

Withdrawal/Redaction Sheet

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. letter	To: Tom Freedman re: Recommendation (1 page)	08/08/1999	b(6)
002. form	re: Recommendation for Admission (1 page)	08/11/1999	b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Tom Freedman
OA/Box Number: 17550

FOLDER TITLE:

Violence [Folder 1]

2015-0274-S

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RESTRICTION CODES

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

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

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

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

RR. Document will be reviewed upon request.

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

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

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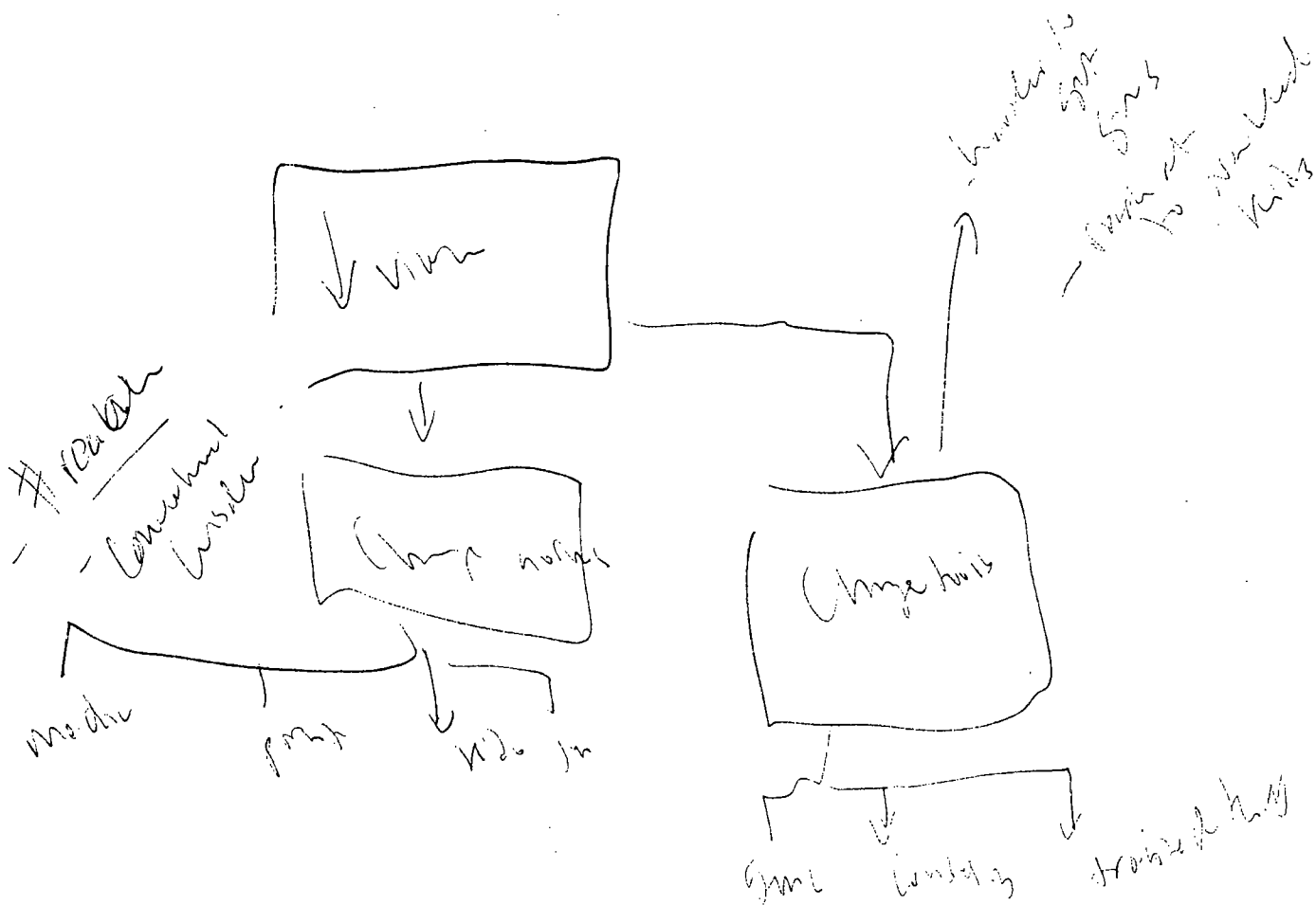
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Violence

**PRESIDENT CLINTON:
ANNOUNCING NEW STEPS TO REDUCE YOUTH VIOLENCE**

August 17, 1999

"Will these steps solve every problem? No. Will they stop every act of violence? No. Will they prevent every madman? No. But they will have a huge impact."

President Bill Clinton

August 17, 1999

Today, at the White House, President Clinton announced a series of steps to help reduce youth violence: a sweeping new anti-violence public service advertising campaign; the appointment of an executive director of the National Campaign Against Youth Violence; and the distribution of \$15 million in grants to local law enforcement agencies to target crime and violence in and around schools. The President also called on Congress to pass common-sense gun measures to help keep guns out of the hands of children and criminals.

Unveiling a Network Anti-Violence Campaign. At the White House Strategy Session on Youth Violence on May 10, President Clinton challenged the entertainment industry to do its part to reduce youth violence. Today, the President announced that an extensive coalition of broadcast and cable networks will simultaneously air the prime-time debut of public service ads on "Talking with Kids About Violence." The ads, which feature children and the President discussing the need for parents to talk with their children about violence, will air between 8 p.m. and 10 p.m. on August 18th. This unprecedented effort will include every major television network, more than 20 cable channels, and a website which will provide the ads online. Many of the participating networks have pledged strong support for the new ads and will show them throughout the remainder of the year. A free booklet for parents on how to talk about violence is available at www.talkingwithkids.org, or by calling 1-800-CHILD44.

Appointing an Executive Director for the National Campaign Against Youth Violence. Following up on his call for a nationwide effort to address the issue of youth violence, President Clinton announced that Jeffrey Bleich will be the executive director of the National Campaign Against Youth Violence. Mr. Bleich has been nationally recognized by the American Bar Association as one of America's leading young attorneys, and is the managing partner in the San Francisco office of Munger, Tolles and Olson. Mr. Bleich will head an independent, national, non-partisan campaign that will:

- * serve as a clearinghouse with communities nationwide on programs that work;
- * secure commitments from all sectors of society to do their part to help reduce youth violence; and
- * help give parents more tools to protect their children from violence.

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

Urging Congress to Pass Common-sense Gun Laws. President Clinton emphasized the importance of addressing the issue of youth access to guns as part of an overall strategy to reduce youth violence. The President urged Congress to pass measures that will close the gun show loophole and the loopholes in the

In Atlanta, an uproar over legal challenge to affirmative action

By Larry Copeland
USA TODAY

ATLANTA — This city, long a national symbol of black economic pride, faces a stiff legal challenge this week to the constitutionality of its affirmative action program, regarded by many African-Americans here as the impetus that helped make this a so-called Black Mecca.

The challenge is expected in the form of a lawsuit from the Southeastern Legal Foundation, a 23-year-old conservative organization that has helped overturn other affirmative action programs across the South.

In some cases, after foundation lawyers announced intended challenges, government entities voluntarily altered their programs to ensure that they were constitutionally sound, says Matt Glavin, president of the foundation.

Not here.

When Glavin notified the city earlier this summer that he intended to challenge Atlanta's affirmative action program, he touched off a firestorm of rhetoric that threatened to destroy the city's vaunted boast as "the city too busy to hate."

Mayor Bill Campbell, Atlanta's third black mayor, vowed a "fight to the death" to save affirmative action and compared the legal foundation to the Ku Klux Klan. He led an impassioned rally of 2,000 supporters of the program in late July.

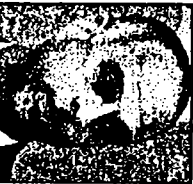
Seven members of the legal foundation's board of trustees and its legal advisory board resigned after some black political leaders threatened to lead boycotts of their companies.

The affirmative action effort, which city officials insist is not a set-aside program, has a goal of allocating 30% to 35% of city contracts and subcontracts to minority- and female-owned companies. The city makes

contracts worth about \$100 million a year.

Glavin says his group was rebuffed when it suggested ways that the city could make its affirmative action program pass constitutional muster. "This is not about race," Glavin says. "This is about the city of Atlanta breaking the law. The residents of this city, black and white, can't break the law. The city should not be able to break it either."

Affirmative action programs around the nation, many modeled on Atlanta's program, begun by the city's first black mayor, Maynard Jackson, in 1975, have faced repeated challenges since a Supreme Court ruling in 1989. That ruling said so-called "set-aside" programs,



Agence France-Press

Campbell Mayor defends program.

which set aside a certain percentage of public contracts for minorities and women, were unconstitutional because they discriminated on the basis of race and gender.

Atlanta says its own program is legal because it does not set aside a fixed portion of the contracts but only sets

certain general goals. Even among African-Americans, though, there is no consensus on whether affirmative action has outlived its usefulness here. "This is not the same city as it was in 1975," says Teresa Chappell, head of the Republican Vanguard, a black political action committee.

"The very laws we fought so hard for and died for, you can't turn around now and ask the government to keep someone out."

Meanwhile, as Glavin's lawyers prepare to file court papers, supporters of the city's affirmative action program are preparing for another rally to night.

This time, they're holding it at Ebenezer Baptist Church, known nationally as the pulpit where Dr. Martin Luther King Jr. preached.

3 studies, 1 result: School bullying worsening

By Marilyn Elias
USA TODAY

BOSTON — Bullying is rampant in U.S. schools and may be stoking adolescent anger that can erupt into violence, three studies reported over the weekend suggest.

The most frequent targets are students who appear different — racially, in body size or clothing, University of Illinois psychologist Dorothy Espelage told the American Psychological Association meeting.

About 81% of students said they had bullied classmates during the last month, in a new

study funded by the Centers for Disease Control and Prevention at a suburban Indianapolis middle school. Typical behaviors: ridiculing, threatening to hurt, pushing, shoving, slapping and kicking.

The finding supports other recent reports, including one that found 75% of adolescents nationally had been bullied during their school years.

Turnabout is fair play for many. In Espelage's report on 81 middle-school students at three Midwest schools, 75% of bullies said they'd been taunted themselves. "The majority say they're uncomfortable bully-

ing, but they do it to go along with the crowd," she says. Most incidents occur out of sight and hearing of teachers.

In another school study done by University of Nebraska psychologists, teachers failed to identify two-thirds of self-acknowledged male bullies and two-thirds of female victims.

"Victims of bullying may go largely unnoticed," says study director Susan Swearer.

In the CDC report, the higher a student's anger level, the more bullying he did. "We don't know if these kids will go on to become physically aggressive, but there is evidence that some

of them do," Espelage says.

Boys typically engage in the worst bullying, and a link with anger doesn't surprise Harvard Medical School psychologist William Pollack.

"Anger is the only OK emotion for boys to have," says Pollack, author of *Real Boys: Rescuing Our Sons from the Myths of Boyhood*.

"Studies here and in England show bullies tend to be the most depressed boys," but a macho, stoic code forbids showing sadness, Pollack says. For boys, acting out misery is viewed as more masculine.

Victims of bullying can ex-

plode, too. The two Columbine shooters "were teased mercilessly," says Ohio University psychologist Raymond Lorton. "I'm not justifying what they did, but this kind of thing can cross over into violence."

Many schools offer bullying prevention programs, but few have been evaluated to see if they work, Espelage says.

Parents whose kids are bullied should tell school officials before or after school, so classmates don't see, Espelage advises. "Act early on," she says, since there's evidence chronic bullying fosters depression and social isolation in children.

Dispute

Mid-Atlantic drought isn't critical — yet

More than 75% of the waterways are at or near record lows, but reservoirs still have ample water

By Paul Hoversten
USA TODAY

Throughout the mid-Atlantic states, rivers and streams are looking both weird and worrisome, the result of a lingering drought that's become the region's third-worst this century.

► Salty seawater is creeping up the Hudson River because there's not enough fresh water flowing down to hold it back. The salt front is just 5 miles downstream from intakes that process drinking water for Poughkeepsie, N.Y. For the moment, the salt, which could be harmful to people on salt-restrictive diets, is being kept away by releases from reservoirs farther upriver.

► Maryland's biggest fish kill in a decade is being blamed on the drought. Nearly 1 million menhaden died last month because of low oxygen levels from lack of rain on a tributary of the Pocomoke River near the Maryland-Virginia border.

► Kayakers normally paddle freely on the Potomac River at Great Falls, Md. But now the sun shines on Drought Rock, which last saw the sun during devastating dry spells in 1930 and 1966.

It makes for an apocalyptic picture: More than three-fourths of the mid-Atlantic region's streams and rivers are at record or near-record lows.

