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How to Talk With Your Kids

About...

05/06/99 14:14 2413 834 4800 KAISER FAM FOUND

Memorandum

To: Tom Freedman
CC: Drew Altman, Vicky Rideout, Ruth Wooden
From: Matt James *mg*
Date: 05/06/99
Re: Talking With Kids Campaign

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The campaign is an ongoing effort of the Advertising Council, The Kaiser Family Foundation and Children Now. Major elements of the campaign include television and radio ads, a free guide for parents on how to have effective conversations with their children, a Talking With Kids website and 800 number, and a series of ongoing parenting seminars.

The campaign is endorsed by the American Academy of Pediatrics, the Boys and Girls Clubs of America, Girls Incorporated, the National PTA, the National Association of Elementary School Principles, the National Council of Churches, the National Council of La Raza and the National Association of Secondary Principals. The campaign's honorary committee includes Linda Ellerbee, Rosie O'Donnell, Nickelodeon President Herb Scannell, Dr. Alvin Poussaint and others.

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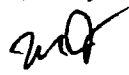
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05/06/99 14:18 3413 634 4800 KATSEK PAM FOUND

May 6, 1999

This campaign has been very positively received and has operated successfully for over two years. I've attached a more detailed brochure on the campaign and some survey findings on the need for the campaign that might also be helpful.

05/06/99 14.13 415 854 4800 KAISER FAM FOUND

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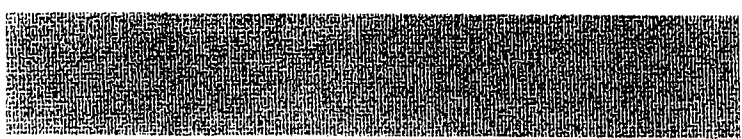
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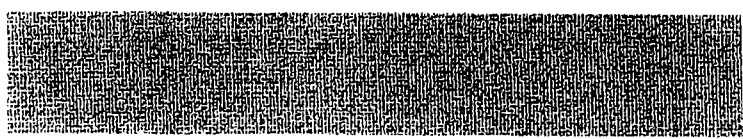
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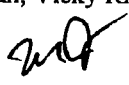


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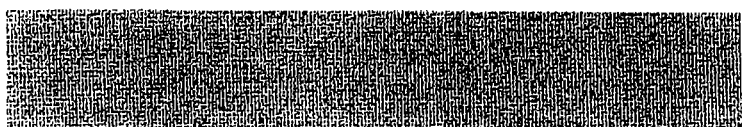
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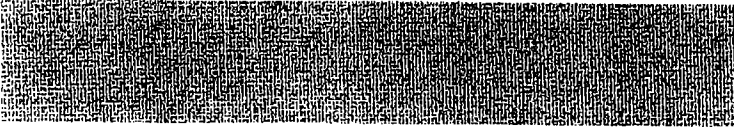
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Hill Briefs

Largent Postpones Offering Electric Dereg Bill

■ **REP. STEVE LARGENT**, R-Okla., has decided to delay the unveiling of his electricity restructuring bill — which had been scheduled for today — after circulating drafts of the bill to other members and lobbyists.

Largent's staff did not give a reason for postponing the release of the bill, but promised it will be introduced in the next few weeks.

Tauzin, Burns Plan Would Shift Funding Of E-Rate Program

■ **AS FCC CHAIRMAN William Kennard** seeks about \$1 billion more to fund the e-rate program, **House Commerce Telecommunications, Trade and Consumer Protection Subcommittee Chairman W.J. (Billy) Tauzin**, R-La., and **Senate Commerce Communications Subcommittee Chairman Conrad Burns**, R-Mont., are planning to reintroduce a bill to abolish the so-called Gore tax and shift to a new source of funding for the embattled program.

Burns and Tauzin expect to introduce a bill next week that would slash the 3 percent excise tax on telephone calls by two-thirds, and dedicate the remaining 1 percent tax to fund the program, which wires schools and libraries to the Internet.

Tauzin spokesman Ken Johnson said the tax brings in \$5 billion a year for the government, and the legislation would cut that to \$1.7 billion — the amount currently allocated to the e-rate.

