



Document No. _____

WHITE HOUSE STAFFING MEMORANDUM

DATE: 7/1 ACTION/CONCURRENCE/COMMENT DUE BY: 7/1 6:00 pmSUBJECT: Camden Yards Remarks

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☒	☐	McCURRY	☐	☒
BOWLES	☒	☐	McGINTY	☐	☐
McLARTY	☐	☐	NASH	☐	☐
PODESTA	☒	☐	RUFF	☐	☐
MATHEWS	☒	☐	SMITH	☐	☐
RAINES	☐	☐	REED	☒	☐
BAER	☒	☐	SOSNIK	☒	☐
ECHAVESTE	☐	☐	LEWIS	☒	☐
EMANUEL	☒	☐	YELLEN	☐	☐
GIBBONS	☐	☐	STREETT	☐	☐
IBARRA	☐	☐	SPERTING	☐	☐
RADD	☐	☐	TARULLO	☐	☐
MARSHALL	☐	☐	VERVEER	☐	☐
HILLEY	☐	☐	<u>Waldman</u>	☒	☐
KLAIN	☐	☐	<u>218 Cohen</u> →	☒	☐
BERGER	☐	☐	<u>Wexler</u>	☒	☐
LINDSEY	☐	☐	<u>Robinson</u>	☒	☐

REMARKS:

Comments to Terry Edmonds

RESPONSE:

'97 JUL 1 PM 1:25

**PRESIDENT WILLIAM J. CLINTON
EDUCATION EXCELLENCE PSAs
ORIOLES PARK AT CAMDEN YARDS
BALTIMORE, MD
JULY 2, 1997**

Thank you, Bud Selig. I am pleased to be here with the great fans of Baltimore; Cal Ripken; members of the Boys and Girls Club; and Norm Augustine, chairman of Lockheed Martin. I want to offer a special thanks to you Norm for your leadership on behalf of education in Maryland and throughout the nation.

Excellence in baseball and excellence in education require the same qualities: teamwork, hard work and setting high standards of excellence. The ads you are about to see stress the importance of setting and achieving high academic standards so that all our children can get the world-class education they deserve. These ads were made possible by, the Education Excellence Partnership, an all-star team of teachers, governors, businesses, and baseball players - all pitching in to help our children aim high and reach their goals.

Today, Cal Ripken is playing in his 2,396th consecutive game. Educational excellence requires the kind of hard work and discipline that has made him the "Iron Man" of baseball. I want to thank Cal and Kelly Ripken for the outstanding contribution they are making to literacy here in Baltimore. And I want to urge everyone here today -- especially parents and their children -- to step up to the plate and do your part.

This public service campaign reminds us that education is the foundation for building a lifetime of success in every walk of life. It supports my call for national standards in reading and math. And it gives an important boost to our efforts to make sure all our young people have the skills and the confidence to be the very best they can be. Again, I want to thank the players and everyone involved in this effort. Just as the Orioles are fighting to hold on to first place this season -- the rest of us need to do our best to keep education in first place in America.

Thank you.



The Business Roundtable

1615 L-STREET, N.W.

WASHINGTON, DC 20036

FAX

Date:

2/1/97

Number of pages including cover sheet:

4

To:

Mike Cohen

Phone:

Fax phone: 456 5581

CC:

From:

Susan Trainor

Phone:

(202) 872-1260

Fax phone:

(202) 466-3509

REMARKS:



Urgent



For your review



Reply ASAP



Please comment

*Current press release - call so we
can discuss*

DRAFT 7/1/97 10:15 AM**HOLD FOR RELEASE UNTIL
WEDNESDAY, JULY 2, 1997****CONTACT: Jennifer Benson Litchman
(202) 872-1260****BASEBALL, BUSINESS, POLICY LEADERS & TEACHERS LAUNCH AD
CAMPAIGN TO PROMOTE EDUCATION EXCELLENCE**

Washington, DC, July 2, 1997 - The Education Excellence Partnership, a unique coalition of public officials, business and teacher organizations working to strengthen the academic future of American children, will join President Clinton today in a ceremony at Baltimore's Camden Yards to launch a new series of public service television ads. The ads feature Major League Baseball players and encourage parents to get involved in their children's education and support higher academic standards in their children's schools.

"As we approach the 21st century, the strength of a nation is no longer measured by natural resources but by intellectual capacity. Students must be prepared academically for the new challenges that await them when they graduate from high school," said Norman R. Augustine, Chairman and CEO, Lockheed Martin Corporation, and Chairman, Education Task Force of The Business Roundtable, founding organization of the Education Excellence Partnership.

Participating in today's ceremony are President Clinton, Orioles' third baseman Cal Ripken, Norman Augustine, Chairman & CEO of Lockheed Martin Corporation and Chairman of The Business Roundtable's Education Task Force, and Allan H. (Bud) Selig, Chairman, Executive Council, Major League Baseball.

The new public service ads, one of which will air before today's game between the Baltimore Orioles and the Philadelphia Phillies, feature Tony Gwynn (San Diego Padres), Brett

DRAFT 7/1/97 10:08 AM

Butler (Los Angeles Dodgers) and Tom Glavine (Atlanta Braves). "We in Major League Baseball have long recognized the important relationship between children and the future of our country," said Allan H. "Bud" Selig, Chairman, Executive Council, Major League Baseball. "The Boys & Girls Clubs of America, Major League Baseball's official charity, and the Education Excellence Partnership are wonderful examples of how we should invest in the future."

The ads urge parents to "be a big league parent" by being more involved in our schools and offer free booklets with tips on raising academic standards by calling 1-800-38-BE SMART. The ads will be distributed nationally by the Ad Council, the country's biggest producer of public service advertising.

The Education Excellence Partnership was formed in 1992 when business, policy leaders and education organizations came together with a common interest in raising academic standards and education performance in the United States. The campaign calls upon parents to learn more about what their children should be learning and push for high, clearly defined standards in schools.

"The kind of partnerships we see on display here today -- between businesses, policy leaders and teachers -- are a winning combination and the best possible way to pursue and achieve challenging standards in schools. This advertising effort will result in champions in the classroom," says U.S. Department of Education's Secretary Riley.

"Our coalition is founded on the bedrock belief that any school improvement effort must rest on a foundation of world-class standards," said Robert L. Wehling, Senior Vice President,

DRAFT 7/1/97 10:08 AM

Procter & Gamble Co., President, Education Excellence Partnership, and Chairman, The Advertising Council.

The Education Excellence Partnership is a joint endeavor of The Business Roundtable, U.S. Department of Education, American Federation of Teachers, National Alliance of Business, National Education Association, National Governors' Association, and the U.S. Chamber of Commerce.

INSERT QUOTE FROM DONALD FEHR

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MEDIA ADVISORY**MEDIA ADVISORY****MEDIA ADVISORY****PRESIDENT CLINTON AND CAL RIPKEN LAUNCH NATIONAL CAMPAIGN
ON ACADEMIC EXCELLENCE**

- EVENT:** The Education Excellence Partnership (EEP) will launch a new series of public service television ads today in a ceremony at Camden Yards in Baltimore. The ads feature Major League Baseball (MLB) players and encourage parents to support higher academic standards in their children's schools.
- PARTICIPANTS:** President Bill Clinton; Baltimore Orioles' third baseman Cal Ripken; Norman R. Augustine, Chairman & CEO, Lockheed Martin Corporation, and representing the Education Excellence Partnership; and Allan H. (Bud) Selig, Chairman, Executive Council, Major League Baseball.
- DATE:** Wednesday, July 2, 2:50 p.m.
- PLACE:** Orioles Park at Camden Yards, Baltimore, MD
Ceremony to take place on the pitcher's mound before the start of the 3:05 p.m. game.
- SIGNIFICANCE:** The Education Excellence Partnership is a non-profit organization working to strengthen the academic future of American children. This coalition of public officials, business and teacher organizations includes: The Business Roundtable, U.S. Department of Education, American Federation of Teachers, National Alliance of Business, National Education Association, National Governors' Association, and the U.S. Chamber of Commerce.
- VISUAL OPPORTUNITIES:**
- President Clinton, Cal Ripken, Bud Selig & Norm Augustine on pitcher's mound with local children.
 - Advance copies of the new PSAs are available on request.
- INTERVIEWS:**
- Norm Augustine, Chairman & CEO, Lockheed Martin Corporation & Chairman, Education Task Force of The Business Roundtable
 - Bob Wehling, Senior Vice President, Procter & Gamble, President, Education Excellence Partnership, and Chairman, Ad Council

**Education Excellence Partnership
(Fact Sheet/Background)**

The Education Excellence Partnership (EEP) is a non-profit organization working to strengthen the academic future of America's children by encouraging parents to get more involved in their children's education and learn about and support higher academic standards.

This unique coalition of public officials, business and teacher organizations includes The Business Roundtable, U.S. Department of Education, American Federation of Teachers, National Alliance of Business, National Education Association, National Governors' Association, and the U.S. Chamber of Commerce.

"Our coalition is founded on the bedrock belief that any school improvement effort must rest on a foundation of world-class standards," said Robert L. Wehling, Senior Vice President, Procter & Gamble Co., President, Education Excellence Partnership, and Chairman, The Advertising Council.

This week the Education Excellence Partnership unveils a new series of public service advertisements that feature three of Major League Baseball's standouts -- Tony Gwynn (San Diego Padres), Brett Butler (Los Angeles Dodgers) and Tom Glavine (Atlanta Braves).

Viewers are encouraged to "be a big league parent" by calling a toll-free number (1-800-38-BE SMART) to receive a free copy of a booklet entitled "Strengthening Your Child's Academic Future." The booklet provides sample questions parents can use to begin a dialogue with their children's teachers and administrators about the academic standards in place at their school.

The trio of ads was created by the Leo Burnett Company and will be distributed by the Ad Council, the country's biggest producer of PSAs. They will begin airing in time for back to school.

The public service announcements are part of a continuing effort to help Americans learn more about the urgent need for reform in America's schools, to raise academic standards, and to encourage parents to get more involved in their children's education.

The current emphasis on parental involvement results from the recognition that as states and local districts adopt and implement higher standards in the classroom, parental support and action is critical for success.