But federal officials aren't ready to panic just yet. They say there's an ample supply of water in huge reservoirs throughout the region. The reservoirs, built after the last big drought in the 1960s, feed into major rivers that supply water to populated areas.

As long as those reservoirs are in good shape — and most are at 60% or more of capacity — there should be enough water to meet critical needs of homes and businesses.

"The small tributaries are the ones taking the beating," says Christopher Roberts of the Delaware River Basin Commission, an interstate and federal agency that manages water resources in the 13,539-square-mile watershed within Delaware, New Jersey, New York and Pennsylvania.

"What we've got is serious, but not critical, except where you have ground-water wells," Roberts says. "Those wells are going dry, no question."

The situation is much the same within the Susquehanna River basin, which covers a 27,510-square-mile drainage area in New York, Pennsylvania and Maryland. The Susquehanna starts at Cooperstown, N.Y., and flows 444 miles to Havre de Grace, Md., where it meets the Chesapeake Bay.

"We have two large reservoirs, and we're basically OK," says Susan Obleski of the Susquehanna River Basin Commission. Still, she says, "Everybody's going to have to tighten their belts until we get through this drought."

The Susquehanna and Delaware reservoirs, along with those that feed the Potomac and the James River in Virginia, are being tapped judiciously, managers say, because there is no way to replenish them without rain.

And with this drought now in its third year and predicted to continue next year, extra care is being taken to release only water that is needed.

Reservoir managers are caught in a delicate balancing act between safeguarding the supply within the reservoirs and using the water for the

health and safety of the public. But environmentalists have argued for greater releases, citing threats to native fish and wildlife in waterways that are going low.

"Our aquatic species are three to 15 times more endangered than any land animals," says Rebecca Wodder of American Rivers, a nonprofit environmental group in Washington, D.C. "When a drought comes along, it turns up the heat, and you can see the toll it takes on a river."

The toll can be jarring, as Philadelphia residents learned last week when they woke to find the Schuylkill River covered by a thick, green carpet of duckweed, which can choke out other wildlife. It thrives in drought conditions of heat, sun and slow-moving water.

"It's rather dramatic to look at, and it's a concern, but not really a crisis, says Stuart Neff, an aquatic entomologist at Temple University. "Despite what the river looks like, we're not in real trouble yet."

Elsewhere, wildlife from the south Atlantic is migrating to the Chesapeake Bay as its water becomes saltier from a lack of fresh rainfall. Pompano and crevalle jack, popular food and game species of subtropical fish, have been caught off Maryland's St. Mary's County. In other parts of the Chesapeake, bottlenose dolphin and leatherback turtles have been spotted hundreds of miles from their normal habitats.

In some cases, the drought has been beneficial.

Although most waterways are well below their normal flow levels, they also have less rain-borne pollution washing into them from farms and cities. That can improve water quality in rivers and streams.

Things could reach a danger point if little or no rain comes from tropical storms this fall, snow is light this winter and rain is scarce next spring. Hurricane Bret is expected to bring no rain to the region.

Bob Hirsch, chief hydrologist at the U.S. Geological Survey in Baltimore, says the persistent drought could become worse than the notable dry spells in 1930 and 1966.

Hydrologists compare the current supply and demand of water to a shopper who, having exhausted all the cash in the checking account, begins to draw money from savings.

"We're at the point where we're hitting our long-term savings account," says Gary Fisher, a hydrologist with the Geological Survey. "If we get normal rains, we'll be fine. But if we don't, and we don't watch what we're doing as far as conserving water, then we're going to be in trouble next year."

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JEFF BLEICH**Professional Background**

Jeff Bleich is the managing partner for the San Francisco office of Munger, Tolles & Olson LLP. He received his undergraduate degree *magna cum laude* from Amherst College in 1983, and a masters degree in public policy from Harvard University in 1986, graduating with highest honors. Mr. Bleich attended the University of California at Berkeley (Boalt Hall) School of Law, graduating in 1989, again with highest honors, where he served as Editor-in-Chief of the California Law Review. After graduating from law school, Mr. Bleich clerked for Judge Abner J. Mikva of the U.S. Court of Appeals for the D.C. Circuit, Chief Justice William H. Rehnquist of the U.S. Supreme Court, and Judge Howard M. Holtzmann of the Iran-U.S. Claims Tribunal at The Hague. He joined Munger, Tolles & Olson LLP in 1992, and became a litigation partner in the firm in December 1995.

Throughout his career, Mr. Bleich has devoted a substantial portion of his practice to giving pro bono assistance to indigent persons. In addition to handling dozens of individual matters, Mr. Bleich served as counsel to a class of homeless individuals in San Francisco challenging that city's anti-homeless laws. Mr. Bleich has also represented several prisoners at the request of the Ninth Circuit Court of Appeals and the Northern District of California. He has represented the Service Members Legal Defense Fund in challenging the discharge of a gay servicemember, Lt. Paul Thomasson. He also assisted the prosecutor's office in the War Crimes Tribunal for the former-Yugoslavia in prosecuting crimes against humanity. He has appeared before the United States Supreme Court on behalf of the ABA in defending the rights of immigrants against recent reform measures, and has assisted in two successful voting rights cases before the Court. Most recently, he served as counsel for the California Teachers' Association in successfully defending several state affirmative action statutes against a challenge by former Governor Pete Wilson and U.C. Regent Ward Connerly.

Mr. Bleich's practice focuses principally on media and communications law issues, in which he represents numerous media outlets, high technology companies, and global communications networks. In addition, Mr. Bleich is an adjunct professor at the University of California at Berkeley, where he has taught constitutional law, appellate advocacy, habeas corpus, and international human rights since 1992. Mr. Bleich has lectured at numerous state and federal judicial conferences, and has published two books and over thirty articles on justice issues. He currently serves on the Boards of Directors of the Bar Association of San Francisco, the Lawyers' Committee for Civil Rights, and the Legal Aid Society of San Francisco. He is a former President of the Barristers' Club of San Francisco. In 1996, Mr. Bleich was named one of the twenty outstanding young lawyers in America by the ABA, and was recognized by Boalt Hall as its outstanding recent alumnus.

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EXPERIENCE

Munger, Tolles & Olson LLP, San Francisco, California, 1992 to present
 Partner: General civil litigation, with emphasis on complex litigation, appellate practice, antitrust, media law, communications law, intellectual property, international law.

University of California, Berkeley, California, 1993 to present
 Adjunct Professor of Law: Constitutional Law (I), and upper-level seminar courses in International Human Rights, Habeas Corpus, and Appellate Advocacy.

Iran-U.S. Claims Tribunal, The Hague, The Netherlands, 1991-1992
 Legal Assistant to Hon. Howard Holtzmann

U.S. Supreme Court, 1990-1991
 Law Clerk to Chief Justice William H. Rehnquist

U.S. Court of Appeals for D.C. Circuit, 1989-1990
 Law Clerk to Chief Judge Abner J. Mikva

EDUCATION

The Hague Academy of International Law, The Hague, Netherlands
 Certificate of Study, Public and Private International Law, 1993

University of California at Berkeley, Boalt Hall School of Law, Berkeley, CA
 J.D., 1989
 Editor-in-Chief: *California Law Review*
 Order of the Coif
 Moot Court Board
 Thelen-Marrin Prize for Outstanding Student Writing
 John Woodruff Simpson Fellow

Harvard University, John F. Kennedy School of Government, Cambridge, MA
 M.A., Public Policy, 1986
 John F. Kennedy Fellow
 Editor-in-Chief: *The National Debt*

Amherst College, Amherst, MA
 B.A. (*magna cum laude*), Political Science, 1983
 Latham Prize for Political Science

MEMBERSHIPS

Board of Directors: Bar Association of San Francisco 1997-present
Board of Directors: Legal Aid Society of San Francisco 1997-present
Chair: Lawyers Committee for Civil Rights 1998-present
Board of Directors: Federal Bar Association, 9th Circuit 1996-present
Chair: Amicus Curiae Committee, American Bar Association, IR&R Section
Chair: Human Rights Committee, American Bar Association, IL&P Section
Vice-Chair: Public Education Committee, American Bar Association
President: Barristers Club of San Francisco 1995
Executive Committee: American Society of International Law, Criminal Courts
Executive Committee: International Law Association, Criminal Courts
Special Rapporteur: Permanent Court of Arbitration 1992-93
Member: American Inns of Court

BAR MEMBERSHIPS

California Bar Association (admitted 1989)
 District of Columbia Bar Association (admitted 1991)
 U.S. Supreme Court (admitted 1993)
 U.S. Court of Appeals for the D.C. Circuit Bar (admitted 1990)
 U.S. Court of Appeals for the Fourth Circuit Bar (admitted 1993)
 U.S. Court of Appeals for the Ninth Circuit Bar (admitted 1994)

SELECTED HONORS AND AWARDS

1999 ACLU Pro Bono Civil Rights Advocates Award
 1998 Society of Professional Journalists, James Madison Award
 1996 ABA 20 Young Leaders of the Legal Profession
 1996 University of California - Berkeley, Recent Alumnus of the Year
 1996 Recipient for Munger, Tolles & Olson of ABA Pro Bono Publico Award
 1996 Recipient for Munger, Tolles & Olson of State Bar President's Award
 1995 San Francisco Barrister of the Year

PUBLICATIONS

Bleich, *Reflections on the Waning Years of the Tribunal*, forthcoming in *THE IRAN-UNITED STATES CLAIMS TRIBUNAL AND THE PROCESS OF INTERNATIONAL CLAIMS RESOLUTION* (D. Caron & J. Crook, eds. (1999)).

Bleich, *The International Criminal Court: Report of the ILA Working Group On Complementarity*, 25 DENV. J. INT'L L. & POL'Y 281 (1997).

Bleich, *The International Criminal Court: Report of the ILA Working Group On Cooperation With National Systems*, 25 DENV. J. INT'L L. & POL'Y 293 (1997).

Bleich, *Miscalculating Damages: U.S. v. Bornstein and the False Claims Act*, 15 S.F. BARRIST. 14 (1995).

Bleich, *Problems Facing The War Crimes Tribunal And The Need For A Permanent International Criminal Court*, 16 WHITTIER L. REV. 404 (1995).

Bleich, *A New Direction for the Permanent Court of Arbitration*, 5 LEIDEN J. INT'L. 13 (1992).

Mikva & Bleich, *When Congress Overrides the Court*, 79 CALIF. L. REV. 729 (1991).

Bleich, *The Politics of Prison Crowding*, 77 CALIF. L. REV. 1125 (1989).

Bleich, *Chrome on the Range: Off-Road Vehicles on Public Lands*, 15 ECOL. L.Q. 159 (1988).

X M. MOORE & J. BLEICH, *FROM CHILDREN TO CITIZENS 1* (Springer-Verlag: New York (1987)).

X Bleich, *Towards An Effective Policy For Handling Dangerous Juvenile Offenders* in 3 *FROM CHILDREN TO CITIZENS* (F. Hartmann ed. 1987).

X Bleich, *Treatment of Dangerous Juvenile Offenders*, GOVERNANCE: HARV. J. OF PUB. POL'Y (1987).

Olson & Bleich, Book Review: *"Business and Commercial Litigation in Federal Courts,"* 25 S.F. ATTORNEY (Mar. 1999).

X Bleich & Beske, *The Supreme Court and the President*, 24 S.F. ATTORNEY (Jan. 1999).

Bleich, Klaus & Beske, *Courtly Manners*, 24 S.F. ATTORNEY (Nov. 1998).

Bleich, Klaus & Beske, *OT '97: About Something*, 24 S.F. ATTORNEY (Sept. 1998).

Bleich, Klaus & Beske, *Behind "Closed Chambers"*, 24 S.F. ATTORNEY (July 1998).

X Bleich & Klaus, *What's Sex Got To Do With It?*, 24 S.F. ATTORNEY (May 1998).

Bleich & Klaus, *The One That Got Away*, 24 S.F. ATTORNEY (Mar. 1998).

Bleich & Klaus, *Hurling Into Cyberspace*, 23 S.F. ATTORNEY (Jan. 1998).

Bleich & Klaus, *The Cutting-Edge Court*, 23 S.F. ATTORNEY (Nov. 1997).

Bleich & Klaus, *The Supreme Court Past And Present*, 23 S.F. ATTORNEY (Sept. 1997).

Bleich & Klaus, *October Term 1996 Odds & Ends*, 23 S.F. ATTORNEY (July 1997).

Bleich & Klaus, *Talking Out Of School*, 23 S.F. ATTORNEY (May 1997).

Bleich, *The Supreme Court Versus The Ninth Circuit*, 23 S.F. ATTORNEY (March 1997).

