

Spoke w/ 7/3/97

Call

He will talk w/
Steve Silverman
at al re:

Angus

follow-up.

~~King~~

1199 →

CREATIVE ARTISTS AGENCY

LITERARY AND TALENT AGENCY
9830 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA 90212-1825
TELEPHONE: 310-288-4545 • FACSIMILE: 310-288-4800

6/27/97

Mr. Bill Kincaid
The White House
Domestic Policy Council
OEOB Room 202
Washington, DC 20502

Dear Bill:

Thanks for your time while I was in Washington, recently. As you begin to consider various activities for Back to School efforts and getting your messages out, please know that we would like to be as helpful as possible from our position. Taking your suggestion, I offer a few models for possible events with the President.

- The President, during his next trip to California, attends the screening and premiere of the public service announcement. He could meet with studio heads first and discuss the importance of the entertainment industry's role in supporting youth. He would then move into a larger reception with all of the talent who participated in the PSA (and others), show the PSA, briefly speak about service to America's youth and improving education, and then, mingle.

Time: Evening event/ Hour to hour and a half
Location: Creative Artists Agency (He has done events here before. Secure location.)
Press: Closed at meeting with CEO's
Open with larger Hollywood gathering

- The President attends a Venice High School event highlighting public/private partnerships, technology in schools, and school to work issues. We show the PSA and highlight the success stories of the faculty and students. These areas are where we as partners of the school have helped. This school is truly an urban success story. Celebrities from the PSA and others attend as well to discuss the "virtues of learning".

Time: 1 hour
Location: Venice High School, Venice, CA
Press: Open

- An event in Washington which lends a more official atmosphere. Rose Garden or Roosevelt Room meeting with entertainment industry CEO's focusing on what companies are doing and what else they can do.
- An alternative, as you suggested, is a small screening at The White House. This would obviously be more intimate and casual as well as a significantly smaller group.

I would like to reiterate firmly that involvement by the President and The White House will be extremely attractive to members of the entertainment community. It will become a magnet for other companies and individuals to participate on a broader scale in the lives of kids and schools. This is already happening. However, if we can coordinate an event where these activities are highlighted for "America Goes Back to School" or the Summit follow through, the mileage will be tremendous.

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Additionally, realizing the current association with Hollywood, any of these events demonstrates a more substantive relationship with this industry by the President. The message is that the entertainment industry is taking a more pro-active role and that needs to be acknowledged. He can help make service and corporate participation "cool" in this industry with his presence. As I mentioned, Secretary Riley has seen this "rough cut" and met with some studio heads. Your office should speak with him about the potential for carrying strong messages about education and service; both issues related to the Clinton legacy.

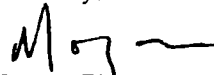
Messages

- A. Focusing on an issue of national priority. Messages about education and youth service.
- B. Public/Private partnership demonstrating the powerful connection between policy world and creative talent.
- C. Subtle message of a more substantive association with "Hollywood".
- D. One industry's follow through on the Summit commitment.

Please let me know what you think of these options as soon as possible, so we can make any arrangements. Also, please refer to the original letter sent to your offices which describes the Entertainment Coalition for Education and its mission. I can be reached at 310-288-4545.

Thanks again for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Morgan Binswanger", with a stylized flourish at the end.

Morgan Binswanger

Entertainment Coalition for Education

TALENT FOR THE PSA CAMPAIGN



Patricia Arquette
Annette Bening
Ellen Barkin
Courtney Cox
Claire Danes
Ellen DeGeneres
Cameron Diaz
Michael J. Fox
Whoopi Goldberg
Jeff Goldblum
Ron Howard
Greg Kinnear
Lenny Kravitz
Nathan Lane
Jennifer Lopez
Courtney Love
Frances McDormand
Julianne Moore
Edward Norton
Rhea Perlman
Luke Perry
Jada Pinkett
Rob Reiner
Chris Rock
Elisabeth Shue
Billy Bob Thornton
Marisa Tomei
Christy Turlington
Blair Underwood
Damon Wayans

Director:
Joel Schumacher

Entertainment Coalition for Education

At the recent Presidents' Summit in Philadelphia, our nation's leaders called on all private and public sectors to get involved in the lives of youth. The Entertainment Coalition for Education, consisting of studios, networks, agencies, educators and entertainers, pledged at the Presidents' Summit to create a series of messages around improving teaching and learning in this nation and supporting youth service. This is the first time our industry as a whole has come together to confront one of America's most critical issues and this two year campaign is designed to serve as a champion for the goals of the summit.

