilfiger, Designer
Grant Hill, NBA Athlete
Bernie Johnson, Designer
Richard Kind, Actor
Joel Kinnaman, Nickelodeon
Senator Frank S. Lautenberg
Tony McGrade, NFL

Michael O'Keefe, Actor
John O'Hurley, Actor
John Savage, Actor
John Travolta, Actor
Tina Turner, Singer
Tommy L. Wright, Director
Johnnie Wright, Director
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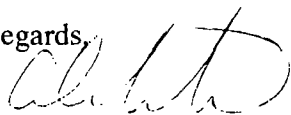
In addition, there is a tremendous opportunity for the First Lady through our program's successful work with the New York Administration for Children's Services and New York State Department of Education. The First Lady could observe one of our in-school lessons or visit with some of the student mentors involved with our effort. Our program was recently observed in Jacksonville, Florida by Congresswomen Corrine Brown and four other members of the Congressional Black Caucus. In August we will also be participating in the Urban League's Annual Conference in Houston.

The SHINE program has a 58 % - 93% success rate and reaches 14 million children a month. Using a combination of traditional in-school lessons and innovative non-traditional media efforts, we give young people the skills they need to make positive changes and celebrate the unity of all Americans.

SHINE has received support from numerous celebrities including Denzel Washington, Kirk Douglas, Kenneth Cole, Katie Couric, Isaac Hayes, the Wayans Brothers, and Melissa Joan Hart as well as a variety of national and international media outlets.

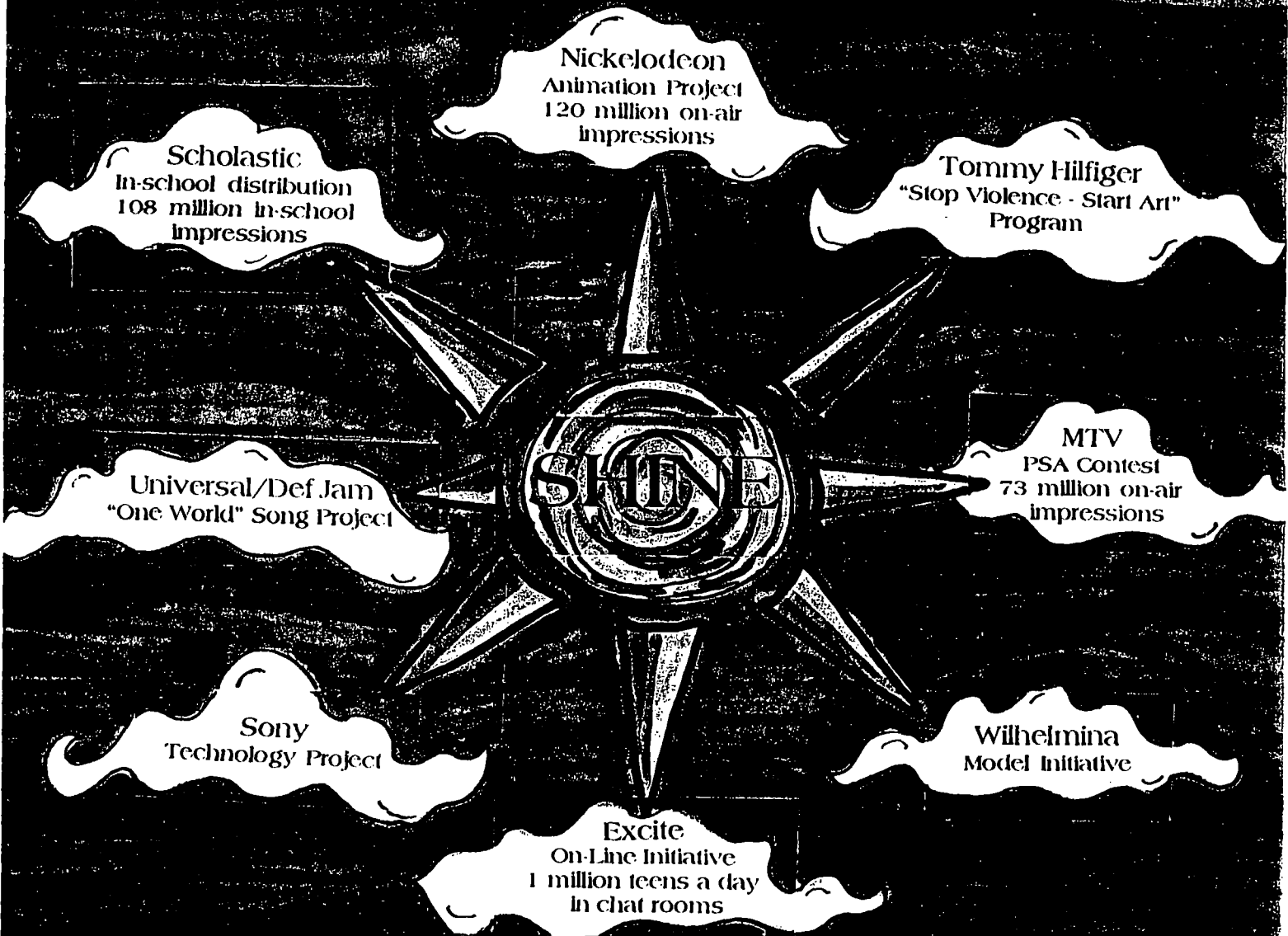
If you need additional information please visit our website at www.shinesite.org. I look forward to meeting with you again in the next few weeks. Our time for a decision from the Administration is quite limited as we are moving forward with an official announcement of this campaign in early September. Your assistance in making SHINE a priority for the Administration's consideration is greatly appreciated.

Regards,

A handwritten signature in dark ink, appearing to read 'Alan Rambam', written over a horizontal line.

Alan Rambam
Founder

SHINE NATIONAL CAMPAIGN TO END YOUTH VIOLENCE



\$8.8 million raised in-kind/direct donations

476,500,000 impressions

All efforts revolve around SHINE's core initiatives of music, art, technology and fashion.

SHINE CAMPAIGN TO STOP YOUTH VIOLENCE

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Section I: The Campaign

EXECUTIVE SUMMARY

SHINE (Seeking Harmony In Neighborhoods Everyday), is a national education effort that uses outlets like music, art and technology to give young people the skills they need to reduce violence and increase their self-esteem. The organization was founded to satisfy a growing need by teachers for an effective way to contend with youth violence which has grown by 94% in the last seven years.

In October of 1998, SHINE's Board of Directors determined that a national campaign specifically focused on reducing youth violence was a necessity if the organization was ever going to stop the upward trend of youth violence.

To accomplish this initiative SHINE has successfully raised \$ 8.8 million dollars in private funding to execute the campaign. When the effort begins in August of 1999, it will be the largest private campaign to reduce youth violence ever undertaken. The campaign will enjoy a 75% penetration of the 6 - 11 audience, 70% penetration of the 12 - 19 year-old audience, and 45% penetration of the 21 - 24 year-old audience with outstanding frequency.

The program will be supported by an over \$ 5 million dollar broadcast advertising campaign that will include 82 million impressions on MTV and 120 million impressions on Nickelodeon and in-school advertising that includes 118 million in-school impressions within Scholastic's Teen Network of in-school publications.

Tie-in promotions with current cultural icons like Tommy Hilfiger, Time Warner, and Sony will also be executed. In addition the program will include the development of the largest interactive aggregated content community website for kids and young adults on the internet funded by the third largest internet portal, Excite which receives 17 million unique hits a day.

SHINE is a solutions program that both gives young people the life skills they need to reduce violence and teaches them how to channel their energies into positive outlets instead of violent behavior. The multi-million dollar campaign that will be coordinated by SHINE will clearly illustrate this message to educators and the youth population nationwide.

CAMPAIGN OVERVIEW

SHINE is the only media based nonprofit education organization of it's kind. We present alternative educational programming that caters to the youth population. More specifically, 6 - 11 year-olds and 12 - 19 year-olds. Through a unique approach SHINE reaches over 14 million kids a month. SHINE combines standard education efforts with today's youth culture to reach kids through their own voice to give

them the life skills of cultural harmony, self-esteem, and nonviolence.

SHINE is not only creating a fresh new education effort, but also shifting the paradigm of media orientation away from Nintendo and South Park toward animated programming that is involving and accepting of the specific ethnic backgrounds, interests, and tastes of the individual young consumer while maintaining a "cool" and "hip" brand identity.

Politicians and television pundits are placing the blame on television, society, access to guns, video games, etc. Although these all may be factors, very few individuals are discussing the root of this problem - these young people are angry, and they don't have the skills to channel their anger in a non violent way. All they know is to act violently or to not act violently they don't know that there is a middle ground. Many are also lacking positive self-esteem. The only way we can stop this cycle is by teaching our children new ways to think.

MARKET SUPPORT DATA

The face of the country as a whole is changing -- we are no longer a homogeneous society, we are a "mosaic" of ethnic, social, economic, and cultural groups. Census projections show that the United States has rapidly become more culturally diverse rather than less. This multiculturalism is one of the greatest phenomena of the twentieth century and it will be the defining factor for the 21st century. Of the current youth population one in three is not Caucasian.

The SHINE program has created a vehicle to help the nearly 270 million people in the United States -- who look, think, speak, act, perceive, and feel differently from one another -- learn to interact and live together in a society free from intolerance and confrontation. This effort is completely in-line with everything that tweens and teens stand for today. The 8.5 million calls, pledging 92 million hours of service for the volunteer based Nickelodeon's Big Help Day which was double the number of calls received for the entertainment based Nick Kids Choice Awards proves that young people today will get involved. In addition:

A recent survey for MTV by Penn and Schoen found that violence is the number one issue for the 12 - 34 year-old audience.

82% of kids say television should teach them right from wrong.

84% (4 out of 5) children of every race believe that media can teach children "that people of their race are important".

Only 28% of young people say television shows "often" address the issues they think affect kids their age the most.

Peter Novelli commissioned International Communications to conduct a

survey to ask young people what they would do to change the world and the number one response was to eliminate racism/hate crimes.

The two biggest cause marketing issues for consumers are crime and kids. There is also a strong preference for programs that have a local, as well as, a national component.

87% of television viewers agree that it is appropriate for TV programs to deal with sensitive topics and for advertisers to support them (86%). According to Time magazine, cause marketing is the fastest-growing segment in advertising.

A 1996 Roper Starch Survey of Fortune 500 company executives reported that 89% use cause marketing to create long-term customer loyalty by enhancing corporate image and reputation.

TOTAL ADDRESSABLE MARKET

Tweens

The Total addressable market for SHINE's outreach targeting tweens, according to American Demographics was \$ 24.4 billion in 1997, and will reach \$ 35 billion by 2001. In addition, tweens had a direct influence in 1997 of \$ 188 billion and an indirect influence of \$ 300 billion of the nearly \$ 500 billion in 1997 household spending

Tweens spend more time watching TV than anything else (18 hrs/week), 72% of them are on the internet, on average they spend 5.1 hours a week on the computer between home and school, a typical 10-year-old goes shopping with parents two or three times a week, about 90% of product requests by children to a parent are by brand name, and 55% of boys spend at least one hour a week playing video games.

Teens

The total addressable market for SHINE's outreach efforts targeting teens, according to Packaged Facts in a report by Interop Research will reach \$ 119 billion in 1998 and \$ 136 billion by 2001. The Rand demographic organization believes that future growth is a certainty and that the large generation of baby boomers' kids will continue to pump up teens' numbers--and their wallets--through the next decade. Clothing accounts for the biggest chunk of spending by teenagers, at 34 % and entertainment places second, at 22 %, and food is third, at 16 %.

By 2010, the teen population will be 34 million strong - making them the fastest growing age group under 50 and proportionately larger than baby boomers. On average, teens spend \$92/week, and 3 out of 4 of them come from a single parent or dual income households so as a result, they are responsible for more purchase decisions than ever before. 22% of teens have access to a credit card, 11% to a bank card and 14% to a department store card, 3 out of 4 female teens have shopped a

department store at least once in the last month...and the popularity of department stores is on the rise, 79% of teens say that they care about keeping up with the latest trends vs. just 25% boomers and 40% of Xers, and 83% of teen girls say that advertising can influence purchases ... and magazines are the most effective way to reach them.