Bleich, *The Term Ahead: Sex, Death And Talk*, 22 S.F. ATTORNEY (Jan. 1997).

Bleich, *What The Supreme Court Is Really Saying About Affirmative Action*, 22 S.F. ATTORNEY (Nov. 1996).

Bleich, *Oral Argument*, 22 S.F. ATTORNEY (Sept. 1996).

Bleich, *Waiting For The Planes To Land*, 22 S.F. ATTORNEY (July 1996).

Bleich, *Justices And Their Clerks*, 22 S.F. ATTORNEY (May 1996).

Bleich, *To Amicus Or Not To Amicus*, 22 S.F. ATTORNEY (March 1996).

Bleich, *Sexy Cases And The Supreme Court*, 21 S.F. ATTORNEY (Jan. 1996).

Bleich, *Odds And Ends*, 21 S.F. ATTORNEY (Nov. 1995).

Bleich, *The 1994-95 Term In Review: "We Have Altered The Playing Field,"* 21 S.F. ATTORNEY (Sept. 1995).

Bleich, *Televising The Supreme Court*, 21 S.F. ATTORNEY (July 1995).

Bleich, *The Making Of Good, Bad, And Ugly Supreme Court Decisions*, 21 S.F. ATTORNEY (May 1995).

Bleich, *Race On The Court's Agenda*, 21 S.F. ATTORNEY (March 1995).

Bleich, *Less Is More*, 20 S.F. ATTORNEY (Jan. 1995).

Bleich, *Justice Breyer*, 20 S.F. ATTORNEY (Nov. 1994).

Bleich, *The Term That Wasn't*, 20 S.F. ATTORNEY (Sept. 1994).

Bleich, *Justices And Retirement*, 20 S.F. ATTORNEY (July 1994).

Bleich, *Justice Blackmun And The Eighth Amendment*, 20 S.F. ATTORNEY (May 1994).

Bleich, *Oral Arguments At The Supreme Court*, 20 S.F. ATTORNEY (March 1994).

Bleich, *The U.S. Supreme Court 1993*, 19 S.F. ATTORNEY (Jan. 1994).

Bleich, *Forum for Challenging The Jurisdiction Of The War Crimes Tribunal* (Office of the Prosecutor 1995).

SELECTED LECTURES

American Bar Association, Appellate Justices Section, *Habeas Corpus Reform* (January 1997)

Harvard Law School, *The New Rule Jurisprudence of the United States Supreme Court* (Faculty Lecture, December 1996)

Harvard University, Kennedy School of Government, *The Political Impact of Impact Litigation* (Faculty Lecture, December 1996)

Ninth Circuit Court of Appeals Appellate Judicial Conference, *The U.S. Supreme Court's Habeas Corpus Jurisprudence* (September 1995)

Hastings College of the Law, *The Supreme Court's Recent Jurisprudence* (July 1994)

TOWARDS A
WELFARE TO WORK FOUNDATION

A PROJECT OF AMERICAN BUSINESS

DRAFT STRATEGIC PLAN

February 21, 1997
Washington, DC

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I. Introduction

The proposed Foundation is a coalition of businesses created to give employment opportunities to Americans seeking to leave public assistance. This document is intended to serve as a planning guide for the first month of decisions to be made by the founding Board members. It lists proposed functions, finances and timelines for the Foundation's creation.

At a preliminary meeting, representatives of the Board agreed the Board should incorporate itself as a non-profit organization, and agreed that Eli Segal would serve as interim Chair of the group. Subsequently, the Board agreed to the following Statement of Purpose.

We believe America faces a challenge of historic importance: to help those on public assistance prepare for and obtain employment. We believe that in order for our nation to be strong in the next century, we must begin now to ensure that all our citizens' talents are utilized, and that all citizens have the opportunity to fully contribute. Therefore, as business leaders and CEO's in the private sector, we accept the challenge to help those seeking to make the transition from public assistance to self-sufficiency.

We know that government alone will not be able to provide meaningful work for the many Americans who are seeking to obtain employment. We offer our commitment to help solve this problem in tangible ways through education, training and hiring with a pledge that this effort will be non-profit, national in focus, and open to all like-minded businesses.

Our commitment is made without regard to political affiliation. We believe that helping Americans obtain employment opportunities is the shared task of every American, and we rise to meet that challenge not out of partisanship, but from the knowledge that our nation's success depends on all of us working together to achieve this goal.

II. Legislative and Statistical Background

The following are the key components of the recent welfare reform legislation.

A. Welfare Legislation

- * **Welfare Block Grants to States.** The legislation ends the federal entitlement to cash assistance to families with dependent children. Instead, states will receive block grants from the federal government and have the flexibility to determine who is eligible for cash assistance and to set benefit levels. States must still follow certain guidelines and timetables outlined in the law or their block grant will be reduced.
- * **Work Requirement for Welfare.** All welfare recipients must participate in work activities after receiving cash assistance for two years. In each state, the percentage of families receiving assistance that must have at least one member working must be at least 25% in 1997, and up to 50% by the year 2002 and thereafter, or the state will have its block grant reduced up to 21%.
- * **Five Year Time Limit for Welfare.** Families are eligible for cash assistance from the block grant for only a maximum total of 5 years, a period of time which does not have to be consecutive. States can use other federal funds to extend benefits for more than five years.
- * **State Plans and Options.** States must submit their own plans for distributing the block grant by July 1, 1997 and every two years thereafter. States have the option to establish a time limit shorter than 5 years, to deny assistance to additional children born into families already on welfare, to deny assistance to unmarried teens, and to require educational activities by parents and/or their children.
- * **Cuts in Benefits to Legal Immigrants.** Much of the estimated \$54.5 billion in savings from the law results from a reduction in benefits to legal immigrants and from changes in the food stamp program. Legal immigrants, with limited exceptions, will be barred from receiving Supplemental Security Income (SSI) or food stamps. States have the option to provide welfare, Medicaid, and other means-tested federally funded benefits to current and future legal immigrants, subject to a five year ban on benefits for future immigrants from the date of their arrival.

In determining an immigrant's eligibility for benefits, when the immigrant first applies or is required to reapply, states must "deem" his sponsor's income as available to the immigrant.

- * **Medicaid.** There is no comprehensive Medicaid reform included in the new law. Unlike welfare benefits, Medicaid benefits will not be subject to work requirement or time limits or turned into a state-run program. However, as described above, states will have the option to deny Medicaid benefits to legal immigrants and, in any event, new immigrants will be barred from receiving Medicaid benefits for 5 years.
- * **Child Care.** The law authorizes \$13.85 billion to states through 2002 for child care. At least 70% of those funds must go to child care for welfare recipients, those attempting to leave welfare and those at risk of going on welfare. States must adopt plans demonstrating, among other things, how they are meeting the needs of the aforementioned groups.
- * **Child Support.** If a person receiving assistance fails to cooperate with the state in establishing paternity, the state must deduct a minimum of 25% of the family's cash assistance grant and may deny the entire amount. Also, states will have the option to deny food stamp benefits based on a failure to cooperate. Generally, the new law contains sweeping revisions of the federal child support statute and restructures the administration of child support into centralized collections and disbursement and nationwide registries.
- * **Food Stamps.** While much of the savings in the law results from changes in the food stamp program, the program does remain a federal entitlement. The law does impose a work requirement on all able-bodied recipients aged 18-50 and without dependents. Recipients who find work may receive food stamps for a total period of only 3 months over a three-year period.
- * **State Plans.** State plans must be in effect by July 1, 1997.

B. Statistical Background

Time on Welfare by Selected Characteristics for a Beginning Cohort of Recipients

Characteristics at 1st AFDC Spell	% of all First-Time Recipients	% Who Will Spend Longer than 24 Mnths on AFDC	% Who Will Spend Longer than 60 Mnths on AFDC
All Recipients	100.0	57.8	34.8
Education			
<9 years	13.0	75.3	63.4
9-11 years	34.0	66.2	40.0
12+ years	53.0	48.2	24.3
Work Experience			
No recent	38.7	67.1	44.9
Recent	61.3	52.0	28.3
Age			
Under 24	52.7	64.5	41.9
25-30	24.9	51.9	25.6
31-40	19.3	48.4	28.3
Over 40	3.1	51.1	25.2
Race			
White/other	55.6	50.9	26.7
Black	28.4	66.4	41.4
Hispanic	16.0	66.9	50.7
Marital Status			
Never married	58.2	65.5	43.1
Ever married	41.8	47.2	23.0
Age of youngest child			
<=12 months	52.1	64.8	39.2
13-36 months	16.6	55.5	37.9
37-60 months	10.9	54.3	29.5
61-120 months	11.2	49.7	29.9
121 + months	9.3	37.1	15.2
Number of Children			
1	57.2	57.0	35.8
2	33.2	58.2	31.9
3	7.5	58.7	35.9
Over 3	2.2	71.0	43.1

III. Activities of the Organization

There are three broad categories of activities within which the Foundation will work: education; hiring; and grants. The Section that follows delineates the possible specific activities that the Foundation might undertake. Subsequently, the Section titled "Timelines" describes when those activities might be appropriately attempted. The categories and suggested activities are meant to be general directives to the staff regarding the type of programs the Foundation should undertake.

A. Proposed Functions of the Organization

1. Education

Activities include:

Business Outreach. The Foundation will be a comprehensive source of information to businesses interested in finding potential employees and uncovering what public and private resources are available. The Foundation will facilitate contacts between business people who have experience with employees who are former welfare recipients and companies interested in hiring employees who have received public assistance. The outreach effort will utilize a widely publicized toll-free telephone number.

Web Site. The Foundation will create a state of the art informational web site, with comprehensive information available to businesses.

Training. The Foundation will coordinate the use of company resources to aid in training workers, including using the training universities of companies (approximately 110 are in existence) and creating a human resources speakers' bureau to discuss successful programs with business leaders as well as prospective employees.

Recommendations to Government. The Foundation could seek to hold hearings and/or produce a report on what changes government should make to ease hiring of welfare recipients.

Job Readiness. The Foundation could investigate the feasibility and efficacy of using human resources personnel to teach Basic Skills classes, (directed to the 2 million Americans on welfare

who have never held a job), perhaps resulting in a Certificate which signifies the certificate holders understanding and competence in performing the basic skills needed to retain a job.

Targeted Companies. Whether a company has a job to offer or not, it is planned that they could participate in some education/training program. Companies of all sizes will participate.

2. Hiring

Pledges. Companies would pledge to hire or apprentice workers.

Awards. The Foundation will bestow recognition on participating companies creating an appropriate program, such as the *American Business Award*.

Consortium. Companies would agree to be part of a consortium, an ever-expanding group of businesses that would seek to hire workers who had left public assistance and received training or entry level positions at other member businesses.

Targeted Companies. It is planned that growing companies, or so-called intermediaries (job placement businesses) will participate in this program.

3. Grants

Among the options for disbursement of funds outside the Foundation:

Microenterprises. Grants to organizations that make loans to microenterprises.

Studies. Funding of studies to evaluate successful programs and successful non-profits in the field generally. Publicize successful models.

Model public-private partnership program. The project could organize businesses in different areas to help fund large-scale public works projects for the good of the community (rehabilitating a train station, creating a public park, etc.) using

a mix of skilled employees and mentoring former welfare recipients.

Advertising. Using paid and donated PSA's, the Foundation will encourage business and welfare recipients' participation.

Targeted Companies. All companies could donate funds, particularly large companies.

B. Proposed Timeline for Organization Functions

The Foundation will be capable of undertaking different tasks at different times. The following timeline is divided into three stages. First, Creation and Clearinghouse in which the Foundation is created and becomes a source of information for businesses seeking the names of like-minded businesses or useful resources in their area. Second, the Program Initiation stage in which the field organizing and education outreach programs are begun. In the final stage, In-Depth, the Foundation creates programs that evaluate model programs and award grants to successful models and in areas such as microenterprises

STAGE I: CREATION & CLEARINGHOUSE (1-3 months)

Logistics

- * Incorporate with name
- * Obtain funds
- * Hire initial staff
- * Obtain space
- * Expand board
- * Increase membership to "Golden 200"
- * Name chairs
- * Learn existing programs

Function

- * Announce organization
- * Announce Consortium idea
- * Announce Gov't Report
- * Open 800 number
 - Be able to connect businesses to existing resources
 - Accept Company's pledge to use their resources-- open training programs

- Accept pledges of new hires
- * Create a web site.

