

NOVEMBER 1999

THE HENRY J.
KAISER
FAMILY
FOUNDATION

kids & media
@ the new millennium

A COMPREHENSIVE NATIONAL ANALYSIS OF CHILDREN'S MEDIA USE

PHOTOCOPY
PRESERVATION



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*Youth
Violence*

VICKY RIDEOUT
DIRECTOR,
ENTERTAINMENT MEDIA AND
PUBLIC HEALTH PROGRAM

Tom —

Here is the study we
are releasing on Wed 17th.
Enjoy! Call if you have
any questions.

Vicky



KIDS & MEDIA @ THE NEW MILLENNIUM
NOVEMBER 17, 1999
NEW YORK CITY

AGENDA

8:30 a.m. Registration

9:00 a.m. Welcome – Drew E. Altman, Ph.D., President, Kaiser Family Foundation

9:10 a.m. Presentation of study results

Key findings: Vicky Rideout, Director, Kaiser Family Foundation's
Program on the Entertainment Media & Public Health

Comments: Donald F. Roberts, Jr., Ph.D., Professor of Communication,
Stanford University

Questions from the press: Drew E. Altman, Ph.D.

10:00 a.m. Roundtable discussion – Jeff Greenfield, CNN, moderator

Discussants: Barrett Alexander, CEO, Rogue Entertainment
Ken Auletta, *The New Yorker*
Jane Brown, Ph.D., University of North Carolina
Chuck D, Public Enemy
Christina Ferrari, Managing Editor, *Teen People*
Tom Freston, CEO, MTV Networks
Alan Kay, Vice President, Walt Disney Company
Jamie Kellner, CEO, The WB Television Network
William Kennard, Chair, Federal Communications Commission
Rebecca Odes, gURL.com
Neil Postman, Ph.D., New York University
Donald F. Roberts, Jr., Ph.D., Stanford University
Joel Schumacher, Writer/Director
Deborah Tang, Vice President, BET
Malcolm-Jamal Warner, Actor

12:00 noon Adjournment

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A Kaiser Family
Foundation
Report

November 1999

kids & media

the new millennium



A Comprehensive
National Analysis
of Children's
Media Use



**KIDS & MEDIA @ THE NEW MILLENNIUM
NOVEMBER 17, 1999**

BIOGRAPHIES OF ROUNDTABLE PARTICIPANTS

Barrett Alexander

Barrett Alexander is the Chief Executive Officer of Rogue Entertainment, Inc., a video-gaming company that produces unique and popular computer games. Mr. Alexander has been in the interactive entertainment industry for several years, and prior to joining Rogue Entertainment in June 1999 worked for id Software, Inc. Before that he served as an aircraft electronics technician in the United States Marine Corps, where his work was recognized with the Navy Achievement Medal. He also has a background as an administrative business manager and computer network engineer.

Drew E. Altman, Ph.D.

Drew Altman is President and Chief Executive Officer of the Henry J. Kaiser Family Foundation. One of the nation's largest private foundations devoted to health, the Foundation is a leading independent voice and source of research and information on health care in the United States. Since 1988, the Foundation has also operated a major program supporting efforts to develop a more equitable health system in South Africa. In 1991, Dr. Altman directed a complete overhaul of the Foundation's mission and operations, leading to the Foundation's unique standing and operating style today.

Dr. Altman is a former Commissioner of the Department of Human Services for the state of New Jersey (1986-1989). Prior to joining the Foundation in 1990, Dr. Altman was director of the Health and Human Services program at the Pew Charitable Trusts. He was a vice president of the Robert Wood Johnson Foundation from 1981 to 1986, and served in a senior position in the Health Care Financing Administration prior to joining the Johnson Foundation.

Dr. Altman received his Ph.D. in political science from the Massachusetts Institute of Technology, where he taught graduate courses in public policy. He did his post-doctoral work at the Harvard School of Public Health before moving on to public service. Dr. Altman is a leading expert on national health policy and publishes and speaks widely on health issues.

Ken Auletta

Ken Auletta has written the "Annals of Communications" column for *The New Yorker* magazine since 1992. His profiles have included Rupert Murdoch, Ted Turner, Michael Eisner and Michael Ovitz. Mr. Auletta is the author of seven books, including two national bestsellers – *Greed and Glory on Wall Street: The Fall of the House of Lehman* (1986), and *Three Blind Mice: How the TV Networks Lost Their Way*. His most recent book, *The Highwaymen: Warriors of the Information Superhighway*, is a collection of *New Yorker* profiles of the media figures who seek to dominate the information and communications revolution. He is a sought-after broadcast commentator on politics and media.