In 1989 then-President Bush's called for CEOs to make a personal commitment to reform elementary and secondary education. The Business Roundtable answered that call by committing to a 50-state initiative to improve the quality of our schools. In 1992, the Roundtable invited other organizations to sponsor an advertising campaign to help the public understand the need for education reform.

Major League Baseball and the Major League Baseball Players Association are now working with the Education Excellence Partnership on the current series of ads featuring professional ballplayers.

DRAFT 6/30/97 3:06 PM**HOLD FOR RELEASE UNTIL
WEDNESDAY, JULY 2, 1997****CONTACT: Jennifer Benson Litchman
(202) 872-1260****BASEBALL, BUSINESS & POLICY LEADERS LAUNCH AD CAMPAIGN TO
PROMOTE EDUCATION EXCELLENCE**

Washington, DC, July 2, 1997 - The Education Excellence Partnership, a non-profit organization working to strengthen the academic future of American children, will join President Clinton today in a ceremony at Baltimore's Camden Yards to launch a new series of public service television ads. The ads feature Major League Baseball players and encourage parents to get involved in their children's education and support higher academic standards in their children's schools. They will be distributed nationally by the Ad Council, the country's biggest producer of public service advertising.

The Education Excellence Partnership, a coalition of public officials, business and teacher organizations, aims to raise academic standards and education performance in the United States. "Our coalition is founded on the bedrock belief that any school improvement effort must rest on a foundation of world-class standards," said Robert L. Wehling, Senior Vice President, Procter & Gamble Co., President, Education Excellence Partnership, and Chairman, The Advertising Council.

"As we approach the 21st century, the strength of a nation is no longer measured by natural resources but by intellectual capacity. Students must be prepared academically for the new challenges that await them when they graduate from high school," said Norman R. Augustine, Chairman and CEO, Lockheed Martin Corporation, and Chairman, Education Task

DRAFT 6/30/97 3:09 PM

Force of The Business Roundtable, founding organization of the Education Excellence Partnership.

Today's ceremony, held on the pitcher's mound at Camden Yards, features President Bill Clinton, Orioles' third baseman Cal Ripken, Norman Augustine, Chairman and CEO of Lockheed Martin Corporation and Chairman of The Business Roundtable's Education Task Force, and Allan H. (Bud) Selig, Chairman, Executive Council, Major League Baseball.

INSERT QUOTE FROM SECRETARY RILEY

The new public service ads, one of which will air before today's game between the Baltimore Orioles and the Philadelphia Phillies, feature Tony Gwynn (San Diego Padres), Brett Butler (Los Angeles Dodgers) and Tom Glavine (Atlanta Braves). The ads urge parents to "be a big league parent" by calling 1-800-38-BE SMART to receive a free booklet entitled "Strengthening Your Child's Academic Future."

The Education Excellence Partnership is a joint endeavor of The Business Roundtable, U.S. Department of Education, American Federation of Teachers, National Alliance of Business, National Education Association, National Governors' Association, and the U.S. Chamber of Commerce.

INSERT QUOTES FROM BUD SELIG AND DONALD FEHR

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Cohen

**THE TRIP OF
THE PRESIDENT
TO
BALTIMORE, MARYLAND**

JULY 2, 1997

Staff Copy

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Wednesday, July 2, 1997

BALTIMORE, MARYLAND

Locker Room Greetings and PSA Launch/Orioles v. Phillies Baseball Game

- Event Memo/Guest List
- Remarks
- Orioles Update

Maryland Background

- Political Background
- Economic 1-Pager
- Peter Angelos and Bethlehem Shipyard
- CEQ Issues
- Mayor Rendell and PM/Ozone

SCHEDULE OF THE PRESIDENT

FOR

WEDNESDAY, JULY 2, 1997

FINAL

SCHEDULING DIRECTOR:

STEPHANIE STREETT

HOME: 202-332-5651

OFFICE: 202-456-2823

WHCA PAGER: 4033

TRIP COORDINATOR:

LAURA GRAHAM

HOME: 703-212-7642

OFFICE: 202-456-2349

WHCA PAGER: 4809

PRESS DESK:

JEREMY GAINES

HOME: 202-362-5475

OFFICE: 202-456-5771

WHCA PAGER: 4194

**SCHEDULE OF THE PRESIDENT
FOR
WEDNESDAY, JULY 2, 1997**

NOTE: For those staff members manifested on helicopters, a staff van will depart from West Executive Avenue at 12:30pm for the Pentagon Landing Zone.

NOTE: The attire for the Baseball Game is neat casual.

9:00 am-	MEETING
9:15 am	OVAL OFFICE Staff Contact: Erskine Bowles
9:15 am-	BRIEFING
9:30 am	OVAL OFFICE Staff Contact: Sandy Berger
9:30 am-	BRIEFING
9:45 am	OVAL OFFICE Staff Contact: Sandy Berger
9:50 am-	MEETING
10:00 am	OVAL OFFICE Staff Contact: Stephanie Streett
10:00 am-	BRIEFING
10:10 am	OVAL OFFICE Staff Contact: Gene Sperling, Michael McCurry
10:10 am-	PHONE CALL INTERVIEW WITH OWEN ULLMAN OF
10:15 am	BUSINESS WEEK OVAL OFFICE Staff Contact: Gene Sperling, Michael McCurry
10:15 am-	MILITARY/PPD DEPARTURE PHOTOS
10:55 am	OVAL OFFICE Staff Contact: Laura Graham WHITE HOUSE PHOTO ONLY
11:00 am-	HOLD
1:00 pm	
1:00 pm	THE PRESIDENT proceeds to the South Lawn Note: This departure is closed to staff and guests.
1:05 pm	THE PRESIDENT departs the White House via Marine One en route

Fort McHenry Landing Zone, Baltimore, MD
[flight time: 25 minutes]

1:30 pm

THE PRESIDENT arrives Fort McHenry Landing Zone,
Baltimore, MD
OPEN PRESS
CLOSED PUBLIC

Greeters: Representative Elijah Cummings
Representative Ben Cardin
Lieutenant Governor Kathleen Kennedy Townsend State
Treasurer Richard N. Dixon
Secretary of State John T. Willis
Comptroller of the Treasury Lewis L. Goldstein
President of the Senate Thomas V. (Mike) Miller
Mayor Kurt L. Schmoke
President of City Council Lawrence A. Bell, III
City Comptroller John M. Pratt
Sheriff John W. Anderson

1:40 pm

THE PRESIDENT departs Fort McHenry Landing Zone via
motorcade en route Oriole Park at Camden Yards
[drive time: 10 minutes]

1:50 pm

THE PRESIDENT arrives Oriole Park at Camden Yards

Greeter: Peter Angelos, Owner, Baltimore Orioles
Joe Foss, Executive Vice President, Baltimore
Orioles

2:00 pm-
2:15 pm

GREET WITH PHILLIES
LOCKER ROOM
Oriole Park at Camden Yards
Staff Contact: Bruce Reed, Maria Echaveste
Event Coordinator: Laura Graham
POOL PRESS

-- The President is escorted into the locker room by Peter
Angelos and Joe Foss.

-- The President, accompanied by William Giles, Owner,
Phillies, meets and greets with the players.

2:20 pm-
2:25 pm

GREET WITH UMPIRES
HALLWAY
Oriole Park at Camden Yards
Staff Contact: Bruce Reed, Maria Echaveste

Event Coordinator: Laura Graham
WHITE HOUSE PHOTO ONLY

2:30 pm-
2:45 pm

GREET WITH ORIOLES

LOCKER ROOM

Oriole Park at Camden Yards

Staff Contact: Bruce Reed, Maria Echaveste

Event Coordinator: Laura Graham

POOL PRESS

-- The President is escorted into the locker room by Peter Angelos and Joe Foss.

-- The President meets and greets with the players.

2:50 pm

THE PRESIDENT proceeds to the off stage position

2:55 pm-
3:05 pm

PSA LAUNCH

FIELD - HOME PLATE

Oriole Park at Camden Yards

Remarks: Terry Edmonds

Staff Contact: Bruce Reed, Maria Echaveste

Event Coordinator: Laura Graham

OPEN PRESS

-- The President, accompanied by Cal Ripken, fourth graders of the Salvation Army Boys and Girls Club of Greater Baltimore, Bud Selig, Acting Commissioner of Baseball, Peter Angelos, Owner, Baltimore Orioles and Norman Augustine, Chairman and CEO, Lockheed/Martin Corporation, is announced onto the field to "Ruffles and Flourishes" and "Hail to the Chief."

-- Bud Selig makes very brief remarks and introduces the President.

-- The President makes brief remarks.

-- Upon conclusion of remarks, the President remains on the field and views the Education Excellence Public Service Announcement on the jumbotron.

-- The President proceeds to the Orioles dugout and remains standing for *The National Anthem of the United States*.

-- The President departs the field and proceeds to his box.

3:05 pm-
5:15 pm
(approximately)

VIEW ORIOLES VS. PHILLIES BASEBALL GAME

ORIOLES BOX

Oriole Park at Camden Yards

Staff Contact: Bruce Reed, Maria Echaveste

Event Coordinator: Laura Graham

OPEN PRESS

5:20 pm

THE PRESIDENT departs Oriole Park at Camden Yards via motorcade en route Fort McHenry Landing Zone
[drive time: 10 minutes]

5:30 pm

THE PRESIDENT arrives Fort McHenry Landing Zone

5:40 pm

THE PRESIDENT departs Fort McHenry Landing Zone, Baltimore, MD via Marine One en route the White House
[flight time: 25 Minutes]

6:05 pm

THE PRESIDENT arrives the White House

EVENING OFF

BC AND HRC RON

THE WHITE HOUSE

THE WHITE HOUSE

WASHINGTON

June 1, 1997

LAUNCH OF EDUCATION STANDARDS PSAs

DATE: July 2, 1997
LOCATION: Camden Yards, Baltimore, MD
EVENT TIME: 2:55 pm - 3:05 pm
FROM: Bruce Reed

I. PURPOSE

To promote your commitment to higher education standards by launching a new series of public service television ads which feature Major League Baseball players.

