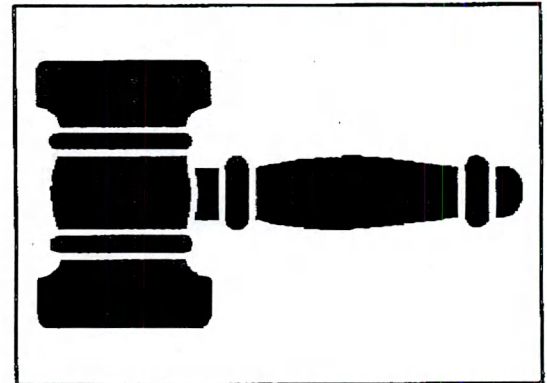


DEPARTMENT OF HEALTH & HUMAN SERVICES
OFFICE OF THE GENERAL COUNSEL

PHONE: (202) 690-6318
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DATE: October 6, 1995

TO: JEN O'CONNOR
fax: 456-7929



FROM: ANDREW D. HYMAN
Special Assistant to the General Counsel
Office of the General Counsel, Room 707F
Department of Health and Human Services
200 Independence Ave., SW
Washington D.C. 20201

COMMENTS: Attached is a stock speech we're sharing with the other Departments, which they can use if and when they speak on the issue. I am clearing it here, but I thought you'd want to see it before I sending it out.

No. of Pages (including cover): 8

10/5/95

DRAFT

SAMPLE SPEECH

**TEEN TOBACCO ADDICTION:
THE TIME TO ACT IS NOW**

More than three decades ago, in 1962, President John F. Kennedy took an historic step for public health. He authorized establishment of a special Surgeon General's committee to investigate what scientists were increasingly reporting: a possible link between smoking and lung cancer. The following year, just 2 months after President Kennedy's assassination, that committee issued the first Surgeon General's report on smoking. The report concluded that smoking causes lung cancer, called for appropriate remedial action, and ignited a nationwide campaign against smoking that continues today.

On August 10 of this year, we experienced another unique moment in the history of public health. For the first time in history, a President of the United States is confronting tobacco use by children head-on. On that day, President Clinton announced proposed regulations by the Food and Drug Administration aimed at cutting in half the use of tobacco by children and teenagers by the year 2002. The President's proposal has the potential to improve public health in an unprecedented way. We actually have the chance to break the cycle of teenage addiction to nicotine which ultimately manifests itself as the leading preventable cause of death in our society. But we all must do our part to make that potential a reality.

In the next few minutes, let me summarize what led to the President's action, outline the key elements of his plan, and highlight what we can do now and in the days and weeks ahead.

WHY DID THE PRESIDENT ACT?

Today in this country cigarette smoking kills more Americans than AIDS, illegal drugs, homicide, suicide, and car crashes combined. More than 400,000 Americans die prematurely each year from smoking, resulting annually in more than 5 million years of life lost and over \$50 billion in medical expenses.

Smoking is not only deadly -- it is also powerfully addicting. The "pleasure" of smoking is a terrible myth: 70% of smokers would like to quit smoking and wish they had never started. Most smokers are addicted and suffer withdrawal symptoms when they try to stop. Less than 3% of smokers are able to quit in any given year.

The same basic statistics apply to smokeless, or "spit", tobacco as well.

While these statistics are not new, we now know more clearly than ever what leads to tobacco use and what to do to stop its deadly toll. We know we can't rely on getting people to quit smoking. Although smokers want to free themselves, the grip of nicotine is too strong. We must prevent the addiction from occurring in the first place -- and that is why we need to focus on children and the teenage years, the time when adolescent decisions are made that have lifetime consequences.

Quite simply, young people who smoke like adults become addicted like adults. More than 80% of adult smokers lit their first cigarette before their 18th birthday. And more than 50% became regular smokers by that time. About two-thirds of adolescent smokers say they want to quit smoking, and seven in 10 young Americans who smoke say they regret having started. Of teens who smoke and state that they won't be smoking in 5 years, 5 years later nearly 75% are still smoking.

Combine these health and addiction statistics with the facts that:

Every day, 3,000 young people will become regular smokers...

Every day, more than 6,000 teens under age 18 smoke their first cigarette...

Every day, more than 1,000 adults die prematurely as a result of an adolescent decision...

...and we truly have a pediatric disease that requires our urgent action to stop.

WHAT IS THE PRESIDENT PROPOSING?

The President's proposal would reduce children's easy *access* to cigarettes and smokeless tobacco by clamping down on the illegal sale of cigarettes and smokeless tobacco. And it would reduce the *appeal* of tobacco products to children by restricting advertising and promotions that influence young people.

To reduce *access*, the proposed rule would:

- Establish 18 as the Federal minimum age for the purchase of tobacco.
- Require all sales of tobacco products to be transacted person-to-person.
- Require retailers to verify through photo ID that all customers buying tobacco are at least 18 years old.
- And it would eliminate cigarette vending machines, free samples, mail-order sales, self-service displays, and sales of single cigarettes and "kiddie packs."

To reduce *appeal*, the rule would:

- Ban outdoor advertising within 1,000 feet of schools and playgrounds and restrict other outdoor and point-of-sale ads to a black-and-white, text-only format.
- It would allow only black-and-white, text-only ads in publications that have a significant youth readership.
- It would prohibit sale or giveaway of promotional items, such as t-shirts and hats, that bear tobacco product brand names or logos.
- It would prohibit brand name sponsorship of sporting and cultural events, but permit such sponsorship in the corporate name.
- And it would require tobacco manufacturers to finance a \$150 million media-based national public education campaign to discourage young people from using tobacco.

It's also important for me to emphasize what the rule would *not* do:

- It would *not* ban tobacco products or in any way restrict the rights of adults who choice to use tobacco.
- It would *not* ban tobacco advertising.
- It would *not* ban tobacco companies from sponsoring sports and events in their corporate names.

Make no mistake, despite objections you may hear from the tobacco industry, the President's initiative is *not* about adults who use tobacco. The initiative is about protecting our children from an addiction that will cost many of them their lives. The stakes could not be higher.

As I speak today, the President's proposal is open for public comment. . The 90-day public comment period on the FDA's proposed rule expires on November 9, 1995. We have a tremendous opportunity to profoundly influence the future health of our youth. *We must not let this opportunity pass us by.*

We also must not be fooled: the tobacco industry would have you believe this is not about our kids and their futures. Tobacco companies would like the public to believe that the President's action is just a clever attempt at *backdoor prohibition*; that it's an *attack on our First Amendment freedoms*; and that it's another example of "*government run amok*" -- a government that is intruding into matters best left to parents to solve.

Speaking as a [parent, adult, etc] myself, I wish parents *could* solve the problem of teen tobacco use. But we [parents] are not in a fair fight. The tobacco industry's \$6 *billion* annual marketing campaign serves as our children's third parent, whispering constantly in their ears that it's cool and adult to use tobacco.

Consider this quote from Joby Gelbspan, an 18-year-old who began smoking at age 14:

For most teenagers the important thing is fitting in. The tobacco companies are sending the message that smoking is the cool thing. This is not something our country should be allowing. Teens have enough to deal with without having these images thrust at them every day. We're faced with people who look happy to have a cigarette in their mouth. We're not shown the faces of people with lung cancer. It's taking unfair advantage of teenagers.

All the President is trying to do is level the playing field and put power back in the hands of parents. He said this in his August 10 news conference:

When Joe Camel tells young children that smoking is cool, when billboards tell teens that smoking will lead to true romance, when Virginia Slims tell adolescents that cigarettes may make them thin and glamorous, then our children need our wisdom, our guidance, and our experience. We're their parents, and it is up to us to protect them.

HOW YOU WE HELP?

The President has done something that no President before him had the courage to do. He will continue to advocate for this issue.

Late in the afternoon on August 10, Vice President Gore spoke to a group of professionals concerned about health and young people. He said that Americans have a chance to change history by standing up to strong special interests that are profiting at the expense of our children. Future historians will look back on our response, he said, and either draw courage from it or conclude that some causes, no matter how noble, are simply not worth the fight.

When it comes to protecting our Nation's youth from tobacco, we have on our side two powerful allies: public health and public opinion.

- There is no more single important strategy to prevent disease and contain health care costs over the long run than reducing teen tobacco use.
- And Americans, though they want less government regulation in general, say in survey after survey that they support greater government action to keep kids from smoking.

But there's a missing ingredient in our fight -- and that is public *passion* that leads to *action*. Americans support tobacco control in their heads, but not in their hearts. And unless Americans take this issue to heart, we won't be able to sustain their interest and involvement over the long run.

It will take work to build and fan public passion about tobacco control. We need to find ways to work both directly and indirectly. We need to enlist the support of those people who have a strong ties and respect within their communities: the local PTA president; the high school football coach; the local DARE officer; the columnist for the town newspaper. We need to work in our own spheres of influence to make a difference for the health of our next generation.

To make a difference, it's not enough to be informed of the issue.

It's incumbent upon each and everyone to ACT. I urge you all, both as individuals and as members of organizations committed to protecting our young people, to pick up your pens, dial your telephones, send your e-mails, and stand up to do what you can to reduce young people's use of tobacco.

As parents and concerned adults there are several simple things each of us can do to help achieve the President's goal of reducing youth tobacco use. Let me share just a few examples.

- A) Identify the tobacco billboards and point of sale promotions in your community (particularly near schools).
- B) Identify the location of cigarette vending machines and ask owners to remove them or relocate them to areas inaccessible to children.
- C) Conduct t-shirt exchanges with kids to replace tobacco products and tobacco promotions with positive health message materials like caps, posters, water bottles and t-shirts. Ask local medical societies, voluntary groups and local civic organizations to sponsor the exchanges.
- D) Conduct youth "surveys" to determine how easy it is to purchase tobacco in your community. Involve youth in press conferences to release the results of their surveys.
- E) Suggest a tobacco control project for the local school paper. For example, investigate the advertising and promotional campaigns that the tobacco industry aims at young people in your city or town.

