Withdrawal/Redaction Sheet
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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Memo from Cathy R. Mays re: Appt. request (partial) (1 page)	03/17/94	P6/b(6), b(7)(C), b(7)(E), b(7)(F)
002. memo	To Rosalyn A. Miller from Carol H. Rasco re: wefare reform next week (partial, p. 2) (1 page)	03/16/94	P6/b(6)
003. letter	To President Clinton from J.C.W. Rhodes re: crime (partial, p. 4) (1 page)	02/04/94	P6/b(6)
004. letter	To Robert Billburg from Bruce Reed re: criminal justice system (partial) (1 page)	03/03/94	P6/b(6)

COLLECTION:
Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Chron Files)
OA/Box Number: 8193

FOLDER TITLE:
Chron File, March 1994

2011-0299-S
ry1092

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.
PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).
RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

THE WHITE HOUSE

WASHINGTON

March 25, 1994

Ms. Arlene L. Robinson
Deputy Corporate Counsel
Family Services Division
Judiciary Square
441 Fourth Street
Washington, DC 20001

Dear Ms. Robinson:

Thank you for your letter regarding the American Bar Association's Child Support Project. I realize the importance of this project and share many of your concerns about its importance to child support workers.

I appreciate your taking the time to write me to share your views.

Sincerely,

Bruce Reed
Deputy Assistant to the President
for Domestic Policy

TY

GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF THE CORPORATION COUNSEL
FAMILY SERVICES DIVISION

JUDICIARY SQUARE
441-4TH STREET N.W
6TH FLOOR
WASHINGTON, D.C 20001

IN REPLY REFER TO:

December 30, 1993

Mr. Bruce Reed
Domestic Policy Advisor
The White House
Washington, DC

Dear Mr Reed:

I am writing this letter to urge continued funding by the Department of Health and Human Services of the American Bar Association's Child Support Project. It is my understanding that their contract of the last ten years will not be renewed. Such a loss at such a critical time in the child support community will have a devastating effect on training opportunities for workers throughout the United States.

As you are no doubt aware, the Child Support Project has hosted numerous conferences and has participated as experts in local and national conferences since its inception in 1983. My staff and I have greatly benefited by the workshops and presentations sponsored or delivered by Project staff.

With the passage of the new Uniform Interstate Family Support Act in several jurisidictions, many child support professionals had anticipated the valued training of the Child Support Project staff to assist them in planning and executing the Act. Indeed, this jurisdiction, the District of Columbia, currently has before its City Council the Uniform Act. Upon its passage, we fully expected assistance from Project staff to train our workers and to identify not only all the other states which have similar legislation already passed or awaiting passage by their legislative bodies, but to also identify any differences in language or other changes states may have made in enacting their uniform laws. This was a major effort and Project staff, more than any other group of which I am aware, was always on top of what was going on in every state.

Our anticipation of training was grounded solidly on the Project's outstanding training leadership in the past. They have appeared to speak with lawyers in our Child Support Section on "Who is the Client in IV-D Child Support Cases" and, most recently, facilitated a tri-state training session which included child support workers from the District, Maryland and Virginia. They

In light of the many changes taking place, particularly in the areas of interstate practice, the loss of this valued Project is unimaginable. Indeed, the need for training workers to implement some of the new, complicated legislation and to understand how the legislation, regulations and recent reform proposals fit together is more crucial now than ever before. Training must be focused and increased to meet child support workers' needs. Eliminating the Child Support Project, eliminates the most prominent and important training resource for child support workers everywhere.

Sincerely,

Arlene L. Robinson

Arlene L. Robinson
Deputy Corporation Counsel
Family Services Division

THE WHITE HOUSE

WASHINGTON

March 25, 1994

Jill Duer Berrick, Ph.D.
Director, National Child
Welfare Research Center
School of Social Welfare
University of California
1950 Addison Street, Suite 104
Berkeley, California 94704

Dear Dr. Berrick:

Thanks for sending me your manuscript entitled, "Faces of Poverty." Your manuscript puts a human face on the problems we are all addressing.

I appreciate the time and effort you have dedicated to this issue.

Sincerely,

Bruce Reed
Deputy Assistant to the President
for Domestic Policy

UNIVERSITY OF CALIFORNIA, BERKELEY

BERKELEY • DAVIS • IRVINE • LOS ANGELES • RIVERSIDE • SAN DIEGO • SAN FRANCISCO SANTA BARBARA • SANTA CRUZ

CWRC
Child Welfare Research Center

Family Welfare Research Group
School of Social Welfare
1950 Addison Street, Suite 104
Berkeley, California 94704
Tel: (510) 643-7020
Fax: (510) 643-7019

October 11, 1993

Mr. Bruce Reed
Deputy Assistant to the President
for Domestic Policy
Executive Office of the President
17th and Pennsylvania Ave. N.W.
Washington, D.C., 20500

Dear Mr. Reed,

I had the opportunity to testify before the Working Group on Welfare Reform in Sacramento last week and had the fortune of meeting Bill Dickens of the Council of Economic Advisors. I told him of a manuscript I had recently completed and he felt that you might have an interest in looking it over.

In the manuscript, I've tried to capture some of the dilemmas of current welfare policy and attempted to describe the possible effects reform might have for families of different circumstances. The manuscript draws upon ethnographic methods and paints a portrait of women and children coping with the AFDC system.

As I've watched the political debates over the budget and now over health care reform, I see the ensuing controversy over welfare. The Clinton administration will be challenged to convince Congress of the merits of reform; the American public will also find these issues rather difficult to understand. I'm hopeful that my book will make your reforms more comprehensible and therefore help to galvanize support for your efforts.

Please let me know if there is anything I can do to assist you or the Clinton administration with your efforts in reforming welfare. It is a worthy effort and a task of great consequence for poor families.

Respectfully,

Jill Duerr Berrick, Ph.D.
Director, National Child
Welfare Research Center

THE WHITE HOUSE

WASHINGTON

March 25, 1994

Mr. Charles J. Kean
19706 SW 83rd Place, B-11
Dunnellon, Florida 34432

Dear Mr. Kean:

Thank you for your letter concerning welfare reform. I appreciate your taking the time to write me about your concerns and ideas on "walk away" fathers and responsibility.

I am sharing your letter with staff of the Working Group on Welfare Reform, Family Support, and Independence at the Department of Health and Human Services.

Sincerely,

Bruce Reed
Deputy Assistant to the President
for Domestic Policy

J. F. Cambe Group
19706 SW 83rd Pl. Rd. B-11
Striving To End Separatism

Dear Mr. Reed: **RE: WALK AWAY FATHERS**

"Ma Ma, where's my Pa?"

The above, part of a political chant in 1884, could very well be asked today by millions of children.

Our intention is to use this and the attached tally sheet to shame the walk-a-way father.

President Bush was blamed for the heavy job loss in the United States during the Reagan-Bush adinistration years. Who can be blamed if jobs are lost because manufacturers are unable to find people willing to work at these jobs? During the Bush - Clinton campaign very little was said about this phenomenona. They did not dwell on the high cost to government of people who refuse to support their families.

Walk-a-way fathers leave behind unhappy children. The unhappy youth is more likely to be the dangerous, violent youth we read about too frequently. Leaders, in and out of public employment, need to get to these youth. They have to stress the need and the benefits of conforming to the discipline of a law and order society.

The walk-a-way father is taking money away from the rest of us. His public assistance money could be our public works money. We need parks and recreation, improved and new roads, and better classrooms; now not available due to lack of funds. Where is that money?

What can we do? We can start by teaching young men a clear picture of responsibility. He should know he has obligations to provide a home for his wife and children. By allowinf abandonment to continue the harder it becomes to end separatism.

Sincerely Yours,
Charles J. Kean
Charles J. Kean
Feb. 10, 1994

Mr. Bruce Reed, Chair
Working Group on Welfare Reform
Deputy Assistant to the President for Domestic Policy

THE WHITE HOUSE

WASHINGTON

March 25, 1994

Mr. Alfred Houston
Executive Director
St. Vincent's House
P.O. Box 576-2817
Galveston, Texas 77553

Dear Mr. Houston:

Thank you for you letter regarding your concerns with fair wages, employment and training, and the implementation of more literacy programs. All these issues are of great concern to this administration.

I am enclosing the President's Youth Employment and Skills Initiative (YES). I think that it would be of interest to you.

Again, thank you for taking the time to write me to share your views and concerns.

Sincerely,

Bruce Reed
Deputy Assistant to the President
for Domestic Policy

St. Vincent's House
P.O. Box 576 - 2817 Postoffice Street
Galveston, Texas 77553
(409) 763-8521
FAX (409) 763-0572

United Way
of Galveston, Inc.

December 14, 1993

TM

Mr. Bruce Reed
Deputy Assistant to the
President for Domestic Policy
The White House
Washington, D.C. 25000

Dear Mr. Reed:

While attending a Jubilee Ministry workshop in San Antonio, Texas, I had the pleasure of meeting Fr. Robert J. Brooks.

I spoke in the meeting about young people from the ages of 14-25 years who seem to be lost, in my job as the Executive Director of St. Vincent's Episcopal House located in the heart of Galveston, Texas, in its most poor socioeconomic district. All of the same problems, I am sure, are plaguing Washington, D.C., i.e., unemployment, gangs, killings, burglary, homelessness, high school dropouts, literacy problems and socialization of that element in our community.

My statement was that we must come up with a collaborative way of offering this community of people fair wage, employment and training, literacy projects with a definite re-socialization into society. There is no program designed for all persons; the mere word *program* is something we must get away from.

There are persons writing for grants and receiving them for job training, counseling, literacy, etc. But, if we have any chance of winning the war on drugs, homelessness, school dropouts, family violence and displacement we must work with the whole of the problem not just part of it - here, there and over there.

I am aware of the JTPA, Community and Schools and Counseling programs and Taskforce directed toward dealing with children at risk.

It is as simple as this - you cannot offer a person dealing drugs $4.65 per hour when he is selling $2,000 - $3,000 worth of drugs a day. There is no set program for learning or teaching. It is very important that children are taught their heritage enabling them to know who they really are. We had better face it. This particular community of people has crossed all socioeconomic ethnic barriers.

I spoke with a boy 23 years of age who is selling $2,000 - $3,000 worth of drugs but did not know that ham was pork. It seems difficult to believe, however, these people have business skills, organizational skills and a plan for what they feel is success. If channeled in the proper direction how rich our community would be!

In addition, I have spoken with the Labor Department and several other funding sources but none seem to have a program that takes in all of the things of which I have spoken.

I wish to acknowledge all of the hard work you do. I am sure everyone is trying to win this community of people back.

Sincerely,

ST. VINCENT'S EPISCOPAL HOUSE

Alfreda Houston

Alfreda Houston
Executive Director

AH/bkp

cc: Dr. William Galston
Asst. to the Res.
for Domestic Policy

The Honorable Jack Brooks
House of Res.

Fr. Robert J. Brooks

DRAFT

Ms. Elaine M. Fromm
President
Organization for the Enforcement
of Child Support, Incorporated
1712 Deer Park Road
Finksburg, Maryland 21048-2032

Dear Ms. Fromm:

Thank you for your thoughtful report on child support enforcement, which is crucial to keeping the President's pledge to end welfare as we know it. I will share the report with members of the Working Group on Welfare Reform, Family Support, and Independence, who are drafting child support legislation.

Thank you again for the time you have put into this important subject.

Sincerely,

Carol H. Rasco
Assistant to the President
for Domestic Policy

CHILD SUPPORT: A GROWING CONCERN
1712 DEER PARK ROAD
FINKSBURG, MD 21048-2032
410/876-1826

OECS
Organization for the Enforcement of Child Support, Inc.
ELAINE M. FROMM, PRESIDENT

SHAFFT
Second Husbands Alliance For Fair Treatment
WILLIAM E. FROMM, EXECUTIVE DIRECTOR

MAR 25 REC'D

March 21, 1994

Ms. Carol Rasco
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Ms. Rasco:

Enclosed is "Child Support: A Proposal for Reform." This report addresses the problems of child support enforcement and recommendations for much-needed improvements in the system. Copies have been sent to the appropriate Congress-people and cabinet members.

The authors stress the importance of strong family values, as well as the need to assist all children of separation and divorce in their pursuit of a better life, with their needs being met.

We recommend federalization of child support enforcement. We know that the IRS does the best job possible of collecting taxes and, therefore, is properly geared to collect child support. We also recommend child support assurance as an excellent method of easing the lives of non-supported children.

Suggested federal legislative ideas for child support enforcement are listed on pages 34 through 36. We hope you will take the time to read and support them, as well as to review the entire Proposal.

Thank you.

Sincerely,

Elaine M. Fromm

Elaine M. Fromm, President
OECS

Wm. E. Fromm

William E. Fromm, Executive Director
SHAFFT

THE WHITE HOUSE

WASHINGTON

March 25, 1994

MEMORANDUM FOR BRUCE REED

From: Reta J. Lewis, Special Assistant to the President for Political Affairs

Re: Briefing for Young Professionals on March 30th

Thank you for agreeing to participate in the briefings for young professional leaders on Wednesday, March 30th.

For your convenience, an agenda for the briefings is attached. Your briefing has been scheduled for 2:15 p.m. in Room 450 of the Old Executive Office Building.

The attendees of the briefings are young professional leaders from diverse backgrounds. Many of these young adults played a strong role in the Clinton/Gore campaign, and have remained active supporters of the Clinton Administration and the Democratic Party. A list of attendees is also attached.

If you have any questions or require additional information regarding the briefings, please contact Karen Anderson at 6-6257.

Thank you again for your willingness to participate in Wednesday's event. I look forward to seeing you.

cc: Joan Baggett

THE WHITE HOUSE

WASHINGTON

BRIEFING FOR YOUNG PROFESSIONAL LEADERS
MARCH 30, 1994, 1:30 P.M.
ROOM 450, EOB
(as of 3/25/94)

1:00 p.m.	Visitors Arrive, Pennsylvania Avenue Entrance and Proceed to Room 450
1:25 p.m.	Welcome and Introductions Reta J. Lewis - Special Assistant to the President for Political Affairs
1:30 p.m.	Health Care Briefing Judy Feders - Deputy Assistant Secretary, HHS

[2:00 p.m. - 2:15 p.m. BREAK]

2:15 p.m.	Welfare Reform/Crime Issues Briefing Bruce Reed - Deputy Assistant to the President for Domestic Policy
3:00 p.m.	Economic Briefing Dr. Rob Wescott - Senior Economist Council of Economic Advisors
3:45 p.m.	Program Adjourns

White House Briefing Day for Young Professional Leaders

March 30, 1994

Expected Attendees

Albritton, Phyllis M.	Mgr. Gov't Affairs
Alexander, Debi	Consultant
Allendorf, Laura	Lobbyist
Anderson, Charles W.	Law Student
Antley, Corinne M.	Attorney
Baker, William B.	Attorney
Baumel, Karen	Real Estate Mgr.
Bernstein, Joshua B.	Real Estate
Bishop, Frank	Clinton/Gore Supporter
Blakelley, Craig J.	Attorney
Bleier, Terry F.	CPA
Block, Steven	Clinton/Gore Supporter
Boger, James E.	Retired
Borababy, George M.	Attorney
Borzi, Phyllis C.	Attorney
Bowser, Alan	Writer
Brewer, Laura L.	Attorney
Brilliant, Myron	Attorney
Brown, Elizabeth M.	Attorney

Browning, Lea D.	Attorney
Burget, Lisa	Attorney
Byers, Bryonie	Legislative Aid
Byrne, Patricia D. Ph.D	Psychologist
Call, Michael	Gov't Relations
Cammack, Ann	Attorney
Campbell, Sharon A.	H.R./Consultant
Campbell, John G.	Consultant
Campbell, Elizabeth A.	Attorney
Candon, Mary Eva	Clinton/Gore Supporter
Carey, Kate	Attorney
Carney, Joseph D.	Attorney
Carrier, Francoise	Attorney
Carroll, Patricia B.	Legislative Asst.
Casey, Maureen	Attorney
Cavanaugh, Patrick O.	Attorney
Cheng, Samantha E.	T.V. Producer
Chuppe, Terry M.	Economist
Cinquegrani, Peter J.	Attorney
Clancy, Margaret M. M.D.	Physician
Clarizio, Lynda M.	Attorney
Clarke, Peggy	Attorney

Colbert, David	Attorney
Crawford-Mason, Clare	T.V. Producer
Daley, Patricia	Principal/Gov't Rel.
Davidson, Giles	Manager
Denley, George T.	Civil Servant
DePrest, Laura Travis	Business
DePrest, Geert	Attorney
Detwiler, R. Paul	Attorney
Dietsch, Deborah	Magazine Editor
Donahue, Jim	Consultant
Douglas, Jennifer	Nutrition
Dow, Karen	Attorney
Draine, Lisa M.	Prod./French TV
Duncan, James G.	Attorney
Dungan, Vicki L.	Consultant
Echols, Elizabeth B.	Attorney
Eddleman, Linda H.	Attorney
Emerson, Eric C.	Attorney
Emmer, Matthew D.	Attorney
Fariello, Terri	Attorney
Farnsworth, James	Attorney
Fegelson, Paul	Attorney

Femia, Nicholas R.	Attorney
Fettig, Dwight	Legislative Asst.
Fitzgerald, Brian	Attorney
Foley, Sean	Attorney
Forbes, Melvin	Pres. & CEO
Francese, Jean M.	Chief of Staff/DC
Frederick, David C.	Attorney
Gaffney, Frank	Attorney
Gebhardtsbauer, Ron	Chief Actuary
Giere, John P.	V.P./Gov't Rel.
Giere, John P.	Attorney
Glew, Bill	Attorney
Glover, Charles	CPA
Goodman, Jeffrey M.	Attorney
Graefe, Frederick H.	Attorney
Green, Madi	Systems Analyst
Groarke, John	Attorney
Grossman, Sandy	Attorney
Hamilton, Susan	Consultant
Hankins, Rita H.	Clinton/Gore Supporter
Hansen, Erling	Attorney
Hargraves, Dirck A.	Law Clerk

Harmon, Mary L.	Attorney
Harwood, Jim	Systems Analyst
Hauptfuehrer, Sara E.	Attorney
Haynes, Jim Tom	Attorney
Hecht, Melissa	Fundraiser
Hemingway, Charles W.	Attorney
Hendricks, Karen M.	Clinton/Gore Supporter
Herrup, Andrew	Attorney
Herschkowitz, Susan	Consultant
Heyman, Stephen M.	Attorney
Hindin, Barbara A.	Attorney
Hirrel, Michael J.	Attorney
Hohneker, Katherine	Registered Nurse
Hopp, Rachel M.	Attorney
Hoppenstein, Joel D.	Attorney
Horner, Margo E.	Clinton/Gore Supporter
Horwich, Julius Lloyd	Attorney
Howard, John L. Jr.	Attorney
Howe, Victoria	Attorney
Huberman, Richard L.	Attorney
Huggins, James B.	Consultant
Hyde, Barbara	Clinton/Gore Supporter

Israel, Benjamin L.	Attorney
Jacobs, Matthew K.	Consumer
Jacques, Brent R.	Attorney
Jenkins, Bonnie D.	Attorney
Jimenez, Astrid	Attorney
Jimenez, Daniel Ph.D	Medical Director
Kamenetz, Kevin	Attorney
Kaplan, Lawrence David	Attorney
Karr, Thomas J.	Attorney
Kasica, Jim	Sr. Programmer
Keeney, John C. Jr.	Attorney
Kelley, Bennet	Attorney
Kilpatrick, Nancy S.	Clinton/Gore
Kilpatrick, Henry E. Jr.	Graduate Student
Kimmel, Edward M.	Attorney
Kissell, Marie	Analyst
Klein, Elli	Analyst
Klompus, Sara Silverman	Social Worker
Knight, Steve	Policy Analyst
Kozon, Robert P.	Engineer
Kramer, Craig	Hill Staffer
Kraskin, Jeffrey L. Ph.D	Optometrist

Kuckes, Niki	Attorney
Kurlander, Stuart S.	Attorney
Latta, Sandra E.	LA/Press Secretary
Leach, Barbara	Dir./Political
Lebowitz, Steven	Consultant
Lee, Jayne H.	Business Owner
Leone, Frank Jr.	Attorney
Levin, Laurence L.	Editor
Levy, Deborah Mara	Attorney
Lipton, Adam	Attorney
Long, Timothy V.	Communications
Lovelett, Bruce H.	CPA
Maddex, Robert	Attorney
Mafi, Shahin	Administrator HHC
Mahoney, Cathy	Attorney
Malasky, Gary	Business Executive
Marquis, Matthew E.	Attorney
Marshall, Bradley K.	CFO/DNC
Martin, Sara	Editor
Martinale, Daniel	Market Research
Marvich, Dennis	Economist
Mason, David G.	Dir./Congress. Rel.