II. BACKGROUND

You will be attending the Orioles third game of a four game inter-league series with the Philadelphia Phillies. As of Tuesday, July 1, the Orioles are 51-27, and are currently 5½ games ahead of the Yankees for first place in the American League East Division. Immediately preceding the National Anthem, you will announce a series of public service announcements sponsored by the Education Excellence Partnership (EEP), featuring three Major League Baseball stars - Tony Gwynn (San Diego Padres), Brett Butler (L.A. Dodgers), and Tom Glavine (Atlanta Braves). Following your remarks, the PSA with Tony Gwynn will be shown on the Jumbotron screen over center field.

You will be accompanied onto the field by fourth-graders from the Salvation Army Boys & Girls Club of Greater Baltimore; Orioles' third baseman Cal Ripken, Bud Selig, Acting Commissioner of Major League Baseball, and Norm Augustine, CEO, Lockheed Martin Corporation and Chairman of the Education Task Force of the Business Roundtable, who has spearheaded the Education Excellence Partnership.

The Education Excellence Partnership is a unique partnership of The Business Roundtable, U.S. Department of Education, American Federation of Teachers, National Education Association National Alliance of Business, National Governors' Association, and the U.S. Chamber of Commerce dedicated to urging parents to become more involved in their children's education and to support high academic standards. The PSAs will not have been publicly released until this event, and they will be distributed more widely to all regional media markets on July 14, 1997.

Cal Ripken will accompany you onto the field because of the work he and his wife Kelly have done in promoting literacy in Baltimore. He has not been featured in a PSA yet because of his game schedule. He will not have a speaking role at this event because of his concern that it could interfere with his preparation before a game.

On Monday, Ripken hit his second grand slam of the season to help the Orioles beat the Phillies 8-1 and snap a four game losing streak. Ripken is playing in his 2,396th consecutive game. He was just named the starting third baseman for this year's all-star game, along with teammates Roberto Alomar (2B) and Brady Anderson (OF).

Your last appearance with Cal Ripken was on April 2, 1996 at the Orioles opening day game at Camden Yards. You previously attended opening day in 1994, as well as Cal Ripken's record-breaking game on September 9, 1995. You were scheduled to attend a game on May 2, 1997, however the game was rained out.

III. PARTICIPANTS

Event Participants:

Bud Selig, Chairman, Executive Council, Major League Baseball

Also on the Field:

Cal Ripken, Orioles' third baseman.

Norm Augustine, CEO Lockheed Martin, and Chairman of the Business Roundtable.

Peter Angelos, Owner of the Baltimore Orioles

Fourth Graders from the Salvation Army Boys & Girls Club of Greater Baltimore.

List of guests seated in SkyBox:

See attached list.

IV. PRESS PLAN

Meet and Greet with teams in locker rooms -- Pool Press.

Event on field -- Open Press.

V. SEQUENCE OF EVENTS

- You will be greeted by Peter Angelos, Owner of the Baltimore Orioles, and Joe Foss, the Executive Vice President of the Orioles, who will escort you to locker rooms.
- You will meet briefly with the Phillies in their locker room.
- You will then meet the umpires.
- You will meet briefly with the Orioles in their locker room.
- You will be announced onto the field from the dug out to a glass lectern between home plate and the mound. You will be accompanied by Cal Ripken, Bud Selig, Peter Angelos, Norm Augustine, and Boys and Girls Club fourth graders.
- Bud Selig will make brief remarks and introduce you.

- You will make brief remarks.
- Following your remarks, you will watch the first public service from the field.
- You will proceed back to the front of the dug out and remain on the field for the playing of the National Anthem.
- Following the National Anthem you will proceed to the SkyBox to view the game.

VI. REMARKS

Remarks Provided by Terry Edmonds in Speechwriting.

VII. ATTACHMENTS

- List of guests seated in the SkyBox.

LIST OF GUESTS SEATED IN YOUR BOX

PSA Sponsors

Norman Augustine, Chairman/CEO, Lockheed Martin Corp.
Deputy Secretary Mike Smith (Sec. Riley is out of town)
Sandra Feldman, President, American Federation of Teachers
Robert Jones, President/CEO, National Alliance of Business
~~Governor Del. Miller~~
Robert Wehling, Senior VP for Public Affairs, Procter and Gamble Co.

Public Liaison

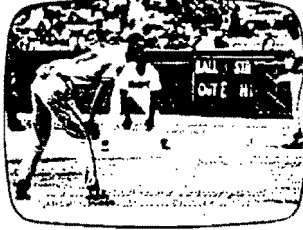
Kwesi Mfume, President, NAACP
Dr. Earl Richardson, President, Morgan State University
Robbie Callaway, Senior VP, Boys and Girls Club of America
Bud Selig, Acting Commissioner of Baseball
Len Coleman, President of the National League
Peter Angelos, Owner, Baltimore Orioles
William Giles, Owner, Philadelphia Phillies

Elected Officials

Governor Tom Carper, Delaware
~~Governor Tom Ridge, PA~~
Lt. Governor Kathleen Kennedy Townsend
Mayor Kurt Schmoke
Mayor Ed Rendell
Rep. Ben Cardin
Rep. Elijah Cummings
Rep. Tom Foglietta

Political Affairs

Bill Striiver
Michael Bronfein, President/CEO, NeighborCare
Larry Gibson, Professor, University of MD Law School and Partner, Shapiro and Olander
Steve Geppi, President/CEO, Diamond International and Part Owner of Orioles
La-Van Hawkins, President/CEO, Hawkins Urban City Foods; Owns 300 Burger Kings
Thomas Leonard, Partner, Obermayer, Rebmann, Mazwell and Hippoel
William Titelman, Partner, Klett, Lieber, Rooney and Schorling
Bill George, President, Pennsylvania AFL-CIO
Bill Jews, President, Blue Cross and Blue Shield
Ken Jarin, Parnter, Montgomery, McCracken, Walker and Rhoads
Alan Kessler, Partner, Buchanan Ingersoll

"RUBBER ARM" :30 CNEE-7230

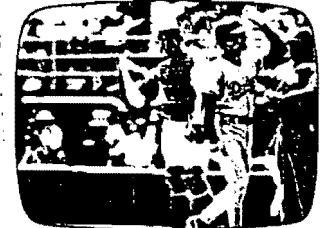
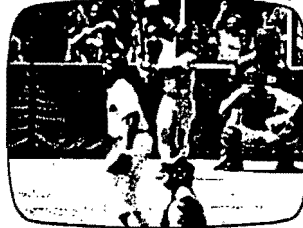
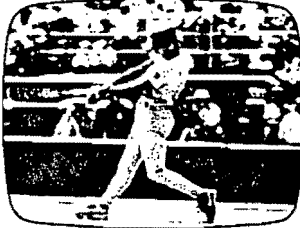
(SFX: CROWD NOISE) **FAN:** Pitcher got a rubber arm! Pitcher got a rubber arm! Pitcher got a rubber arm! **MANAGER:** Tom, where are you going? Hey, we've got a ball game here. **GLAVINE:** Pardon me. **FAN:** Pitcher got a rubber arm. **GLAVINE:** It's has. **FAN:** Huh?



GLAVINE: Pitcher HAS a rubber arm. **ANNCR VO:** If education is important to you, talk to your child's school about raising academic standards. Call 1-800-38-BE SMART for a free booklet and be a Big League Parent.

"DINOSAUR" :30 CNEE-7330

ANNCR: Now batting, Brett Butler. **CATCHER:** Butler? He's a dinosaur. They should rename this place Jurassic Park in his honor. **BUTLER:** Dinosaur, huh? Did you know that Shunosaurus and Ankylosaurus dinosaurs were capable of delivering crushing blows with their bony tail clubs?



(SFX: WHACK!) **ANNCR VO:** If education is important to you, talk to your child's school about raising academic standards. Call 1-800-38-BE SMART for a free booklet and be a Big League Parent. **BUTLER:** Aw, even my third grader knows that. **CATCHER:** Smart kid.

"MAJOR LEAGUE MATH" :30 CNEE-7430

COACH: Out? Out? There's no way he's out! It's impossible. **GWYNN:** Actually coach, it's not. See, Jimmy had to travel a distance of 90 feet. He reached an average speed of 15 miles per hour. The ball left two seconds later than Jimmy and had to go one and a half times the distance...



ANNCR VO: If education is important to you, talk to your child's school about raising academic standards. Call 1-800-38-BE SMART for a free booklet and be a Big League Parent. **GWYNN:** ...thus enabling it to reach the destination at a much quicker rate. **COACH:** Did you factor in the wind speed?

PRESIDENT WILLIAM J. CLINTON
EDUCATION EXCELLENCE PSAs
ORIOLES PARK AT CAMDEN YARDS
BALTIMORE, MD
JULY 2, 1997

- 1 -

Thank you, Bud Selig. I am pleased to be here with the great fans of Baltimore; Cal Ripken; members of the Boys and Girls Club; and Norm Augustine, chairman of Lockheed Martin. I want to offer a special thanks to you Norm for your leadership on behalf of education in Maryland and throughout the nation.

- 2 -

Excellence in baseball and excellence in education require the same qualities: teamwork, hard work and setting high standards of excellence. The ads you are about to see stress the importance of setting and achieving high academic standards so that all our children can get the world-class education they deserve.

- 3 -

These ads were made possible by, the Education Excellence Partnership, an all-star team of teachers, governors, businesses, and baseball players -- all pitching in to help our children aim high and reach their goals.

- 4 -

Today, Cal Ripken is playing in his 2,396th consecutive game. Educational excellence requires the kind of hard work and discipline that has made him the “Iron Man” of baseball.

- 5 -

I want to thank Cal and Kelly Ripken for the outstanding contribution they are making to literacy here in Baltimore. And I want to urge everyone here today -- especially parents and their children -- to step up to the plate and do your part.

- 6 -

This public service campaign reminds us that education is the foundation for building a lifetime of success in every walk of life.

It supports my call for national standards in reading and math. And it gives an important boost to our efforts to make sure all our young people have the skills and the confidence to be the very best they can be.

- 7 -

Again, I want to thank the players and everyone involved in this effort. Just as the Orioles are fighting to hold on to first place this season -- the rest of us need to do our best to keep education in first place in America.

Thank you.