CAUSE MARKETING TODAY

Cause Marketing today is no longer just community relations it is big business whereby companies are using the emotional power of an issue to bring consumers into partnership with them, so together they can resolve the issue.

According to Time magazine, cause marketing is the fastest growing segment in advertising. Corporate spending on cause marketing has doubled in the last three years. A 1996 Roper Starch Survey of Fortune 500 company executives reported that 89% use cause marketing to create long-term customer loyalty by enhancing corporate image and reputation. Underlying this are recent studies that show that if a company can reduce defections by 5% they can generate an 85% increase in profits.

The two biggest cause marketing issues for consumers are crime and kids. There is also a strong preference for programs that have a local as well as a national component this is the essence of SHINE (Seeking Harmony In Neighborhoods Everyday). 92% of Americans say it is important for companies to seek out ways to be good corporate citizens. 80% would feel "much more favorably" about a large company they supported programs to keep kids out of crime. 74% of consumers would feel "much more favorably" about a large company if they sponsored education programs for kids.

Cause marketing is unique because it builds deep personal relationships between consumers and products that cut through the clutter of advertising. This type of relationship building is the single most effective way to reach teens and urban youth with a specific message.

THE INTERNET

The Internet is one of the greatest potential marketing resources to reach the youth market in history, but until now, no company or organization has seriously attempted to harness the power of the entertainment and music industry to create an interactive site that is based on contribution and involvement from today's young people together with celebrities. The timing for this initiative is perfect. Millions of young people are coming on-line every day and one of the top reasons they are coming on-line is for entertainment oriented websites. Because the SHINE web site will be a completely participatory community ingrained in almost every area of youth culture, entertainment, and education it is conceivable that this web site will quickly become one of the largest youth communities on-line.

According to *USA Today* 38% of students with a family income of \$20,000 or less have a computer at home; compared with 83% of those with incomes of \$50,000 or more. Using the internet, sending e-mail and searching the internet for non-school work sites was done by 46%, 30% and 43% of low-income teens compared with 64%, 60% and 67% from wealthier families.

The current web population is estimated at 147 million users world wide, 87 million of which are in North America . Average yearly growth in Web usage has been 250%. 55.7% of male and 44.3% of the female American population are now online (NUA Internet Surveys). Home Internet usage, currently estimated at 30 million, is expected to reach 102 million by 2002, while percentage of those users making e-commerce purchases will rise from 36% to 50% during that same period. (IDC and Relevant Knowledge, Inc.)

The internet will continue to see tremendous growth according to Simmons Market Research as the number of teenagers online has almost doubled over the past two years from 43% in 1996 to nearly 65% today. According to Growing Up Digital - the Internet is cool for young teens! In a survey of teenagers in 1995, 44% believed it was cool to go on-line, and in 1998, 88% of teenagers think the Internet is cool.

At a macro level, web sales by 2002 are projected to reach \$1.5 trillion, or about 3% of combined GDP for all countries worldwide. (ActivMedia, Inc.) At a micro level, Internet technology brings exciting new possibilities for businesses to target specific demographic groups. It also represents a major opportunity to establish a new brand associated with the music industry and music artists. Currently there are 15 million online music users, and the number of users is expected to grow to 100 million by 1999. This next phase in growth comes not from the early adopters, but from mainstream consumers.

The SHINE web site will serve as a unified hub for all organizations, both for profit and non-profit, educational and non-educational based that provide assistance to young people to reduce youth violence. In addition, the site will include a specific area dedicated to providing detailed information on all programs that have achieved success in reducing youth violence.

CURRENT CAMPAIGN

The heart of our strategy is to create an active community of unique educational outreach and entertainment efforts that cohesively link together to leverage SHINE's message in a fun, current, exciting and market friendly way. In addition, this effort will join tweens and teens with their peers and their favorite entertainment and music celebrities all in an effort to both provide outlets for and educational vehicles that successfully gives young people the skills they need to reduce violence. To achieve this and to successfully compete, differentiate and create this positioning for SHINE's positive message we have entered into a number of partnership efforts.

These partnerships are where we are currently investing our time, energy, and resources to provide competitive advantage, differentiation and significant distribution for SHINE's message. The confirmed reach and frequency for this campaign are 476,500,000.

This campaign will give SHINE's message an estimated 65% penetration of the 6 - 11 audience, 75 % penetration of the 12 - 19 audience and 45% penetration of the 21 - 24 audience with outstanding frequency. This is based strictly on the confirmed placements and does not include the natural carry-over reach/frequency that will be generated by parents and young adults, and additional reach/frequency that will be generated by other partner programs that we are currently in the process of confirming.

CAMPAIGN COMPONENTS

The entire campaign that SHINE has created utilizes SHINE's core educational strategies of Music, Technology, Art, Entertainment, and Fashion to give children the skills they need to reduce violence.

1) In-School:

a) 12 million in-school impressions per month x 9 months = 108 million total impressions for the 1999/2000 school year through Scholastic's Teen Network publications, which have a target age of 12 - 19 years-of-age.

b) Distribution of web address/lessons to 2 million teachers who are members of the National Education Association (NEA). In addition, the NEA relationship will give us direct, in-school participation from 450,000 teachers thereby creating 9 million impressions x 6 months = 54 million additional individual student impressions.

c) "Stop Violence Start Art" is a nationwide mural and song writing contest sponsored by Tommy Hilfiger that asks young people through a multidisciplinary lesson to express their feelings about youth violence. The mural portion of the program gives young people the opportunity to express their views on issues that are important to them and their world today. Three winning designs will be used on billboards across the country and painted as a mural in the winners' hometowns.

For the song writing portion of the program we will be working with the band Luscious Jackson. The contest will ask young people to write a song about nonviolence. As a part of our promotional efforts all teachers involved in the program will receive a detailed multidisciplinary lesson explaining how to encourage their students to write a song about nonviolence. The winning song will be selected by the band and the winner will win two days in New York with the band.

d) The MTV/SHINE PSA (Public Service Announcement) contest, asks young people to create storyboards for a 30 second PSA on youth violence. Two storyboards will be selected to be professionally produced this summer to run 100 times on MTV in the fall. Scholastic has created a multiple disciplinary lesson to show young people how to express their thoughts and feelings concerning violence through the development of a storyboard for a PSA.

d) For the past year we have been conducting a series of in-school programs that send plus and traditional size models into schools to teach young people about body image, self-esteem and self-worth. This initiative with Wilhelmina models has been so successful that we cannot keep up with the number of models that want to go into schools. Wilhelmina is now working directly with SHINE to find another partner for the program to increase the level of funding to enable SHINE to keep up with the number of models who want to participate.

e) The SHINE Celebrity Books are motivational books for children and adults which feature stories, quotes, poems, and drawings from celebrities, politicians, athletes, children's book authors and business leaders to inspire kids about cultural harmony, self-esteem and nonviolence. It is our hope that the books will be sold in a hardcover edition and will also be distributed to kids in school in an abridged format. SHINE has received the support of over 100 celebrities for the project. A detailed list of all of the celebrities who are supporting SHINE including those who have given submissions for the book is included in the appendix of this document.

f) We have been with working with Time Warner/Elektra and Wilhelmina/Atlantic to send t rap artists into schools to conduct a SHINE lesson entitled "How to Say What is on Your Mind Without Being Mean". The lesson teaches students how to use rap music as an outlet against violence.

2) Television:

a) In the second and third quarters of 1999, we will have one feature on MTV Live and one feature in an MTV news segment promoting the SHINE/MTV public service announcement ("PSA") contest. The reach of this is estimated at 8 million impressions.

b) In the fourth quarter of 1999, we will have 100 – 30 second spots to run the winning PSA on MTV directing viewers to SHINE's website, as the sole destination for more information on the project. This will generate 73 million impressions on MTV within the target audience.

c) In the third and fourth quarter of 1999, we will have 100 – 30 PSAs running on Nickelodeon directing kids and their parents to the SHINE Site, as the only destination to learn more about the project. This will generate 120 million impressions within the target audience.

3) On-Line

a) SHINE will be joining together with the third largest on-line portal - Excite to create an aggregated content site for tweens/teens. This site will use entertainment as the stimulus to encourage young people to learn and express themselves in their own voice about the issues affecting them today within one on-line content area.

Excite will be promoting the SHINE Site in conjunction with all significant launches and events on Excite through the display of advertising banners and promotional placements in rotation on the Excite Site. This will generate in excess of 1.6 million impressions for SHINE's message. SHINE will also appear on the "Today on Excite" promotional area of the front page of the Excite Site at least once a month and four times during the launch of the SHINE Site. Each placement in this area will generate an estimated 6 million impressions.

b) Nickelodeon has agreed to provide motion capture capabilities for the on-line summit that SHINE will be hosting to discuss youth violence, and Sony has also agreed to assist with the production elements for the summit.

c) MTV has placed SHINE on their extremely popular website. This highly visible placement features an animated GIF of SHINE's logo and message that links directly to SHINE's website.

d) SHINE is prominently featured on Scholastic' website which also provides a direct link to the student and teacher sections of SHINE's website.

e) SHINE has entered into a key technology partnership with SONY. The effort will include a year-long on and off-line education program that shows students how to use technology as an outlet against violence. The program will be promoted on Sonystation.com which is one of the top three most popular websites on the Internet. The effort will include a New York focused multimedia advertising campaign and an extensive technology focused event and promotional effort.

f) In an effort to leverage SHINE's current popularity within the music industry, we have entered into a content partnership with the Media Bureau Network, the premiere web casting firm for "hip" music events. Media Bureau Network web casts over 300 shows a year for some of today's hottest artists. On the SHINE web site, Media Bureau is going to set up a "lounge", where kids will be able to hear positive messages, chat with, and listen to concerts by some of today's hottest DJ's and alternative performers.

g) We are entering into a content partnership with the School of Visual Arts (SVA) in New York City, to place animation and 3D projects on the SHINE web site that promote using animation and design as an alternative outlet to youth

violence. SVA's School of Animation and Film is one of the top programs in the country and their students regularly do work for some of the top animation organizations such as Disney and Warner Bros. This partnership will offer SHINE an endless opportunity to provide visitors to our web site with fresh cutting edge animation and 3D images. This collaboration will enable SHINE to create a gallery that showcases and promotes the work of today's hottest up and coming animators.

h) SHINE's website and efforts are also going to be further promoted on-line through a variety of strategic education and entertainment related links.

4) College Campus:

a) We will be placing on-campus posters at 1,000 college campuses nationwide. The reach will be 2 million students with 10 million impressions a month x 2 months = 20 million total on-campus impressions.

b) Working with CMJ (College Music Journal), we will also run PSAs about the MTV PSA contest on 1,000 college campus radio stations. The reach of this is 3,500,000, which will generate 17,500,000 impressions per month x 2 months = 35 million.

5) YMCA/YWCA/Boys & Girls Clubs:

a) There are 2,227 YMCA's in the US. They serve 16 million people a year. The ratio of above and below the age of 18, and male to female is equal at 50/50. There are just over a thousand YWCA's, and they serve over 2 million girls and families/year. Combined YMCA & YWCA impressions for our target equals 5.2 million per month x 5 months = 26 million total impressions.

b) The Boys and Girls Clubs of America have 886 local organizations and 2065 club facilities. They serve 2.8 million kids/year. 33% are 8-12, 29% are 11-13, 20% are 14-18. 71% are from urban/inner city areas, 53% in single parent households, 56% from minority families. Poster distribution to Boys & Girls Clubs will give us 5.6 million impressions per month x 5 months = 28 million total impressions.

6) Retail:

a) We will distribute posters/entry forms to 200 independent record stores which will generate 1 million impressions and the same distribution will be coordinated to independent DJ stores which will generate an additional 1 million impressions.

b) Tommy Hilfiger has agreed to sell a co-branded SHINE and Hilfiger t-shirt at all of Macy's East's 84 stores. The t-shirts will be promoted in-store and sales are estimated at 40,000 units.