Massey, Jacquelyn	Clinton/Gore Supporter
Mayo, Lee Ann	Washington Rep.
McCarthy, Eileen	Analyst
McClure, Helen P.	Attorney
McDonough, Patrick J.	Attorney
McGivern, Thomas M.	Attorney
McGrath, William A.	Attorney
McHugh, Richard P.	Attorney
Messenger, Jon C.	Project Manager
Meyer, Michael L.	Business Mgr.
Miller, Adin C.	Clinton/Gore
Millstone, Sacha	Stockbroker
Moran, William J. Jr.	Consultant
Morris, John B. Jr.	Attorney
Moscatelli, Catharine	Attorney
Mott, David	Mgr. Bell Atlantic
Murphy, Mary Beth	Attorney
Murthy, Harsha	Attorney
Newberg, Joshua A.	Attorney
Newman, Melissa E.	Attorney
Nionakis, Dimitri J.	Attorney
Norden, Donald J.	Attorney

Oparil, Richard J.	Attorney
Pachman, Matthew B.	Attorney
Pascal, S. Bruce	Real Estate
Peace, Leon	Attorney
Peak, John T.	Attorney
Pearl, Andrea	Attorney
Pellegrin, Lisa S.	Public Affairs
Pentz, Donald	Educator
Polansky, Barbara F.	Administrator
Pollock, Lucia	Admin. Fed. Gov't
Potter, Jonathan	Attorney
Procter, Shemin	Attorney
Ragosta, Elizabeth A.	Homemaker
Ramsay, John M.	Attorney
Redmon, Ronald E.	Clinton/Gore Supporter
Reisch, Scott H.	Attorney
Rivers, Roberta	Realty
Rivers, Christopher B.	Student
Rosch, Maureen	Trade Analyst
Rosenblatt, David	Attorney
Ross, Philip J.	Attorney
Rossi, David	V.P. SpaceHab, Inc.

Rubin, Eric S.	Foreign Svc.
Sand, Fred W.	Attorney
Santangelo, Charles	Clinton/Gore Specialist
Santangelo, Patricia	Advertising
Savitt, Lisa	Attorney
Schmidt, Chuck	Accounts Payable
Schrier, Helene T.	Attorney
Schuchat, Frank J.	Attorney
Schwartz, Dore J.	Attorney
Scruggs, Jane	Admin. Asst
Segal, Scott H.	Attorney
Siegel, Jeremy D.	Stockbroker
Simpkins, Mary N.	Attorney
Simpson, Clarence C. III	Attorney
Smith, Thomas M.	Director
Smith, Walker	Attorney
Smith, Maynard M.	President/Cam Inc.
Sokel, Eric W.	Attorney
Solarz, Andrea Ph.D	Asst. Dir.
Solomon, Daniel B.	Sr. Policy Advisor
Sondheimer, Joshua	Attorney
Soyka, Peter	Consultant

Spear, Sandra L.	Attorney
Spekter, Michael L.	Attorney
Spencer, Jonathan	Attorney
Steele, Terry	Personnel Specialist
Stempler, Michael	Attorney
Stern, Melanie	Administrator
Stojic, Mary L.	Homemaker
Stoll, Dan	Analyst
Stover, Mark C.	Sales Manager
Strumpf, George	VP/Gov't Relations
Summerville, Alan	Envir. Planner
Tabakin, Edward L.	Attorney
Thomson, Alexander B.	Investment Advisor
Tiger, Ruth	Attorney
Tompert, James E.	Attorney
Totman, Lorna C. Ph.D	Pharmacologist
Tucker, Jonathan B. Ph.D	Specialist
Tucker, Seth A.	Attorney
Tyson, Reginald M.	Businessman
Vine, Howard	Attorney
Vorndran, Kurt	Clinton/Gore Supporter
Wallace, Robert	Attorney

Walsh, Ray	Attorney
Wasserman, Jessica	Attorney
Watson, Shannon L.	Legislative Aide
Waxman, Philip A.	Mgr. Gov't Affairs
Weatherby, Diana	Analyst
Weber, John H.	Attorney
Werling, Heidi	Legislative Rep.
West, Frank A.	Attorney
White, Lloyd A.	Systems Engineer
White, Charlotte C.	Librarian
Williams, Stephen B.	Foreign Svc. Officer
Williams, Michael C.	Attorney
Wiser, Roxane	Attorney
Wolin, Michele	Attorney
Woryn, Richard H.	Investment Banker
Young, Jayne F.	Attorney

THE WHITE HOUSE

WASHINGTON

March 16, 1994

OK if in town

MEMORANDUM FOR BRUCE REED

From: Reta J. Lewis, Special Assistant to the President for Political Affairs

Re: White House Briefing for Young Professional Leaders

On March 30th, the Office of Political Affairs will host an afternoon of briefings for young professional leaders. This group consists mainly of young professionals who were strong supporters of the Clinton/Gore campaign. Approximately 250 people are expected to attend.

The goal of Political Affairs in organizing these briefings is to provide our supporters with insight into operations of the federal government. In addition to an overview of the national political climate, we would like to include a briefing on the Administration's welfare reform and crime policies. The group has expressed a strong interest in hearing from you for this briefing, and we hope that you will consider this invitation.

The briefings have been scheduled for 1:30 p.m. - 4:30 p.m. on March 30th in room 450 of the Old Executive Office Building. If you are able to attend, we envision you speaking to the group for approximately 45 minutes at either 2:15 p.m. or 3:45 p.m.

Thank you very much for your consideration of this request. I will follow-up with your office later this week regarding your schedule. In the meantime, if you have any questions, please do not hesitate to contact me, or Karen Anderson, at X6-6257.

Withdrawal/Redaction Marker
Clinton Library

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Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Chron Files)
OA/Box Number: 8193

FOLDER TITLE:
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C. Closed in accordance with restrictions contained in donor's deed of gift.
PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).
RR. Document will be reviewed upon request.

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E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

17-Mar-1994 01:36pm

[001]

TO: (b)(7)(c), (b)(7)(e), (b)(7)(f), P6/(b)(6)

FROM: Cathy R. Mays
Economic and Domestic Policy

SUBJECT: Appt. request - BANE, Mary Jo and others

Date
28-Mar-1994

Appointment with
REED, BRUCE N

Room No. Bldg.
211 EOB

Requested by
Cathy R. Mays

Phone #
(202) 456-6515

Comments:

TIME	VISITOR'S LAST,	FIRST NAME	BIRTHDATE	SOC. SEC. #
11:15am	BANE	Mary Jo	P6/(b)(6)	- -
	BROMBERG	Emily		- -
	ELLWOOD	David		- -
	PRIMUS	Wendell		- -
	ROSEWATER	Ann		- -
	SKOLFIELD	Melissa		- -
	TARPLIN	Richard		- -

WELARE REFORM COMMUNICATIONS MEETING
Thursday, March 24, 11:00 a.m.
Room 211, OEOB

Attendees:

Jodi Greenstone
Bruce Reed
Rahm Emanuel
Ann Walker
Kathi Way
Jeremy BenAmi
John Monahan
Avis LaBelle
Melissa Skolfield
Emily Bromberg

E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

16-Mar-1994 12:14pm

TO: (See Below)

FROM: Janine Stanzione
Office of the Chief of Staff

SUBJECT: McLarty Welfare Reform Mtg.

Mack would like to meet with the following people on Friday 3/18 from 11:15 -12:00 pm regarding Welfare Reform. COS Office.

Rasco
Reed
Lader
Ickes
Stephanopoulos
Gergen
Panetta
Griffin

NOTE: There is a POTUS Welfare Briefing tentatively set on the President's schedule for Tuesday 3/22 at 3:30 pm in the Roosevelt Room. The Friday meeting in Mack's office will concentrate on legislative timing and serve as a pre-meeting for Tuesday.

Please let me know if you cannot attend. Thank you.

Distribution:

TO: Carol H. Rasco
TO: Bruce N. Reed
TO: Katherine L. Darwin
TO: Janice A. Enright
TO: Heather Beckel
TO: Dianna A. Pierce
TO: Erin A. O'Connor

E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

16-Mar-1994 08:38am

TO: Rosalyn A. Miller

FROM: Carol H. Rasco
Economic and Domestic Policy

CC: Bruce N. Reed
CC: Kathryn J. Way

SUBJECT: welfare reform next week

Bruce and Kathi: this is all fyi for you to keep you up to date; we will keep you posted as things unfold. To minimize confusion we'll let Roz make the calls but I did want you all to be aware immediately.

ROZ: URGENT TASK
The meeting with the President is set for 3:30-5 p.m. on Tuesday, March 22 in the Cabinet Room. The President has asked that this meeting be limited to the group who has been meeting as principals' meeting so it will be only the group that has been in room 211 twice already.

In order to be fully prepared for the meeting with the President on Tuesday as well as to avoid leaks that will cast a pall over that meeting, we will not have the principals' meeting on financing on Monday afternoon from 3:30 to 5:20 p.m. (we will then proceed from 211 over here to the DPC meeting which we will not cancel).

IMMEDIATE CALLS TO MAKE:
1. Shalala's office to make sure she can be here both Monday and Tuesday as these meetings are set. Ask her office to notify Bane and Ellwood and explain that these meetings are both limited to group that has been meeting in 211 previously, the one on Tuesday at POTUS request limited in that way.
2. Panetta and Bentsen offices to notify them of Monday and Tuesday meetings.

Then let me know of any complications.

The next step will be to send out a memo to the list usually invited to the 211 meetings.

BRUCE AND KATHI: Make sure the finance team knows that there is to be no paper distributed on the financing at the Monday meeting or if it is we take it up but I would prefer no paper, use overhead. I will depend on the numbers team to present and lead

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. memo	To Rosalyn A. Miller from Carol H. Rasco re: wefare reform next week (partial, p. 2) (1 page)	03/16/94	P6/b(6)

COLLECTION:
Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Chron Files)
OA/Box Number: 8193

FOLDER TITLE:
Chron File, March 1994

2011-0299-S
ry1092

RESTRICTION CODES

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the agenda at the meeting. Once we have these meetings set up I will want to talk to you about a format for the President and what kind of paper to send in for him on Monday night; please be giving that some thought. Our goal should be to have the options on substance and financing as tightly drawn as possible...quite frankly with the schedule the President has, this may be the largest chunk of time we have with him prior to introduction. Finally, the President is adamant about a small group where real discussion can take place. However, on the Monday meeting for financing I am willing to discuss with you whether or not we really should add HHS, OMB, Treasury folks for presentation. P6/(b)(6) [redacted] but if we add people it should be because we really need them, the regulars not capable of doing it. We will not add people to the meeting with the President.

[002]

SUGGESTED RESPONSE TO THE LETTER FROM THE
CONFERENCE OF CHIEF JUSTICES:

Thank you very much for your thoughtful letter and resolution. We share your view that in taking aggressive and long overdue action to reduce crime and the fear of crime in America, the federal government should not make the mistake of federalizing offenses that have no business in federal courts. The President has said repeatedly that the vast majority of crimes are state crimes, not federal ones, and that Washington's premier role should be to assist states and communities in their efforts to make our streets safe again.

We are working closely with the Justice Department to make sure that Congress passes a tough, smart crime bill that makes your job easier, not more difficult.

3/14
Please
call
x 65571
For pick-
up. 1/15
Bw

AGENDA

Meeting on the Native American Free Exercise
of Religion Legislation
March 14, 1994
Room 211
Old Executive Office Building

Operation of the Bill

I. The Bill requires federal agencies determining that a governmental undertaking will have an impact on the exercise of Native American religion notify tribes with historic ties to the land in question.

II. Tribes will have 90 days after receiving notice to assert that the agencies proposed action will substantially burden the free exercise of religion.

III. The Department will have 15 days to determine and reply that the Secretary believes that the tribe believes that there is a burden. This will trigger a hold on government action. (DOJ amendment)

IV. The agency will consult with tribes asserting the burden and attempt to identify alternatives with less impact. Include findings in documents prepared for NEPA or National Historic Preservation Act.

V. A. Agency can not continue its undertaking if it determines that the aggrieved tribe will be substantially harmed in the practice of its religion - unless the undertaking is in furtherance of compelling government interest (high standard - required by RFRA President signed last year and it is the least restrictive means of furthering that compelling interest.

B. Secrecy

VI. If agency rules against tribe, the tribe may appeal to Court of Appeals -- (DOJ amendment)

VII. Judicial Review - compelling interest test -- RFRA

AGENDA
March 14, 1994
MAJOR ISSUES
S. 1021

- Bill contains overly-broad category for protection
  Protected parties

  -- Federally recognized tribes
  -- State recognized tribes
  -- Native Hawaiians

    o Recommend: federally recognized tribes

- Triggering action giving rise to notice, stoppage and review by Bill triggered by virtually any federal nexus

    o Recommend: new and reauthorized projects; renewals, relicensings and similar types of decisions -

    o Activity conducted on federal lands

    o Activity conducted with significant federal funding

    o Categorical inclusions - federal highways, FERC licensing - no substantial funding, but require federal permission federal activity

    o Exclusions: Section 404; state action on state land with insignificant federal funding and actions where undertaking will leave project substantially similar - i.e., road repairs where road remains substantially similar.

- Access to Land

  Bill provides liberal access to federal land.

    o Recommend: access consistent with other agency mandates unless agency determines temporary closing required or the President determines national security affected.

    o Agency may temporarily close smaller practicable area for a minimum period to protect privacy for religious purposes.

    o Delete reference to submerged land.

AGENDA
March 14, 1994
MAJOR ISSUES
S. 1021

- Bill contains overly-broad category for protection
  Protected parties

  -- Federally recognized tribes
  -- State recognized tribes
  -- Native Hawaiians

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- Access to Land

  Bill provides liberal access to federal land.

    o Recommend: access consistent with other agency mandates unless
    o exigent circumstances - threats of serious harm to human life, the environment or property, consistent with the compelling interest test RFRA

      or the President determines national security affected.

- Agency may temporarily close smaller practicable area for a minimum period to protect privacy for religious purposes.

- Delete reference to submerged land.

THE WHITE HOUSE

WASHINGTON

March 14, 1994

MEMORANDUM FOR JIM DORSKIND

FROM: BRUCE REED

SUBJECT: Letter from J.C.W. Rhodes

As requested, attached is a draft response to Dr. Rhodes' letter of February 4.

If you have any questions, please call Cathy Mays at extension 66515. Thanks.

March 14, 1994

Dear Mr. Rhodes:

Thank you very much for your thoughtful proposal. Crime has indeed emerged as the most serious concern for millions of Americans, and the time has come for bold and innovative thinking about ways to reduce crime and the fear of crime.

I am sending a copy of your letter to the Department of Justice for review. As you suggest, we must do more to keep serious violent repeat offenders (who commit the vast majority of violent crimes) off the street.

Thank you for your help on this difficult and pressing issue.

Sincerely,

THE WHITE HOUSE

WASHINGTON

March 9, 1994

MEMORANDUM FOR BRUCE REED

FROM: JIM DORSKIND
DEPUTY DIRECTOR OF
CORRESPONDENCE AND
PRESIDENTIAL MESSAGES

SUBJECT: Letter from Dr. J.C.W. Rhodes

I attach a letter from Dr. J.C.W. Rhodes. The President has read the letter and indicated that he wishes for you to send a reply. The Staff Secretary's office originally thought that Presidential Correspondence should respond, but upon reflection, we all agree that, in view of the nature of the letter, the President is correct that you should do so in his stead.

I am sorry that the circuitous route that the letter has taken has resulted in some delay in the letter reaching your office. Please feel free to call me at 6-7610 if you have any questions.

CM - Draft reply:

Dear Dr. Rhodes,

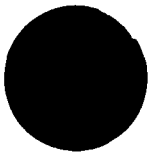
Thank you very much for your thoughtful proposal. Crime has indeed emerged as the most serious concern for millions of Americans, and the time has come for bold and innovative thinking about ways to reduce crime and the fear of crime.

I am sending a copy of your letter to the Justice Dept. for review. As you suggest, we must do more to keep serious violent repeat offenders (who commit the vast majority of violent crimes) off the street.

Thank you for your help on this difficult and pressing issue.

February 4, 1994

President Bill Clinton
White House
Washington, D.C.



Dear Mr President:

It is lamentable but factual that the commission of crime has taken over and become the most outstanding problem facing the United States and the world today. We cannot control this unfortunate situation worldwide but we can control this blight here in the United States.

All our efforts to date have consisted of passing laws that cannot be enforced thereby rendering this course of action only partially and inadequately effective. So far our best efforts employing this course of action has only lulled us into believing that it is the best and only road open for use. The only way our present course of action for containment of crime will ever work successfully is to come up with a solution that will eliminate the severe offenders, punish the chronic law breakers and eventually eliminate these repeat criminals while acting as a deterrent in all crime categories.

We need available to us a system that would immediately eliminate the serious criminals guilty of murder, kidnaping, rape with killing, people guilty of theft of one million dollars or more, attempting to assassinate a president, etc. This system should also over a period of time do away with chronic offenders and eliminate even the incentive to engage in further criminal activities.

Until now no one has come forward with a solution to this seemingly impossible situation. Yet is so disarmingly simple that it is miraculous that it hasn't evolved before now.

If a system were available that would eliminate 90% of all crime and eventually cleanse the population of chronic and hardened criminals---would a majority of people accept and avail themselves of this long sought remedy?

Before reading further, please orient your mind to recognize and accept the premise that something new, different and never tried before must be accepted, created and used without discrimination and without waiver.

Briefly here it is:
1) Everyone in the United States (new births also) is allotted a total of 500 Life Credits Points.

2) All crimes or violations of our present laws are weighted individually and assigned a value for Life Credit Point deduction. When anyone is convicted of commission of any crime he or she looses that number of Life Credits Points.

3) Major crimes, for which a person under present law may receive a death penalty, will automatically loose 500 Life Credits. Other crimes receive a lesser loss but all losses are accumulative and when a criminal has, of his choice, lost all his credits he then must pay the final penalty.

4) When a crime or an accumulation of offenses causes loss of an offender's total Life Credits, he or she is eliminated from society by euthanasia with a completely painless injection of an overdose of anesthetic.