The bill also would abolish what critics have dubbed the Gore tax — the amount phone companies add to consumers' phone bills to fund the program. Johnson said the tax cut could be included as part of a Republican plan for an upcoming round of tax reductions.

Meanwhile, Kennard said Wednesday that he wants to in-

crease funding for the e-rate program to \$2.25 billion.

The announcement brought a quick response from e-rate critics. **House Commerce ranking member John Dingell**, D-Mich., complained the new funding request will lead to higher phone bills and that most schools already have Internet connections.

Hatch Offers Antitrust Exemption For Entertainment Industry

■ **SENATE JUDICIARY Chairman Hatch** Wednesday proposed exempting the entertainment industry from antitrust laws in order to develop an Internet violence and sex ratings system that would pass First Amendment muster, *National Journal's Technology Daily* reported.

Hatch made the proposal at an oversight hearing his committee held on the Justice Department that was dominated by concerns about juvenile violence.

Hatch said the industry should have "a limited exemption from the antitrust laws" to "enter into joint discussion, consideration and agreement over developing and enforcing material regarding violence and sexually explicit material in video games and on the Internet." Attorney General Reno said she was willing to work with Hatch on his proposal.

Usual Suspects Oppose, Support Milk Marketing Reform

■ **THE HOUSE AGRICULTURE Livestock and Horticulture Subcommittee** Wednesday began wrestling with the Agriculture Department's milk marketing order reform plan.

At a hearing, **Subcommittee Chairman Richard Pombo**, R-Calif., urged the witnesses "to address the strengths and weaknesses of their own models and assumptions, rather than shredding each others'." But the witnesses divided

their views into two camps — as has happened in the past.

The International Dairy Foods Association, the processors' lobby, and the states of Wisconsin and Minnesota supported the plan, and producers in other parts of the country opposed it.

The 1996 farm bill ordered the Agriculture Department to reform the milk marketing order system. The final rule on the plan, which attempts to equalize milk prices nationwide, was issued March 31 and is scheduled to go into effect Oct. 1.

More than 100 House members have cosponsored a bill that would require the Agriculture Department to adopt an alternative plan. Dairy compacts which would thwart the intent of the plan are also under consideration.

Committee Approves Muhammad Ali Boxing Reform Bill

■ **WITH NO DISCUSSION** on its merits, the Senate Commerce Committee voted Wednesday to approve a bill named for Muhammad Ali to reform boxing, *LEGI-SLATE News Service* reported.

Commerce Chairman McCain offered an amendment, accepted by voice vote, that would require judges to report to state commissions the payments and expenses they receive, and promoters to report reductions they make in a boxer's purse. It would protect the confidentiality of the contracts that promoters provide to state commissions, and double the renewal period for boxer identification cards to four years.

McCain said in a statement: "The plummeting level of confidence in the sport [shows that it] cannot withstand many more scandals. The practical measures in this bill will help honor the athletes, respect its fans, and serve the public's interest in honest competition."

Dear Members of Congress:

Please oppose any federally mandated retail wheeling legislation because it will harm the vast majority of electricity consumers in our congressional district!

This special interest, anti-consumer legislation—retail wheeling—could cause thousands of jobs to be lost. It will also hurt the environment...

Stand up to the giant corporations pushing this special interest legislation, protect Main Street businesses, individual consumers and home district families...

