

Clinton Library Transfer Form

Case #, if applicable	2013-0124-S	Accession #		
Collection/Record Group	Clinton Presidential Records	Series/Staff Name	Shirley Sagawa	
Subgroup/Office of Origin	First Lady's Office	Subseries		
Folder Title	Teen Breakout and Reports and Tapes: Br	OA Number	24267	Box Number
Description of Item(s)	two micro audio tapes "New Media Breakout 5/2/00 (1)" and " New Media Breakout 5/2/00" Stored in AV regular storage on 12-3-2-3			

Donor Information				
Last Name:	First Name:	Middle Name:	Title:	
Affiliation:	Phone (Wk):	Phone (Hm):		
Street:	City:	State (or Country):	Zip:	

Transferred to:	Audio/Visual Department
Other (Specify):	

Transferred by:	Racheal Carter
Transfer Point	During Processing

Date of Tranfer	11/20/2012
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Stephanie Madden
5-6978

New Media Breakout

Sonia briefing

Dr Vereen dream come true
request for intro

KATHERINE Montgomery - non-profit

Jim Brown - resource for parent & caregiver

Peggy Conlon - ad Council PSA provider

Scarita Brown - Re Adv Com focused on
use of Social Marketing

Bill Trainer
Karen Pittman - long standing concerns raised
data & indicator balance
private use

Jeff Bleich - w/4 protesters private companies
make valuable non-coal

Sheila Johnson - responsible for Telen Screening
Have Plan -

Barbed Jans - long term meeting
Child with Jane

Patti Adcroft - Website Link to Book It Be,

Wm T Grant Foundation
make nation value young people

Susan Framework Inst. French
 Connect for Lab -
 John Morrow - Letter - up - training scholars
 to be media producers in 30
 spots
 Jack Newland - Nat Youth Action Council - youth
 perspective & campaign
 Ellen Seidman - YW Magazine
 Zoe Bark - using interactive media to
 improve life
 Judith McHale - media
 Eric Davis Peace Games Youth & Literacy
 Katy Knobel Youth Research & Consulting

How is the information age shaping
 youth today
 Influence of media can not be
 ignored

Want to present concrete examples of programs
 out to promote against drugs how are

Set tone by bringing up 4 points

limit use of alcohol & tobacco

~~WHO~~ NDCCP. 1) Exploit the media
visible examples of use of:

1) research Channel is embedded. Pastiche
Never been a better time to be a
girl - from to be rewarded w
opportunities not drugs

• Andy Mc Donald's self-story. Skate
(Jump) that my idea of board
scene

• Court operator

• Mon picture on phone - kid sex
in background

Media campaign has non-ad part to
help support message in ad

www. freeweb.com - used to get info
out

Four major areas of change in media
1) shrinking Pub service set of opportunity
PSA space ↓ drug use

2) Buying prime time to create mass movement
in campaign design. 1 size doesn't fit all
Start w/ general market, then target
to different markets of kid & parent
type & time

3) * game, comic book, channel 1, popcorn
has it movie - find in when there is

Video played.
was played.
These reflect
visuals

Page 1
September

New app: self expression
eff. practice jobs
increase understanding &
tolerance

How to get media to do pro &
address cons

①

- 1) Explain media to do pro
research - show better
evaluation test
- 2) deliver mess to youth & explain
youth part of media what
res
- 3) use different media "PSA'S
give people a grant
- 4) put it in context

②

use Media to educate people
from intermediaries - pro.

media take great responsibility
for message it deliver
exchange + put message in context
(ben done in drag use - like to see
it in violence).

4) internet - ^{parent} we have to know enough about it to see kids use it safely

General www.theartsdrug.com

She will hear about successful interventions

Zoe Baird

at Markle last summer

potentials of interactive media to improve how

Like 50's & TV. People not using, business model walked away. Came back in 60's -

- Create commercially sustainable that can teach - also globally
- CRITICAL to devote resource to effect on children
- Kaiser F looked at 2-18 yrs - spend full work week using media
£2 hr per d for 8 to 18 yr old

Do compendium of best research

emot

psch

cos done

What's the

role for fed & fund paper
way to understand how kids can learn

Findings

Chief that can't interact fluently with playing video games. Killing of CIA agents vs Korean troops - there's a history lesson for one

Don't just protest - about they use it help

AD General partner 3 yr multi-media platform - carry out & how to get w/ computers & chief - the way you leave a box out - leave the screen on a good site