5) No one who has persisted in commission of crimes long enough to loose all 500 Life Credits would be spared. (This is actually what a present death sentence is supposed to accomplish - however delays and reprieves and pardons make the present system ineffectual and even allows criminals freedom later on to commit the same crimes over and over again.) Since an habitual offender knows in advance that he has limits on offenses allowed, when his 500 Credits are used up, he should have no recourse to delays as regards the final procedure.

6) Only small changes in our present law enforcement system need be initiated. Law enforcement systems, courts and detention centers would function as before. Only difference is that they would have less of a burden placed on them and this demand would steadily decrease. Any one already incarcerated would still be subject to Life Credit loss during and after their imprisonment.

7) A new national accounting system with immediate access would need be set up and Credit loss by social security number would be required. Each Social Security card would carry a record of previous offenses and anyone convicted of tampering with, duplicating, counterfeiting new cards or attempting to circumvent the intended purpose of these records would be severely dealt with as to punishment and also suffer a substantial loss of Credit points.

8) This system would overcome or eliminate many flaws in the present crime control system and at the same time eliminate repetition of crimes by repeat offenders, such as:
A) Serious offenders would be eliminated early, instead of being allowed to return to society to commit these same crimes again and again.

B) As an individual's Life Credits are used up, he or she would be reluctant to return to a life style that would incur further Credits loss. These criminals would still be subject to punishment under present law.

C) The new system would act as a deterrent especially when an individual gets down to his last 100 Credits.

D) There can be no additional Credits allotted to an individual during their lifetime by anyone and there can be no reprieve after all credits are used up. This will require the individual to think seriously before committing any crime during their lifetime or at least when his Credits are low.

E) This system of control can never be labeled or claimed to be cruel or unusual punishment since loss of credits and eventual elimination of each individual affected by total loss of Credits will be entirely self induced. No one can be blamed for loss of Life Credit Points but the affected party.

F) Perpetrators of a serious crimes would be eliminated first; less serious offenders would be prone to get out of crime to conserve Life Credit Points.

G) Anyone entering the United States would first acknowledge and accept the system and U.S. citizens leaving the United States would remain responsible for crimes committed outside the United States. Anyone from the United States committing crimes in other countries would either be extradited back home to be tried or would if tried by another country would be held liable for that crime as regards Life Credit Points in the United States.

H) Serious punishment and Credit loss would be initiated against anyone found guilty of tampering with the Credit System or seeking to circumvent the correct usage and effects of the Credit Allotment system.

I) Harsher Credit losses would be assessed against anyone in public office especially if found to have used the influence of his or her office to affect the correct results of the Credit Accounting System.

9) Acceptance by the American public of the above described system would do more, almost overnight, to eliminate the criminal element which our present systems have glaringly failed to do, despite everyone's heroic efforts. Acceptance of this system would gradually reduce and almost eliminate the petty type criminal. (If stealing or being caught with a stolen automobile would put any individual over the line or near the limit of his or her Credit Allowance, then that person would never steal that car!) No serious changes in our present methods of punishment for lesser crimes, in our present court procedures, or in law enforcement organizations

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
003. letter	To President Clinton from J.C.W. Rhodes re: crime (partial, p. 4) (1 page)	02/04/94	P6/b(6)

COLLECTION:
Clinton Presidential Records
Domestic Policy Council
Bruce Reed (Chron Files)
OA/Box Number: 8193

FOLDER TITLE:
Chron File, March 1994

2011-0299-S
ry1092

RESTRICTION CODES

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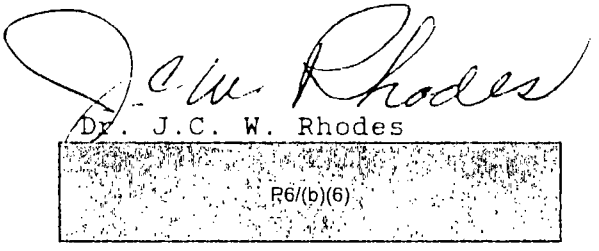
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would be required. An immediate (1-3 yrs) elimination of our most serious crimes would result, with a slightly longer time required for lesser crimes. As we escaped the judicial gridlock we are now plagued with, law enforcement bodies would be better able to handle the reduced volume of offenders.

All that is required to effect the above changes is for enough responsible and dedicated citizens to bring to the attention of the law making groups that there is a simple, practical and effective way of controlling crime. Also the majority of the people need to find that they are willing to accept the responsibility of removing law breaking offenders so that everyone can enjoy living in a law abiding society, and no longer held captive by domineering callous criminal elements. To accomplish these things there must be exposure to the concept.



Dr. J.C. W. Rhodes

R6/(b)(6)

[003]

DEPARTMENT OF HEALTH AND HUMAN SERVICES
ASSISTANT SECRETARY FOR PLANNING AND EVALUATION

PHONE: (202)690-6805 FAX: (202)690-6562

Re: WR - Indians

Date: 3/10/94

From: John Wolff
Division: ASPE
City & State: DC
Office Number: 690 - 7507
Fax Number: 690 - 6562

To: Bruce Reed; Kathi Way
Division:
City & State:
Office Number: 456 6515
Fax Number: 456 7028 / ~~7739~~ 7431

Number of Pages + cover 14

REMARKS:

revised 3/11/94

DRAFT DISCUSSION PAPER

Welfare Reform and Indian Tribes and Alaska Native Organizations in Receipt of Job Opportunities and Basic Skills Training (JOBS) Program Funds

The purpose of this paper is to address issues that are relevant to Tribal (refers to both Indian Tribes and Alaska Native Organizations) governments and options that should be considered in discussions on welfare reform. These issues and options are framed within the context of and build upon the "Draft Discussion Paper" on welfare reform. Unless mentioned below, this paper assumes the principles in the "Draft Discussion Paper" apply to Tribes.

BACKGROUND

The United States Government has declared a commitment to the maintenance of it's unique and continuing relationship with, and responsibility to, individual Indian Tribes and to the Indian people as a whole through the establishment of a meaningful Indian self-determination policy. One principle of Indian self-determination is that Federal services to Indian communities be more responsive to the needs of those communities. The Clinton administration recognizes and strongly supports this distinctive relationship between the Federal Government and the Tribes.

Indian country is unique in three areas:

- Tribal sovereignty - There is a government-to-government relationship between the Tribes and the Federal Government.
- Geography - Most reservations and Alaska Native villages are isolated and have distinctive physical attributes.
- Economic Conditions - There is high unemployment on reservations and in Alaska Native villages because of a lack of jobs.

Indian country is comprised of over 500 Federally recognized Tribes where over 2 million Native Americans reside. The Tribes vary greatly in population distribution and land.

Even as economic recovery comes to rural communities throughout the country, Indian reservations and Alaska Native villages remain in a state of severe economic distress. Joblessness on most reservations is inordinately high, up to 80% during winter months on some, and hovering around 35% on most. Poverty is pervasive throughout Indian country, and social pathology evidenced in high rates of alcoholism, dysfunctional families, and communities in disarray is attributed by some to this chronic state of welfare dependency.

There is a very real lack of employment opportunities on reservations. Although seasonal employment is available on some reservations, there are not as many opportunities to work year-round. Without an expansion of opportunities for full-time, non-seasonal work, individuals more than willing to work will be unable to do so.

To Indian people, the reservations are their homeland, and emigration to urban areas for employment is not seen as an option. Tribal leaders see economic development and job creation as important elements to the solutions to the problems of poverty on the reservations, and the problems associated with welfare dependency. It is clear that economic development cannot be treated as separate from the goals of welfare reform.

Both the geography and the economic conditions challenge us to seek new solutions to old problems.

CURRENT STATUS OF WELFARE PROGRAMS IN INDIAN COUNTRY

Residents of Indian country participate in a myriad of welfare programs which are Federally financed to exclusively serve this population. The Department of Interior under the Bureau of Indian Affairs and the Department of Health and Human Services are two of the main sources of financing for these programs. On a monthly basis over 82,00 Native Americans receive a BIA social service. In 1990, 1.3 percent of the almost 4 million AFDC families was headed by a Native American; there is no data available as to how many of these families live on reservations or in Alaska Native villages.

Bureau of Indian Affairs Programs

The Bureau of Indian Affairs (BIA), within the Department of the Interior, administers social service programs for Indians and Alaska Natives living on reservations or in Alaska Native villages who do not satisfy eligibility requirements for State welfare assistance programs. These programs include General Assistance, Child Welfare, Adult Care and Emergency and Disaster Assistance. These programs are either administered directly by BIA or are administered by a Tribe or Alaska Native Organization through a contract with BIA. Public Law 93-638, the Indian

Self-Determination and Education Assistance Act, allows a Tribe to enter into a contract with BIA for the planning, conduct and administration of BIA programs.

AFDC AND JOBS Programs

Residents of reservations and Alaska Native villages receive their AFDC benefits through the State government. Under the Family Support Act Indian Tribes and Alaska Native Organizations were given the opportunity to apply for and to operate JOBS programs. At this time there are 77 eligible Tribal entities operating a JOBS program. This represents 59 Tribes, 7 consortia serving 72 Tribes and 11 Alaska Native Organizations serving 205 villages. Approximately 42 percent of the Federally recognized Tribes in the lower 48 states are either directly operating or are represented in a consortia operating a JOBS program.

There are several features that distinguish the Tribal JOBS program from the State JOBS program.

Tribes are not required to match the federal funding they receive from the JOBS program.

Tribal JOBS programs have to include one optional component in their JOBS plan; State programs are required to have two of the four optional components.

Although Tribes are eligible for direct funding under the Child Care and Development Block Grant (CCDBG), Tribes do not receive title IV-A child care funds. It is title IV-A child care that pays for the child care that is needed by JOBS participants. Thus, child care for Tribal JOBS participants is the responsibility of the State IV-A agencies.

Tribal JOBS programs only are funded to serve AFDC recipients who live within the Tribe's designated service area and who are Tribal members. Non-Tribal members residing within a Tribe's service area are subject to the State's JOBS program.

Finally, Tribal JOBS programs are not subject to target group requirements, participation rate requirements, AFDC-UP work requirements or reporting requirements. These requirements were waived for the Tribes.

It is evident from the differences between the Tribal and State JOBS programs that discussions/options are needed on how welfare reform could be approached from a Tribal perspective.

ISSUES AND OPTIONS

The remainder of this paper discusses the most pressing issues that need to be addressed in order to incorporate the needs on Indian country in the President's welfare reform proposal. These issues include recognizing the distressed economic conditions of many reservations and the implications of implementing a time limited assistance program.

ECONOMIC DEVELOPMENT AND JOB CREATION

Tribes need a holistic approach to solving the problems in Indian country. As part of a holistic approach, the Tribes need to determine how best to use the Federal funds they receive to end welfare dependency in Indian country.

Reservations and Alaska Native villages suffer from very high unemployment rates. The high rates stem from a lack of a sustainable job market in both the private and public sector. As a result, residents of Indian country have a high rate of participation in welfare programs. Over the years the Federal government has:

- o funded studies of the conditions in Indian country,
- o formed inter and intra-departmental groups to write reports about the number and kinds of programs available to residents of Indian country,
- o created short term make work programs (predominantly in the public sector), and
- o funded education and training programs that too often do not lead to jobs.

The goal of helping AFDC recipients move from welfare to work will not become a reality in Indian country unless parallel efforts are undertaken to stimulate economic development so necessary for the creation of meaningful jobs. Without economic development as a major component of welfare reform, the other precepts will not bring about true economic independence for welfare recipients in Indian country.

OPTION 1

<u>Establish an All Inclusive Federal Block Grant Program</u>

Tribes receive employment, training and economic development funds from many different Federal agencies. Agencies within HHS that fund Tribal programs are the Administration for Children and

Families's Administration for Native Americans, Office of Family Assistance, Administration on Children, Youth and Families, Office of Community Services and the Indian Health Service under the Public Health Service. Other Federal departments which fund employment, training and economic development programs for Tribal entities include the Departments of Labor, Interior (mainly BIA), Agriculture, Education, Housing and Urban Development, Commerce, Transportation, Veterans Affairs and the Small Business Administration.

The various Federal employment and training programs have different statutory and regulatory requirements. In addition, they generally do not allow funds to be used for economic development and job creation. But the programs do have one common theme - the economic self-sufficiency of Native Americans living in Indian country.

Taking a very broad approach to accomplishing the goals of the many different Federal programs that target the well-being of Native Americans, this option calls for the establishment of a block grant program that allows Tribes to integrate the various Federal economic development, employment and training funding streams. An applying Tribe would submit a plan that shows how the Tribe would meld separate funding streams to develop businesses, create jobs and educate and train people to fill those jobs to end welfare dependency of residents of Indian country.

As part of this option, authority to waive Federal statutes, regulations, policies and procedures that hinder full program integration and funding for planning and evaluation would be given to the affected Federal departments.

This option builds upon the activities already under way under Public Law 93-638, the Indian Self-Determination and Education Assistance Act (see above) and Public Law 102-477, the Indian Employment, Training and Related Services Demonstration Act (see below). These public laws allow Tribes more responsibility for the planning, conduct and administration of programs to serve Native Americans.

OPTION 2

<u>Allow Greater Coordination Across Programs</u>

Authority to waive statutes should be given to HHS and other Federal agencies for the purpose of program coordination.

In 1992 Public Law 102-477, the Indian Employment, Training and Related Services Demonstration Act was enacted. This act allows Tribes that receive federal funding for employment and training and related services programs from the Departments of Health and

Human Services, Labor and Interior to consolidate the funds into a single plan with a single program report form and a single financial report form.

The law allows waiver of regulation, policy and procedure, but not legislation. This greatly hampers the ability of a Tribe to fully integrate all the separate employment, training and related service funds into a true comprehensive plan.

As stated earlier, the Family Support Act gave the Secretary of HHS authority to waive certain statutes. Expanding this authority to other Departments will allow Tribes more flexibility in designing viable programs in Indian country. Thus, Tribes would be in the position to better use the funds they currently receive and any increased funding.

PROVIDE ACCESS TO EDUCATION AND TRAINING, IMPOSE TIME LIMITS AND EXPECT WORK

Making Welfare Transitional

Reservations and Alaska Native villages suffer from very high unemployment rates. The high rates stem from a lack of sustainable job markets in both the private and public sector.

If a time limit on AFDC benefits was enforced for residents of reservations, most likely the only alternative would be a WORK program in public sector jobs. As stated before, for most Indian people the reservations are their homeland and emigration to urban areas for employment is not seen as an option. Because States provide AFDC benefits to residents of Indian country and some Tribes operate JOBS programs, a coordination problem could arise as to who determines when the benefits should be terminated and what is a job offer that must be accepted. If coordination between States and Tribes is not appropriate, it could translate into a larger caseload for welfare programs run by BIA.

OPTION 1

Give Tribal Grantees Additional Flexibility to Provide Extensions

This option would permit Tribal JOBS grantees to provide extensions to the two-year limit on transitional assistance for lack of viable employment opportunities and/or an unemployment rate above a certain percentage. These extensions would not harm those who cannot find employment for these reasons. Giving Tribes the option to select additional extensions would allow Tribes to adapt their programs to local situations and circumstances.

OPTION 2

Exclude Tribes from the Two-Year Limit

Holding Tribes to the proposed two-year restriction to get welfare recipients off welfare and into jobs may not be a workable option for the Tribes. A longer time frame will be required for Tribes to develop reservation economies that offer "real" employment opportunities.

Work Program

OPTION

Permit Tribes to Operate their Own WORK Program

Just as a Tribe is eligible to operate a JOBS program, the Tribe should, if it so desires, be permitted to operate the requisite WORK program. Keeping the WORK program at the Tribal level will allow for a continuum of activity. It also advances Tribal self-determination. Funding would be allocated by a method similar to the proposed Tribal JOBS funding mechanism. A Tribe's allocation would be increased if the unemployment rate rose above a specific level.

Enhancing and Expanding the JOBS Program

Tribes had until April 23, 1989 to apply and until October 1, 1990 to begin operating a JOBS program. Tribes who did not meet these deadlines are currently prohibited from submitting applications to operate JOBS programs.

As mentioned above, the JOBS funding formula for Tribes is based on the number of adult AFDC recipients who live within the Tribe's designated service area and who are Tribal members. Fiscal year (FY) 1994 JOBS funding for the Tribes is based on a count of almost 31,000 adult AFDC recipients. (Based on prior levels of participation reports, it is predicted that of these 31,000, approximately 15 percent will participate in a Tribal JOBS program this year.)

Tribal grantees will receive $7,638,474 in JOBS funds this fiscal year. This is less than 1% of the total FY 94 JOBS funds available, which total $1.1 billion. Current Tribal grants range from a high of $1,752,666 to the Navajo Nation to a low of $5,187 to The Cocopah Tribe and the Ft. McDowell Mohave-Apache Indian Community, both in Arizona. The Navajo Nation is the only Tribe that receives over $450,000 in JOBS funds. For FY 1994, the average Tribal JOBS grant is $99,201. Without the Navajo Nation, the average Tribal JOBS grant for this fiscal year is $77,445.

As mentioned earlier, the Family Support Act bases Tribal JOBS funding on Tribal membership. Non-Tribal members residing within a Tribe's designated service area are subject to the State's JOBS program. Thus, Native Americans living on the same reservation could be subject to different JOBS programs depending on Tribal membership. Other funding grants for Tribes, including some from the Department of Labor (DOL) and the Bureau of Indian Affairs (BIA), are based on the number of Native Americans residing within a Tribe's service area.

The Family Support Act gave to the Secretary of Health and Human Services (HHS) authority to waive any part of title IV-F or section 402(a)(19) of the Social Security Act that is determined to be inappropriate for a Tribal JOBS program. In writing the regulations for the JOBS program, it was determined that several regulations were inappropriate for Tribes and these were waived in the regulations (45 CFR 250.96). Additional waivers may be requested by Tribal grantees with justification and granted on a case-by-case basis by the Secretary. As mentioned in the Current Status section, the amount of JOBS funds for the Tribes is very small. Without increased funding the Tribal JOBS grantees will be unable to provide education, training and employment activities and services to more than a handful of individuals.

OPTION 1

Allocate a Set-Aside for Tribal JOBS Grantees

A set-aside of 3% of CCDBG funds is available for Tribal grantees. Based on the current funding level, a set-aside of 3% of the JOBS funds for the Tribes would equal $33 million. This would raise the average Tribal JOBS grant to $428,571.

Although this may seem a very large increase in funding, the additional money would help to make up for the lack of matching funds.

OPTION 2

Change the Tribal JOBS Funding Formula

Instead of basing the JOBS grant on the number of adult Tribal members who receive AFDC, base it on the number of Native Americans receiving AFDC who reside within the Tribe's designated service area. This would bring the program in line with DOL and BIA programs. It would also subject all Native Americans within a designated service area to one program. Two legislative attempts have been made to adopt this change and there is another recommendation for this change in the 1995 legislative proposal from ACF.

This option would not affect the JOBS funding of the Alaska Native Organizations because their funding is based on the number of Alaska Natives. We do not have information on how many

additional Native Americans would be added to the funding counts of the other JOBS grantees. As stated earlier, current funding is based on a total count of almost 31,000 adult Tribal members in receipt of AFDC benefits and we do not have information on how many adult Native Americans residing on reservations are AFDC recipients.