The Baltimore Orioles

At 51-27, the Orioles currently have the best record in baseball. They are currently five and a-half games ahead of the second place Yankees. Here are a few of the Orioles top stories from this year:

- ◆ The O's defeated the Phillies Monday night 8-1 in a game which featured Cal Ripkin's second grand slam of the year.
- ◆ The Orioles just completed an abysmal weekend series where they dropped four games in a row on their way to being swept by the Toronto Bluejays. The O's offense has struggled as of late, scoring only five runs over the last eleven games.
- ◆ The Orioles acquired designated hitter Geronimo Berroa from the Oakland Athletics on Friday, June 27. Much like his new teammates, Berroa had trouble over the weekend, striking out three times and stranding six runners on base.
- ◆ Orioles outfielder Eric Davis had a cancerous tumor removed from his colon two weeks ago and is expected to make a complete recovery. Davis is considering chemotherapy, which would sideline him for the remainder of the season, in order to keep the disease down. Although he has only been with the O's a few months, Davis is very popular in the clubhouse and with fans. Columnists have written that they hope he peruses the treatment rather than risking the reemergence of the disease by opting to play in the final weeks of the season and perhaps the playoffs.
- ◆ Cal Ripken Jr., who made his indelible mark on baseball history playing short-stop, has been moved to third base.
- ◆ In one of the most anticipated match-ups of the regular season, the Orioles faced the Atlanta Braves in their inaugural interleague series. The Orioles handily swept the 1996 National League Champions in a three game series.

The Orioles will square off against the 23-56 Philadelphia Phillies. Arguably the worst team in baseball, the team's recent woes have earned them the nickname of "The Sillies." Here are some of the franchise's top stories:

- ◆ Phillies President Bill Giles, citing the team's declining fortunes over the past few years, relinquished day-to-day control of the team. He appointed David Montgomery, his co-general partner and executive vice-president, as his successor.
- ◆ The Phillies first round pick in this month's draft, and the second player taken overall, J.D. Drew has asked the commissioner's office to make him a free agent. Drew contends that the team failed to send him a contract within the required 15 days. The Phillies claim they sent Drew a registered letter offering a standard minor-league contract.
- ◆ Last year the Phillies finished with the worst record in the National League.

July 2, 1997

MEMORANDUM FOR THE PRESIDENT

FROM: Craig Smith and Nick Baldick

RE: Maryland Political Briefing

PRESIDENTIAL ELECTION RESULTS

1992

Clinton/Gore	988,571	50%
Bush/Quayle	707,094	36%
Perot/Stockdale	281,414	14%

1996

Clinton/Gore	966,207	54%
Dole/Kemp	681,530	38%
Perot/Choate	115,812	7%

MOST RECENT PRINCIPAL TRAVEL

YOU were in Maryland for the Morgan State Commencement on May 18, 1997.

YOU and the Vice President were in Baltimore for the Senate Retreat where **YOU** announced the budget deal on May 2, 1997.

The Vice President was in Baltimore on July 1st for a Baltimore Bicentennial Event and a DNC fundraiser.

The Vice President was in Baltimore County on April 13, 1997, to attend a fundraiser for Senator Mikulski.

The First Lady was in Baltimore on June 10th for a "Reach Out and Read" event at the University of Maryland Pediatric and Ambulatory Clinic.

POLITICAL DATA

Governor:	Parris Glendening (D) 50.1% in 1994
U.S. Senate:	Sen. Paul Sarbanes (D) 59% in 1994 Sen. Barbara Mikulski (D) 71% in 1992
U.S. House:	4D/4R
State Senate:	32D/15R
General Assembly:	100D/41R
Electoral Votes:	10

MARYLAND AT A GLANCE...

- ◆ 1995 estimated population was 5,042,00.
- ◆ 70.8% of Maryland residents are White, 25.7% are African American, and 3.4% are Asian American.
- ◆ 11.3% of Maryland residents are age 65 or older.
- ◆ The median household income is \$39,198.
- ◆ 26.5% of Maryland residents have a college degree. 78.4% have a high school diploma.

- ◆ In Maryland, 46.2% of the Voting Age Population (VAP) voted in the 1996 elections, compared with 53% of the VAP in 1992.

1996 STATE ELECTION RESULTS

Clinton/Gore '96 captured 54.3% of Maryland's popular vote, the second largest percentage for a Democratic presidential candidate in 56 years, while increasing the margin of victory in the state by 4% from 1992. Clinton/Gore '96 did especially well in the City of Baltimore as well as Baltimore, Prince George's, Dorchester, Howard, Kent, Montgomery, and Somerset counties. The large margins of victory in the Baltimore-Washington I-95 corridor off set the losses in the less populous Western Maryland and Eastern Shore counties. The Democrats failed to pick up any congressional seats in the 1996 election, but successfully held their four seats.

CONGRESSIONAL DELEGATION

Sen. Paul Sarbanes (D)	Sen. Barbara Mikulski (D)
Rep. Wayne Gilchrest (R-01)	Rep. Bob Ehrlich (R-02)
Rep. Ben Cardin (D-03)	Rep. Albert Wynn (D-04)
Rep. Steny Hoyer (D-05)	Rep. Roscoe Bartlett (R-06)
Rep. Elijah Cummings (D-07)	Rep. Connie Morella (R-08)

CONSTITUTIONAL OFFICERS AND LEGISLATIVE LEADERSHIP

Governor:	Parris Glendening (D)
Lt. Governor:	Kathleen Kennedy Townsend (D)
Attorney General:	Joseph Curran, Jr. (D)
State Comptroller:	Lewis L. Goldstein (D)
State Treasurer:	Richard Dixon (D)
Senate President:	Thomas V. Mike Miller, Jr. (D)
Senate President Pro-Tem:	Clarence Blount (D)
Senate Minority Leader:	Vernon Boozer (R)
House Speaker:	Casper R. Taylor, Jr. (D)
House Majority Leader:	John A. Harsen (D)
House Minority Leader:	Robert Kittlenan (R)

1998 GOVERNOR'S RACE

Despite his incumbent status, Maryland Governor Parris Glendening (D) is seen by many as extremely vulnerable in his '98 reelection bid. After his narrow 6000 vote victory in 1994, Glendening has been plagued by problems--including an investigation into the election itself--which dropped his approval rating below 30% in the summer of 1996. Since October 1996, Glendening has improved his public standing by fighting a heated battle against the gambling interests, pushing for an income tax cut, and working to improve education. Despite these sweeping legislative successes, many speculate that Glendening may not receive credit for his recent achievements.

To further his reelection hopes, Glendening has sought to ward off possible primary challenges by winning the early endorsement of six Baltimore City senators, scheduling numerous

fundraisers for the summer, and, according to *The Baltimore Sun*, criss-crossing the state "with the energy of a driven man down in the polls." Glendening is also gearing up for the 1998 race by launching a fundraising operation which has already netted over \$1 million. Despite his efforts, Glendening's damaged reputation has already prompted a challenge from Hartford County Executive Eileen Rehrmann (D). Rehrmann announced her candidacy in unusually low-key fashion by releasing the text of a letter she mailed to 4,000 supporters throughout the state. Rehrmann may have difficulty raising the funds needed to topple Glendening, and many suspect that she has entered the race in hopes of becoming Rep. Ben Cardin's (D-03) running mate.

Long considered a gubernatorial contender, Cardin would be Glendening's most formidable foe in the Democratic primary. Although many speculate he is reluctant to leave his safe Congressional seat, *The Baltimore Sun* reported on June 22nd that Cardin has formed an exploratory committee to begin conducting polls. *The Sun* also praised Cardin for his political ability to "bring diverse views and difficult characters together to forge a compromise." This type of backing could possibly help create a groundswell of popular support which could bring him into the race. Cardin was expected to announce his decision at the end of May, but observers believe he will continue to hold off because his indecision has hindered Glendening's fundraising efforts. In addition to Cardin, the other name mentioned as a possible Democratic primary challenger is Speaker of the House of Delegates Cas Taylor (D). While still a viable candidate, Taylor could be hindered in a statewide race by his limited base of support and by his difficulties in pushing his agenda this legislative session. In all likelihood, Glendening would survive a primary challenge by Rehrmann or Taylor, but a Cardin-Glendening primary battle would be very tight.

1994 Republican gubernatorial nominee Ellen Sauerbrey (R) formally announced her candidacy at an April 30th fundraiser attended by Steve Forbes. Other leading Republicans such as Dan Quayle, Jack Kemp and former Reagan aide Lyn Nofziger have also attended fundraisers for her. Sauerbrey will face a primary challenge from Howard County Executive Chuck Ecker (R). Sauerbrey could be haunted in the election by the outrageous cries of fraud she made following the 1994 election. Sauerbrey's spiteful, bordering on obsessive, attacks against Glendening after the race dropped her approval ratings in 1996. Because the closed Republican primary is dominated by the party's far right, the conservative Sauerbrey will likely defeat the moderate Ecker, despite her damaged reputation. The Democratic nominee would most likely be a slight favorite against Sauerbrey because of her very conservative views and marred image. However, if Ecker is able to emerge victorious from the GOP primary, he will present a formidable challenge to the Democrats.

1998 SENATE RACE

Senator Barbara Mikulski (D) is seeking reelection to a third term in 1998. She won election to a second term in 1992 with 71% of the vote and should easily win reelection in 1998. Her approval rating has been consistently in the mid 60's during the last three years. According to the December 31, 1996, FEC report, Mikulski had \$561,585 on hand and the Vice President attended a fundraiser for her on April 13th in Baltimore. Due to her popularity in Maryland, a Republican challenger has yet to surface. For 1998, Republicans have wisely chosen to focus their attention on unseating Governor Parris Glendening (D) rather than wasting their efforts against Mikulski.

2000 SENATE RACE

Baltimore Mayor Kurt Schmoke (D) stated on April 17th that he will make a bid for the U.S. Senate in 2000 if Senator Sarbanes (D) decides not to run for reelection. Sarbanes had to be convinced to run in 1994, but he has shown what many consider renewed vigor and visibility recently. Many observers have speculated that Schmoke would seek the seat in 2000, but this was the first time the Mayor actually stated his intentions.