7) Media Partnerships:

- a) We have arranged for one insertion in Girl Magazine's back-to-school issue which will generate a total of 500,000 impressions within the teenage girl market.
- b) As a part of the SHINE/MTV PSA contest, MTV will be running PSAs about the program on their Radio Network. The PSAs will use the voice of Carson who is the popular host of MTV Live.
- c) SHINE has been very successful at securing pro-bono advertising and we hope to incorporate additional youth publications like *VIBE*, *SPIN*, *BLAZE* and *Seventeen* into this campaign within a few months.
- d) As a part of the ongoing support that we have received from the New Jersey/New York Port Authority, we are waiting on a commitment for a pro-bono transit campaign for back-to-school 1999. This campaign will blanket New York with SHINE's positive message.

8) Events:

- a) Working with the Elektra Records/Time Warner Artists Against Racism Initiative, Elektra will be hosting a series of benefit concerts for SHINE. These concerts are promoted very heavily within the major metropolitan and college markets.
- b) As the final piece of the Hilfiger/SHINE "Stop Violence Start Art" Contest, Tommy Hilfiger and SHINE will be executing a series of mural events in three major U.S. markets. These mural painting events will be part of a publicity effort by Tommy Hilfiger to promote their involvement with SHINE.
- c) SONY will be hosting a series of public events within New York City to link animators, computer graphics professionals, software designers, etc. with SHINE to provide mentors and educational outreach for the children that SHINE serves.
- d) SHINE has already begun working with the New York Times promotions office to orchestrate a one day shopping event for SHINE in the Fall of 1999. The sale would be promoted throughout the region and would feature both large and small retailers including Nicole Miller, Todd Oldham, and Neiman Marcus.
- e) SHINE has been approved to distribute materials at a variety of youth events including the VibeStyle Show, MTV Campus Invasion Tour, and regional college and stadium concerts.
- f) SHINE is currently working with Universal/MCA Records to orchestrate the "One World" song project. The concept is a 1990's version of 1980's "We Are The World" project, except that this song will be produced with a group of today's hottest Hip Hop, R & B, Rock, and general musical artists. In addition, the CD

will also include some of today's most popular artists singing songs all with positive messages. The CD will be sold through traditional record stores and on-line music outlets.

THE NEED FOR SHINE'S EDUCATIONAL MESSAGE

As stated earlier violence is the number one issue for the 12 - 34 year-old audience and when you read the following statistics you can easily see why. Today our country's youth do not know that there is a middle point between acting violent and not acting violent, they do not know that they can communicate, work things out, and talk things through. New York City has spent over \$28 million dollars on metal detectors and not one dollar to actually give a child or young adult the skills to not be violent.

The statistics listed below offer an example as to the severity of the problem that we are facing here in the United States, there are additional statistics listed in the appendix of this document.

- Homicide is the second leading cause of death for persons 15-24 years of age and is the leading cause of death for African-American and Hispanic youth in this age-group.
- During the 1996-1997 school year, 45% of elementary, 74% of middle and 77% of high schools reported one or more violent incidents (murder, rape, robbery).
- 1 in 5 high school students carry a firearm to schools this number has doubled over the last five years.
- Over 35% of all school violence with a weapon occurs in suburban schools
- Of all physical attacks without a weapon there is a 50/50 equal split between urban and suburban schools.
- The number of students in both suburban and urban areas who reported attending schools with gangs was equal at 1.4 million each.
- Of all homicide victims in 1994, 38% were younger than 24 years old.
- Since 1991, the number of hate crimes reported has risen an average of over 19 percent per year.
- Hate Crimes increased 43% between 1994 and 1996.

SHINE EDUCATION PROJECT

Motivating children to take control of their lives and to successfully resist negative influences is a common message in a variety of SHINE's lessons. For one lesson plan, it may be developing a sense of ethnic and cultural pride. Another may involve developing leadership skills by encouraging young people to participate in decisions that directly impact their lives. The programs we encourage children and educators to participate in combine several different approaches to instill in the children of the United States a sense of unity, pride, and respect – not just for themselves, but for the world around them.

The SHINE Education Project provides lessons and resources for curriculum focused on tolerance/cultural harmony, non-violence and self-esteem. Each of these educational resources exemplifies SHINE's hands-on approach to learning. Through these lessons, children have time to put information into perspective, to explore, to concentrate, to reflect on meaning, and to creatively plan and carry out constructive change.

Students who work with self-esteem, cultural, and non-violence curriculum develop the ability to understand multiple perspectives, apply their analytic skills to new situations, and articulate and analyze the strengths and weaknesses of a reasoned opinion much more frequently than those involved in more traditional programs.

OUTREACH AND NATIONAL PRIDE

A child's expectations for the future plays a large role in the life of that child. Traditionally, young people that are headed for trouble encounter reduced expectations, often beginning as early as preschool. Low expectations from adults contribute considerably to the lack of self confidence among youth and create a cycle of hopelessness, negative behavior, and violence.

A successful program such as SHINE conveys high expectations and positive messages to participants, which will enhance the feeling that they "can do it" both locally and nationally as we approach the millennium. Helping children discover the importance of tolerance, non-violence, and self-esteem in their lives will increase their chances for a successful future.

One of the most important predictors of problems with youth at risk is a lack of bonding to a group or community. This program and especially SHINE's web partnership with Excite instills the sense of national pride that has disintegrated in our country, which in turn, creates a sense of belonging amongst all participants. It also gives our children the basics to succeed. In a world where violence and self-destruction are everyday occurrences, children need skills, a sense of belonging, and pride. Tolerance, self-esteem, and non-violence training can reinforce a child's decision to stay in school, to solve problems in a constructive way, to be a productive member of the group, and to avoid alcohol and other drug use or related negative, self-destructive behavior.

Since SHINE is defined by its audience, community involvement is intrinsic to the project's success. The community's voice is heard and community members are encouraged to collaborate with SHINE at all levels as a way to ensure that the project is meeting all of the needs of our audience.

In addition, since our audience are primarily children, SHINE functions as an important resource to educators. Teachers are a key element to creating a bridge for the next century. Therefore, SHINE provides a variety of programs and training workshops to assist them in the dynamic and creative process of educating our

children. Teachers learn by doing as well, and at SHINE we familiarize them with the value of hands-on learning, and at the same time helps to expand teachers' awareness of the educational opportunities available through better student understanding of tolerance, non-violence, and self-esteem. We also encourage them to share and develop ideas for new SHINE educational experiences.

Through these efforts, SHINE has become a forum for learning and a valuable service to educators and the community by pioneering new ways of looking at the world from an interdisciplinary stance. In turn, our collaboration with teachers and community members helps us to go beyond merely a one-time educational project to providing ways for children and adults to continue the learning process long into our next century.

MULTICULTURAL PERSPECTIVE OF SHINE

The face of the country as a whole is changing -- we are no longer a homogeneous society, we are a "mosaic" of ethnic, social, economic, and cultural groups. Census projections show that the United States has rapidly become more culturally diverse rather than less. This multiculturalism is one of the greatest phenomena of the twentieth century and it will be the defining factor for the 21st century.

From individual and community inner-relationships, to a more global strategic and economic position of competition, the degree to which our children can function utilizing a multicultural perspective will determine their success and effectiveness as global citizens. If we are not prepared to function as a multicultural society, we can expect conflict, intolerance, and violence to be part of our everyday lives. We can also expect to be considered second-class citizens in the global economy. Conversely, if we choose to accept the phenomenon of diversity and explore and learn to appreciate varying points of view, we have the opportunity to become a greater country, because we will have figured out how to weave our differences together to form the fabric of a stronger society.

The actions we take today will determine what our world is like tomorrow. Given the effects of multiculturalism, positive steps must be taken now to encourage within our children a greater awareness and appreciation for a variety of perspectives. By providing them with innovative and creative ways to better understand, communicate, and interact with the cultural rainbow of American and global societies, we can pave the way to a world that is healthier, more tolerant, and free from conflict. SHINE is THE first step in that direction.

METHOD OF EDUCATION

Educational research has shown that people follow a definite process in developing their attitudes toward cultural diversity. The hierarchy of developing cultural attitudes is awareness, understanding and knowledge, tolerance and acceptance, and ultimately, appreciation.

"The most important preparation children can receive for living in a multicultural society has little to do with learning about cultures." (1993, Building Museums & School Partnerships. Beverly Sheppard, Editor, American Association of Museums.) Most multicultural curricula for schools, museum exhibits, and publications focus on relaying "information" about other cultures -- an approach that brings students only to a certain level of understanding and knowledge. To advance first to tolerance, then to acceptance, and finally appreciation, individuals must be challenged to creatively go beyond the mere acquisition of simple knowledge. To affect such changes, we must prepare students with the critical thinking skills necessary to form judgments. They need to reach their own convictions about other cultures rather than simply trusting what others -- even well-meaning educators -- tell them.

A UNIVERSAL APPROACH FOR SELF-ESTEEM

SHINE offers children a vehicle to learn through fun -- a program that is defined by its audience and not prepackaged formulas. The educational experiences children enjoy as a part of SHINE fosters a sense of appreciation and understanding for the many and varied ethnic, cultural, economic, and social groups which collectively make up their world. Encounters while participating in this program help children to discover a variety of perspectives and learn to respect and value individuals who may be different from them.

Knowing that children learn best by doing, SHINE provides a thoroughly hands-on, interactive learning environment underscored by a commitment to multiculturalism, which will foster children's curiosity and playful exploration of their world.

A child most successfully learns by immersion -- by actually doing, thinking, experiencing, creating, and interacting. As a part of SHINE, children and their parents and teachers are given the opportunity to learn about diversity through unique, interactive, community-based educational components and programming. The cumulative effect will provide SHINE participants with the tools they need to meet the challenges of preserving, protecting, and enhancing their own communities into the 21st Century.

The lessons encouraged through SHINE recognize creative activity as much more compelling than passive processing of information. Hands-on experience places the child in the heart of the experience, stretching the senses, the mind, and the body, putting the child in relation to others. Hands-on activities also reflect the self. They are designed to support the whole child. Participatory activities take a child from whatever level of skill or ability he or she has and helps each of them to positively grow from that point. For most children, hands-on programs provide immediate self-affirmation and positive input.

As children grow up they discover more and more about themselves by trying new

things, interacting with a wider and wider community, building different skills and levels of competence -- reaching out further into the world. SHINE provides an exciting and safe place for children to stretch themselves and discover their own full potential in a hands-on world.

By universally helping children to improve self-esteem we help them -- and our society as a whole -- to develop a greater sense of cultural awareness, acceptance, and appreciation. Children need to accept and appreciate themselves and their own culture before they can feel comfortable accepting or appreciating someone from another culture. Children with a secure sense of self have little need to put down another person in order to feel superior. Therefore, by encouraging self-esteem within individual children, we begin to encourage respect within communities all over America.

SHINE's FOUNDER

After spending years developing his kids marketing firm Zoot Suit from a single proprietorship into a multimillion dollar division of Gillespie/McCann Erickson, Alan Rambam, age 32, has given up his successful career in advertising to focus on the distribution of innovative lessons to reduce school violence.

After years of exposure to children's behavior habits through countless focus groups, insight labs, product development sessions, etc. Rambam developed an unparalleled knowledge of the psychology behind children's purchase decisions, viewing habits, entertainment choices, and trends. He is recognized nationally and internationally as one of the true pioneers of today's advertising that is focused directly at children in a voice that they understand and respond to.

After the successful acquisition of his agency Rambam decided it was time to use his extensive knowledge of children's behavior to help young people rather just using it to sell products to them. To accomplish this goal he started his second nonprofit organization called SHINE. Rambam's other nonprofit is KidsBridge, a chain of multicultural museums dedicated to fostering children's appreciation of "our mosaic society" and encouraging playful exploration of the world around them. KidsBridge is working on the construction of its fourth center and has already raised over \$4M including two \$350,000 Federal HUD grants from Congress.

Alan has taken such a leadership role in children's causes largely in response to the death of his mother, a schoolteacher killed in a hit-and-run accident in 1989. Rambam wants to continue her relationship with children, to see that they understand tolerance and learn about humanity, to help make this world a better place for them.

