

THE WHITE HOUSE
WASHINGTON

DOMESTIC POLICY COUNCIL

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NUMBER OF PAGES (INCLUDING COVER): 5COMMENTS: School-Based Partnerships

SCHOOL-BASED PARTNERSHIPS 1999 AWARD ANNOUNCEMENT

Tuesday, August 17, 1999

ORI	Name	Problem Type	Partner	Estimated Funds
NJ0011	Pleasantville Police Department	Assault (Nonsexual) NOT Involving Weapons	Pleasantville Public School District	\$131,952
NM				
NM022	Roosevelt County Sheriff's Office	Other Alcohol Related Problems	Floyd Municipal Schools	\$25,683
NM004	Ramah-Navajo Chapter	Alcohol Consumption on School Grounds	Ramah Navajo School Board, Inc.	\$22,083
NV				
NV0021	Clark County School District Police Department	Bullying/Threat/Intimidation at School	Clark County Social Services	\$119,636
NY				
NY0140	Tonawanda, City of	Bullying/Threat/Intimidation of Students Going To/From School	Tonawanda Junior/Senior High School	\$89,808
NY062Z	Board of Education of the City of New York	Bullying/Threat/Intimidation at School	Redesign Committee of Paul Lawrence Dunbar School	\$129,032

SCHOOL-BASED PARTNERSHIPS 1999 AWARD ANNOUNCEMENT

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ORI	Name	Problem Type	Partner	Estimated Funds
NY0595	Greenburgh, Town of	Loitering on School Grounds That Relates to a Specific Crime or Student Safety Problem	Woodlands High School	\$81,812
NY0590	Mt. Vernon Department of Public Safety	Other Disorder That Relates to a Specific Crime or Student Safety Problem	Mount Vernon City School District	\$239,394
NY0310	Niagara Falls Police Department	Assault (Nonsexual) NOT Involving Weapons	Niagara Falls School District	\$109,139
NY0290	Hempstead, Village of	Disputes between Students, Students and Teachers, etc. That Pose A Threat to Student Safety	Hempstead Public Schools	\$182,582
NY0130	Poughkeepsie Police Department	Vandalism/Graffiti	Poughkeepsie High School	\$101,471
NY0060	Jamestown Police Department	Loitering on School Grounds That Relates to a Specific Crime or Student Safety Problem	Jamestown City School District/Jamestown High Scho	\$115,449
NY0303	New York City	Disorderly Conduct in Classrooms/Etc. That Relates to a Specific Crime or Student Safety Problem	Citizens Committee for New York City	\$254,845

OH

SCHOOL-BASED PARTNERSHIPS 1998 SUPPLEMENTAL AWARD ANNOUNCEMENT

Tuesday, August 17, 1999

ORI	Name	Problem Type	Partner	Estimated Funds
NJ0091	Union City	Dating Violence	Union City Board of Education	\$17,500
NJ0050	Lower, Township of	Larceny (Other Than Automobile-Related Theft)	Lower Cape May Regional High School	\$17,150
NM				
NM032	Los Lunas Police Department	Assault (Nonsexual) NOT Involving Weapons	Youth Development Inc.	\$17,500
NMD10	Pueblo of Pojoaque Tribal Police Department	Vandalism/Graffiti	Pojoaque Valley High School	\$13,500
NV				
NV0030	Douglas County Sheriff's Department	Bullying/Threat/Intimidation at School	Douglas County School District	\$17,265
NY				
NY0357	Crawford, Town of	Disputes between Students, Students and Teachers, etc. That Pose A Threat to Student Safety	Pine Bush Central School District	\$17,500
NY0146	Hamburg, Town of	Bullying/Threat/Intimidation at School	Frontier Middle School	\$17,480

SCHOOL-BASED PARTNERSHIPS 1998 SUPPLEMENTAL AWARD ANNOUNCEMENT

Tuesday, August 17, 1999

ORI	Name	Problem Type	Partner	Estimated Funds
NY0330	Syracuse, City of	Bullying/Threat/Intimidation at School	Syracuse City School District	\$16,891
NY062Z	Board of Education of the City of New York	Disputes between Students, Students and Teachers, etc. That Pose A Threat to Student Safety	Thelma J. Hamilton Junior High School 275	\$17,492
NY0060	Jamestown Police Department	Disorderly Conduct in Classrooms/Etc. That Relates to a Specific Crime or Student Safety Problem	Washington Middle School	\$17,472
NY1010	New York State Police	Bullying/Threat/Intimidation at School	Shenendehowa Central School District	\$17,485
NY0050	Cayuga County Sheriff's Department	Other Disorder That Relates to a Specific Crime or Student Safety Problem	Port Byron, NY Central School District	\$17,500
NY0010	Albany Police Department	Bullying/Threat/Intimidation at School	Albany High School	\$17,350
OH				
OH018	South Euclid Police Department	Bullying/Threat/Intimidation at School	South Euclid - Lyndhurst Schools	\$17,050

- 1 -

**FIRST LADY HILLARY RODHAM CLINTON
REMARKS AT CHILDREN AND VIOLENCE
EVENT**

TUESDAY, AUGUST 17, 1999

- 2 -

Good morning and welcome to the White House.

What you will see here today is the product of an exciting joint effort, led by the Ad Council, the Kaiser Family Foundation and Children NOW. It couldn't have happened without the advice and participation of many other advocacy groups and experts, entertainment industry association leaders and network executives. I'd like to acknowledge Jack Valenti, president of the Motion Picture Association of America; Richard Masur [MAY-zur], president of the Screen Actors Guild; and Eddie Fritts, President and CEO of the National Association of Broadcasters, who are here this morning. Many of the television executives who have supported the public service announcement are also here and I'd like to ask them to stand so that we can give them all a round of applause.

- 3 -

Yesterday, the students and teachers of Columbine High School returned to class, just 17 weeks after the tragic shooting that killed 12 classmates and a beloved teacher. One month later, on the very day that the President and I traveled to Colorado to meet with members of the Littleton community, a 15-year-old opened fire at his high school in Conyers, Georgia. And, last week, the nation was stunned yet again, when a man murdered a post office employee and then, apparently wielding a submachine gun, turned his hatred on three children, a teenaged camp counselor and a receptionist at a Jewish community center in Los Angeles.

Each time a child is the victim of gun violence, it shocks our national conscience and shakes our national confidence. ... for, we have no more profound responsibility – no more important challenge – than the safety of our children. I can only hope that our outrage will strengthen our resolve to address the twin scourges of gun violence and hate crimes, for there is no place for intolerance in this country.

- 4 -

As I've traveled across the nation in the weeks since the Littleton tragedy, talking with students and their parents, it's not helplessness or hopelessness that I've heard in their voices. It's a clear and forceful determination to move past the finger pointing; to take concrete steps to end the violence, not only in our schools, but also in our broader community.

Regenia Johnson, a seventh grader from Buffalo, sent me this letter just a week after the Littleton shootings:

"Violence is all around me. There are gangs in my neighborhood. Because of this, I am not free to ride my bike around the block. My mother fears for my life every time I leave the house. I have gotten used to it, because violence has been a part of my life since I was a child.

After the shooting, I decided to speak my mind and stop holding back on my thoughts."

- 5 -

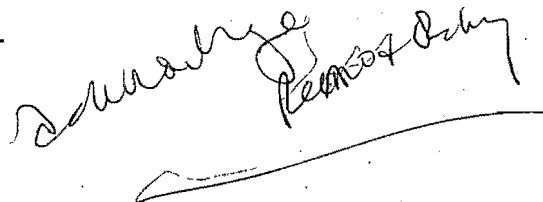
Anyone who listens to children like Regenia, has to wonder: What will it take for our country to say, "Enough." What will it take for Congress to pass common-sense gun laws to keep handguns and assault weapons out of the hands of juveniles and criminals?

After the shootings in Littleton, many members of Congress said, "Enough," and the Senate passed tough new provisions proposed by the President that would have strengthened this country's gun safety laws. But even these most common-sense of measures – measures that in no way would have restricted the activities of honest and legitimate gun owners – were blocked by a majority in the House who, apparently, were more interested in the approval of the National Rifle Association than in the safety of our children.

- 6 -

We know, of course, that guns alone are not the answer. That is why this administration has worked tirelessly, and on many fronts, to meet the challenge of keeping our children safe...by giving parents the tools and the time they need – tools like the V-chip, and a new agreement that requires movie theater owners to request photo I-D's from young people who want to see R-rated movies; by giving schools the resources they need, and by hosting the first-ever White House Conference on School Safety; and, by passing the Brady Law and the assault weapons ban.

- 7 -



Bill Clinton

This past May, less than a month after the shootings at Columbine, the President and I welcomed a distinguished and diverse group of Americans to the White House, where, at the end of the day, we united behind the idea of a national campaign against youth violence.

Much has been accomplished, but much remains to be done. And, although there is no question that responsibility for our children's safety begins at home, we all have a powerful role to play – especially those of you in this room today.

- 8 -

Just as we know that children are impressed by the negative images they see on television, in movies and on their computer screens, we know that these same media offer many positive and educational lessons to our children as well. The public service announcement you will see in few minutes sends just the kind of message we want our children to hear. And, it provides even stronger evidence of just how far we can go when we work together to take responsibility for keeping our children safe.

Before I turn the program over to Peggy, I want to thank the other people here who have worked so hard to make this ad a reality: former Colorado Governor Roy Romer, who is a member of the Ad Council's Board; Drew Altman, the President of the Kaiser Family Foundation; and Lois Salisbury [SAHLS-bury], President of Children NOW. Now let me introduce the new President and Chief Executive Officer of the Advertising Council, Peggy Conlon.

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August 16, 1999

ANNOUNCEMENT OF ANTI-YOUTH VIOLENCE INITIATIVES

DATE: August 17, 1999
LOCATION: Presidential Hall
 OEOB Room 450
BRIEFING TIME: 10:00am – 10:20am
EVENT TIME: 10:30am – 11:30am
FROM: Bruce Reed

I. PURPOSE

To announce a series of steps to help reduce youth violence including: (1) a new anti-violence public service advertising campaign; (2) the new executive director of the National Campaign Against Youth Violence, Jeff Bleich; and (3) \$15 million in Justice Department COPS grants for local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools.

II. BACKGROUND

You will address an audience of approximately 130 people, including executives and representatives from television and cable networks, child advocacy groups, education groups, healthcare advocacy groups, and youth. In your remarks you will announce:

Network Anti-Violence Roadblock. At the White House Strategy Session on youth violence on May 10, you challenged the entertainment industry to do its part. Today, you will announce that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air the prime time debut of public service ads on the theme of "Talking with Kids About Violence." The ads, which feature children and you talking about the need for parents to talk to their kids about violence, will air between 8 p.m. and 10 p.m. on August 18th. This first-ever Ad Council television "roadblock" will include ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, Comedy Central, Country Music Television, Discovery Channel, Discovery Digital Networks, FOX Family Channel, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, the Nashville Network, Nickelodeon, TBS, TNT, Travel Channel, TV Land, Univision, VH-1, and FasTV.com, a website with video streaming capability, which will provide the spot online. Many of the participating networks have pledged strong support for the new ads and will show them throughout the remainder of the year. The public service ads were sponsored by the Kaiser Family

Foundation, the Advertising Council, and Children Now. A free booklet for parents on how to talk about violence is available at www.talkingwithkids.org, or by calling 1-800-CHILD44.

Executive Director for National Campaign Against Youth Violence. Following up on your call for a National Campaign Against Youth Violence, you will announce that Jeffrey Bleich will be the executive director of this effort. Mr. Bleich has been nationally recognized by the American Bar Association as one of America's leading young attorneys, and is the managing partner in the San Francisco office of Munger, Tolles and Olson. Mr. Bleich will head an independent, national, non-partisan campaign that will address the problem of youth violence by: (1) serving as an information clearinghouse to share what programs work in one community with communities all over the country; (2) securing commitments from all sectors of society to do their part to help reduce violence; and (3) helping give parents more tools to protect their children from violence.

New Grants to Strengthen Partnerships Between Law Enforcement and Schools. You will announce \$15 million in Justice Department Office of Community Oriented Policing Services (COPS) grants for local law enforcement agencies across the country to form innovative partnerships with schools or community organizations to target specific problems of crime and violence in or around schools. A total of 247 grants will be awarded to 226 communities in 41 states and the District of Columbia. COPS School-Based Partnerships grants emphasize the use of community policing and problem solving methods to address the causes of school-related crime and disorder problems, such as drug dealing and use, assaults, truancy, vandalism, and other student safety issues.

III. PARTICIPANTS

Briefing Participants:

The First Lady
Attorney General Janet Reno
Secretary Richard Riley
Bruce Reed
Eric Liu
Tom Freedman
Richard Socarides
Lowell Weiss
Jeffrey Bleich

Stage Participants:

Attorney General Janet Reno
Secretary Richard Riley
Jeffrey Bleich, New Executive Director, National Campaign Against Youth Violence
Harrison Boatwright (Age 10; appears in PSA)
Wyatt Keusch (Age 11; appears in PSA)

Boosh

Program Participants:

YOU

The First Lady

Peggy Conlon, President and CEO, The Advertising Council

Drew Altman, President and CEO, The Kaiser Family Foundation

Leilani Tassillio (Age 11; appears in PSA)

IV. PRESS PLAN

Open Press.

V. SEQUENCE OF EVENTS

- Attorney General Janet Reno, Secretary Richard Riley, Jeff Bleich, Harrison Boatwright, and Wyatt Keusch will be announced onto the stage.
- **YOU** and the First Lady, accompanied by Peggy Conlon, Drew Altman, and Leilani Tassillio, will be announced onto the stage.
- The First Lady will make remarks and introduce Peggy Conlon, President and CEO, The Advertising Council.
- Peggy Conlon will make brief remarks and introduce Drew Altman, President and CEO, The Kaiser Family Foundation.
- Drew Altman will make brief remarks and introduce Leilani Tassillio, Student.
- Leilani Tassillio will make brief remarks and introduce **YOU**.
- **YOU** will make remarks, unveil the public service announcement, and depart.

VI. REMARKS

To be provided by speechwriting.

Working Group Meeting
August 17, 1999
Room 211 OEOB
Michele Cavataio (AOL)
Alan Khazei (City Year)
Vanessa Kirsch (New Profit)
Michael Sanchez (hasn't confirmed)
Julia Moffett (Markle Found.)
Stephen Friedman (MTV)
Aaron Lieberman (Jumpstart)
Jeff Bleich
Eli Segal
Matthew Heyd
Mark Abbott
Alan Rambam (SHINE)
Michan Pour-Azar (SHINE)
Richard Masur (Actors Guild)
Eric Dawson
Pamela Eakes (MAV)
Marisa Nightingale
Lynn Cutler

Ad Council
Kaiser Family Foundation/Children Now
Talk With Your Kids About Violence PSA
"School" :30 TV

SCENE DESCRIPTION: TAKES PLACE AT SCHOOL. OPENS ON
CHILDREN RUNNING UP STAIRS INTO SCHOOL DOOR.

GIRL 1: IT WAS ONE AGAINST, I DON'T KNOW, PROBABLY TEN....
BY THE TIME THEY WERE DONE HIS NECK WAS
RED...AND....

BOY 1: I AM AFRAID TO GO TO HIGH SCHOOL

BOY 2: THERE WAS THIS KID THAT WAS LIKE 17.... HE CAME TO A
SCHOOL WITH A GUN

GIRL 2: WE DIDN'T KNOW IF IT WAS FAKE OF REAL
(OFF CAMERA)

GIRL 3: I HAVE A KNIFE AND YOU DON'T...HA, HA, HA....
(OFF CAMERA)

BOY 3: IT SCARES ME

GIRL 4: WHEN I GET SCARED, I TALK TO MY MOM AND
DAD

PRESIDENT OUR CHILDREN NEED OUR HELP TO DEAL WITH
CLINTON: TOUGH ISSUES LIKE VIOLENCE. PLEASE TALK WITH
YOUR KIDS. HELP THEM UNDERSTAND. HELP KEEP
THEM SAFE.