The President's initiative offers those of us concerned about children and public health a once-in-a-lifetime opportunity. It is an opportunity to change the course of a deadly disease. It is an opportunity to secure a future for our children free from the shadow of nicotine addiction. It is an opportunity to change history.



OFFICE OF POLITICAL AFFAIRS

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Ray Martinez

Linda Moore

Marsha Scott

Craig Smith

Wendy Smith

Joe Trahern

OTHER: Jim O'Connor

TO: Jim O'Hara

DATE: 9/29 **# OF PAGES** 2 (including cover)

FAX NUMBER: _____

OFFICE NUMBER: _____

MESSAGE: _____

DRAFT

Protecting our children and their future health is truly an issue on which all Americans stand on common ground. The bipartisan "Commitment to Our Children" in support of this Administration's efforts to reduce our children's smoking or use of smokeless tobacco products shows just how deep that sentiment runs through our country. The Representatives and Senators who stood up today for our children deserve the nation's thanks. Public health leaders, children and family advocates, and elected state officials from across the nation have already pledged their support to our efforts. We have to reduce children's access to these products and to limit the advertising and promotions that tell our children it's cool or glamorous to smoke, but don't tell them about the disease and death that also come with smoking. The stakes are too high not to act: 3,000 young people become regular smokers each day and nearly 1,000 of them will die from smoking-related diseases.

Statement by the President

Protecting our children and their future health is truly an issue on which all Americans stand on common ground. The bipartisan "Commitment to Our Children" in support of this Administration's efforts to reduce our children's smoking or use of smokeless tobacco products shows just how deep that sentiment runs through our country. The Representatives and Senators who stood up today for our children deserve the nation's thanks. These Democrats and Republicans showed that this is not about partisan politics; it is about doing the right thing for our children and families.

I am very grateful for this show of support. Public health leaders, children and family advocates and elected state and local officials from across the nation have already pledged their support to our efforts. We must reduce children's access to these products and limit the advertising and promotions that tell our children it's cool or glamorous to smoke, but don't tell them about the disease and death that also come with smoking. The stakes are too high not to act. 3,000 young people become regular smokers each day and nearly 1,000 of them will die from smoking related diseases.

Approved by
P. Griffin
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Chris Giff

**Office of Public Affairs
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TO:

FROM:

JENNIFER O'Connor

JIM O'HARA

Number of pages (includes cover) _____

Message: pls get ASAP review so I

can get to McCree for his 1pm

brief Thanks

**If this is not clear, please call and we will send
another fax. Thank you.**

THE WHITE HOUSE

Office of the Press Secretary
(Jersey City, New Jersey)

copy
Pres
Statement

For Immediate Release

May 7, 1996

REMARKS BY THE PRESIDENT
IN TELEPHONE CONFERENCE WITH
KICK BUTTS DAY STUDENT PARTICIPANTS

Woodbridge High School

Woodbridge, New Jersey

1:25 P.M. EDT

THE PRESIDENT: (In progress*) -- And we have proposed an FDA regulation to crack down on -- (inaudible). We've proposed ways to make it harder for children and for teenagers to buy cigarettes by reducing their access to vending machines and free samples. But we also need people who are -- (inaudible) -- to be more rigorous. We just spoke to three young people here who said they had no trouble at all buying cigarettes. Two were 16 and one was 13, and they said the overall success rate was something like 74 percent for the students in the middle and high schools who -- (inaudible) -- to buy cigarettes. So we're going to have to work on that.

I just want to say that I believe that this is a problem we can solve if we work together, if we see young people like these young people here working with their parents, their schools, their communities to fight against the lure and the availability of smoking for teenagers. And we're going to do what we can at the national level to do our part as well.

Mark Green, I want to especially thank you for your role in making today happen and for being a critical national leader on this issue; for your successful campaign to ban cigarette machines in New York City in 1990; to your leadership in organizing this national effort. You've really been a pioneer and we're very grateful to you.

And I thought you might like to give a brief overview of this day. Can you hear me, Mark? We may have lost him.

MR. GREEN: -- (in progress) -- proposal to keep cigarettes from children. What do you think, kids? (Applause.)

It doesn't get better than that. Mr. President, Kick Butts Day is basically kids working with other kids to talk back and fight back against the tobacco merchants. It's really a David and Goliath story. The Goliaths, of course, are the

tobacco companies who spend \$6 billion a year in advertising and promotion to try to recruit new smokers from the minor leagues. And the David are all of the targeted children, here in Newark and around the country, with their slave shops being surveys and poster contests and counter ads.

So this is the first annual -- I'm an optimist, Mr. President -- this is the first annual Kick Butts Day in a dozen cities. It's kind of a kids version of the Great American Smoke-outs. There, adults try to stop. With Kick Butts Day, kids know never to start.

And the idea, if I could, came out of two experiences I had six years ago as the city's Consumer Affairs Commissioner. The first is I was taking my son, Jonah, to

kindergarten class; we drove by a billboard. And unprompted, he said, Daddy, why do some people want other people to smoke and buy? I was startled and said, well, they say it's a legal product and you're free to smoke or not. And he said, oh, they make money from death?

Second, a couple weeks later, I spoke on the same day in Queens, this borough, to a 30 six-year-olds in the morning and a separate group of 30 seniors in the evening. I asked each, do you know what the Joe Camel cartoon figure is? Only two of the senior citizens, Mr. President, could identify Joe Camel. But all but two of the students could identify Joe Camel.

And so seeing how that ad pitched particularly and successfully to children, I'm so proud that we today are educating children about the dangers, as you said, rather than the lures of this lifelong, if not life-ending habit.

THE PRESIDENT: Thank you very much, Mark. And I want to say again how much I appreciate the work you have been doing. You have been out there on this issue a long time, and I think the country is coming around. And I think the young people like those who have joined me here today are going to play a critical role in helping us to defeat this problem.

I would like to ask Governor Chiles of Florida, if he is on the phone, to say a few words. He has had a terrific fight in Florida in his efforts to protect children from the dangers of smoking, and I honor him for his courage and his determination not to back down in the face of intense pressure.

Governor Chiles?

GOVERNOR CHILES: Mr. President, we're very happy to be here today. I'm at Pineview Grammar School in Tallahassee. I'm here with a great deal of our students. They're all drug free, and they are having a great time today. And we've got some PRIDE students that are here from four of our Tallahassee high schools, and Taylor County PRIDE is here as well. (Applause.) And they're giving some entertainment and lessons to our kids. We're just delighted to be on the line with you and to help you celebrate Kick Butts Day.

I want to tell you, Mr. President, the legislature has just adjourned in Florida; they did not override my veto, so our suit against tobacco companies is still going on. We're all determined here -- we're going to kill Joe Camel, that's what we're going to do. (Applause.)

And we're just -- we're very happy to get a chance to join with you in this celebration of this day. I know you've got a number of other cities participating in the conference call, in Madison and Milwaukee and in Cleveland. And I want to call on Lamont Tinker (phonetic), a fifth-grader now, to say a word to you, Mr. President.

LAMONT: Well, President Clinton, first I learned that smoking is extremely harmful to the body. I thought smoking was just harmful to the lungs. Smoking weakens the body and

stops it from working. I think the Kick Butts Campaign is an excellent way to stop people from smoking, and I thank you for making it nationwide so people can see the dangers of smoking. I give the Kick Butts Campaign a thumbs-up. (Applause.)

THE PRESIDENT: Thank you.

GOVERNOR CHILES: Mr. President, Lamont and myself and all of the kids at Pine View and all of our PRIDE young people are just delighted to have a chance to join with you today.

THE PRESIDENT: Thank you, Governor. And I want to thank that young student. He did a terrific job.

I want to say again to the young people who are listening on this call, you can very often have a lot more influence on your peers than the rest of us can. And I'll keep working in Washington to do what we should be doing at the national level, but you have to do your part in making sure that in your community people don't sell cigarettes to minors; that we don't have an excessive exposure to advertising directed at young people. And you can do it. You can have an impact on your classmates not to start smoking, and we can turn this around.

So if we all work together, we'll be successful. And again, I want to thank you all for being a part of this Kick Butts Day and for being a part of a commitment to give your generation a healthy and strong future. God bless you all, and thank you very much. (Applause.)

Governor Romer, are you on the phone?

GOVERNOR ROMER: Yes, I am.

THE PRESIDENT: Would you like to say a word about your efforts in Colorado?

GOVERNOR ROMER: Yes, I would. In Colorado, I'm speaking to you from the Denver Career Education Center, Mr. President, where I'm joined by about 70 middle school students representing six different Denver area schools. They have done some extensive research here on how the tobacco industry targets kids in its advertising, and they're really serious about this Kick Butts Day.

Also, out here in the West, at Santa Ana, California, we're joined in Santa Ana by about 200 students at one of their local high schools. The students there are participating in a series of activities and talking with community professionals about the problems of tobacco use in that area.

In Houston, Texas, we are joined by students in Houston who have initiated a campaign that has involved the Mayor, Superintendent of Schools, and other local officials to promote awareness about the harmful side-effects of smoking. I understand those students have put together a series of activities, speakers, exhibits -- all designed to demonstrate the harmful aspects of tobacco use.

So, you see, we've got a lot going on out here. I have with me a really tremendous student, Jenna Otee (phonetic), who is 13 years old from Morey Middle School. I'd like to have her make a comment. Jenna?

JENNA: I was joined by about 10 other students from my school, and we all went to a grocery store and we did the Kick Butts survey. While we were in the grocery store, we found tobacco snuff in the ice cream aisle, we found tobacco products sold in a vending machine. In many magazines that we looked, we

found many ads involving young men and women looking cool while they smoked. At a 7-11 we found an aisle where candy was and we found tobacco also.