STAGE II: PROGRAM INITIATION (3-6 months)

Logistics

- * Field oriented staff expansion
- * In-house support program
- * Three program roll-outs

Functions

- * Grants to study model programs
- * Advertising/PSA's
- * Basic Skills Certification-- commence program
- * Complete Consortium and announcement
- * Commence project in demonstration City

STAGE THREE: IN-DEPTH PROGRAMS (6-9 months)

Logistics

- * Regular events with President, leading CEO's, Civic and Republican leaders
- * Staff complete

Function

- * Basic Skills Certification
- * Model Public-Private Partnership
- * Grants to organizations making microloans
- * Begin to expand toll free line to welfare recipients

IV. STRUCTURE OF THE ORGANIZATION

The following proposal for staffing is predicated on the notion of the Foundation operating in three arenas: Education, Hiring, and Grants. It is suggested that we hire as many former welfare recipients (minimum 2) as possible, particularly in the staffing of our "800" number. The Foundation staff are permanent staff to be paid for and hired directly by the Foundation.

Foundation Staff (to be in place within 6 months)

Executive Director-- Oversees all functions of the Foundation and Liaison to the President and Board

Communications Director-- Directs press relations.

Financial Director-- Responsible for budgeting and expenditures.

Business Outreach Coordinator-- Supervises the "800" number, the awards program, and coordinates personal contacts with CEO's and business leaders who want to become involved.

Education and Hiring Program Coordinator-- Senior policy analyst for coordination of education, training and hiring campaigns.

Business Outreach Assistants-- Responsible for answering and operation of the "800" number. (2-3)

Staff Assistants-- Assistants serve as receptionist, assistant to the Education Coordinator, and assistant to the Executive Director. (3)

Loaned Staff

The above staffing is predicated on the expectation of the following in-kind donations.

Communication position-- Assist Director in formulation of press strategy and roll out of initial events.

Marketing position-- To solicit in-kind donations of free publicity including periodical and electronic media space.

Policy Analysts-- Personnel familiar with the Welfare to Work programs at their companies who can assist the Education coordinator in the creation of the

programs. These personnel could usefully rotate back to their companies, being replaced after 6 months by program directors from other companies.

Human Resources-- Personnel with human resources backgrounds will be used for outreach to corporate H.R. departments, education, and perhaps in training programs.

Staff Assistants-- One to work with business outreach, one to work with the finance director.

Technical Assistant: A person capable of setting up and maintaining a web site.

Internship-- The Foundation anticipates an active internship program with up to three full-time college age interns each semester.

Volunteers-- The Foundation will actively seek out volunteers, particularly to assist in Business Outreach and Education Program Coordination.

Staff Growth

The most significant source of anticipated staff growth would be the Foundation's plan to provide direct services to welfare recipients. This effort would entail the creation of a second "800" number available to welfare recipients putting them in touch with employers in their area who are interested in hiring, and a list of resources they can draw upon.

This will require the addition of one more senior policy analyst with expertise in welfare training programs, three workers who are able to go into the field and help put together a database (and possibly set up training programs), and 5 more outreach personnel to staff the telephones.

V. FINANCIAL PROJECTIONS

The following projections are predicated upon successfully carrying out the ambitious mission defined for the Foundation in the proceeding paragraphs. All dollar figures are in thousands. Non-bolded figures are in-kind grants.

	<u>1st Year</u>	<u>2nd Year</u>
<u>Expenditures</u> (outlays)	1,743.4	1,980.2
<u>Expenditures</u> (from in-kind grants)	725.9	701.9

Expenditures by Category

Wages & Salaries	505 (11)	860 (20)
In-kind grants	470 (8)	470 (8)

Payroll taxes & benefits	111.1	189.2
In-kind grants	103.4	103.4

*** Figures based upon 22% of salary costs. Percentage calculated as experience at typical comparable non-profit. Figure includes taxes, health and life insurance, pension plan, and worker's compensation.**

Hardware Expenditures:	30.5	25.5
In-kind grant		
Computer @ 2000 w/software & networking (11), fax machine @1500 (1), copier @7000 a year lease (1)		

Rent (In-kind grant)	50	50
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Utilities *****included in rent*****

Furniture	10	8
In kind grant		

Insurance (Directors liability insurance & property)	11	20
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Accounting, Audit prep & Legal	40	25
Phones (purchase outright)	10	8
Monthly costs (1000)	12	12
General and Administrative Expenses	5	5
Printing	5	5
Postage and mailing	15	15
Research (newspapers and lexis)	1	1
TV & VCR	.3	0
<u>Projects of the Foundation</u>		
Marketing	300	150
Education	250	500
Report on Government (Conference)	90	0
Grants (Models study by academics and support to microloans)	400	150
Travel (for visitors and outgo)	50	85
<u>Revenues Raised</u>		
Corporate contributions (includes trade ass'ns)	2,500	2,000
In-kind grants	1,000	1000
Existing Assets	0	2381.6

Foundation grants	500	500
Individual contributions	1,000	1,000
Interest (estimated at 1%)	50	63.8

VI. Goals and Indices of Success

A. Fundraising

The foundation seeks to obtain resources of \$5,000,000 in its first year of existence.

B. Membership

The Foundation seeks to involve as many businesses as possible in moving Americans from welfare to work. In its first year the Foundation will endeavor to have 5,000 businesses across the nation pledge to join the effort to help, in some substantial and tangible way, move Americans off of public assistance.

C. Achievement

The Foundation seeks to give every American who wants the opportunity to work, the chance to work. It seeks to mobilize the business community to ensure that every business is given the information it needs to take advantage of the skills and talents of every American. Within two years we hope that half of all productive businesses are aware of this effort and know that they can obtain assistance from the Foundation.

August 16, 1999

ANNOUNCEMENT OF ANTI-YOUTH VIOLENCE INITIATIVES

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

I. PURPOSE

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

II. BACKGROUND

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

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

remainder of the year. The public service ads were sponsored by the Kaiser Family Foundation, the Advertising Council, and Children Now. A free booklet for parents on how to talk about violence is available at www.talkingwithkids.org, or by calling 1-800-CHILD44.

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

New Grants to Strengthen Partnerships Between Law Enforcement and Schools.

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

III. PARTICIPANTS

Briefing Participants:

The First Lady

Attorney General Janet Reno

Secretary Richard Riley

Bruce Reed

Eric Liu

Tom Freedman

Richard Socarides

Lowell Weiss

Jeffrey Bleich

Stage Participants:

Attorney General Janet Reno

Secretary Richard Riley

Jeffrey Bleich, New Executive Director, National Campaign Against Youth Violence

Harrison Boatwright (Age 10; appears in PSA)

Wyatt Keusch (Age 11; appears in PSA)

Program Participants:

YOU

The First Lady

Peggy Conlon, President and CEO, The Advertising Council

Drew Altman, President and CEO, The Kaiser Family Foundation

Leilani Tassillio (Age 11; appears in PSA)

IV. PRESS PLAN

Open Press.

V. SEQUENCE OF EVENTS

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

VI. REMARKS

To be provided by speechwriting.

ANTI-YOUTH VIOLENCE EVENT AUDIENCE LIST

August 17, 1999

(as of 8/16/99 8:15pm)

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Chief Operating Officer
Major League Soccer

Mohammad Akhter
American Public Health Assn
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Barbara Allen
American College of Physicians
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Jeff Bleich
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Vice President
Do Something Foundation
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New York, NY 10019
(212)523-1144

I. Four Stages

-- S. issue, S. attack, H issue, attack

II. Topic

Agency for 21 st century

Upstate

Educ.

Health care

Children Golden step

Equal pay

Enviro

Alcohol billboards

Subj: **Tuesday Remarks**
Date: 8/15/99 5:14:55 PM Eastern Daylight Time
From: Bleichj
To: TFreedma

Tom

Here's an initial draft. Let me know what you think.

COMMENTS

I'D LIKE TO THANK THE PRESIDENT AND THE FIRST LADY, FOR THEIR CONFIDENCE AND FOR THEIR COMMITMENT TO REDUCING VIOLENCE BY AND AGAINST OUR NATION'S YOUTH. I'M ALSO VERY GRATEFUL TO THE AD COUNCIL FOR ITS WORK IN CREATING THESE PUBLIC SERVICE ANNOUNCEMENTS AND FOR THE MANY LEADERS WHO CAME HERE TODAY TO INAUGURATE THIS NATIONAL CAMPAIGN.

THIS NATION HAS A GREAT CHALLENGE AHEAD TO CONFRONT AND CHANGE OUR CULTURE OF VIOLENCE. IT WILL REQUIRE THE SUPPORT OF EVERY AMERICAN FROM THE PRESIDENT AND THE FIRST LADY TO SCHOOL CHILDREN WHO ARE NOW ABOUT TO RETURN TO CLASSES. RECENT EVENTS HAVE MADE CLEAR THAT OUR NATION HAS DEVELOPED A DANGEROUS FASCINATION WITH ACTS OF VIOLENCE: THE PUBLIC DEMANDS IT FROM OUR MEDIA, WE DEMAND ACCESS TO WEAPONS OF VIOLENCE, AND WE GLAMORIZE PEOPLE WHO DO DANGEROUS AND VIOLENT THINGS. OUR CHILDREN HAVE LEARNED THIS LESSON AND ARE MORE VIOLENT THAN CHILDREN IN ANY OTHER COMPARABLE NATION. EVERY YEAR THEY COMMIT MORE THAN THREE QUARTERS OF A MILLION SERIOUS VIOLENT ASSAULTS. IF WE REALLY UNDERSTAND THESE NUMBERS AND THE TOLL THEY TAKE ON INDIVIDUALS, IT MEANS THAT EVERY DAY IN THE UNITED STATES THERE IS A COLUMBINE, EVERY YEAR IN THE UNITED STATES — IN TERMS OF DEATH AND INJURY — THERE IS A KOSOVO. VIOLENCE IS NOT ONLY KILLING AND MAIMING OUR NEXT GENERATION; IT IS CORRUPTING THEM THROUGH FEAR AND ACCEPTANCE OF VIOLENCE. ✓

THERE IS NO ONE WAY TO CHANGE THIS CULTURE OF VIOLENCE. WE ARE ALL AWARE THAT VIOLENCE HAS MANY CAUSES, AND WE WILL FAIL IF OUR CAMPAIGN ATTEMPTS SIMPLY TO BLAME ONE PERSON OR GROUP. CERTAINLY, WE MUST ADDRESS THE INDIVIDUALS WHO COMMIT THESE AWFUL CRIMES AND THOSE WHO FACILITATE THEIR ACTS. BUT IF WE ARE GOING TO REDUCE VIOLENCE AMONG YOUTH, WE MUST UNDERSTAND THAT EACH OF US HAS, ONE WAY OR ANOTHER, ACQUIESCED IN A CULTURE OF VIOLENCE. ALL OF US MUST TAKE SOME RESPONSIBILITY FOR CHANGING THE WAY WE BEHAVE, AND THE MESSAGES WE SEND ABOUT VIOLENCE TO OUR YOUTH. ✓

I AM GRATEFUL, DEEPLY GRATEFUL, FOR THE OUTPOURING OF SUPPORT AND IDEAS FROM SO MANY DEEPLY COMMITTED PEOPLE. WE INTEND TO WORK WITH GROUPS SUCH AS OPERATION CEASEFIRE IN BOSTON, WHICH HAS REDUCED THE BOSTON HOMICIDE RATE TO ZERO FOR THE PAST TWO YEARS. WE INTEND TO WORK WITH GRASSROOTS ORGANIZATIONS LIKE STUDENTS AGAINST VIOLENCE EVERYWHERE, MOTHERS AGAINST VIOLENCE IN AMERICA, SAVE OUR SONS AND DAUGHTERS TO EXPAND THEIR PROGRAMS. WE WILL WORK WITH AOL AND ITS ANTI-VIOLENCE INITIATIVE ON THE INTERNET. WE WILL WORK WITH SHINE AND DO SOMETHING: ORGANIZATIONS WHICH WORK DIRECTLY WITH CHILDREN TO EDUCATE THEM AND RAISE SELF-ESTEEM. WE WILL WORK WITH INDUSTRY, WITH STATE, LOCAL, AND FEDERAL POLICY MAKERS, WITH PUBLIC HEALTH AGENCIES, RELIGIOUS LEADERS, AND WITH TEACHERS. IN SHORT, WE INTEND TO DRAW MEMBERS FROM ACROSS THE POLITICAL, ECONOMIC AND IDEOLOGICAL SPECTRUM TO MAKE THIS HAPPEN -- TO USE THEIR IDEAS AND ENERGY TO CHANGE THE CULTURE OF VIOLENCE. THIS IS ONE ISSUE UPON WHICH ALL CAN AGREE: WE HAVE TO STOP KIDS FROM KILLING AND FROM BEING KILLED. WE, AS A SOCIETY, NEED TO MAKE VIOLENCE A DIRTY WORD. ✓