Program Funding Detail

1. Secured Funding:

• Scholastic's In-School distribution	\$ 1,000,000
• Scholastic's Assistance with lessons/curriculum	50,000
• Tommy Hilfiger direct donation	165,000
• Tommy Hilfiger in-store visibility	350,000
• 100 30 second spots on MTV plus promotion on Total Request Live and MTV news segments	3,000,000
• On-line visibility/advertising on MTV website for six months	250,000
• MTV Radio Network air-time	25,000
• Wilhelmina direct donation	25,000
• Wilhelmina celebrity appearances	150,000
• Nickelodeon animation commitment to refine characters and create the PSA	125,000
• Nickelodeon air-time to show PSA	1,500,000
• Nickelodeon motion capture for summit	150,000
• Excite direct donation	200,000
• Excite back-end technology commitment	1,000,000
• Excite on-line advertising commitment	250,000
• Excite band-width for summit	45,000
• Sony direct donation	75,000
• Sony promotion/technology	205,000
• Media Bureau Network webcasting agreement plus archive of performances	150,000
• Girl Magazine's 4 clr full-page advertisement	15,000
• Elektra Records/Time Warner direct donation	20,000
• Elektra Records/Time Warner artist commitment	<u>65,000</u>
	\$ 8,815,000

2A. Funding Still Needed - Year # 1:

• Packaging, writing, production and distribution of in-school lessons/outreach focused specifically on anger management, mediation and conflict resolution provided by Scholastic, Inc.	\$ 1,000,000
• College Campus, YWCA/YMCA, Boys & Girls Clubs, and children's services distribution to the group home population in the top 10 markets.	125,000
• Additional funding for the SHINE website to cover the costs associated with the:	
- Hiring of an Assistant New Media Director, two Internet Marketing Assistants and six web designers/graphic artists to accomplish a variety of tasks including the following:	460,000
• the daily loading of student images to the site.	
• Gathering of educational information for the site	
• Building a database of successful U.S. programs that are combating youth violence.	
• Loading of the Scholastic, Inc. nonviolence lessons onto the site.	

• Management and training of on-line student mentors	
- Hiring of five MSW's (Master of Social Work) to provide interim counseling to students who visit or email the SHINE website.	225,000
• Funding for a SHINE college mentor initiative to encourage college students nationwide to mentor school age children. This effort will have a specific focus on Latino and African American mentors.	125,000
• Additional funding for the Stop Violence Start Art mural paintings to enable SHINE to paint murals in 10 cities instead of just 3.	175,000
• Hiring of additional staff to successfully manage and facilitate the new projects:	290,000
- Two education assistants	
- Two outreach assistants	
- Volunteer/Outreach Manager	
- Director of Teacher Training	
• Equipment for all new staff to include 14 IMAC computers, 8 PC's, all network and support equipment.	75,000
• Administration and other general operating support expenses to increase office size and project outreach efforts.	<u>125,000</u>
	\$ 2,600,000

2B. Funding Still Needed - Year # 2:

• Packaging, writing, production and distribution of in-school lessons/outreach focused specifically on anger management, mediation and conflict resolution provided by Scholastic, Inc.	\$ 500,000
• College Campus, YWCA/YMCA, Boys & Girls Clubs, and children's services distribution to the group home population in the top 10 markets.	125,000
• Additional funding for the SHINE website to cover the costs associated with the:	
- Hiring of an Assistant New Media Director, two Internet Marketing Assistants and six web designers/graphic artists to accomplish a variety of tasks including the following:	460,000
- the daily loading of student images to the site.	
- Gathering of educational information for the site	
- Building a database of successful U.S. programs that are combating youth violence.	
- Loading of the Scholastic, Inc. nonviolence lessons onto the site.	
- Management and training of on-line student mentors	
- Hiring of five MSW's (Master of Social Work) to provide interim counseling to students who visit or email the SHINE website.	225,000
• Funding for a SHINE college mentor initiative to encourage college students nationwide to mentor school age children. This effort will have a specific focus on Latino and African American mentors.	50,000
• Additional funding for the Stop Violence Start Art mural paintings to enable SHINE to paint murals in 10 cities instead of just 3.	175,000
• Hiring of additional staff to successfully manage and facilitate the new projects:	290,000

- Two education assistants
- Two outreach assistants
- Volunteer/Outreach Manager
- Director of Teacher Training
- Administration and other general operating support expenses to increase office size and project outreach efforts.

125,000
\$ 1,950,000

Total Funds Needed:	\$ 13,365,000
Total Funds Already Raised:	<u>8,815,000</u>
Total Funds Still Needed:	\$ 4,550,000

3. Additional Funding Opportunities

- a) SHINE has already begun working with the New York Times promotions office to orchestrate a one day shopping event for SHINE in the Fall of 1999. The sale would be promoted throughout the region and would feature both large and small retailers including Nicole Miller, Todd Oldham, and Neiman Marcus.
- b) SHINE has been approved to distribute materials at a variety of youth events including the VibeStyle Show, MTV Campus Invasion Tour, and regional college and stadium concerts.
- c) SHINE is currently working with Universal/MCA Records to orchestrate the "One World" song project. The concept is a 1990's version of 1980's "We Are The World" project, except that this song will be produced with a group of today's hottest Hip Hop and general musical artists. In addition, the CD will also include some of today's most popular artists singing songs all with positive messages.
- d) Tommy Hilfiger has agreed to sell a co-branded SHINE and Hilfiger t-shirt at all of Macy's East's 84 stores. The t-shirts will be promoted in-store and sales are estimated at 40,000 units.
- e) SHINE has been very successful at securing pro-bono advertising and we hope to incorporate additional youth publications like *VIBE*, *SPIN*, *BLAZE* and *Seventeen* into this campaign within a few months.
- f) As a part of the ongoing support that we have received from the New Jersey/New York Port Authority, we are waiting on a commitment for a pro-bono transit campaign for back-to-school 1999. This campaign will blanket New York with SHINE's positive message.

Section III: Appendix

APPENDIX A YOUTH VIOLENCE STATISTICS

School Violence/Urban - Suburban Growth

- 1 in 5 high school students carry a firearm to schools this number has doubled over the last five years.
- During the 1996-1997 school year, 45% of elementary, 74% of middle and 77% of high schools reported one or more violent incidents (murder, rape, robbery).
- Over 35% of all school violence with a weapon occurs in suburban schools
- Of all physical attacks without a weapon there is a 50/50 equal split between urban and suburban schools.
- A 1995 study by the Department of Justice, found that the percent of students who reported any type of criminal victimization at their schools, was equal between urban and suburban schools.
- The number of students in both suburban and urban areas who reported attending schools with gangs was equal at 1.4 million each.

Youth as Victims/Perpetrators

- Homicide is the second leading cause of death for persons 15-24 years of age and is the leading cause of death for African-American and Hispanic youth in this age-group.
- Arrest rates for homicide among youth 14 - 17 years of age increased 41% between 1989 and 1994.
- Nearly 20% of all violent crime arrests in 1994 involved a juvenile under 18 years of age.
- There are an average of 22 youth homicide deaths per day.
- Of all homicide victims in 1994, 38% were younger than 24 years old.
- The homicide rate among males, 15-24 years old in the US is 10 times higher than in Canada, 15 times higher than in Australia and 28 times higher than the same rate in France or in Germany.
- Between 1980 and 1995 the number of juveniles under 15 arrested nationwide for violent crimes increased by 94%.
- Nearly 20% of all violent crime arrests in 1994 involved a juvenile under 18 years of age.

Youth and Firearms

- A child between 10 and 19 years old commits suicide with a handgun every six hours.
- Annual rates of firearm homicide for youth 15-19 years of age increased 155% between 1987 and 1994.
- In each year since 1988, more than 80% of homicide victims 15 to 19 years of age were killed with a firearm. In 1994, nearly 90% of homicide victims 15 to 19 years of age were killed with a firearm.

Girl Specific

- In 1994 girls accounted for 25% of all juvenile arrests, an increase of 40% in only 9 years.
- Arrest rates for violent crime index offenses committed by girls increased 125% from 1985 - 1994 (aggravated and simple assault, motor vehicle theft, and weapons violations). The largest increase was in the suburbs, then rural areas and then cities.
- As a result of the rise of low self-esteem amongst girls anorexia and other eating disorders have also doubled in the past twenty years.
- Low self-esteem is also associated with less frequent or less sustained use of contraceptives and births to unmarried teens, which have doubled over the last twenty years.
- Two common characteristics among girls who drop out of school are low academic achievement and low self-esteem.
- Of girls in the juvenile justice system, 40 - 70% have a past history of family abuse (physical, sexual or emotional).

APPENDIX B

RISE OF SCHOOL AGE VIOLENCE AND HATE CRIMES

School age violence, whether directed at the community or self-inflicted, continues to grow at an alarming rate. Eighty-nine percent of respondents in 700 cities and towns surveyed by the National League of Cities in 1994 said that school violence is a problem in their community. Additionally, the National Center for Education Statistics reported that in the 1996-1997 school year, 1 in 10 schools reported at least one serious violent crime. Of the surveyed schools, 74% of middle schools and 77% of high schools reported at least one or more violent incidents during the school year. In 1990, 1 in 24 students in a national survey reported carrying a firearm for fighting or self-defense at least once in the previous 30 days. In 1995, this figure doubled to 1 in 12 students.

Sadly, homicide is the second leading cause of death for persons 15-24 years of age, and is the leading cause of death for African-American and Hispanic youth in this age group. How can a supposedly enlightened society deal with the fact that a child between 8 and 19 years old commits suicide with a handgun every six hours?

On the brighter side, studies have shown that schools which maintain lower levels of violent behavior are distinguished from those with high levels of violence, by a positive school atmosphere where nurturance, inclusiveness, and community feeling are evident. Students who feel recognized and appreciated by at least one adult in school will be less likely to act out against the school ethos of non-violence.

In 1990 the Hate Crimes Statistics Act became a law. This act requires the Justice Department to acquire the data on crimes which "manifest prejudice based on race, religion, sexual orientation, or ethnicity" from law enforcement agencies across the country, and publish an annual summary. Since 1991, the first year that figures were available, the number of hate crimes reported has risen an average of over 19

percent per year. The biggest increase came between 1994 and 1995, when the number of hate crimes reported rose to 7,947. The most recent findings report an alarming 10,706 hate crimes, a 43% increase between 1994 and 1996. It should be noted at this point that these figures cover law enforcement agencies that represent only 75 percent of the US population, therefore making it safe to assume that the actual number of hate crimes committed is much higher.

There are similar reasons that lead people to act violently and commit hate crimes. Two of the main reasons include low self-esteem (they feel empowered by abusing another), and a lack of understanding of other cultures (having been the product of a generation that did not contain the diversity of modern society).

SHINE attacks this problem on both fronts by helping to raise the self-esteem of every participating child. It will also promote understanding between all races and show that racial harmony is the only way to meet all of the challenges that children will face in the future. These are lessons that cannot be learned too early in life. The racial make up of the U.S. is changing rapidly and if people cannot learn to live and work together as one America, it will not be possible for us to be successful and free of violence in the coming millennia.

APPENDIX C

SUCCESS OF THE AMERICAN WORKER

"We cannot lose this generation of children. They are too important to the future of this Country. Yes, they are the workforce and leaders of tomorrow. But we do not want to educate them for second-class jobs when they have first-rate minds."
Richard W. Riley, U.S. Secretary of Education, speaking at the National Hispanic Leadership Summit.

The Census Bureau projects that non-whites will represent close to half of the U.S. population by 2050. By 2005, the ethnic minority share of the workforce is expected to be 28 percent, up from 18 percent in 1980, and 22 percent in 1990.

As a result of these changes, the ability to attract, recruit, and develop a qualified workforce from these demographics will be crucial to business survival. To ensure companies' ability to meet these challenges, schools, communities, and businesses must take steps now to improve our children's' understanding of tolerance, cultural harmony and self-esteem.

Minority students are especially at risk of falling behind. In 1993 only 53 percent of Hispanics over the age of 25 had completed high school or college, compared with 70 percent of African-Americans and 81 percent of Caucasians. A Census Bureau projection says that by the year 2005 Hispanics will be America's second largest racial-ethnic group. If this is true, they will be a vital labor source for the U.S., and proper education is crucial to our success as a global nation.