MARYLAND HOT ISSUES:

Execution of Flint Gregory Hunt

Flint Gregory Hunt was scheduled to be executed on June 30th for the 1985 murder of Baltimore Police Officer Vincent J. Adolof in an East Baltimore alley. While on death row, Hunt, who has confessed to the killing, has fought unrelentingly to stop the execution. In hope of being granted a pardon, Hunt sent a video tape to Glendening last year pleading for mercy and has recently submitted a 28-page appeal to the Governor. In the document, Hunt cited racial disparity on death row--where 14 of 17 men are African American--and the fact that his jury was denied the option of sentencing him to life without parole, as reasons for leniency. Although he has shown little indication that he intends to intervene in the execution, Glendening had said he would wait to respond until after his staff has reviewed Hunt's latest plea. In the past, Glendening has said that he believes Hunt's crime is worthy of the ultimate punishment.

While public sentiment and recent legal doctrine have deemed the punishment "cruel and unusual," Hunt originally insisted on being executed in the gas chamber. Hunt maintained that he chose this method so that his execution would look like a "murder." However, on June 27th, Hunt sought to change his method of execution to lethal injection. In an emergency hearing, Baltimore Circuit Judge Richard T. Rombro denied Hunt's request, claiming that any 11th-hour changes could potentially further delay the execution. An appeal of the judge's decision by Hunt's lawyers is currently pending.

On June 30th, Governor Glendening rejected Hunt's final plea by signing his death warrant which is in effect from June 30th-July 4th. The execution will not proceed until the pending various legal challenges have been heard. The Governor has said he will not intervene on Hunt's behalf unless the legal challenges dictate. As of Tuesday afternoon, there were no new developments in the case.

Former GOP Candidate Arrested in Murder Plot

Ruthann Aron, a 1994 GOP Senate Primary Candidate, was arrested on June 9th and charged with attempting to hire a hitman to kill her husband Barry Aron and attorney Arthur Kahn, who had won a case against her stemming from liable charges brought by Aron against her GOP Senate primary opponent Bill Brock. Aron was taken into custody after arranging a meeting with an undercover police officer posing as the hitman. Aron allegedly contacted the officer stating she wanted "someone eliminated" and would consider the job done when she saw Kahn's name "in the obituary column." Aron is currently in a Montgomery County Jail without bond and is seeking to be transferred to a mental health facility to "get her head together."

Despite her 1994 loss, Aron was still considered by many to be a formidable politician because of her fundraising ability and was thought to be a possible candidate for the at-large seat on the

Montgomery County Council. In the 1996 cycle, Aron, who was considering becoming a Democrat, endorsed **YOU** as well as the Democratic candidate in Maryland's 8th Congressional District.

Glendening Bans Welfare Displacement

On Monday, Governor Glendening signed an executive order which prohibits businesses from hiring welfare recipients for positions in which other employees have been fired or put temporarily out of work during the summer, such as school cafeteria workers. The Governor's mandate also bars employers from reducing their employees hours in order to hire workers whose salaries are partially paid by taxpayers. Glendening has established a shortened grievance process through which employees can challenge their dismissal in suspected displacement cases. Maryland is one of the first states to outline specific protections to prevent low-wage workers from losing jobs as the result of altered welfare approaches.

Maryland Targets Crime "Hot Spots"

Joining a growing nation wide trend, the Maryland state government announced plans on June 30th to focus crime fighting efforts in the state's high crime areas. The new program will devote \$10.5 million in state and federal dollars for new police officers, "nuisance abatement teams," and other efforts to reduce crime by 25 to 35 percent during the next three years. The plan calls for a coordinate effort by community volunteers and police officials in pinpointing certain streets, house, and individuals which are prone to crime. The targeted areas include six in Baltimore, four in Prince Georges County, three in Baltimore County, and two in both Montgomery and Anne Arundel counties.

New Maryland Democratic Party Chair

Former Governor Harry Hughes formally stepped down as Democratic Party Chair on June 7th. Governor Glendening tapped Peter Krauser, the party's second vice-chair and the former President of the Jewish Community Council of Greater Washington, to succeed Hughes. Ann MacKinnon was named the new executive director of Maryland Democratic Party on June 5th. MacKinnon--a close Glendening ally--currently serves as a member of the Prince George's County Council.

Nearly 99% of Seniors Meet Service Standard

In 1992 the State Board of Education made 75 hours of community service a graduation requirement. Of this year's high school graduating class, only 49 of the more than 450,000 public high school seniors did not graduate because they failed to complete the community service requirement. Many educators had assumed that students would complete the requirement on their own initiative, because last year 40 % of the state's seniors had not completed the mandatory service hours. Since then, school systems across the state have worked furiously to create courses and strategies to assist the students. Maryland's high school volunteer requirement, the only one of its kind in the nation, was praised by **YOU** at the Summit for America's future in Philadelphia.

1997 LEGISLATIVE SESSION

As alluded to earlier, Governor Glendening enjoyed a particularly successful legislative session, with major victories in the areas of education, taxes, and gambling. However, the Governor did

suffer a back when his Hope Scholarship failed to win support.

Income Tax Cut

The legislature passed and the Governor signed a 10% cut in the state income tax. The legislation reduces the tax rate over the next five years from 5% to 4.75% and increases the personal exemption from \$1,200 to \$2,400. Although very popular with the public, some state legislators believe the State cannot afford it. The Governor plans to pay for this tax cut with surplus revenue and spending cuts. Gov. Glendening has received praise for being one of the only Democratic Governors to implement such a plan.

Gambling

The legislature was considering a bill allowing gambling in the state, but the legislation was blocked by the Governor. Most legislators were in favor of some form of gambling but were uncertain of the parameters. Governor Glendening is adamantly opposed to gambling and has made this a very public battle. Glendening's mantra on this issue has been, "No Slots. No Casinos. No Exceptions!" It should be noted that Glendening was able to prevail on the issue despite the fact that the gambling lobby spent \$1 million during the General Assembly's ninety-day session.

Baltimore Mayor Kurt Schmoke (D) sent a letter to Glendening on May 21st asking him to reconsider his anti-gambling stance. Schmoke, who opposes complete legalization of gambling, is pushing for expanded gaming at Pimlico Race Track to stem the tide of tourist dollars crossing into Delaware. Schmoke's position on gambling places Glendening in an extremely difficult position politically. Glendening has long been an ardent opponent of gambling and has organized much of his reelection effort around the issue. However, Glendening, who already faces an uphill fight, will have difficulty winning reelection without Schmoke's backing.

Smart Growth

The Governor introduced a package of four wide ranging environmental bills which sought to combat urban sprawl. The legislation, called Smart Growth, passed with the strong support of the environmental community. Specifically, this landmark legislation helps control suburban sprawl; works on directing resources to Smart Growth areas; will not unfairly penalize a potential developer for previous pollution on a site; and offers job creation tax credits to businesses which choose to locate or expand in designated growth areas. Previous Democratic governors have tried to pass similar legislation without success. It should be noted that **YOU** praised Maryland's Smart Growth program during Gov. Glendening's visit to the White House on May 29th.

Campaign Finance Reform

The Maryland legislature enacted significant campaign finance reform measures this session which will (1) computerize the campaign fundraising records of statewide officials by November 1997, and all state campaigns by 1999; (2) ban fundraising by members of the General Assembly and those seeking statewide office during the 90-day session; (3) require businesses granted contracts worth \$100,000 or more to disclose contributions before any contract awards are approved.

Higher Education

The passage of the Governor's Maryland Scholarship Loan Tuition Program will create a mechanism for parents to set aside money now to help pay for their child's college tuition. This program will make it possible for parents to afford the cost of a college education without amassing a mountain of debt.

Hope Scholarship Program

The Governor's other higher education initiative, his Hope Scholarship Program, was carried over to the next legislative session. The Governor was not able to get the votes for the bill while he was cutting taxes.

School Funding

The legislature passed an expanded education funding bill this session which settles a dispute over funding between the City of Baltimore and the state. Backed by city leaders and Governor Glendening, the legislation--which includes a five-year, \$254 million rescue plan for Baltimore's public schools--won narrow approval. Although the plan bails out the city's troubled school system, Schmoke has been criticized for agreeing to turn power over to the state. The legislation also includes an additional \$167 million in educational funding for the large suburban counties. Under the bill, funds for the other large counties are distributed based upon a complicated formula which measures the number of low income children per county.

The heated debate which plagued the education funding bill prompted a movement to reexamine and possibly change the way Maryland pays for public education. House Speaker Casper R. Taylor Jr. (D-Allegany) has said his top priority for next year's session would be the development of a new funding program which would benefit low-income children in less urban counties. However, Senate President Mike Miller (D-Prince Georges) opposes the idea because he believes the state is already sending too much money back to the counties. The proposal for an in-depth study on school funding is currently stalled in the Legislature with leaders of both parties questioning the need for the effort.

GLENDENING'S ELECTION YEAR AGENDA

On June 24th, with the election looming Governor Glendening unveiled a relatively modest 1998 legislative agenda. In a speech to the Maryland Municipal League's annual convention, Glendening said he will again push his "Thriving by Three" initiative. This proposal--which was shot down this year--seeks to add approximately \$5 million in spending for low-income pregnant women and their babies. Glendening's agenda also calls for an expanded recycling program, improving public school libraries, and for creating a program to help teachers attain voluntary national certification. Glendening said he would offer details on funding these programs at a later date. Glendening's rather limited agenda represents a significant departure from last year's ambitious agenda.

BALTIMORE HOT ISSUES

Baltimore Police Racial Feud

At a meeting of African American officers on April 17th, Baltimore's top ranking African American officer, Ronald L. Daniel, questioned City Police Commissioner Thomas C. Frazier's commitment to ending racial disparity on the force and suggested a new chief might be needed if

racial concerns were not addressed. Frazier responded by briefly suspending Daniel for insubordination, and launching an investigation. Mayor Schموke (D) ordered an end to the fight and rescinded both the suspension and the investigation. Appearing before a joint news conference on April 25th, Frazier and Daniel publicly declared an end to the dispute that had fractured the department.

The truce was shattered on June 8th when Daniel charged that Frazier had harassed two black officers who supported him during the April upheaval. Daniel said he would no longer head an effort to implement racial reforms, a task assigned to him by Mayor Schموke. Frazier retorted by issuing a statement claiming that he was "firmly committed to issues of internal equality."