THERE ARE MANY GOOD PEOPLE HERE TODAY AND ACROSS THIS NATION WITH GOOD IDEAS FOR SOLVING THE PROBLEM. THEY NEED MORE RESOURCES, AND THEY NEED TO WORK TOGETHER. OUR CAMPAIGN'S GOAL WILL BE TO HELP CHANGE THE WAY PEOPLE THINK ABOUT VIOLENCE IN THE SAME WAY THAT MOTHERS AGAINST DRUNK DRIVING HELPED CHANGE THE WAY AMERICANS THINK ABOUT DRUNK DRIVING. THAT MEANS WE WILL WORK TO HELP LAW ENFORCEMENT FIND AND LOCK UP DANGEROUS JUVENILE OFFENDERS. WE WILL ALSO WORK WITH LOCAL GROUPS -- PARENTS, TEACHERS, AND COUNSELORS -- TO PROVIDE SERVICES TO AT ✓

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ROUND-TRIP
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ITINERARY #1

1 Passenger @ \$ 146.00 USD

Total: \$ 146.00 USD

Friday Sep 3	UNITED AIRLINES	Departs: SAN FRANCISCO, CA (SFO)	2:14 pm
	UA Flight 2118	Arrives: SEATTLE/TACOMA, WA (SEA)	4:10 pm
		Non-stop -- BOEING 737-300	
Monday Sep 6	UNITED AIRLINES	Departs: SEATTLE/TACOMA, WA (SEA)	9:00 am
	UA Flight 6864	Arrives: PORTLAND, OR (PDX)	9:50 am
		Non-stop -- EMBRAER TURBOPROP	
	UNITED AIRLINES	Departs: PORTLAND, OR (PDX)	10:31 am
	UA Flight 2261	Arrives: SAN FRANCISCO, CA (SFO)	12:15 pm
		Non-stop -- BOEING 737-500 JET	

ITINERARY #2

1 Passenger @ \$ 188.50 USD

Total: \$ 188.50 USD

Friday Sep 3	UNITED AIRLINES	Departs: SAN FRANCISCO, CA (SFO)	2:14 pm
	UA Flight 2118	Arrives: SEATTLE/TACOMA, WA (SEA)	4:10 pm
		Non-stop -- BOEING 737-300	
Monday	UNITED AIRLINES	Departs: SEATTLE/TACOMA, WA (SEA)	9:21 am

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RISK YOUTH. WE WILL WORK TO KEEP WEAPONS OUT OF THE HANDS OF CHILDREN AND AWAY FROM PLACES WHERE CHILDREN CONGREGATE. WE WILL WORK WITH ALL SECTORS THAT HAVE THE EARS AND ATTENTION OF CHILDREN TO SPREAD THE WORD: VIOLENCE IS WRONG.

OUR TASK IS SIMPLE: IT IS OUR DUTY TO RAISE THE NEXT GENERATION OF AMERICANS TO BE THE GREATEST GENERATION OF AMERICANS: A GENERATION THAT IS NOT CRIPPLED OR REDUCED BY SENSELESS VIOLENCE. ✓
AS THE DIRECTOR OF THIS CAMPAIGN, BUT ALSO AS A FATHER OF THREE CHILDREN, I THANK THE PRESIDENT AND THE FIRST LADY FOR THEIR DEEP, PERSONAL COMMITMENT AND TO ALL OF THOSE WHO WILL WORK WITH US IN THE MONTHS AND DAYS AHEAD.

Q. What will the organization do?

A. This is a national, non-partisan campaign that will attack the problem of youth violence in several ways. First, we are going to give parents the tools they need to help be good parents. We'll make sure they know how to use the new V-Chip to regulate what their kids watch on TV, we'll be a clearinghouse so parents can know about the best research on how violence affects kids, and we'll do things like encourage movie theater owners and parents to work together to make sure kids stay out of inappropriate movies. Second, we'll try and deglamorize violence in our culture. In part this ad campaign is to get families to talk about this problem and work on it together. We hope the media will join us in a responsible discussion of the issues. Finally, we're going to share what works in one with community with communities all over the country. There are some success stories. Let's compare what we've learned and make it a national trend instead of something that just happens in Boston or Seattle. So really, the organization will be educational but cooperative, getting strength from joining the country together.

Q. What is your timetable?

In the next three months we'd like to announce a board, get even more organizations to join in than have already indicated an interest, and start planning an event to share what works -- to start bringing interested communities together.

Q. What can people who want to help do?

We'll have a phone number they can call shortly. In the short term they might want to look at the AOL website where they can make a pledge as parents and families to work on this issue, and they might want to get the information that the Kaiser Foundation has put together on talking to their kids. That number is

....

Q. What skills do you bring to this problem?

A. The most important thing I'll bring to the job is a lot of energy. We intend to tap into the huge amount of interest Americans have in solving this problem, and I am a good organizer and I'll work to coordinate the already excellent efforts going on in the country already. I also have a experience as a pro bono attorney (pro bono attorney of the year in CA) and I think knowing how to get people to work together will be helpful. Finally, I have worked in the area of juvenile violence while at Harvard, and my research and writing has convinced me that we need a variety of different approaches to finally reduce youth violence in America.

Q. How did you come to get this job?

A. I had been considered for the WTW partnership, but in the end couldn't take the job because of the problems of relocating my family and three young children. Fortunately, the timing is much better now, and when I heard about it I jumped on it.

Susan Page
337-3086

Q&A on YOUTH VIOLENCE EVENT

August 17, 1999

Q: What did the President announce today?

A: The President announced a series of steps to help reduce youth violence. First, the President announced a large new anti-violence television advertising campaign which every major television network and more than 20 cable channels have agreed to air beginning August 18th during prime time. Second, the President helped launch the National Campaign to Prevent Youth Violence and announced the new executive director for this campaign, Jeff Bleich. Finally, the President announced that the Justice Department will distribute \$15 million in COPS grants to local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools. Together, the announcements will add momentum to the President's efforts to build a broad, nation-wide response to address youth violence.

Advertising Council Public Service Announcements

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

A: The President announced that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air the prime time debut of "Talking with Kids About Violence" public service ads. The ads, which feature children and the President talking about the need for parents to talk to their kids about violence, will air between 8 p.m. and 10 p.m. on August 18th. This first-ever Ad Council television "roadblock" will include: ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, Comedy Central, Country Music Television, Discovery Channel, Discovery Digital Networks, FOX Family Channel, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, the Nashville Network, Nickelodeon/NICK at NITE, TBS, TLC, TNT, Travel Channel, TV Land, Univision and VH-1. FasTV.com, a web site with video streaming capability, will provide the spot online. Many of the participating networks have pledged strong support for the new ads and will show them throughout the remainder of the year. The public service ads were sponsored by the Advertising Council, the Kaiser Family Foundation, and Children Now.

Q: What do these ads say?

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

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

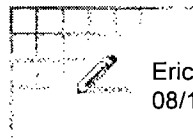
**PRESIDENT CLINTON ANNOUNCES NEW STEPS TO COMBAT YOUTH
VIOLENCE: UNPRECEDENTED NATION-WIDE TV AD CAMPAIGN; FIRST
DIRECTOR FOR NEW GRASSROOTS ANTI-VIOLENCE GROUP; AND FEDERAL
SCHOOL SAFETY GRANTS**

August 17, 1999

Today the President will announce a series of steps to help reduce youth violence. First, the President will announce a large new anti-violence television advertising campaign which every major television network and more than 20 cable channels have agreed to air beginning August 18th during prime time. Second, the President will help launch the National Campaign to Prevent Youth Violence and announce the new executive director for this campaign, Jeff Bleich. Finally, the President will announce that the Justice Department will distribute \$15 million in COPS grants to local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools. Together, the announcements will add momentum to the President's efforts to build a broad, nation-wide response to address youth violence.

National Advertising Campaign to Prevent Youth Violence. The President will announce that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air the prime time debut of "Talking with Kids About Violence" public service ads. The ads, which feature children and the President talking about the need for parents to talk to their kids about violence, will air between 8 p.m. and 10 p.m. on August 18th. This first-ever Ad Council television "roadblock" will include: ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, Comedy Central, Country Music Television, Discovery Channel, Discovery Digital Networks, FOX Family Channel, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, the Nashville Network, Nickelodeon/NICK at NITE, TBS, TLC, TNT, Travel Channel, TV Land, Univision and VH-1. FasTV.com, a web site with video streaming capability, will provide the spot online. Many of the participating networks have pledged strong support for the new ads and will show them throughout the remainder of the year. The public service ads were sponsored by the Advertising Council, the Kaiser Family Foundation, and Children Now.

Executive Director for National Campaign to Prevent Youth Violence. Following up on his commitment to launch a National Campaign Against Youth Violence, the President will announce that Jeffrey Bleich will be the executive director of this effort. Mr. Bleich is one of America's leading young attorneys and has studied the problems of youth violence. Mr. Bleich will head a national, non-partisan campaign that will address the problem of youth violence in several ways. First, the organization plans to serve as an information clearinghouse to share what programs work in one community with communities all over the country. Second, the campaign will work with a variety of advocacy organizations to help de-glamorize violence in our culture. Finally, the campaign will help give parents the tools they need to be effective parents including making sure they know how to use the new V-Chip to regulate what their kids watch on TV and by sharing with parents the best research on how violence affects kids.



Eric P. Liu
08/16/99 05:30:49 PM

Record Type: Record

To: Thomas L. Freedman/OPD/EOP@EOP
cc: bruce n. reed/opd/eop@eop, mary l. smith/opd/eop@eop
Subject: Re: Jeff shows up here at 5:30 today

*What the
off:*

yes -- a few thoughts. on the first question, I would track the language from Bruce's revision of the press paper: "This will be an independent, national, non-partisan campaign that will address the problem of youth violence by: (1) serving as an information clearinghouse to share what programs work in one community with communities all over the country; (2) working with all sectors of society to help de-glamorize violence; and (3) helping give parents more tools to succeed as parents, including making sure they know how to use the new V-Chip."

Skills

on the next to last question, about skills, I would add something about how in his line of work he knows how to reach out to people and get them around a table. That's what needed in this job -- because there are plenty of people out there doing things on youth violence, but not enough helping coordinate and create synergy. This deflects at least somewhat the problem he has of not coming from the world of grassroots antiviolence orgs

CHILD44.

Q: Why were these ads developed?

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

Q: Who sponsored these ads?

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

National Campaign to Prevent Youth Violence

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

A: Following up on his commitment to launch a National Campaign Against Youth Violence, the President announced that Jeffrey Bleich will be the executive director of this effort. Mr. Bleich is one of America's leading young attorneys and has studied the problems of youth violence.

Q: What will this campaign do?

A: Mr. Bleich will head a national, non-partisan campaign that will address the problem of youth violence in several ways. First, the organization plans to serve as an information clearinghouse to share what programs work in one community with communities all over the country. Second, the campaign will work with a variety of advocacy organizations to help de-glamorize violence in our culture. Finally, the campaign will help give parents the tools they need to be effective parents including making sure they know how to use the new V-Chip to regulate what their kids watch on TV and by sharing with parents the best research on how violence affects kids.

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

A: Recognizing that youth violence is a problem that government cannot solve alone, the President, the First Lady, the Vice President and Mrs. Gore called for a national campaign to reduce youth violence at the White House Strategy Session on Children, Violence, and Responsibility on May 10. This campaign will work with all sectors of our

society - the media, education groups, parents, religious leaders, and young people - to focus on this problem, find what is working, and spread it to new communities, while also helping to ensure that the media sends the right message to our children.

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

Department of Justice grants

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

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

Denver Shootings

99% heard about the shootings in a high school outside of Denver, Colorado, in which 13 students were killed by two student gunmen, 1% not.

<i>D</i>	<i>R</i>	<i>I</i>	<i>Kids</i>	<i>No Kids</i>
98/2	99/1	99/1	99/1	98/2

59% think that this incident was the result of a moral decline in our country, 26% because these kids were mentally ill.

<i>D</i>	<i>R</i>	<i>I</i>	<i>Kids</i>	<i>No Kids</i>
51/34	72/18	58/24	65/21	55/30

36% think that the lack of tough gun control laws in Colorado contributed to this, 57% not.