OPTION 3

Allow New JOBS Applications From Tribes

From time to time inquires are received from Tribes about applying for a JOBS grant. Native Americans living on reservations not served by a Tribal program are subject to the State JOBS program. Many Tribes are located on remote reservations; States can use this remoteness to exempt individuals from participation. Allowing new applications from Tribal governments will help to ensure that more Native Americans are served by a JOBS program.

As the Tribes are in a better position to know the needs of their members, reopening the application period for JOBS would also give additional Tribes the opportunity to become involved in guiding their members who are AFDC recipients to self-sufficiency.

It is not known how many other of the approximately 175 Federally recognized Tribes not operating a JOBS program would apply to operate a JOBS program if the application period was reopened.

OPTION 4

Expand the Definition of "Participation"

The option from the Discussion Paper to expand the definition of "participation" to include such activities as substance abuse treatment and domestic violence counseling is echoed here. Substance abuse and domestic violence are acute problems on reservations. Tribal JOBS grantees often mention the difficulty in getting individuals who suffer from these afflictions to participate in regular JOBS activities. To allow for upfront "participation" in these activities would be a good first step in overcoming barriers to full participation in other activities that could lead to self-sufficiency.

OPTION 5

Allow the Use of JOBS Funds for Economic Development

JOBS funds cannot be used to build/improve infrastructure which is so badly needed by Tribes. JOBS funds cannot be combined with economic development funds to write proposals, make capitol expenditures, etc. Tribes can apply for grants from ACF's Administration for Native Americans that if received can be used

to support these activities. What Tribes can and what some do is to use JOBS funds to train individuals to work in economic development enterprises. Economic development is one of the key steps on the road to self-sufficiency for Native Americans who receive AFDC and live on reservations. Therefore, Tribes should be allowed to use up to a certain percentage of JOBS funds, i.e., no more than 10%, to enhance opportunities for economic development.

Child Care

As the welfare reform discussion paper points out, child care is important for the success of welfare reform. Without it, parents on AFDC would not be able to participate in education, training and employment activities.

As mentioned above, all title IV-A child care funds go to the States which are then responsible for providing the child care to both State and Tribal JOBS participants. Currently, States refer Tribal AFDC recipients to the appropriate Tribal JOBS program. The individuals who are going to become Tribal JOBS participants who need child care are then referred back to the State for the child care. Often times the Tribe is not informed as to whether the individual actually receives the child care.

Although we do not have information available on the extent that title IV-A child care is used by Tribal JOBS participants, anecdotal information from Tribal JOBS directors seems to indicate that Tribal JOBS participants do not always get their child care needs taken care of through the State. Potential child care providers on reservations are often intimidated or unable to provide necessary information to the State in order to meet State requirements. Tribes that receive CCDBG funds sometimes use these funds to pay the cost of the child care to avoid dealing with the State. By using CCDBG funds to pay for the child care needed by Tribal JOBS participants, the Tribe cannot use the funds to serve the child care needs of others who qualify.

OPTION 1

Allocate Title IV-A Child Care Funds Directly to Tribes

Allocate title IV-A child care funds directly to Tribal JOBS grantees using a formula to be determined. One formula that might be considered is a variation of the formula used in the CCDBG program. The CCDBG funding formula gives each Tribal CCDBG grantee a set amount plus an amount per child under the age of 16.

This option gives Tribes greater flexibility and control over their JOBS programs. It makes it easier for the Tribe to ensure

that Tribal JOBS participants receive necessary child care. Tribes would then be able to use CCDBG funds for their intended purpose.

There is precedent for direct funding of federal programs to the Tribes. JOBS, CCDBG, Head Start, Child Welfare and the Job Training Partnership Act (JTPA) are a few examples. Direct funding of title IV-A child care to the Tribes would strengthen the unique government-to-government relationship between the Tribes and the Federal government.

The primary drawback to this option is that Tribes are not required to and do not have the ability to match Federal funds.

Other Considerations:

- Would/should administrative authority for transitional child care also be given to the Tribes?
- Training of Tribal staff on child care regulations would be needed.
- Tribes would need access to State AFDC records. Although a few Tribes already have access, most Tribes would require help to either develop or improve computer capability.
- Tribes and States would still have to coordinate if a Tribe wanted to use the disregard as a method of payment.

OPTION 2

Require Contracting between the States and Tribes to Fund JOBS Child Care

State IV-A agencies are currently required to provide a proportionate amount of JOBS child care to Tribal JOBS participants; the State may choose the manner in which that child care is provided. In some States arrangements have worked well but in some cases there have been substantial problems. Under this option States would be required to contract with Tribes for a proportionate share of their federal/state JOBS child care funds. While federal funds are open ended; state funds are normally capped through the state appropriation process. States would provide Tribes child care funds in proportion to their number of AFDC adults or through some jointly negotiated method. Although reporting requirements would apply to the Tribes, the Tribes would determine the method for quaranteeing the availability of child care.

Currently, the Alaska Native JOBS grantees contract with the State of Alaska to provide child care to their JOBS participants. While this is an option available to all Tribes and States, it is

not a requirement. This proposal is to require contracts between the Tribes and States.

The advantage of this option is that Tribes would receive a portion of State matching dollars and would have at least some control over the funds to ensure delivery of needed child care services.

The disadvantage is the problems that will undoubtedly arise in determining the amount of JOBS child care funds to be included in the contract since these child care funds are not a capped Federal entitlement.

REINVENT GOVERNMENT ASSISTANCE

Simplification Across Assistance Programs

OPTION 1

Modify Current Federal Rules to Make Work Pay

Once working and no longer eligible for AFDC, an individual also either loses or suffers a reduction in subsidized rent, food stamps and food commodities. Thus, it is harder for the individual to see that work pays.

For a specified period of time after an AFDC recipient would normally lose other federal benefits, such benefits as subsidized rent, food stamps and food commodities would be frozen for a fixed period of time. This would help ease the transition from welfare to work. (This option restates an option listed in the "Draft Discussion Paper".)

OPTION 2

Establish a Block Grant to Fund Tribal JOBS, Child Care and WORK

It has already been suggested in this paper that Tribal JOBS grantees be given direct funding to provide title IV-A child care and to operate WORK programs. In order to avoid the complication of funding three separate programs, fund JOBS, title IV-A child care and the WORK program through a block grant.

OPTION 3

Allow Tribes the Option to Administer Their Own AFDC Program

Congress has already recognized the ideas of Tribal self-governance and self-determination through the passage of Public Law 102-477 (see above) and Public Law 93-638, Indian Self-Determination and Education Assistance Act. Public Law 93-638 allows a Tribe to enter into a contract with HHS and/or BIA for

the planning, conduct and administration of Indian Health Service (IHS) and BIA programs (such as the BIA General Assistance program).

Allowing Tribes to administer their own AFDC programs would be following the principles of Tribal self-determination and self-governance.

AND

Fund Technical Assistance, Evaluations and Demonstrations

The three year contract to provide technical assistance to Tribal JOBS grantees expired last year. None of the Tribal JOBS grantees are operating demonstration projects. And evaluations of the Tribal JOBS programs have not been done.

Welfare reform will be a major force in Indian country. Whatever form welfare reform will take, Tribes will need ongoing technical assistance to understand and implement necessary changes to their JOBS programs.

Tribal environments are sufficiently different from State environments to warrant the involvement of a certain number of Tribes in demonstration projects. A demonstration project may further allow a Tribe to design and implement a program that tests innovative approaches that suits the unique circumstances of that Tribe or of Indian country.

To gain more thorough information about what makes a successful Tribal JOBS program, evaluation is needed just as it is for State programs.

THE WHITE HOUSE

WASHINGTON

March 8, 1994

INTERVIEW WITH USA TODAY

DATE: Wednesday, March 9, 1994
LOCATION: Oval Office
TIME: 5:30 pm to 6:00 pm
From: Rahm Emanuel and Bruce Reed

I. PURPOSE

The purpose of this interview is to communicate your overarching crime message to a large audience. *USA Today* reaches a key readership, to whom crime and violence is a top concern.

In particular, you should use this interview to (1) show that you are pushing hard for swift passage of the Crime Bill, and (2) lay the groundwork for Thursday's crime event in New York.

II. BACKGROUND

There are two primary messages that you should communicate in this interview: Swift Action on the Crime Bill; and Values in America.

A) ACTION: You should communicate that you are moving quickly to get a Crime Bill passed. The bill is in subcommittee this week, and the full Judiciary Committee will begin marking up the bill next week.

You have been very specific about what you want to see in a tough and smart Crime Bill: 100,000 police officers on the streets; three-strikes; prisons; ban on assault weapons; etc... For example, your three-strikes provision was laid out last week.

If, when you called Chairman Brooks Tuesday night to congratulate him for winning his primary, you got a commitment from him to get the Crime Bill through committee next week, you should reference this in the interview. This is evidence that you are pushing hard to get the Crime Bill passed as quickly as possible.

B) VALUES: In addition to talking specifically about your Crime Bill, you should use this interview to lay the groundwork for Thursday's crime event in New York commemorating the 30th anniversary of the Kitty Genovese murder.

As you know, Kitty Genovese was murdered in March 1964 in Queens, NY. Genovese was stabbed repeatedly. Despite her cries for help, no one who heard her wanted to "get involved." According to a March 1964 New York Times article, 38 people heard her cries -- and did nothing.

The murder captured national attention because it represented the breakdown of the American moral fabric, and of community responsibility. The Thursday event is an opportunity for you to talk about the need for community responsibility and for a return to compassion and values in American society.

C) **OTHER ISSUES TO MENTION**

- **MARK KLAAS:** Mark Klaas, Polly Klaas' father, endorsed your three-strikes proposal, both at a House hearing last week and again today. He simultaneously attacked Governor Pete Wilson's version of three-strikes.

  Klaas is attacking Wilson's three-strikes proposal from both the left and the right. On the one hand, he says that Wilson's bill is too broad, and applies to too many categories of criminals. He also says that Wilson's bill does not keep the repeat violent offender in jail long enough. In contrast, your proposal puts three-time violent offender behind bars for life.

- **BRADY SUCCESSES:** You could highlight the implementation of the Brady Bill on February 28 by mentioning a few "Brady Successes," examples of where the 5-day waiting period has preventet criminals from purchasing guns. (See attached memo)

- **CRIME ANECDOTES:** You should weave into the interview examples of crime, violence, and the breakdown of the American social fabric that have made an impression on you. For example, you frequently mention the young girl in Washington who made plans for her own funeral.

- **YOUTH INITIATIVE:** We are working to complete a youth employment initiative. This is an experimental, $500 million investment in youth employment programs in selected sites around the country. The purpose of this program is to determine the connection between unemployment and crime.

- **BILL BRADLEY PROPOSAL:** You could also mention your support for Bill Bradley's $400 million proposal to keep schools open later to expand recreational opportunities for kids in order to keep them off the street.

III. PARTICIPANTS

Adam Nagourney, USA Today
Richard Benedetto, USA Today

IV. PRESS PLAN

Interview

V. SEQUENCE OF EVENTS

Half hour interview

VI. REMARKS REQUIRED

Interview

THE WHITE HOUSE

WASHINGTON

March 8, 1994

Mr. Henry T. Reath
Duane, Morris & Heckscher
One Liberty Place
Philadelphia, PA 19103-7396

Dear Mr. Reath:

I have received a copy of your paper entitled, "A Statement of Values for a Liveable USA."

I am forwarding your paper to the Working Group on Welfare Reform, Family Support, and Independence at the Department of Health and Human Services for review.

Sincerely,

Bruce Reed
Deputy Assistant to the President
for Domestic Policy

THE NATIONAL HEALTH CARE CAMPAIGN

February 25, 1994

Marilyn Yeager
Special Assistant to the President
The White House
Washington, DC 20500

Dear Ms. Yeager:

I work for the Democratic National Committee's National Health Care Campaign. Our mission is generating support for the President's Health Security Act. My base is the Philadelphia law firm of Duane, Morris & Heckscher. This last detail is central to my purpose here, for unlike many of my fellow DNC colleagues on this effort, I was immediately offered the best of office arrangements to work from. I owe this to the generosity of Henry T. Reath, Esquire, senior partner of counsel, here.

The accommodations Mr. Reath has extended to me and the DNC have made our work considerably easier. Mr. Reath has shown similar generosity to several other party initiatives. He recently lent his name and support to a highly successful fund raiser here for the DNC that featured the Vice President; and as you might expect, Mr. Reath was an early supporter of President Clinton.

For all these reasons, and for the quality of Mr. Reath's thought and work on welfare reform, I ask you to review the attached material. As you will see, this is the product of considerable labor by him and friends who share this interest. I know Mr. Reath would be particularly gratified to hear your reaction to his work. Such a gesture would certainly be of help to me, too.

Lastly, your friend, Mike Nardone, has been a great help to us with the Health Care Campaign. At several key points, as we've reached out to build our coalitions here, he's helped steer us in the right direction.

Sincerely,

Ed Dougherty

Ed Dougherty
PA Coordinator, The National
Health Care Campaign
c/o Duane, Morris & Heckscher
3800 One Liberty Place
Philadelphia, PA 19103-7396
(215) 979-1993

ED:jl
Enc.

Talking Points
TV Guide Interview
March 3, 1994

OPENING STATEMENT

* Violent crime and the fear it provokes are ripping this country apart. It is time to set politics aside and respond to real people's real fears. We're working hard to pass a tough, smart crime bill that will put 100,000 more police on the streets, reduce gun violence, and get violent criminals off the street. Our people have a right to feel safe.

* But it's not enough to change our laws. We have to change our culture. Parents need to take more responsibility for their children. No parent should let a child watch a TV show they haven't already watched themselves. We need to restore a sense of community where neighbors look out for one another. And we need to join together as a society and say that we will no longer tolerate behavior that is bad for us. We're not going to take it anymore.

TALKING POINTS ON TV VIOLENCE

1. There is too much violence on TV. That troubles me, as it does most parents.

2. But the worst violence on TV is the reality we see every night on the evening news. TV is a window on what's happening in our society. It has drawn attention to the huge problem of crime in this country, and I hope it will help spur us to action. The nightly news isn't making this stuff up. I hope we never get to the point where people getting killed doesn't make the evening news.

3. The entertainment industry has an important job to do if we're going to break the culture of violence in this country. We in government are doing all we can to put more police on the streets and get violent criminals off the street. But the entertainment industry can do a lot, too. Popular culture rallied behind the designated driver campaign, and look at the results: automobile deaths have gone down 25% nationwide since the campaign began.

If we can teach kids to stop driving drunk, we ought to be able to teach them to stop having children before they're ready, and to stop shooting each other in school.

I'm encouraged that the entertainment industry is finally talking about this, but I want to challenge them to do more. TV can never be a parent, but it can be a teacher. We ought to see the public airwaves used to bring out the best in us, not the worst.

THE WHITE HOUSE

WASHINGTON

March 2, 1994

MEMORANDUM FOR THE PRESIDENT

FROM: MARK GEARAN
RAHM EMANUEL
JONATHAN PRINCE
JAKE SIEWERT
LIZ BERNSTEIN

SUBJECT: TV Guide Interview

This is an opportunity, surpassed only by major prime-time television events like the State of the Union, for you to speak almost directly to a huge portion of the American people. TV Guide has a weekly circulation of 14.6 million --- in contrast to Time's 4 million and New Republic's 100,000. You interviewed with TV Guide once before, soon after the presidential election. *Excerpts from that interview are attached.*

Television and violence. The launching point for our discussions with TV Guide was the PSA you recently produced that will begin airing in late March. The central theme of the discussion will be television's impact on violence in America -- the negative influence of violent programming on children and communities, but also the potential for television to be a positive force against crime and violence through mechanisms like the PSA.

BIG THEMES -- Family and community. TV Guide presents you with a terrific opportunity to step above the details of the Washington debate -- what kind of three-strikes proposal, does the Brady Bill matter, etc. Rather , you can focus on larger issues the American people want to hear their President address.

* **Parental involvement.** As you regularly point out -- governments don't raise children, parents do. And parents should take the responsibility to be involved in their children's television-watching. Government involvement, industry self-policing -- nothing is a surrogate for parenting. You may want to suggest something along these lines: No parent should let a child watch a TV show they haven't already watched themselves. This should be a recurring theme of your discussion.

* **Entertainment's responsibility.** Public sentiment on this issue has never been clearer than at the roundtable in Chicago this week -- Americans want the entertainment industry to take some responsibility for what it puts on the air. It's not a substitute for parental involvement but it's important nonetheless.

* **Potential as a positive force.** The flip side to television's negative role is its potential for good. In addition to PSA's and other advertising campaigns, television

can have a powerful impact on pop culture through programming. The CDC reported in December 1993 that, in the previous two years, as the industry incorporated designated-driver and other anti-drunk driving messages into programming and news, alcohol-related auto deaths dropped 20%.

THE REPORTERS -- Neil Hickey and Peter Ross Range. Hickey is Senior Editor; Range is the D.C. correspondent. Hickey has a history of involvement with the television and violence issue. He has authored two articles for TV Guide on the subject. The first, "How Much Violence is There?", examined a TV Guide study and concluded:

> Violence remains a pervasive...feature of...television...and it's coming from more sources and in greater volume than ever before.

The second article was a profile of Harvard professor Jay Winsten's "Squash It!" campaign. Like Winsten's designated driver campaign previously, the campaign is designed to popularize a concept through programming and PSA's -- in this case, a phrase that allows young people to head-off violent confrontations. *Both articles are attached.*

SPECIFIC ISSUES Hickey indicated a few specific questions he would pose:

How did you come to make this PSA? In early November, at a briefing for a *Meet the Press* appearance, you indicated to staff that you wanted to make a PSA on crime and violence. Staff approached the Ad Council.

Is this your first PSA as President? No. You have made a few others -- for the designated driver campaign , the GED, etc. It is the first full-scale production.

He will ask further questions along these lines; about what you hope to accomplish with the PSA, whether or not you believe TV contributes to violence; what you want Congress to do...

Finally, he indicated that he will ask you to comment on the Attorney General's comments last October 20, before the Senate Energy and Commerce Committee. Excerpts:

> I commend the actions [television executives] have taken to address the issue of violent programming...However, they are extremely small steps...I believe that government intervention is not the best option. But we have given the entertainment industry chance after chance...the time has come for a very specific proposal...with immediate deadlines and means of monitoring compliance, or...government will have no alternative but to address these problems through legislation.

In early February, after broadcast and cable networks agreed to an independent monitor, the Attorney General approved for release a statement that reflected a moderation of her opinion. However, it was never released. If you are asked about the subject, Justice hopes that you will encourage the industry for the steps it has taken but not close the door on legislation completely.

Talking Points
TV Guide Interview
March 3, 1994

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PODESTA
associates, inc.

Revised

To: Bruce Reed

From: Tony Podesta

Date: March 1, 1994

Re: Meeting w/*TV Guide*

****

In preparation for the President's meeting with *TV Guide*, I thought it might be helpful for you to have the enclosed materials on the television industry's response to the issue of media violence. As these documents describe in more detail, there are a number of efforts in progress to address the widespread concern about the amount of gratuitous violence in television entertainment programming:

- Parental advisories are being used to alert viewers to shows that contain particularly violent content;

- Public service announcements are being aired on a number of themes for children and adolescents, including nonviolent conflict resolution;

- All the networks are committed to 'roadblocking' one or more programs (i.e. broadcasting the same show on all networks at the same time) with an anti-violence message; two of the networks are already planning a specific roadblocked program on the dangers of guns to air this spring;

- Specials for children and features on news programs have focused on the issue of violence on television, to help viewers become more 'media literate' and distinguish fiction from real life values;

- Both the broadcast networks and the cable industry have agreed to the appointment of independent monitoring experts who will assess the extent of violence in television programming and make their reports available to the public on a regular basis.