Sincerely,

CURRENT ADVICE

FROM SOME OF AMERICA'S LEADING RURAL ELECTRIC COOPERATIVES

Tomhibee Electric Cooperative, Inc.
Gunt, Alabama
Alaska Rural Electric Cooperative Association
Anchorage, Alaska
Alaska Village Electric Cooperative, Inc.
Anchorage, Alaska
Cordova Electric Cooperative
Cordova, Alaska
Naknek Electric Association, Inc.
Naknek, Alaska
Tingit Haida Rural Electrical Authority
Auke Bay, Alaska
Unalakleet Valley Electric Cooperative
Unalakleet, Alaska
Yakutat Power, Inc.
Yakutat, Alaska
Marshall/DuKalb Electric Cooperative
Boaz, Alabama
Ashley Chicol Electric Cooperative, Inc.
Hamburg, Arkansas
Clay County Electric Co-op Corporation
Corning, Arkansas
Craighead Electric Corporation
Jonesboro, Arkansas
Mississippi County Electric Cooperative, Inc.
Blytheville, Arkansas
North Arkansas Electric Cooperative, Inc.
Salem, Arkansas
South Central Arkansas Electric Cooperative
Arkadelphia, Arkansas
Delta Montrose Electric Association
Delta, Colorado
Gunnison County Electric Association, Inc.
Gunnison, Colorado
Highline Electric Association
Holyoke, Colorado
Intermountain Rural Electric Association
Sedalia, Colorado
La Plata Electric Association, Inc.
Durango, Colorado
Poudre Valley Rural Electric Association, Inc.
Fort Collins, Colorado
San Luis Valley Rural Electric Cooperative, Inc.
Monte Vista, Colorado
Sangre De Cristo Electric Association
Buena Vista, Colorado
Southeast Colorado Power Association
La Junta, Colorado
Tri-State Generation & Transmission Association, Inc.
Denver, Colorado
White River Electric Association, Inc.
Meeker, Colorado
Y-W Electric Association, Inc.
Akron, Colorado
Yampa Valley Electric Association, Inc.
Steamboat Springs, Colorado
Central Florida Electric Cooperative, Inc.
Chiefland, Florida
Cooperatives Computer Center
Tallahassee, Florida

Escambia River Electric Cooperative, Inc.
Jay, Florida
Florida Keys Electric Cooperative Association, Inc.
Tavernier, Florida
Gulf Coast Electric Cooperative, Inc.
Wewahatchka, Florida
Tri County Electric Cooperative, Inc.
Madison, Florida
Little Ocmulgee EMC
Alamo, Georgia
Grady Electric Membership Corporation
Cairo, Georgia
Pataula EMC
Cuthbert, Georgia
Satilla Rural Electric Membership Corporation
Alma, Georgia
Slash Pine Electric Membership Corporation
Homerville, Georgia
Harrison County Rural Electric Cooperative
Woodbine, Iowa
L and O Cooperative
Rock Rapids, Iowa
Lyons Rural Electric Cooperative
Rock Rapids, Iowa
Clearwater Power Company
Lewiston, Idaho
Rural Electric Company
Rupert, Idaho
Riverside Electric Co.
Rupert, Idaho
Bartholomew County REMC
Columbus, Indiana
Henry County REMC
New Castle, Indiana
United REMC
Markle, Indiana
NCK Electric Cooperative, Inc.
Belleville, Kansas
Northwest Kansas Electric Cooperative Association
Bird City, Kansas
Pioneer Electric Cooperative, Inc.
Ulysses, Kansas
Radlami Electric Cooperative, Inc.
Fredonia, Kansas
Smoky Hill Electric Cooperative Association
Ellsworth, Kansas
West Kentucky Rural Electric Cooperative Corporation
Mayfield, Kentucky
Concordia Electric Cooperative, Inc.
Jonesville, Louisiana
Jefferson Davis Electric Cooperative, Inc.
Jennings, Louisiana
Northeast Louisiana Power Cooperative
Winnsboro, Louisiana
Pointe Coupee EMC
New Roads, Louisiana
Washington-St. Tammany Electric Cooperative, Inc.
Franklin, Louisiana
Eastern Maine Electric Cooperative, Inc.
Calais, Maine