Prior to his staff position at *The New Yorker*, Mr. Auletta was a weekly political columnist at the *New York Daily News* from 1977 to 1993. He has also served as a staff writer and columnist for *The Village Voice*, a contributing editor at *New York* magazine, and as the chief political correspondent for the *New York Post*.

Mr. Auletta received a B.S. degree in education from the State University College at Oswego, New York, and an M.A. degree in political science from the Maxwell School of Citizenship and Public Affairs at Syracuse. In 1990, the State University of New York awarded him a Doctor of Letters.

Jane Delano Brown, Ph.D.

Jane Brown is a professor of undergraduate and graduate courses in mass communication theory and effects at the University of North Carolina-Chapel Hill. She received her B.A. in journalism from the University of Kentucky-Lexington and her M.A. and Ph.D. in mass communication research from the University of Wisconsin-Madison. She has been a visiting professor at the University of Michigan and the University of Wisconsin, and was a Fellow at the Gannett Center for Media Studies in New York.

Dr. Brown's research focuses on the mass media's effects on adolescents' health and how the media might be used to reduce unhealthy behaviors. She recently completed a project that evaluated anti-violence public service announcements created by the cable television industry and previously was co-investigator on a National Cancer Institute-funded project that designed and evaluated media campaigns aimed at keeping adolescents non-smokers. She is co-editor of the books *Media, Sex and the Adolescent* and *The Media, Social Science and Social Policy for Children* and the author of numerous articles in academic journals.

Chuck D

Chuck D is leader and co-founder of the popular and controversial rap group Public Enemy, a band that shook up the music establishment and earned several gold and platinum recordings. In 1999 the group became the first major act to release a record on the Internet, *There's A Poison Going On*, which was available for fans to download before the album was in the stores.

In addition to working with his band, Chuck D recently launched a Web site for the hip-hop community called Rapstation. It features interviews with some of the genre's most exciting stars as well as pieces on politics, racism and current events. Chuck D is also a commentator for the FOX News Channel and has contributed his time and talent to numerous public service organizations, including "Rock the Vote," the National Urban League, the National Association of African-American Athletes, and the Partnership for a Drug-Free America. He also has authored his first book, *Fight the Power: Chuck D on Rap, Race and Reality*, and is a frequent guest on the TV shows *Politically Incorrect* and *Nightline*.

Christina Ferrari

Christina Ferrari was hired by Time Inc. in 1997 to develop a new magazine based on the successful *People* magazine. As managing editor, she launched *Teen People* in February 1998. It quickly became one of the most successful launches in Time's history. By the fourth issue, the magazine sold one million copies on newsstands alone. *Teen People* was named Launch of the Year for 1998 by Media Industry Newsletter, and Ms. Ferrari was named Editor of the Year in 1998 by *Advertising Age*. She was selected as one of "New York's Forty Rising Stars Under Forty" by *Crain's New York Business*.

Ms. Ferrari is sought out as a teen and celebrity expert and has appeared on many national TV shows, including *Dateline*, *Good Morning America* and *Entertainment Tonight*. Before coming to Time, she was editor-in-chief of *YM*, one of the largest magazines for young women in the country. The publication set newsstand sales records under her leadership. Ms. Ferrari has also worked at *Redbook*, *McCall's*, *Self* and *Parenting* magazines. She is a graduate of the University of California at Berkeley.

Tom Freston

Tom Freston is Chairman and Chief Executive Officer of MTV Networks. He oversees the management of the company, which owns and operates several television programming networks – MTV: Music Television, MTV2, VH1, Nickelodeon/Nick at Nite and TV Land, as well as The Suite from MTV Networks, a package of music and children's programming services specifically designed for the digital universe. MTV: Music Television can now be found in almost 300 million of the world's television households in 83 territories. Nickelodeon, already the highest rated basic cable network in the United States, can now be seen in over 300 million households around the world.

Under Mr. Freston's leadership, MTV Networks also established MTV Networks Online, a portfolio of leading Internet properties built to address the interests of today's music fan and Internet-savvy kid. The music sites include MTV.com, VH1.com, SonicNet and the soon-to-be-launched "Buggles Project" (working title). In addition, MTV networks now includes movies, a major animation studio, and consumer products including magazines, books, toys and home videos. Mr. Freston earned his B.A. from St. Michael's College and holds an M.B.A. from New York University.