As a major national effort, this collaboration to date has included education research and policy experts sitting at the table with some of the most creative talent in entertainment to consider the effective approaches to engaging the general public. Our work has included polling and focus group reviews in order to develop the most powerful campaign possible.

This campaign will be unusual not only in its visual impact and context but also by method of distribution. The E = mc² public service announcement campaign is an entertainment industry initiative designed to create awareness about the "virtues of education". We are looking for the campaign to begin in movie theaters initially during the summer blockbuster season. It will then transfer to television in time for various national "back to school" efforts, followed by radio and print. As a two year campaign, additional PSA's will focus on particular efforts to improve education throughout the country. Various opportunities, therefore, will be available for working on this project over the next few years.

There will be a call to action at the end of the spot which will provide a toll- free 1-800 number and a web site address for people to reference in order to receive more information about how they can get involved. Providing a conduit for viewers to take action is an important element to the success of this effort.

Accepting a national call to action on behalf of America's children and improving education is the criteria for participation. We look forward to your involvement and are excited about the work ahead.

Entertainment Coalition for Education

The Entertainment Coalition for Education, an emerging group of leading entertainment industry studios, agencies, companies, artists, and educators, commits to develop a major public awareness campaign designed to support education initiatives in America. This two year campaign will be launched by the fall of 1997, and will ask all citizens to become more involved in teaching and learning and will issue a call to young people to help their peers and build stronger schools and communities through service.

CREATIVE ARTISTS AGENCY

LITERARY AND TALENT AGENCY

9830 WILSHIRE BLVD.
BEVERLY HILLS, CALIFORNIA 90212-1825
PHONE: (310) 288-4545

TO: **Mike Cohen** DATE: **6/27/97**
FROM: **Morgan Binswanger** FAX NO: **202/456-5581**
SUBJECT: **PSA/President**
SPECIAL INSTRUCTIONS:

WE ARE TRANSMITTING A TOTAL OF 3 PAGES, INCLUDING THIS SHEET. DIRECT YOUR INQUIRY
REGARDING AN UNSUCCESSFUL TRANSMISSION OR ILLEGIBLE COPY TO (310) 288-4545 - EXT. 5757

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FAX TRANSMITTAL COVER SHEET

FAX NO. (310) 288-4800

CREATIVE ARTISTS AGENCY

LITERARY AND TALENT AGENCY

9830 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA 90212-1825
TELEPHONE: 310-288-4545 • FACSIMILE: 310-288-4800

6/27/97

Mr. Mike Cohen
The White House
Domestic Policy Council
OEOB Room 218
Washington, DC 20502

Dear Mike:

Thanks for your time while I was in Washington, recently. As you begin to consider various activities for Back to School efforts and getting your messages out, please know that we would like to be as helpful as possible from our position. Taking your suggestion, I offer a few models for possible events with the President.

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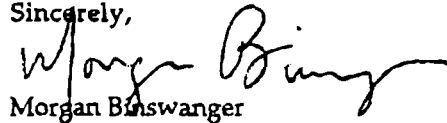
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Thanks again for your time and consideration.

Sincerely,



Morgan Binswanger

CREATIVE ARTISTS AGENCY

LITERARY AND TALENT AGENCY

9830 WILSHIRE BLVD.
BEVERLY HILLS, CALIFORNIA 90212-1825
PHONE: (310) 288-4545DATE: 6/5/97FAX NO: 202/456-7028TO: Bill KincaidFROM: Morgan BinswangerSUBJECT: PSA Campaign

SPECIAL INSTRUCTIONS:

I apologize for the missent fax. Thank you for your understanding and patience.

Akiko, Assistant

WE ARE TRANSMITTING A TOTAL OF 3 PAGES, INCLUDING THIS SHEET. DIRECT YOUR INQUIRY
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FAX TRANSMITTAL COVER SHEET

FAX NO. (310) 288-4800

Entertainment Coalition for Education

5/29/97

Mr. Bill Kincaid
The White House
Domestic Policy Council
OEOP Room
1600 Pennsylvania Ave., NW
Washington, DC 20202

Dear Bill:

The body of the this letter will allow you to understand our goals and elaborate on what you and I discussed last week. We are shooting our PSA this weekend in Los Angeles and then in New York. I would strongly urge the White House to be aware of this campaign as it unfolds only because it will serve ostensibly as a communications tool for many of the Administrations goals in education and as a follow up to the Summit in Philadelphia. Included is a script and list of participants. Any encouragement to the artists involved directly from the White House will be important, if education is to become an issue for the entertainment industry to adopt.