On Wednesday, June 25th, Frazier released the results of the investigation he commissioned to examine charges of racial bias and discrimination on the force. The 109-page report concluded that the Baltimore police force has not carried out internal investigations with a racial bias. The investigation revealed that in 152 disciplinary cases, half of the officers charged with violations were white and half were black. Although explicit discrimination was not found, the report did suggest possible changes. The report advocates the creation of a new standardized internal complaint procedure which would provide codified guide lines for doling out punishment. The report also claimed that trial boards--groups of police officers who decide the merits of a misconduct case against fellow officers--should receive extensive training in legal issues. When asked for comment on the report, Officer Daniel said, "They haven't seen fit to give me a copy, and I'm not sure they will. They don't want people to see this, because they don't want any type of critical analysis."

Baltimore Inner Harbor Development

In order to further develop downtown, Baltimore needs a major four-star hotel to service the expanded convention center. The city agreed to provide \$42 million in taxpayer subsidies, making it one of Baltimore's largest publicly-supported downtown projects of the past 20 years. The city commissioned the Legg Mason Realty Group to study Baltimore's hotel needs and to recommend possible sites. The report suggested two sites: the city-owned parking lots adjacent to Camden Yards and an area across the street from Harbor Place. However, when the Baltimore Development Corporation (BDC), the city's economic development agency, bid out the hotel project, no bidder chose the sites. Left with less than perfect options, Mayor Schموke chose to accept a proposal--spearheaded by John Paterakis Sr., the owner of H&S Bakery and a supporter of the Mayor--to place a 750-room Wyndham hotel at Inner Harbor East. However, because the Wyndham site is approximately one mile from the convention center, experts believe it is too far away to remain financially afloat in the long run. Schموke has been harshly criticized for selecting the seemingly infeasible proposal.

After getting the nod from the Mayor, the Wyndham site gained formal approval by the BDC which determined that the proposal fulfilled eight pre-established conditions (such as parking and design). However the plan approved by the BDC, cost \$25 million more than the original proposal and asked that taxpayers shoulder an additional \$15 million of the cost. The added expense to the already colossal public project will likely lead to more negative public sentiment towards the Wyndham site. Even with the approval of the Mayor and the BDC, the Wyndham proposal still faces numerous hurdles including the City Council, state lawmakers, and a possible

city referendum vote. Delegate Howard P. Rawlings (D), chairman of the powerful House Appropriations Committee, went on record in *The Baltimore Sun* suggesting that the General Assembly may not support the project.

There had been talk in recent days that the city would also begin formally accepting bids on the development of the Camden Yards site. A partnership led by Orioles owner Peter Angelos and the Hyatt Corporation--which has proposed a publicly funded 850-room hotel to be connected to the convention center by an enclosed walk way--was considered the leading candidates.

Yesterday, under pressure from critics questioning the city's ability to afford two publicly financed hotel projects, the BDC voted to freeze any plans to develop the Camden Yards site until at least 2002. *The Sun* reported that Angelos was furious about the board's decision. However, if the Wyndham site is eventually shot down, there is the possibility that the Angelos/Hyatt plan could get the go ahead. Needless to say, considering the opposition to the Wyndham site and the political clout of the Orioles owner, the downtown hotel project is far from resolved.

Baltimore City Park Conflict

Baltimore Recreation and Parks chief, Marlyn J. Perritt abruptly resigned on June 7th in the wake of controversy surrounding the city's park system. For months, Perritt has been publicly battered by the Mayor, City Council members, and residents who questioned her leadership of the troubled department. Perritt's problems came to a head this month when she threatened to close 40 of the city's 58 recreation centers because Schmoke had cut her department's budget by an unprecedented 17%. Schmoke overruled Perritt's decision to close the facilities and said that her department warranted an investigation into its operations and top management. Schmoke's criticism came on the heels of a scathing report from a task force which claimed that the recreation department squandered its money, was top heavy with managers, and had a lethargic management staff. Perritt's resignation ends a tenure with the city that was often plagued by conflict.

Schiller Named Chief of Baltimore School Board

Under this year's economic bailout plan (discussed earlier), the city of Baltimore conceded power to the state by allowing it to appoint individuals to the Baltimore City School Board. On June 24th, the new School Board named Robert Schiller as its interim CEO. Schiller, who has served as deputy superintendent in both Louisiana and Delaware, will stay at the post until a permanent CEO can be found. He is expected to establish the school system's parental advisory board; merge the divided general education and special education services into a single administrative body; help negotiate a new contract for the district's 6,500 teachers; and replace members of the administrative staff who have retired or otherwise departed during the transition.

BALTIMORE AT A GLANCE...

Baltimore has approximately 703,000 residents which is down 4.5% from 1990. 59.2% of Baltimore residents are African American and 40% are White and 1% are Asian. While the population of African Americans in the city has remained the same since 1970 it has increased in surrounding suburbs from 125,721 in 1980 to 179,450 in 1990. 13% of Baltimore residents are 65 or older. According to the *Baltimore Sun*, the violent crime rate has gone down nearly 20% for the first three months of 1997. The Baltimore Empowerment Zone has created 1,700 jobs

and 26 new businesses. Clinton/Gore did very well in Baltimore winning the city with 75.8% in 1992 and 79.34% in 1996. This year Baltimore is celebrating its Bicentennial with parties and events planned throughout the year.

The city of Baltimore lies in the third and seventh Congressional Districts which are represented by Ben Cardin (D-03) and Elijah Cummings (D-07). In 1996, Cardin defeated his GOP challenger Patrick L. McDonough (R), 67%-33% and Cummings beat Kenneth Kondner (R) 84%-17%.

ECONOMIC PROGRESS IN MARYLAND UNDER PRESIDENT CLINTON

President Clinton's strategy to strengthen the economy is based on reducing the federal budget deficit, lowering trade barriers, and empowering workers, families, businesses and communities to succeed. Here are some of the results for Maryland after the first **51 months** of the Clinton Administration:

57 JUL 1 PM 5:46

Improved Economic Conditions in Maryland:

- Under President Clinton's administration, the unemployment rate has dropped from 6.4% to 4.7%
- Under President Clinton's administration, Maryland has added 146,500 new jobs or 33,800 **per year**, compared to a loss of 11,775 **per year** during the previous administration.
- Under President Clinton's administration, Maryland has added 138,400 new private-sector jobs or 32,565 **per year**, compared to a loss of 14,050 **per year** during the previous administration.
- Under President Clinton's administration, new business incorporations have increased 2.0% **per year**.
- Under President Clinton's administration, construction employment has increased by 3.4% **per year**, after decreasing 7.4% **per year** during the previous administration.
- Under President Clinton's administration, bank lending has increased by \$430 million, after declining by \$7.6 billion during the previous 12 years.
- Under President Clinton's administration, consumer confidence has increased 46.8%.
- Under President Clinton's administration, the Help Wanted Index has increased 37.1%.

What President Clinton's Accomplishments Have Achieved for the People of Maryland:

\$15,000 OF REDUCED FEDERAL DEBT FOR EVERY FAMILY OF FOUR IN MARYLAND: The national debt will be **more than \$1 trillion** lower over 7 years than was projected before the passage of the President's economic plan. That's about \$15,000 of reduced federal debt for each family of four in Maryland.

8 TIMES MORE MARYLAND FAMILIES RECEIVE A TAX CUT THAN A TAX INCREASE: As a result of the expanded Earned Income Tax Credit, 241,505 working families in Maryland will receive a tax cut. This compares to an increase in the income tax rate for only the 32,161 wealthiest taxpayers in Maryland.

TAX CUT FOR 24,535 SMALL BUSINESSES IN MARYLAND: The President helped entrepreneurs, proprietors, and other small businessmen and women by expanding the annual expensing allowance from \$10,000 to \$17,500. About 24,535 small businesses in Maryland are likely to benefit from the expansion of the expensing allowance this year alone *and many more will benefit over the coming years.*

785,000 MARYLAND WORKERS PROTECTED BY FAMILY AND MEDICAL LEAVE ACT: The Family and Medical Leave Act allows workers to take up to 12 weeks of unpaid leave for the birth of a child, to care for a sick family member, or if they become too sick to work. This law covers about 784,951 workers in Maryland, and protects the jobs of 47,155 workers in Maryland who are likely to use unpaid leave this year alone.

296,600 STUDENTS AND FORMER STUDENTS IN MARYLAND WILL BE ABLE TO BENEFIT FROM STUDENT LOAN REFORMS: Approximately 296,600 Maryland borrowers -- 207,600 current borrowers and 89,000 new borrowers in the next few years -- can take advantage of the new direct student loan program by participating directly in the program or by consolidating guaranteed loans into direct loans. Some will benefit from lower interest rates, and all will benefit from more repayment options, including income contingent repayment.

THE WHITE HOUSE

WASHINGTON

July 1, 1997

MEMORANDUM FOR THE PRESIDENT

FROM: THURGOOD MARSHALL, JR.
KRIS BALDERSTON

SUBJECT: HOT ISSUES -- BALTIMORE, MD -- UPDATE

Bethlehem Steel: In March, Orioles owner Peter Angelos expressed interest in taking over operations of the Bethlehem Shipyard, a 200-acre portion of the Bethlehem Steel facility, located at Sparrows Point in Baltimore County. The shipyard, which currently employs 900 people to maintain and repair ships, was scheduled to cease operations on June 30 for economic reasons. EPA understands that closure has been temporarily delayed while negotiations on the sale proceed. Mr. Angelos has proposed to pay \$26 million for the shipyard, refurbish it over the next two to three years, and create as many as 1600 more jobs.