Jeff Greenfield

Jeff Greenfield joined CNN in January 1998, and is co-anchor and senior analyst for the network's flagship newscast, *The World Today*, as well as co-anchor of the Sunday evening program *CNN & TIME*. He also serves as a senior analyst for CNN's *Inside Politics* and the network's election coverage.

Prior to joining CNN, Mr. Greenfield was ABC News' political and media analyst for 14 years. He appeared regularly on *Nightline* and served as an essayist on *World News Sunday*. During political seasons, his reports from convention floors and his election night analyses were a regular feature of ABC's campaign coverage. He also has covered media stories ranging from the growth of cable television to the transition to digital television. He has garnered a number of awards, including three Emmys.

In addition to his work on television, Mr. Greenfield writes a column for *Time* magazine, has contributed articles for *The New York Times Magazine*, *Esquire* and *National Lampoon*, and is the author or co-author of nine books, including *Television: The First 50 Years* and *The Real Campaign*. He has a bachelor's degree from the University of Wisconsin and a bachelor of legal letters degree from Yale Law School.

Alan C. Kay, Ph.D.

Alan Kay is a Disney Fellow and Vice President of Research and Development with the Walt Disney Company. He is best known for the idea of personal computing, the conception of the laptop computer, and his historic work designing the forerunner to the Internet. His deep interests in children and education were the catalysts for these ideas.

One of the founders of the Xerox Palo Alto Research Center, Dr. Kay led one of the several groups that together developed modern workstations (and the forerunners of the Macintosh), the overlapping window interface, Desktop Publishing and Laser printing. Prior to his work at Xerox, Dr. Kay was a member of the University of Utah ARPA research team that developed 3-D graphics. He earned his doctorate there in 1969 for the development of the first graphical object-oriented personal computer. He also participated in the original design of the ARPANet, which later became the Internet.

Dr. Kay has received numerous honors and has been elected a Fellow of the American Academy of Arts and Sciences, the National Academy of Engineering, and the Royal Society of Arts. A former professional jazz guitarist, composer and theatrical designer, he is now an amateur classical pipe organist.

Jamie Kellner

Jamie Kellner is Chief Executive Officer of The WB Television Network. He has built two broadcast television networks (FOX and The WB) and two successful children's programming divisions (FOX Children's network and Kids' WB!), and created the first network-affiliated local cable television station (FOX Net).

Prior to founding The WB, Mr. Kellner served as president and chief operating officer of the FOX Broadcasting Company. For eight years he managed the birth and growth of FOX into a legitimate competitor to the big three networks – the first successful effort in 30 years to establish a new broadcast television network. Mr. Kellner left FOX in 1993 and formed The WB Television Network, a joint venture between Warner Brothers, the Tribune Company and Mr. Kellner. In four years, The WB has established itself as a branded network targeted to young adults and teens with hit programs such as *Felicity*, *Dawson's Creek* and *Buffy the Vampire Slayer*.

William E. Kennard

Bill Kennard is the first African-American chairman of the Federal Communications Commission (FCC). His goals as chairman include making sure that all Americans have access to the technologies that are driving our economy and shaping our society, and protecting consumers in the telecommunication marketplace.

Mr. Kennard was sworn in as Chairman of the FCC in November 1997. A native of Los Angeles, he graduated from Stanford University and received his law degree from Yale Law School in 1981. Before becoming chairman, Mr. Kennard was the FCC's General Counsel, the Commission's principal legal advisor and representative in court. Prior to joining the FCC, Mr. Kennard was a partner and member of the board of directors of the Washington, D.C. law firm of Verner, Lipfert, Bernhard, McPherson, and Hand.

Rebecca Odes

Rebecca Odes is co-founder and Creative Director of gURL.com, a leading website for teenage girls launched in 1996. According to a report from Media Metrix, gURL.com has 900,000 unique monthly visitors, making it the largest online teen-girl website. Through honest writing, visuals and a liberal dose of humor, gURL seeks to provide its audience with a new way of looking at subjects that are crucial to their lives. gURL deals frankly with issues such as sexuality, emotions and body image.

Ms. Odes has also co-authored and illustrated *DEAL WITH IT! A whole new approach to your body, brain, and life as a gURL*, published in September 1999. A full-color, comprehensive resource for adolescents and beyond, *DEAL WITH IT!* incorporates excerpts from gURL.com's online community and provides options for dealing with a wide range of sensitive issues facing teenage girls today.