Ontonagon County Rural Electrification Association
Ontonagon, Michigan
Lake Country Power
Grand Rapids, Minnesota
North Central Missouri Electric Cooperative
Milan, Missouri
Platte-Clay Electric Cooperative, Inc.
Keeney, Missouri
McCone Electric Cooperative, Inc.
Circle, Montana
Southeast Electric Cooperative, Inc.
Ekalaka, Montana
Valley Electric Co-op, Inc.
Glasgow, Montana
Cornhusker Public Power District
Columbus, Nebraska
Cuming County Public Power District
West Point, Nebraska
Elkhorn Rural Public Power District
Battle Creek, Nebraska
KBR Rural Public Power District
Ainsworth, Nebraska
Lea County Electric Cooperative, Incorporated
Lovington, Nebraska
Loup Valleys Rural Public Power District
Ord, Nebraska
McCook Public Power District
McCook, Nebraska
Niobrara Valley Electric Membership Corporation
O'Neill, Nebraska
North Central Public Power District
Creighton, Nebraska
Northeast Nebraska Rural Public Power District
Emerson, Nebraska
Panhandle Rural Electric Membership Association
Allamore, Nebraska
South Central Public Power District
Nelson, Nebraska
Stanton County Public Power District
Stanton, Nebraska
Twin Valleys Public Power District
Cambridge, Nebraska
Wayne County Public Power District
Wayne, Nebraska
Wheat Belt Public Power District
Sibley, Nebraska
Central Valley Electric Co-op, Inc.
Artesia, New Mexico
Cooperative Services, Inc.
Santa Fe, New Mexico
Lea County Electric Cooperative, Inc.
Lovington, New Mexico
French Broad Electric Membership Corporation
Marshall, North Carolina
Roanoke Electric Cooperative
Rich Square, North Carolina
RSR Electric Cooperative, Inc.
Minor, North Dakota
West Plains Electric Cooperative, Inc.
Dickinson, North Dakota

Hood River Electric Cooperative
OJell, Oregon
Black River Electric Co-op
Sumter, South Carolina
Broad River Electric Cooperative, Inc.
Gaffney, South Carolina
Bon Homme Yankton Electric Association
Tabor, South Dakota
Douglas Electric Cooperative, Inc.
Armour, South Dakota
Kingsbury Electric Cooperative
De Smet, South Dakota
Union County Electric Cooperative, Inc.
Elk Point, South Dakota
Dickens Electric Cooperative, Inc.
Spur, Texas
Lamb County Electric Cooperative, Inc.
Littlefield, Texas
Navasota Valley Electric Coop.
Franklin, Texas
Flowell Electric Association, Inc.
Fillmore, Utah
Elmhurst Mutual Power & Light Company
Tacoma, Washington
Nespelem Valley Electric Cooperative, Inc.
Nespelem, Washington
Barron Electric Cooperative
Barron, Wisconsin
Bayfield Electric Co-op
Iron River, Wisconsin
Crawford Electric Cooperative
Gays Mills, Wisconsin
Dunn County Electric Cooperative
Menomonie, Wisconsin
Grant-Lafayette Electric Cooperative
Lancaster, Wisconsin
Puk Burnett Electric Cooperative
Centuria, Wisconsin
Price Electric Cooperative
Phillips, Wisconsin
St. Croix Electric Cooperative
Baldwin, Wisconsin
Taylor Electric Cooperative
Medford, Wisconsin
Vernon Electric Cooperative
Westby, Wisconsin
Wisconsin Federation of Cooperatives
Madison, Wisconsin
Price Electric Cooperative, Incorporated
Phillips, Wisconsin
Big Horn Rural Electric Cooperative
Basin, Wyoming
Niobrara Electric Association, Inc.
Lusk, Wyoming
Wyrulot Company
Lingle, Wyoming

sponsored by: **EUSA**
Electric Utility Shareholders Alliance
P.O. Box 104595, Jefferson City, MO 65110-4595

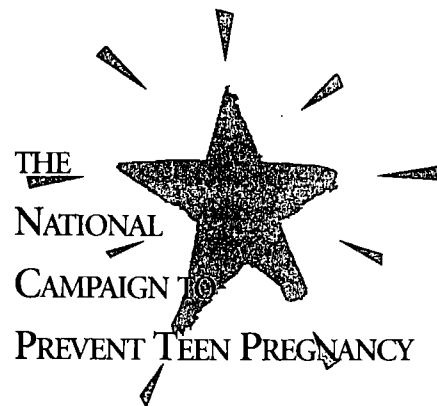
**White House Strategy Session on
Children, Violence, and Responsibility
May 10, 1999**