The Bethlehem Steel facility has had various environmental violations for over a decade, including air, wastewater, and hazardous waste problems. In February, EPA, the MD Department of Environment, and Bethlehem Steel signed a comprehensive enforcement settlement that required Bethlehem Steel to pay civil penalties and perform a number of environmental activities:

In light of the environmental liabilities, Mr. Angelos, Bethlehem Steel, EPA, the State of Maryland, and the U.S. DOJ worked together on a prospective Purchaser Agreement for the sale of the shipyard. This agreement spelled out, among other things, the liability of the selling party and the buying party for any environmental contamination on the property. All parties except Mr. Angelos have signed the Agreement. Mr. Angelos is holding off on signing the agreement pending completion of his commercial negotiations with Bethlehem Steel. (EPA)



EXECUTIVE OFFICE OF THE PRESIDENT
COUNCIL ON ENVIRONMENTAL QUALITY
WASHINGTON, D.C. 20503

July 1, 1997

MEMORANDUM FOR THE PRESIDENT

From: Kathleen McGinty
Subject: Baltimore Environmental Issues

EPA Clean Air Rules for Ozone and Particulate Matter

The new clean air standards that you approved last week will have an effect on Baltimore's ability to meet its obligations under the Clean Air Act. The city is already out of attainment of the current ozone standard and is not expected to meet the new standard. If asked, you should point to EPA's flexible implementation policy for the new rules, which will prevent any additional control requirements from taking effect in Baltimore before 2005. The city is not expected to have a problem with the new fine particle standard.

Local officials in Maryland have not been as vocal about the new rules as officials in other states. We have received two letters from the Congressional delegation: one supporting the rules and one opposing them. Governor Glendening (D) and Baltimore mayor Schmoke (D) have not taken any formal position.

I understand that Philadelphia mayor Rendell (D), an outspoken opponent of the rules, will be sitting in your box. Intergovernmental Affairs will be getting you information on this and other issues.

Climate Change

As a result of mergers and acquisitions, Lockheed-Martin has diversified into the energy and environmental cleanup fields, including extensive research and development work. In a recent conversation with Undersecretary Tim Wirth, Lockheed-Martin CEO Norm Augustine (who I understand will be sitting in your box) expressed a willingness to play a constructive role on the climate change issue. Specifically, he stated that he could get a group of like-minded CEOs to discuss how industry can help bring about a gradual transformation of our economy to generate energy using cleaner methods. You should engage him on this issue.

Fish Lesions in the Chesapeake Bay

In October, 1996, and again in April and May, 1997, commercial fishers on the Pocomoke River, an important tributary on Maryland's Eastern Shore, reported catching an unusual number of catfish, perch, and other species with invasive body lesions (deep sores).

Due to the commercial importance of the Chesapeake Bay fisheries, and potential adverse human health effects caused by fish observed with lesions, Senators Mikulski and Sarbanes requested that the National Oceanic and Atmospheric Administration (NOAA) direct emergency funding to NOAA's Cooperative Oxford Laboratory to study the lesions on fish caught in the Chesapeake and its tributaries in an effort to determine a cause of the fish body lesions.

If asked, you should state that you are aware of the potential problem this situation poses for the fishing industry in the Bay and that, in response to the request by the Senators, NOAA has provided \$250,000 for scientists to study the lesions. NOAA's scientists could also recommend additional proactive measures that may prevent further fish kills and the spreading of any fish disease.

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THE WHITE HOUSE
WASHINGTON

July 1, 1997

MEMORANDUM FOR THE PRESIDENT

FROM: Mickey Ibarra
Lynn Cutler

SUBJECT: Mayor Ed Rendell

Mayor Ed Rendell (D-Philadelphia, PA) will be one of your guests at the Orioles/Phillies game. The Mayor may raise with you the issue of funding for the expansion of the Constitution Center that he hopes to see relocated to Independence Mall in Philadelphia. Constitution Center was created by Congress in 1976 in honor of the nation's Bicentennial. The mission of the Center is to promote knowledge and understanding of the Constitution. Congress appropriates money each year to enable the Center to run educational programs throughout the year and to celebrate Constitution Day on September 17.

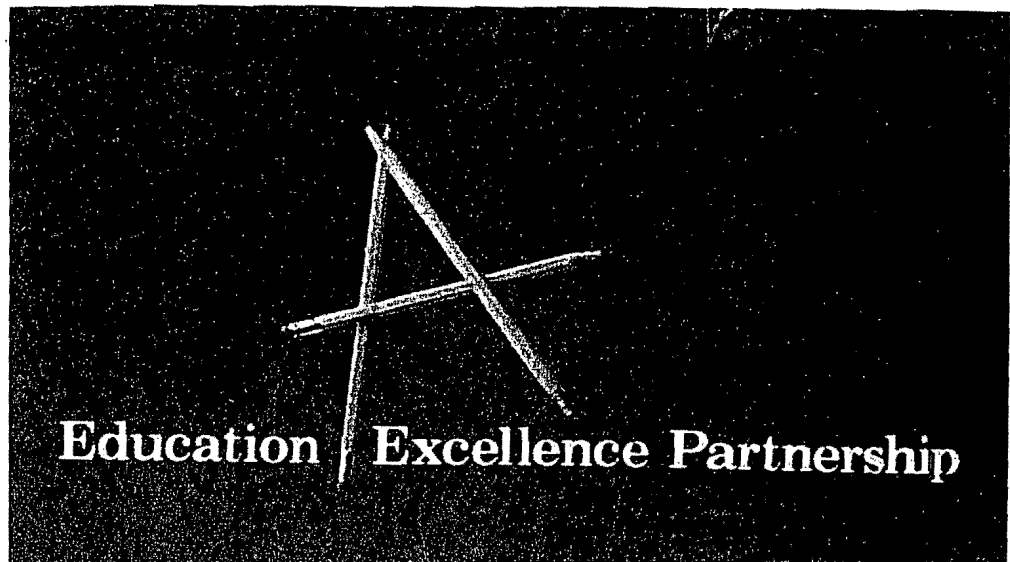
The Board of Directors of the Constitution Center has received commitments toward the construction of the new facility from the State of Pennsylvania and several foundations and corporations. However, Mayor Rendell has asserted that construction of the Center will not be feasible without a substantial federal commitment as well.

Mayor Rendell has requested to meet with you to discuss this project. We invited the Mayor to meet with Chief of Staff Bowles to discuss this issue, but the Mayor expressed his desire to discuss this with you personally. This project is quite important to the Mayor -- last fall, he assumed the Chairmanship of the Constitution Center Board of Directors.

In addition, the Mayor has expressed disappointment with the recent announcement concerning the new National Ambient Air Quality Standards. He has called these regulations a "death nail for cities," but has acknowledged that the lengthened time frame for research and implementation will be helpful. We have communicated the revised implementation schedule and increased flexibility aspects of the new standards, but the Mayor remains concerned.

Finally, we could not respond favorably to a request by the Lions Club, which is convening in Philadelphia this week. The Mayor indicated his support for this scheduling request, although he did not communicate it until very recently. The Scheduling Office sent a regret letter to the Lions Club. A copy of this letter was forwarded to Mayor Rendell.

Overall, the Mayor remains your friend and supporter. On Tuesday, July 1, he participated in a conference call with Gene Sperling and Larry Summers regarding your tax package. He has committed to helping amplify your message on this proposal.



Kenneth Ulmer
Manager
Public Relations



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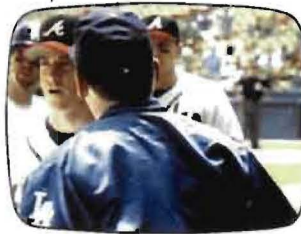
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Strengthening
your child's
academic future



"RUBBER ARM" :30 CNEE-7230

(SFX: CROWD NOISE) **FAN:** Pitcher got a rubber arm! Pitcher got a rubber arm! Pitcher got a rubber arm! **MANAGER:** Tom, where are you going? Hey, we've got a ball game here. **GLAVINE:** Pardon me. **FAN:** Pitcher got a rubber arm. **GLAVINE:** It's has. **FAN:** Huh?



GLAVINE: Pitcher HAS a rubber arm. **ANNCR VO:** If education is important to you, talk to your child's school about raising academic standards. Call 1-800-38-BE SMART for a free booklet and be a Big League Parent.

"DINOSAUR" :30 CNEE-7330

ANNCR: Now batting, Brett Butler. **CATCHER:** Butler? He's a dinosaur. They should rename this place Jurassic Park in his honor. **BUTLER:** Dinosaur, huh? Did you know that Shunosaurus and Ankylosaurus dinosaurs were capable of delivering crushing blows with their bony tail clubs?



(SFX: WHACK!) **ANNCR VO:** If education is important to you, talk to your child's school about raising academic standards. Call 1-800-38-BE SMART for a free booklet and be a Big League Parent. **BUTLER:** Aw, even my third grader knows that. **CATCHER:** Smart kid.

"MAJOR LEAGUE MATH" :30 CNEE-7430

COACH: Out? Out? There's no way he's out! It's impossible. **GWYNN:** Actually coach, it's not. See, Jimmy had to travel a distance of 90 feet. He reached an average speed of 15 miles per hour. The ball left two seconds later than Jimmy and had to go one and a half times the distance...



ANNCR VO: If education is important to you, talk to your child's school about raising academic standards. Call 1-800-38-BE SMART for a free booklet and be a Big League Parent. **GWYNN:** ...thus enabling it to reach the destination at a much quicker rate. **COACH:** Did you factor in the wind speed?

The Advertising Council inc

Who We Are

Since 1942, the Ad Council has been the leading producer of public service advertising in the United States. You may not know us by name, but you do know our messages. We help *Take a Bite Out of Crime*. We remind you that *Friends Don't Let Friends Drive Drunk* and that *A Mind is a Terrible Thing to Waste*. We are a private nonprofit organization of volunteers who conduct advertising campaigns for the public good.

How We Operate

Several hundred requests for campaign support are received annually. To be selected, a campaign must be proposed by an accredited organization and its goals cannot be commercial, political or denominational. The issue to be addressed must be significant and national in scope, yet of concern to all Americans. Finally, the sponsor organization must be an expert on the issue, with a formal or informal network of local chapters.

If a proposal is accepted by the Board of Directors and major committees, a volunteer advertising agency and a volunteer campaign director (a corporate communications executive) develop the campaign. The sponsor and an Ad Council campaign manager oversee the work to ensure that the advertising is geared toward the solution of the problem. The ads are prepared by the Ad Council and distributed to the media, which donate time and space to run them. The Council is financed through contributions from more than 350 corporations.

In May 1995, the Council announced a 10-year commitment to focus a majority of its resources to improving the circumstances of American children. As part of *Commitment 2000: Raising a Better Tomorrow*, the Council will develop hundreds of ads on many different topics that will focus on benefiting children in some way. However, a portion of the Council's docket will be reserved for campaigns that are not specifically focused on children, but represent other critical issues facing society.