<i>D</i>	<i>R</i>	<i>I</i>	<i>Kids</i>	<i>No Kids</i>
46/44	22/77	38/57	36/57	37/57

In the long term, what do you think will be the most important way to protect schools and communities from tragedies like the one that occurred in Denver?	Total	<i>D</i>	<i>R</i>	<i>I</i>	<i>Kids</i>	<i>No Kids</i>
Intervene at the first warning signs to give troubled children help	37	31	34	41	41	35
Start early to help children grow up healthy and well-adjusted	28	29	27	29	29	26
Keep children from getting unlawful access to guns	13	21	11	9	6	18
Other	10	7	12	11	11	10
Prosecute more juveniles as adults	9	9	14	6	9	8

Do you think each of the following played an important or unimportant role in the school shootings in Denver, Colorado? (Important/Unimportant)	Total	D	R	I	Kids	No Kids
Lack of parents participating in education	81/14	80/15	85/10	83/14	81/14	82/15
Allowing Nazi-style hatred to remain unchecked	79/13	84/8	77/18	78/15	80/14	79/13
Inadequate attention to the mental health of our children	78/18	91/8	67/28	75/21	77/20	80/16
Lack of discipline in schools	73/22	70/30	83/13	71/22	76/20	73/22
The media and music culture that the kids grew up in	69/24	70/23	72/22	68/26	69/22	70/24
Lack of gun control laws to keep guns out of the hands of kids	61/35	75/23	49/51	58/37	58/37	64/34

Which of the following do you think would be most helpful in reducing juvenile violence?	Total	D	R	I	Kids	No Kids
Training teachers to detect signs of violence and how to proceed	40	42	36	41	38	41
Placing police officers in schools who are trained in the detection of signs of violence	19	17	15	22	13	22
Enacting stricter laws to prevent minors from owning guns	18	23	21	14	18	19
Increasing the number of guidance counselors in schools to help deal with the troubled children	16	16	20	14	21	12

If President Clinton announced the following proposal to fight juvenile violence, would you be much more favorable, somewhat more favorable, somewhat less favorable, or much less favorable to President Clinton?	Much More Fav	Total More/Less Fav	D	R	I	Kids	No Kids
Background checks for people buying explosives, similar to those for people buying guns.	53	79/17	92/5	61/34	83/14	82/16	80/17
Pass a 72 - hour observation period for students caught with weapons in schools	51	74/21	82/11	54/40	78/17	71/25	76/18
A national ban preventing children from being allowed to purchase any kind of guns until they are 21. Currently, children over 18 can buy rifles.	44	66/30	92/7	44/55	58/36	64/35	69/29
Passing a law to hold parents responsible if they recklessly allow children access to their guns.	43	72/25	82/14	64/34	69/25	72/24	73/24
Increased gun education and safety curriculum in schools	38	69/27	81/16	54/42	68/25	65/33	74/23
Work with gun clubs that train youth in the safe handling of weapons to get their help in the effort to identify children who are experiencing potentially serious emotional problems	36	67/28	69/28	59/37	67/24	67/31	69/27

54/29% think that the Internet played an important/unimportant role in the school shootings in Denver, Colorado.

<i>D</i>	<i>R</i>	<i>I</i>	<i>Kids</i>	<i>No Kids</i>
61/28	52/34	49/28	48/36	59/25

11/78% think we are doing enough/not enough to keep hate and violence off of the internet.

<i>D</i>	<i>R</i>	<i>I</i>	<i>Kids</i>	<i>No Kids</i>
8/82	13/75	12/77	7/82	14/76

8/81% think we are doing enough/not enough to protect kids from hate and violence on the internet.

<i>D</i>	<i>R</i>	<i>I</i>	<i>Kids</i>	<i>No Kids</i>
5/89	7/83	10/71	6/83	9/79

59% think that parents have the ability to limit what their kids can access on the internet, **36%** not.

<i>D</i>	<i>R</i>	<i>I</i>	<i>Kids</i>	<i>No Kids</i>
64/34	66/31	50/44	61/34	58/37

78% worry about what kids can access on the internet now, **20%** say this not much of a worry.

<i>D</i>	<i>R</i>	<i>I</i>	<i>Kids</i>	<i>No Kids</i>
83/17	75/22	75/21	81/18	76/21

Here are some things that can be done regarding the Internet. Please tell me if you support it strongly, somewhat, somewhat oppose it or strongly oppose them?	Strongly Support	Support/ Oppose	D	R	I	Kids	No Kids
Allowing parents to check what their kids have been doing on the internet	85	95/3	94/6	98/0	94/2	97/2	95/3
Bringing together the private sector to begin a massive educational campaign on how parents can restrict what kids can access on the internet to what's appropriate for them.	71	88/9	96/3	84/10	84/14	91/7	86/9
Banning sites that show people how to make weapons	64	70/28	73/25	58/39	76/24	76/22	66/32

Suppose software could be given to parents that would allow them to check the sites that their kids have been accessing. 93/6% would support/oppose allowing parents to review where their kids have viewed on the internet.

D	R	I	Kids	No Kids
95/5	93/3	91/7	97/3	91/6

13% say that such software would be unwarranted snooping into the lives of their children; while 83% say such software that allowed them to review what their kids accessed would be essential in helping parents exercise their parental responsibilities.

D	R	I	Kids	No Kids
14/81	10/85	15/83	11/87	15/82

39% think that parents should be given this ability by law, 48% through a voluntary industry program, 7% think that they should not be given any such ability.

D	R	I	Kids	No Kids
43/44/8	40/44/6	37/54/6	40/51/6	38/46/7



fore everyone else does.

Talking With Kids About Tough Issues

EMBARGOED for release until:
10:30 A.M., Tuesday, August 17, 1999

Contact:
Amy Weitz, 650-854-9400, ext. 211
Vernae Graham, 510-763-2444, ext. 129
Paula Veale, 212-984-1930
Jennifer Morales, 202-347-5270, ext. 112

President Clinton Unveils New TV and Radio Ad Campaign to Help Parents Talk with Their Children About Violence

*Ads Feature Call to Action by President Clinton; Top Broadcast and Cable TV
Networks to Premiere Ads During "Family Hour" -- Wednesday, August 18th*

WASHINGTON, D.C. -- In the aftermath of the Columbine High School shooting in Colorado and other recent tragic events, a new TV and radio public service ad campaign aimed at helping parents talk with their children about violence was announced today by the Kaiser Family Foundation, Children Now and The Advertising Council. The PSAs were unveiled today at a White House event with President Bill Clinton and First Lady Hillary Rodham Clinton.

The PSAs encourage parents to talk with their kids about violence and include a toll-free telephone number and Web site to contact for a free booklet. The ads, which include a call to action by President Clinton, are the latest component of the "Talking With Kids About Tough Issues" campaign, a national effort to encourage earlier and more frequent parent-child communication.

The PSAs grew out of discussions at the White House Strategy Session on Children, Violence and Responsibility, held three weeks after the Columbine incident. **More than two dozen national broadcast and cable TV networks plan to run the ads for the first time on the same day, Wednesday, August 18th, during the family hour of 8:00 – 9:00 p.m.** Participating media organizations include the broadcast networks: ABC, CBS, FOX, NBC, UPN and WB. Participating cable networks include: A&E, Animal Planet, BET, CNN, CNN Airport, Comedy Central, Country Music Television, Discovery Channel, Discovery Digital Networks, FOX Family Channel, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, the Nashville Network, Nickelodeon/NICK at NITE, TBS, TLC, TNT, Travel Channel, TV Land, Univision and VH-1. FasTV.com, a
(more)

CHILDREN NOW
1212 Broadway, Fifth Floor
Oakland, CA 94612
Tel: (510) 763-2444
Fax: (510) 763-1974
www.childrennow.org

KAISER FAMILY FOUNDATION
2400 Sand Hill Road
Menlo Park, CA 94025
Tel: (650) 854-9400
Fax: (650) 854-4800
www.kff.org

J. WALTER THOMPSON
466 Lexington Ave.
New York, NY 10017
Tel: (212) 210-7281
Fax: (212) 710-8810
www.jwt.com

AD COUNCIL
261 Madison Ave.
New York, NY 10016-2303
Tel: (212) 922-1500
Fax: (212) 922-1670
www.adcouncil.org

VISIT THE WEB SITE: www.talkingwithkids.org • FOR A FREE BOOKLET CALL: 1-800-CHILD44

Web site with video streaming capability, will provide the spot online. According to the Ad Council, such a coordinated effort by media organizations is unprecedented. In addition, the National Association of Broadcasters and National Cable Television Association will distribute the PSAs to all broadcast and cable TV networks through satellite feeds.

"I am truly awed by the media's unprecedented support of the Talking With Kids campaign," said Ad Council president and CEO Peggy Conlon. "Once again, the media industry has proven that when there is a national crisis facing kids and families they will put aside the bottom line to get an important message out to all Americans."

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

"Parents tell us that they are tired of hearing from experts about how they are failing and need to do more," said Drew Altman, president of the Kaiser Family Foundation in Menlo Park, California. "We launched the Talking With Kids campaign to support parents, so that they can support their kids."

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

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

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

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COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Tom Freedman
OA/Box Number: 17550

FOLDER TITLE:

Violence [Folder 1]

2015-0274-S

rc1885

RESTRICTION CODES

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

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
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The ads, produced for the "Talking With Kids" campaign by the J. Walter Thompson ad agency, feature children between ages 8 and 13 speaking un-scripted about their concerns and fears regarding violence. *The ads*

"Parents tell us that they are tired of hearing from experts about how they are failing and need to do more," said Drew Altman, president of the Kaiser Family Foundation in Menlo Park, California. "We launched the Talking With Kids campaign to support parents, so that they can support their kids."

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

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

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

###

DRAFT

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

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

DRAFT

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

Contact:
Amy Weitz, 650-854-9400, ext. 211
Vernae Graham, 510-763-2444, ext. 129

New TV and Radio Ad Campaign to Help Parents Talk with Their Children About Violence

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

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

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

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

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

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

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

(more)

DRAFT

Page Two

New Survey Shows What Families Talked About After Columbine

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

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

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

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

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

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

Methodology

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

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

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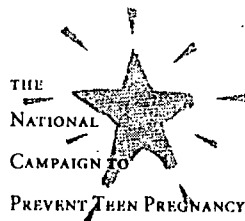
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...about violence.

Talking With Kids About Tough Issues

A National Campaign to Support Parents by the Kaiser Family Foundation and Children Now



2100 M STREET NW SUITE 300
WASHINGTON DC 20037

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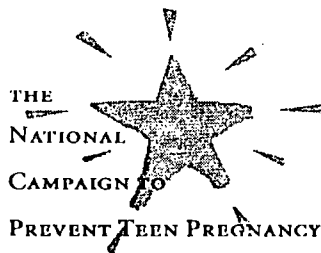
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Sarah Brown



2100 M STREET NW SUITE 300
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and Adolescent Health Program
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Claire Brindis, Dr.P.H.
Director
Center for Reproductive Health
Policy Research
Institute for Health Policy Studies
University of California at San Francisco

Sheryll D. Cashin
Associate Professor of Law
Georgetown University Law Center

Jacqueline E. Darroch, Ph.D.
Senior Vice President and Vice President
for Research
The Alan Guttmacher Institute

Cynthia A. Gomez, Ph.D., Ed.M.
Center for AIDS Prevention Studies

Rebecca A. Maynard, Ph.D.
Professor, Graduate School of Education
University of Pennsylvania

Sara McLanahan, Ph.D.
Professor, Office of Population Research
Princeton University

Brent Miller, Ph.D.
Professor and Head
Department of Family and Human Development
Utah State University

Kristin Moore, Ph.D.
President
Child Trends, Inc.

Susan Philliber, Ph.D.
Senior Partner
Philliber Research Associates

Freya Sonenstein, Ph.D.
Director of Population Studies Center
The Urban Institute

Stan Weed, Ph.D.
Director
Institute for Research and Evaluation

Brian L. Wilcox, Ph.D.
Director
Center on Children, Families, and the Law
University of Nebraska

Barbara Wolfe, Ph.D.
Director, Institute for Research on Poverty and
Professor, Department of Economics
University of Wisconsin at Madison

Ex Officio

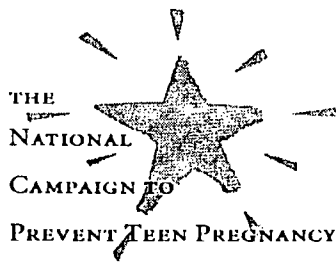
Annette Cumming
Co-Chair, State and Local Action Task Force

William Galston
Chair, Religion and Public Values Task Force

Sheila Johnson
Co-Chair, Media Task Force

Leslie Kantor
Co-Chair, State and Local Action Task Force

Jody Greenstone Miller
Co-Chair, Media Task Force



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WASHINGTON DC 20037

MEDIA TASK FORCE

Co-Chairs

Sheila Johnson
Executive Vice President of Corporate Affairs
Black Entertainment Television, Inc.