If the U.S. is to continue to be a leader and a major competitor in the world marketplace, we must be able to supply American businesses with capable, well-rounded individuals. And if what are now "minority" groups are to be major sources for the labor pool of the future, we must educate these groups to believe in themselves and be proud of their own cultures. Cultural understanding and self-esteem are important factors in the education process, and must be learned early. Children who feel poorly about themselves, or are made to feel as if they do not belong, will not be good students and consequently will make poor workers.

A program such as SHINE not only starts the learning process today for all Americans, but also commits our children to be unified in their approach toward our country's future.

APPENDIX D

MULTICULTURALISM AND POLITICS

"You vote, you have more power and the government pays attention." Felix Urena, 54 quoted in the New York Times, Hispanic Voters Emerge as a Powerful and Unpredictable Force.

Ethnic groups are a burgeoning market for consumer items, and they are beginning to flex their political muscle as well. More and more often, elections are being influenced by the larger than expected turn-out of one or more ethnic groups. As minority groups are given more attention by corporations vying for their dollars they are beginning to realize they have the power to influence their elected officials.

This can be seen in the 1997 mayoral race in New York City, where Hispanic voters cast 20 percent of the ballots. This showed an increase of 14 percent over the number of Hispanic voters in 1993 while all other groups, including white voters, slipped in number. This in a year when there wasn't even a Hispanic candidate running for any of the city-wide offices.

The ethnic vote, and especially the Hispanic vote, was long considered a Democratic lock. This is no longer true. The Democratic candidate for Mayor of New York received 57 percent of the Hispanic vote, according to exit polls. While this is a majority, it is not a large majority, and is one that could easily swing either way.

Ethnic groups have traditionally only turned out in large numbers when a member of their group is on the ballot -- this is no longer the case. As minorities continue to get out to vote, they learn to vote for their own good and for the candidate that best supports their own interests. These are the same reasons that apply for all other voters, except this candidate may or may not be of the same ethnicity. The candidate that best represents these interests has the opportunity to get the support of some very influential groups.

Today the American population is 72.7% white, 12.1% African American, 11%

Hispanic, 3.6% Asian, and .7% Native American. By the year 2050 these numbers will have changed dramatically. Then the population is projected to be 52% white, 25% Hispanic, 14% African American, 8% Asian, and 1% Native American.

As children of all cultures are taught that they are important to the make-up of American society, and to be proud of themselves and their background, they will learn that they can be influential in the shaping of their environments. They will learn to be more responsible Americans. This means using their voice and their votes for the betterment of the country as a whole. SHINE shows them that we can all work together to initiate change and cast our vote as one unified nation.

APPENDIX E

MTV/SHINE PSA CONTEST LESSON

Enter the MTV/SHINE Speak Your Peace Contest and create a commercial for MTV!

What You Need:

- * Blank sheets of white paper (8 1/2" x 11" or 11" x 14")
- * Pencils and pens
- * Video equipment (optional)
- * A soul (and a desire to make the world a better place). Tall order!

Give Us A Peace of Your Mind.

MTV and SHINE (Seeking Harmony In Neighborhoods Everyday) want you to create a Public Service Announcement (PSA) for MTV designed to help stop youth violence! We want you (yeah, you!) to speak out to millions of young people and get your well-deserved five minutes (hours ... days ... weeks...the possibilities are endless!) of fame. But before you start, take a minute to let us help you get started...

What You Should Know:

"This is your brain. This is your brain on drugs. Any questions?" So you've heard that phrase on a TV commercial a few (hundred) times, right? Ever think about what type of communication that commercial is? Or are you too busy making that microwave popcorn before your favorite program returns?

The drug commercial is an example of a Public Service Announcement (PSA). A Public Service Announcement is different from a commercial - no one's trying to sell you the hottest car, the hippest jeans or the latest development in modern technology - but someone is trying to educate you about an important issue - violence, illness, drugs, an environmental threat. PSA's can appear on television, radio, outdoor or in print. And they include messages intended to benefit you and society. So what's the bad news?

None, really. Unlike commercials, sponsors do not have to pay to have their PSA broadcast. Sponsors (individuals or organizations) often create their own PSAs and send them, free of charge, to networks, network affiliates, cable stations, radio stations and magazines. Traditionally, it's up to then broadcasters and publishers to decide which PSAs to run. But now it's up to MTV, SHINE, a celebrity panel of judges, and most importantly, you.

Get the Message.

Think of examples of youth violence - from youth violence you've seen on television to youth violence in your own neighborhood. Take 10 minutes to "freewrite" (put your pen on a piece of paper and just write. Don't lift it up until the 10 minutes are up and, you'll love this, do not correct for punctuation or grammar ... just write!). Freewrite about one example of youth violence. Think about how that incident affected you, your friends, family and community. Think about how youth violence makes you feel. And finally, think about how you'd change youth violence, if you could. Because you can.

Anyone? Anyone?

Next, think about the audience you're trying to address. If your PSA would appear on MTV, you wouldn't be writing it for your dad, right? Right! You'd probably be writing for people like you. Identify how a message you'd watch about youth violence would be most effective for you. What language would be most appealing? What visual images would be most powerful?

To the Drawing Board!

Finally, on sheets of paper create a storyboard - a visual representation of an artistic (including video) message - for your PSA. To create your storyboard, draw large boxes (you might want to draw 3 large boxes on the top half of the page and 3 on the bottom half). Be sure that the boxes are large enough to contain your writing. In each box, draw the visual image you'd like to show. For example, if you envision your first scene to include a boy sitting on a stump, draw... a big giraffe (paying attention?). No, really, you'd draw a boy sitting on a stump. Get the picture? (Bad pun.) You can also write in the boxes the text, or dialogue, for each frame of your piece.

Speak Your Peace!

If you'd like to submit to us a video of your PSA, go into the "field," or location for the filming of your PSA, with your actors, photographers (people to shoot the video), and your trusty storyboard. Be prepared to be flexible - something that seemed really great on your storyboard might not prove to work when you start filming. If that happens, be patient, rely on your own instincts, and find another way to express your idea. But you don't have to produce your PSA - you can just send us your completed storyboard. If your entry is chosen, we'll struggle to work out the kinks (a little sympathy here?) and produce your PSA. But if you can help us stop youth violence, it'll all be worth it.

Send your entries to: ((Address T/K))

Two contest winners will be selected the deadline for the first winner is September 23, 1999 and for the second is October 30, 1999. Visit www.shinesite.org for additional information. Each of the two winning PSA's will be professionally produced and will run on MTV 50 times. Please go to www.shine.excite.com for official rules and regulations.

Visit www.shinesite.org for additional information.

SHINE is a national non-profit educational organization that uses outlets like music, art and technology to provide young people with the skills they need to reduce violence.

Teacher Lesson Plan: MTV/SHINE Speak Your Peace!

**Classroom Lesson: Speak Your Peace
Create a Public Service Announcement**

Objectives:

- * Students will express their feelings about societal issues.
- * Students will build teamwork skills as they create a storyboard for a Public Service Announcement.
- * Students will explore media literacy.

Curriculum Connections:

- * Social Studies, Health, Visual Arts

What You Need:

- * Blank sheets of white paper (8 1/2" x 11" or 11" x 14")
- * Pencils and pens
- * Video equipment (optional)

Chalkboard Definitions:

Public Service Announcement: A free print, radio or TV announcement that includes a message to educate society about a specific issue.

Storyboard: A visual representation of an artistic (including a video) message.

What You Do:

- * Ask your class to brainstorm for examples of their favorite TV, print and radio advertisements. List the names of the advertisements on the chalkboard.
- * Ask the students to identify the sponsor of each message and have students think about what the message that the sponsor is trying to express; what is the sponsor trying to influence the consumer to do? Encourage

students to identify the kinds of imagery, language and/or sound used in the advertisement in the sponsor's attempt to meet his or her goal. Explore with students if they feel the effectiveness of the commercials.

- * Provide students with the chalkboard definition for a Public Service Announcement (PSA). Explain that unlike most commercials, a PSA includes a message intended to educate society about an important issue, such as violence, illness, drugs, or an environmental threat. Explain that PSAs can appear on television, radio or print.

- * Ask students to brainstorm for examples of PSAs that they have seen or heard. Have students list on a sheet of paper the elements of the PSAs that they found effective and why. Then, encourage students to share their responses.

- * Next, divide your students into groups of four. Explain that each group is to assume the role of an organization seeking to help stop youth violence. Have students name their organizations.

- * Provide students with the chalkboard definition for storyboard. Explain that just as outlines help us to organize our thoughts before we write papers or reports, storyboards help us to organize a video production.

- * Provide students with the following scenario: Your anti-youth violence organization must create a storyboard for a PSA to help stop youth violence. The PSA would run on MTV. Help students begin to create their storyboards by encouraging them to discuss with their group members the following questions:

1. What is the message your organization would like to express?
2. Who is your audience? (i.e. what are the demographics of typical MTV viewers)
3. What kinds of language and imagery should your announcement include in order to most effectively reach your audience?

- * Distribute a or a number of blank white sheets of either 8 1/2" x 11" or 11" x 14" paper to each group. Help students begin to create their storyboards by instructing them to draw 3 boxes on the top half of the page and 3 boxes on the bottom half of the page. In each box, have students draw the visual images they'd like to show. (For example, if they envision their first scene to include a boy sitting on a stump, they should draw that image.) Also encourage students to write in the boxes the text, or dialogue, for each frame of their piece.

*Go to the video tape! If you have access to video equipment, help students coordinate times (after school, weekend mornings, free class periods) to work

with their groups to film their PSAs. Share your finished PSAs with your class - you might even want to organize a special school screening!

* If you do not have access to video equipment, have a representative from each group present his or her group's storyboard to the class. Have the class assess how effective the PSA might be in educating young people about youth violence.

* Submit your students' storyboards and/or filmed PSAs to the MTV/SHINE Speak Your Peace Contest. Winning PSAs will appear on MTV. Submit students' entries by September 25, 1999 (for the first judging period) or October 30, 1999 (for the second judging period). One winner will be selected for each contest period. The two winning submissions will be professionally produced and will run on MTV 50 times. Please see www.shine.excite.com for Official Rules and Regulations.

APPENDIX F

HILFIGER "STOP VIOLENCE START ART" MURAL LESSON

Non-Violence 101

Is there a Ghandi in the house? Take this quiz to see how much you know about non- violence.

1. Violence is:

- A. something you only see on TV.
- B. when no one makes a sound.
- C. hurting yourself or someone else intentionally. Examples of violent behavior can include: hitting, tripping, kicking, stealing, shooting, or any other physical or verbal abuse.

2. Some of the different types of violence are:

- A. bullying — when a person tries to hurt or scare someone else.
- B. fighting — physically or verbally injuring someone else.
- C. homicide — killing someone else.
- D. all of the above

3. Being non-violent means:

- A. treating other people the way you want to be treated.
- B. being friendly and respectful towards others.
- C. not hurting anyone.
- D. all of the above

4. Some examples of people known for being non-violent are:

- A. Ghandi and Martin Luther King, Jr.
- B. Beavis and Butthead.
- C. all characters played by Chuck Norris.

5. A victim is:

- A. a person who is harmed by violence.
- B. probably no one you have ever known.

6. True or False: Treating others with respect is always the right thing to do.

- A. True
- B. False

What's Your Score?

For each correct answer, add 1 point.

Answers ((position answers upside down))

1. C, 2. D, 3. D, 4. A, 5. A, 6. A

How Did You Do?

Scored a Perfect 6: Rock on! Share your skills with others by following the directions below to create a billboard about non-violence.

Scored a 5 or Below: You've got some work to do, but you'll get there. Continue to develop your skills by completing the activity below.