What We Accomplish

The Advertising Council generated \$928 million worth of media time and space last year from 29,000 different media outlets. The average Ad Council campaign receives about \$27 million in donated media each year.

This performance has generated strong, measurable results for the causes we serve. Ad Council campaigns have helped to save lives and resources, to educate the American public about issues and concerns of the day, and to make America a smarter and healthier country to live in.

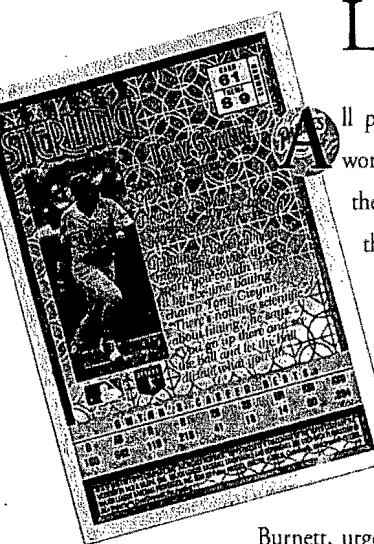
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Education Excellence Partnership Launches a Major League Campaign



All parents, whether they are players in the business world or the baseball diamond, are concerned about their children's academic success. To draw attention to the need to help parents improve the quality of education in American schools, a group of Major League Baseball players – including Brett Butler of the Los Angeles Dodgers and Tony Gwinn of the San Diego Padres – are appearing in new PSAs for the Education Excellence campaign.

The new spots, created by volunteer ad agency Leo Burnett, urge parents to call a toll-free number for a brochure that contains tips on how to effectively discuss raising academic standards in local schools with school officials. This new brochure also provides guidance and appropriate questions that



parents can use when asking about academic expectations.

In addition to the new television, radio and print PSAs, a direct mail piece will be sent to principals and school district superintendents. The mailing will discuss the importance of the campaign and prepare school officials for the questions parents may ask them after seeing the PSAs.

Ronald McDonald House Charities to Fund Ad Council Research

In further support of the President's Summit for America's Future, Ronald McDonald House Charities will fund a ground-breaking national public opinion study that addresses American's attitudes toward children. Ronald McDonald House Charities will use this important research to help guide its \$100 million commitment in giving to children's programs (as announced at the Summit).

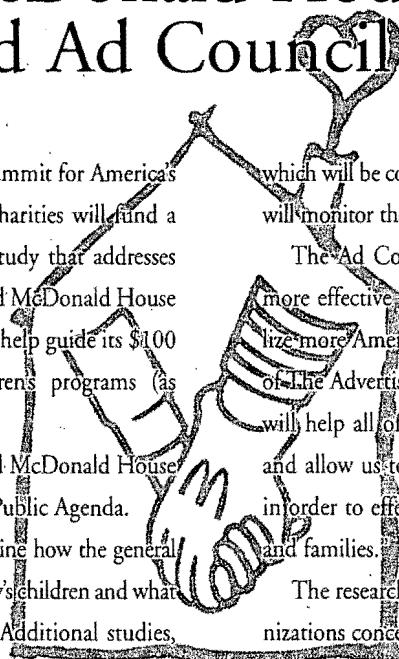
The study is being conducted for Ronald McDonald House Charities and The Advertising Council by Public Agenda.

The first stage of the research will determine how the general public defines the problems facing the country's children and what type of solutions Americans will support. Additional studies,

which will be conducted and reported on annually through 2001, will monitor the changes in American attitudes and behavior.

The Ad Council will use the research findings to develop more effective public service communications efforts to mobilize more Americans to help children. Ruth Wooden, president of The Advertising Council, said "This unprecedented research will help all of us to understand the barriers to volunteerism and allow us to formulate strategies to overcome the obstacles in order to effectively reach our goal of helping more children and families."

The research will also be shared with other people and organizations concerned about children and their development.





**HOLD FOR RELEASE UNTIL
WEDNESDAY, JULY 2, 1997**

**CONTACT: Jennifer Benson Litchman
(202) 872-1260**

**BASEBALL, BUSINESS, POLICY LEADERS & TEACHERS LAUNCH AD
CAMPAIGN TO PROMOTE EDUCATION EXCELLENCE**

Education Excellence Partnership

1615 L Street NW, Suite 1100

Washington, DC 20036

**Norman R. Augustine
Chairman & CEO
Lockheed Martin Corporation
Chairman, Education Task Force
The Business Roundtable**

**Richard W. Riley
Secretary
U.S. Department of Education**

**Sandra Feldman
President
American Federation of Teachers**

**James F. Orr III
Chairman & CEO
UNUM Corporation
Chairman
National Alliance of Business**

**George V. Volnovich
Governor of Ohio
Chairman
National Governors' Association**

**Robert F. Chase
President
National Education Association**

**Edwin A. Lupberger
Chairman & CEO
Entergy Corporation
Chairman, Executive Committee
U.S. Chamber of Commerce**

Washington, DC, July 2, 1997-The Education Excellence Partnership (EEP), a unique coalition of public officials, business and teacher organizations working to strengthen the academic future of American children, will join President Clinton today in a ceremony at Baltimore's Camden Yards to launch a new series of public service television ads. The ads feature Major League Baseball players and encourage parents to get involved in their children's education and support higher academic standards in schools.

"As we approach the 21st century, the strength of a nation is no longer measured by natural resources but by intellectual capacity. Students must be prepared academically for the new challenges that await them when they graduate from high school," said Norman R. Augustine, Chairman and CEO, Lockheed Martin Corporation, and Chairman, Education Task Force of The Business Roundtable, founding organization of the Education Excellence Partnership.

Participating in today's ceremony are President Clinton, Orioles' third baseman Cal Ripken, Norman Augustine, and Allan H. "Bud" Selig, Chairman, Executive Council, Major League Baseball. This campaign supports President Clinton's efforts to make higher standards the top priority for our schools.

-more-

The new public service ads, one of which will air before today's game between the Baltimore Orioles and the Philadelphia Phillies, feature Tony Gwynn (San Diego Padres), Brett Butler (Los Angeles Dodgers) and Tom Glavine (Atlanta Braves). "We in Major League Baseball have long recognized the important relationship between children and the future of our country," said Selig. "The Boys & Girls Clubs of America, Major League Baseball's official charity, and the Education Excellence Partnership are wonderful examples of how we should invest in the future."

Donald Fehr, Executive Director of the Major League Baseball Players Association, stated, "The Major League Players appreciate very much the opportunity to participate in the Education Excellence Partnership. Whether a child chooses a career in science, education or the arts, or even professional sports, the key to his or her success is getting the best possible education. All players are committed to providing our kids with a solid education, from which they will be able to grow into productive and happy adults."

The ads urge parents to "be a big league parent" by being more involved in our schools and offer free booklets with tips on raising academic standards by calling 1-800-38-BE SMART. The ads will be distributed nationally by the Ad Council, the country's largest producer of public service advertising.

The Education Excellence Partnership was formed in 1992 when business, policy leaders and education organizations came together with a common interest in raising academic standards and education performance in the United States. The campaign calls upon parents to learn more about what their children should be learning and push for high, clearly defined standards in schools.

-more-

"The kind of partnerships we see on display here today – between business, policy leaders and teachers – are a winning combination and the best possible way to pursue and achieve challenging standards in schools. This advertising effort will result in champions in the classroom," said Richard W. Riley, Secretary, United States Department of Education.

"Our coalition is founded on the bedrock belief that any school improvement effort must rest on a foundation of world-class standards," said Robert L. Wehling, Senior Vice President, Procter & Gamble Co., President, Education Excellence Partnership, and Chairman, The Advertising Council.

The Education Excellence Partnership is a joint endeavor of The Business Roundtable, U.S. Department of Education, American Federation of Teachers, National Alliance of Business, National Education Association, National Governors' Association, and the U.S. Chamber of Commerce.

The Advertising Council, founded in 1942, has made a 10-year commitment to focus the majority of its resources on developing campaigns which improve the circumstances of children in this country.

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Education Excellence Partnership Fact Sheet/Backgrounder

The Education Excellence Partnership (EEP), a unique coalition of public officials, business and teacher organizations, is working to strengthen the academic future of America's children by encouraging parents to get more involved in their children's education and learn about and support higher academic standards.

The partnership includes The Business Roundtable, U.S. Department of Education, American Federation of Teachers, National Alliance of Business, National Education Association, National Governors' Association, and the U.S. Chamber of Commerce.

"Our coalition is founded on the bedrock belief that any school improvement effort must rest on a foundation of world-class standards," said Robert L. Wehling, Senior Vice President, Procter & Gamble Co., President, Education Excellence Partnership, and Chairman, The Advertising Council.

On July 2 at Camden Yards, President Clinton and the Education Excellence Partnership will unveil a new series of public service advertisements that feature three of Major League Baseball's standouts—Tony Gwynn (San Diego Padres), Brett Butler (Los Angeles Dodgers) and Tom Glavine (Atlanta Braves).

Viewers are encouraged to "be a big league parent" by calling a toll-free number (1-800-38-BE SMART) to receive a free copy of a booklet entitled "Strengthening Your Child's Academic Future." The booklet provides sample questions parents can use to begin a dialogue with their children's teachers and administrators about the academic standards in place at their school.

The trio of ads was created by the Leo Burnett Company and will be distributed by the Ad Council, the country's biggest producer of PSAs. They will begin airing in time for back to school.

The public service announcements are part of a continuing effort to help Americans learn more about the urgent need for reform in America's schools, to raise academic standards, and to encourage parents to get more involved in their children's education.

The current emphasis on parental involvement results from the recognition that as states and local districts adopt and implement higher standards in the classroom, parental support and action is critical for success.

In 1989 President Bush called for CEOs to make a personal commitment to reform elementary and secondary education. The Business Roundtable answered that call by committing to a 50-state initiative to improve the quality of our schools. In 1992, the Roundtable invited other organizations to sponsor an advertising campaign to help the public understand the need for education reform.

Major League Baseball and the Major League Baseball Players Association are now working with the Education Excellence Partnership on the current series of ads featuring professional ballplayers.