GOVERNOR ROMER: Mr. President, thank you. I just wanted to give you a report from the West. I really appreciate your leadership in this effort.

THE PRESIDENT: Thank you. And I want to thank Jenna and the other students for the work they did on the survey, and for their reports.

Keep after it. We'll keep working and we'll keep moving forward. I feel very good about this. The degree of the intensity that so many young people in America feel about this

issue is the most hopeful thing about it, and we just all need to stay in there with them and keep working. We can whip this thing.

Thank you all very much, in all the 11 cities on the phone, thank you very, very much.

END

1:35 P.M. EDT

* Due to telephone connection difficulties, some of the beginning of the President's remarks are inaudible.

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Pres'
statements

3RD DOCUMENT of Level 1 printed in FULL format.

Public Papers of the Presidents

March 20, 1996

CITE: 32 Weekly Comp. Pres. Doc. 531

LENGTH: 1899 words

HEADLINE: Remarks to the National Center for Tobacco-Free Kids

BODY:

Thank you very much. Thank you, Alan. And I want to thank the Lung Association, the Heart Association, the Cancer Society, all the physicians who are here today with the various medical groups. Dr. Bristow, it's good to see you. And I thank all of you for being here.

I thank Secretary Shalala and Commissioner Kessler and CDC Director David Satcher for their leadership. I want to thank someone who is not here, but who had a lot to do with this effort; I thank the Vice President, who lost his own beloved sister to lung cancer, for his strength and leadership in this endeavor.

Normally, I don't think the people of America should give the President an award for anything, because the President's job is award enough. It is an uncommon gift with a great responsibility. But to tell you the truth, I'm kind of tickled about this today, because I admired, indeed I loved Mike Synar very much. He was a good man and a brave man who gave the rest of us a great deal of energy and hope and direction. And our country could do with a few more like him, people that just rear back and stand up and do the right thing. And if it doesn't work out, they just laugh and go on and don't expect any kind of a blue ribbon or award at the end of the day.

When I gave the State of the Union Address and spoke about the challenges facing our country as we move into the next century I said, and I repeat, that our first challenges' not the Government, the people's first challenge -- is to strengthen our families and cherish all our children and give every single one of our young people the childhood that he or she deserves. One of the most important things we can do in meeting that challenge is to protect our children from what is rapidly becoming the single greatest threat to their health: cigarette smoking and tobacco addition.

This is, like other challenges, as Secretary Shalala so eloquently said, a challenge we have to meet together. To be sure, Government has a role to play. I want to acknowledge the presence of two other Members of Congress here today who stood shoulder to shoulder with Mike Synar, our good friend Congressman Dick Durbin from Illinois, who won his primary for the United States Senate last night. Congratulations, Dick. It is a measure of his commitment to the issue that I talked to him after midnight his time last night, but he suited up and showed up here today anyway. We thank you. And Congressman Marty Meehan from Massachusetts, thank you, sir, for being here and for your good work here as well.

I thank the parents of America who have become increasingly sensitive to this

issue and are working hard to teach their children. I thank the young people here who are working hard to reach out to their peers and who often can have more influence on their peers than their parents or the President. I thank the athletes and the entertainers who are committed to being role models, the businesses who control access to tobacco products, the teachers, the coaching, the advertising executives. I thank the health care professionals and the volunteers.

Because of this great sea of people in America, what was once the work of a few lonely activists has grown into a national movement to protect the health and the future of our children. Three thousand young people start to smoke every day and a thousand of them will have their lives shortened as a result. It seems to me that as President, if I say that what I really want is for every American child who is willing to work for it to have his or her shot at the American dream, that cannot be done unless we first of all try to guarantee them the existence and the health necessary to pursue their dreams. And that is also what the rest of us must do.

We have, as all of you know, proposed ways to crack down on advertising that tells young people smoking is cool. We've proposed ways to make it harder for children and teenagers to buy cigarettes by reducing their access to vending machines and free samples. We issued the Synar regulation in January to demand that States in return for the Federal money they received do more to enforce their own laws against the sale of tobacco to minors. It's worth noting here that it is illegal in every single State of the Union to sell any form of tobacco to minors.

We're working closely with State governments to ensure that the Synar regulations are implemented quickly and decisively. And I have to say that so far the results on that front have been quite encouraging to me.

All of you I want to thank for supporting these efforts. All of you who have been fighting for a long time are now working to bring your experience in new ways to bear on this effort through the National Center for Tobacco-Free Kids. And I want to welcome especially some of the people in this room who are new to the struggle in this effort, but who can make all the difference.

First, let me say I am very glad to announce that two groups of America's athletes, heroes to so many young people, have come forward to help. Young women in particular are bombarded with billboards which suggest that smoking is cool and glamorous and a good way to stay thin. The women of the U.S. National Soccer Team know better. This spring and this summer, they are going to make America proud when they compete in the Olympics. And just when thousands of young girls around the country are looking up to them, they are going to make it clear that smoking is not cool.

Working with the Federal Government, they have launched a major promotional advertisement effort called "Smoke-Free Kids and Soccer." The effort, including television advertising, will be centered around the team's matches all across our country leading up to the Olympics in Atlanta this summer. It will make a real difference in people's lives, and two members of that team are here today. I would like for them to stand and be recognized. Thank you very much.
[Applause]

Former major league baseball players Joe Garagiola and Bill Tuttle, along with Mrs. Tuttle, have stepped up to the plate to help get spit tobacco out of baseball. As leaders of the National Spit Tobacco Education Campaign, they are working to educate players about the dangers and to help protect the health of young fans who look up to them. In fact, they've just come back from a trip down to spring training in Florida where they met with team owners and the players' union, and they are making some very impressive progress as well. I want to ask Joe and Bill and Mrs. Tuttle to stand and I want to thank them. Thank you so much, and God bless you. [Applause]

I also want to thank some businesses who are doing their part. Businesses, of course, have a right to sell cigarettes to adults, but they also have a responsibility, a legal one and a moral one, to prevent cigarette sales to minors. I'm very proud and happy to announce that major United States supermarket chains are taking decisive steps to curtail the sale of cigarettes and tobacco to young people. A&P company, Giant Food, and Pratts supermarkets are instituting mandatory training of all their cashiers to ensure that they know the law and understand their obligations to enforce it. That means requiring identification from all young people who seek to buy cigarettes.

In July, A&P Chairman James Wood will recommend to the board of directors that A&P discontinue the use of all vending machines by the end of the year. Giant is going to eliminate vending machines in all stores except for their 24-hour stores. Pratts doesn't allow any cigarette vending machines at all. And in the meantime, A&P and Giant are converting their vending machines so they only operate with tokens that must be purchased from a cashier.

I urge every supermarket chain and every individual grocery store in America to follow the lead of these three companies and shut down tobacco sales to minors. I'd like to ask the people here from those companies to stand to be recognized today. Thank you very much. [Applause]

Let me just say one other thing about them. You know, I spend a great deal of my time as your President trying to find ways to both generate more jobs for America and to help American businesses make more money, because both those things are very good for our country. And I'm proud of the fact that our country has produced in the last 3 years 8.4 million new jobs. And unlike the past 15 years, almost all of these jobs have been created in the private sector as we have downsized the Government.

Therefore, any President and any citizen must think seriously before we ask a business to do something that will cost it money. This decision costs these people money. And they did it because it was the right thing to do for America. And I thank you for that very much.

I want to thank all the activists who are here in the room who have been recognized and those of you who have not. And especially I'd like to say a word of thanks to the former employees of tobacco companies who have stood up to tell the world the truth. And I want to recognize one in particular, the late Victor Crawford, whose wife, Linda, is here today. He was a great champion for our children. We miss him today. We wish he were here, and we know he's smiling down on us. Thank you, Linda, for being here, and God bless you.

My friends, we have come a long way in this endeavor, indeed, a long way

since our administration made the first announcement about our efforts to reduce tobacco advertising and tobacco sales to young people. Now we have supermarket chains, athletes, workers, private citizens who have recognized the threat tobacco poses. And this movement is producing results. Just last week there was a major breakthrough when Liggett agreed to settle its lawsuits. It became the very first tobacco company to acknowledge that tobacco can be deadly. This is the first crack in the stone wall of denial. My message to other tobacco companies is, therefore, simple and direct: Take responsibility. Sell to adults, but draw the line on children.

I'm happy that Liggett has also agreed to begin changing their own advertising practices so that they have less influence over young people. That's a good start. And now I want them and the other tobacco companies to go the distance. If selling cigarettes to minors is illegal, no good corporate citizen should be aiming advertising at those minors.

My fellow Americans, we can win this fought. We can save countless lives of our young people. We can give them the future that we imagine when we look into the bright faces of these children who are here. But we have to do it together. It is folly to pretend that any one of us, including the President, can do it alone.

When he graduated from high school in 1968, Mike Synar called on his classmates to, quote, "Stand and be counted when the occasion arises." Well, he always did. This occasion requires us to do it for him, and I am honored that we can do it in his name.

Thank you, and God bless you all.

NOTE: The President spoke at 3:50 p.m. in the East Room at the White House upon receiving the Mike Synar National Public Service Award from the Coalition on Smoking OR Health. In his remarks, he referred to Alan Synar, brother of the late Representative Mike Synar, and Lonnie Bristow, president, American Medical Association.

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Teenage Smoking

The President. Good afternoon. Today I am announcing broad executive action to protect the young people of the United States from the awful dangers of tobacco.

Over the years we have learned more and more about the dangers of addictive substances to our young people. In the sixties and seventies we came to realize the threat drugs posed to young Americans. In the eighties we came to grips with the awful problem of drunk driving among young people. It is time to take a third step to free our teenagers from addiction and dependency.