END FRAME

SUPER ONLY: FOR A FREE BOOKLET CALL
1-800-CHILD-44
WWW.TALKINGWITHKIDS.ORG
KAISER & CHILDREN NOW LOGOS

**PRESIDENT CLINTON ANNOUNCES NEW STEPS ON YOUTH VIOLENCE:
UNPRECEDENTED NATIONWIDE TV AD ROADBLOCK;
DIRECTOR FOR NEW ANTI-VIOLENCE CAMPAIGN;
AND FEDERAL SCHOOL SAFETY GRANTS**

August 17, 1999

Today the President will announce a series of steps to help reduce youth violence. First, the President will announce a sweeping new anti-violence public service advertising campaign which every major television network and more than 20 cable channels have agreed to air beginning August 18th during prime time. Second, the President will announce Jeff Bleich, a prominent California attorney, as the new executive director of the National Campaign Against Youth Violence. Finally, the President will announce that the Justice Department will distribute \$15 million in COPS grants to local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools.

Network Anti-Violence Roadblock. At the White House Strategy Session on youth violence on May 10, the President challenged the entertainment industry to do its part. Today, the President will announce that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air the prime time debut of public service ads on the theme of "Talking with Kids About Violence." The ads, which feature children and the President talking about the need for parents to talk to their kids about violence, will air between 8 p.m. and 10 p.m. on August 18th. This first-ever Ad Council television "roadblock" will include ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, Comedy Central, Country Music Television, Discovery Channel, Discovery Digital Networks, FOX Family Channel, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, the Nashville Network, Nickelodeon, TBS, TNT, Travel Channel, TV Land, Univision, VH-1, and FasTV.com, a website with video streaming capability, which will provide the spot online. Many of the participating networks have pledged strong support for the new ads and will show them throughout the remainder of the year. The public service ads were sponsored by the Kaiser Family Foundation, the Advertising Council, and Children Now. A free booklet for parents on how to talk about violence is available at www.talkingwithkids.org, or by calling 1-800-CHILD44.

Executive Director for National Campaign Against Youth Violence. Following up on his call for a National Campaign Against Youth Violence, the President will announce that Jeffrey Bleich will be the executive director of this effort. Mr. Bleich has been nationally recognized by the American Bar Association as one of America's leading young attorneys, and is the managing partner in the San Francisco office of Munger, Tolles and Olson. Mr. Bleich will head an independent, national, non-partisan campaign that will address the problem of youth violence by: (1) serving as an information clearinghouse to share what programs work in one community with communities all over the country; (2) securing commitments from all sectors of society to do their part to help reduce violence; and (3) helping give parents more tools to protect their children from violence.

New Grants to Strengthen Partnerships Between Law Enforcement and Schools. The President will announce \$15 million in Justice Department Office of Community Oriented Policing Services (COPS) grants for local law enforcement agencies across the country to form innovative partnerships with schools or community organizations to target specific problems of crime and violence in or around schools. A total of 247 grants will be awarded to 226 communities in 41 states and the District of Columbia. COPS School-Based Partnerships grants emphasize the use of community policing and problem solving methods to address the causes of school-related crime and disorder problems, such as drug dealing and use, assaults, truancy, vandalism, and other student safety issues.

Where?
NY?

17 to NY

Q&A on YOUTH VIOLENCE EVENT

August 17, 1999

Q: What did the President announce today?

A: The President announced a series of steps to help reduce youth violence. First, the President announced a large new anti-violence television advertising campaign which every major television network and more than 20 cable channels have agreed to air beginning August 18th during prime time. Second, the President announced Jeff Bleich, a prominent California attorney, as the new executive director of the National Campaign Against Youth Violence. Finally, the President announced that the Justice Department will distribute \$15 million in COPS grants to local law enforcement agencies to form partnerships with schools and community organizations to target crime and violence in or around schools.

Advertising Council Public Service Announcements

Q: What did the President announce regarding a national advertising campaign to prevent youth violence?

A: The President announced that an extensive coalition of broadcast and cable networks will join together in an unprecedented effort to simultaneously air the prime time debut of "Talking with Kids About Violence" public service ads. The ads, which feature children and the President talking about the need for parents to talk to their kids about violence, will air between 8 p.m. and 10 p.m. on August 18th. This first-ever Ad Council television "roadblock" will include: ABC, CBS, FOX, NBC, UPN, WB, A&E, Animal Planet, BET, CNN, CNN Airport, Comedy Central, Country Music Television, Discovery Channel, Discovery Digital Networks, FOX Family Channel, Headline News, the History Channel, the Learning Channel, Lifetime, MTV, the Nashville Network, Nickelodeon, TBS, TNT, Travel Channel, TV Land, Univision, VH-1, and FastTV.com, a website with video streaming capability, which will provide the spot online. Many of the participating networks have pledged strong support for the new ads and will show them throughout the remainder of the year. The public service ads were sponsored by the Advertising Council, the Kaiser Family Foundation, and Children Now.

Q: What do these ads say?

A: The PSAs encourage parents to talk with their children about violence and include a toll-free number and Web site to contact for a free booklet. The ads, which include a call to action by President Clinton, feature children between the ages of 8 and 13 speaking un-scripted about their concerns and fears about violence. The ads are the latest component of the "Talking with Kids about Tough Issues" campaign, a national effort to encourage more frequent parent-child communication. A free booklet for parents on how to talk about violence is available at www.talkingwithkids.org or by calling 1-800-CHILD44.

Q: Why were these ads developed?

A: These ads grew out of discussions at the White House Strategy Session on Children, Violence, and Responsibility held on May 10.

Q: Who sponsored these ads?

A: The Kaiser Family Foundation, Children Now, and the Advertising Council sponsored these ads. The Kaiser Family Foundation, based in Menlo Park, California, is a national health care philanthropy and is not associated with Kaiser Permanente. Children Now, based in Oakland, California, is a non-partisan voice for American's children. The Advertising Council is a private, nonprofit organization, which has been the leading producer of public service communications programs in the United States since 1942.

National Campaign Against Youth Violence

Q: What did the President announce with regard to a National Campaign to Prevent Youth Violence?

A: Following up on his call for a National Campaign Against Youth Violence, the President announced that Jeffrey Bleich will be the executive director of this effort. Mr. Bleich is one of America's leading young attorneys and managing partner of the San Francisco firm Munger, Tolles and Olson.

Q: What will this campaign do?

A: Mr. Bleich will head an independent, national, non-partisan campaign that will address the problem of youth violence by: (1) serving as an information clearinghouse to share what programs work in one community with communities all over the country; (2) working with all sectors of society to help de-glamorize violence; and (3) helping give parents more tools to succeed as parents, including making sure they know how to use the new V-Chip.

Q: How does this relate to the White House Strategy Session on Children, Violence, and Responsibility held on May 10?

A: Recognizing that youth violence is a problem that government cannot solve alone, the President, the First Lady, the Vice President and Mrs. Gore issued a call for a national campaign to reduce youth violence at the White House Strategy Session on Children, Violence, and Responsibility on May 10. This campaign will work with all sectors of our society - the media, education groups, parents, religious leaders, and young people - to focus on this problem, find what is working, and spread it to new

communities, while also helping to ensure that the media sends the right message to our children.

This grassroots campaign is modeled after two extremely successful efforts launched by the Clinton Administration. Four years ago, the President asked for a national campaign to reduce teen pregnancy. Today, under the leadership of Governor Tom Kean, former governor of New Jersey and now the President of Drew University, that campaign is playing an important role in reducing teen pregnancy rates nationwide. Two years ago, the President called for a national effort by businesses to hire people off welfare, to make sure the welfare reform effort would work. Today, under the leadership of Eli Segal, the Welfare to Work Partnership has grown to 10,000 companies that have helped move more than 40,000 people from the welfare rolls to the job rolls.

Department of Justice grants

Q: What did the President announce with regard to new grants to strengthen partnerships between law enforcement and schools?

A: The President announced \$15 million in Justice Department Office of Community Oriented Policing Services (COPS) grants for local law enforcement agencies across the country to form innovative partnerships with schools or community organizations to target specific problems of crime and violence in or around schools. A total of 247 grants will be awarded to 226 communities. COPS School-Based Partnerships grants emphasize the use of community policing and problem solving methods to address the causes of school-related crime and disorder problems, such as drug dealing and use, assaults, truancy, vandalism, and other student safety issues.

Ad Council
Kaiser Family Foundation/Children Now
Talk With Your Kids About Violence PSA
"School" :30 TV

SCENE DESCRIPTION: TAKES PLACE AT SCHOOL. OPENS ON CHILDREN
RUNNING UP STAIRS INTO SCHOOL DOOR.

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TEN.... BY THE TIME THEY WERE DONE HIS NECK WAS
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(OFF CAMERA)

GIRL 3: I HAVE A KNIFE AND YOU DON'T... HA, HA, HA....
(OFF CAMERA)

BOY 3: IT SCARES ME

GIRL 4: WHEN I GET SCARED, I TALK TO MY MOM AND
DAD

PRESIDENT
CLINTON: OUR CHILDREN NEED OUR HELP TO DEAL WITH
TOUGH ISSUES LIKE VIOLENCE. PLEASE TALK WITH
YOUR KIDS. HELP THEM UNDERSTAND. HELP KEEP
THEM SAFE.

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SUPER ONLY: FOR A FREE BOOKLET CALL
1-800-CHILD-44
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August 16, 1999

Memorandum for Hillary Rodham Clinton

From: Ruby Shamir

Subject: Youth Violence Activities Since Littleton Shooting

Over the last few months, you and the President have been involved in a number of events to promote the national campaign to prevent youth violence, call for the passage of common sense gun laws, and challenge the entertainment industry and other sectors to examine their roles in preventing juvenile violence. Following is a chronological list of events and announcements that have been made on the issue of youth violence since the April 20 school shooting in Littleton.

April 22 Al Shanker Speech before AFT in NYS

Your remarks focused on the tragedy at Littleton and on the need for common sense gun laws, and other supports for children.

April 27 Gun Control Initiative Event with the President, The White House (450)

At this event the President announced new legislation to strengthen federal firearms laws and make it more difficult for kids and criminals to have access to guns and explosives. The President's package represented the most comprehensive gun legislation any Administration has put forward in 30 years.

April 28 HRC Column on Littleton Shooting

April 29 Principal for a Day in NYS

You discussed school violence issues.

April 29 Jefferson Jackson Dinner in NYS

You spoke about the national campaign to prevent youth violence.

May 8 Mother's Day Event on Guns, The White House (East Room)

At this Mother's Day event you highlighted the importance of keeping children safe from guns as part of an effort to honor families. You were joined by four speakers who have been affected by gun violence, including Representative Carolyn McCarthy (D-NY).

May 10 White House Strategy Session on Children, Violence and Responsibility with the President, The White House (Remarks in the Rose Garden)

At this event you and the President led a strategy meeting to discuss the problem of youth violence and announced the development of a national campaign to address this problem.

- May 12** **HRC Column on Gun Control and National Campaign**
- May 20** **Trip to Littleton with the President**
You and the President spoke to the students at Columbine High School in Littleton, CO. This was the same day as a shooting at Heritage High School in Georgia.
- June 1** **FTC Report Event with the President, The White House (Rose Garden)**
The President instructed the Federal Trade Commission and the Department of Justice to conduct a joint study on the marketing practices of the entertainment industry to determine whether this industry markets to children violent and other material that is rated for adults and challenged retailers to enforce age restrictions on adult-oriented media, so that inappropriate material is kept out of the hands of children.
- June 6-7** **Announcements at Mental Health Conference with the President**
At the Mental Health Conference, the President announced a national school safety training program for teachers and school personnel launched by the National Education Association (NEA), EchoStar, a satellite company, and other partners.
- June 8** **President's Event on Movie Ratings Enforcement**
At this event, the President announced a new nationwide movie ratings enforcement and educational effort in cooperation with the National Association of Theatre Owners. The President also reiterated his call on Congress to move quickly to pass common-sense gun legislation.
- July 15** **Listening Tour Event in Nassau County in NYS**
You were joined by Rep. Carolyn McCarthy at this listening tour event where you called on all Americans to support tougher gun control laws.
- President's Event with Littleton Students**
On the same day as your event in New York, the President met with over 80 high school students from Littleton, CO and the Denver area to discuss the importance of enacting common sense gun legislation. The President insisted that Congress send to his desk for signature the reasonable gun measures already passed by the Senate.
- August 8** **Listening Event in Tonawanda**
You held a listening tour event near Buffalo that focused on keeping children safe from guns and violence on television and in video games.

PROMOTING SCHOOL SAFETY & PREVENTING YOUTH VIOLENCE

Clinton Administration Record

SCHOOL VIOLENCE PREVENTION

Hosting the White House Conference on School Safety. Convening experts, parents, principals, students, law enforcement and local community leaders, the President and First Lady held the first-ever White House Conference on School Safety on October 15, 1998, to provide an opportunity for Americans to learn more about how they can make their own schools and communities safer. The Conference focused both on the recent incidents of extreme violence as well as the causes of youth violence more generally. It included members of communities affected by school shootings and was linked by satellite to schools and communities across the nation.

Launching a Community-Wide Response to School Safety and Youth Violence. Last month, the President launched the Safe Schools/Healthy Students Initiative, which will provide up to \$180 million this year -- and a total of \$380 million over the next three years -- to help 50 communities develop and implement community-wide responses to school safety and youth violence. This initiative, which was also a product of the White House School Safety Conference, represents an unprecedented collaboration between the Departments of Justice, Education and Health and Human Services to provide comprehensive educational, law enforcement, mental health, juvenile justice, and other services to help communities prevent youth violence and drug abuse, in and out of school. Communities have until June 1, 1999 to apply for as much as \$3 million each through this initiative.

Helping to Make All Schools Safe, Disciplined and Drug-Free. In 1994, President Clinton expanded the Drug-Free Schools Act into the Safe and Drug-Free Schools Act, making violence prevention a key part of this program. Safe and Drug-Free Schools provides support for violence and drug prevention programs to 97 percent of the nation's school districts. At the White House Conference on School Safety, President Clinton announced his plan for a significant overhaul of the nearly \$600 million Safe and Drug-Free Schools and Communities Program to focus more on effective violence prevention initiatives. Under the President's proposal, schools will be required to adopt rigorous, comprehensive school safety plans that include: tough, but fair, discipline policies; safe passage to and from schools; effective drug and violence policies and programs; annual school safety and drug use report cards; funding for mental health services; links to after school programs; efforts to involve parents; and crisis management plans.

Responding to the Early Warning Signs of Troubled Youth. President Clinton directed the Secretary of Education and the Attorney General to develop a guide to help teachers and principals identify and respond to the early warning signs of troubled youth that can lead to school violence. In August 1998, the Departments of Justice and Education released *Early Warning, Timely Response: A Guide to Safe Schools*. The guide, aimed at teachers, principals, parents, and others who work with young people, provides information on how to identify and respond to the early warning signs of troubled youth that can lead to violence in schools. In addition, the guide also instructs schools on how to develop a violence prevention plan and

provides a crisis procedure checklist for schools to use if violence occurs. Finally, the guide lists actions students can take -- such as listening to troubled friends, involving trusted adults, and asking law enforcement to conduct school safety audits -- to help create safer schools. More than 200,000 guides already have been distributed to schools across the nation, and 150,000 additional copies will be distributed next week.

Creating a New Federal Response for Violent Deaths in Schools. President Clinton has proposed a \$12 million School Emergency Response to Violence -- or Project SERV -- in his FY 2000 budget to help schools and local communities respond to school-related violent deaths, such as those that occurred last school year in Jonesboro, Arkansas; Paducah, Kentucky; Pearl, Mississippi; and Springfield, Oregon. Developed with input from local officials and educators in these and other communities, Project SERV will enable the federal government to assist local communities in much the same way that the Federal Emergency Management Agency (FEMA) assists in response to natural disasters. The program will also help communities build the infrastructure necessary to bring more mental health services into their schools.

Hiring School Resource Officers, Targeting Assistance to Schools with Serious Crime Problems. To help give schools with crime problems the tools they need to put the security of our children first, at the White House Conference on School Safety, the President announced a new \$65 million initiative to hire up to 2,000 community police and School Resource Officers to work in schools -- and to train police, educators and other members of the community to help recognize the early warning signs of violence.

Forging School-Based Partnerships Between Schools and Law Enforcement. Under the School-Based Partnerships grant program, the Clinton Administration released \$16.4 million in grants to 155 law enforcement agencies in September 1998. The School-Based Partnerships grants will be used by policing agencies to work with schools and community-based organizations to address crime at and around schools. This initiative emphasizes using principles of community policing and problem-solving methods to address the causes of school-related crime. The grants will help forge or strengthen partnerships between local law enforcement and schools to focus on school crime, drug use and discipline problems.

Issuing the First Annual Report on School Safety. In December 1997, President Clinton called for an Annual Report on School Safety, which was released on October 15, 1998 and sent to every school in the nation. The report includes: an analysis of all existing national school crime data and an overview of state and local crime reporting; examples of schools and strategies that are successfully reducing school violence, drug use and class disruption; actions that parents can take locally to combat school crime; and resources available to schools and communities to help create safe, disciplined and drug-free schools.

GUN CONTROL

Keeping Guns Out of the Hands of Children. A number of laws and initiatives are keeping guns out of the hands of children and away from criminals. For instance, since the Brady Law's enactment, over 250,000 felons, fugitives and stalkers have been denied handguns, and the 1994

Crime Bill banned 19 of the deadliest assault weapons and their copies -- keeping assault weapons off America's streets. The Youth Crime Gun Interdiction Initiative (YCGII) is cracking down on the illegal gun markets that supply firearms to juveniles and criminals in 37 target cities. The ATF has already traced more than 77,000 crime guns in the YCGII cities, which has led to the investigation and arrest of hundreds of illegal gun traffickers supplying guns to juveniles and criminals. The Administration's FY 2000 budget proposal proposes adding ATF agents to new YCGII cities to assist in gun trafficking investigations. In addition to these programs, President Clinton signed a directive to every federal agency, requiring child safety locking devices with every handgun issued to federal law enforcement officers. And, in an historic agreement, eight major gun manufacturers have voluntarily agreed to provide child safety locking devices with all their handguns, helping to protect our children.

Enforcing Zero Tolerance for Guns and Other Weapons in Schools. In October 1994, President Clinton signed into law the Gun-Free Schools Act, requiring states to have in effect a law requiring local education agencies (LEAs) to expel students who bring guns to school. The President issued a Presidential Directive later that month to enforce "zero tolerance" for guns in schools, a policy requiring the expulsion of students who bring guns to schools. In school year 1996-97, the U.S. Department of Education estimates that, under zero tolerance policies, 6,093 students were expelled from public schools for bringing a firearm to school.

CULTURE

Giving Families A New Tool -- A Content-Based Television Ratings System. Striving to protect children from violence and adult content on television, the President and Vice President garnered a breakthrough agreement from the television industry to create a content-based voluntary ratings system. The new system went into effect October 1, 1997, giving parents the information they need to determine if TV shows are appropriate for viewing by their children and identifying which programs they want to block from their homes through screening technology (the V-chip). The voluntary rating system includes age- and content-based ratings.

Helping Parents Control What Comes Into Their Living Room with the V-Chip. Four years ago, President Clinton and Vice President Gore used the Family Policy Conference in Nashville to call for V-chip legislation -- to give parents new tools to help them screen out television programs that are not fit for their kids. Under strong leadership from the White House, the following year saw Congress enact the Telecommunications Act of 1996 which included V-chip legislation. Now, by January 2000, all new televisions are scheduled to include this screening technology.

Hosting the White House Conference on Children's Television. In July 1996, the President, Vice President, and First Lady convened the White House Conference on Children's Television to improve and expand education television for children. Conference participants included parents, industry representatives, advocates, experts and advertisers. At the Conference, the television industry joined with the President and agreed to air more educational and instructional children's shows.

Encouraging More Educational Television. At the President's urging, the Federal Communications Commission (FCC) adopted clear and concrete rules to encourage the development and promotion of TV programming that would be both welcomed by parents and watched by children. The rules require three hours of regularly scheduled, half-hour weekly educational and instructional programming as a requirement for license renewal.

Promoting a "Family Friendly" Internet. The President and Vice President have worked to make cyberspace a safe place for children. The Administration has enlisted the assistance of numerous stakeholders, including industry leaders, teachers, parents, Internet users and librarians to work towards the creation of a "family friendly" Internet. The Administration's three part strategy includes: 1) industry commitments to provide blocking, filtering and labeling technology for use by parents and teachers using the 'Net; 2) effective enforcement of existing laws; and 3) increased parental awareness and involvement. This strategy is designed to give parents and teachers the tools they need to prevent children from getting access to inappropriate material on the Internet, and to guide them towards high-quality educational resources.

MENTAL HEALTH ISSUES

Increased Funding for Children's Mental Health Services: From 1993 to 1999, the President has increased funding for children's mental health services from just \$5 million to \$78 million. Significant parts of this funding will be used to provide link schools with mental health services.

Substantial New Increases to Improve Substance Abuse Prevention and Treatment. In 1999, the Congress responded to the Administration's proposal to substantially increase substance abuse prevention and treatment activities. Congress has approved a critical \$275 million increase in the Substance Abuse Block Grant at the Substance Abuse and Mental Health Services Administration (SAMSHA). With this increase, over \$1.5 billion will be allocated to the block grant in FY1999 enabling tens of thousands of high-risk youth, pregnant women, and other underserved Americans to get much-needed drug treatment and prevention services.

New Investments in Mental Health Services at SAMHSA. The President's FY 99 budget included a new \$13 million increase in mental health block grant. With this increase, the block grant will contain \$288 million in mental health spending this year. These services provide much needed treatment, counseling and services for thousands of people with mental illnesses.

VIOLENCE PREVENTION

Providing Safe After-School Opportunities for More than a Million Children a Year. Last year (FY98), the 21st Century Community Learning Centers program was expanded to \$200 million. This funding is already supporting hundreds of school-based after-school programs in rural and urban schools in 44 states and the District of Columbia, including weekend and summer programs. This year, the President proposed to triple this initiative -- to \$600 million -- to provide safe and educational after-school opportunities for up to 1.1 million school-age children in communities across the country. In addition, the Education Department released a report in June 1998, titled *Safe and Smart: Making the After-School Hours Work for Kid*. This

report shows that after-school programs can lower juvenile crime and improve academic performance. *Safe and Smart* was sent to every school district in the country.

Cracking Down on Truancy. Truancy prevention initiatives have been shown to keep more children in school and dramatically reduce daytime crime. The Education Department issued a guidebook to the 15,000 school districts nationwide which outlines the central characteristics of a comprehensive truancy prevention policy and highlights model initiatives in cities and towns across the country. Since then, the Education Department has provided grants to local school districts to develop innovative truancy prevention programs of the kind described in the guidebook.

Encouraging Schools to Adopt School Uniform Policies. School uniforms have been found to be a promising strategy to reduce violence while promoting discipline and respect in school. Because of this, the Clinton Administration has encouraged schools to consider adopting school uniform policies by sharing with every school district a school uniforms manual prepared by the Department of Education in consultation with local communities and the Department of Justice. Since the President highlighted school uniforms, a growing number of schools have adopted these policies including: New York City, Dade County, San Antonio, Houston, Chicago and Boston.

Supporting Curfews at the Local Level. Community curfews are designed to help keep children out of harm's way and enhance community safety. Because of their success, President Clinton has encouraged communities to adopt curfew policies. A 1997 survey by the U.S. Conference of Mayors has shown that 276 of 347 cities surveyed -- or 80 percent -- had youth curfew laws, up from 70 percent in 1995.

Developing a Comprehensive Anti-Gang and Youth Violence Strategy. President Clinton has proposed a comprehensive strategy to (1) target gangs and violent youths with tougher punishments and by expanding anti-gang task forces and the use of racketeering statutes (i.e., RICO) for gang-related offenses; (2) crack down on kids and guns by prohibiting violent juveniles from buying guns and increasing penalties for selling handguns to youths; and (3) keep kids off the streets and out of trouble by expanding after-school programs and promoting anti-truancy initiatives and youth curfews.

Supporting Civic, Community and Faith-Based Organizations. Recognizing the important role that civic, community and faith-based organizations can play in reducing crime, the Administration launched a new Values-Based Violence Prevention Initiative to make \$2.2 million in grants available to 16 community-based collaboratives, including religiously-affiliated organizations, that target youth violence, gangs, truancy, and other juvenile problems by promoting common-sense values and responsibility.

Encouraging Conflict Resolution. The Departments of Education and Justice have developed and distributed 40,000 conflict resolution guides to schools and community organizations, providing guidance on how to develop effective conflict resolution programs; Education and Justice are training community officials and educators on these conflict resolution measures.

Peggy Conlon
President & Chief Executive Officer
The Advertising Council

Bibliographical Information

June 1999

Peggy Conlon joined The Advertising Council in June 1999. As President, Ms. Conlon serves as Chief Executive Officer of an organization that mobilizes yearly over \$1 billion of advertising space and time, the creative services of over 40 major advertising agencies, and related financial support from hundreds of corporations.

Founded in 1942, The Advertising Council strives to improve American society through mass communications. Some of the Council's best-known campaigns are for Forest Fire Prevention, The College Fund/UNCF, Crime Prevention, and Drunk Driving Prevention.

Ms. Conlon comes to The Advertising Council from Cahners Business Information where she served as Vice President, Group Publisher of the Broadcasting & Cable Group. In this capacity she directed the activities of eight publications including Broadcasting & Cable, TWICE (This Week In Consumer Electronics), Digital Television, and five international television titles. She began her career at Cahners as publisher of Broadcasting & Cable, the 68 year-old television industry weekly.

Prior to joining Cahners in 1992, Ms. Conlon was the group publisher for the Electronics Group of newsweeklies at CMP Publications, a high-tech trade publishing company in New York.

Ms. Conlon earned her B.A. in communications from the California State University at Fullerton and her M.A. from the Annenberg School of Communications at the University of Southern California.

Ms. Conlon recently completed a two-year term as Chairman of the International Radio and Television Society Foundation, and presently serves on the board of the Broadcasters' Foundation. She also served as a public affairs officer in the U.S. Naval Reserve for seven years.

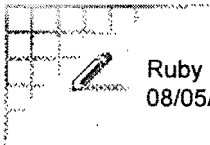
She lives in Manhattan with her husband Bob.

DREW E. ALTMAN, Ph.D.

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

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

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



Ruby Shamir
08/05/99 11:58:23 AM

Record Type: Record

To: Carolmast@aol.com @ inet
cc: Nicole R. Rabner/WHO/EOP@EOP
Subject: Youth Violence Info

Hi Carol:

Below is probably more youth violence info than you have ever wanted including press paper and Q&A from various youth violence events. I will also forward you the remarks delivered at each of these events. Also, way at the bottom, you will find Clinton-Gore Accomplishments on Youth Violence and a separate document with some statistics on youth violence.

Youth Violence Focused Events [Nicole, please let me know if I am missing anything]

- Paper from 7-15 Kids/Guns Event
- Paper on 6-8 Movie Ratings Enforcement
- Mental Health Conference School Safety Release 6-7
- FTC Report Paper from 6-1
- Transcript of remarks at Columbine on 5-20 [will forward to you separately]
- Paper from the 5-15 POTUS Radio Address
- Paper from the 5-10-99 Strategy Mtg

7-15-99 Gun Violence:

PROTECTING CHILDREN FROM GUN VIOLENCE

July 15, 1999

Today, President Clinton will meet with over 80 high school students from Littleton, Colorado and the Denver area to discuss the importance of enacting common sense gun legislation. The President will insist that Congress send to his desk for signature - without further delay -- the reasonable gun measures already passed by the Senate.

Last month, House leaders, bowing to the gun lobby, tried to pass a bill that would have weakened current gun laws instead of strengthening them. Since then, House and Senate leaders have failed to name conferees to resolve issues surrounding the juvenile crime bill - allowing the gun lobby even more time to try and stop common sense gun legislation from becoming law.

After the meeting, the President will urge Congress to listen to these students - instead of the gun lobby -- and to act to strengthen our gun laws before the start of the next school year. Specifically, the President will ask Congress to send him legislation that will:

- **Close the gun show loophole.** To stop firearms from being sold at gun shows on a "no questions asked" basis, we must extend the same Brady background checks that have proven effective in keeping guns out of the hands of many thousands of felons to all sales at gun shows.
- **Require child safety locks with every handgun sold.** To reduce the unauthorized use of handguns by a curious child or a teen looking to commit a crime, federally-licensed firearms dealers should be required to provide a child safety lock or device with every handgun they sell.
- **Ban violent juveniles from owning guns as adults.** There is simply no reason for youths convicted of a violent crime in juvenile court to be able to purchase a gun on their 21st birthday.
- **Ban the importation of all large capacity ammunition magazines.** We should close the loophole in current law that allows the continued importation of large numbers of high capacity ammunition clips that were generally banned by the 1994 assault weapons ban.

Keeping guns out of the hands of criminals and children has been a key priority of the Clinton Administration. Since the President took office, gun-related crime has dropped by over 25 percent. Administration accomplishments include:

- Blocking over 400,000 illegal gun sales with Brady background checks;
- Banning the juvenile possession of handguns;
- Enforcing zero tolerance for guns in schools;
- Combating illegal gun trafficking by tracing more crime guns to their source; and
- Banning the 19 deadliest assault weapons and their copies.

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6-8-99 Movie Ratings Enforcement



0608TP.WP

6-7-99 School Safety Annmt at Mental Health Conference:



MENTSCHO.W

6-1-99 FTC announcement:



ftc doj 2 1 pgr.do

5-15-99 POTUS Radio Address Press Paper:

**THE CLINTON-GORE ADMINISTRATION:
WORKING TO PROTECT YOUTH FROM MOVIE VIOLENCE**

June 8, 1999

"For ratings systems to work, they must be enforced. Not just by watchful parents, but by retailers at the point of sale, and theatre owners at the multiplex. You shouldn't have to worry that your "G"-rated kids are getting into violent or suggestive "R"-rated movies."

President Bill Clinton
June 8, 1999

Today, at the White House, President Clinton announced a new nationwide movie ratings enforcement and educational effort in cooperation with the National Association of Theatre Owners. The plan includes a new national policy under which movie theatre owners will require photo identification from young people seeking admission to "R"-rated films; an educational outreach program for parents about the ratings system and the new ID-check policy; and support by the theatre owners for a national study on the causes of violence. The President also reiterated his call on Congress to move quickly to pass common-sense gun legislation.

Enforcing Movie Ratings. The President joined leaders of the National Association of Theatre Owners in announcing a new nationwide movie ratings enforcement and educational effort. The National Association of Theatre Owners is a national trade association that represents 65% of the motion picture screens in the United States. Under the policy announced today, the Association will require all of its members to ask for photo identification at the box office from young patrons seeking admission to "R"-rated films who are not accompanied by a parent or guardian. The Association will also ask theatre owners to post notices reflecting the "R" rating admission policy.

Educating Parents on the Ratings System. The theatre owners announced a national community education effort in conjunction with parents' and religious organizations to educate parents on the movie ratings system and new ID-check policy. The educational outreach will work to develop programs to help parents make informed choices about which movies are appropriate for their children.

Studying the Causes of Youth Violence. The theatre owners declared their support for a national study on youth violence. The President announced last month at the White House Strategy Session on Children, Violence and Responsibility that the Surgeon General would issue a report on youth violence next year.

Urging Responsibility in Entertainment. The President repeated his challenge to the movie industry to reevaluate its entire ratings systems, especially the "PG-13" rating, to determine whether it is allowing too much gratuitous violence in movies approved for viewing by children. The President has urged the entertainment industry to take other responsible steps, including calling on the video game, recording and movie industries not to market violence to children. Last week, the President announced a joint study of entertainment industry marketing practices by the Federal Trade Commission and the Justice Department.

Challenging Congress to Pass Common-Sense Gun Legislation. Last month, the Senate passed tough new provisions to close the gun show loophole; require child safety locks with every new handgun sold; ban the importation of large capacity ammunition clips; and prohibit violent juveniles from owning guns as adults. The President called on the House to strengthen -- not weaken -- the Senate-passed bill, to include provisions to raise the age of handgun possession from 18 to 21 and require background checks for explosives purchases. The President also reiterated his commitment to combat any effort by the gun lobby to riddle the House bill with dangerous new loopholes and water down critical safety measures passed by the

Senate.

PRESIDENT CLINTON ANNOUNCES NEW STUDY TO EXAMINE THE MARKETING OF VIOLENT MEDIA TO CHILDREN

June 1, 1999

As part of his continuing efforts to reduce youth violence, the President will announce today that the Federal Trade Commission and the Department of Justice will conduct a joint study of the marketing practices of entertainment industries to determine whether these industries are marketing to children violent and other material that is rated for adults. In a Rose Garden event, joined by the First Lady, the President will also challenge retailers to enforce age restrictions on adult-oriented media, so that inappropriate material is kept out of the hands of children.

Helping Parents to Make the Right Choices for Their Children. Numerous studies have shown that violent programming increases children's aggression toward others and desensitizes them to violence. If and to the extent that the video game, movie, and recording industries market to children violent and other materials that are rated for adults, they undermine current content-based ratings systems, make it harder for parents to control the movies, music and games their children see, and increase the likelihood of children being exposed to inappropriate materials. President Clinton therefore will announce today that the Federal Trade Commission and Department of Justice will conduct a study to determine whether and how the video game, motion picture, and recording industries market to children violent and other material rated for adults. The study will examine, among other matters, whether sectors of these industries advertise violent material rated for adults in media outlets in which children comprise a substantial percentage of the audience or whether they otherwise use marketing practices designed to attract children to violent material. The study also will examine whether these industries have adopted procedures restricting the sale of products rated for adults to children and the extent to which these procedures are effective in ensuring that children do not have access to adult-oriented material.

Challenging Entertainment Industry Distributors to Enforce Ratings. A key to shielding children from exposure to excessively violent media is to halt their access to these products at the point of sale. Too many children can purchase or rent violent video games and films intended for adults from retailers who do not check identifications. In fact, according to a study conducted last year, only nine percent of retail stores that rent video games refused to rent to minors games that are rated as suitable only for adults. As part of an effort to address this issue, the Washington State Retail Association and the Interactive Digital Software Association are working together to create a point-of-sale system that will notify and remind clerks to ask for identification from buyers. Because the President believes that it is wrong to sell or rent the most violent video games and movies to children without their parents' approval, he will challenge the nation's retailers today to follow the lead of those in Washington State and enforce the ratings systems when they sell or rent any adult-rated material to children.

Advancing an Agenda to Address Youth Violence. In an effort to comprehensively

address the causes of youth violence comprehensively, the President is launching a national campaign on the issue, to involve community and religious leaders, the gun and entertainment industries, educators, parents, and young people. As he announced at last month's White House Strategy Session on Children, Violence, and Responsibility, this campaign will be modeled on the highly successful Welfare to Work Partnership and the National Campaign to Reduce Teen Pregnancy. The campaign will call on all sectors of society to take responsibility for reducing youth violence and will disseminate efforts that are working throughout the nation.

President Clinton:
Challenging the Nation to Address Youth Violence
May 15, 1999

As part of his weekly radio address, the President outlined measures that the government and media can take to address youth violence. The President criticized the Senate for its refusal to adopt simple measures to keep our children safe from guns, and he called on entertainment industries to take steps to reduce our children's exposure to gratuitous violence.

Challenging the Entertainment Industries to Reduce Youth Access to Violence. In his radio address, the President called on those in the entertainment business to think carefully about the content of their products, and make only the movies, TV programs, and video games they would want their own children to watch. The President issued three specific challenges to members of the entertainment industries:

Curbing the Use of Guns in Previews and Advertisements. The President issues a challenge to the entire entertainment industry to stop showing guns in any advertisements and previews children might see. The film industry currently prohibits the depiction of drug use in movie trailers viewed by children, on the view that these images can promote harmful behavior. Images of guns in advertisements and previews seen by children can act in a similar way to increase the allure of these objects. Many in the entertainment industries have said that guns are behind the problem of youth violence. Banning guns from ads and previews to which children have access is one simple step to help solve this problem.

Making the Movie Ratings System Work Better for Parents. The President also challenged the movie industry to re-evaluate its ratings system, with a specific focus on the PG-13 rating, to determine whether it is allowing gratuitous violence in movies viewed by children. When a movie is labeled PG-13, parents should not have to worry about their teenagers watching it. Yet many of these movies contain gratuitous and graphic violence -- violence of the kind that parents want to and properly should know about. In a recent national PTA Survey, 80 percent of parents said that they wished the movie ratings system gave clearer information as to a film's level of violence.

Limiting Children's Access to Inappropriate Entertainment Through Tougher Enforcement. The President challenged theater and video store owners to enforce, strictly and uniformly, the R-rating prohibition for underage children by requiring young patrons to show proof of age. Many children now see "R" rated films even though they should not be able to. According to a recent Gallup poll, half of American teens say they have seen an "R" rated movie in the last month, including 42 percent of those aged 13-15.

Challenging the Senate to pass Common-Sense Gun Laws. Last year, over 4,000 gun shows were held across the country. An estimated 25-50 percent of the sellers at these shows need not conduct background checks: they can sell guns to criminals and youth with no questions asked. Twice last week, however, the Senate failed to close this gun-show loophole, and in fact created additional dangerous loopholes in our gun laws. Legislation approved by the Senate would (1)

continue to allow some vendors at gun shows to see guns without the background checks necessary to keep guns away from juveniles and criminals; (2) create a new "pawnshop loophole" for felons by exempting firearms redemptions at pawnshops from Brady background checks; (3) thwart law enforcement's ability to trace firearms sold at gun shows and later used in crimes; and (4) undermine the effectiveness of background checks by cutting the amount of time the FBI has to complete them from three days to 24 hours.

**PRESIDENT AND MRS. CLINTON, VICE PRESIDENT AND MRS. GORE
HOST STRATEGY SESSION ON
CHILDREN, VIOLENCE AND RESPONSIBILITY
Monday, May 10, 1999**

Today, the President led a strategy meeting to discuss the problem of youth violence and develop a strategy for a national campaign to address this problem. The meeting included a broad cross-section of Americans including parents and children, teachers and religious leaders, law enforcement and government officials, gun manufacturers and sportsmen, and representatives of the entertainment industry. The President announced several initiatives to address the problem of youth violence including a Surgeon General's Report on Youth Violence, gun industry support for gun legislation in five important areas, and public and private commitments to ensure the effective implementation of the V-Chip.

SURGEON GENERAL'S REPORT ON YOUTH VIOLENCE

Today, the President announced that he is asking the nation's Surgeon General, Dr. David Satcher, to prepare a landmark report on youth violence -- the first such study on this subject in more than a decade. This report will bring together leading experts to review and evaluate existing research, and build on the findings of the 1972 Surgeon General Report on Television and Violence, as well as the 1985 Surgeon General's Workshop on Violence. Much is already known about how to reduce and prevent youth violence, but this report will add to the nation's understanding in this field. It also will address media that have emerged since previous reports, such as the Internet and video games.

GUN INDUSTRY SHOWS SUPPORT FOR LEGISLATION IN FIVE KEY AREAS

Today, leaders in the firearms industry announced their support for working out legislation in five areas. Specifically, the American Shooting Sports Council (ASSC), the gun industry's trade association in Washington, which represents 350 firearms manufacturers and distributors around the country, released a statement supporting legislation in five areas:

- **Closing the gun show loophole on Brady background checks.** The Treasury Department estimates that 25-50 percent of the sellers at gun shows are unlicensed and sell guns without the benefit of a background check. As a result, gun shows can provide a forum for illegal firearms sales and gun trafficking. The President has proposed background checks, based on the existing Brady law, for firearms transferred at gun shows.
- **Extending the Brady Law to violent juveniles.** Although violent youth convicted in adult courts are barred from owning firearms as adults, the same is not true for youth convicted of serious violent crimes in juvenile court. The President has proposed permanently banning all violent juveniles from buying guns -- so that they cannot purchase a gun on their 21st birthday.

- **Raising the age of the youth handgun ban to 21 years of age.** Federal law generally bans the possession of handguns by juveniles under the age of 18, and prohibits federal gun dealers from selling firearms to anyone under 21 years of age. However, it is perfectly legal for 18-20 year-olds to possess handguns or to buy them from unlicensed sellers -- even though law enforcement trace more crime guns to 18 and 19 year-olds than all other age groups. The President has proposed raising the legal age of handgun ownership from 18 to 21 years, while maintaining current exemptions for employment, hunting, target shooting, ranching and military service.
- **Holding adults responsible for child access to guns.** Child Access Prevention (CAP) laws promote gun safety and responsibility by holding adults responsible if they allow children easy access to firearms and ammunition. The President has proposed imposing felony penalties on adults who knowingly or recklessly allow a child to have access to a gun that is later used to cause death or injury.
- **Helping law enforcement to trace more firearms used in crimes.** Over the past 2 years, the President has expanded comprehensive crime gun tracing to 37 cities -- helping them to trace all crime guns to their source, to identify illegal gun markets, and to crack down on gun traffickers. Last year, ATF initiated over 300 investigations in these cities, which involved over 3,300 illegally trafficked firearms. The President has proposed expanding comprehensive tracing nationwide, starting by doubling the program to 75 cities.

MAKING THE V-CHIP WORK

The V-Chip is a device that allows parents to block television programming they consider inappropriate for their children. President Clinton and Vice President Gore led the successful fight for legislation that requires the V-Chip be installed in all new television sets sold beginning January 1, 2000. At today's strategy session the President announced two new initiatives to make sure the V-Chip becomes a useful tool for parents.

- **V-Chip Task Force.** To ensure that the V-Chip law is implemented effectively, the Federal Communications Commission (FCC) will establish a V-Chip Task Force. The Task Force will: (1) ensure the V-Chip requirement is enforced promptly and comprehensively; (2) promote parental awareness about the V-Chip and work closely with organizations sharing this goal; (3) encourage adoption of a standard label identifying television sets that contain the V-Chip and; (4) study the use of the V-Chip and evaluate the effectiveness of the industry's ratings system. FCC Chairman William Kennard has appointed Commissioner Gloria Tristani to chair the Task Force.
- **The V-Chip Survey and Education Project.** According to a survey released today by the Kaiser Foundation, while many parents (77%) say they want to use the V-Chip, less than four out of ten parents (39%) has ever seen information on how the system works. The Kaiser Foundation and the Center for Media Education announced today a major national effort to educate parents about the V-Chip TV ratings system. The educational campaign

will include free booklets for parents on how the V-chip TV ratings system works. The free parent information will be available through a toll-free telephone number and will be promoted through partnerships with TV manufacturers, retailers, parents' organizations, newspapers, and television stations.

A NATIONAL CAMPAIGN TO PREVENT YOUTH VIOLENCE

Recognizing that youth violence is a problem that government cannot solve alone, the President, the First Lady, the Vice President and Mrs. Gore called for a national campaign to reduce youth violence. This campaign will work with all sectors of our society – the media, education groups, parents, religious leaders, and young people – to focus on this problem, find what's working, spread it to new communities, while also helping to ensure that the media sends the right message to our children.

This campaign is modeled after two extremely successful efforts launched by the Clinton Administration. Four years ago, the President asked for a national campaign to reduce teen pregnancy. Today, under the leadership of Governor Tom Kean, former governor of New Jersey, and now the President of Drew University, that campaign is playing an important role in reducing teen pregnancy rates nationwide. Two years ago, the President called for a national effort by businesses to hire people off welfare, to make sure the welfare reform effort would work. Today, under the leadership of Eli Segal, the Welfare to Work Partnership has grown to 10,000 companies that have helped move more than 40,000 people from the welfare rolls to the job rolls.

**The White House Strategy Session on Children, Violence and Responsibility
Questions and Answers on the Gun Industry's Involvement
May 10, 1999**

NRA Involvement

Q: The NRA has complained that they were not invited to your meeting today. If you are trying to have an open and honest dialogue on violence -- and especially on the roles guns play -- why didn't you invite them?

A: I think it's very important to note that the gun industry is very well represented at today's meeting. In fact, representatives of the gun industry make up nearly 10 percent of the total participants (5 of 56), and include three major gun manufacturers (Smith and Wesson, O.F. Mossberg, and Glock U.S.A.), the trade association that represents the gun industry (the American Shooting Sports Council), and one of the NRA's current board members, former Rep. Bill Brewster, an old friend and hunting buddy of the President's. By comparison, we have invited only one gun control advocate to the meeting (Sarah Brady). So, it really is a stretch to say we have minimized participation by gun interests at today's meeting.

Q: What about Bob Delfay of the American Shooting Sport Foundation (ASSF), who decided not to attend because he claimed Senate Democrats introduced the Administration's bill before negotiations with the industry were complete?

A: Senate Democrats introduced their own comprehensive legislation on Thursday, much of it based on the President's package. From the outset of discussions with the industry, both sides have recognized that we would be able to agree on some positions and disagree on others. We will continue to work with the industry to seek agreement on the details of the 5 areas where we have common ground. As Bob Ricker of the American Shooting Sports Council (ASSC) said Sunday, legislation can always be adjusted if necessary, and talks should continue.

Federal Gun Prosecutions

Q: The NRA charges that under the Clinton Administration, federal gun prosecutions are significantly down and there is less of a focus on prosecuting street-level criminals who carry guns. They believe that more enforcement of existing laws is needed instead of new gun control laws. What is your response?

A: Although Republicans and the NRA like to say that so-called "Triggerlock" prosecutions are down under the Clinton Administration, that's simply not the full story on federal firearms prosecutions. The truth is that:

(1) **Overall firearms prosecutions are up.** More criminals are prosecuted today for all weapons offenses than in 1992. Although the number of federal prosecutions for persons serving sentences of 3 years or less is down, the number of persons sentenced to 5 or more years in federal prison is up by nearly 30 percent (from 1049 to 1345). And because we work more closely with our partners in state and local law enforcement -- who handle almost all gun crimes -- about 25 percent more criminals are sent to prison for state and federal weapons offenses than in 1992 (from 20,681 to 25,186). This means we do a better job of making sure gun criminals serve the longest prison sentences possible -- whether in the state or federal system.

(2) **Crime -- and gun-related crime in particular-- are down dramatically.** The previous Administration may have prosecuted more lower level gun cases in federal court, but gun and violent crime skyrocketed on their watch. During the Clinton Administration -- and with more police on the street and tougher gun laws on the books -- crime has dropped across the board. Since 1992, overall, violent and property crime are down by more than 20 percent each; the murder rate is down 28 percent -- to the lowest level in 30 years; and homicides, robberies, and aggravated assaults committed with guns are down by an average of 27 percent.

(3) **Tough talk is cheap.** Despite its rhetoric, the NRA has consistently opposed efforts to provide real money for state, local, and federal law enforcement agencies to investigate, arrest, and prosecute gun criminals and illegal gun traffickers. Over the past 2 years, this Administration has called for more resources to enforce our gun laws on every front -- requesting tens of millions of dollars to hire over 280 new ATF agents and over 40 new federal prosecutors, as well as more than a billion dollars to hire more local police and prosecutors. The NRA's newfound interest in strengthened enforcement will mean very little if we can't count on their support to secure the necessary resources.

Gun Bill proposals

Q: You plan to propose criminal liability for adults who "recklessly give access" to guns to children. Your proposal also refers to increased penalties for adults who "transfer" guns to juveniles. Can you explain the difference between these two proposals?

A: In one case, there is a knowing transfer of a gun to a juvenile and the adult knows that it would be used in a crime. Our bill would raise existing criminal penalties for such offenses. With respect to child access prevention, our proposal would create new criminal liability where adults recklessly give children access to guns (which could occur without the explicit knowledge of the adult) and the gun is later used to cause death or violent injury.

Q: What does “recklessly give access” mean? Can you give us an example?

A: Generally, the “reckless” standard in the President’s bill applies to behavior that is a gross deviation from a standard of care that any reasonable person would have exercised. For example, “reckless” behavior would cover someone who -- despite knowing that children would be home on a given day -- left a loaded weapon on the kitchen. On the other hand, it would not apply to someone who made every effort to safely store and lock a gun that was nonetheless stolen by a juvenile. Ultimately, however, what is and isn’t reckless behavior would need to be determined by a jury.

Q: Can you further explain the one-gun-a-month proposal?

A: The proposal would restrict individuals from selling or transferring more than one handgun per month to someone if the transferor knows that the individual receiving it has already received a handgun within the last 30 days. The law would also prohibit a person from receiving more than one handgun per month.

The proposal would rely on the National Instant Criminal Background Check System, which requires checks on individuals seeking to buy a firearm. If a person who seeks to buy a handgun has tried to purchase one within the last 30 days, the NICS would indicate that the person applied to buy a handgun, and the transfer of additional handguns would be prevented.

Q: Doesn’t this mean that you would be creating a federal gun registry?

A: The proposal will not create a gun registry. However, the system will require that information that an individual has purchased a handgun be kept for at least 30 days. The system will not contain any information about the handgun or any information about other firearms that the purchaser may own.

Q: Aren’t there some situations in which someone has a legitimate reason to obtain more than one handgun in a month’s time?

A: The proposal would recognize some limited exceptions where an individual has a legitimate need to obtain more than one handgun a month. Some of these situations would include, for instance, private security companies that need more than one handgun for their security operations, or where a person’s handgun has been lost or stolen.

Q: Isn't this Brady waiting period for handgun sales weaker than the waiting period that already sunsetted under the Brady Law?

A: No, in fact is much tougher than the original waiting period, which allowed a waiting period of **up to 5 days**. The new proposal mandates a **minimum** waiting period of 3 days for all handgun purchases -- for the first time ever -- and allows law enforcement to take up to a total of 5 days to complete a check for any gun (not just handguns) if they need additional time to clarify arrest or other records. So, our provision is similar to the old Brady waiting period in that it allows for a total waiting period of up to 5 days, but it is stronger in that it creates a new minimum waiting period of at least 3 days for handguns. This minimum wait was not previously required under the original Brady law.

Gun Sales on the Internet

Q: Senator Schumer has introduced legislation that would regulate the sale of guns on the Internet. Are you supportive of his legislation?

A: We are reviewing it. Currently, we don't have a great deal of law enforcement data on gun sales over the Internet. However, recognizing that an increasing amount of commerce is being handled via the Internet, we are concerned that Internet gun sales are likely to rise -- and that they may allow gun runners to avoid background checks. We have taken a strong position to expand background checks on gun purchases wherever possible, to help ensure that criminals, juveniles and other prohibited purchasers do not illegally gain access to guns. So, while we are still reviewing Senator Schumer's legislation, we agree that gun sales on the Internet should comply with all the provisions of our gun laws.

Gun Lawsuits

Q: Do you support the lawsuits being filed by New Orleans, Chicago, Atlanta and other cities against gun manufacturers? Are you planning to take a strong position on this issue as you did in the tobacco litigation?

A: We are watching closely all of the pending lawsuits against the gun industry. The President has previously expressed particular concern about allegations -- such as in Chicago -- that some gun dealers are selling guns illegally -- helping purchasers evade firearms laws and even selling guns to persons who say they intend to break the law. These are serious charges which, if proven true, would demonstrate that some in the gun industry are helping to promote an illegal market in firearms. Such disrespect for the law endangers our citizens, and if the evidence shows in any of these cases that federal

firearms laws have been violated, we will take vigorous enforcement action.

The President's new bill will further crack down on those gun dealers involved in the illegal gun trade, by allowing for more inspections of federal firearms licensees (from 1 to 3 per year), tougher penalties for serious violations that interfere with trafficking investigations, and suspension of a gun dealer's license for willful violations of the Gun Control Act.

In the meantime, we will continue to work closely with state and local law enforcement to trace crime guns back to their source, and to prevent illegal gun sales -- especially to criminals and juveniles.

May 9, 1999

BRIEFING ON STATISTICS RELATED TO YOUTH VIOLENCE

FROM: NEERA TANDEN
RUBY SHAMIR

The following are statistics on factors that may contribute to youth violence. The first section is a synopsis of several studies on media violence and its effects on children's behavior. The second section, on the state of the nation's children, notes that feelings of depression and isolation appear to be growing. The third section includes statistics on gun violence.

Media and Violence

There have been numerous studies on the effects of television violence on children. The vast majority of these studies, which cover a range of settings and issues, have concluded that violence on television promotes aggressive behavior in children.

Impact of Media Violence

Studies on the effects of television violence on children have taken place in a range of settings and the vast majority of them have concluded that violence on television leads to aggressive behavior.

- The 1972 Surgeon General Report said "We know that children imitate and learn from everything they see – parents, fellow children, school, the media; it would be extraordinary, indeed, if they did not imitate and learn from what they see on television." Experiments carried out for this report revealed that violence on television causes children either to mimic directly the actions they view, or it may instigate aggressive behavior. Other studies found that if an actor is rewarded for violent behavior, children are more likely to imitate it.
- In 1992, the Journal of the American Medical Association reported that "they (young children) do not possess an instinct for gauging a priori whether a behavior ought to be imitated...up through the ages 3 and 4 years, many children are unable to distinguish fact from fantasy in television programs..."
- According to the American Psychiatric Association, ignoring consequences of violence or depicting the consequences unreasonably sets in motion a destructive encoding process. Viewers become desensitized and fearful and begin to identify with aggressors and the aggressors' solutions to various problems. The violent behaviors and attitudes thus encoded, aggression is now all the more likely in personal situations.
- Studies have shown that television violence has a particularly negative effect on children who have a tendency towards aggressive behavior. However, it is important to note that television

violence affects youngsters of all ages, both genders, all socioeconomic levels and all levels of intelligence. Dr. Leonard Eron of the University of Chicago has said that television violence creates a vicious cycle in which televised violence causes children to become more aggressive, and these more aggressive children in turn, watch more violence on television to justify their own behavior.

- Recent studies have measured the longer-term effects of television violence by tracking subjects from childhood to adulthood. Dr. Eron led a study in 1960 that tracked 870 youth in New York and found that a boy's early childhood aggression in elementary school was statistically related to aggressive anti-social behavior 10 years later. A 22-year follow-up with the same group of children found that their early violence viewing related to their adult criminality at age 30.
- NOTE: There has been no major research on video games or the Internet. The proposed Surgeon General's report would include new research on the effects of these new media.

Violent Programming Content

- The level of violence in prime time television has remained at approximately five violent acts per hour, while the level of violence in children's Saturday morning programming is much higher at about 20 to 25 violent acts per hour.
- Children witness 8,000 murders and 100,000 other assorted acts of violence by the time they graduate from elementary school, and an estimated 200,000 acts of violence, and 16,000 simulated murders, by the time they are teens.
- According to the 1996 National Television Violence Study, a three-year study financed by the cable industry, the majority of television programs (57%) contained some violent content.
- The National Television Violence Study also found that perpetrators of violent acts on television go unpunished 73% of the time and that 25% of violent acts on television involve the use of a handgun. Children's programs posed special concerns because they were least likely to depict the long-term consequences of violence (5%) and they portray violence in a humorous fashion 67% of the time.

State of the Nation's Children

Children and Depression

The National Mental Health Association (NMHA) cites a number of studies and statistics on childhood depression. The NMHA also marked May 6 as Childhood Depression Awareness Day to bring attention to childhood depression.

- The rate of suicide for five to 24 year olds has nearly tripled since 1960, making it the leading cause of death in adolescents and the second leading cause of death among college age youth. (AACAP, 1995)

- As many as one in every 33 children and one in eight adolescents may have depression. (U.S. Center for Mental Health Services (CMHS), 1996).
- Once a young person has experienced a major depression, he or she is at risk of developing another depression within the next five years. (CMHS, 1996)
- Two-thirds of children with mental health problems do not get the help they need. (CMHS, 1996)
- Suicide is the third leading cause of death for 15 to 24 year olds (approximately 5,000 young people) and the sixth leading cause of death for five to 15 year olds. (American Academy of Child & Adolescent Psychiatry (AACAP), 1995.)

Youth Attitudes

As you know, the Ad Council produced a study entitled "Kids These Day: What American Really Think About the Next Generation," covering a range of issues. The study, a collection of surveys, found that young people today face a moral crisis because parents are not sufficiently engaged in the lives of their children. The study further noted that parents do not feel that they are able to spend enough time with their children, because they must work harder.

The study had a special focus on teen's attitudes. Teenagers described themselves as happy and said that they have warm relationships with their parents and other adults. Many, however, noted that they have a lot of free, unstructured time and said that their environs are filled with hazards and potential trouble.

Statistics on Gun Violence

Gun Violence

Gun violence is also on the rise, as the firearm injury rate is ten times higher than the polio epidemic in the first half of the century. The Centers for Disease Control estimates that by 2003 the leading cause of death from injury will be from gunshots.

- In 1996, 4,643 children and teenagers were killed by firearms in murders, suicides, and unintentional shootings.
- Gunshot wounds are the second leading cause of death for all people aged 10-34.
- According to a February 1997 report by the Centers for Disease Control, the rate of firearm deaths among children 0-14 years old is nearly twelve times higher in the United States than in 25 other industrialized countries combined.

Gun Ownership

According to a 1996 Department of Justice report:

- There are approximately 200 million guns in private hands even though only 25 % of all adults in America own guns.
- 20% of all gun-owning households had a loaded, unlocked gun in the home, a figure that was significantly higher among households that had a handgun, as opposed to a long gun. Further, the study found that 53% of long guns and 57% of handguns are usually kept unlocked.
- 26% of all guns and 55% of handguns are usually kept loaded. Loaded guns of either type are more likely to be unlocked than are unloaded guns. The result is that one in three handguns, and one in six long guns, is kept loaded and unlocked.

**PRESIDENT ANNOUNCES NATIONAL
SCHOOL SAFETY TRAINING PROGRAM
FOR TEACHERS AND EDUCATIONAL PERSONNEL
June 7, 1999**

Today, as part of the White House Conference on Mental Health, the President will announce a national school safety training program for teachers and school personnel launched by the National Education Association (NEA), EchoStar, a satellite company, and other partners. This major nationwide public/private partnership, which includes the Departments of Education, Justice, and Health and Human Services, to improve school safety, includes: (1) a national school safety network of satellite dishes in at least 1,000 school districts; and (2) a comprehensive year-long instructional effort for teachers, schools, and communities, including how to identify and help troubled children and other important safety issues. The goal of the campaign is to get teachers and school personnel the school safety training they need for the coming school year.

A New School Safety Network

In order to make sure school districts have the technology to receive the new materials, the satellite company EchoStar, which is based in Littleton, Colorado, is donating satellite dishes to at least 1000 school districts, and its partner Future View, is donating 40 hours of free time for programming. President Clinton will challenge other members of the business community, including cable companies, public television stations, and other media outlets, to donate resources so that every school district will be able to receive the materials.

Instructional Program for School and Community Personnel

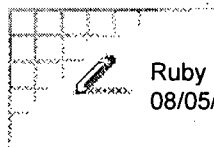
The Departments of Education, Justice, and Health and Human Services will participate in this public-private partnership by providing funding and other resources to develop at least three training sessions; assisting in the distribution of any materials; providing technical assistance in developing lesson plans; making government experts available for training sessions; and working with NEA, EchoStar, and the other partners to make sure that the resources and the goals of this initiative are coordinated in order to facilitate outreach to schools.

In creating the lesson plans for the training sessions, the NEA has launched this program with members of the Learning First Alliance, including the American Federation of Teachers, the National Association of State Boards of Education, the National Parent Teachers Association, along with other national education organizations as well as the Fraternal Order of Police and the American Psychological Association. The Harvard School of Public Health will also participate. The partnership plans to transmit the training to school districts that will then be able to distribute the material by videotape to local schools and hold hands-on training sessions with teachers, educational personnel, and community participants, including law

enforcement.

In its first event in October of this year, the partnership will host a training session at which teachers and school personnel can learn about identifying warning signs of troubled kids and what resources they have to help those children. The training sessions will be transmitted with donated satellites and through other means.

In addition to the first session focusing on helping troubled children, topics for future meetings include discussion of common sense school security measures; school mental health services; programs addressed to isolated and stigmatized students; comprehensive safe school plans; developing partnerships between schools and the broader community, including law enforcement, mental health authorities, and other local organizations; and outreach to parents.



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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

May 10, 1999

REMARKS BY THE PRESIDENT,
THE FIRST LADY,
THE VICE PRESIDENT AND MRS. GORE

AFTER WHITE HOUSE STRATEGY SESSION
ON CHILDREN, VIOLENCE AND RESPONSIBILITY

The Rose Garden

2:06 P.M. EDT

THE PRESIDENT: Please be seated, everyone. We're getting our group up here, you see. It's a little slow -- it's a large and, as you can see, diverse and distinguished group. We just had a wonderful meeting in the East Room of the White House. We had not only the Vice President and Tipper and Hillary and I, but many members of our administration and four members of Congress -- Senator Brownback and Senator Reid, and Leader Gephardt and Representative Jennifer Dunn were there.

And we listened to several hours of discussions; over 40 people spoke, many of them already heavily involved in the efforts to give our children a safe childhood and protect them from violence.

This was exactly the kind of session I had hoped for, where everyone was talking about the problems and the opportunities; everyone was talking about what could be done to accept responsibility. No one was pointing the finger of blame.

In the weeks and months ahead, as we launch our national campaign to prevent youth violence, we will build on the strong foundation of this day, and on many of the things which have been said and many of the people who have said them.

I want to say a special word of appreciation to the young people who are here today and who are working in their own communities to try to help their fellow students have a safe and wholesome life.

As the national campaign gets underway, we know we'll have to overcome the old ways of doing business. We've seen some of that today as well, in the remarkable support that gun manufacturers have given to many of our common-sense gun proposals. We see in the efforts of networks like ABC and CBS, and private family foundations like Kaiser, and agencies like the FCC, all of whom have supported the television rating systems, and giving parents the tool of the V-chip to protect children from excessively violent programming.

We know that there is more for each of us to do at home and at school, in Hollywood and in the heartland and here in Washington. Every parent, every teacher, every leader has something more to do.

First and most fundamentally, we must do more to help parents fulfill their most important responsibilities, those to their children. Challenging parents to turn off the television when they don't like what they see; to use the new tools the Vice President announced recently to keep an eye on the computer screen; to refuse to buy products that glorify violence. If no

one consumes these products, people will stop producing them. They will not build it if you don't come.

To the media and entertainment industries, I also say we need your wholehearted participation in this cause. There are many changes which have occurred over the last generation in our society. It is true that we've had a lot of breakdowns in families, schools and communities. It is true that we have had a rise in the availability of weapons. It is also true that there has been a coarsening of the culture in many ways. And those who influence it must be sensitive to that.

I mentioned today that not very long ago there was a fascinating story on the birth of Hollywood, the virtual creation of Hollywood by immigrants, on one of our cable channels. And the story really graphically demonstrated how these immigrants -- who came to the United States, faced initial discrimination, went to California to make a new life -- created an image of America, and an image of the American Dream and an image of American life in the movies that they made that had a very positive impact on the culture of America for decades.

We cannot pretend that there is no impact on our culture and our children that is adverse if there is too much violence coming out of what they see and experience. And so, we have to ask people who produce things to consider the consequences of them -- whether it's a violent movie, a CD, a video game. If they are made, they at least they should not be marketed to children.

Finally, I urge Congress to join in this campaign by passing the legislation necessary to keep guns out of the hands of children. As a group of gun manufacturers and sportsmen made clear today, these are common-sense measures that they support.

There are also other things that we can do that I hope we will do -- to provide more support for counseling services, for mental health services, for other things which will help to improve our efforts.

Again, let me say, I want to thank the Vice President and Tipper Gore for the work they have done on these issues for years. I want them to come forward and speak. But first, I want to ask the First Lady to speak -- and acknowledge that she has to go to a school as soon as she finishes talking here.

She had the idea for us to call this national conference and to try to organize a national grass-roots campaign. It was a good idea and it looks like a lot better idea after today's meeting. So I want to thank Hillary for everything she's done and ask her to come forward and say a few words. (Applause.)

MRS. CLINTON: Thank you, all. I think everyone who participated in the meeting this morning came away with the positive feeling that there isn't any problem that we face when it comes to our young people, that if we're honest enough to talk about it we can come up with ideas about how to address it, and we can better empower all parts of our society to be part of the solution.

To that end, the President mentioned that we want to have a national campaign to prevent youth violence. It's modeled on the national campaign against teenage pregnancy, the national campaign that was launched to convince employers to hire people coming off of welfare to go to work. It's in the greatest of American traditions of the kind of public-private partnership that is unique to our country.

And in the next weeks that campaign will be put

together. It will be a not-for-profit, 501-C3 effort that will bring together many of the people around the table today in the East Room and many others. It will come forward, we hope, with very specific suggestions about what parents can do, what schools can do, what community groups can do, what the media can do, what gun manufacturers can do, what all of us can do.

You probably know that I really do think it takes a village; but my book had a subtitle, and that was, it takes a village to raise a child and other lessons children teach us. And the most important lesson I think all of us are learning, once again because of the tragedy in Littleton and the consequences that flow from that, are that we have to do a better job doing our most important job, and that is helping to raise our children and create a climate in our country that is good for children.

We have to battle a lot of attitudes and cynicism and skepticism and hopelessness and helplessness, and a sense by many people that the forces that are arrayed against families and children are just too big to try to deal with, and maybe the only thing we can do is just shut the doors of our own home and try to deal with what goes on there. But we have to do that as well.

So I'm very encouraged by the conversation that we had this morning, and I'm very excited about the prospects for this national campaign. And I hope that everyone, everyone in America, will realize that there's a role for each of us in trying to prevent youth violence. And more than that -- trying to reach out and listen to our children so that we can provide the kind of support that they need.

And someone who has known that and done it in her own life, and done it in our public life for many years, who has continually addressed the issue of mental health and particularly how it affects children -- someone who I admire greatly and who will be chairing the first ever White House Conference on Mental Health on June 7 -- and that is Tipper Gore. (Applause.)

MRS. GORE: Thank you very much, Mrs. Clinton. And to everyone that participated in the strategy session today, we want to thank you. We want to thank members of the media for being here, because certainly in some of the things that we heard we would like to ask the media to help get the word out to the parents, to all members of the community, that we are all part of a solution to helping better support our kids.

We heard loudly and clearly that every member of the community -- whether it was the entertainment industry, the gun industry, businesses giving more flexibility, time to their employees so that they could strengthen their families by spending more time with their children whenever that was necessary -- we really heard that children need to spend more time with adults. Children themselves, the kids involved in the strategy session said that they need to have more involvement from adults, parents, in their lives. And that's a call to action that we've got to answer.

Something else that we heard loudly and clearly is that, yes, while Littleton was symbolic for so many of us and such a tragedy and a wake-up call, that there have been little massacres going on in our society for years. And many people have been very, very concerned about that, and we continue to be.

But we all come together now, around the table -- just as I hope all Americans will come around their tables, in their own homes, in their own neighborhoods, in their own communities, to say, how can we better support children?

One way we clearly can is by providing more counselors in schools, more access to mental health support and mental health help. When we hear children talk to us about other kids who are headed toward violence either against others or against themselves -- since suicide is the second leading cause of death among teenagers -- we have to have adults in place in all parts of the community that will listen, but especially in the schools.

So that is something that I wanted to mention, and that I would like to ask also for the media's help in our coverage of these issues very specifically, in the first-ever White House Conference on Mental Health, which will happen on June the 7th, with some 1,000 downlinks all around the country. And it will be at Howard University.

You can do a great deal to help us talk to kids, and tell children in America that we are willing and ready to listen to them, as well as -- I'd like to ask for people in the media, themselves, the programmers and others, if they will consider the effect they have in reporting the news on kids, the effect that they may have, and the way that they portray people with a mental illness in their programming. They can go a long way -- all of us can -- if we just join our hands and hearts together in a very positive way, and ask a central question: Is what we are doing good enough to help our kids mature into healthy adults? Because that's in the interest of all of us, for all Americans.

Thank you very much. (Applause.)

And now I'd like to present someone who has even more to say on this subject, in particular, about giving parents tools to use in order to do their job more effectively, the Vice President, Al Gore. (Applause.)

THE VICE PRESIDENT: Thank you very much. Thank you, Tipper. And, Mr. President, I want to thank you and congratulate you and the First Lady for taking the initiative to pull this rather extraordinary strategy session together that we just had. I know that I speak for all of the men and women and children who participated in this session in saying it was quite a useful, even inspiring, certainly encouraging, session.

And just to try to briefly capture the spirit of it for those of you who were not there -- and, incidentally, I'm sure it would not have been as good if it was open to the press. (Laughter.) Even you, Sam. (Laughter.) But people who have had differing points of view on contentious issues for years and years spoke directly to

one another about how they wanted to reconsider some of the assumptions they have held in the past, how they wanted to have an open mind about new approaches to solving problems that obviously have not been solved up until now. It was really an occasion for quite a bit of reconciliation.

So I want to thank you, Mr. President and the First Lady. I want to thank Tipper for being my inspiration and source of education on these issues for a long time now. Twenty-two years ago, she formed a citizens group on violence in the media, and as others have mentioned, the White House Conference on Mental Health Care is coming up.

I want to thank Leader Dick Gephardt, and Jennifer Dunn, Harry Reid and Sam Brownback, all of my colleagues in the Cabinet, and all of the leaders from the various sectors of industry and society, who were present here today.

One of the other very impressive things about this gathering was that it didn't just point fingers, and it didn't try to simplistically settle on one particular cause of a very complex problem. And I think it's a sign of maturation in our society that people from all different sectors could come together and really see this issue in all of its complexity.

Obviously, better parenting is the main and most important solution. But some of the participants raised new aspects of that that haven't been always talked about in connection with this issue. Let's look at the prevalence of domestic violence in our society, and realize that the painful real-life lessons that children learn from seeing domestic violence, as common as it is -- even if it's seldom reported to the extent that it occurs -- those lessons are far more powerful, in the impact on those children than the imagery they see in the media.

Obviously, all of the adults in this nation have to take more responsibility for becoming involved in the lives of all children. Dr. Maya Angelou talked about the epidemic of rage and cynicism that can only be cured if adults become more involved and more constructively involved with children.

We talked about the importance of early childhood education and after-school care -- both areas where communities can help parents by filling in the times of the day when it's so difficult for some families to do the job they need to do. Of course, we talked about the problems in schools, how some of them are too big, how we need smaller schools, or at least smaller schools within large schools; more teachers; more guidance counselors.

We talked about how to heal communities that foster a feeling of alienation and isolation, that hurts the ability to establish a sense of connectedness that is so important for children

to learn. Of course, we talked about how to limit the availability of guns to children and to criminals and to those who are obviously unsuitable to have guns.

And we talked about the role of the media. And I want to commend ABC and CBS and most of the cable networks and satellite networks for participating in the V-chip system that is going to hold the promise of dramatically improving the ability of parents to protect their children against images they feel their children are not capable of handling.

We talked about the Internet. Steve Case and others described the new safeguards that are going into effect in just a couple of months, and video games. And a new breakthrough occurred right in the meeting with an agreement between the video game industry and the Internet industry to plug a loophole that now makes it possible for children to get unrated and violent video games over the Internet, where it's impossible for them to buy them in stores.

We talked about self-restraint and a movement starting within the entertainment industry to recognize that, obviously, since billions of dollars is spent on advertising because it affects behavior, the plague of ultra-violent images that are planted like seeds in the minds of children bear bitter fruit in some vulnerable children. Most can handle it; they've been given the strength to do so by their families and by their faith and by their communities. But it was so encouraging to hear the

entertainment industry describe the steps already taken, others in prospect, and the movement within the industry.

And, of course, the need for more mental health services and early detection and an ability to intervene early because, as someone said, a 1st grade teacher can often tell you within a couple of weeks after the start of the school year that one or two children in her or his new class is going to be vulnerable to trouble if there's not intervention. But there are waiting lines and not enough services.

Finally, we talked about the faith dimension of this and the need to -- with all, of course, due respect and utmost observance of the principle of separating government from religion -- of making it easier to reconnect faith communities with some of the efforts that are now underway.

In closing, as the President mentioned, this is just the beginning of an important new partnership. And he mentioned -- excuse me -- the First Lady mentioned that this was modeled after the campaign against teen pregnancy. Secretary Shalala has played a big role in that one. And I had the privilege of announcing the success, the new figures that show success in that -- where, again, it was recognized there's not a single cause, there has to be a community-wide effort to address all of the factors that go into

that. And it's succeeding.

So I'm encouraged. And, Mr. President, I want to thank you again for the kind of leadership that has made this possible. And I know that all of the people who joined us here would like to join with Tipper and me in thanking you for convening this session. (Applause.)

THE PRESIDENT: Thank you very much. Thank you. (Applause.)

Q -- forces? Is that good enough?

Q Mr. President, are you encouraged by word of a Serb withdrawal?

THE PRESIDENT: Well, I'm encouraged by any good word, but I think that the conditions that we set out are the minimal ones to make this work. I don't think that the -- after all the Serbs -- after all the buildup, and the hundreds of thousands of Kosovars have been driven out, many, many killed, I don't think they'll come back with that. So I think we have to do better.

But any little daylight, any little progress is -- it's better than it was the day before. We just have to bear down and keep working, and we'll work through it.

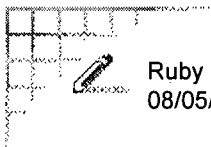
But I think that forces have got to be withdrawn. There has to be an international security force there. Otherwise, they won't come home. And that's the important thing.

Thank you.

Q Mr. President, as a high-schooler, how can I reconcile these images we see on the news?

END

2:29 P.M. EDT



Ruby Shamir
08/05/99 01:38:42 PM

Record Type: Record

To: Carolmast@aol.com @ inet

cc:

Subject: Remarks by the President and First Lady to the Columbine High School Community

----- Forwarded by Ruby Shamir/OPD/EOP on 08/05/99 01:38 PM -----

THE WHITE HOUSE

Office of the Press Secretary
(Littleton, Colorado)

For Immediate Release
May 20, 1999

REMARKS BY THE PRESIDENT AND THE FIRST LADY
TO THE COLUMBINE HIGH SCHOOL COMMUNITY

Dakota Ridge High School
Littleton, Colorado

4:37 P.M. MDT

MRS. CLINTON: Thank you. Thank you, Heather. Thank you, Dr. Hammond. Thank you, Mr. DeAngelis. And most of all, thank you, the students of Columbine.

You know, when we walked in, I saw the cheer that was going from one side to the other side, and the chant, "We are Columbine!" that went back and forth, and the enthusiasm and the energy that was behind that cheer. But to me, it was more than that. It was a real statement about who you are and, indeed, who we all are. Because in a very real way, what happened here at Columbine has so deeply affected the rest of our country, that we are all Columbine.

We have suffered and wept and prayed and hoped, and, yes, cheered, as lives have been mourned, as those who are injured have healed, as parents and citizens have come together

to ask, "where do we go from here?" -- and as all of you who are the students of Columbine have shown us over this last month, your courage and your grace, your kindness and your love.

We have just spent time with the families of those who lost someone they loved. It's not the first time that my husband and I have done that. We've listened to and looked into the eyes and held the hands and felt the hugs of men and women and children who have suffered the evil and the tragedy that intervenes unexpectedly -- a bombing of an embassy, a shooting down of a plane or an accident that lost lives. And we've always been moved by and felt deeply the pain that others were suffering.

And no tragedy is ever like any other tragedy, because every person is unique, and everyone who is lost was a gift of God that should have been cherished and who has to be remembered. But what happened here at Columbine a month ago has had an impact unlike any that I have ever seen or felt. It has pierced the heart of America. And what we are all looking for and what I always hope we can find from a tragedy like this, is how we move forward together, to do what we can to help prevent this ever happening again.

Now, of course, even today, yet another school was terrorized by a shooting. Thankfully, no one was killed -- but it should never have happened.

So as we meet here, as we imagine, as hard as it must be, what this past month must have been for you -- the losses, the questions, the glare of the world's spotlight -- I think we all know that there are no words that are adequate to your experience. But I hope you know that the way you've conducted yourselves, and your story and the stories of those killed and injured have been an inspiration and a motivation for many people whom you'll never meet.

We're inspired by the strength of the students and the teachers; by your determination to return to school to finish out your year with your friends and your classmates. We're inspired by your refusal to let violence and hatred win.

We're inspired by the courage of the families, who have faced a moment that every parent prays will never happen. We're inspired by the words we heard today, as well as what we've heard in the past month as to how so many of you are looking for opportunities to reach out to make sure that here in this community and as far as the ripples can go, the messages that you feel you want to communicate to each other will be heard.

We heard those messages today, listening to parents, brothers and sisters, grandparents, a wife, children. And the message had many different sounds to it, coming from different voices. But what struck me was how clearly those who have been

most wounded want to turn this into something positive for others. That is what we have seen from the Columbine community.

And it has inspired reactions literally around the world. One family told us of receiving a letter from France, written completely in French -- they couldn't read it, but they knew what it said. I know of the young boys and girls around the country who have been writing letters and drawing pictures to share their feelings. And I know here, in Jefferson County, the services that have been offered, and the way people have been trying to knit together more help.

Many of you will be graduating -- and I congratulate you. It wasn't so long ago that our daughter graduated, and I remember the conversations around our kitchen table and listening to her friends as they were planning their summer plans, or thinking about college, or going to work. And I know you're thinking about all of that as well.

But perhaps more than others, you may also be thinking about what kind of community, and country, you want to raise your own children in someday -- and how we will take what happened in Columbine, and not only never forget it, but use it to make more opportunities for others to live the kind of lives we would have wished for those who were lost.

Imagine what our country could accomplish if everyone acted as your principal described you, as a family -- members of the human family, as well as the Columbine family; the American family -- members of a community and a nation that was really committed to making sure that we helped each other, we cared about each other, we reached out to one another.

Imagine, as we heard from your principal, what it would mean if more parents, in this community and around our country, thought about what more they could do to spend time with their own children, to listen to your concerns, your dreams, your fears, your aspirations.

And imagine what could happen if more young people talked more openly with one another, as well as with their parents and other adults, looking for ways to heal the wounds that all of us carry just from life's everyday experiences. And imagine if every adult in America began looking at his or her personal life, professional life and public life with the view toward making sure that whatever we do is good for children.

There is no more fitting monument or tribute to those who died than to promise ourselves that we will do everything we can to prevent it from happening anywhere else -- but more than just preventing something bad from happening, that we will commit ourselves to try to make positive differences in the lives of those around us.

We cannot roll back the clock and undo the tragic events of a month ago. But we can fight the bitterness and hopelessness that weaken our resolve to remain part of one community. We can reach out, where children are taught to care and not to hate. We can offer a kind word to people. We can try to bridge the differences that too often come between us. And we can look for ways at all levels of society to make the changes we know we have to make.

I hope that we'll be able to reach a better understanding of what we need to do to care for our young people. And I hope that if we all feel that we are Columbine, as the cheer goes, we won't give up until we do make it better for everyone.

I want to introduce now someone I know is resolved to do what he can, who has spoken out consistently on behalf of the needs of young people and families, who has tried to speak out against hatred and talk about how we need to reach out and help each other. And as I do, I want to just leave you with the words of a poet who means a lot to my husband and me -- the Nobel Prize winner Seamus Heaney.

In one of our favorite poems, coming out of the terrible Troubles that he's written about and experienced in Northern Ireland, where bombs and guns have been too much the experience of children, he writes: "So hope for a greater sea change on the far side of revenge. Believe that a further shore is reachable from here. Believe in miracle and cures and healing well."

I believe in miracles and cures and healing well. I believe that each of us has the responsibility to do what we can to reach that farther shore. And I introduce now someone who believes that with all of his heart -- the President of the United States. (Applause.)

THE PRESIDENT: Thank you very much. Do that cheer for me one more time.

STUDENTS: We are Columbine! We are Columbine! We are Columbine! We are Columbine! (Applause.)

THE PRESIDENT: Thank you.

Doctor Hammond; Mr. DeAngelis; President DeStefano and the state legislators, county commissioners; Attorney General Salazar; especially Governor Owens, thank you for being here. To all the officials who are here; most especially to the students of Columbine and the students who are here from Chatfield and Dakota Ridge. And Heather Dinkel, thank you for standing up here in front of this big crowd and making a fine talk. Weren't you proud of her? She did a good job representing you today. (Cheers and applause.)

I want to say a special word of thanks to the families who met with Hillary and me before we came over here for telling us the stories and showing us the booklets commemorating the lives of their very special children. I also want to thank the fine young people who still are hospitalized with whom I spoke by telephone yesterday -- two of them, Patrick Ireland and Sean Graves, are here today. They left the hospital to be here. (Applause.)

I know there are some other people here who are also still injured who have come. I thank all of you for coming. This has been a long, hard month for all of you, and as Hillary said, it's been a hard month for America.

You heard her say that part of our job in these last six years, more than we ever could have imagined when we moved to Washington after the election in 1992, has been to be with grieving people -- after the Oklahoma City building was blown up, and the embassies were blown up, and our airmen were killed in the bombing in Saudi Arabia, and so many other occasions; several times after violence in schools. But something profound has happened to your country because of this. I want you all to understand that. I'm not even sure I can explain it to you.

One of the incidents of school killing last year occurred in my home state. It's a small state. I was governor there 12 years. I knew the people involved; it was heartbreaking. One of the mothers of one of the children who was killed still works with us for safer schools and safer childhoods. And all America grieved. But I think they thought, oh, this is terrible, I wish somebody would do something about this.

But somehow, when this happened here -- maybe because of the scope of it, and I think mostly because of you -- how you reacted, all of you, the relief workers, the law enforcement people, the family members who were brave enough to speak -- there was a different reaction. People thought, this has happened in my neighborhood; what can I do?

I say that because you have a unique chance -- a chance -- to make sure that the children of Columbine are never forgotten. (Applause.)

But, first, you have to deal with you and your lives. You're all left with searing memories and scars and unanswered questions. There has to be healing, there have to be answers. And for those things that will not heal or cannot be answered, you have to learn to go on with your lives.

I hope you have been comforted by the caring not only of your neighbors, but of your country and people from all around the world. All America has looked and listened with shared grief

and enormous affection and admiration for you. We have been learning along with you, a lot about ourselves and our responsibilities as parents and citizens.

When America looks at Jefferson County, many of us see a community not very different from our own. We know if this can happen here, it can happen anywhere. And we see with admiration the fundamentally strong values and character of the people here, from the students to the school officials, to the community leaders, to the parents.

I think most Americans have looked at you and thought that, among other things, that, God forbid, if something like this should ever happen to us, I hope we would behave as well. I hope we would also hold on to our faith as well.

I am impressed that you are moving forward. Most of the children have returned to school, even returned to sports and other activities. I am proud of all of you who are, in your own way, going back to living your lives, looking toward the future, to commencement or college, or a summer job, or just getting back to the ordinary business of life, which takes an extraordinary effort now. But I have to say, I think what's impressed me most is the way, in the midst of this, you have held on to your faith.

One of the greatest moments of grief in my life occurred 15 years ago, when Hillary and I had to go to the memorial service for a young man who was a senior at Yale University -- a Rhodes Scholar, on the football team, the editor of the newspaper, the leader of his class academically. This young man happened to come from an African American family in our hometown, and a poor family at that. His father was a minister in a very small church. And we had the service in the high school auditorium.

His father was lame and he walked with a pronounced limp. And he gave his son's eulogy, walking down in front of us with his limp, saying, his mother and I do not understand this. But we believe in a God too kind ever to be cruel, too wise ever to do wrong, so we know we will come to understand it by and by.

In the Scriptures, St. Paul says that all of us in this life see through a glass darkly. So we must walk by faith, not by sight. We cannot lean on our own wisdom. None of this can be fully, satisfactorily explained to any of you. But you cannot lose your faith.

The only other thing I really want to say to you is that throughout all your grief and mourning, and even in your cheers and your renewal and your determination to get on with your life and get this school back together and show people what you are, there is something else you can do, and something I believe that you should do -- for yourselves and your friends, to make sure they will be remembered. Every special one of them.

Your tragedy, though it is unique in its magnitude, is, as you know so well, not an isolated event. Hillary mentioned there was another school shooting in Atlanta today. Thankfully, the injuries to the students don't seem to be life-threatening. But there were several last year which did claim lives.

We know somehow that what happened to you has pierced the soul of America. And it gives you a chance to be heard in a way no one else can be heard -- by the President and by ordinary people in every community in this country. You can help us to build a better future for all our children, a future where hatred and distrust no longer distort the mind or harden the heart. A future where what we have in common is far more important than what divides us. A future where parents and children are more fully involved in each other's lives; in which they share hopes and dreams, love and respect, a strong sense of right and wrong. A future where students respect each other even if they all belong to different groups, or come from different faiths, or races, or backgrounds. A future where schools and houses of worship, and communities, are literally connected to all our children. A future where society guards our children better against violent influences and weapons that can break the dam of decency and humanity in the most vulnerable of children.

One thing I would like to share with you that I personally believe very much: these dark forces that take over people and make them murder are the extreme manifestation of fear and rage with which every human being has to do combat. The older you get, the more you'll know that a great deal of life is the struggle against every person's own smallness and fear and anger -- and a continuing effort not to blame other people for our own shortcomings or our fears.

We cannot do what we need to do in America unless every person is committed to doing something better and different in every walk of life, beginning with parents and students and going all the way to the White House. For the struggle to be human is something that must be a daily source of joy to you, so you can get rid of your fears and let go of your rage, and minimize the chance that something like this will happen again.

Because of what you have endured, you can help us build that kind of future, as virtually no one else can. You can reach across all the political and religious and racial and cultural lines that divide us. You have already touched our hearts. You have provoked Hillary and me and the Vice President and Mrs. Gore to reach out across America to launch a national grass-roots campaign against violence directed against young people. You can be a part of that.

You can give us a culture of values instead of a culture of violence. You can help us to keep guns out of the wrong hands. You can help us to make sure kids who are in

trouble -- and there will always be some -- are identified early and reached and helped. You can help us do this.

Two days from now, you're going to have your commencement. It will be bittersweet. It will certainly be different for those of you who are graduating than you thought it was going to be when you were freshmen. But, as I understand it, there will be some compensations. Even your arch-rivals at Chatfield will be cheering you on. When you hear those people cheer for you, I want you to hear the voice of America, because America will be cheering you on. And remember that a commencement is not an end; it is a beginning.

You've got to help us here. Take care of yourselves and your families first. Take care of the school next. But remember, you can help America heal, and in so doing you will speed the process of healing for yourselves.

This is a very great country. It is embodied in this very great community, in this very great school, with these wonderful teachers and children and parents. But the problem which came to the awful conclusion you faced here is a demon we have to do more to fight. And what I want to tell you is, we can -- together.

I close here with this story. My wife and I and our daughter have been blessed to know many magnificent people because the American people gave us a chance to serve in the White House. But I think the person who's had the biggest influence on me is the man who is about to retire as the President of South Africa, Nelson Mandela.

He is 80 years old, he served 27 years in prison. For 14 years, he never had a bed to sleep on. He spent most of his years breaking rocks every day. And he told me once about his experience. And I asked him: How did you let go of your hatred? How did you learn to influence other people? How did you embrace all the differences in, literally, the centuries of oppression and discord in your country and let a lot of it go away? How did you get over that in prison? Didn't you really hate them?

MORE

- 6 -

And he said: I did hate them for quite a long while. After all, look what they took from me -- 27 years of my life. I was abused physically and emotionally. They separated me from my wife and it eventually destroyed my marriage. They took me away from my children and I could not even see them grow up. And I was full of hatred and anger.

And he said: One day I was breaking rocks and I realized they had taken so much. And they could take everything

from me except my mind and my heart. Those things I would have to give away. I decided not to give them away.

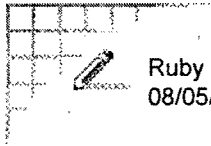
I see here today that you have decided not to give your mind and your heart away. I ask you now to share it with all your fellow Americans.

We love you, and we need you.

Thank you, and God bless you. (Applause.)

END

5:08 P.M. MDT



Ruby Shamir
08/05/99 01:39:17 PM

Record Type: Record

To: Carolmast@aol.com @ inet

cc:

Subject: RESEND 5/15 Radio Address

----- Forwarded by Ruby Shamir/OPD/EOP on 08/05/99 01:39 PM -----

THE WHITE HOUSE

Office of the Press Secretary

Embargoed For Release
Until 10:06 A.M. EDT
Saturday, May 15, 1999

RADIO ADDRESS OF THE PRESIDENT TO THE NATION

THE PRESIDENT: Good morning. In the past few weeks, ever since that terrible day in Littleton, people all across America have searched their souls and searched for solutions to prevent this kind of tragedy from happening again, and to reduce the level of violence to which our children are exposed.

Last Monday, at our White House strategy session on children and violence, representatives of every sector of society agreed on one fundamental fact: making progress requires taking responsibility by all of us. That begins at home. Parents have a duty to guide children as they grow and to stay involved in their lives as they grow older and more independent. Educators have a responsibility to provide safe learning environments, to teach children how to handle conflicts without violence and how to treat all young people, no matter how different, with respect. They also need to teach them how to get counseling or mental health services if they're needed.

Communities have a responsibility to make sure that there is a village, as the First Lady said, that supports all its children -- especially those who don't get their needs met at home. And the community needs to do more to get our kids involved in working with each other and serving the community, not being isolated from it.

And here in Washington we have a responsibility. We've got a responsibility to keep guns out of the hands of criminals and children. There's a broad national consensus on that point. At the White House conference the gun manufacturers agreed that we need common sense approaches. Everybody agrees except the U.S. Senate. For example, everyone knows we need a real law to close the deadly gun show loophole, through which thousands, indeed, tens of thousands of guns are sold each year without background checks -- even though they'd have to have a background check to be sold in a gun store.

Now, the Senate declined to pass that bill. Even worse, the Senate's substitute bill is riddled with new loopholes -- permitting convicted felons to get guns at pawn shops, no questions asked; and making it harder, not easier, for law enforcement to trace guns used in crimes. If the Senate wants to fix the problem, it should fix the problem, not make it worse. The American people deserve better. They know law abiding citizens don't need loopholes in our gun laws, only criminals do. I sure hope that in the coming weeks the Senate will step up to its responsibility and do the right thing by our children.

I've always said the entertainment industry must do its part, too. In 1993, shortly after I became President, I traveled to Hollywood and spoke there, to members of the community about their responsibility. I said then, you have the capacity to do good, to help change the way we behave, the way we think of ourselves; examine what together you might do to help us rebuild the frayed bonds of community, to give children nonviolent ways to resolve their frustrations.

After six years of work the entertainment industry is helping parents to limit children's exposure to violence, working with the administration on a voluntary rating system for television and the V-chip to enforce it; and on parental screening for the Internet and ratings for all Internet game sites. But there is still too much violence on our nation's screens, large and small. Too many creators and purveyors of violence say there is nothing they can do about it. And there are still too many vulnerable children who are steeped in this culture of violence, becoming increasingly desensitized to it and to its consequences and, therefore, as studies show, hundreds of them more liable to commit violence themselves.

By the age of 18, the typical American will see 40,000 dramatized murders. There are those who say they can or should do nothing about this. But I believe they're wrong. Every one of us has a role to play in giving our kids a safe future. And those with greater influence have greater responsibility. We should see movies and music,

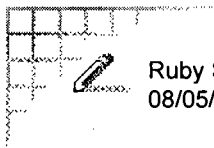
TV programs, video games and advertising for them made by people who made them as if their own children were watching. Members of the entertainment community can make a big difference.

Today, I want to issue three specific challenges to them. First, the whole industry should stop showing guns in any ads or previews children might see. Second, I challenge theater and video store owners all across our country to enforce more strictly the rating systems on the movies they show, rent and sell. You should check IDs, not turn the other way as a child walks unchaperoned into an R-rated movie. Third, I challenge the movie industry to reevaluate its entire ratings systems, especially the PG rating, to determine whether it is allowing too much gratuitous violence in movies approved for viewing by children.

Our administration is fighting to do all we can to protect children. The entertainment industry should do everything it can, too. Across America people are coming together, saying, yes, together we can change this culture of violence; together we can give our children a safer future and a culture of values we'll be proud to pass on to future generations. We can do it together.

Thank you.

END



Ruby Shamir
08/05/99 01:39:51 PM

Record Type: Record

To: Carolmast@aol.com @ inet

CC:

Subject: 1999-06/01 RBTP and MRS. CLINTON/CHIL,VIO,MKTG

----- Forwarded by Ruby Shamir/OPD/EOP on 08/05/99 01:39 PM -----

THE WHITE HOUSE

Office of the Press Secretary
For Immediate Release June 1, 1999

REMARKS BY THE PRESIDENT AND MRS. CLINTON ON CHILDREN, VIOLENCE AND MARKETING

The Rose Garden

11:46 A.M. EDT

MRS. CLINTON: Good morning, and please be seated, and thank you for joining us today in the Rose Garden as we continue a national conversation about how to address the problems of youth violence in our communities and schools.

I want to thank everyone for coming this morning, and I'd like to acknowledge Congresswoman Sheila Jackson Lee, Mayor Deedee Corradini, Mayor Timothy Kaine, and County Executives Wayne Curry and Charles Ruppertsburger. In addition to the Chairman of the FTC, whom you will hear from in a minute, Robert Pitofsky, we also have Commissioner Sheila Anthony and Commissioner Mozelle Thompson. I'm also pleased that Pamela Eakes, who led the very innovative group, Mothers Against Violence in America, has worked with us on this event as she has on past events that are also part of our efforts to try to create ways in which every American can take his or her part in doing whatever we can against youth violence.

As a nation, we've reacted to the shootings at Columbine High School like almost no other event I can remember in recent memory. It has literally pierced the heart of America. Yet, in my conversations with young people and

parents over the past few weeks, I've heard less talk about people feeling helpless or hopeless and more about a growing consensus that finger-pointing doesn't lead to solutions and that we have to move forward together to take steps to end the violence, not only in our schools, but in our broader community. And that it is time -- some might say past time -- that we all play a role in making a positive difference in the lives of our children.

I want to thank the Attorney General and the Chair of the FTC for joining us today, as well as the many parents, educators, religious leaders, members of the media and students who are here as well. I'm pleased that we will be hearing from a 4th grader this morning who will tell us how he became part of the solution in his home state of Washington.

I think all of us recognize that there is no single answer or solution to the problem of violence in our society, but that we must move on many fronts -- from passing common-sense gun control efforts to helping parents understand better how to exercise authority over the media that their children are exposed to, and enabling more parents to spend more time with their own children.

We've come together to talk about some of the ways we can begin to reverse the culture of violence that is engulfing American children every day, particularly the role that the media plays in shaping the lives and values of our children and young people.

In 1972, a Surgeon General report said, and I quote: "We know that children imitate and learn from everything they see -- parents, fellow children, school, the media. It would be extraordinary, indeed, if they did not imitate and learn from what they see on television."

The report went on to say that violence on television causes children either to mimic directly the actions they see or to act generally in a more aggressive way. Yet, today, more than 25 years after this report was written, our culture is even more saturated with TV programs, movies and songs that romanticize and glorify violence. What kind of values are we promoting when a child can walk into a store and find video games where you win based on how many people you can kill or how many places you can blow up.

We can no longer ignore the well-documented connection between violence in the media and the effects that it has on children's behavior. One study has found, for example, that if an actor is rewarded for violent behavior, children are more likely to imitate it. Another tells us that media violence has a particularly negative effect on children who already have a tendency toward aggressive or antisocial behavior.

According to the American Psychiatric Association, viewers of violence not only become desensitized and fearful, they begin to identify with an aggressive solution to their own personal problems. America's culture of violence is having a profound

effect on our children, and we have to resolve to do all we can to change that culture.

One of the ways we can do that is to give parents the tools they need to control what their own children are exposed to. And we've already moved forward in that direction. Today's announcement is another important step in the fight against violence. We know there is a lot of work to be done. But I'm encouraged that so many leaders and citizens are coming together and talking honestly not only about the challenges we face, but what we have to do, together, to meet those challenges.

I'm particularly heartened that as a result of the meeting the President convened at the White House a few weeks ago, there was general agreement from a broad cross-section of Americans that we would launch a national grass roots campaign to prevent youth violence. We would model the campaign on successful national efforts like Mothers Against Drunk Driving, which showed us that we can change the culture when enough people from all walks of life say enough is enough. So I look forward to seeing everyone working together on this new nationwide effort to prevent youth violence.

Now, I'd like to introduce someone who cares deeply about the future of our children and who has fought tirelessly to create safe schools and communities. Our Attorney General, Janet Reno. (Applause.)

THE PRESIDENT: Give him another hand. He was great. Bravo. (Applause.) Thank you.

When I was listening to Arthur speak, I didn't know whether to offer him a job as a White House speechwriter -- (laughter) -- or just wait for the opportunity to vote for him someday. Let me say -- (applause) -- thank you very much. Thank you.

And we thank your mother for bringing you here, and congratulations. (Applause.) And Representative Mary Lou Dickerson, thank you; and Pam Eakes, founder of Mothers Against Violence in America, thank you.

I thank the Attorney General, and Chairman Pitofsky, for their remarks and their commitment. I thank Mayor Corradini, Mayor Kaine, County Executive Curry and County Executive Dutch Ruppersburger for the interest that our local government leaders have. I thank Representative Sheila Jackson Lee for her passionate commitment to this issue. And, all of you, welcome to the White House.

And most of all, I want to say again how much I appreciate Arthur Sawe for coming here, and for sharing a child's

perspective. We have other children in this audience today, and we are really here about them, and their future.

As Hillary said, the tragedy at Littleton had a profound effect on America. It certainly had a profound effect on us, and on our family -- particularly after we had the chance to go to Colorado and visit with the families of the children who were killed, and many of the young children who are still grievously wounded -- and the kids at the school with them, who are hurting still, and the teachers.

I do think that what Hillary said is right: we sense a determination, not only in that community but throughout our country, not just to grieve about this, but to do something about it. The national grassroots campaign against violence against children is rooted in our faith that we can do better.

We know we can prevent more youth violence if we work together, across all the lines that divide us. We know we can do it if we're all willing to assume responsibility, and stop trying to assign blame. Of course, the responsibility begins at home. It must be reinforced and supported at schools and houses of worship in the community as a whole. Those of us in public service must also do our part. There is broad and growing consensus for us to do more.

Let me say I am also very grateful that the gun manufacturers came here last month and voiced their support for common-sense restrictions to make it more difficult for guns to get into the hands of children and criminals. I'm encouraged that the Senate acted to close the deadly gun show loophole, to require safety locks to be sold with every handgun, to ban the importation of large-capacity ammunition clips, and ban violent juveniles from owning guns as adults. I hope the House of Representatives will pass these common-sense measures as soon as they return from the Memorial Day recess. (Applause.) We have a lot to do this year, but this should be put at the top of the agenda, and not put on hold.

As you have already heard, members of the entertainment industry must also do their part. They, and the rest of us, cannot kid ourselves. Our children are being fed a dependable daily dose of violence -- and it sells. Now, 30 years of studies have shown that this desensitizes our children to violence, and to the consequences of it.

We now know that by the time the typical American child reaches the age of 18, he or she has seen 200,000 dramatized acts of violence, and 40,000 dramatized murders. Kids become attracted to it, and more numb to its consequences. As their exposure to violence grows, so, in some deeply troubling cases of particularly vulnerable children, does the taste for it. We should not be surprised that half the video games a typical seventh-grader plays are violent.

Anyone who doubts the impact of the cultural assault can look at what now, over 30 years, amounts to somewhere over 300 studies, all of whom show that there is a link between sustained exposure, hour after hour, day after day, week after week, year after year, to violent entertainment and violent behavior.

What the studies say, quite simply, is that the boundary between fantasy and reality violence, which is a clear line for most adults, can become very blurred for vulnerable children. Kids steeped in the culture of violence do become desensitized to it and more capable of committing it themselves.

That is why I have strongly urged people in the entertainment industry to consider the consequences of what they create and how they advertise it. One can value the First Amendment right to free speech and at the same time care for and act with restraint. Our administration has worked to give parents more tools to protect their kids, to block violent programming from entering their living room with the V-chip and the rating system. We've made progress on parental screening for Internet and ratings for Internet game sites.

Still, when violent entertainment made for adults is marketed to children, it undermines the rating system designed to protect them. And if you look at some of these ads, it's hard to argue with a straight face that the games were made for adults in the first place. Like the one Arthur mentioned.

Advertisements have a particular role here. They have the power to egg children on and lure them in. Every parent knows what response a commercial for sugar cereal or the latest Star Wars toy will get from their children. People advertise because it works. They want that product and, one way or the other, they're determined to get it. So we ought to think twice about the impact of ads for so-called "first person shooter video games," like the recent ad for a game that invites players to -- and I quote -- "get in touch with your gun-toting, cold-blooded murdering side."

I was given -- today, Arthur brought me the magazine with the ad that he mentioned, and he was kind enough to mark it for me. There really is a gun here. It says: More fun than shooting your neighbor's cat. I was given another ad that says: What kind of psycho drives a school bus into a war zone? And here's a school bus, heavily armed. This came out right after the incident in Springfield, Oregon.

Here's an ad that turns the argument I just made on its head: Psychiatrists say it's important to feel something when you kill. And then it goes on to say, you ought to get this technology because it bumps and you feel it. It says: Every sensation, every vibration, every mutilation, nine programmable weapons buttons. Customizable feedback software. Push the stick

that pushes back and feel your pain. And here's one that's the most unbelievable of all. It says: Kill your friends guilt-free.

Now, obviously, Arthur has the inner strength and the good upbringing to reject that kind of violent appeal. Most of our children do. But not all of our children do. We cannot be surprised when this kind of thing has an impact on our most vulnerable children. Is it 100 percent to blame? No. It's easier to get guns in this society. Parents on average spend 22 hours a week less with their children than they did 30 years ago because of the demands of work and commuting, the busyness of daily life.

But when you put it all together, there are bound to be explosive negative consequences. That's why today I am asking the Department of Justice and the Federal Trade Commission to study the extent to which the video game, music and movie markets do actually market violence to children, and whether those industries are abiding by their own voluntary systems of regulations.

To any company that sells violent products, I say, children are more than consumers. I understand nobody made anybody buy any of this stuff. But every day, a responsible society declines to do some things for short-term gain that it can do. And that is what we have to think about. These children are our future, our most precious resource. Raising them is any society's most important job.

Don't make young people want what your own rating systems say they shouldn't have. I might say again, as has already been acknowledged, they shouldn't have. I might say again, as has already been acknowledged, many, many people in the entertainment industry have worked with us on this -- on the ratings system, on the V-chip, on the screening technology for the Internet.

I noticed one network executive, a few days ago, actually cancelled a program because its violent content was inappropriate, and I applaud that. But I also read with concern the news that some of the new programming coming up for this fall on some networks will be even more violent than last year's. The time has come to show some restraint, even if it has a short-term impact on the bottom line.

I also want to challenge the owners of movie theaters and video stores, distributors -- anyone at any point of sale -- enforce the rating systems on the products that you sell. Check the IDs, draw the line. If underage children are buying violent video games or getting into R-rated movies, the rating system should be enforced to put a stop to it. (Applause.)

And if, as many of us suspect, there is still too much gratuitous violence in PG-13-rated movies, the rating systems

themselves should be re-evaluated.

I want to thank Senators Brownback, Lieberman, Hatch and Kohl, for the bipartisan work they have done on this issue. Again, I want to commend State Representative Mary Lou Dickerson from Washington, who read about young Arthur, helped to create a task force on video game violence, and thanks to her work with Pam and the Mothers Against Violence in America and the Washington Retailers' Association -- who are all represented here today -- video game retailers in Washington state now voluntarily sign a pledge to parents, committing themselves to check IDs and block sales of violent games to minors. That's something that ought to happen in every state in the United States of America. (Applause.)

Again I say, we can do something about this. It will take a grass roots campaign. It will take everybody doing his or her part. This is a problem we face together, a problem America can solve together. There is no more urgent task for our future.

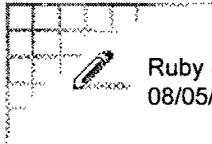
You were all looking at this young man speaking today, thinking, what a wonderful thing that a person that young could speak so clearly, so confidently, about things that are so right. You look around at the other young people here today who are involved in this effort in some way or another, and you thank God that we have this legacy of children.

A lot of those kids that haven't made it through all these school violence incidents were just as good, just as fine, had just as much to give the world. We've got to quit fooling around with this. We've got a chance. Our hearts are open, our ears are open, are heads are thinking.

I know this stuff sells. But that doesn't make it right.

Thank you, and God bless you. (Applause.)

12:16 P.M. EDT



Ruby Shamir
08/05/99 01:40:23 PM

Record Type: Record

To: Carolmast@aol.com @ inet
cc:
Subject: remarks with Theater Owners

----- Forwarded by Ruby Shamir/OPD/EOP on 08/05/99 01:40 PM -----

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

June 8, 1999

REMARKS BY THE PRESIDENT
TO NATIONAL ASSOCIATION OF THEATER OWNERS

The Roosevelt Room

1:55 P.M. EDT

THE PRESIDENT: Good afternoon. Please be seated.

Ladies and gentlemen, I hope you won't be confused when I tell you that I have just met with the representatives of NATO, and we talked about the movies. (Laughter.) I am, of course, referring to a somewhat different NATO than we usually discuss around here -- the National Association of Theater Owners.

We had a very good discussion, and I want to thank NATO President, Bill Kartoian, and his colleagues who are here with him, for the efforts they are making to make sure that we work together to prevent youth violence, and the ways the theater industry, in particular, can help in that cause.

It has been less than two months since the tragedy at Columbine High School seared itself into our national consciousness. Ever since that day, our country has been moving steadily away from a culture of youth violence, toward creating the kind of future we want

for our children. People from all walks of life are coming together in a national grass-roots campaign to prevent youth violence, to give our children the childhoods they deserve.

We all know that parents are the first and most important influences on their children, but we know, too, that the demands on them are increasing, and as more and more parents work outside the home, they have less and less time with their children. On average, families now have a life in which parents spend about 22 hours a week less at home than parents did a generation ago. Over the 18 years of a child's childhood, that amounts to more than two years time.

Since my first days as President, we have worked hard to help parents better balance the demands of home and work. One of the ways we've tried to do that is to give parents better tools to make immediate but informed judgments about the shows their children watch, the music they hear, the video games they play. We've worked hard to give parents new tools like the V-chip, which by the end of next month will be in half the new television sets sold in America, and will help parents to block violent programming from their living rooms. We've also made progress on parental screening for the Internet and ratings for Internet game sites.

But we must do more. We must ensure that children are not the targets of violence in marketing. That's why last week I asked the Department of Justice and the Federal Trade Commission to study the extent to which the video game, movie and music industries market violence to children, and whether those industries are abiding by their own voluntary systems of regulation.

For rating systems to work, they must also be enforced, not simply by watchful parents, but by retailers at the point of sales, and theater owners at the multiplex. The great thing about the multiplex is that there's a movie for every member of the family, but not every movie is for every member of the family. When you drop them off, you shouldn't have to worry about your G-rated kids getting into violent or suggestive R-rated movies. Too often children do get past the ticket counter, unescorted and under-age.

I'm pleased to announce today the theater owners are clearly drawing the line. The nation's largest group of theater owners has asked -- has agreed to ask young people for IDs at R-rated movies. From now on, parents will know that the R-rating means what it is supposed to mean -- restricted, no one under 17 without a parent or guardian, and no exceptions.

Last month when I challenged the theater owners to step up to this responsibility I could only have hoped that they would respond so quickly. So, again, let me applaud Bill Kartoian, his organization and all their members for doing their part. I

know we have parents here representing the PTA, and I want to thank them for coming, and I know they join me in applauding this action.

Let me also say that I hope that, as the recess ends, the Congress will do its part. Next week, the House will take up important legislation already passed by the Senate to help prevent youth violence by common-sense measures to keep guns out of the hands of children. They closed the deadly gun show loophole, required that safety locks be sold with every handgun, banned the importation of large-capacity ammunition clips, and banned violent juveniles from owning guns as adults. I strongly urge the House not to riddle this legislation with loopholes, or to delay, but to pass the law and pass it quickly.

Let me also say I hope others will follow the lead of the theater owners. In our growing national campaign to prevent youth violence, none can stand aside. None should stand in the way. In the weeks and months ahead, we will continue to move forward as one nation, striving to build that better future we all want for our children.

Now, I'd like to ask Bill Kartoian to tell us more about the steps the theater owners have agreed to take. Let's give him a big hand.

Mr. Kartoian. (Applause.)

* * * * *

Q Mr. President, are you optimistic on Kosovo?

THE PRESIDENT: Well, I'm hopeful. You know, we're going to have -- we've got to have the military meeting and work out the details. But the G-8 statement is good.

Q And how quickly could the peacekeepers go in, do you think?

THE PRESIDENT: Well, they're working out the details -- I hope shortly, we will know.

Thank you. (Applause.)

END

2:03 P.M. EDT

**FIRST LADY HILLARY RODHAM CLINTON
REMARKS AT CHILDREN AND VIOLENCE
EVENT**

TUESDAY, AUGUST 17, 1999

Good morning and welcome to the White House.

What you will see here today is the product of an exciting joint effort, led by the Ad Council, the Kaiser Family Foundation and Children NOW. It couldn't have happened without the advice and participation of many other advocacy groups and experts, entertainment industry association leaders and network executives. I'd like to acknowledge Jack Valenti, president of the Motion Picture Association of America; Richard Masur [MA~~V~~zur], president of the Screen Actors Guild; and Eddie Fritts, President and CEO of the National Association of Broadcasters, who are here this morning. Many of the television executives who have supported the public service announcement are also here and I'd like to ask them to stand so that we can give them all a round of applause.

Yesterday, the students and teachers of Columbine High School returned to class, just 17 weeks after the tragic shooting that killed 12 classmates and a beloved teacher. One month later, on the very day that the President and I traveled to Colorado to meet with members of the Littleton community, a 15-year-old opened fire at his high school in Conyers, Georgia. And, last week, the nation was stunned yet again, when a man murdered a post office employee and then, apparently wielding a submachine gun, turned his hatred on three children, a teenaged camp counselor and a receptionist at a Jewish community center in Los Angeles.

Each time a child is the victim of gun violence, it shocks our national conscience and shakes our national confidence. ... for, we have no more profound responsibility – no more important challenge – than the safety of our children. I can only hope that our outrage will strengthen our resolve to address the twin scourges of gun violence and hate crimes, for there is no place for intolerance in this country.

As I've traveled across the nation in the weeks since the Littleton tragedy, talking with students and their parents, it's not helplessness or hopelessness that I've heard in their voices. It's a clear and forceful determination to move past the finger pointing; to take concrete steps to end the violence, not only in our schools, but also in our broader community.

Regenia Johnson, a seventh grader from Buffalo, sent me this letter just a week after the Littleton shootings:

"Violence is all around me. There are gangs in my neighborhood. Because of this, I am not free to ride my bike around the block. My mother fears for my life every time I leave the house. I have gotten used to it, because violence has been a part of my life since I was a child. After the shooting, I decided to speak my mind and stop holding back on my thoughts."

Anyone who listens to children like Regenia, has to wonder: What will it take for our country to say, "Enough." What will it take for Congress to pass common-sense gun laws to keep handguns and assault weapons out of the hands of juveniles and criminals?

After the shootings in Littleton, many members of Congress said, "Enough," and the Senate passed tough new provisions proposed by the President that would have strengthened this country's gun safety laws. But even these most common-sense of measures – measures that in no way would have restricted the activities of honest and legitimate gun owners – were blocked by a majority in the House who, apparently, were more interested in the approval of the National Rifle Association than in the safety of our children.

We know, of course, that guns alone are not the answer. That is why this administration has worked tirelessly, and on many fronts, to meet the challenge of keeping our children safe...by giving parents the tools and the time they need – tools like the V-chip, and a new agreement that requires movie theater owners to request photo I-D's from young people who want to see R-rated movies; by giving schools the resources they need, and by hosting the first-ever White House Conference on School Safety; and, by passing the Brady Law and the assault weapons ban.

This past May, less than a month after the shootings at Columbine, the President and I welcomed a distinguished and diverse group of Americans to the White House, where, at the end of the day, we united behind the idea of a national campaign against youth violence.

Much has been accomplished, but much remains to be done. And, although there is no question that responsibility for our children's safety begins at home, we all have a powerful role to play – especially those of you in this room today.

Just as we know that children are impressed by the negative images they see on television, in movies and on their computer screens, we know that these same media offer many positive and educational lessons to our children as well. The public service announcement you will see in few minutes sends just the kind of message we want our children to hear. And, it provides even stronger evidence of just how far we can go when we work together to take responsibility for keeping our children safe.

Before I turn the program over to Peggy, I want to thank the other people here who have worked so hard to make this ad a reality: former Colorado Governor Roy Romer, who is a member of the Ad Council's Board; Drew Altman, the President of the Kaiser Family Foundation; and Lois Salisbury [SAHLS-bury], President of Children NOW. Now let me introduce the new President and Chief Executive Officer of the Advertising Council, Peggy Conlon.

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