Jody Greenstone Miller
Former Acting President and CEO
Americast

Members

Billy Campbell
President
Miramax Television

Anne Cohn Donnelly
Senior Visiting Scholar in Non-Profit Studies
Kellogg School of Management, Northwestern
University

Todd Cunningham
Vice President, Research and Planning
MTV

Susanne Daniels
President of Entertainment
The WB Network

Patricia Fili-Krushel
President
ABC Television Network

David Mechlin
Senior Partner, World Client Service Director
Ogilvy and Mather Worldwide

Ann S. Moore
President
People Magazine

Sally Quinn
Author, Journalist

Bruce Rosenblum
Senior Vice President Television Business
Management
Warner Brothers

Nancy Rubin
U.S. Ambassador
United Nations Commission on Human Rights

Cristina Saralegui
CEO
Cristina Saralegui Enterprises / *The Cristina Show*,
Cristina La Revista, *Cristina Opina*

Lesley Seymour
Editor-in-Chief
Redbook Magazine

Meredith Wagner
Senior Vice President of Public Affairs
Lifetime Television

Jay A. Winsten, Ph.D.
Associate Dean and Frank Stanton Director
Center for Health Communication
Harvard School of Public Health

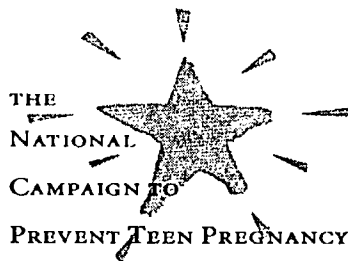
Ex Officio

Annette Cumming
Executive Director and Vice President, Cumming
Foundation
Board Member, Planned Parenthood Foundation of
America

William Galston, Ph.D.
Professor, School of Public Affairs
University of Maryland

Barbara Huberman
Director of Training
Advocates For Youth

Doug Kirby, Ph.D.
Senior Research Scientist
ETR Associates



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WASHINGTON DC 20037

THE RELIGION AND PUBLIC VALUES TASK FORCE

Chair

William Galston
Professor
School of Public Affairs
University of Maryland

Members

Joan Brown Campbell
General Secretary
National Council of the Churches of Christ
in the USA

Thomas Davis
Chair
Planned Parenthood Clergy Advisory Board

Willie Davis
Associate Director
Baden Street Settlement

Jean Bethke Elshtain
Laura Spelman Rockefeller Professor of
Social and Political Ethics
Divinity School, University of Chicago

Amitai Etzioni
Founder and Chairman
The Communitarian Network

Patrick Fagan
William H.G. FitzGerald Fellow
Family and Culture
Heritage Foundation

Wade Horn
President
National Fatherhood Initiative

Sister Mary Rose McGeady
President and Chief Executive Officer
Covenant House

Jeannie Rosoff
President
Alan Guttmacher Institute

Kenneth Smith
Consultant
The Chicago Community Trust

Barbara Dafoe Whitehead
Author and Co-Director
The National Marriage Project

Dan Yankelovich
President
Public Agenda Foundation
Chairman
DYG, Inc.

Ex Officio

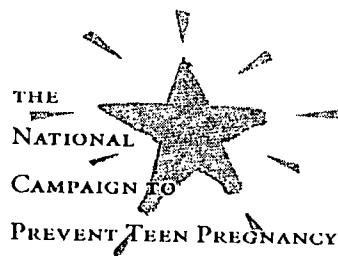
Annette Cumming
Co-Chair
State and Local Action Task Force

Sheila Johnson
Co-Chair
Media Task Force

Jody Greenstone Miller
Co-Chair
Media Task Force

Leslie Kantor
Co-Chair
State and Local Action Task Force

Doug Kirby, Ph.D.
Chair
Effective Programs and Research Task Force



2100 M STREET NW SUITE 300
WASHINGTON DC 20037

THE STATE AND LOCAL ACTION TASK FORCE

Chairs

Annette Cumming
Executive Director and Vice President
Cumming Foundation

Leslie Kantor
Vice President of Education
Planned Parenthood of New York City

Members

Elayne G. Bennett
President and Founder
Best Friends Foundation

The Hon. Jay Bradford
The Arkansas Senate

Sue Cameron
Commissioner
Tillamook County, Oregon

Carol Cassell, Ph.D.
Visiting Scientist and Project Officer
Division of Adolescent and School Health
Centers for Disease Control and Prevention

The Hon. Frankie Sue Del Papa
Attorney General
State of Nevada

Debra Delgado
Senior Associate
Program Reform/Initiative Management
The Annie E. Casey Foundation

Barbara Huberman
Director of Training and Sexuality Education
Advocates for Youth

Bernice Humphrey
Director, Teen Connections
Project Director, Healthy Girls Initiative
Girls, Inc.

Alexine Jackson
National President
YWCA of the USA

Loretta Sweet Jemmott, Ph.D.
Associate Professor
School of Nursing
University of Pennsylvania

Renée R. Jenkins, M.D.
Professor and Chair
Department of Pediatrics and
Child Health
Howard University Hospital

Wayne Pawlowski
Director of Training
Planned Parenthood Federation of America

Sharon Rodine
Coordinator
HEART of OKC Project
Oklahoma Child Advocacy Institute

Hector Sánchez-Flores
Program Liaison, Male Involvement Team
California Department of Health Services

John Schlitt
Executive Director
National Assembly on School-Based
Health Care

Youth Violence

8-11-99

mission statement

Q's

Name

Politics D/R
Law enforcement
Maybe

Space
soon

Steve Cox

• Drew Altman

• Zoe Baird

• Neal Pollinger

• Jill Iskill

• Gates Chelander

• Larkin - of Larkin

• Pam Gales

• HP

Eugene

Robin

Epi. Survey

Law enforcement

business

Latent

entire / media

Parab

Kids groups

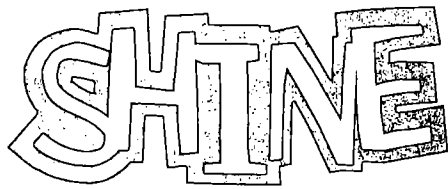
Evile pwr

Law enforcement

Research

health professions

Police



seeking • harmony • in • neighborhoods • everyday

www.shine.excite.com

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 Rambani, Founder

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
Betsey Johnson, Designer
Richard Kind, Actor
Joel Krasnowe, Nickelodeon
Senator Frank S. Lautenberg
Judy McGrath, MTV
Congressman Bob Menendez
Scottie Pippen, NBA Athlete
Fred Siegel, Excite
Kevin Spacey, Actor
Dick Robinson, Scholastic
M. Night Shyamalan, Director
Russell Simmons, DefJam/One World
Lisa Simpson, SONY
Senator Olympia Snowe
Senator Robert Torricelli
Denzel Washington, Actor

Education Advisory Board

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

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

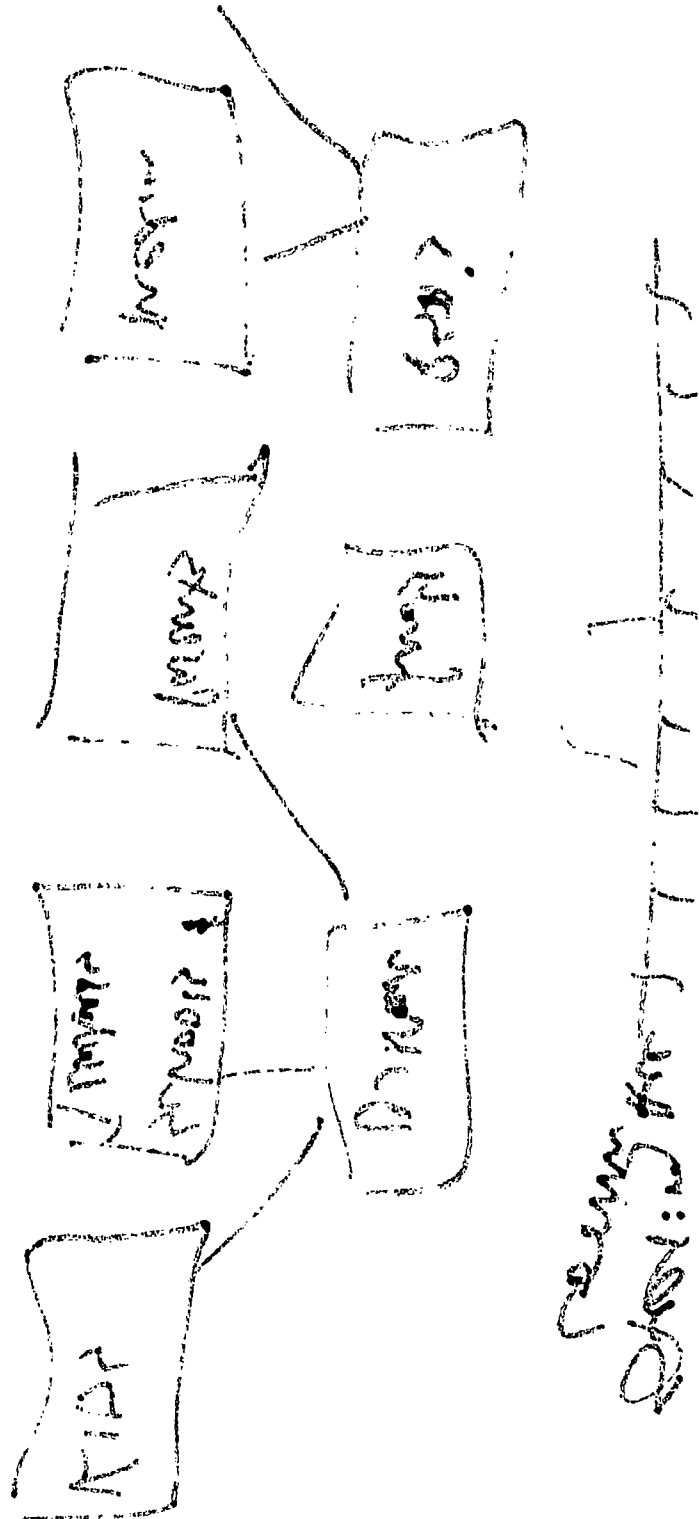
NEW YORK
145 W. 28th Street
Suite 11C, NY, NY 10001
712.727.8680
Fax 212.790.0254

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725 N. 4th Street
Philadelphia, PA 19123
215.625.0117
Fax 215.625.9344

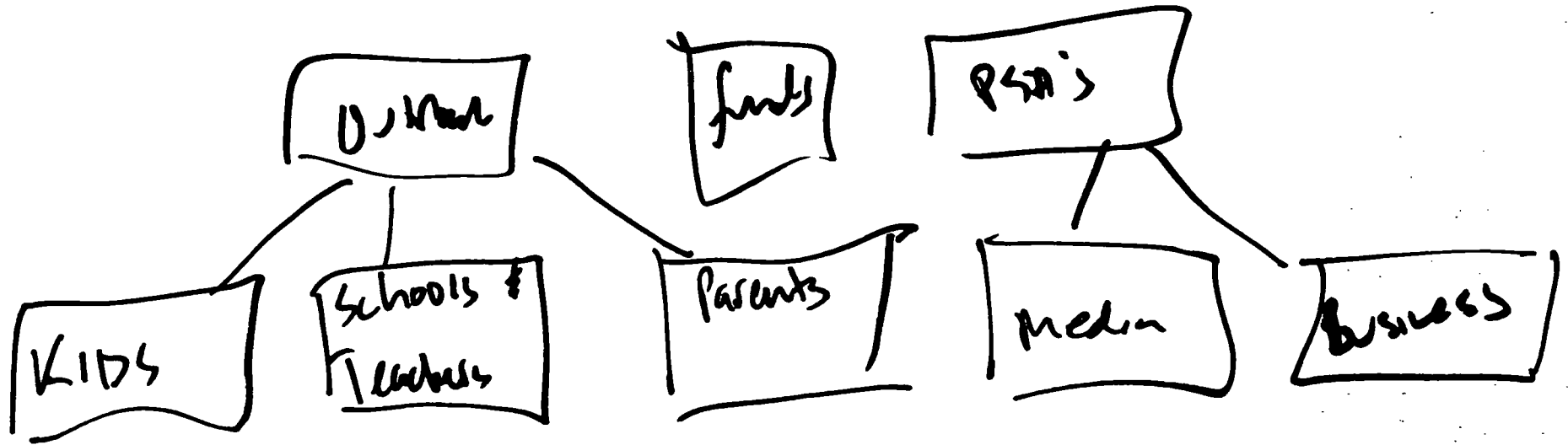
TRENTON
176 S. Warren Street
3rd Floor, Trenton, NJ 08608-2304
609.392.8600
Fax 609.392.8393

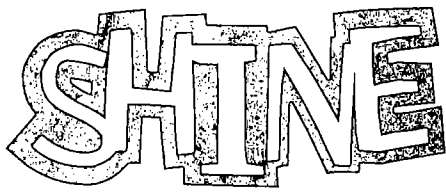
coverage on SHINE has included CNBC's Hardball, New York Magazine, NBC's Today New York, FOX National News, CNN, Ladies Home Journal and Teen People.