Adults are capable of making their own decisions about whether to smoke. But we all know that children are especially susceptible to the deadly temptation of tobacco and its skillful marketing. Today and every day this year, 3,000 young people will begin to smoke. One thousand of them ultimately will die of cancer, emphysema, heart disease, and other diseases caused by smoking. That's more than a million vulnerable young people a year being hooked on nicotine that ultimately could kill them.

Therefore, by executive authority, I will restrict sharply the advertising, promotion, distribution, and marketing of cigarettes to teenagers. I do this on the basis of the best available scientific evidence, the findings of the American Medical Association, the American Cancer Society, the American Heart Association, the American Lung Association, the Centers for Disease Control. Fourteen months of study by the Food and Drug Administration confirms what we all know: Cigarettes and smokeless tobacco are harmful, highly addictive, and aggressively marketed to our young people. The evidence is overwhelming, and the threat is immediate.

Our children face a health crisis that is getting worse. One-third more 8th-graders and one-quarter more 10th-graders are smoking today than 4 years ago. One out of five high school seniors is a daily smoker. We need to act, and we must act now, before another generation of Americans is condemned to fight a difficult and grueling personal battle with an addiction that will cost millions of them their lives.

Adults make their own decisions about whether or not to smoke. Relatively few people start to smoke past their teens. Many adults have quit; many have tried and failed. But we all know that teenagers are especially susceptible to

pressures, pressure to the manipulation of mass media advertising, the pressure of the seduction of skilled marketing campaigns aimed at exploiting their insecurities and uncertainties about life.

When Joe Camel tells young children that smoking is cool, when billboards tell teens that smoking will lead to true romance, when Virginia Slims tells adolescents that cigarettes may make them thin and glamorous, then our children need our wisdom, our guidance, and our experience. We are their parents, and it is up to us to protect them.

So today I am authorizing the Food and Drug Administration to initiate a broad series of steps all designed to stop sales and marketing of cigarettes and smokeless tobacco to children. As a result, the following steps will be taken. First, young people will have to prove their age with an I.D. card to buy cigarettes. Second, cigarette vending machines which circumvent any ban on sales to kids will be prohibited. Third, schools and playgrounds will be free of tobacco advertising on billboards in their neighborhoods. Fourth, images such as Joe Camel will not appear on billboards or in ads in publications that reach substantial numbers of children and teens. Fifth, teens won't be targeted by any marketing gimmicks, ranging from single cigarette sales to T-shirts, gym bags, and sponsorship of sporting events. And finally, the tobacco industry must fund and implement an annual \$ 150 million campaign aimed at stopping teens from smoking through educational efforts.

Now, these are all commonsense steps. They don't ban smoking; they don't bar advertising. We do not, in other words, seek to address activities that seek to sell cigarettes only to adults. We are stepping in to protect those who need our help, our vulnerable young people. And the evidence of increasing smoking in the last few years is plain and compelling.

Now, nobody much likes Government regulation. And I would prefer it if we could have done this in some other way. The only other way I can think of is if Congress were to write these restrictions into law. They could do that. And if they do, this rule could become unnecessary. But it is wrong to believe that we can take a voluntary approach to this problem. And absent congressional action, and in the presence of a massive marketing and lobbying campaign by cigarette companies aimed at our children, clearly, I have no alternative but to do everything I can to bring this assault to a halt.

The issue has touched all of us in personal ways. We all know friends or family members whose lives were shortened because of their involvement with tobacco. The Vice President's sister, a heavy smoker who started as a teen, died of lung cancer. It is that kind of pain that I seek to spare other families and young children. Less smoking means less cancer, less illness, longer lives, a stronger America. Acting together we can make a difference. With this concerted plan targeted at those practices that especially prey upon our children, we can save lives, and we will.

To those who produce and market cigarettes, I say today, take responsibility for your actions. Sell your products only to adults. Draw the line on children. Show by your deeds as well as your words that you recognize that it is wrong as well as illegal to hook one million children a year on tobacco.

Terry [Terence Hunt, Associated Press].

Public Papers of the Presidents

Q. Mr. President, with your decision on tobacco you're taking on one of the biggest cash crops in a region where you've already got major political problems. Are you writing off the South for next year's elections? And isn't this is a blow to other Democratic candidates in tobacco States?

The President. Well, first of all, the most important thing is that there is an epidemic among our children. You've got a third more 8th-graders, a quarter more 10th-graders smoking than there were 10 years ago. Whatever the political consequences, a thousand kids a day are beginning a habit which will probably shorten their lives. I mean, that is the issue. And I believe that is the issue everywhere.

I believe there are tobacco farmers in the States which grow tobacco, who have been involved in it a hundred years or more -- their families -- who don't want their kids to start smoking. We're not talking about whether they have a right to grow tobacco or reap the paltry 4 1/2 cents, which is all they get out of a pack of cigarettes. We're talking about whether we are going to do what we know is the right thing to do to save the lives of America's children. And I think it is more important than any political consequence.

Helen [Helen Thomas, United Press International].

Bosnia

Q. Mr. President, the war in Bosnia is widening. How long is the world, particularly the Europeans who have been there in the past, how long are they going to stand -- we all are going to stand by and watch this barbarism on both sides? And what are your new initiatives to end this suffering? TThe President. Well, first of all. let me briefly review what our objectives are. Our objectives are to minimize suffering, to stop the war from spreading, to preserve the integrity of a Bosnian state. We have promoted the Muslim-Croat Federation. We have plainly succeeded in limiting the war. And except when the United Nations and NATO had not done what they said they would do, we have saved lives.

This is an important moment in Bosnia, and it could be a moment of real promise. Because of the military actions of the last few days, the situation on the ground has changed. There is some uncertainty and instability. It could go either way. But I think it's a time when we should try to make a move to make peace.

Now, since the fall of Srebrenica and Zepa, we have tried to do two things: first of all, to strengthen the presence of the United Nations through the Rapid Reaction Force of the French, the British, and the Dutch, which we are supporting; and through getting a clearer chain of command and a stronger, broader use of authority for NATO to have air power where necessary where the protected areas are threatened.

The second thing we want to do is to see whether or not some diplomatic solution can be brought to bear that would be fair and decent and just and that would take advantage of this moment where people are reassessing their various positions. And that's what Mr. Lake is doing in Europe. We are consulting with all of our allies, and we're going to do the very best we can. I think we need to try to make a decent and good peace here because, ultimately, that's the answer to all the questions you ask.

Q. [Inaudible] -- you have new ideas?

The President. Well, we're exploring some ideas with the Europeans. I will say again what I said from the first day I came here: I do not believe it is fight to impose peace on people. I don't think in the end you get a lasting peace. So the United States does not seek to impose peace. But we're exploring some different ideas. We don't have a set map; we don't have a set position. We have some ideas that the new events may make possible, and we're discussing it with our allies.

Brit [Brit Hume, ABC News].

Teenage Smoking

Q. Mr. President, in view of the powerful evidence of the dangers of smoking which you cited, wouldn't it have been more logical to impose an outright ban instead of a regulatory partial step which has the effect of getting the Federal Government into the business of regulating the size of print in advertising?

The President. Well, first I don't know that the Federal Government will regulate the size of print; we regulate the warning labels. And of course, there is a proposal here on advertising to try to deal with restricting access to billboard advertising and others.

But I think it would be wrong to ban cigarettes outright because, number one, it's not illegal for adults to use them. Tens of millions of adults do use them, and I think it would be as ineffective as prohibition was. But I think to focus on our children is the right thing to do. Purchasing of cigarettes by young people, children, is supposed to be illegal in all 50 States, but they do it regularly. These fine young people here were with me this morning, and one of them talked about how he bought cigarette pack after cigarette pack after cigarette pack out of vending machines to try to demonstrate to his local legislators that the laws were a sham. These will not make the laws a sham. This will enable us to save young people's lives.

China

Q. Mr. President, has there been any progress in getting China to free human rights activist, Harry Wu? And related to that, will Mrs. Clinton be going to China in September to attend the U.N. Conference on Women?

The President. On the first question, we're obviously very concerned about Harry Wu and following his case very closely. And I think the situation is in a position where the less that is said about it right now, the better. But it's a very important issue to the United States, and I think to people throughout the world.

No decision has yet been made about whether the First Lady will go to China. But I think it's important for the American people to understand that this conference on women is a United Nations-sponsored conference that they decided to hold in China. It is a very important thing in its own right, and the United States will be represented there with a very strong delegation, whether she goes or not. And I think it's important that we be represented there.

Yes, Wolf [Wolf Blitzer, CNN].

Iraq

Q. Mr. President, the situation in Iraq seems to be somewhat fluid right now with the defection of two of Saddam Hussein's daughters, two of his sons-in-law, his oldest grandchild to Jordan. And King Hussein's granting political asylum to all of these people. First of all, can you assess what is happening in Baghdad right now? And have you offered additional assurances to Jordan that the United States will provide security if there is a threat from Iraq?

The President. Well, as soon as the defections occurred, King Hussein contacted us, and I called him back as quickly as I could on Tuesday evening, and we had a long talk about it. I think what these defections demonstrate is just how difficult things are within Iraq now and how out of touch Saddam Hussein has become with reality, how difficult things are for his people. I also think this evidence supports the strong and firm position the United States has taken of not lifting the sanctions until Iraq fully complies with all the United Nations resolutions. I think that is -- it's clear that we have done the right thing.

Now, with regard to your second question, King Hussein's decision, located where he is, to grant asylum to those individuals was clearly an act of real courage. And I have assured him and told him that we would stand behind Jordan. We owe it to the people who are our partners in peace in the Middle East to stand behind them, and we have already made it clear that if Iraq threatens its neighbors or violates United Nations resolutions, we would take appropriate action. I think we have to do so in this case.