Creative Artists Agency (CAA) is a literary and talent agency representing many of the most celebrated directors, actors, producers, writers, small companies and musicians in the entertainment business. We are an organization of 350 people with offices in Los Angeles and Nashville. The recently established CAA Foundation evolved from the initial development of a community partnerships division started eighteen months ago when a new leadership team assumed control of the company. We are looking to improve teaching and learning through the arts and technology by supporting preexisting programs in the cities where we have offices. While we are not sizable, we do offer a more unusual domain as a source of philanthropy.

We are undertaking a national project which ties into the conversation at Carnegie two weeks ago. CAA is coordinating the creation of a two year public message campaign around improving teaching and learning, framing education as a critical national issue which citizens need to engage in at the local level. This commitment was made at the Philadelphia Summit and includes a collaborative effort of various studios, agencies and companies under the heading of The Entertainment Coalition for Education. The campaign will begin this summer and be distributed through theaters first, then move to television for the beginning of the school year. It will involve the most recognizable and creative people in the entertainment industry.

We are intent on using the campaign to help frame "education as cool" in the minds of our youth and herald the call to adults concerning the need for all citizens to invest in improved teaching and learning. This is no small task, but as the purveyors of pop culture, we look to use the vehicle of celebrity in order to help reestablish excellence in the area of education. Originally, in considering how our industry might be constructive, we felt that by using our natural resources (the

Entertainment Coalition for Education

creation of moving images and music), we could add a needed communications piece to the larger picture of school improvement.

Our first PSA centers around what we are calling the "virtues of learning." We have had educators at the table with creative teams during initial development and have also conducted some focus group research. Briefly, it is a set of individual black and white shots fading in and out on the most recognizable celebrities. Varying in age and background, some participants are conventional and others more rebellious. Each actor/musician will state a form of personal benefit, the source which we learn of at the end of the PSA. A sample follows: "It offers character, access, opportunity. It gives me reason, ideas, judgment. It opens space, closes gaps, designs thought. It's an education, an education, an education, an education....". This series of statements extends throughout the PSA which can conform to between 30, 60, or 90 seconds in length depending on the medium. Additionally, we are considering having an 800 number and a web site address so that viewers can access more information, if they wish, about organizations serving school improvement. Therefore, the PSA's will provide not only a motivational framework but a portal for viewer action.

Intent on raising the message above particular categorical issues in education, we are looking to allow the subject of excellence and involvement to be cast in a broad brush. Successive PSA's will focus on more categorical issues, but will all echo the larger message of, "It's an education, an education, an education". We are also looking to reach a younger audience in this first PSA, although adults will clearly be drawn to these messages, too, as our focus groups illustrated. We believe that a message campaign will not only help support improving teaching and learning in a small way, but that within the entertainment community it will demonstrate how this industry can use its natural resources to provide for the common good on a national level. All of the work, to this point, has been conducted on a pro bono basis by everyone involved.

Please let me know, if you have further questions. Again, I enjoyed our initial meeting and look forward to possible collaborations in the future.

Sincerely,



Morgan Binswanger

[PS: I need help with a congratulatory letter from the President to Venice High School (310-306-7991). They won the National Science Bowl for the second year in a row. Tough urban school, 67% Latino, 15% black, 5% Pacific Islander, 8% white, gang issues, etc. It is a great urban success story and needs to be recognized. No brainer for a standard letter, I'd argue.]

Angus S. King
06/10/97 10:33:38 AM

Record Type: Record

To: William R. Kincaid/OPD/EOP

cc:

Subject: Re: meeting 

It was good. He told us about a couple of options for ways the WH could interact with their program – It was agreed that it would be good for you all to meet with him, too, so that each perspective is considered (from a Summit on Volunteer perspective, a California perspective, a policy perspective) so that when and if we figure out something to do, everyone will be able to shape it into the best event for the President. Tell me how yours goes.