Activity: Color Your World! - Create A Billboard to Help Stop Violence

Student Lesson

What You Need:

- A large sheet of drawing paper
- A piece of writing paper
- A pencil, pen, crayons, markers

What You Do:

- Draw a line down the middle of a sheet of paper. Label the column to the left side of the paper "violence" and the column to the right "non-violence."
- Under the column to the left, write words or phrases that remind you of violent behavior. Refer to the quiz above for some words to help you get started.
- Under the column to the right, write words or phrases that remind you of non-violent behavior, including names of people or things. To think of these examples, practice *freeword association* — say the word "non-violence" aloud (who cares if people think you're talking to yourself?!). Then, write down all of the words, names of people, places or things that pop into your head. You might include words or phrases such as: a sunny day, a big hug, a smile, a good friend, etc.
- When you've completed your list, choose one of the "non-violence" words or phrases you wrote on the right side of the page. Think about how you could draw this word or phrase on a large piece of paper to best help people learn to stop violence.
- Finally, create your own non-violence billboard by writing the word or phrase

you chose in big, bold letters in the middle of your large piece of paper. Draw and color the paper to illustrate what the word means to you.

- Finished? Sit back and feel good about yourself. You've just added some color to *our* world. Thank you for helping to make our world a nicer place.

Lesson: Color Your World — Create A Billboard to Help Stop Violence

Teacher Lesson - Grades 5-12

Objectives

- Students will explore methods of verbal, written and artistic expression.
- Students will understand basic principles of non-violent behavior.

Curriculum Connections:

- Social Studies, Language Arts/English, Art, Health

What You Need:

- A large sheet of drawing paper
- A piece of writing paper
- A pencil, pen, crayons, markers

Chalkboard Definition:

Violence: Actions or behaviors that are intentionally meant to hurt someone.

Examples of violent behavior include: name-calling, kicking, hitting, shooting, etc.

What You Do:

- Ask students to think about a scene from a TV show or movie or a song that seems violent to them. Have students freewrite for 5 minutes about what makes the songs, or scenes violent. Have students also think about how they could change the songs or scenes to make them non-violent.
- Ask a few students to volunteer to share their responses with the class. As students read their responses, write on the chalkboard key words or phrases that students use in their descriptions.
- Using the words on the chalkboard as a guide, brainstorm with your class to create a definition of the word "violence." Also refer to the chalkboard definition provided on this page.
- Next, ask students to take out sheets of paper. Instruct them to draw a line down the middle of a sheet of paper. Have them label the column to the left side of the paper "violence" and the column to the right "non-violence."
- Under the column to the left, have students write words or phrases that remind them of violent behavior. Refer them to the chalkboard definition to help them get started.
- Under the column to the right side of the paper, have students write words or

phrases that remind them of non-violent behavior, people or things. To think of these examples, conduct a class *free word association exercise*, beginning with the word "non-violence." Explain to students that they are to say the words or phrases that pop into their minds when they think of the word "non-violence." Students' answers might include: a sunny day, a big hug, a good friend, etc. Continue the exercise until each student has had at least 2 chances to participate.

- Then, have students individually write down all of the words, names of people, places or things that they feel best express how they feel about non-violence. When they've completed their list, instruct students to focus on one of the "non-violence" words or phrases they wrote on the right side of the page. Encourage them to think about how they could draw this word or phrase on a large piece of paper. Remind them to think about how drawing this word or phrase could help people who see their drawing learn how to help stop violence.

- Finally, have students create their own non-violence billboard by writing the word or phrase they chose in big, bold letters in the middle of a large piece of paper. Have students draw and color their billboards to illustrate what the word means to them.

Take It A Step Further: Color Your School! Create a "Hall of Non-Violence" outside your classroom door by displaying your students' billboards for the rest of your school.

Congressional Involvement In SHINE

President George Bush

Representative Sanford Bishop, (D-GA)

Representative Corrine Brown, (D-FL)

Representative James Clyburn, (D-SC)

Senator Mike Enzi, (R-WY)

Representative Harold Ford Jr., (D-TN)

Representative Vito Fossella, (R-NY)

Representative James Greenwood, (R-PA)

Senator Chuck Hagel, (R-NE)

Senator Edward Kennedy, (D-MA)

Senator Robert Kerrey, (D-NE)

Senator Frank Lautenberg, (D-NJ)

Representative Bob Menendez, (D-NJ)

Senator Richard Shelby, (R-AL)

General Norman Schwarzkopf

Senator Olympia Snowe, (R-ME)

Senator Robert Torricelli, (D-NJ)

Senator John Warner, (D-VA)

Senator Paul Wellstone, (D-MN)

Kid Raps

PS 142 in Manhattan

Untitled

Yo, I don't like guns and I don't like to hurt
I'd rather be home watching Ernie and Bert.
Coolin' in my crib singing fat rhymes.
Writin' raps and hooks.
Raps and hooks are cool to do
But not as good as my poetry
and my books.

Monica, Crystalann, Sera, Abraham, Jahlil, and Lazarrez

Dope

School is fun and really cool
You can have fun and be cool every day.
In our past lives we have seen dope in every eye.
We think there's no hope with dope in school.

We smart ,smart, smart, smart, smart
I'm smart, smart, smart, smart, smart
You smart, smart, smart, smart, smart
P.S. 142 smart, P.S. 142 smart, P.S. 142 smart
We all smart
Stay away from guns and drugs

Alexandra, Patricia, Saul, and David

Untitled

My name is Rafael
and my feet don't smell.
I'm stuck in the playground with my man Shamell.
I don't like guns, I don't like drugs.
I'd rather eat a big old bug than ever take a stupid drug.
Drugs aren't cool,
they make you bad at school.
Drugs are a pain,
they hurt your body and your brain.

Rashawn, Rafael, David, and Percilla,

Untitled

My name is John, call me John B.
I don't worry about cops swinging batons at me.
If they start a ruckus, I stay calm.
If my dogs get in trouble, I got their back.
Cause we run in a pack.
We don't carry guns or knife.
Peace!

Johnathon B., Isacc, Asia, Jamie, Christana, and Snack

Untitled

Racism and violence is not the way to go.
Baby stay in school,
Be cool.
Cause when the going gets tough,
the tough get going baby.
Stay on the books,
stay in school.
Cause District 1 is very cool.

Jeremy B., Ronald, Crystal, Samuel, and Emily F.

Heaven

My name is Heaven,
I like the number 7.
And I like the books and my good looks.
I also like my teacher, Dr G.
cause he never makes fun of me.
I like bananas, I throw away the peel,
and I always keep it real.

Untitled

I was walking down the hall
I saw a group of dogs with alcohol
I told them Stop Stop Stop!
We are getting sick sick sick
and you are going to get sick sick sick.
And it is bad bad bad for you!

Jose' V.

Current Celebrities Supporting SHINE

Sean "Puffy " Combs
 Betsey Johnson
 Cindy Crawford
 Matthew McConaughey
 Denzel Washington
 Kathy Ireland
 Katie Couric
 Scottie Pippen
 Keenan Ivory Wayans
 Tommy Hilfiger
 Nicole Miller
 Peter Max
 Bruce Willis
 Richard Kind
 President George Bush
 Sandra Bernhard
 Ingrid Caseras
 Pras
 Todd Oldham
 Kevin Spacey
 Rosie Perez
 Damon Wayans
 Isaac Hayes
 Shawn Wayans
 Grant Hill
 Jason Williams
 Oliver Stone
 Martin Sheen
 Melissa Joan Hart
 Jenny McCarthy
 Al Roker
 Cynthia Rowley
 Mary Mc Fadden
 Michael Crawford
 General Norman
 Schwarzkopf
 Janet Tashjian
 Joe Montana
 Judy Blume
 Karen Hesse
 Kathy Mattea
 Kathy Najimy
 Kirk Douglas
 Louie Anderson

Marc Brown
 Marcia Clark
 David Kherdian
 Donna Jo Napoli
 Gabrielle Carteris
 Mike Farrell
 Mr. Jimmy Rodriguez
 Mr. Kenneth Cole
 Nikki Grimes
 Ray "Boom Boom"
 Mancini
 Ron Cey
 Sugar Ray Leonard
 Sheldon Oberman
 William Hanna
 Connie Britton
 Jennifer Espisito
 Eric (MTV's The Grind
 and The Real World)
 Arthur Dorros
 Ben and Jerry
 John T. Rose II
 Bil Keane
 Billy Ray Cyrus
 Bonnie Blair
 Brenda Seabrooke
 Carl Lewis
 Clifton L Taulbert
 Asian Dub Foundation
 Ozomatli
 DJ Juan Atkins
 Traci Morris
 Natural Resource
 Allure
 The Angel
 Esthero
 The Automator &
 Prince Paul
Models:
 Jaime Rishar
 Kara Young
 Kate Dillon
 Holly Schenck
 James Davis

Jennifer Russell
 Keiyana
 Kim Porter
 Kimora Lee Simmons
 Laura Williams
 Liris
 Marilyn Mitchell
 Nynne
 Patricia McCullogh
 Sid Nichols
 Simon
 Snake
 Tara Green
 Tiffany Halen
 Veronica Webb
Congressional Support:
 Rep. Brown, (D-FL)
 Rep. Vito Fossella, (R-NY)
 Rep James Greenwood,
 (R-PA)
 Rep. Bob Menendez,
 (D-NJ)
 Sen Edward Kennedy,
 (D-MA)
 Sen Robert Kerrey, (D-NE)
 Sen Robert Torricelli,
 (D-NJ)
 Sen Frank Lautenberg,
 (D-NJ)
 Sen Olympia Snowe,
 (R-ME)
 Sen Richard Shelby
 (R-AL)
 Sen Mike Enzi, (R-WY)
 Sen Paul Wellstone,
 (D-MN)
 Sen Chuck Hagel, (R-NE)
 Sen John Warner, (D-VA)

Selection of Poems from SHINE Website

Laura died the other day
for me it was so sad.
Why one little girl with no harm intended
was killed in such a way.
A bullet wound into her heart
Her sister survived, but she wasn't too smart
She yelled at guys, and was shot in the leg
Pain, & suffering to no end.
To see her sister is all she wanted
To die was a thing unmentionable.
To me it seems all the pain will last,
But will it heal as time does pass??

This is to Laura: at 12 years old she did not deserve to die. Today track meet is for you I love you

I love JM forever
no matter how far apart we
grow or the miles that come between us
Always and forever he is in my heart
soul, and every word I speak.

You hid in secret spots
as you tried to escape their evil plots.
Wanting to see your friends
hoping their lives weren't ones the gunmen chose to end.
Some saw lives taken,
maybe this was a bad dream and you hoped you would soon awaken.
Most of you tried to hide,
hoping no one you loved had already died.
I don't know how you feel,
but i do know that this was very real.

EVERYONE NEEDS TO STOP:

THE TWO BOYS KILLED THE SCHOOL.
BUT WHO ARE YOU TO SAY THEY ARE A FOOL?
"THE COATS ARE BAD" SOME START TO SAY,
BUT WHAT DO THEY HAVE TO DO WITH IT ANYWAY?

"ITS THE PARENTS, THEY SHOULD HAVE KNOWN",
BUT EVEN IF THEY DID, THE SCHOOL STILL MIGHT HAVE BEEN BLOWN.
IVE HEARD PEOPLE FROM ALL OVER CRY AND CHEER,
BUT STILL EVERYONE IS SET COLD IN FEAR.
SOME PEOPLE ARE SICK, AND THE FEEL THE NEED TO KILL
BUT NO ONE HAS BEEN ABLE TO STOP IT, AND THE SAD PART IS THAT
MAYBE NO ONE WILL
PEOPLE SAY THEY DON'T WANT IT TO HAPPEN AGAIN,
BUT WHAT ABOUT THE TIME BEFORE LITTLTON?
ITS A CASE OF COPYCAT THAT SHOULDN'T HAVE BEEN
I WISH PEOPLE WOULDN'T SIT HERE AND SAY,
"WELL THEY WERE TOO WEIRD ANYWAY"
NO ONE KNOWS WHO WILL FEEL THAT NEED
TO DO SUCH A SAD AND HORRIBLE DEED
SO I THINK THAT EVERYONE NEEDS TO STOP AND HEAR,
THAT EVERYONE HAS A FEELING, A FEELING CALLED FEAR
AND WHETHER FEAR PLAYED A TOLL ON THAT DAY,
WE SHOULD ALL STOP AND LISTEN FROM NOW ON..TO WHAT PEOPLE
HAVE TO SAY

I sent my child school today,
not knowing their life would be taken away.
I started to bend to kiss her good-bye,
but I thought of her "image" and instead let a sigh.