Q. Any contingency steps being taken?

The President. Well, I think you saw when Kuwait was threatened a few months ago, we are quite well-organized, and we have thought through what our -- various scenarios there and how we might move. But beyond that, I don't want to say. And I don't want to raise a red flag. I'm just saying we know that Saddam Hussein has been unpredictable in the past, we know this must be a very unsettling development, and it should be clear that the United States considers Jordan our ally and entitled to our protection if there security is threatened as a result of this incident.

Teenage Smoking

Q. Mr. President, given the fact that there's been a 20-year war against drugs, which are illegal for everybody, which has produced, at best, mixed results, and given the fact that anybody who has kids know that the more you prohibit something, the more attractive it often becomes, what makes you think that you think you can do any better in the war against cigarettes than we've done against drugs?

The President. Well, first of all, let me say that -- let me take on your premise here. There have been sustained periods of years in our country and in recent history when drug use has gone down in all categories of drugs, among all ages of people without regard to race or income. Unfortunately, today the

picture is somewhat mixed because casual drug use among young people seems to be going up in areas where they feel a certain level of hopelessness. And we intend to reassert our efforts there.

But it's simply not true that cultural changes and legal bars together cannot work to reduce consumption. With regard to cigarettes, we have seen cultural changes leading to reduction in consumption. But what we see among young people is adults quitting and young people increasing their usage. If you make it clearly illegal, more inaccessible, you reduce the lure of advertising and then you have an affirmative campaign, a positive campaign, so that you don't just say no, you give young people information and make it the smart, the cool, the hip thing to do to take care of yourself and keep yourself healthy and alive. I believe there is every evidence from what has happened in drugs and in many other areas that we will see a dramatic decline in smoking among young people. I think we can do that.

And I think you see -- there have been a lot of cultural changes to that effect in other areas. You see some States that have done it fight have big increase in the use of seat-belts. Drunk driving goes down dramatically in some areas with the combination of the right sort of enforcement and the right sort of publicity. So I believe -- I just don't accept your premise. I think we'll have a big dent in this problem.

Appropriations Legislation

Q. Mr. President, the House has cut \$ 20 billion in discretionary spending for next year. Will they have to return some of those cuts to avoid you vetoing some of their appropriations bills?

The President. Yes. [Laughter]

Whitewater Hearings

Q. Mr. President, on Whitewater, you've said in the past that as far as you know everything as far as major evidence that is going to come out is out. We now face the prospect though of hearings going into 1996. Do you view this as pure politics? Do you worry about the overall shadow it has cast, merely the appearance of wrongdoing over the White House?

The President. I don't have anything new to add to what I've already said about that. I will reiterate, when I started this whole episode I said I would cooperate fully; I have cooperated fully. There is nothing else for me to do. I have to spend my energies and time being President, and that's what I'm doing my best to do.

Yes, Mara [Mara Liasson, National Public Radio].

Political Reform and Ross Perot

Q. Mr. President, what message do you want Senator Dodd and Mr. McLarty to take to Ross Perot when they go down there this weekend? And also, do you feel that Ross Perot's contribution to the issue of political reform is significant enough that you would consider appointing him to the bipartisan commission should it get established?

The President. The answer to the second question -- let me answer that first -- the answer to the second question is, yes, I would consider doing that, but first, the Speaker has got to answer my letter or see John Gardner or Doris Kearns Goodwin or do something to respond to the handshake we made in New Hampshire. Of all the strange things that happen in Washington -- and I know people think that all the rules are different here than they are for anybody anywhere else in America -- but even here, when you shake hands with somebody in broad daylight and say you're going to do something, you ought to at least act like your going to do it. [Laughter] Where I come from, you know, if kids did that, their mamas wouldn't let them have dinner before -- they got spanked, when I was growing up I mean, this is an amazing thing. So, yes, I would.

The second part of the question was what will their message be. Their message will be: Number one, that the things that Ross Perot and Bill Clinton advocated in '92 had a lot of overlap, and we have made significant progress in implementing 80 percent of the things that Ross Perot campaigned for in 1992; two, a lot of the things that we haven't done are because of obstruction in Congress and I mention only two, the line-item veto and political reform; and third, our budget is more consistent with the budget priorities outlined by Ross Perot and his campaign in 1992, that is, balance the budget but increase investment in education, research, and development, technology, and defense conversion.

So, we've got a record message. We've got a present conflict message. We've got a message to ask them to come help us to support meaningful political reform and the right kind of balanced budget.

Tobacco Industry

Q. Mr. President, you noted in your speech in Charlotte yesterday that children follow what we do more than what we say. And I wonder what you think the message is when, on the one hand, the Government cracks down on teen smoking, on the other hand, it spends perhaps \$ 25 million a year subsidizing the growth of tobacco, and when you yourself continue to smoke those big old cigars. [Laughter]

The President. Well first of all, as you know, I'm allergic to cigars, so I don't smoke many anymore. But I smoke a handful a year probably, and I probably shouldn't. And I try not to do it in any way that sets a bad example. But I plead guilty to that.

On the tobacco program, if it is self-financing -- and I have always supported the tobacco program. It is essentially a self financing program. The question is, do you want this tobacco grown by family farmers, or do you want it grown by big corporations if it's a self-financing program? I would not favor a large taxpayer outlay for it. But a self-financing program, essentially which is what that is, has been designed to preserve the structure of family farms and the culture of the family farms rather than let the big tobacco companies grow it themselves and turn all those folks into hired hands. I have thought, since it was going to be grown one way or the other, the family farm structure was a better one. I don't think that sends a signal that we think young people ought to smoke cigarettes.

Drug Cartels

Q. [Inaudible] -- the Colombian Government has captured some of the top leaders of both cartels and there's been friction between your government and the Samper government when he came in. My first question is, do you think they are doing everything they can? And the second question is, how worried are you that as the Colombian cartel wanes in influence, Mexican cartels will pick up the breach?

The President. Well, first of all, I want to support the statements made by the DEA Director in my administration, Tom Consideine. We have worked very hard with the Colombians and with others in South America, and you see the results in the last several months. We have had more major drug dealers arrested than in any previous similar time in our history, I believe. And we're on the verge of breaking this Cali cartel. It's been great cooperation; we've worked hard. It's making a difference.

Secondly, as long as the raw crops can be grown and processed and distributed, we will have a constant battle, as long as there's demand in the United States, to keep any vacuum from being filled. And we are exploring today what the problems created by our successes might be, that is, if we continue to break down existing cartels, who will take up the slack and how can we prevent it.

Teenage Smoking

Q. Mr. President, last week you said that you did not want to advance a tobacco strategy that would get caught up in the courts and prevent any kind of action from taking place for years. Now you seem to have embarked on that strategy. Tobacco companies have already today filed suit against your proposals. Why did you determine a voluntary effort in concert with the tobacco companies would not work? And is there any hope for some sort of compromise, some sort of either compromise with the tobacco companies or congressional action before you implement these regulations?

The President. Well, first of all, I had hoped that the tobacco companies would agree to support these restrictions and to put them in law. And it's still not too late for that. The FDA -- Dr. Kessler has announced today a rulemaking procedure on the assumption of jurisdiction and on the specifics that I just outlined. If the tobacco companies accept those and this Congress will write them into law, then you will not have a long regulatory proceeding. But you will have immediate, immediate, effects. That is, if they would rather have a law than Federal regulation, the FDA Director, Dr. Kessler, and I would rather have an immediate impact on teen smoking, not 2 years of litigation and then start the work. So it is not too late for that.

But I am against a voluntary plan. I'm against it for several reasons. First of all, there would be no way to enforce it. Secondly, the history of voluntary agreements with the tobacco industry is not good, to put it mildly. And thirdly, even if they tried to adhere to it, I don't believe they could legally do so.

Let me just give you one example. Suppose you were in the vending machine business and you sued the tobacco companies for deciding together that they were going to not let your vending machines go anywhere. Without a legal requirement there's a good chance that could be held in a court of law to be a restraint of

trade. So I think even if they tried to do it, they couldn't do it.

So we have to have a mandatory system. But I would just as soon have an act of Congress. Doctor Kessler agrees because we've got an epidemic of teen smoking, and far better to start right now as soon as we can pass a law than wait until we wade through all this litigation.

Airline Safety

Q. Mr. President, there was a scary breakdown yesterday in the air traffic control system in the western United States, and we've had similar incidents in past months and recent years. Can you tell the American people that the FAA is doing everything possible to preserve the safety of the flying public, or do you see that new measures need to be taken?

The President. I can tell you that I have asked that question repeatedly since I have been President, and I have worked very hard on making sure that we are moving to do everything we can constantly to make sure that the air traffic control system is as safe as possible.

We also, as you know, have ordered some new measures to be taken to promote airline security, which the Secretary of Transportation announced just in the last couple of days. And I do want to emphasize to the American people because I know there's been a lot of discussion about it, there was no specific incident that prompted me to make the decision to try to increase security around airports. But the overall conditions, it seemed to me, dictated that we do that.

And I think that this country has been very strong against terrorism through military action, imposing sanctions, stopping sanctions from being lifted, stopping terrorist incidents before they occur, arresting terrorists shortly after they commit acts. This is a part of our ongoing effort to protect the American people from that.

And parenthetically, I would like to say I certainly wish the Congress would pass the antiterrorism legislation which was promised to me on Memorial Day. That would also help us in this regard.

Teenage Drinking

Q. In going after teenage smoking, Mr. President, did you consider including alcohol abuse as part of that? I know you mentioned drunk driving in your opening remarks, but alcohol among young people is thought to be as much of a problem as smoking is.