Hope today, what next they use & have undertaken to get parent to help

Mod - no major bullsh*t. put forth well orchestrated effort. The review by John

Jim Brown Set Not Wise ^{Reserve to guide or the experience}

pick up on interacting w/ kids on internet. Kids are confident on Net - just opportunities think more than 45% of kids are online alone

Greatest danger - denial of access (digital divide)

GNW: use empowerment model - parent track & show value clearly - focused & stick to it - track can be there

- 4 components
1. online safety guide for parent
 2. 116 ~~available~~ not site access a work for families - filters - you see your fear of recommendations from
 3. how to deal w/ & report on-line trouble 911? If you download child porn you've broke law - the VRC Established links
 4. Web site for kid ALA list of 700

Get Net Wise is consortium
 great access to portal . 90% of users
 can get direct
 1,000,000 unique users 10% only hit for the first 9 mo

MOD

only age shaping our kid - were behind
 its a wake up call to parents offer real missing competing that - why you put in DRUGS - you get the wrong info

Katherine Mintz
 Cent for Media Education
 was a professor of TV. appeared on the network
 Opportunity to shape the media
 work w/ NEA AMA
 research public at work w/ coalitions

many of the group see the media culture - get to a point where

As families struggle w/ old media - the new media culture has been emerging
see that it evolves as pos force on children's lives

Conducting study of the usage. They are early adopters. Skilled multi-taskers. They have seen the convergence w/ TV.

New digital media culture holds promise & peril education opportunities

Need comprehensive youth agenda for media on screen with & without

Pleased that WH has set up task force haven't

4 key issues

1) equal access & rate - discount to school libraries. As we move into broadband eg - that the technology is available to all children

2) role for research media/children & youth health & academics can have that has time to grasp

Market research knows more help create research agenda

Role in ensuring that we connect what we know

- 4) Not users but also target market.
Advertisers - not just buy off TV - can
it internet.
Children online privacy protection act
(under 13) and after they reach
teen should be treated fairly as
consumers
- 5) young digital media savvy youth not
just consumers but citizens. I mean
that the sector grows - youth civic
media doing research
w/ broad bank & mergers the goal is to
it push. Engage your rep in debate how
the make media

MOD

under 2 pts

- youth & media are a part of the
solution (interaction w/ media scope
ground portrayal of drug use - for the
last years portrayal has been nearly 0.
- Evidence that the medium can be shaped

JUSTIN

key teen & parent interacting &
communicating

Farkas said - will continue
teen program to adapt quickly accept the new
brought up among change
media shape message (self) adult of teens
teen it should

eg Kansas kids think city kids must be in gangs. KS

- way teen view other teens. You don't have the actual interaction media defines
- in local paper last week ratio of good to bad news 10 to 1. Paper kind com. together
- censorship NOT Key (War effort to favour gov. human & O.K.s - strategic military - problems solving)

You can have violence in media w/o glorifying it - use it to teach
cite Law & Order chat room seduction
Media has large impact. Shape way teens see adults

MOD - points
"importance of context - accurate portrayal - if you see set w/o consequences"

? John Moril - just in if you see "yourselves"

A - don't watch teen shows

Jim - identifiable child

A - Yes is "Family Matter" shows parents helping kids. Family working together support

Mod - What up

Shelle Johnson

Bet - Teen Summit - 200 kids in audience
w/ panel
now BET. Com. & says will
1 million hits. Info goes into
Heart & Soul & Energy (don't PSA'S
mod idea

multiple staging multiple people
Eric Lapsow
Language: Youth grant of month
- don't think do to or for but with
Power distribution

Digital divide more than hardware
cultural competence
some black see web as white
youth empowerment

for net

Kare Hein

look at ourselves & the impact of
our work - are we really making
things better

MOD
great opportunity to see how media
is actually effective
We're not quite ready - need and
to go to get help

men!

Poor kid - media from the
Rich - in control - by silencing Valley
Let every senior have palm
Let kid make things they run it
Let just get stuff
pressure disk man, brown box

Surv Brile

impact of new media on school
Lost!

- issue of common culture
how we learn what we don't know & want
to know.
- adult don't go look for "South Africa"
don't lose common police agent
that we pushed out at the
old media

old/new relationships

Det
Blent Natl Comp Youth Violence

Staying
back?

history put under of
reinforce violent drugs
opportunities for predators