Two hours later I heard the phone ring,
I could tell the other person on the line was crying.
I asked what was wrong and then she replied,
I'm so sorry ,but I was informed your child just died.
My heart started to pound as hard as it could,
I should have kissed her good-bye like a good mom would.

Now she is gone and but I'll see her again,
I will await that day when I'm in heaven.
Now I pray ,Lord, keep her safe,
cause no one in this world could ever take her place!

TOMORROW
4-21-99

Yesterday I was stunned,
Today I felt sorrow,
And Tomorrow I will try to move on.

But forever I will hate those who took my friends,
Those who put sadness in my heart, and vengeance on my brain,
And tomorrow I will try to move on.

But forever will miss those went away,
Those who were my friends, peers, and my sweetheart crushes,
And tomorrow I will try to move on.

But forever I know that they're watching over me,
They're watching me, until I see them again,

And tomorrow I will try to move on-

RycheRych
(F.J. Means)

** This is my tribute for the people of Littleton, Colo.**

Violence
Hatred and anger, violence and rage,
If I want survive I must live in a cage!
Will anyone listen? Does anyone care?
Or do we have to live our lives lonely and scared?

How could someone take the life of another,
A friend from a friend, a baby from its mother?
But if hiding for my life is the only way to be,
Then I will sit in my cage, quietly.
-Melissa Vandiver

I feel for all you who had to go through this because I know what it's like to lose someone you love may it be like a friend that you lost..

I made this poem up becuz this tragedy has touched my heart and I have read a lot of the news on this and I feel for everyone of you, and some of the stuff i have read has made me cry...

I know I may have never known you, but now I know I never will because someone felt they should make up the rules and take you away from everything and everyone. Did they ever stop to think that you were someone's sister, brother, neice, nephew, son or daughter, grand daughter or grandson, someones hero, maybe even someones mom or dad? Maybe they did, but just didn't care. Did they relize all the heartache and pain they would cause for the people left to mourn the loss of friends and family? All these unanswered questions will remain deep in the hearts of some. The teardrops will fall while people remember the people who have now gone. Maybe someday family and friends meet

up with old friends and family in heaven when its their time. Hopefully they'll greet you at the gate, and maybe someone met them there so they weren't afraid to be somewhere new. They have now touched the hearts of millions.

In memory of those passed.
I hope the pain will be able to pass soon
My thoughts are with you all love,

~Today holds tears for only you.
Missed and loved we say goodbye.
But we hold on tight, scared to let go,
and to say we are fine would be a lie.
~Fear and pain for only us.
Yet you dance in heaven and awake in sweet dreams.
Your memory a constant reminder, and with
the thought of you I only grieve.
~A selfish fact, it hurts to part.
Why now? You deserve much more.
But your life is complete, you say farewell.
To heaven you fly, you will forever soar.
~One day I will join you.
Again see your face.
But until that I will remember....
You will walk beside me, just in another place.
~Watch over me and hold me.
Don't forget the love that I give.
I long to see,
But until I do, I'll make sure that your memory lives.
~I hope you know I will miss you dearly.
And your life was truley blessed.
I come to find that this pain I feel
Will fade away and my heart will rest.
~So thank you for all that you give.
And I cherish your memory always.
Enjoy your paradise and I
Will see you one sweet day.

I watch the horror of it all on my TV
And all I can think is it could have been me.

It could have been me under that sheet,
Tasting violent death, so bittersweet.
It could have been my mom holding a hand

From which all glorious life had been banned.

It could have been my friends who sobbed and wept
For a friendship they thought to old age would be kept.
It could have been strangers to me that lit a candle
Because such emotions they just couldn't handle.

Worst of all, most of all,
It could have been someone I knew
That made others feel their pain too.
And with the weapons that they held,
It could have been me that they felled.

Tears are being shed all across the country,
from family, friends and strangers.
Tears that should of never fallen,
fallen like the lives of those who didn't have a chance.
They weren't given a chance to fulfill dream,
dreams that could of changed the world.
Lives that were cut short for due to anger and rage,
things that the innocent couldn't protect against.
There are prayers and emotions for those who are lost,
and those who are being left behind.
Please remember the innocent in a good light,
for you just never know what tomorrow will bring.
Hold onto the ones that you love and the friends that you care for,
and remember there will always be a new tomorrow and a new dream.

Somebody should have taught him
What it would have been like to die
Somebody should have told him
Not to keep it all inside

Somebody should have told him
It's okay to talk
Somebody should have asked him
"Hey! Do you wanna go for a walk?"
Somebody should have grabbed him
As he lunged for the gun
Somebody should have told him
"This isn't going to be fun."

Somebody should have told him

NO! WAIT! I love you.
Somebody should have told him
Hey I care about you too!

Somebody should have said NO!!!
But because of these somebody's WE all let him go.

It could never happen here,
Is what I thought when I watched the news,
Not in this quiet little place,
Where everybody knows one another,
Nobody hates,
Nobody cries,
But a couple of days ago,
A few people died.
Now I know,
I could happen here.

Why do they want people to die?
All it ends up is making some cry.
Why do people bring guns?
All it brings is fear, tons.

My mother told me that the world has changed.
Is it because people's minds have been rearranged?
By a video game?
How can we learn to be tame?

Why are people filled with hate?
It only brings death to a faster rate.
Why do I feel unsafe when walking through the school?
I look behind my back, for a fool?

Am I always going to have fears?
or cheeks flooded with tears?
Are my children's lives going to be this way?
My mother says that things were never this way.
Are we going to be saying that to our children one day?

Why do I even have these thoughts running through my head?
Why when I dream in my bed...
Why do I have this nightmare?
Why do I have those reflections I can't bare?
Why are all kids blamed?
Why aren't those haters being tamed?

Why are there so many questions being made?
Why is my mind being played?

Why? Why you question.....
Because of the haters.

By: Megan M.

I came to school today...

I came to school today
because my mother told me to
I came to school today
because it's what i always do
They always say that school is good
it will help you to grow wise and old
They always say that school is good
an education is more than gold

Today I stepped on campus
worried about tests I'd have to pass
Today i stepped on campus
never thinking it could be my last
I try to work real hard
and make everybody proud
I try to work real hard
without making a scene and being loud

I was only in the library
when i heard that frightening sound
I was only in the library
when my heart began to pound
They shot once
and then again
They shot a third
and hit my friend

The horror of this horrible day
will never be undone
The horror of this horrible day
shows the power of a human with a gun
I guess you could call me lucky
to live through this horrible tragedy
I guess you could call me lucky
for tomorrow there's no funeral for me

Maybe it's just another lesson
to teach us to pick up and move on
Maybe it's just another lesson
to others to cherish beloved ones
Maybe it's just another way
of God helping us stay strong
Maybe it's just way
for us to band together and form a bond

I'll never look at life the same
or school as teachers and books
I'll never look at life the same
now I'll smile when I'm given dirty looks
I've cried all night and all day
for the many who have passed away
I've cried all night and all day
even for those two felt out of place

Life goes by quickly
just as each tear
Life goes by quickly
parts of it fear
But unlike my poem
each word comes goes then lies
But unlike my poem
people come go and die

Some people will click together
while others struggle to fit in
Some people will click together
and others lives will end
Let this be a lesson
something that I learned from "two fools"
Let this be a lesson
set it as one of life's rules
Please use this message as a special tool;
**TEACHERS DON'T TEACH EVERYTHING
THAT WE LEARN IN SCHOOL!**
If you care please inform someone about this.....Thank you
The nations breath was shocked and quick,
As now heavenly bodies ascending to the stars,
Never to be back again, looked back and cried.
The tragedy rocked the nation while life moved in the rest of the world.
The senseless loss was felt by everyone and everything.
Safety was questioned, fear was free.

Thoughts rotated around a single, lonely question. Why?
Incomprehensible as the diseases that wrack the mind and body,
The violence, animalistic as it was, was real.
The bodies now with the comforting stars,
Watched and felt their former friends and nations prayers.
Relieved only be the fact that the killers could no longer hurt the world with their
stifling and unjustifiable deeds,
The spirit turned and moved on.
Some part of them always remaining with the survivors.
We want to hate the men who did this but know we cannot,
For hate and rage is what got us to this point in the first place.

Columbine High School

Rest in peace all of you at Columbine High,
I don't know why you had to die

Why did you not have a chance to live?,
Some of you couldn't even drive,
and you'll never have kids

Why would someone do such a thing?
All the pain, all the suffering,
I wonder what they were worshipping

School is supposed to be one of the safest places to be,
I don't know about that now, because of this tragedy

These 2 were such psychos,
It's not everyone else's fault how their life goes

How are we ever going to stop this madness?
All it ever ends in is total sadness

You're all in my prayers everyone,
one day, we'll all be together in heaven.

Oh, yeah and I did write this myself! Noone accuse me of not!

dSunnyd

"Don't be reckless with other people's hearts, don't put up with people who are
reckless with yours."

"Do not read beauty magazines, they will only make you feel ugly."

This is a poem that my mom has wrote about this tragedy.

Tuesday morning seemed really fine.
I'd never heard of Columbine.
My daycare kids play on the floor.
The sun is shining, why ask for more?

My husband, as always is surfing the net.
I never realized how sick I could get.
"Shots fired," he said "in a Colorado school"
"Some kids probably acting the fool."

We quickly turned on CNN.
Saw clips we'd see again and again.
Kids laying in blood, starting to pool~
Who are these guys who think there cool?

I thought real quick of Mary and Bob.
They'd gone out there for his new job?
Where was Nicky where was Robbie?
Shot by punks with guns for a hobby?

I called a friend found out they were fine.
They were not in school in Columbine.
Strangers died, people I never knew.
And yet my heart was breaking in two.

In the paper I see strangers faces.
Different people from different places.
They could be our friends, the folks next door.
My daycare kids playing on the floor.

There average folks like you and me.
A few less branches on there family tree.
Let's all kneel down and start to pray.
To never have another day.

Where anyone's child goes to school.
And sadly see there friends blood pool.
My heart goes out to Columbine.
Let's pray that those survivors can have a day that's fine.

Let's not think of what SWAT should have done.
We weren't the ones under the gun.
They were doing the best they could.
Facing a scene that no one should.

Everyone crazy, everyone running.
Some kids bleeding and some gunning.
Please keep our kids safe, for that I pray.
And bring them home at the end of the day.

I sit and stare at the beautiful sky
thinking of our friends gone by.
Shot in the head, the arm, the heart
taking us forever apart.
Now I'm standing all alone
all my friends have all gone home.
Up to heaven they will stay
we will meet them hopefully someday.
Now I kneel and start to pray
hoping the pain will go away.
I'll never forget the smiles on their faces
the warmth in their heart, the memories in their places.
Please watch over me from up above
I'll always think of you as a beautiful dove.
Guiding me here guiding me there
keeping me in your protective care.
Never forget me and I won't forget you
And always remember that we'll always love you.

This poem is in memory to the victims of the Colorado School Shooting and all the school shootings before. Rest in Peace. No one can shoot you now. You're in our hearts and prayers always.

Date: Monday, June 7, 1999 12:32:28 PM
Subj: Re: Fwd: Web Inquiry Response Form
To: Shinemail

[This message is from the Inquiry Response Form]

[Contact Form from] SHINE Teens Site

[First Name] Stefanie

[Last Name] Jaeger

[Address] P.O.Box 492

[City] Mellen

[State] Wisconsin

[Zip] 54546

[Email] stefaniejaeger15@hotmail.com

[Comments] hi. i just started coming to your site. i found it the other day when i was on mtv.com, and i went to the fight for your fights:take a stand against violence. i just love this!! i already sent in a poem. i'm a poet/songwriter/singer. I like the stuff about stopping violence. I live in northern wisconsin, and there has been a couple threats here, and the thing that scares me the most is that our school board doesn't do anything about. a girl in my class threatened to kill me and 2 boys threatened to kill everyone. there was so many of us students and 1 parent who tried to talk to the school officials, but no one even cared. the crappy principal said theres nothing he could do about it. the cops were down here and everything, and no one even got in any trouble. is there anything you could do to help me and my friends try to do something about this?? theres alot of us who really care. if we go to school, we should feel safe. but we don't cuz theres so many people capabale of killing, it's not even funny. I also have a suggestion. You should have like a bunch of people who go around to schools and give speeched, and like conferences, and like to younger people, you could put on some kind of show. if you were intrested in doing this, and need like a spokesperson, or someone to be in this. i would give anything to do this. i'm only 14, but this is a great oppurtunity. my friends and i would love to do this. please get back to me.

my email is stefaniejaeger15@hotmail.com

my address is Stefanie Jaeger

P.O. Box 492

Mellen, Wi 54546

my phone # is (715) 274-2123 ask for stefanie thanx

Date: Monday, June 7, 1999 12:35:14 PM
Subj: Re: Fwd: Web Inquiry Response Form
To: Shinemail

[This message is from the Inquiry Response Form]
[Contact Form from] SHINE Teens Site
[First Name] april
[Last Name] dickson
[Address]
[City]
[State]
[Zip]
[Email] aprilxa@hotmail.com
[Comments] Speech presented on May 21, 1999.