The President. First of all, it is far less accessible. It's harder to get. What we have advocated there, and I hope the Congress will adopt, is a national zero tolerance for alcohol among young drivers. If we go to zero tolerance among young drivers, I think it will make a difference. Now, I noted last week and I would like to give the State credit for it; one State adopted zero tolerance this last week. We are now up to 27 States that have done it on their own. But I think zero tolerance is the best thing to do.

Sarah [Sarah McClendon, McClendon News].

Opposition From Congress

Public Papers of the Presidents

Q. Mr. President, there's a move on Capitol Hill among some right-wing Senators -- Faircloth of North Carolina -- and also joined by -- and D'Amato, of course, New York -- and several left-wing Democrats, real liberal left-wing Democrats to try to get you out of office this month. They're going to try to do that by embarrassing you so that you will resign. Would you resign your office under any circumstances? [Laughter]

The President. Well, if you promise to run off with me, I might. [Laughter] But otherwise I can't think of any reason. [Laughter]

1996 Election

Q. Mr. President, continuing on the political mien, if we might. [Laughter] A year from now the Republican Presidential convention opens. Looking at the electoral vote now, it seems to be a lot of political experts say that you're in trouble in the South, in trouble in the West, it's really going to be an uphill battle for reelection. How do you assess your position at this time?

The President. Well, first of all, I don't think my position at this time amounts to anything because the world will turn around. At this time, when I started running for President -- I hadn't even declared for President this time 4 years ago, and everybody said the incumbent President could not be defeated. So I don't think anyone knows, and I think all this is idle speculation.

I will tell you this: I have done my best to do what I said I would do when I ran. This is the second anniversary of our economic plan. We passed our reconciliation bill on this day 2 years ago. Theirs is still not passed. And the people who are now in charge of the Congress said that it would be the end of the world; we would have a terrible recession; it would bankrupt the country; it would be awful. And 2 years later, we have 7 million jobs, 2 1/2 million new homeowners, 1 1/2 million new small businesses, a record, a record number of new self-made millionaires, a very high stock market, very low inflation.

Now, this is the first time in history we've had this kind of surge that hasn't also raised the incomes of ordinary people because of the new realities which we face. So now, economic policy must be seen as a two-step, not a one-step, process. We've got to grow the economy and raise incomes. That's why I want to raise the minimum wage. That's why I want to give every unemployed worker or under-employed worker the right to 2 years of education at the local community college. That's why I'm trying to have a tax cut that's focused on child rearing and education, to raise incomes.

But I believe when the record of this administration is made, in every area, whether it's this or in fighting crime or protecting the environment or educating our people or trying to prepare the world for the end of the post-cold-war era and a new era of cooperation, I believe the American people will listen, and then they'll make their own judgments about it. But I don't think anybody can know what's going to happen a year and a half from now.

Teenage Smoking

Q. Mr. President, are you sure you wouldn't like to pledge today not to smoke cigars anymore to set an example? [Laughter]

The President. Well, you mean should I go from five or six down to zero a year? Maybe so. But I don't think that's the point. The point I want to make is, number one, cigars and pipes were not found by the FDA to be part of this. Did you know that?

Number two, the issue is, for me -- I try to set a good example. I try never to do it when people see. I admitted that I did do it when Captain O'Grady was found because I was so happy. It was a form of celebration. But I don't think you should let that become the issue. The issue is whether the children are smoking cigarettes in this country.

Nuclear Testing by France

Q. Mr. President, on the French nuclear testing, the French are now saying they will agree to a zero threshold for nuclear tests in the Nuclear Test Ban Treaty. Will the U.S. concur? Do you think the French should cancel their tests? And very importantly, has the U.S. agreed to share technology with the French so that they can develop their own computer simulations and not have to test?

The President. I applaud the French statement today. It will make it much easier for us to get a comprehensive test ban. I do not think they should resume testing, but they know that. That's a difference between us and them and most of the rest of the world and them. And we will have a statement about our own policy in the very near future, but I don't want to make it today.

Press Secretary Mike McCurry. Let's make this one the last question.

Teenage Smoking

Q. Mr. President, the steps that you outlined today are tailored very carefully to curb the sale of tobacco to young people. My question is, if they're implemented, will the FDA retain power that would allow them at a future date to ban or curb sale of tobacco to adults?

The President. Well, of course, that's what the tobacco companies are worried about, I guess. Our belief is that this is a pediatric disease. This is a problem for children, that when tobacco is lawful, it would be wrong for a Government agency to try to in any way restrict the access of adults to it if it is lawful. So the answer is, I don't know what the law would be because, in this case, I'm not the lawyer for the agency. I can't give you a lawful answer. I can tell you that the policy of this Government is that the focus should be on our children, their health and their welfare. That is the focus.

If there is a worry underlying the question you asked, there is an answer to that worry: Put it in the law. Let's have the tobacco companies come in. Let's talk to the Members of Congress from the tobacco-growing States. Let's pass it into law. Pass these restrictions. Put them into law. Do it now. Then we won't have all these lawsuits, and we will begin immediately, fight now, to protect the children of this country. That is the answer.

Yes, Deborah [Deborah Mathis, Gannett News Service].

Whitewater Hearings

Q. Mr. President, there has been a parade of you and your wife's friends, associates, aides, former aides on Capitol Hill lately in both the Senate and House Whitewater hearings. How does it make you feel to see so many of your old friends and associates being grilled, in effect? And have you been keeping track of the hearings, and if so, how?

The President. The answer to the second question is, not really, Occasionally I see a clip or something, but I don't watch television very much, except late at night for a few minutes before I to go bed. So I haven't had a chance to keep up with it. My impression is that they have all acquitted themselves quite well, and I've been proud of them. But I don't have anything to say on the underlying substance beyond what I've already said.

Teenage Smoking

Q. Mr. President, on the FDA rule again, a coalition of advertisers is filing suit today saying that for a legal product, your rule would go far beyond any precedent in restricting first amendment rights. Is there any precedent that you could cite that would be equivalent in its reach into the first amendment? And if not, are you not concerned about that aspect?

The President. First of all, nobody who's ever held this office loved the first amendment any more than I do. And no one has ever felt both edges of it any more than I have. I believe in the first amendment. That's what my speech about religious freedom was about the other day. I believe in it.

But I would remind you of just a few basic facts. It is illegal for children to smoke cigarettes. How then can it be legal for people to advertise to children to get them to smoke cigarettes? And does anybody seriously doubt that a lot of this advertisement is designed to reach children so we get new customers for the tobacco companies as the old customers disappear? It cannot be a violation of the freedom of speech in this country to say that you cannot advertise to entice people to do something which they cannot legally do. So I just don't buy the first amendment argument, it's just not true.

And by the way, that is why -- to go back to an earlier question -- the FDA ran the risk of having a rather complex rule to make it clear that there should be some freedom left, some considerable freedom left to advertise to adults.

Yes, ma'am.

China

Q. Mr. President, your administration has said on many occasions that you're going to adhere to the one-China policy. However, the two sides of Taiwan's fate obviously have different views on what this one China is. And you are the one who made the decision to allow President Teng-hui to come to the United States, and China is very, very unhappy now. So I wonder, how are you going to balance between a democratic Taiwan willing to risk everything to seek international recognition and, on the other hand, the very, very important strategic interests between the United States and China?

The President. First of all, we're going to balance them by continuing to

adhere to the one-China policy. It is the policy of the United States; it has been for years; it continues to be.

Secondly, we are going to do everything we can to make sure that our policy is clearly understood in China and in Taiwan. I made the decision personally to permit President Li from Taiwan to come into this country not as the head of state, not as the head of a government that we had recognized but because he wanted to come. I'm sure there were political aspects to this, but he asked whether he could come to his college reunion, whether he could give speeches, whether he could travel in our United States. He is a law-abiding person. We had no grounds on which to deny him.

In the American culture there is a constitutional right to travel and a constitutional right to speak. And as a man who has almost never missed any of his high school or college reunions, I just felt I ought to give him the same opportunity. It was not an abrogation of our one-China policy in any way. It was a recognition of something that's special in our culture about the rights we accord individuals who obey our laws and comport themselves appropriately.

Welfare Reform

Q. Mr. President, as you know, the welfare reform bill has been delayed in the Senate. I wonder how optimistic you are that welfare reform can pass this year and to what extent welfare reform has been wrapped up in Republican Presidential politics.

The President. Well, it plainly has been wrapped up to some extent in Republican Presidential politics, and that's bad because 85 percent of the American people want it. As I think Senator Dole acknowledged a day or so ago, I made a personal appeal to him to try to work with me to get a welfare reform bill out and to do it this year.

What do we want out of welfare reform? We want work. We want time limits. We want responsible parenting. Those are the three things we want. Can we get there from where we are? I think we can. I think that Senator Dole has moved somewhat away from the extreme right of his party. Senator Daschle, Senator Mikulski, and Senator Breaux have offered a bill which has united the Democrats in moving away from the conventional wisdom toward welfare reform. And what we need to do over this break is that folks need to get together and figure out how we can put these approaches together and come out with a bill which promotes work, which promotes time limits, which promotes responsible parenting. I cannot believe we can't reach an agreement here.

Meanwhile, I will keep trying to get more States involved. You know, I have 32 States now that I've given permission to get out from under the Federal rules to promote welfare reform. And I would remind you I have offered all 50 States within 30 days the right to require young teen mothers to stay at home and stay in school to get checks, to put time limits and work requirements on welfare reform, and to allow the States to convert the welfare benefits and the food stamp benefits into wage supplements to get private employers to hire people in the private sector. Every State in the country could do that within the next 30 days. They just call us and send a request; we do it.

So we'll keep working, but we need the legislation, especially because we have to have national standards for tough child support enforcement that we

cannot implement without the law.

I think our time is -- one more question. Yes, go ahead.

Legislative Priorities

Q. Before the tobacco regulations came up this news conference was billed as your chance to give a farewell message to Congress. If you could send them a postcard from Jackson next week -- [laughter] -- what would you list as your top three or four priorities?

The President. We need to pass a decent budget that balances the budget but doesn't do it on the backs of elderly people who don't have enough to live on by exploding their Medicare costs; it doesn't walk away from our commitment to education, the education of our young people from Head Start to more affordable college loans through national service; that doesn't undermine our common commitment to the environment. We can find common ground on this budget that brings the American people together and moves us forward.

The second thing I would say is, we need to pass welfare reform. We need to pass welfare reform -- work, time limits, responsible parenting.

The third thing I would say is, let's get to work on the unfinished agenda here, pass the antiterrorism bill, the line-item veto, appoint the political reform commission. Let's get after it. Let's do the things that we all are for, we keep saying we're for. Let's deliver for the American people.

Let me say in closing that my family and I are leaving on Tuesday for Wyoming, and I want you to enjoy your vacation.

Thank you, and God bless you. Thank you.

NOTE: The President's 101st news conference began at 1:32 p.m. in the East Room at the White House.

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HEADLINE: Remarks to the Family Re-Union V Conference in Nashville, Tennessee

BODY:

Thank you very much. Well, Mr. Vice President, I kind of hate to talk, that panel was so good. I sort of -- I think they were the keynote, and I'll just try, to finish it with a grace note.

I'd like to begin by thanking the Vice President and Tipper for showing this consistent Commitment to the American family. I mean, it's one thing to have one of these conferences, but to have one every year and have each one be better than the last and to be able to demonstrate to the American people that we are building on it and actually doing something with it -- I mean, after that conference last year, I left here with a renewed commitment to make sure that when we passed the telecommunications bill it had the V-chip in it. I left here with a renewed sense that, because of the media people that were here, that we could work with the leaders of the entertainment industry to develop a television rating system, and we did. And I believe we'll be able to get an agreement to increase the quality and quantity of educational time on television. And I believe a lot of good things will come out of this conference as well. So, for -- we're indebted to them for a lot of things, but this will be a lasting legacy.

I also want to thank Dr. Erickson and Representative Purcell, Speaker Naifeh, Governor Wilder, and the other officials that are here, Attorney General Burson, Attorney General Humphrey, and State legislators from across the country. And I thank you for coming.

I'd like to begin by saying you could probably tell that we're all kind of into this, and that's a very important thing for me for you to know. I believe as we move into this new era that the people of this country are going to have more chances to live out their dreams than any generation of Americans before them. But we have to do it in a way that, number one, gives everybody a chance to live out their dreams, not just a few -- or not even just many or most, but everybody who is willing to be a responsible citizen should have a chance to live out their dreams. And we have to do it in a way that brings us together, instead of dividing us.

This is an incredibly diverse country. This is an incredibly complex and diverse economy. We are being more and more drawn into a globe -- not just a global economy but a global society. And it is absolutely imperative that we have a commitment to dealing with these challenges in a way that increases opportunity for all and brings us together.

When Hillary and I and Al and Tipper all sort of moved into the White House,

one of the things that I tried to do was to kind of get a fix on the people who were working for us. Now, a lot of people who work for the White House are young people who haven't started their families yet, and that's probably good because they work these crazy hours and they never seem to get tired. I used to be that way myself. [Laughter] And then a lot of people who work for us, all their children are grown, so they can accommodate bizarre schedules and long hours.

But we have a significant number of people in very responsible positions who still have children who are either school age or pre-school age. And one of the things I told them when we started this was that we were on a mission to change America for the better, but it wasn't as important as taking care of their kids, and that if they ever thought that their families were really suffering, they ought to quit, because the most important job any of us have, starting with the President, is to be a good parent. And several of them have taken me up on my admonition -- [laughter] -- sometimes at great personal loss to me.

One of the most brilliant people who ever worked in the White House, at least in the last several years, Bill Galston -- a man who made an enormous contribution to our administration, full of new ideas and ways to move America into the 21st century -- came to me one day and he said, "My boy keeps asking where I am. He's 10 years old. You can get somebody else to do this job; no one else can do that job. I have to go home. You said I could, and now I have to." And he did. And I think he'll never regret it.

My Deputy Chief of Staff, Erskine Bowles, whose wife went to college with Hillary -- his wife is a very prominent executive in the textile industry, and her job got bigger and bigger and she was going to have to travel more. And they just had one child left at home, and he was going into his senior year. And Erskine said, you know, he said, "I just love working here. I love public service, and I don't need the money. But my boy should not be at home in his last year in high school. And I don't want him to ever wonder, not a single time, for the rest of his life, whether he was ever the most important thing in the world to his parents. And I'm going home." And he did. And his son just graduated from high school, and he's going to Princeton next year. He made the right decision.

So I say that to all of you to to to put this into some sort of context and also to try to emphasize what I was saying earlier. One of you said -- one of the panelists said, "You ow, we don't live to work, we work so we can live. And we Hope that we find fulfillment in our work and we do good things."

Politics, if you will, is one step removed from that. What is the purpose of the national enterprise? Well, the first thing we're supposed to do is to give you a safe world to live in, no cold war but new threats, terrorism and things like that. The second thing we're supposed to do is try to help give you a safe country within which to live, safe streets and a clean environment and healthy food. The third thing we're supposed to do is to kind of create a structure of opportunity and a structure of fairness, so that everybody has a chance and we all have a chance to grow together. And if you think about the Constitution, the Bill of Rights, and the whole history of our Nation, it's been one long struggle to make this country a country with more opportunity, more fairness, more unity, living up to the ideals that the founders enshrined, so that people can then make all their own decisions and most of the decisions made have nothing to do

with Government, about how they're going to organize work -- and hopefully the work will permit them to live good personal lives and build strong families. And that's the way I look at my job.

Now, what we have been talking about today are the worries of parenthood. It seems to me there are at least three big challenges that parents face today. Parents are worried about to go back to what Mrs. Jordan said, even if I teach my kids good values, will something in the society and the culture change my child's life or destroy it? Will my child be subject to violence, to gangs, to drugs, to teen pregnancy? Will my child be subject, even long before that, to cultural influences or other dangers over which I basically have no control, especially if I have to work and my kid is home watching television 4 or 5 hours a day?

Dad says, "Cigarettes are bad for you, and besides that, it's illegal." Right before you get out of the car to go to school or get out of the school bus, you see this great Joe Camel ad on the billboard. You know, Joe Camel is more well-known to 6-year-olds than Bill Clinton. [Laughter] And more interesting looking. I mean, you know, let's face the facts. I mean, it's an interesting, brilliant strategy. Mother says, "Son, you can't be violent. Sticks and stones can break your bones; words won't hurt you. Don't get mad; walk away." And then Mom goes to work. The kid flips on the television and watches 4 hours of people killing each other with assault weapons.

So it's a challenging thing. That's what last year's conference was all about. And again, I want to take my hat off to the people in the entertainment industry who are coming to grips with this really tough problem of rating television programs.

You know, it's pretty easy to rate movies. There is a certain fixed number of them that come out every year. You just think about how many channels you have at home and how many hours a day those channels are on and how many different programs are on them and you get an idea of the staggering task that the entertainment industry has voluntarily taken on itself so that parents, by the time we get V-chips in all these new television sets, so that parents will actually have a guide so they'll know what they're doing to program the V-chip and use it.

But it's a move in the right direction. It's what we were trying to do when our administration became the first one in history to take on the whole issue of the access of young people to exposure to tobacco advertising and sales. Now, it's illegal in every State in the country for kids to buy cigarettes. But 3,000 kids a day start smoking, and 1,000 of them are going to die sooner because of it. There is no other public health problem in America with those kinds of numbers. So we have to try to do something about it.

I want to say a special word of thanks again to Al Gore, who lost his only and beloved sister to lung cancer, for being a constant voice of conscience in our administration, for getting us to come to grips with this. This is what they call in Washington politics a character builder. It's no accident that no one else had ever done this before. And it's not a free decision. But it was the right thing to do, and we're trying to do it, to try to create a framework within which other people can build their lives.

Even the crime bill itself was designed to create a framework: the

Pres'
Statement 17

THE WHITE HOUSE

Office of the Press Secretary
(Jersey City, New Jersey)

For Immediate Release
1996

May 7,

REMARKS BY THE PRESIDENT
IN TELEPHONE CONFERENCE WITH
KICK BUTTS DAY STUDENT PARTICIPANTS

Woodbridge High School
Woodbridge, New Jersey

1:25 P.M. EDT

THE PRESIDENT: (In progress*) -- And we have proposed an FDA regulation to crack down on -- (inaudible). We've proposed ways to make it harder for children and for teenagers to buy cigarettes by reducing their access to vending machines and free samples. But we also need people who are -- (inaudible) -- to be more rigorous. We just spoke to three young people here who said they had no trouble at all buying cigarettes. Two were 16 and one was 13, and they said the overall success rate was something like 74 percent for the students in the middle and high schools who -- (inaudible) -- to buy cigarettes. So we're going to have to work on that.

I just want to say that I believe that this is a problem we can solve if we work together, if we see young people like these young people here working with their parents, their schools, their communities to fight against the lure and the availability of smoking for teenagers. And we're going to do what we can at the national level to do our part as well.

Mark Green, I want to especially thank you for your role in making today happen and for being a critical national leader on this issue; for your successful campaign to ban cigarette machines in New York City in 1990; to your leadership in organizing this national effort. You've really been a pioneer and we're very grateful to you.

And I thought you might like to give a brief overview of this day. Can you hear me, Mark? We may have lost him.

MR. GREEN: -- (in progress) -- proposal to keep cigarettes from children. What do you think, kids? (Applause.)