Proposed Participants

1. **The President**
2. **The Vice President**
3. **The First Lady**
4. **Mrs. Gore**
5. **The Attorney General**
6. **The Secretary of Education**
7. **The Secretary of Health and Human Services**
8. **General Barry McCaffrey**
9. **William Kennard -- FCC**
10. **Television Slot: Les Moonves, President, CBS Television or Bob Iger, CEO, ABC**
11. **Motion Picture Slot or Theater Owners Slot**
12. **Robert Redford (Klain) or Kevin Spacey or Andrew Shue**
13. **Gary Ross or Screen-writer**
14. **Steve Case, CEO, America On-Line**
15. **Doug Lowenstein, President, Interactive Digital Software Association**
16. **Jack Valenti, President, MPAA**
17. **Hilary Rosen, President, RIAA**
18. **Edward Fritts, President, NAB**
19. **Decker Anstrom, President, NCTA**
20. **Roxanne Spillett, President, Boys & Girls Clubs of America**
21. **Sandra Feldman, President, AFT**
22. **Bob Chase, President, NEA**
23. **Ginny Markill, President-Elect of the Parents-Teacher Association**
24. **Pam Eakes, Mothers Against Violence**
25. **Youth -TBD --KK**
26. **Youth -TBD --KK**
27. **T.C. Williams, peer mediator**
28. **Dr. Prema Mathai-Davis, CEO, YWCA of USA**
29. **Abraham Foxman, National Director, ADL**
30. **Rev. Thomas McDade, Secretary of Education, US Catholic Conference**
31. **Reverend Eugene Rivers**
32. **Robert Ricker, Executive Director, American Shooting Sports Council**
33. **Robert Delfay, President and CEO, National Shooting Sports Foundation**
34. **L.E. (Ed) Schultz, President and CEO, Smith and Wesson**
35. **Paul Jannuzzo, VP Glock USA,**
36. **Steve Harnady, Harnady Riffels, Nebraska or Bill Brewster**
37. **Sarah Brady, Handgun Control, Inc. (HCI) --JC**
38. **Steve Young- National Vice President, Fraternal Order of Police (FOP)**
39. **Carl Bell, M.D.**
40. **Robert Pynoos, M.D.**
41. **James Garbarino, PhD.**
42. **Nancy Dickey, President, American Medical Association**

43. **Dr. Maya Angelou**
44. Oprah Winfrey
45. **Eli Segal**
46. **Judge Alan Page**
47. **Mayor Sharon Sales Belton**
48. **Ken Salazar, Colorado, Attorney General**
49. Judy McGrath, President, MTV
50. Recording Artist - TBD
51. **Drew Altman, President and CEO, Kaiser Foundation**
52. Governor Tom Kean alternate: Susan Baker
53. Members of Congress -- Leadership or designee --JM
54. Members of Congress -- Leadership or designee --JM
55. Members of Congress -- Leadership or designee --JM
56. Members of Congress -- Leadership or designee --JM

VIOLENCE



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Summary

THE
NATIONAL
CAMPAIGN TO
PREVENT TEEN PREGNANCY

No Easy Answers

RESEARCH FINDINGS ON PROGRAMS
TO REDUCE TEEN PREGNANCY

Douglas Kirby, Ph.D.

A RESEARCH REVIEW COMMISSIONED BY THE
NATIONAL CAMPAIGN'S TASK FORCE ON
EFFECTIVE PROGRAMS AND RESEARCH

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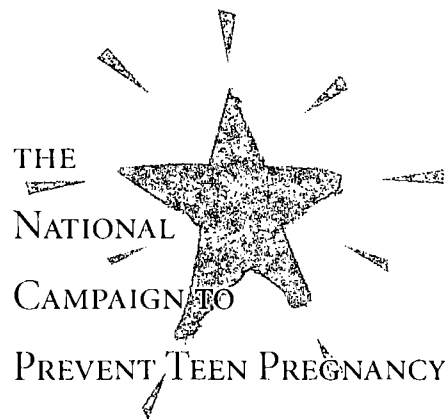
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Whatever Happened to Childhood?

THE PROBLEM OF TEEN PREGNANCY
IN THE UNITED STATES

A REPORT FROM THE
NATIONAL CAMPAIGN TO PREVENT TEEN PREGNANCY