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."



Spelling
Lesson





seeking • harmony • in • neighborhoods • everyday

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① press ② 415

August 9, 1999

Alan Rambam, Founder

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
Betsey Johnson, Designer
Richard Kind, Actor
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Judy McGrath, MTV
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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

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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Suite 11C, NY, NY 10001
212.777.8680
Fax 212.790.0754

◆ **PHILADELPHIA**
725 N. 4th Street
Philadelphia, PA 19123
215.625.0117
fax 215.625.9344

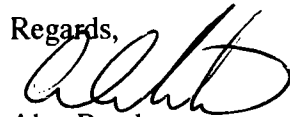
◆ **TRENTON**
128 S. Warren Street
3rd Floor, Trenton, NJ 08608-2304
609.392.8600
Fax 609.392.8393

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,



Alan Rambam
Founder

Handwritten notes and signatures at the bottom of the page, including "AIG" and "2004".

SCHOOLS & TEACHERS
EDUCATION

KIDS

MEDIA

PARENTS
BUSINESS

Constr
Educ.



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www.shine.excite.com

*Job
Carners
- feed
network*

Program Funding Detail - Year One

Alan Rambam, Founder

Honorary Board Members

Benjamin Bratt, Actor
Jill Cuniff, Musician
Kate Dillon, Model
Lew Eisenberg, Port Authority
Congressman James Greenwood
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John Pollock, PhD
Beth Saltzman, M.S.W.
Eric Weinstein, M.S.W.
Pedro Cordero, ACS

- 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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Fax 609.392.8393

Mission Statement:

There is too much violence committed by, and against children in America. Too many children experience violence personally, it is ~~being~~ glorified too much in our ^{pop}culture, and it is too easy to get the tools to commit ~~acts~~ of violence. We need a national campaign to lower rates of violence, to teach our children its devastating consequences, and to ~~get~~ punish.

- ① children suffer
- ② popular in culture
- ③ punish criminals
- ④

Culture → education
→ parents
→ media (TV)
→ peers

3-4 mil.

Fax to Karin
+ return**JEFF BLEICH****Professional Background**

Jeff Bleich is the managing partner for the San Francisco office of Munger, Tolles & Olson LLP. He received his undergraduate degree *magna cum laude* from Amherst College in 1983, and a masters degree in public policy from Harvard University in 1986, graduating with highest honors. Mr. Bleich attended the University of California at Berkeley (Boalt Hall) School of Law, graduating in 1989, again with highest honors, where he served as Editor-in-Chief of the California Law Review. After graduating from law school, Mr. Bleich clerked for Judge Abner J. Mikva of the U.S. Court of Appeals for the D.C. Circuit, Chief Justice William H. Rehnquist of the U.S. Supreme Court, and Judge Howard M. Holtzman of the Iran-U.S. Claims Tribunal at The Hague. He joined Munger, Tolles & Olson LLP in 1992, and became a litigation partner in the firm in December 1995.

Throughout his career, Mr. Bleich has devoted a substantial portion of his practice to giving pro bono assistance to indigent persons. In addition to handling dozens of individual matters, Mr. Bleich served as counsel to a class of homeless individuals in San Francisco challenging that city's anti-homeless laws. Mr. Bleich has also represented several prisoners at the request of the Ninth Circuit Court of Appeals and the Northern District of California. He has represented the Service Members Legal Defense Fund in challenging the discharge of a gay servicemember, Lt. Paul Thomasson. He also assisted the prosecutor's office in the War Crimes Tribunal for the former-Yugoslavia in prosecuting crimes against humanity. He has appeared before the United States Supreme Court on behalf of the ABA in defending the rights of immigrants against recent reform measures, and has assisted in two successful voting rights cases before the Court. Most recently, he served as counsel for the California Teachers' Association in successfully defending several state affirmative action statutes against a challenge by former Governor Pete Wilson and U.C. Regent Ward Connerly.

Mr. Bleich's practice focuses principally on media and communications law issues, in which he represents numerous media outlets, high technology companies, and global communications networks. In addition, Mr. Bleich is an adjunct professor at the University of California at Berkeley, where he has taught constitutional law, appellate advocacy, habeas corpus, and international human rights since 1992. Mr. Bleich has lectured at numerous state and federal judicial conferences, and has published two books and over thirty articles on justice issues. He currently serves on the Boards of Directors of the Bar Association of San Francisco, the Lawyers' Committee for Civil Rights, and the Legal Aid Society of San Francisco. He is a former President of the Barristers' Club of San Francisco. In 1996, Mr. Bleich was named one of the twenty outstanding young lawyers in America by the ABA, and was recognized by Boalt Hall as its outstanding recent alumnus.

OK

JEFFREY L. BLEICH

Munger, Tolles & Olson LLP
33 New Montgomery Tower, 19th Floor
San Francisco, California 94105
Tel: (415) 512-4007; Fax: (415) 512-4077
email:bleichjl@mto.com

EXPERIENCE

Munger, Tolles & Olson LLP, San Francisco, California, 1992 to present
Partner: General civil litigation, with emphasis on complex litigation, appellate practice, antitrust, media law, communications law, intellectual property, international law.

University of California, Berkeley, California, 1993 to present
Adjunct Professor of Law: Constitutional Law (I), and upper-level seminar courses in International Human Rights, Habeas Corpus, and Appellate Advocacy.

Iran-U.S. Claims Tribunal, The Hague, The Netherlands, 1991-1992
Legal Assistant to Hon. Howard Holtzmann

U.S. Supreme Court, 1990-1991
Law Clerk to Chief Justice William H. Rehnquist

U.S. Court of Appeals for D.C. Circuit, 1989-1990
Law Clerk to Chief Judge Abner J. Mikva

EDUCATION

The Hague Academy of International Law, The Hague, Netherlands
Certificate of Study, Public and Private International Law, 1993

University of California at Berkeley, Boalt Hall School of Law, Berkeley, CA
J.D., 1989
Editor-in-Chief: *California Law Review*
Order of the Coif
Moot Court Board
Thelen-Marrin Prize for Outstanding Student Writing
John Woodruff Simpson Fellow

Harvard University, John F. Kennedy School of Government, Cambridge, MA
M.A., Public Policy, 1986
John F. Kennedy Fellow
Editor-in-Chief: *The National Debt*

Amherst College, Amherst, MA
B.A. (*magna cum laude*), Political Science, 1983
Latham Prize for Political Science

MEMBERSHIPS

Board of Directors: Bar Association of San Francisco 1997-present

Board of Directors: Legal Aid Society of San Francisco 1997-present

Chair: Lawyers Committee for Civil Rights 1998-present

Board of Directors: Federal Bar Association, 9th Circuit 1996-present

Chair: Amicus Curiae Committee, American Bar Association, IR&R Section

Chair: Human Rights Committee, American Bar Association, IL&P Section

Vice-Chair: Public Education Committee, American Bar Association

President: Barristers Club of San Francisco 1995

Executive Committee: American Society of International Law, Criminal Courts

Executive Committee: International Law Association, Criminal Courts

Special Rapporteur: Permanent Court of Arbitration 1992-93

Member: American Inns of Court

BAR MEMBERSHIPS

California Bar Association (admitted 1989)

District of Columbia Bar Association (admitted 1991)

U.S. Supreme Court (admitted 1993)

U.S. Court of Appeals for the D.C. Circuit Bar (admitted 1990)

U.S. Court of Appeals for the Fourth Circuit Bar (admitted 1993)

U.S. Court of Appeals for the Ninth Circuit Bar (admitted 1994)

SELECTED HONORS AND AWARDS

1999 ACLU Pro Bono Civil Rights Advocates Award

1998 Society of Professional Journalists, James Madison Award

1996 ABA 20 Young Leaders of the Legal Profession

1996 University of California - Berkeley, Recent Alumnus of the Year

1996 Recipient for Munger, Tolles & Olson of ABA Pro Bono Publico Award

1996 Recipient for Munger, Tolles & Olson of State Bar President's Award

1995 San Francisco Barrister of the Year

PUBLICATIONS

Bleich, *Reflections on the Waning Years of the Tribunal*, forthcoming in *THE IRAN-UNITED STATES CLAIMS TRIBUNAL AND THE PROCESS OF INTERNATIONAL CLAIMS RESOLUTION* (D. Caron & J. Crook, eds. (1999)).

Bleich, *The International Criminal Court: Report of the ILA Working Group On Complementarity*, 25 DENV. J. INT'L L. & POL'Y 281 (1997).

Bleich, *The International Criminal Court: Report of the ILA Working Group On Cooperation With National Systems*, 25 DENV. J. INT'L L. & POL'Y 293 (1997).

Bleich, *Miscalculating Damages: U.S. v. Bornstein and the False Claims Act*, 15 S.F. BARRIST. 14 (1995).

Bleich, *Problems Facing The War Crimes Tribunal And The Need For A Permanent International Criminal Court*, 16 WHITTIER L. REV. 404 (1995).

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Harvard Law School, *The New Rule Jurisprudence of the United States Supreme Court* (Faculty Lecture, December 1996)

Harvard University, Kennedy School of Government, *The Political Impact of Impact Litigation* (Faculty Lecture, December 1996)

Ninth Circuit Court of Appeals Appellate Judicial Conference, *The U.S. Supreme Court's Habeas Corpus Jurisprudence* (September 1995)

Hastings College of the Law, *The Supreme Court's Recent Jurisprudence* (July 1994)

Peggy Conlon
REMARKS

Thank you. I'd like to thank the First Lady, President Clinton and his cabinet - - notably Attorney General Janet Reno and Secretary Riley for their tremendous commitment to reducing youth violence in America. You have inspired the Ad Council, the media and countless others to unite and mobilize toward a common goal - helping our kids feel safe.

On May 3rd, one week after the tragedy of Columbine High School, the Ad Council had the honor of being received at The White House by the First Lady. It was then that the First Lady challenged us to use our energy and resources to mount a national campaign against violence for youth. We left that meeting inspired, and prepared to galvanize the non-profit, foundation and media communities. One week

later at the White House Strategy Session on Children, Violence and Responsibility we joined with our partners The Kaiser Family Foundation and Children Now to announce our plans to create the "Talk With Your Kids About Violence" campaign that is being unveiled today.

The campaign is a landmark in terms of creativity, ingenuity and collaboration. To make "Talk with Your Kids About Violence" a success, we need the support of the media. As I look out in the audience today I see so many familiar faces and friends of the Ad Council. I want to thank each of you that are here today. Quite honestly, I am in awe of the media's commitment to this initiative. Bottom lines have been set aside to help our nation's kids and families.

This list of over two dozen participating media organizations that have donated the time to air this PSAs is impressive. And they include -

ABC, CBS, NBC, FOX, WB, UPN and Univision. A&E, The History Channel, CNN, CNN Headline News, CNN Airport Network, TBS SuperStation, TNT, Discovery Channel, TLC, Animal Planet, Travel Channel, Discovery Digital Networks, BET, Comedy Central, Country Music Television, The Nashville Network, FOX Family Channel, Lifetime, MTV, VH-1, Nickelodeon/Nick at Nite, and TV Land. FasTV.com will also provide the spot on demand.

In addition, The National Association of Broadcasters and Showtime Networks will distribute the PSAs through satellite feeds.

Amazing, isn't it. The industry's support will help increase awareness of the campaign and get important conversations started. As an industry we must stand together to respond to these senseless tragedies – you have done just that and we thank you.

Again, I would like to thank President Clinton and the First Lady for their continued support of the Ad Council and our mission. Your support, coupled with the media's unsurpassed commitment, has and will continue to make this country a safer place for our children.

Now, it is my pleasure to introduce Drew Altman, President and CEO of the Kaiser Family Foundation.

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MEMORANDU

To: Tom Fre
From: John Fith
Date: July 18, 1
Subject: ShoWes

As we discussed on the
Association of Theatre
possible appearance as
in Las Vegas. The att

Could you check to see
submit a more formal

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to the industry and th
forum to continue the
partnership of respor
voluntary rating syste
and exhibition provic

Thank you for your a

Cc: Milt Moritz, Shc
Bill Kartozi
Mary Ann G

July 15, 1999

TO: John Fitt
FROM: Mary A
RE: Show

DESCRIPTION:

As the largest motion picture convention gathers representatives from the film industry, the complex in Las Vegas offers a wide assortment of exhibits that pay tribute to the bright new ideas of the future.

Last year's event's
Miramax and New Line
The Coca Cola and
Catherine Zeta Jones

Attendees:

Attendees are from
CINEPLEX, CINEMA
the United States and
world.

Opening Ceremonies: