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MEMO

To: Judith A. Winston
From: Michael J. Sorrell
Subject: White House Work Groups
Date: October 6, 1997

Per your request, I have developed a list of suggestions for the Youth Involvement Team.

Goal

To engage young America in the dialogue about race. Additionally, to gather information for the Advisory Board to assist in their report to the President.

Product

I recommend that we hold seven youth town hall meetings.

Process

The seven youth town hall meetings will take place in the following regions and from the following list of cities:

North-- Minneapolis, MN; Milwaukee, WI;
South-- Jackson, MS; Miami, FL; Birmingham, AL;
East-- Boston, MA; Philadelphia, PA;
West-- Denver, CO; San Diego, Fresno, Sacramento, CA;
Northwest-- Portland, OR; Spokane, WA; Idaho(?) or Montana (?);
Midwest-- Evanston, IL; Cleveland, OH; St. Louis, MO; and
Southwest-- Dallas or San Antonio, TX; and Alb., NM

These meetings would be held monthly beginning in January. Each Advisory Board member would be responsible for attending one youth town hall meeting apiece. The audience would be a rotating mix. Depending on the location, the audience would be comprised of a) juniors and seniors in high school; b) college students; c) graduate students; or d) young professionals. Topics for these town hall meetings would be: *Expectations and Experiences--A Conversation About Race With Young America* and *Does Race Matter?--A Conversation About Race With Young America*.

The format for the youth town hall meetings could be the same as the regular town hall meetings. It is imperative that local student leaders are used to help organize the meetings. We can draw from each high school or college in the respective area. For a pool of young

Judith A. Winston
Page 2
October 6, 1997

professionals, we can solicit members from the young lawyers associations or similar organizations.

In the area of promising practices, in each city we can identify a promising high school college or community program that encourages and fosters a positive environment for diverse cultures. These promising practices can be catalogued and examined in the same manner in which the agency promising practices are being reviewed.

DRAFT

MEMO

To: Erskine Bowles, Judith Winston, Sylvia Mathews
From: Minyon Moore, Michael Sorrell, and Working Group Members
Subject: Youth Strategy: One America: Keepin' It Real
Date: October 23, 1997

This memo is to update you on the progress of the President's Initiative on Race Youth Working Group.

Action Points

Federal Agency Youth Task Force

On Monday October 20, 1997, the Federal Agency Youth Task Force (the "Task Force") held their first meeting. Approximately 35 people from all of the cabinets and a majority of the federal agencies attended. Judith Winston provided a general overview of the PIR and the importance of youth involvement. The members of the Task Force were assigned the following tasks: a) form a youth task force within their respective departments or agencies; b) draft a memo to the PIR-WH Youth Working Group proposing youth-based activities to be performed within their agency or department. **Target date-- November 3rd**; c) draft a letter from their respective Secretary or Agency head expressing their commitment to the PIR and encouraging the involvement of Young America in the PIR's effort. **Target date--November 3rd**; and d) provide PIR-WH Youth Working Group a list of names to supplement the mailing list for the President's "Call to Action" Letter mailing list. **Target date--October 23**. The next meeting of the Task Force will be Monday, November 17, 1997.

Call to Action Letter

We are finalizing the mailing list and expect to mail the letter out by November 7, 1997. We will need complete sign-off on this project at your earliest convenience. We have worked with Presidential Support, Correspondence, the Office of Administration, and the mail room to determine the most effective way to accomplish this goal. The complete cost of this mailing will be approximately \$16,000 for a 40,000 piece mailing. (See attached for more details.)

In addition, we have compiled a very comprehensive list of young Americans from across the country. The current list consists of Young Americans from the following categories: Youth Organizations; Young Community Leaders; High Schools; and Colleges and Universities. All 50 states and territories will be covered in this mailing.

We have a meeting scheduled with Congressman J.C. Watts next week and will be

Ersine Bowles, Judith Winston, Sylvia Mathews

Page 2

October 23, 1997

working with the Congressional Youth Leadership to determine the best and most effective way to ensure that we are reaching out to our Young Republican colleagues.

The President's Radio Address and White House Briefing

We recommend that the President use his November 14, 1997, radio address to call Young America to action and to become engaged in the PIR. In addition to the radio address, on that same day, we also recommend a briefing be held at the White House for members of the specialty media who target Young America. The purpose of the briefing would be to highlight the President's race initiative and the activities of the Youth Working Group to a media audience that targets Young America. We will include such people as BET, MTV, The Source, Rolling Stone, etc. . . (For a more comprehensive list, see our original report). Briefing participants would be present at the radio address.

A final list of invitee's will be ready on October 24, 1997. We will need to sign-off on the radio address as soon as possible. Invitations will be extended starting late next week.

Vice-President On-line Q &A

We recommend that on December 1, 1997, the Vice-President respond to questions he has received from Young Americans on the Internet. The President would announce the Q & A during his radio address and we would collect questions from the website during the ensuing two weeks.

Town Hall Meetings

We are excited that the President wants to dedicate his first town hall meeting to Young America. We look forward to working closely with the Town Hall Working Group on this effort. In consultation with the Town Hall Working Group, we have provided a third option to be considered as a possible format for our upcoming Town Hall meeting. (See attached) This model is designed to engage our youth in the dialogue on race.

Erskine Bowles, Judith Winston, Sylvia Mathews

Page 3

October 23, 1997

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DRAFT-DRAFT-DRAFT #7

Dear Young Leaders:

You are fortunate to be coming of age during a moment of extraordinary opportunity in the American journey.

Today our nation is more diverse than ever, and becoming even more so. In many communities, there are already more than 100 different racial and ethnic groups. And, within the next half century, it is likely that no racial or ethnic group will constitute a majority of our population. I believe this is one of our greatest challenges, and one of our greatest opportunities.

As a result, I launched a new initiative on race called "**One America in the 21st Century**." One America is a year-long effort to help build a stronger, more just, and united nation -- one that offers opportunity and fairness to all Americans. America has always drawn strength from its diversity, and every person has a valuable contribution to make to society. That is the purpose of **One America in the 21st Century** -- and I need your help.

You see, we stand at a crossroad in our nation: will we be a nation that celebrates our diversity while embracing that which unites us, or will we allow our differences to divide us? To make our nation's diversity a source of strength, not strife, we need the help of Americans from every walk of life: religious and civic organizations, business and labor, and people from every heritage. We need you -- our nation's young people -- because you have grown up in, are inheriting, and will eventually lead the new America whose variety and vitality we see rising on history's horizon.

That's why today, I am asking you, as a young American leader to help me bring the **One America** initiative to your communities, by joining **One America's** youth outreach effort -- **Keepin' it Real**. Lead your communities in the efforts to **talk, listen, teach and do**.

- Join me to **talk and listen** -- be an active participant in the dialogue on race, from your community to our country.
- Join me to **teach** -- help people understand the facts about America's racial diversity.
- And, most important, I challenge you to **do** -- find ways to solve the problems that still keeps us from being One America.

To accept this challenge, fill out and return the attached pledge letter or contact the initiative through its One America web site (<http://www.whitehouse.gov/Initiatives>), and commit your organization to at least one project aimed at moving your community and our country closer. Town meetings, concerts, speaker's series, cultural events, sports, service projects, youth organizations, petitions, reading groups, contests -- the possibilities for your involvement are limited only by your creativity. Second, share this message and its challenge with other young leaders. I invite you to share your project's results with my Advisory Board on Race. I want to highlight your leadership and use the initiative to share

your ideas and energy with the rest of the nation.

As a nation, we must lift the burden of racism and discrimination that shamed our past and shrinks our future. For America to survive and succeed, we must find new ways to live together and work together as one nation, and to bring out the best in all our people. Your ideas and actions -- at school and work, in your families and communities -- will shape our future for generations to come. I hope that I can count on you to help me in this historic commitment to make the vision of **One America** a living reality. America has much to learn from you.

I look forward to hearing from you.

Sincerely,

President William Jefferson Clinton

DATE

Dear President Clinton:

We accept your challenge to keep One America real. _____ commits itself to participating in the President's Initiative on Race by holding at least one project aimed at helping bring our community closer together. Before June 14, 1998 we will provide the President's Advisory Board on Race with a summary of our project and its results.

Sincerely,

ORGANIZATION:

CONTACT NAME:

ADDRESS:

E-MAIL ADDRESS:

PROJECT DESCRIPTION (if available):

RETURN ADDRESS:

PRESIDENT'S INITIATIVE ON RACE
NEW EXECUTIVE OFFICE BUILDING
ROOM 3236 (ATTN: MARIA SOTO)
WASHINGTON, DC 20503

MEMORANDUM

TO: MINYON MOORE
MICHAEL SORRELL
FR: MONA PASQUIL
RE: MAIL OPTIONS FOR THE YOUTH OUTREACH LETTER
DT: OCTOBER 22, 1997

I CONTACTED STAFF FROM PRESIDENTIAL SUPPORT, CORRESPONDENCE, THE OFFICE OF ADMINISTRATION, AND THE MAIL ROOM AND ALL DETERMINED THAT A MAILING OF THIS SIZE, 40,000 PIECES, CANNOT BE ACHIEVED IN HOUSE WITHIN THE GOALS OF OUR TIMELINE. GIVEN THAT, I'VE RESEARCHED AND LAID OUT FOR YOUR CONSIDERATION THE OPTION OF WORKING WITH AN OUTSIDE SOURCE.

I. MAIL THROUGH AN OUTSIDE SOURCE

A. AS PROPOSED, THIS PROJECT CAN BE CONTRACTED THROUGH THE COMPETITIVE REQUISITION PROCESS AS IT IS UNDER \$25,000. THIS MEANS THAT THE PROCUREMENT DIVISION OF THE OFFICE OF ADMINISTRATION WOULD CONTACT THREE AREA MAIL HOUSES AND CONTRACT WITH THE LOWEST BIDDER. ONCE THE AMOUNT IS DETERMINED, A REQUISITION SHOULD BE OBTAINED BY THE OFFICE OF ADMINISTRATION, AND UPON APPROVAL, A PURCHASE ORDER WOULD BE AUTHORIZED. THIS PROCESS USUALLY TAKES ONE WEEK.

THERE ARE A FEW WAYS TO HANDLE THE POSTAGE ON THESE LETTERS: 1) THE USE OF A FIRST CLASS STAMP, 2) THE USE OF A FRANKED ENVELOPE, AND 3) THE USE OF A 3RD CLASS METER WITH A RED "SPECIAL HANDLING" TAG. THE DIFFERENCE IN THESE OPTIONS RANGE FROM A 6 - 10 CENTS SAVINGS. PLEASE NOTE THAT IN DISCUSSING THIS ISSUE WITH PERSONNEL IN PRESIDENTIAL SUPPORT, CORRESPONDENCE AND THE MAIL ROOM, LETTERS SENT OUT BY THE PRESIDENT HAVE A FIRST CLASS STAMP WITH A FLAG. THE ASSOCIATED COSTS ARE AS FOLLOWS:

- IF WE USE FIRST CLASS POSTAGE, THE COST FOR A 40,000 PIECE PROJECT WOULD BE \$12,800. THE COST FOR A 3RD CLASS METERED PIECE WOULD BE APPROXIMATELY \$8,000.
- A BASIC PROCESSING FEE WILL RUN APPROXIMATELY \$2,600. IF THE CONTRACTOR HAS TO APPLY THE FIRST CLASS STAMP, INSTEAD OF USING A METER, THIS COST COULD INCREASE BY \$2,000.

PRESIDENTIAL SUPPORT PREFERS TO PROVIDE THE NECESSARY COPIES OF THE LETTER. WE WOULD BE RESPONSIBLE FOR PROVIDING THE LETTERS, THE

10 ENVELOPES, AND THE LOTUS DATABASE ON DISC TO THE MAIL HOUSE. THE CONTRACTED FIRM WOULD BE RESPONSIBLE FOR FOLDING, STUFFING THE 2 PIECES, PRODUCING LABELS AND MAILING. THE FIRM'S PROCESS SHOULD TAKE LESS THAN A WEEK.

THE ENTIRE PROCESS SHOULD TAKE 2 WEEKS, 3 WEEKS MAXIMUM.

BOTTOM LINE: A DECISION SHOULD BE MADE ON THE TYPE OF POSTAGE TO USE ON THE ENVELOPE.

Idea #3-- ENGAGING YOUTH

GOAL: "Keepin' It Real-Talk, Listen, Teach and Do"

To challenge Young America to **talk** about the tough issues surrounding race, to **listen** to each other about how Young Americans from every walk of life are addressing race in their daily lives, to **teach** each other about the realities of America's racial diversity, and to **do** by finding ways to solve the problems that keep us from being One America.

TOWN HALL MEETING FORMAT:

1. **TALK AND LISTEN-Shared Experiences:** Young Americans offer their personal experiences and anecdotes related to race; this is an opportunity for a group of diverse young people to talk and listen to one another about their differences and realize their commonalities.
2. **TEACH-Question and Answer:** The President will provide facts relating to America's racial diversity and will engage the audience in a Q&A session that provokes a better understanding of how Young America perceives the issue of race and the challenges we face.
3. **DO-Existing Efforts:** The President asks for examples of existing efforts made by Young America to bridge the racial divide. Audience members discuss their efforts, ideas and possible solutions. The President challenges the viewing audience to build upon "promising practices" (similar to those shared during town hall) and carry on the dialogue in their own communities across the nation. Upon conclusion of the meeting, the President would call upon Young Americans to create a project in their community where people of different races would come together to accomplish one goal (i.e., Urban Community Clean-ups).

Moderator: A young person with national name recognition and media experience. For example, Ananda Louis who is the former BET Teen Summit host and current MTV host, actor Michael De Lorenzo, and NBA star Grant Hill.

Audience: The audience would consist of Young Americans who will share their programs, projects, campaigns, etc. that are creatively working to bring people together in their communities. Audience members would include middle school, high school, and college students; young professionals; young parents; new immigrants; young community leaders; AmeriCorps volunteers; young religious leaders.

Video Inserts: Insert into discussion, short vignettes from celebrities and Young Americans that share experiences and highlight existing efforts.

REASONS FOR ENGAGING YOUTH:

1. To provide a town hall meeting that engages and targets Young America (ages 13-25) in the dialogue on race because at these ages people learn, formulate and develop their beliefs.
2. To highlight the existing efforts of Young America that address issues of racial diversity.
3. To communicate a challenge to Young America that enlists them in the efforts to find new and creative ways to bring people together with the hope of becoming One America in the 21st Century.

To: Minyon Moore, Michael Sorrell

Memorandum

From: Rob Nelson

Subject: One America Youth Briefing

Date: October 23, 1997

Here's a draft outline for the briefing.

OVERVIEW

We invite 60 speciality press to attend the taping of the President's weekly radio address on November 14, to be followed by a briefing on the One America Youth Initiative, Keepin' It Real, and the introduction of a print and radio public service advertising campaign.

The target market is the wide spectrum of younger Americans, from diverse racial, ethnic, social, political, and economic backgrounds. Invites will be extended to print, TV, and radio press. Represented outlets will include, Rolling Stone, VIBE, Details, MTV, VH1, Nickelodeon, Black Entertainment Television (BET), Teen, Ms., KROQ Love Lines, Univision, Latina and Hispanic.

One celebrity will be in attendance. This person should have cross-over appeal, and preferably have access to more than one industry (ie. sports and movies, or movies and music). We are considering people such as Grant Hill (NBA star) or Will Smith (Independence Day/Men in Black).

EVENT OUTLINE

We will hold the event in either the Roosevelt Room or the Cabinet Room. The attendees will listen to the President's address, and then hear a short pep talk from the guest celebrity. The final part of the event will be a 20 minute briefing, including Q&A, during which we outline the One America Youth Initiative "Keepin' It Real," make a pitch for their support of the Initiative, and introduce the Public Service Advertising campaign -- including release of three print and three radio PSA's. (Attendees will have camera ready art in their briefing packets, and radio spots will be available for the non-print press).

Our goal is to get each outlet to commit to a feature story about the initiative and/or carry the PSA campaign. We will make two follow up calls to each outlet during the month following the briefing.

The briefing packet will include:

- Letter from the President*
- Overview of the Keepin' It Real Campaign*
- Keepin' It Real Action Kit*
- Text of the President's June 14, 1997 address "One America"*
- Camera ready art for the three print public service ads*

REACHING BEYOND

A more extensive outreach mailing will follow the briefing. This mailing will go to 500 targeted radio stations, 1000 college newspapers, 1000 high-school newspapers, 500 selected daily newspapers, and an additional 100 second tier speciality press outlets.