Ms. Odes holds a master's degree from New York University and is a graduate of Vassar College. In her pre-gURL life, she was an indie-rock recording artist.

Neil Postman, Ph.D.

For the past 35 years Neil Postman has taught at New York University (NYU), where he is the Paulette Goddard Professor of Media Ecology and Chair of the Department of Culture and Communication. Dr. Postman is the author of 20 books including *Teaching as a Subversive Activity* (with Charles Weingartner), *The Disappearance of Childhood*, *How to Watch Television News* (with Steve Powers) and *Amusing Ourselves to Death*. His articles have appeared in *The New York Times Magazine*, *The Atlantic*, *The Saturday Review*, *The Washington Post*, the *Los Angeles Times* and *Le Monde*. He is on the editorial board of *The Nation* magazine.

In 1986, the National Council of Teachers of English gave Dr. Postman the George Orwell Award for Clarity in Language. In the spring of 1991, he was the Lawrence Lombard Visiting Professor of The Press and Public Policy at the John F. Kennedy School of Government at Harvard University. He was appointed a University Professor in 1993, a unique honor held by only 10 professors at NYU. Dr. Postman received his doctoral degree from Columbia University in 1958.

Vicky Rideout

Vicky Rideout is the director of the Kaiser Family Foundation's *Program on the Entertainment Media and Public Health*, which works to promote accurate depictions of public health issues in the entertainment media. At the foundation, Ms. Rideout has overseen studies of television content and organized briefings for television writers and producers on public health issues. She directed and is a co-author of the *Kids & Media @ The New Millennium* report. Among other foundation studies she has directed are the biennial report on sex on TV and studies of the V-Chip ratings system. Prior to joining the Foundation, Ms. Rideout was the founding director of the Children & The Media Program at Children Now. A graduate of Harvard University with a master's degree from Syracuse University, Ms. Rideout also has 15 years of experience as a senior policy adviser and speechwriter to numerous government officeholders and political candidates.

Donald F. Roberts, Jr., Ph.D.

Donald Roberts is a professor of communication at Stanford University and the co-author of the *Kids & Media @ The New Millennium* study with the Kaiser Family Foundation. At Stanford since 1970, Dr. Roberts has published and spoken widely on the impact of media on children and teens. His research has examined a variety of subjects including whether media influences young people's risky behavior, the effect of television advertising on children, and the role of music in teens' lives. His publications include his book, *It's Not Just Rock and Roll: Popular Music in the Lives of Adolescents* (with Peter Christenson), published in 1977. Dr. Roberts also has served as a consultant to numerous government agencies and corporations, including the Federal Trade Commission, the Centers for Disease Control, the Disney Channel and Nickelodeon.

Dr. Roberts received his bachelor's degree from Columbia University, his master's degree from the University of California at Berkeley, and his doctorate from Stanford University.

Joel Schumacher

Writer/director Joel Schumacher has become one of America's leading filmmakers. In 1996, he brought moviegoers the biggest domestic box office hit of the year, *Batman Forever*. Prior to that, he directed the critically acclaimed hit version of the John Grisham novel, *The Client*, starring Susan Sarandon and Tommy Lee Jones. In 1996, he directed the highly successful adaptation of another Grisham novel, *A Time To Kill*. His films range from adventure-fantasy to thrillers to comedy.

Mr. Schumacher studied design and display at Parsons School of Design in New York, and began his career in the entertainment industry as an art director for television commercials before becoming costume designer for such notable films as Woody Allen's *Sleeper* and *Interiors* and Paul Mazursky's *Blume In Love*. In addition to directing, he has written the screenplays for several films including *Car Wash* and *St. Elmo's Fire* (with Carl Kurlander). In all, he has directed or written more than 20 films.

Deborah Tang

Deborah Tang is Vice President of News, Public Affairs and Sports for Black Entertainment Television. Ms. Tang has been with BET since 1986, and was promoted to Vice President in 1992. At BET, Ms. Tang created *BET News*, the first Black national cable news program, as well as *For Black Men Only*, a male-oriented discussion show, and *BET Tonight with Tavis Smiley*. She also oversees the network's children's programming.

Prior to joining BET, Ms. Tang served as a producer for *The Charlie Rose Show*, and has also held producing positions at the ABC, FOX and PBS affiliates in the Washington, D.C. area. She has received an Emmy Award for the special *The KKK in Washington* at WJLA, and was nominated for an Emmy for her network's interview with O.J. Simpson, his first national interview after his trial. She has won three NAACP Image Awards while at BET for the *BET News* "Ron Brown Special," *Teen Summit's* "It Takes A Village," and *Teen Summit's* "Don't Kid Yourself...Teen Pregnancy Is No Joke." A native of Chicago, Ms. Tang resides in the Washington, D.C. area.