Where Do You Put the Blame?

By April Dickson

Just over a month ago, our entire country was paused as we watched in agony and disbelief as an event that would stretch far beyond our imaginations filled every channel and radio station. The hours upon hours of television and radio air time and the infinite internet and newspapers stories that dealt with this event do not even begin to cover the tracks of the confusion, pain, agony, and loss left behind after the incident on April 20th. The tragedy at Columbine High School in Littleton, CO will lay lifeless in the hands of our country for years and years to come. In ten years, we will be seeing this event on the "Dateline Timeline," and our kids will be learning about this in there history classes. These events which we are experiencing today, will be a part of tomorrow's history.

Yet among the tears and between prayers, we hear a solemn, angry and defenseless "why." This "why" is more than a simple question; for no simple answer can cover the magnitude of this event. This "why" is a plea, a cry for help and for fulfillment. The very moment two teenage boys walked onto there campus and murdered thirteen people and then themselves, fifteen families lost a huge part of there lives. But beyond the families and friends that are grieving, is the whole country that has been left to ponder where to point there finger; who deserves the blame for this tragic day. What provoked such an unmoral, inhumane act?

Several have blamed parents and students, including Eric Harris, one of the two outraged students who opened fire. Harris says "By now, it's over.

If you are reading this, my mission is complete. I have finished revolutionizing the neoeuphoric infliction of my internal terror. Your children, who have ridiculed me, who have chosen not to accept me, who have treated me like I am not worth their time are dead. THEY ARE DEAD." People say that it was the fact that the parents neglected their children, or didn't teach them how to respect others.

Many people chose to blame the media. The extreme amounts of violence on television, the numerous video games with blood and guts, the easy access sites on the internet leading to pornography and bomb production sites, magazines, movies, computer games and so on. I have heard speeches and lectures and sermons blaming all of the tragedy in our country today on media. People say that when youth see a violent act on television, movies, video games, and even hear lyrics to a song, they want to go out and do what they have seen or heard.

But what I don't understand about throwing the blame on media is, how can a society blame something that it has created. Society is responsible for the media. Those in the media & entertainment business produce items that will suit society's desires. Society is responsible for what happened and what is still happening throughout America.

Now, let me expand on what I'm saying. Let's examine society and decide just how big of an effect it has. How many times a day do you walk down the hall, or through a store, and subconsciously comment on how someone's dressed. Everyone occasionally finds themselves staring at someone who doesn't quite have their fashion tips in the right order. How often does your group of friends make comments about those people who are allegedly inferior to you? Or make fun of those people who sit alone at lunch? Every one of us is guilty in some way when we are asked these questions. Now, imagine that you are the person who doesn't exactly have the "in" styles, the fashion faux pas. You're the person who sits alone at lunch, or stays at home by themselves on the weekend. How would it feel to have people walk by you making what they think are inconspicuous comments, but in reality you hear what they say, and their thoughtless comments are tearing into your soul. Now such things may not cause you to do things as drastic as what occurred in Littleton., but the anger, hurt, pain and resentment would become unbearable. This is what happened at Columbine High School.

The media didn't cause these two young men to pick up guns and murder thirteen people. It was the society they lived in. It was the hate and anger and injustice. The media was only there for their support. Once his anger became unbearable, he had the internet, television, video games, and

movies to pick up ideas on how to execute his anger.

Our country is falling. From focusing on what is right and just and moral, we have fallen to hate and anger which leads to death. In our countries pledge of allegiance it states "One Nation Under God," our currency is marked with "in God we trust;" but it is obvious that our country is no longer under the omnipotent God it was founded for, and the faith printed on our dollar bill is gone. Families have taken God out of there homes, and spiritual and moral decay reeks in our country. The only thing that will reverse this destruction is if society admits that we have fallen far below our standards, and to work on raising them back up. We have to stop projecting the blame on the media, which we created ourselves, and to confess what we are doing wrong, and fix it. We should look over what our countries foundation is based upon, and refocus.

"In God we Trust." Wouldn't it just be amazing to see our country act out that little, yet powerful statement on the dollar bill. And wouldn't it be amazing for our country to be "One Nation Under God." I encourage you to take a look at what you believe is causing the terror in America, and then analyze what you can do to change it..

[This message is from the Inquiry Response Form]

[Contact Form from] SHINE Teens Site

[First Name] Maria

[Last Name] Gonzales

[Address] 49 East Foulkes Street

[City] Toledo

[State] Ohio

[Zip] 433605-3402

[Email] N/A

[Comments] The shinesite is great. I'd like to hear about becoming a volunteer. I don't own a personal coputer so I would have to be contacted throught the mail . Any info you can send me would b great. Thank you.

[This message is from the Inquiry Response Form]

[Contact Form from] SHINE Teens Site

[First Name] Destiny

[Last Name] Pifer

[Address] 408 BEYER AVENUE Apt.27

[City] Punxsy

[State] PA

[Zip] 15767

[Email] DO NOT HAVE ONE

[Comments] Dear.Shine

I want to tell you that I have seen youre sight and I think it's wonderful.

I feel that it will make a difference.

I'm glad to know that their are alot of people out their including celebrities who are trying to stop violence.I want

you to know that I support all of you

I too would like the violence to stop

and I would like to help you any way I can.Please write back.

THANK YOU

[This message is from the Inquiry Response Form]

[Contact Form from] SHINE Teens Site

[First Name] Chrissy

[Last Name] G

[Address]

[City] Bronx

[State] N.Y

[Zip]

[Email] KiwiPie205@aol.com

[Comments] Being young should bring our lives happiness and joy like no other kind. Laughter and tears, sunshine and rain, friends and enemies, smiles and pain. These things are a part of who we are. They are a part of the world's reality. Life isn't easy all the time and things change but when we don't accept us for who we are (even the worst part of us) sometimes our faults and misunderstanding tend to look for a place to hide or to blame. Vulnerability is not wrong. It's what makes us, us! It isn't shameful or bad to not understand. It's only when we choose not to, we treat ourselves and those who love us with much less love than we receive every moment of our lives from God.

Until we recognize that all our emotions are right, we won't be right in ourselves to heal the world around us. Judging ourselves is the worst thing in the world for our souls. We won't grow and learn to teach others by our experiences. We are nothing but the same people in different places trying to do the same thing, be happy.

Ugly is the most beautiful in disguise.

[This message is from the Inquiry Response Form]

[Contact Form from] SHINE Teens Site

[First Name] Ifunanya

[Last Name] Maduka

[Address] 5509 Barrington Ct.

[City] Columbia

[State] MD

[Zip] 21045

[Email] eboniequeen@hotmail.com

[Comments] Dear Editors Of Shine,

My name is Ifunanya Maduka, and I am the president of a community awareness organization at my high school. After the tragedy at Columbine I decided to propose a conference for students who live in Maryland in the Baltimore area during the Spring months of next year (2000). It has approval from the head of our school the only problem I am running into is getting people to actually come to this conference. This is where you all come in. I know you do not know me and I know you probably get requests like this all the time but this is a good cause. I have been

pushing for this Stop the Violence Conference for a long time, because I think it needs to be had. Where I live people constantly say it could never happen. Well, now I was hoping if you had any connections with anyone who worked at MTV. I understand that they are doing a Stand up for Your Rights campaign in conjunction with your campaign. I am simply asking for a guest speaker, who could give a keynote address at the co!

nference. Whether it be Serena Altschul, John Norris, Ananda Lewis, Carson Daly, or Kurt Loder or possibly any other famous or nationally known personality that would attract teens to this conference. I really hope you will write me back. I have really been praying about this, and I don't want this conference to fall through. It distresses me how so many teens want a stop to violence but won't attend a conference for the end to it unless there is some sort of incentive or "benefit" they will get out of it. yet, if that is how I am going to have to get people to come then I understand that is what I will have to do. I beg of you to please help me make this a success. You'd be making a HUGE difference in a young woman's life- mine. I'm 17 and I'll be a senior next year. my phone number is 410 750 6244 and my address is stated above. I hope you write me back. Thank you very much for your time.

Ifunanya Maduka

A Girls Life

Can you judge someone by the way there looks . Everyone does we don't look past it ... If your not with the right crowd or have the figure of a modal you are no one in this world . Your quite and shy everyone else is flirty and ditzzy . Your note like them you think there must be something wrong with you ,is there? Everyone tells you no but you can't help but make yourself throw up and not eat . Everyone else is worried , but do they really care ? Awhile later your life is better you try to fight the voices in your head but you can't do the job and cut down on your food . For the rest of your life you'll be fighting this disorder its something you can't just forget .

its not the greatest but it works when i feel like that

Date: Friday, April 30, 1999 7:32:24 PM
From: LOCOFAN
Subj: can you please help me??
To: Shinemail

My name is Dave, I am 13 years old. I am a very successful musician and a straight A+ student. I have 2 older brothers, 22, 244. I get along with them and everyone else very well. My teachers and other students have never had a complaint about me. In fact they've all had very nice comments especially on my attitude. "he has a good attitude towards learning"

However things haven't gone so good with my parents. They say that I have a bad temper and snap at them a lot. They also say that I argue. I say that I am simply informing them of my opinion (in most cases it's really their error and they make me shut up before I can prove them wrong)

I am forced to say maybe 700+ words a day, that's about 900 words too many. and same goes for the number of words I have to listen to. (only about twice that many though) I would wager that I have more stress in one day than any adult has in a week, due to an average of 4 concerts a month with practicing- even memorizing- up to 15 songs. I practiced for hours before I wrote this and I'll go practice for a few more after I send this. I'll probably be practicing when you read this. If not I'll be working on one of 3 major projects or 2 major assignments due within the next 2 weeks.

I came home today and relaxed for a little bit. had some food. Practiced some, then my dad came home and asked me if I had fed the dog yet. I said no.

I am extremely independent. I consider parents taxi drivers, strict land lords and bank loaners. I believe that communication is a mistake, that some cave man hurt himself and made a cry, another one was tickled by a feather and giggled. Then this evolved into communication. That is why I dislike talking and listening.

I said yes and my dad then asked me "why not?"

I replied "because I've been in my room all day."

My dad said "don't snap at me, I'm getting tired of it" and then he gave me the scariest look anyone has ever seen. (he's really good at that) I didn't intend for it to come out as snapping, but it is possible because my voice has just gone through a very significant change, from a high alto twangy voice to a very mellow deep bass voice. I haven't figured out how to increase the volume of my voice without increasing the pitch or tone. Therefore since I was in the dining room and he in the kitchen, I raised my voice so he could hear, thus increasing the pitch and I guess it sounded like I was snapping at him.

Stuff like this happens all the time, keep that in mind.

My mom came home later and I talked to her about it and she doesn't seem to be able to tell me what to do. She said that if I kept this up and didn't talk to my dad and patch things up my dad would quit paying for the music lessons I'm getting. I told her "two can play at this game, you take away my lessons, I promise my grades will lower, I won't care, my attitude will get worse, I will not go to college, I will not see my parents again and everyone will be miserable" I know this sounds a little bit extreme but I've seen it happen.

I can't talk to my dad ... it's always been that way. My brothers and I have always gone to mom and she was like a translator but I guess she's decided to quit.

So, what can I do??? PLEASE PLEASE help me!!!!!!

Thank you for having the time to read this long letter