I have included two recent new articles which indicate that the industry has taken the comments of its critics — including the President — to heart, and that the nature of the tv program schedule, overall, is becoming decidedly nonviolent as program executives emphasize storylines that show alternate ways of dealing with anger and conflict.

I'd be happy to discuss and/or provide additional information.

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ARTICLES

NATPE '94 takes aim at violence

By WAYNE WALLEY
New York bureau chief

Electronic Media 1-31-94

MIAMI—The issue of violence in TV programing took center stage at last week's National Association of Television Program Executives convention, threatening to overshadow even strong signs of economic recovery for the TV industry.

The convention opened with the battle cry against TV violence raised by Federal Communications Commission Chairman Reed Hundt, who focused on the issue during a Jan. 24 joint session of NATPE and the Association of Independent Television Stations.

Related editorial, Page 10.

It was sounded again Jan. 27 when Jack Valenti, president and chief executive officer of the Motion Picture Association of America, called on the industry to take responsibility for the shows it creates.

NATPE itself responded to the issue by announcing a five-point program regarding children and TV violence that it is undertaking.

Plus, an emotional session, "Sex, Violence & TV: The NATPE '94 'Hot Topic,' " on Jan. 27 underscored the industry's concern that TV has become a scapegoat for a deep-seated societal problem.

"It's an important thing to deal with it and not ignore the responsibility. We do have a responsibility. We are not doing all we can and we are a scapegoat," said Leslie Moonves, president of

(Continued on Page 31)

NATPE takes aim at TV violence

(Continued from Page 1)

Warner Bros. Television, one of the session's panelists.

Panelist Lucie Salhany, chairman of FBC, agreed that the TV industry should be part of the solution to the country's problem with violence, but emphasized that "we need to be allowed to do it ourselves. It's better to get guns off the street. No TV has killed a kid."

All seem to favor self-regulation over government restrictions and emphasized a need for the TV industry to make its efforts more visible.

"We are sensitive," Ms. Salhany said. "We are dealing with a small part of the problem and not the real illness. All of us are producing programing to stand up and show solutions."

"Violence sometimes used appropriately is a powerful teacher," added Bonnie Dore, president of Bonnie Dore Productions.

The issue was spurred by the ongoing efforts by the broadcast networks and the cable industry to work out systems to monitor TV violence, with neither side willing to commit to the other's plan.

At press time, industry and governmental sources said they remained confident they would be able to announce voluntary monitoring plans for broadcast and cable as early as this week.

"If all goes well, there will be an announcement soon about cable and broadcast agreeing to independent monitoring," said a spokesman for Sen. Paul Simon, D-Ill., who has threatened to introduce TV violence legislation if the industry doesn't tone down violence on its own.

Meanwhile, the TV networks, together with the National Cable Television Association and the MPAA, sponsored a full-page advertisement in the Jan. 27 Washington Post denouncing "government controls or mandates that could restrict television content."

In his speech at NATPE, Mr. Hundt called the cable industry's support of ratings, monitoring of programs and the potential use of a computer chip in cable boxes to block violent programing as a "watershed event."

Although Mr. Hundt praised INTV for establishing guidelines on violent programing and recommending that stations provide advisory messages, he characterized it only as "an important first step."

"I know you recognize that you have not fully addressed the problem," he said.



From left: Reed Hundt, Jack Valenti and Lucie Salhany each had something to say about dealing with violence on TV.

"The overwhelming majority of Americans already believe TV violence is a serious problem. I respectfully submit that any business makes a big mistake when it ignores the views of its customers," Mr. Hundt said.

NATPE, meanwhile, decided to do its part with its five-point program concerning the issue of children and violence and its relationship to television.

In the program, unveiled at the convention by NATPE President and Chief Operating Officer Bruce Johansen, the organization will hold town hall meetings in three cities this year with children and young people discussing their views on violence.

The organization will sponsor a satellite teleconference in the spring to link member stations to exchange ideas about the issue and what they can do to control violent programing.

In addition, NATPE will study existing research.

The fourth and fifth points involve an international forum at the 1995 NATPE conference in Las Vegas and then distribution of the organization's findings to NATPE members and the public.

In addition to self-regulation, distributors at last week's convention pointed out that Congress should realize that TV already has other regulators: advertisers and viewers.

Henry Siegel, president and CEO of All American Television, which distributes such hour dramas as "Baywatch," "Acapulco H.E.A.T." and "Sirens," said his company always looks at programing from an advertiser's standpoint.

"Procter & Gamble wouldn't be in any of our shows if it had violent programing," Mr. Siegel said.

Advertiser concerns have already had an impact on what is seen on TV and plays a part in the creative decisions, he said.

"Instead of showing somebody shot and killed with blood squirting off, you just show somebody afterwards in a body bag," Mr. Siegel said.

But what is turning violence into a hot-button issue both in Congress and within the TV industry is local concerns.

"It's become a concern in every community. A major station group owner came by and said make sure there is no violence. He said they were now getting pressure locally and they weren't getting that before. That's the change," Mr. Siegel said.

Walt DeHaven, vice president and general manager of KTXA-TV in Dallas, said viewers also help curb violence on TV by not watching.

"Viewers dictate it, not Congress or producers," Mr. DeHaven said. "If something is offensive, it gets changed. The production community responds, and it has nothing to do with Congress."

George Gerbner, professor and dean emeritus of The Annenberg School of Communications, released at NATPE a new study on violence conducted by the Cultural Indicators Project at the University of Pennsylvania.

The study shows that violent primetime and Saturday morning programs on ABC, CBS and NBC drew lower ratings over a five-year period when compared with nonviolent shows.

Meanwhile, the industry has been working to reduce violence, as evidenced by some of the new types of hour shows offered at NATPE this year.

Instead of shoot-em-up car crashes with lots of explosions and gun fights, several new series such as ACI's "High Tide" and Rysher Entertainment's "Lonesome Dove" are more about relationships, dramatic situations and stunts.

Pat Kenney, president of Cannell Distribution Co., said companies "can create the action without the blood and the gore."

Or, he said, historical shows such as Cannell's "Hawkeye" tend to be more acceptable to viewers because they are set in a different era.

On the pro-active front, Group W is taking the violence issue to task with a series of specials from Arnold Shapiro, the producer of "Rescue 911."

Group W is offering the specials, titled "Victory over Violence," in two two-hour installments or four hours on a barter basis for September and said it will not make money on the project.

"If the media is one of the top 10 causes of violence in our society it is in the bottom five. You've really got to approach the problem from the standpoint of prevention," Mr. Shapiro said.

Ms. Salhany said FBC and CBS are running a show about kids killing kids and hope other broadcast and cable outlets will run the show at the same time.

But will these efforts be enough to prevent government intervention?

Mr. Valenti warns that public frustration is growing so that the zeal among lawmakers about violence on television is why the TV industry must take responsibility now.

"No one is going to coerce you or force you to say, write, present or distribute anything you don't want to do," Mr. Valenti said. "But the First Amendment does not guarantee responsible acts. The individual is the only guarantor of his or her actions."#

Thomas Tyrer and Doug Halonen contributed to this article.

Washington Post

Feb. 8, 1994

Study Says Syndicated Shows Are the Real TV Bad Guys

By Ellen Edwards
Washington Post Staff Writer

Broadcast television yesterday got some reinforcement from a new study that supports the networks' claims that they have reduced violence on the air. The study said the real culprit in TV violence today is first-run syndicated programming.

"The networks really have taken steps to reduce violence," said Robert Lichter, director of the independent Center for Media and Public Affairs, which conducted the study. "They are getting beaten up for a problem that still exists, but exists in another place. . . . Violence has migrated to a spot where it is less visible."

Lichter said all the recent attention of official Washington on the issue of televised violence "bypassed the most violence-prone part of the industry," syndicated programming.

Lichter's study evaluated the season premieres of eight syndicated and 74 network

See VIOLENCE, C8, Col. 1

Study Backs Claims by Networks

VIOLENCE, From C1

series this season. It found that the eight syndicated programs accounted for 33 percent more serious violence than all 74 network series. Six of the 10 programs that were deemed to contain the most serious violence were syndicated. The syndicated shows used in the study were all seen on Channel 20 in Washington.

The study did not evaluate any cable programming, which has been criticized as more violent than network fare.

Lichter said he believes this indicates that "the next network that is created will be built on violence like Fox was built on youth and sleaze." Both Paramount and Warner Bros. have announced intentions to create their own networks.

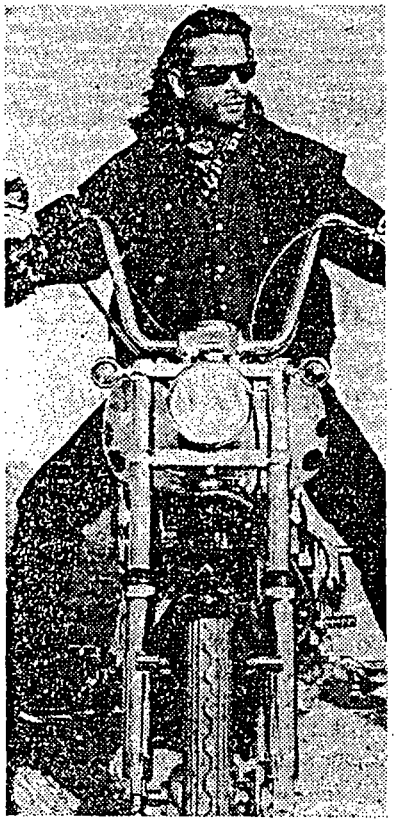
The independent media research organization essentially backed the networks' claims that they have taken their critics seriously and have reduced violence in their programs.

Lichter reviewed the premiere episodes of the networks' prime-time series for the 1993-94 season, just as he did for the 1992-93 series, and found that while incidents of violence increased slightly overall, incidents classified as "serious violence" dropped by 28 percent this year. In addition, the amount of gunplay was down by nearly 58 percent. He found, too, that 50 percent less violence was depicted in promos for upcoming programs.

Scenes depicting fatalities were also down from 27 in 1992 to 16 this season on the networks, and from 34 in 1992 to 13 this season on syndicated shows.

"There's lots of shooting, lots of car crashes, lots of action and fewer bodies," said Lichter.

The list of programs with the most serious violence is topped by "Highlander" (Rysher Entertainment, with 31 scenes of violence in its premiere); "Acapulco H.E.A.T." (All American Television, 25); "Renegade" (Cannell, 24); "The Adventures of Brisco County, Jr." (Fox, 21); "Star Trek: The Next Generation" (Paramount, 17); "The Untouchables" (Paramount, 13); "seaQuest DSV" (NBC, 10); "Star Trek: Deep Space Nine" (Paramount, 9); "Walker, Texas Ranger" (CBS, 8), and "South of Sunset" (CBS, 10), which was canceled after this single airing.



Lorenzo Lamas in TV's syndicated "Renegade," a show rated seriously violent in an independent study.

The study defined scenes of serious violence as those in which there was serious harm to the victim, including armed and unarmed assaults, gunplay, sexual assaults and suicides. By contrast, slaps, pushes and property destruction were not considered serious violence.

Lichter said that in evaluating a scene as violent, the center adopted what he informally called "the Valenti rule," in reference to Jack Valenti, who heads the Motion Picture Association of America and has defended Hollywood and the television industry in the recent public debate on the issue.

Said Lichter, laughing, "We tried to think of it as something that even Jack Valenti would have to admit is violent."

BROADCAST

PODESTA
associates, inc.

3/2

Bruce -

Here is a terrific Parents Guide and TV Guide post and (2nd article).

You might want to comptemplate them and —

AP

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File

SPECIAL PARENTS' GUIDE

TV THAT'S GOOD FOR YOUR KIDS

A flash for fed-up parents: Just when you were about to pull the plug on your TV and leave it to Beavis, along comes hope, in the form of programming that might actually—deep breath—do children *good*.

Of course, solid children's shows have been around almost as long as television: *Sesame Street* is celebrating its silver anniversary this year, and Mr. Wizard was working his magic when today's parents were in grade school. What's new is that producers are creating shows as educational as they are entertaining.

For the substance behind the sparkle, we can, for once, actually thank the government. The Children's Television Act, passed in 1990, mandates that all kids' shows include more fiber along with the fat. So, despite the dismal reputation that kids' shows *once* had, these days there are plenty of worthwhile choices.

In this issue, we've compiled a guide to the good stuff—preschool, reading, news, science, teen, and game shows designed to make kids smarter and better able to make informed choices, plus unexpected prime-time finds and terrific toons and tapes.

You and your kids may still have to butt heads, so to speak, about how much time they spend in front of the tube. But at least you can ensure that it's time well spent.



JIM HENSON PRODUCTIONS

The Count from "Sesame Street."

Pre-School

Fun, informative, parent-approved television for the knee-high set

SESAME STREET (PBS)

To really appreciate the revolution that began 25 seasons ago, you have to remember television of the time. This was pre-*Cosby*, pre-MTV, pre-bilingual America. TV mommies wore aprons instead of business suits. Then along came this snappy, jazzy, racially mixed place where celebrities sang to puppets and the languages ranged from Swahili to Spanish to American Sign. "We started it all," says Michael Loman, the show's executive producer. The show was created in 1969 to help poor and minority kids prepare for school, and it was different. It was loud, fast and respectful. "We were the first to say that differences are not scary," says Loman. Life on *Sesame Street* looked real.



MARC BRYAN-BROWN FOR TV GUIDE

Maria could get exasperated with Big Bird, but still love him. Kids can make mistakes, but be forgiven.

That tradition continues in the anniversary season as *Sesame Street* ventures outside the nest to go around the corner" to a new larger set. It includes the Furry Arms Muppet Hotel, where some of Jim Henson's puppet heirs live and work.

But what really opens [illegible] to children, says Lomanno, is that every little thing we do, every joke, is based on curriculum. We make children think they come away with a feeling of pride." The show's greatest gift may be its consistent attention to children's feelings and fears. When a show on divorce proved too traumatic in previews, the producers shelved it. "Parents know they can leave the room," Loman says, "and their children will be safe on our street."

—Jacquelyn Mitchard

PRE-SCHOOL BEST BETS

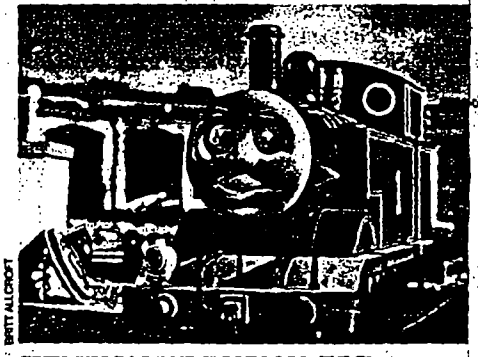


LAMB CHOP'S PLAY-ALONG (PBS) Veteran puppeteer and musician Shari Lewis (left) folds oodles of learning into this saucy mix of jokes, stunts, stories, and riddles. The songs are memorable, and parents can get neat ideas for easy rainy-day crafts. Note: Older kids will watch, too.

CAPPELLI & COMPANY (Nickelodeon) Decent, fatherly Frank Cappelli simply looks like a dad you can trust. The show is informative, patient, and simple without ever slipping into a patronizing tone. As for the music, the performers are all engaging, and the tunes are sing-along accessible without being cloying.

MISTER ROGERS' NEIGHBORHOOD (PBS) Fred Rogers ages like fine grape juice. Although his may be the soonest outgrown of all preschool shows, the gentle reassurance he offers about fear of the dark, separation from parents, and other life thresholds is irreplaceable.

SHARON, LOIS, & BRAM'S ELEPHANT SHOW (Nickelodeon) The tuneful trio has done more to acquaint kids with American folk music than almost anyone. Their neighborly cheer is a joy to enjoy with your child.



BRITT ALLCROFT

SHINING TIME STATION (PBS) The atmosphere is solid and safe at the most famous stop on the line. Mr. Conductor (George Carlin) provides a daily homily with Thomas the Tank Engine (above) and other talking trains, while the station manager (Didi Conn) is perky to the max.

Cartoons

Animated tales that teach while making kids laugh



CRO (ABC) If your kids think science means smelly chemicals and weird explosions, give them some basics on the subject where they're least expected—in a cartoon called *Cro*.

Cro is an 11-year-old Cro-Magnon boy who lives with a bunch of Neanderthals and assorted, extremely intelligent woolly mammoths. The Neanderthals aren't too smart, and Cro and the mammoths (led by research scientist Pakka) must always rescue them and teach them how things work. While the Neanderthals flap their arms and fall off the edges of cliffs, Pakka teaches about air currents and what makes flying possible. The Neanderthals float down river, and Cro learns principles of water and buoyancy. Cro's adventures are told by Phil, a woolly mammoth frozen during the Ice Age and later defrosted.

"We wanted kids to see that science is part of everyday life, not something academic that belongs in a classroom," says Franklin Getchell, *Cro*'s executive producer. "We'd like children to have positive feelings about science and to think of it as fun. So we went where their minds already were: Saturday-morning cartoons. And we built science content into a story."—*Hilary Cosell*

CARTOON BEST BETS

BOBBY'S WORLD (Fox) A warm, beguiling cartoon that offers reassuring messages to young children about failure in school, new siblings—even death.

BONKERS (Syndication) Kids who think cartoons are real get a new perspective in this cheerful show with different rules for toons and humans.

RUGRATS (Nickelodeon) A toddler's view of coping with problems like how to get from bedroom to bathroom without a monster getting you.

STEVEN SPIELBERG PRESENTS ANIMANIACS (Fox) Zany characters sing songs rhyming world capitals and play games with the theory of relativity. So much fun kids won't notice the undercurrent of intelligence.



WIDGET (Syndicated) This tiny, purple, alien teenager (left) bops around encouraging responsibility for all Earth's creatures and resources.

ZODIAC ENTERTAINMENT

Reading and Storytelling

Television that invites children into the wonderful world of literature

SHELLEY DUVALL'S BEDTIME STORIES (Showtime)

"Do you know what my whole career is based on?" asks Shelley Duvall—actor, producer, and TV's fairy godmother for a generation of kids. "It's based on the fact that I loved to read as a child."

Beginning with her acclaimed *Faerie Tale Theatre* in 1982 and continuing with *Shelley Duvall's Bedtime Stories*, this grown-up waif has spent most of the past decade searching for "golden stories no generation should miss." It all began when Duvall, performing as Olive Oyl in the movie "Popeye," was reading a book by the Brothers Grimm. She turned to costar Robin Williams and said, "You know, you'd make a great frog." (Williams later played the Frog Prince in *FTT*'s debut.)

Duvall lures top stars to her projects—more to attract parents than children. She figures the stories will enchant kids, but she wants to capture the curl-up intimacy that families often share over a book. Her animated *Bedtime Stories* "feel" more like books than cartoons, and each has a serious message. (Her next Showtime effort is based on the Mrs. Piggle-Wiggle stories about an eccentric who cures such kids as "never-want-to-go-to-bedders.")

"Good stories are about the hopes and fears and dreams we have all our lives,"



GINA CONTE

Making "Mrs. Piggle-Wiggle": (from left) ***Duvall, Francis Bell,*** *and* ***Jean Stapleton.***

says Duvall. "Most psychiatrists' offices are filled with people still trying to deal with childhood. Stories can make it easier to talk about important things." Will the new *Bedtime* fare—such as "Amos, the Story of an Old Dog and His Couch"—encourage kids to read? "Absolutely, and these are the classics of the future."