Malcolm-Jamal Warner

Malcolm-Jamal Warner is best known for his portrayal of Theo Huxtable, the teenager he played for eight years on *The Cosby Show*, one of television's most successful sitcoms. After that long run, he went on to star in the comedy series *Here & Now*. He currently stars as Malcolm McGee in the UPN comedy series, *Malcolm & Eddie*, where he also is a resident director. Mr. Warner has starred in several high-profile HBO telefilms, including *The Tuskegee Airmen* and *Tyson*, and made his feature film debut in 1994 as Wesley Snipes' brother in *Drop Zone*.

Mr. Warner has been involved in several television efforts looking at problems facing young people today. He has hosted programs such as *Kids Killing Kids* and *Black and White TV: A History of African-Americans in Television*, and directed and produced the AIDS awareness video *Timeout: The Truth about HIV, AIDS and YOU*, with Magic Johnson and Arsenio Hall. The video earned Mr. Warner an NAACP Key of Life Image Award.

Mr. Warner also has directed music videos, formed a jazz funk band called Miles Long and has become a favorite on the fast-growing spoken-word circuit with his performance poetry.

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Kids and Media at the New Millennium: A Comprehensive National Analysis of Children's Media Use

A Report of the Kaiser Family Foundation

Chart Pack

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Program on the
Entertainment Media
& Public Health

THE HENRY J.
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Violence

2/22 TALKING POINTS

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

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

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

I. Scope of The Problem

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

Youth violence is not a new issue; it did not begin with last year's school shootings and in fact those shootings were just the most visible symbol of what has been happening in America for decades in less dramatic fashion. For over two decades, the Center for Disease Control has been reporting that youth violence is at epidemic rates. Violence is now the second leading cause of death

for young people under age 21 in the United States. It is the *leading* cause of death for african-american and latino males, it is the leading cause of death in many states, such as California, and it is the single greatest cause of death and injury to young people in virtually every major American city. For two decades now we have lost 13 or more children every day to violence. In effect, we have had a Columbine in this country every day in terms of the numbers of young people killed. And that is just the story of homicides. Over 900,000 young people are victims of non-lethal violent crimes, many of which result in permanent physical or emotional injuries. Another 700,000 young people commit those crimes. These figures do not even include all of the violent attacks that go unreported to the police. In short, violence is the greatest single public health threat facing young people.

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

II. Origins of the Campaign

There are a few things that we know for sure about this phenomena, and which led to the creation of a National Campaign. At the White House summit on youth violence held last May, leaders from around the country on the subjects of violence, youth, and law enforcement, agreed on a few things. First, the problem is a societal one, not a biological one. There is nothing genetic about Americans that makes us naturally more violent than people from other nations. Second, violence has many causes, and addressing all of these sources is well beyond the power of the federal government and law enforcement generally to address. What is required, is a society-wide movement. We must address violence collectively and enlist ordinary people in efforts to prevent violence: this includes early childhood development, identifying warning signs, getting help to young people early, focusing criminal justice resources on kids who are

at highest risk, giving high risk communities the assets that they need to address the issue, and expanding the use of best practices that are proven to help young people learn how to resolve conflict, to gain respect, and to express rage without resorting to violence.

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

III. Direction of the Campaign

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

A. Public Education

I'll first briefly describe the public education component. Our first initiative is to educate the public that it can make a difference. If you have read the status reports, you will be aware of the stunning success that Boston and other cities have had in reducing youth violence, and proving that it can be

done. Boston, for example, went from having the highest rate of youth violence in the Country to going two and-a-half years without a youth homicide.

We have been extremely fortunate to have Foote Cone and Belding, the largest advertising agency in North America, donate its services to developing messages both to youths and caregivers to get this message across. In addition, we are very grateful to the Ad Council which has agreed to adopt, distribute, and promote these messages with all of their resources. To develop our messages, we have formed groups that include the leading scholars from around the country, the top violence prevention experts, and literally hundreds of youths to make sure that we find the right messages to engage the public in a productive way. Both Foote Cone and the Ad Council have made this campaign a top priority, and are on schedule to debut both campaigns on April 20. April 20 will be the culmination of a series of events that we are calling a week of peace, and is itself the one-year anniversary of Columbine (when media attention will already be focused on this issue).

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

The message to youth is both an empowering message and an anti-violence message. The message is that avoiding violence is cooler than getting violent. The message will thus feature peacemakers who have risen

above violence, and actual statements by people who have been violent about how violence did not make them feel better or more powerful: it only made the pain worse and made them feel even less significant. Our goal is to have young people own this movement in the same way that young people adopted and led the drunk-driving and recycling movements.

In crafting these messages, we have been assisted by a group of 30 leading scholars from 12 different fields who met at Harvard to go over our messages in detail. In addition, we had all of these messages reviewed by our youth action council, which is composed of 20 young people from around the country — all of whom have first-hand experience with violence and have committed to a make a difference. In fact, two of the youth action council members, Carter Gaston and Sherri Abufakuseh, are on our Board of Directors and on this call. We are now forming a media advisory council which is going to help us with the strategic work of examining how to make sure that this message is distributed as broadly and effectively as possible through all possible media.

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

B. City-By-City Campaign

Our second initiative — the effort to inspire local businesses and communities to engage in violence prevention — is also well on its way. We have identified 15 communities nationally with high youth violence rates to

serve as model communities for this effort. These communities were selected not only because of their high violence rates, but also because they are cities that have already done a great deal of work to identify what specific programs and resources are needed, and in which there is a corporate champion who has agreed to enlist other businesses to invest in this effort.

We have already set dates for announcing these partnerships in our first two cities, Memphis and St. Louis. In part, we have been able to make extraordinary progress in those cities because we have dedicated corporate champions for each city on our Board of Directors. Two years ago, Ira Lipman, the Chairman, Founder and CEO of Guardsmark, founded the Memphis Shelby Crime Commission which is a partnership of law enforcement, community leaders, and 18 Memphis-based businesses (including FedEx), to address crime and violence in that county. Having studied the needs in Memphis extensively, the Commission has been looking for an opportunity to catalyze the community to focus on those needs. This is a perfect opportunity. From April 12-14 we have scheduled a series of events to bring both a local and national focus on opportunities to reduce youth violence in Memphis. Within Time Warner, Court TV and Teen People have committed to support youth forums in Memphis on April 12 and 13; Tommy Hilfiger has underwritten a mural project for youth; CBS is supporting a create-your-own anti-violence PSA contest for young people, and on April 14, the Discovery Channel has agreed to telecast the first national town hall on youth violence from the National Civil Rights Museum in Memphis. We are now working with business leaders in Memphis to identify specific new, long-term commitments that they will adopt that can be announced nationally on the 14th. A similar effort is being planned for St. Louis on June 1, thanks to the help of our board member, Francine Katz, who is a Sr. Vice-President at Anheuser-Busch. Other initiatives are planned for Pittsburgh, Denver, Portland, Camden, Flint, Pine Ridge S.D., Los Angeles, Richmond CA, and five other U.S. cities over the next 18 months.

C. School Based

Finally, I am perhaps most proud of the start that we have made on our youth-led, school based component. Among the people joining us on this call today are three youth board members. Jason Dorsey from Texas, Carter Gaston from Georgia, and Sherri Abusfakuseh from Illinois. Each of them was already engaged in local and national efforts by young people to reduce youth violence.

For the past five days, we have had members of similar groups — leaders with first hand experience in violence — out in San Francisco planning the youth component of this program. This will include not simply bringing a youth voice to this campaign, but leading grassroots student groups in their schools, working with school administrators to adopt non-violence curricula, and working with our media partners to establish an unprecedented on-line capability to share information and engage youth. In this regard, we are particularly fortunate to have Rick Inatome, the CEO of ZapMe, who has committed to using ZapMe's in-school netspace in any way possible to advance this effort.

IV. Board Responsibilities and Next Steps

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

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

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

Our plan is this. I expect that we will have only one full Board meeting

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

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

Finally, each of you will be invited to participate in — or designate an associate to participate in — our advisory councils. As noted, our youth action council is already represented on the Board. Likewise, our academic advisory council is represented by John Devine — the chair of our Academic Advisory Council and by Deborah Prothrow-Stith from the Harvard School of Public Health (who is joining us today from Africa). We would invite Board members or their designees to participate as well on our Media Advisory Council, our Business Advisory Council, our Grassroots council, and our Political Advisory Board.

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

Once again, thank you for your commitment. I understand that the

President is ready to join us now. I will be glad to talk about any questions you may have after the President's discussion ends.

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