As the host of *Bedtime*, she points out each tale's moral underpinnings, stressing creativity, courage, and the value of being enterprising. And while that's a value close to her heart, she still identifies most with Hans Christian Andersen's Little Mermaid. "She was wistful, dreaming," says Duvall. "That's the kind of child I was. And I still am."

—*Jacquelyn Mitchard*

READING BEST BETS



ADVENTURES IN WONDERLAND (The Disney Channel) Okay, it's not "Oklahoma!" But these tuneful trips through *Wonderland*, with Broadway actors (like "Red Queen" Armelia McQueen and "Walrus" Ken Page, above) costumed as the Lewis Carroll characters, brim with witty wordplay. The dual purpose is to nurture English usage and tackle common school-age problems.

AMERICAN HEROES & LEGENDS (Showtime) Parents and partners Mark and Doris Sottnick created their company, Rabbit Ears, to bring folk figures such as Johnny Appleseed to life with modern verve and style. The result: wide eyes and chuckles from 4- to 8-year-olds.

READING RAINBOW (PBS) LeVar Burton's enthusiasm for just about everything, combined with young readers' reviews of books, remains a powerful recipe. Teachers and librarians throughout the land report hearing: "Hey! That's a *Reading Rainbow* book!"



GHOSTWRITER (PBS) Kids (Mayteana Morales, Sheldon Turnipseed, above) solve mysteries based on ordinary problems, with the animated Ghostwriter—who sprang from a computer and spells messages—adding an extraordinary twist. Kids are encouraged to keep a casebook to sharpen their wits and writing skills.

THE WORLD OF PETER RABBIT & FRIENDS (The Family Channel) These delicately animated specials (the latest is "The Tailor of Gloucester") adapt Beatrix Potter's tales of harsh luck tempered by love's healing. New editions of the books have been issued in conjunction with these British productions.

News & Magazines

Kids have a nose for news—as long as it's surrounded by hip music and high-tech graphics

NOT JUST NEWS (Syndicated) You might be tempted to call this show the MTV of kiddie news shows. It grabs you with a rap theme, jump-cuts, and celebrity talking heads. But don't let the opening fool you—this is not MTV. *Not Just News* is the Mary Poppins of news and information for children, a show that proudly subscribes to that perfect nanny's philosophy: A spoonful of sugar helps the medicine go down.

"We tone it down for kids," says host, producer, and writer Steve Doocy. "If you open a show with lots of hard information, you lose 'em. To them, it's like listening to a busy signal. So we use lots of celebrities at the top. Kids like them. They look up to them. They listen to them."

Parents watching for the first few minutes may wonder if the show is *all* sugar. But hang on. Under that sweet glaze is a healthy—not harsh—dose of reality. Each show features "This Week in History." "World Wrap" headlines top stories of the week. In "Matchwits," a kid goes up against a celebrity in a quiz based on an information piece. Celebrities offer factoids on a wide range of subjects.

"Nightly news scares kids," says Doocy. "Recently I watched the stories of the tragic earthquake in India and saw all those bodies stacked up every-



DONAL HOLWAY FOR TV GUIDE

Steve Doocy is the "Not Just News" maker.

where. I didn't want my kids to see that. We'll do that story, but it won't be so graphic. We don't do news for grown-ups. We do it for kids."

As a host, Doocy is rather childlike himself, smiling, laughing, and occasionally hyperactive. You might want to send him to his room to calm down. But he makes it plain that he's having a good time. And that sends kids powerful, positive messages about news and information programming. It doesn't have to be weighty or ponderous. Watching it doesn't have to make a kid feel glum. Moms and dads looking for a good way to introduce their kids to news-based programming might want to start with *Not Just News*. —*Hilary Cosell*

NEWS & MAGAZINE BEST BETS





DAVID DAVIS/NBC NEWS

NAME YOUR ADVENTURE (NBC) A teen could explore Hawaii (above) on *Name Your Adventure*. Or dance a pas de deux with the Joffrey Ballet, or be a veterinarian for a day. The idea is to expose viewers to science, history, and other cultures, and to spotlight teens and adults who make positive contributions to society.



REAL NEWS FOR KIDS (CNN) CNN does kid news (above) thoughtfully and thoroughly. Its philosophy is the opposite of *Not Just News*'. But all is not straight news: "Sound Waves," where viewers express their opinions on-camera, and "Kids Call," a phone-in poll to answer the question of the week, add balance and keep it light.

NICK NEWS (Nickelodeon) Nick News is Linda Ellerbee (above), the way *60 Minutes* is Mike Wallace and *Nightline* is Ted Koppel. That's good. Ellerbee's calm, direct approach challenges kids to think and to examine issues of the day. Is advertising sexist? Should immigration to America be stopped? A newsmagazine that's perfect for family viewing and designed to start everyone talking.

IN THE MIX (PBS) Parents might want to tell their teens that watching this show is like going on an archeological dig. You have to sift through lots of dirt before you find any real treasures. The format is so overloaded with hip production techniques that worthwhile stories on such topics as violence, tattoos, and steroids just get lost.

Game Shows

Exercise for the brain and the body is the name of the game this season



TOM LEIGHBODY/FOX

LEGENDS OF THE HIDDEN TEMPLE (Nickelodeon)

It's hard to tell who's the star of this show: Is it the 13-room Mayan temple? Is it Olmec, the temple's talking icon? Or is it the kids, who answer questions in hopes of winning a chance to compete in games of strength and skill?

"We took elements from all different kinds of successful shows and combined them to create *Legends*," says Scott Fishman, Nickelodeon's executive in charge of production for the show.

Olmec recites a fact-based legend—anything from the story of Amelia Earhart to Lawrence of Arabia—and teams are immediately quizzed on the subject, a challenge that requires both good comprehension skills and the ability to retain information.

Teams then compete in a variety of tough physical-skill games that are loosely based on the legend. Finally, the winning team gets a chance to find a hidden legend artifact by running through the temple obstacle course.

"This show empowers kids mentally and physically," says Fishman. "We add mystery and intrigue with the legends and the temple. And running through the temple requires planning ahead, following directions, and concentration."

Legends is longer on physical challenges than on educational ones, but it is fast-paced, entertaining, and worth watching. —*Hilary Cosell*

GAME SHOW BEST BETS

BABY RACES (The Family Channel) Two tiny guests play games like Jungle Worm Toss and Paint by Numbers—with their parents, instead of against each other. Everyone's a winner and everyone seems to be having a wonderful time.

PICK YOUR BRAIN (Syndicated) It's *Jeopardy!* meets *College Bowl* in this show hosted by Marc Summers and a computer named 2-XL. The prize: a $5000 savings bond.

SCRAMBLE (Syndicated) Kids answer questions posed by Philadelphia Eagles quarterback Randall Cunningham. Despite a football theme, there's no jock mentality.

WHERE IN THE WORLD IS CARMEN SANDIEGO? (PBS) Carmen is back, now with celebrity clue-givers, a T-shirt contest, and a new map. Razzier, yes, but education is still its unwavering purpose.

Science and Nature

Introducing a whole new breed of laboratory animal

BEAKMAN'S WORLD (CBS, The Learning Channel)

"Educationally speaking, you could say this show is a failure," says Jay Dubin, director of *Beakman's World*. "There's no way you can actually *teach* a science lesson with the fast and frenetic pace we use." What *Beakman* does accomplish—superlatively—is to "hit the treetops, teach the terms and ideas, so that when the word 'thermodynamics' pops up in science class six weeks after a kid hears it on our show, he or she can say, 'Hey! I know about that!' And then that kid will want to run to that knowledge, not hide from it."

Beakman's World uses the same formula as Jok Church's newspaper feature "You Can with Beakman & Jax"—answering kids' inquiries about science—but with all the high-tech twists required to nab the attention of kids weaned on music videos. "We're trying to speak the visual language of the '90s," says executive producer Mark Waxman. It's his



TONY ESPARZA/CBS

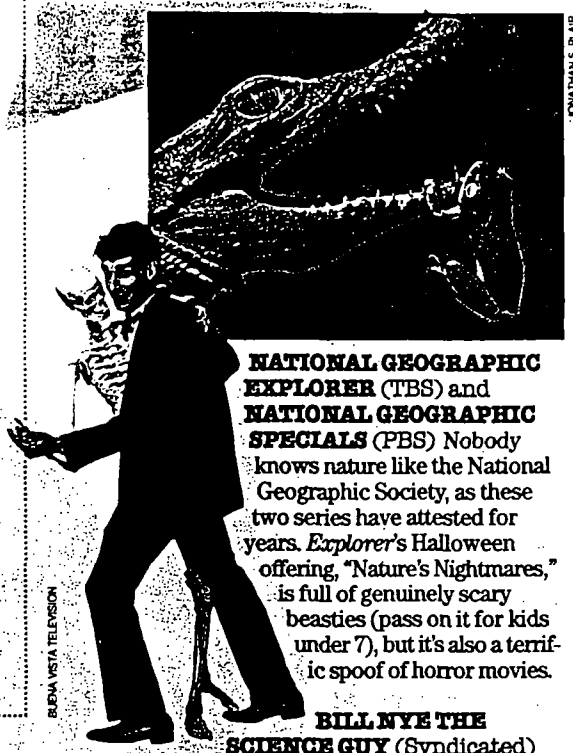
*Weird science (l.-r.): **Mark Ritts, Eliza Schneider, Paul Zaloom** from "Beakman's."*

theory that kids who avoided science did so because "they never had a teacher who turned them on to the subject the way arts teachers turn kids on to the arts. Science is often seen as inaccessible, too hard—only for those kids over there."

Making science accessible, then, is *Beakman*'s mission, something that never gets lost amid the nonstop high jinks of the show's colorful characters, including a comical rat. "Admittedly, we're the naughty students who appreciate burps," says Waxman, "but kids can laugh and learn at the same time. If we can offer one morsel that inspires kids to find out more on their own, then we've met our objective."

—Jacquelyn Mitchard

SCIENCE & NATURE BEST BETS

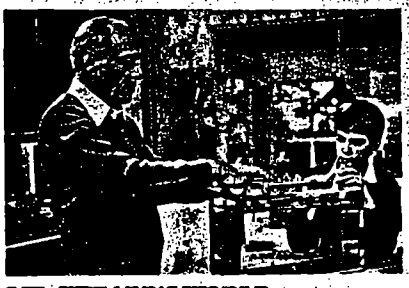


JONATHAN S. BLAIR

BUENA VISTA TELEVISION

NATIONAL GEOGRAPHIC EXPLORER (TBS) and **NATIONAL GEOGRAPHIC SPECIALS** (PBS) Nobody knows nature like the National Geographic Society, as these two series have attested for years. *Explorer*'s Halloween offering, "Nature's Nightmares," is full of genuinely scary beasties (pass on it for kids under 7), but it's also a terrific spoof of horror movies.

BILL NYE THE SCIENCE GUY (Syndicated) Bill Nye (above) is a real-life scientist as well as a stand-up comic whose fine sense of the absurd makes science utterly cool. "Did you know that almost all the water on the planet is the same water that's been here since the earth was formed?" he asks. "So you could be drinking what was once dinosaur spit!" As captivating a teacher as they come.



MTV NETWORKS

MR. WIZARD'S WORLD (Nickelodeon) Long before the science-is-awesome revolution, Don Herbert (above) was patiently explaining why vinegar and baking soda make a super volcano, and he still is. His show combines gentleness with "gee-whiz!", and his "Quickie" science facts are top-notch.

NEWTON'S APPLE (PBS) Host David Heil is long-winded (he admits it), and he nixes sight gags and gizmos in favor of drier humor and hands-on exploration. The best thing about *Newton's Apple*, however, is its ability to rove inquisitively from psychology to archeology to sports physiology without losing momentum.

Teens

The small screen tackles big issues in shows that aim to make adolescents informed decision-makers

CITYKIDS (ABC)

With its urban landscape, ethnically diverse cast, message-heavy dramas, and hip, street-smart Muppets, this new Saturday-morning series is going to have a hard time ducking the obvious but apt moniker of "*Sesame Street* for Teens." And that's just fine by the eager young cast members. "*Sesame* was such a groundbreaking show that if we can do the same thing, that's a compliment," says Diana Smith, who plays Nikki.

The idea for *CityKids* was born in 1990 when Jim Henson's daughter Cheryl attended a tribute to her late father that included a performance by members of The CityKids Foundation, a nonprofit multicultural youth organization. Henson was so impressed that she introduced Foundation president Laurie Meadoff to her brother Brian, president of Jim Henson Productions. The result: a show written for teens mostly by teens.

Brian Henson admits that such a collaboration is not the easiest way to create a TV show, but it gives him



MARC BRYAN-BROWN/JIM HENSON PRODUCTIONS/ABC

Talkin' 'bout their generation: the cast of "CityKids."

the unique ability to tap into the "free style" in which the kids—most of whom are long-time friends—interact.

In addition to generating some of the shows' serious themes, the kids are also responsible for Muppets Trish and Toya, a.k.a. the Dirt Sisters, who provide comic relief. In an episode about sexism, for instance, CityKid Angelica challenges John to prove his theory that men can do more jobs than women. What they both discover, instead, is that work is hard and unglamorous—usually wiping counters at Weenie World or walking dogs. Says Toya, "You won't catch me walking no dogs. I don't date 'em, and I don't walk 'em."

—Lesley Jane Seymour

TEEN SHOW BEST BETS

CLUB CONNECT (PBS) Set to rock and rap beats with a dash of humor, this half hour tackles issues such as sibling rivalry, stress, divorce, and depression. A definite plus: *Club* encourages activism. In addition to tips on coping, hot lines, and friend-to-friend counseling, solutions often include turning to parents.



TONY ESPARZA/CBS

CBS SCHOOL-BREAK SPECIALS (CBS) Like heat-seeking missiles, these Emmy-winning dramas go after the most controversial topics—bulimia, date rape, addiction—and hit their mark each time. For example: In "Other Mothers" (with, left: Justin Whalin, Joanna Cassidy, Meredith Baxter), a boy on a basketball team is benched when it's learned his parents are lesbians.



ABC AFTER-SCHOOL SPECIALS (ABC) Now in its 22nd season, this series of specials plumbs the depth of adolescent angst in dramas dedicated to violent love relationships, abortion, and racism. Stories are tender, not sappy; characters are multifaceted and real, such as Rinnan Henderson's (above) portrayal of a teen experiencing tensions in an interracial friendship in 1992's *Girlfriend*.

SCRATCH (Syndicated) This magazine moves between lighthearted and serious segments faster than a teen can switch channels. There's a "Top Five List" of say, parent gripes, but there are also documentaries on AIDS and kids who have lost loved ones to drunk drivers. An odd mix, but teens will gravitate.

READY OR NOT (Showtime) This sweet-but-not-sappy girl-buddy show examines the small-but-not-insignificant crises of teens on the verge of adulthood. It's the stuff that seems like life and death to a 13-year-old, but may be too embarrassing to bring up with parents.

TV THAT'S **GOOD** FOR YOUR KIDS

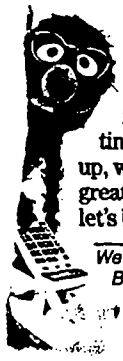
THE PRIME OF PRIME TIME

Some parental guidance for finding TV's best family fare

By Jeff Jarvis

This year, it seems the only prime-time TV we hear about is TV that's bad for kids, shows some people would rate with an R for sex or a V for violence. But after all the shouting is done, children are still watching prime time—in fact, they watch substantially more TV during the night hours than on Saturday morning—and if all parents do is concentrate on the bad shows, they might miss the good ones. Yes, there are good family shows in prime time. Here are 10 of the best:

ROSEANNE (Tuesdays, ABC) Still the greatest. The show does tackle some unpleasant realities of life in the '90s—unemployment, drugs, teen sex, and fighting with your mom—but in the end, Roseanne and her clan still lean on and love each other. The show affirms the value of the family. And thanks to its frank and realistic view of life, *Roseanne* gives that message added credibility. Plus, it's hilarious.



THE ADVENTURES OF BRISCO COUNTY JR. (Fridays, Fox) The western is making a comeback in prime time. Back when some of us grew up, westerns were synonymous with great family entertainment, but—let's be honest—some of them were



DANNY FELDMAN/FOX

*We left our heart with a man called Brisco...**Bruce Campbell** is the star.*

AVN FOR TV GUIDE

dull as dust. Not this one. *Brisco* is a western with a sense of humor, filled with impish action for kids and adults.

PICKET FENCES (Fridays, CBS) This Emmy winner takes on big, tough contemporary issues such as euthanasia and freedom of religion, giving its very real and decent characters hard decisions to make. For older children, this series can open up some deep conversations, the sort that teenagers have—and that parents *wish* they'd have at home.

FULL HOUSE (Tuesdays, ABC) OK, so forget all those serious issues. Sometimes, kids just want to have fun—and this is how younger kids have it. Sure, *Full House* is silly and syrupy (but remember, Mom and Dad, so were *Leave It to Beaver* and *The Brady Bunch*). What separates this kidcom from the rest is that sometimes, the kids are the smart and sensitive ones who have to remind the grown-ups about right and wrong.

HOME IMPROVEMENT (Wednesdays, ABC) Yeah, the kids are smart-mouthed—and yes, too many TV kids are smart-mouthed—but these kids come by their wits honestly, inheriting healthy senses of humor from their very funny mom and dad. No serious issues here, no moral messages carved on granite—just laughs for the whole family.

DR. QUINN, MEDICINE WOMAN (Saturdays, CBS) This western, on the other hand, has about as many yuks as C-SPAN. It's the politically correct and very serious western. But *Dr. Quinn* also knows just what makes westerns so good for children: people living on the edge of civilization, trying to hold on to their values and grow up strong and true. It's a show about justice and honor, and right winning over wrong. Can't beat that.



Come on, get happy—"The Partridge Family" is back! Will a whole new generation swoon over David Cassidy?

STAR TREK: THE NEXT GENERATION (Syndicated) But if you and your kids want to explore the really *big* questions of life, there's no better place to do it than the infinite, unexplored reaches of space. Good sci-fi—and this is very good sci-fi—is great at making questions of right and wrong captivating and entertaining. It's smart TV, but never dull TV.

WHERE I LIVE (Saturdays, ABC) Television has finally created lots of series with black casts—and that's good news. But some of these shows portray their characters as thin caricatures, and that can be bad news for young people just learning how to respect their fellow man. *Where I Live* is an exception, an exuberant, entertaining show about a teenager in Harlem, his pals, and his parents. It's not a black or white show. It's just a good show!

DAVE'S WORLD (Mondays, CBS) It follows in the formidable family footsteps of *Roseanne* and *Home Improvement*. But it's cute, it's the best family show out of this fall's new crop, and whenever you see a show with a functional family, you just have to applaud.

THE PARTRIDGE FAMILY (Weeknights, Nickelodeon) Why would this end up on a list of great shows for kids? Because kids deserve a chance to realize that their parents are human. And nothing knocks parents down to size faster than admitting that, yes, when we were kids, we too watched really stupid TV—and it didn't make us stupid, did it?

Who are your kids' role models?

By Joy Overbeck

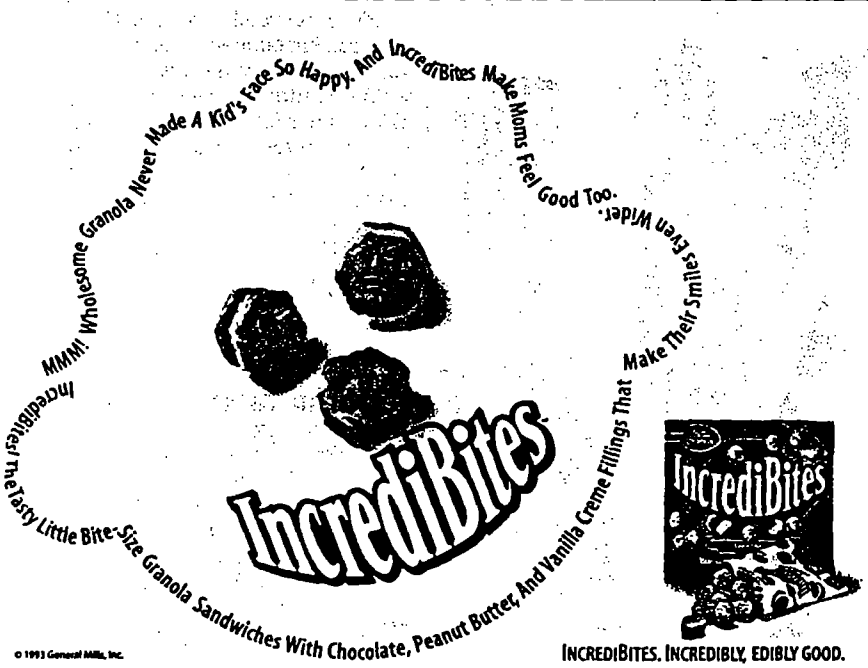
Checked out who your offspring are hangin' with lately? Not the kids down the block—the ones in the box. Every day, our cherubs get together with their imaginary friends—from Steve Urkel to (gulp) the Bundy progeny. These kids bear little family resemblance to their TV ancestors, Wally and the Beav. While family solidarity was the code of yesteryear, with today's TV offspring the curled lip and the snotty remark are standard equipment. And Mom and Dad no longer know best: Shows often end with *them* apologizing to the kids. So, since shrinks say peers greatly shape our youths' values, I want to know how my daughter's TV buddies behave. I'd like them to be kids with a loving nature and a lively spirit. Failing that, I'd prefer they not torture animals. Here are some of the shows whose role models I hear about most:

FAMILY MATTERS (Fridays, ABC) Your kids should be buds with Steve Urkel. A hero in nerd's clothing, Urkel gives new hope to any kid who's ever been left out or laughed at—and that's every kid. He tries out for the basketball team, and the other kids play keep-away so he never gets the ball. The coach makes him equipment manager because he meets the requirement: high humiliation tolerance. Asked how he copes, he says, "If you fill your heart with hope, there won't be any room for the hurt." At the big game, the team is losing, and the



ALLAN ADLER/ABC

Jaleel White is Urkel.



INCREDIBITES. INCREDIBLY, EDIBLY GOOD.

desperate coach sends Urkel in. He scores, they win, and he's hoisted to his teammates' shoulders. Warm and funny, this show may just teach your kids to take a licking and come back kicking.

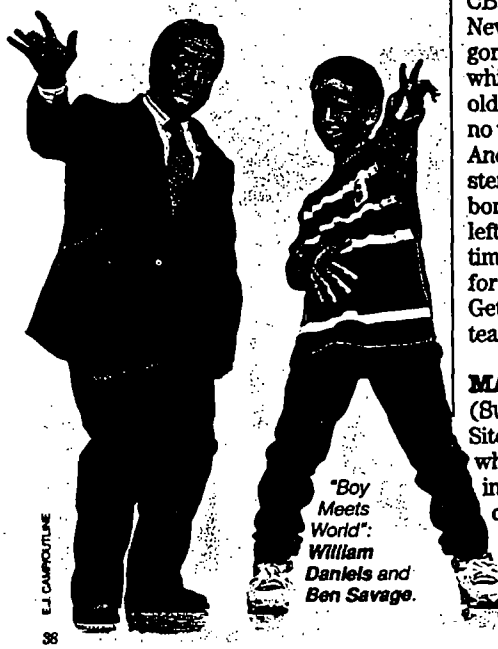
BLOSSOM (Mondays, NBC) With a moral sense that often eclipses that of her father, Blossom has somehow eluded TV's desperate quest to cast every teen as a hormonal Superfun site. Alas, her brothers have not: Joey is a junior Warren Beatty, and older bro Anthony is not much better—he and Blossom's boyfriend, Vinnie, are slavers over the topless talent on cable. Still, Vinnie's a gentleman who won't sleep with Blossom until he's put a ring on her finger, and Blossom proves a usually reliable directional needle for any youth attempting to set a sensible course amid the current teen free fall.



BRIAN MCALOON/FOX

*It's a Bundy-ful Life on "Married...with Children": **Christina Applegate, Ed O'Neill, and David Faustino.***

BOY MEETS WORLD (Fridays, ABC) Cory Matthews is an 11-year-old big on grins and mischief. He, brother Eric, adorable kid sis Morgan, and Mom and Dad actually seem to like each other. What a concept! But the best thing about this hilarious show is the rich and prickly give-and-take between Cory and his testy teacher, Mr. Feeny. Played with a flawless ear by William Daniels, he can say things like "There is no greater aspiration than to have love in our lives, Mr. Matthews," and your kids will be riveted. In this show, the children even learn things from the adults—awesome!



E.J. CAMPOLONGO

*"Boy Meets World": **William Daniels** and **Ben Savage**.*

HARTS OF THE WEST (Saturdays, CBS) Urban family flees Chicago for Nevada. Surrounded by horses and gorgeous scenery, the kids go into whine overdrive, especially the 14-year-old daughter L'Amour: no nail salons, no video stores, no hair-dryer outlet! Another Barbie-brained teenage girl stereotype. When Dad has climactic bonding moments with his sons, she's left out. Still, the show has some good times, witty lines, and Lloyd Bridges for a zany grandfather-ish role model. Get some more women on the writing team and shape these kids up.

MARRIED...WITH CHILDREN (Sundays, Fox) The Mother of All Sitcom Parodies serves up offspring who would inspire late-night sweats in any mom and dad—any mom and dad but Peg and Al Bundy. These two accept dumb trollop Kelly and social stumblebum Bud just as they are—because they're too immersed in TV-



E.J. CAMP/OUTLINE

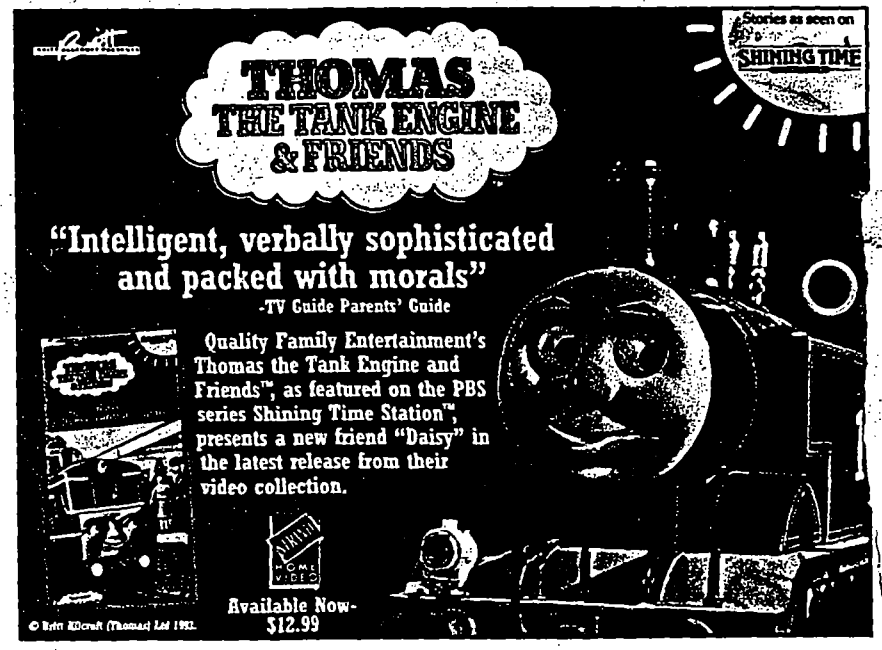
*Femme "Phenom" **Angela Goethals.***

watching and nail-painting to really notice. Kelly does have spunk, though, and she breaks the Bundy loser curse long enough to host her own mock TV show. At least she's got great self-esteem—that's the most important thing, isn't it?

PHENOM (Tuesdays, ABC) I was all excited about this one. A show about a girl tennis star. Great role model! At last, a female who cares about more than push-up bras and how many Valentines she gets. But—in the first episode, Angela and her mom gang up on the coach and steamroll him into letting her skip the big tennis match in favor of the big dance. And in the fourth show, Angela falls hard for her thirtysomething new coach. Two out of four shows, she goes the push-up-bra-and-Valentines route. So what's so phenom about that?

ROSEANNE (Tuesdays, ABC) D.J. is the typical sweet-but-smart-mouthed kid brother. But Darlene—now, Darlene I love. Complex, bright, artsy, ambitious, nonconforming, adamant about who she is—what mother of a daughter in this endangered-feminist era wouldn't delight in such a role model? Older sister Becky preps Darlene for a date with the following advice: "Do the helpless, vulnerable girl routine...smile, laugh, lean in, and listen like what he's saying is important." Darlene, incredulous, drawls: "You're making this up!" Despite pressure, she decides to sleep with her boyfriend when she's good and ready, and not before. Of course, I wish she would have waited until college, but you can't have everything.

Joy Overbeck is a Denver-based author, playwright, and freelance writer.



TV THAT'S **GOOD** FOR YOUR KIDS



THE Tops IN Tapes

By Terry and Catherine Catchpole

Whether they're toddlers or teens, kids want to watch their favorite videos again and again. Here are good choices that teach—either skills or values—and also entertain:

DREADLOCKS AND THE THREE BEARS (Tapeworm, 13 mins., $14.95, ages 2-8) "Goldilocks" gets a multicultural twist. The familiar heroine becomes a Jamaican girl who visits an American aunt, while the popular fairy tale gets a distinctive Island rhythm.

THE EZRA JACK KEATS LIBRARY (Children's Circle, 41 mins., $14.95, ages 4-10) Six tales from the beloved author, including "Peter's Chair," about a boy's acceptance of his new baby sister. The stories transcend time, place, and race and deal with issues of family bonds and self-awareness.

EVEN MORE PRESCHOOL POWER! (Concept, 30 mins., $14.95, ages 1-6) Fifth in an excellent series that uses see-and-do Montessori methods. The eclectic curriculum includes how to stand on your head, bake cheese biscuits, wash dishes, work with scissors, care for gerbils, and make a coin disappear. Lots of bouncy original music plus occasional kid comments.

GOING UP (Direct Cinema, 30 mins., $29.95, ages 6 and up) A funky, impressionistic documentary record of the building of a Manhattan skyscraper. From groundbreaking through grand opening, the inquisitive camera captures every sight and many of the sounds in the skyscraper's construction. It's all set to music (with no narration) for fast-paced fun.



JACOB HAVE I LOVED (Public Media, 57 mins., $29.95, ages 10 and up) The story of twin teenage sisters in the 1940s living on an island in the Chesapeake Bay. One "has everything," while the other is consumed by jealousy and anger. The award-winning story teaches volumes about sibling rivalry and the virtues of compassion, friendship, and realizing self-worth.

JUGGLETIME (Jugglebug, 26 mins., $14.95, ages 6 and up) Dave Finnigan dubs himself "Professor Confidence" on this zany, amazingly effective tape. While teaching kids how to juggle, Finnigan also works to help enhance their self-esteem. His teaching "secret" is feather-light scarves (three are packaged with the video), so that even the klutziest can grab them before they hit the floor.

KIDS FOR SAFETY (Monterey, 30 mins., $19.95, ages 4-10) Getting youngsters interested in the squirm-inducing topic of safety is made painless by this tape's music-video format. Three sections deal with bicycle, fire, and personal safety; each includes adults and children demonstrating techniques that the kids then explain, plus original tunes and a "Flash Quiz" review.

MAKING AND PLAYING HOMEMADE INSTRUMENTS (Homespun, 60 mins., $19.95, ages 5-12) On this homey, thoroughly engaging tape, three young pals learn how to make and play instruments, including bottle-cap castanets and a bleach-bottle banjo. The materials are cheap, the directions are easy, and the music is a toe-tapping hoot.

MY FIRST...VIDEO (Sony Wonder, 60 mins. and $14.98 each, ages 5-12) Sony offers six in this intelligent series for children, ranging from music to science. In "My First Cooking Video," the emphasis is on good-time creations such as potato boats, animal-shape rolls, and "Fruit Fools" (silly faces made from fruit slices, laid on top of yogurt pies). Each video has good instructions and a sense of fun.



PAWS, CLAWS, FEATHERS & FINS (KidVidz, 30 mins., $14.95, ages 4-12) An important message here is that not all pets are right for all kids. Several youngsters explain why they picked their companion dog, cat, hamster, fish, bird, or other creature—and describe their experiences with feeding, care, and training.

SING-ALONG EARTH SONGS (Children's Television Workshop, 30 mins., $9.95, ages 2-5) Grover and friends go hiking and discuss simple things kids can do to protect the environment. Kermit, Big Bird, Oscar, Cookie Monster, Bert, and Ernie sing the virtues of not littering, conserving water, preventing air pollution, etc. Full-color lyric book included.

THE WEE SING TRAIN (Price Stern Sloan, 60 mins., $19.95, ages 2-8) Two children create a fantasy world in their playroom and are plunged right into it. While riding aboard a train, they join in singing such chestnuts as "Home on the Range" and "I've Been Working on the Railroad" (lyric sheet is included). Eighth in the "Wee Sing..." series that is always filled with fantasy, silly antics, and upbeat, singable tunes.



Terry and Catherine Catchpole are the authors of The Family Video Guide: Over 300 Movies to Share With Your Children.



Remember 1961? Remember then-FCC chairman Newton Minow saying that when TV is bad, it's a vast wasteland? That phrase became a sort of rallying call for anybody who wanted to attack television (which seemed to be almost everybody, including some of those who watched it the most). Funny, but almost nobody remembers what else Newton Minow said, which was that "when television is *good*, nothing—not the theater, not magazines or newspapers—nothing is better." And that includes children's television.

Today we know there are plenty of things on television that are inappropriate for kids—violence, sex, politics. We know that kids probably watch too much television to begin with, and that using TV for a baby-sitter is a pretty stupid idea

THE Saint OF Nick

An interview with Gerry Laybourne, president of Nickelodeon, TV's only network just for kids

BY LINDA ELLERBEE

(although at one time or another most of us have done it). Trouble is, we know this, too: No matter how we try to ignore it, television won't seem to go away.

So, given what we know, what do we do about the box and the kids?

Gerry Laybourne is a parent. She also happens to run Nickelodeon, the kids' television network. Laybourne has been thinking about these issues longer and harder than almost anyone I know. The funny thing is, she doesn't have to. Putting on truly bad kids' television would probably make just as much money for her company—maybe more.

I produce programs for Nickelodeon, so when TV GUIDE asked me to have a conversation with Gerry Laybourne about television and kids, I said that would be easy; it's a conversation we've had many times. I just wish that we'd had it before *my* kids were grown.

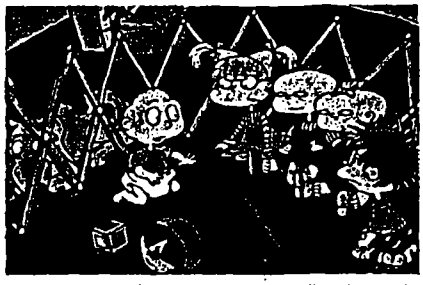
LE: What's good about television for kids?

GL: When television is good for kids, it helps them feel a part of the world and helps them feel good about themselves. That can come through challenging their humor, their intellect, their emotions. It's great when television introduces them to people, worlds, ideas that they wouldn't normally know. At its best, television gets kids to question things and be curious.

LE: How often does TV do that?

GL: In the television we have available for kids today, if it's carefully selected, quite often. Parents can make a tremendous difference if they take the time to look at upcoming shows in TV GUIDE and actively plan what they should watch. That sends an important message to kids—that television is not just there to waste their time. Parents can help come up with a pretty interesting menu. You might decide to pick a documentary about whales from The Discovery Channel, *Shelley Duvall's Bedtime Stories* on Showtime, an arts special on A&E, or encourage some PBS viewing.

LE: Let's say I'm a single mother, which in fact I am. My children happen to be grown, but let's say they are 8 and 10. I



MTV NETWORKS

Toddler Tommy Pickles and pals of Nickelodeon's "Rugrats": Appealing, amusing, nonviolent.

don't have time to sit down and go over the whole television schedule and pick out this and that and work out a week's programming.

GL: My guess is that you probably *do* have the time to do that, and that you should really take the time to do it. It's true that all parents, especially single mothers, are under terrific time pressures these days. But the fact is that kids have been watching, on average, 25 hours of television a week for the past 20 years, and they will continue to watch the same amount for the next 20. Taking 15 minutes a week to talk to your kids and plan TV with them seems like a real good use of time to me.

LE: Everybody says you should watch television with your kids. What should you watch with your kids and how should you watch it?

GL: I've heard parents fume to their kids about the family values in *The Simpsons*—I can't imagine a more dynamic way for parents to make a point about their own values. So I don't recommend censoring and sanitizing viewing—I recommend using television to open up discussions. Kids also need help with the news. They feel bombarded by the violence they see. That's one of the reasons we created *Nick News*. We found from our research that kids really wanted to feel like they were part of the world, but that the adult news made no sense to them because they didn't understand the context. So without a parent there to provide the back story, we thought we needed to tailor a news program for kids.

LE: What about cartoons? Are cartoons worth watching?

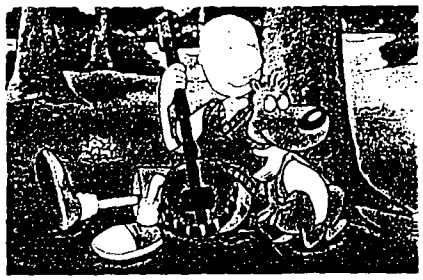
GL: It depends. We've seen the animation industry go in peaks and valleys over the years. In the early days of animation, there were a lot of innovative characters that came from creators who really believed in these characters. They had something to say. And then we went through a time of limited animation, which is much less technically competent, and also limited in its ideas. And these shows came about specially to fuel television, not because there were creators dying to make a statement or dying to get their characters to come alive.

LE: You mean TV had come along and there was time to fill?

GL: There was time to fill, and these were basically pre-sold characters that were based on toys or movies that would be a sure-fire hit with kids. And that is pretty much a waste of time. When we started Nickelodeon, the choices for kids were slim. You either got educational programming from PBS, which was great if you could get kids to watch it, or you went to commercial television, where there was only one kind of animation; it all looked exactly alike. They had kids anesthetized. They had them just sitting like zombies in front of the set. So when we looked at animation and what it can be for kids, we [decided to] get the creative people who have characters living inside them, and who can bring something to life that really moves kids and makes them laugh. That is worth doing. But for us it had to be tied to the art style of the individual creative people involved in it. It couldn't be a factory process.

LE: Let's talk about game shows. Are they any good, or are they just lousy and cheap television?

GL: Lousy and cheap? Hmm. Since Nickelodeon is credited with inventing the genre for kids, I might not choose exactly those words. Inexpensive, yes. But that's not why we created them. We want-



Doug Funnie and his dog Porkchop of Nickelodeon's "Doug". He's a "tween" who copes well.

ed to get kids up out of their chairs, shouting answers, trying stunts, rooting for the contestants, caring about who won. Before we tailored game shows to kids' fantasies, they were watching *The Dating Game*. We thought kids deserved their own more appropriate form of competition. My favorite now is *GUTS*, which is a very healthy show that gets kids excited about sports.

LE: What's the worst idea you've had at Nickelodeon?

GL: The worst idea was a show we created in 1984 called *Turkey Television*. The first thing I learned from that was: Never call anything by such a negative name that the press could make fun of you forever for having invented it. But *Turkey Television* was a radical idea. We thought we could do the same thing MTV had done with music, only for comedy.

LE: And this was for kids?

GL: Yes. This was before any of the comedy channels came into being. We thought that you could collect bizarre material from around the world—French game shows and Danish commercials—and take snippets of it and package them as comedy clips. And just introduce kids to this wide range of stuff. And we ended up creating a collection of bizarre things that made no sense to kids.

LE: Do you think people who make television for children have the best interests of children in mind?

GL: I think a lot of them do. I think the pressures on broadcasters are pretty severe, and so sometimes those best interests get shunted aside. But of all the people I've known in television, I think that people who work in children's television do try to make an effort.

LE: Who should decide what is proper for children to watch? The parents? The children? The networks? The government?

GL: My hope is that everyone except the government will get involved. I think the networks have a special responsibility to kids, and they should be asking positive questions rather than negative questions. They should be asking what they can do to enrich kids' lives, whether it's providing them with something that's terribly funny, or very great music, or whatever—but they should not be asking, "What's so bad about this?" They should be asking, "What's so good about it?"

LE: What *is* so good about it?

GL: Have you seen *CityKids* (see p. 31) on A&E this fall? It's a remarkable show with really inventive puppets and tremendously talented inner-city kids. It's phenomenal, and it's on Saturday mornings.

LE: What do you wish Nickelodeon did better?

GL: I wish we were able to figure out how to represent the minority community better. We've done a very good job of producing gender-embracing programs. But it's been harder to find producers who could develop programs that would speak to minority kids in our audience.

LE: Where do you see children's television heading? Is it getting better? Is it getting worse?

GL: I'm very hopeful about the future. I think the possibilities of true interactivity will open whole new ways of communicating with kids. And because kids are so much more conversant with technology, they themselves will be the inventors. In general, I think children's television is already a lot more inventive than it was a decade ago. ■

Linda Ellerbee hosts and produces "Nick News," an award-winning Nickelodeon series.









MEDIA VIOLENCE

A Broadcast Network Response to the Challenge

Media Violence
A Broadcast Network Response to the Challenge

Executive Summary

In 1993, President Clinton, Attorney General Janet Reno and Members of Congress challenged the entertainment industry to reduce voluntarily depictions of gratuitous violence and to use TV's creative possibilities to address violence in society. The broadcast television industry, cable television and the creative community have compiled an impressive list of accomplishments that meet this challenge and form the basis for a continuing commitment by the broadcast networks to work with government, community leaders and its partners in the entertainment industry to make America less violent.

Broadcasters believe their efforts -- in conjunction with those undertaken by cable and the producers and creators of TV programs -- will be more effective than legislative proposals that would regulate content and mandate other steps that could compromise the Constitution's free speech protections. Even critics of TV violence have acknowledged the broadcast network's success in curbing depicted violence. Sen. Paul Simon, whom *The Washington Post* calls "long the most outspoken Congressional leader on this issue," said on Feb. 1, 1994 that the results of efforts by the networks, cable television and others have convinced him that legislation is unnecessary. Simon, chairman of the Senate Judiciary subcommittee on the Constitution, said he recognizes the potential Constitutional perils posed by the various legislative proposals on TV violence. A coalition representing the Hollywood creative community, journalists and newspaper publishers, book publishers, librarians, the recording and computer industries and free speech advocates also has voiced its support for voluntary steps, and opposition to legislation.

Assessing Media Violence

Working with Sen. Simon, the broadcast networks and cable television have each agreed to review media violence. Numerous studies that merely count acts of violence have been conducted over the years, providing little context of how violence is depicted, giving equal weight to gunshots and hand slaps, often producing such skewed results that show the 25th anniversary "Laugh-In" special to be the most violent show on network television.

The broadcast networks have agreed to hire an outside, independent expert who will, for the first time, produce an annual qualitative assessment of television violence, placing network television in context with other entertainment choices delivered to the home -- cable and premium cable, and independent television, syndicated programs, home video, video games, and satellite programming.

Cable television also has agreed to the use of an outside monitor to analyze violence in television programming and to issue publicly an annual report. A specific plan will be developed and announced over the next several months.

Fall Broadcast Schedule is "Least Violent in Network Annals"

The broadcast networks know that the simplest and most effective solution to television violence is to put less of it on TV. Partly as a result of their new joint standards and individual standards and practices, the trend in broadcast television has been toward less violent programming, culminating in a distinctly non-violent prime-time schedule for the 1993-94 broadcast season that has been hailed "as the least violent era in the history of broadcast television."

Several independent voices have confirmed this assessment. *Newsweek* said "network programming has arguably never been tamer." *The Minneapolis Star-Tribune* says the top 25 shows are the "least violent in network annals. Violence in prime time network entertainment is relatively contained." *The New York Times* reported on December 28 that "even critics of violence acknowledge that the television networks ... have generally curbed violent programs in the last decade." *The Boston Globe* said, "Looking at the prime-time network lineup at the beginning of the season for the past 40 years, there were 9 1/2 hours of violent programming in 1953, 16 1/2 in 1963, 22 1/2 in 1973, 14 in 1983 and 13 this season." *The Wall Street Journal* reported in October that "a list of children's top-10 prime-time shows in 1982-1983 contained four adventure programs, including (the) exceedingly violent `A-Team.' Today, by contrast, the kids' top-10 list includes only sitcoms." Following is a list of the top 25 shows and the top 10 shows among children as of Dec. 2, 1993:

Top 25 Shows

1. "60 Minutes"
2. "Home Improvement"
3. "Roseanne"
4. "Seinfeld"
5. "Coach"
6. "Frasier"
7. "Grace Under Fire"
8. "Murder, She Wrote"
9. "Murphy Brown"
10. "ABC's Monday Night Football"
11. "NBC Monday Night Movie"
12. "CBS Sunday Movie"
13. "20/20"
14. "Fresh Prince"
    "NYPD Blue"
16. "Dr. Quinn"
17. "Northern Exposure"
18. "Love & War"
    "Primetime Live"
    "Full House"
21. "Wings"
    "Dave's World"
24. "Blossom"
25. "CBS Tuesday Movie"

Top 10 Children's Shows

1.	"Full House"	6.	"Home Improvement"
2.	"Simpsons"	7.	"Hangin' with Mr. Cooper"
3.	"Step by Step"	8.	"Phenom"
4.	"Boy Meets World"	9.	"Fresh Prince"
5.	"Family Matters"	10.	"Sinbad"

Standards, Advisories, Scheduling Help Parents Make Choices for Children

A year ago, the broadcast networks announced joint standards, reaffirming a policy of banning gratuitous violence. These standards require that depictions of violence appear only when necessary for character development or the advancement of the plot. Gratuitous violence, violence used for shock value, and scenes showing excessive gore, pain, or physical suffering are unacceptable under these standards. For example, these guidelines require that any realistic portrayal of violence also portrays the consequences of that violence. As a result of these joint standards, programming departments are more careful in reviewing story ideas and they are rejecting programs because of violent content with greater frequency.

This fall the broadcast networks, independent television and 15 cable networks began airing parental advisories applied to all types of dramatic programming. These advisories are designed to provide parents with more information to help control their children's viewing habits and air before and during appropriate programming and in promotional material. The advisory reads, "Due to some violent content, parental discretion is advised."

To further minimize children's exposure to violence on television, primetime network broadcast television schedules are designed with specific sensitivity to children's television viewing patterns. The networks generally schedule any adult-oriented programming -- programming that contains some action material that could conceivably be labeled "violent" later in the evening, when children comprise a small part of the viewing audiences. Ironically, the less violent schedules means these advisories appear less frequently even in more adult-oriented programming than some critics may think is warranted.

Harnessing TV's Power For Society's Benefit

The broadcast networks, working with producers, directors and writers, have devoted efforts to using TV's creative possibilities to convey the message to viewers that violence is an unacceptable solution to conflicts. Where appropriate, many of these are scheduled when children are a high proportion of the viewing audience. A more comprehensive list of these programs is available upon request. Some recent and upcoming examples include:

- NBC's **"America the Violent: Fed Up and Fighting Back"** took a week-long look at violence in America Jan. 23-30 in news and entertainment programming. The network has scheduled **"Lives in Hazard,"** a special produced and narrated by Emmy Award winning actor Edward James Olmos to air March 4, 1994. It explores the interconnection of guns, gangs and drugs and their impact on today's inner-city youths in conversations with gang members in Olmos' native East Los Angeles.
- CBS's **"School Break Special: Kids Killing Kids,"** is scheduled to air early this year simultaneously on CBS and Fox. Its unique format features four separate stories about kids and gun violence, each showing a violent outcome and a reprise of how the conflict might have been avoided.
- Fox's **"Roc"** dealt with the difficult issue of black-on-black violence in the January 4, 1994 episode entitled 'Terrence Got His Gun." The show concluded with a plea for peace from the star, Charles Dutton, and an offer of help to victims of violent crimes help through The National Victims Center and the Convenant House Nineline.
- ABC's **"Kids in the Crossfire,"** with news anchor Peter Jennings and Attorney General Janet Reno, in November from a Washington junior high school. The show focused on ways to reduce violence in schools and on the streets.

Creative Community Meetings and Conferences

Under MPAA's leadership, the creative guilds, the four broadcast networks, and the cable industry have been involved in a series of unprecedented joint meetings to discuss ways to reduce gratuitous violence in dramatic programming. The goal is to keep the focus on our responsibility to tell stories that do not glamorize violence, as well as stories that address the consequences of violent behavior. These joint meetings enhance individual discussions that have been taking place within the different organizations for some time about how to better use television as positive force and to reduce violence in programming.

On August 2, 1993, 600 leaders of the broadcast TV, cable TV and production industries met to focus on the issue of television violence. The industry's top executives participated in the conference as part of their ongoing efforts to ensure that the depiction of violence on television is reviewed and considered at each stage of the production and distribution process.

CABLE

VOICES AGAINST VIOLENCE

A Cable Television Initiative

VOICES AGAINST VIOLENCE

A CABLE TELEVISION INDUSTRY INITIATIVE

Members of the cable television industry share America's concerns about violence on television, and especially the effects it may have on children. The networks that supply cable's vast inventory of programming strongly agree with views expressed by President Clinton, Attorney General Reno, and a bipartisan group of congressional leaders -- that the most effective way to reduce violence is through private sector efforts, and that all sectors of society must participate in this endeavor. Consequently, the cable television industry has adopted ***Voices Against Violence***, a set of initiatives to address this issue.

Background

Under the auspices of the Television Improvement Act of 1990, cable programmers have held frequent discussions on the issue of television violence and various proposed legislative solutions. We joined with broadcasters and other members of the entertainment community to examine these issues as well.

In addition, the cable industry commissioned an independent study of violence on cable-originated programming by Dr. George Gerbner, Professor of Communications of the Annenberg School of Communications. Gerbner's report was completed and released publicly in 1993.

Cable programmers further developed a four-point program in 1993 that included the following:

- The adoption of an industry statement regarding violence.
- An effort to have cable networks adopt individual standards and practices by the end of 1993.
- The agreement of cable networks to implement the Advance Parental Advisory program proposed by the broadcast networks.
- The cable industry's participation in the industry-wide Leadership Conference on Violence in Television Programming in August 1993.

Industry members agreed, however, that this issue demanded even stronger and more far-reaching efforts. Consequently, we have developed ***Voices Against Violence*** as a comprehensive set of initiatives to deglamorize violence on television; to allow parents to better know and control what their children may be watching; and generally to reduce the level of violence seen on television.

Voices Against Violence uses three strategies to address violence on television:

- Better informing viewers about the level of violence contained in cable programs, thereby allowing them to exercise appropriate judgment about their own viewing choices and those of their families.

- Reducing and eliminating the gratuitous use of violence depicted as an easy and convenient solution to human problems.

- Using the cable industry's own resources to address the broader issue of violence in society through cable programming, educational measures, public service advertising campaigns, and public forums.

Specifically, ***Voices Against Violence*** represents the industry's commitment to implement the following measures.

[Violent content is not an issue for all cable networks, including those such as C-SPAN, CNN, ESPN, The Disney Channel, The Discovery Channel, Court TV, The Travel Channel, The Weather Channel and The Silent Network. Therefore, these measures are not directly applicable to those networks. However, all cable networks have pledged support for ***Voices Against Violence.***]

Violence Ratings System The basic cable programmers will develop a violence ratings system to give viewers and parents more information about violent content prior to viewing. Premium services, which already use ratings and detailed advisories, will expand their efforts to provide additional information. To be effective, the ratings system must have the participation and support of the broadcast networks and independent stations.

Viewer Discretion Technology As an extension of the violence ratings system, the cable industry supports the development of appropriate technology to allow viewers to control the availability of violent programming in their homes.

Outside Monitor The cable industry agrees to the use of an outside monitor to analyze violence in television programming and to issue publicly an annual report. A specific plan will be developed and announced over the next several months.

Responsible Scheduling The cable industry will exercise maximum efforts to avoid scheduling programming with violent content during hours and in programs which children reasonably can be expected to watch.

Parental Advisory System The Advance Parental Advisory system, to which the major cable networks have agreed, applies to any program on cable and provides increased information for viewers regarding the violent content of entertainment program material. All major cable networks now commit to using advisories where appropriate and to ensuring that they are informative and timely. These advisories will be made available to all guide listing services. Several networks go beyond parental advisories. HBO and Showtime, for example, use the MPAA ratings for feature movies, as well as advisories for sex, violence and language. In addition, a growing number of networks now air information about the advisories, giving viewers and especially parents increased information about warnings and content.

Standards and Practices The majority of national cable networks have adopted standards and practices that govern their use of violence in programming. The networks will make these standards and practices publicly available and conduct ongoing reviews to adapt to changing circumstances.

The standards and practices address the inappropriate nature of gratuitous violence, as well as the need for realistic depictions of violence to portray, in human terms, the consequences of that violence to its victims and its perpetrators. Once again, for some cable networks, violent content is not an issue; and thus, standards and practices on violence are unnecessary. Subscription premium cable services, whose viewers are fully informed as to program content, also are in a different situation.

Promotional Ads: Timing and Content The cable industry commits to exercise greater care in the placement and content of promotional ads for programs with violent content. During hours in which children reasonably can be expected to be watching, many networks will use different versions of promos for programs with violent content to ensure such promotions are appropriate . Local cable systems will increase their efforts to ensure appropriate placement of promos during local availabilities.

Viewer Education Program The cable industry will devote significant financial resources to an anti-violence education campaign -- targeted to young viewers -- that deglamorizes violence. In addition, the industry will seek alliances with third-party educational organizations to extend the reach and impact of its efforts.

Programming Initiatives Cable programmers continue to commit significant resources to initiatives designed to address the issue of violence. For example:

- Arts & Entertainment Network is producing, with journalist Bill Kurtis, a special edition of its "Investigative Reports" series, which interviews prominent figures in the current debate over solutions to the television violence issue.

- Court TV has underway a one-year, multi-faceted effort called "American Violence, American Justice." The campaign will include daytime educational segments about crime and the courts; promotional vignettes about creative solutions to violence and the judicial system's response; town meetings; and school seminars. The first seminar, to be held in late February in Sacramento, will focus on how Californians, the state legislature, and the justice system respond to crime and violence.

- The Family Channel is producing a series to address crime and violence in smaller cities and rural communities. With programming created from local forums, TFC seeks to find local solutions to violence. In addition to the series, TFC will provide ongoing, on-air image community service campaigns, and will return to the original forum sites for follow-up and progress reports.

- HBO is developing an initiative to deglamorize guns in the eyes of our nation's youth. HBO's campaign will use various artists from the music, movie, and television industries to convey this message in the language of today's teens.

- Lifetime has already devoted a segment of its newsmagazine, "Lifetime Magazine," to reviewing a program conducted by a Chicago area woman giving school children practical advice on protecting themselves in case of gunfire. In addition, Lifetime has telecast the documentary "Gangs, Not My Kid," which focused on the development of gang members and their violent acts and the courageous personal stands some mothers have taken to save their children.

- MTV will launch a comprehensive anti-violence campaign which will have both on and off-air components including MTV News coverage, PSAs, on-air forums with musical artists and political leaders, local community events, and a grassroots effort in conjunction with advertisers and cable operators.

- Throughout all its news and entertainment programming, Nickelodeon encourages anti-violent themes, and recently devoted an entire news program, "NICK NEWS SPECIAL EDITION, Are You What You Watch?", hosted by Linda Ellerbee, to exploring the issue. In addition, Nickelodeon has pledged use of its talent for PSAs and significant hours of air time to targeted industry efforts.

- Turner Broadcasting is committed to both reducing television violence and "deglamorizing" violence for impressionable young viewers. Turner Broadcasting will produce three types of anti-violence programming to reach children:
  1) Public Service Announcements to run on all Turner entertainment networks;
  2) a special program to be produced in conjunction with "Real News for Kids," a weekly, 30-minute syndicated news program for children; and,
  3) Turner's 24-hour animated cable network.

Educational Efforts Cable in the Classroom, the cable industry's national educational alliance, will conduct Critical Viewing and Violence workshops around the nation in 1994 in conjunction with the educational community.

Led by authorities on media education, the workshops will help parents, teachers, and children learn to view television more critically, especially as it relates to violence. Each workshop will be made regionally available by satellite, and will be taped and distributed through Cable in the Classroom. Accompanying written materials and videotapes will be made available to teachers, parents, and others through industry and educational outlets.

Voices Against Violence Week The cable industry will sponsor a *Voices Against Violence Week*. This highly-promoted week will feature cable programming dedicated to anti-violence themes and will include anti-violence initiatives developed in conjunction with the education, law enforcement, and civic communities.

The following networks have endorsed Voices Against Violence:

American Movie Classics
Arts & Entertainment
Bravo
The Cartoon Network
Cinemax
CNN & CNN Headline News
Court TV
Discovery
The Disney Channel
ESPN
The Family Channel
HBO
The Learning Channel
Lifetime
MTV
The Movie Channel
The Nashville Network
Nickelodeon
Playboy Entertainment Group
Showtime
The Travel Channel
TNT
VH-1
Vision Interfaith Satellite Network
The Weather Channel

February 1, 1994

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THE WHITE HOUSE

WASHINGTON

March 3, 1994

Mr. Robert Billburg

P6/(b)(6)

[004]

Dear Mr. Billburg:

Thank you for your letter of February 21 enclosing your proposal on the criminal justice system.

One of this Administration's top priorities is to help our cities succeed in their efforts to address the problems of crime and violence.

I appreciate your taking the time to write and share your ideas with us. We welcome your views.

Sincerely,

Bruce Reed
Deputy Assistant to the President
for Domestic Policy