It doesn't get better than that. Mr. President, Kick Butts Day is basically kids working with other kids to talk back and fight back against the tobacco merchants. It's really a David and Goliath story. The Goliaths, of course, are the tobacco companies who spend \$6 billion a year in advertising and promotion to try to recruit new smokers from the minor leagues. And the David are all of the targeted children, here in Newark and around the country, with their slave shops being surveys and poster contests and counter ads.

So this is the first annual -- I'm an optimist, Mr. President -- this is the first annual Kick Butts Day in a dozen

cities. It's kind of a kids version of the Great American Smoke-outs. There, adults try to stop. With Kick Butts Day, kids know never to start.

And the idea, if I could, came out of two experiences I had six years ago as the city's Consumer Affairs Commissioner. The first is I was taking my son, Jonah, to

kindergarten class; we drove by a billboard. And unprompted, he said, Daddy, why do some people want other people to smoke and buy? I was startled and said, well, they say it's a legal product and you're free to smoke or not. And he said, oh, they make money from death?

Second, a couple weeks later, I spoke on the same day in Queens, this borough, to a 30 six-year-olds in the morning and a separate group of 30 seniors in the evening. I asked each, do you know what the Joe Camel cartoon figure is? Only two of the senior citizens, Mr. President, could identify Joe Camel. But all but two of the students could identify Joe Camel.

And so seeing how that ad pitched particularly and successfully to children, I'm so proud that we today are educating children about the dangers, as you said, rather than the lures of this lifelong, if not life-ending habit.

THE PRESIDENT: Thank you very much, Mark. And I want to say again how much I appreciate the work you have been doing. You have been out there on this issue a long time, and I think the country is coming around. And I think the young people like those who have joined me here today are going to play a critical role in helping us to defeat this problem.

I would like to ask Governor Chiles of Florida, if he is on the phone, to say a few words. He has had a terrific fight in Florida in his efforts to protect children from the dangers of smoking, and I honor him for his courage and his determination not to back down in the face of intense pressure.

Governor Chiles?

GOVERNOR CHILES: Mr. President, we're very happy to be here today. I'm at Pineview Grammar School in Tallahassee. I'm here with a great deal of our students. They're all drug free, and they are having a great time today. And we've got some PRIDE students that are here from four of our Tallahassee high schools, and Taylor County PRIDE is here as well. (Applause.) And they're giving some entertainment and lessons to our kids. We're just delighted to be on the line with you and to help you celebrate Kick Butts Day.

I want to tell you, Mr. President, the legislature has just adjourned in Florida; they did not override my veto, so our suit against tobacco companies is still going on. We're all determined here -- we're going to kill Joe Camel, that's what we're going to do. (Applause.)

And we're just -- we're very happy to get a chance to join with you in this celebration of this day. I know you've got a number of other cities participating in the conference

call, in Madison and Milwaukee and in Cleveland. And I want to call on Lamont Tinker (phonetic), a fifth-grader now, to say a word to you, Mr. President.

LAMONT: Well, President Clinton, first I learned that smoking is extremely harmful to the body. I thought smoking was just harmful to the lungs. Smoking weakens the body and stops it from working. I think the Kick Butts Campaign is an excellent way to stop people from smoking, and I thank you for making it nationwide so people can see the dangers of smoking. I give the Kick Butts Campaign a thumbs-up. (Applause.)

THE PRESIDENT: Thank you.

GOVERNOR CHILES: Mr. President, Lamont and myself and all of the kids at Pine View and all of our PRIDE young people are just delighted to have a chance to join with you today.

THE PRESIDENT: Thank you, Governor. And I want to thank that young student. He did a terrific job.

I want to say again to the young people who are listening on this call, you can very often have a lot more influence on your peers than the rest of us can. And I'll keep working in Washington to do what we should be doing at the national level, but you have to do your part in making sure that in your community people don't sell cigarettes to minors; that we don't have an excessive exposure to advertising directed at young people. And you can do it. You can have an impact on your classmates not to start smoking, and we can turn this around.

So if we all work together, we'll be successful. And again, I want to thank you all for being a part of this Kick Butts Day and for being a part of a commitment to give your generation a healthy and strong future. God bless you all, and thank you very much. (Applause.)

Governor Romer, are you on the phone?

GOVERNOR ROMER: Yes, I am.

THE PRESIDENT: Would you like to say a word about your efforts in Colorado?

GOVERNOR ROMER: Yes, I would. In Colorado, I'm speaking to you from the Denver Career Education Center, Mr. President, where I'm joined by about 70 middle school students representing six different Denver area schools. They have done some extensive research here on how the tobacco industry targets kids in its advertising, and they're really serious about this Kick Butts Day.

Also, out here in the West, at Santa Ana, California, we're joined in Santa Ana by about 200 students at one of their local high schools. The students there are participating in a series of activities and talking with community professionals about the problems of tobacco use in that area.

In Houston, Texas, we are joined by students in Houston who have initiated a campaign that has involved the Mayor, Superintendent of Schools, and other local officials to

promote awareness about the harmful side-effects of smoking. I understand those students have put together a series of activities, speakers, exhibits -- all designed to demonstrate the harmful aspects of tobacco use.

So, you see, we've got a lot going on out here. I have with me a really tremendous student, Jenna Otee (phonetic), who is 13 years old from Morey Middle School. I'd like to have her make a comment. Jenna?

JENNA: I was joined by about 10 other students from my school, and we all went to a grocery store and we did the Kick Butts survey. While we were in the grocery store, we found tobacco snuff in the ice cream aisle, we found tobacco products sold in a vending machine. In many magazines that we looked, we found many ads involving young men and women looking cool while they smoked. At a 7-11 we found an aisle where candy was and we found tobacco also.

GOVERNOR ROMER: Mr. President, thank you. I just wanted to give you a report from the West. I really appreciate your leadership in this effort.

THE PRESIDENT: Thank you. And I want to thank Jenna and the other students for the work they did on the survey, and for their reports.

Keep after it. We'll keep working and we'll keep moving forward. I feel very good about this. The degree of the intensity that so many young people in America feel about this issue is the most hopeful thing about it, and we just all need to stay in there with them and keep working. We can whip this thing.

Thank you all very much, in all the 11 cities on the phone, thank you very, very much.

END

1:35 P.M. EDT

* Due to telephone connection difficulties, some of the beginning of the President's remarks are inaudible.

THE WHITE HOUSE

Office of the Press Secretary
(Jersey City, New Jersey)

For Immediate Release

May 7, 1996

REMARKS BY THE PRESIDENT
AT PARTICIPATION IN KICK BUTTS DAY

Woodbridge High School
Woodbridge, New Jersey

2:00 P.M. EDT

THE PRESIDENT: Thank you very much. Senator Lautenberg, thank you for your presence here and your tireless efforts to help protect young people from the dangers of smoking. Mayor McGreevey, thank you for your warm welcome and your strong leadership and the powerful statement that you made today. I hope all of the citizens who elected you were listening. And Jennifer Crea, thank you. Didn't she do a terrific job? Let's give her a hand. (Applause.)

I want to thank Bill Hipe (phonetic) from the New Jersey Cancer Institute and Dave Brown and Harry Carson from the New York Giants for appearing here before me. I thank your superintendent, Lee Seitz, and your principal, Dave Peterson, for making me feel welcome here today. (Applause.)

I thank the band for being here today. (Applause.) And I want to thank Professor John Slade and your peer leader, Pam Chesky, and the students who met with me earlier to talk about their efforts to stem the tide of teen smoking. I want to thank all of you who came up with these signs; they're great. I love this -- they're great signs. (Applause.)

In his absence, I also want to recognize one person who is not here, the public advocate for New York City, Mark Green, who came up with the idea for this National Kick Butts Day, and organized it in cooperation with the Campaign for Tobacco-Free Kids. He's been working on this now for about six years, and I really appreciate his commitment.

I want to talk to the young people here a little in the beginning about how this issue of young people smoking -- or hopefully, young people not smoking -- fits into my vision for your lives. There is a reason that I became the first President ever to take on this issue, and it's not a negative reason. It is true that previous Presidents have not done it, and

it may be that the power of the lobbies on the other side had something to do with that. But I felt that we had no choice.

The Vice President lost a sister to lung cancer at a very early age whom he loved very much. My mother, who died of cancer at the age of 70, smoked two packs a day for most of her life till my eight-year-old daughter talked her out of it, much in the same way Senator Lautenberg's daughter talked him out of it. But beyond that, I want you to understand that we are doing what we're doing because I feel we have no choice, and let me explain why.

I want all the young people here to grow up in an America that is stronger and more full of opportunity for you than any time in our history before. And I believe that in order for that to happen it is my responsibility, number one, to try to help provide opportunities for all those who are willing to work for them; number two, to try to help bring the American people together so that all this diversity -- I look out here in this student body and I see the face of America -- we have more racial and ethnic represented in our great, throbbing, thriving democracy than any democracy in human history. And if we can prove that we can all work together and help each other and respect each other, that will be an enormous asset in the global society of the 21st century.

I want our country to be strong and to lead the world for peace and freedom. And in order for all that to happen, we've got to have strong people. We have to give you the tools to make the most of your own lives. The first and most important of those is a good education. But you also need a clean environment and safe streets and communities that work and the opportunity to be supported in a strong family. All these things require a partnership between people in public life and private citizens.

But none of this will amount to anything -- not the economic opportunities, not the opportunity for America to come together and bridge our differences and be a stronger community, not the strength of your country, not even the quality of the educational system or the fact that we got the crime rate going down and we're continuing to fight for a clean environment -- unless you -- unless you make the decision to make the most of your own life.

And it starts with the decision to respect who you are, to respect the resources that God gave you, and to make the most of them. That's what this anti-teen smoking campaign is all about. We now know what the health dangers are. We now know that advertising, notwithstanding, it is not a glamorous thing to risk your health and your life.

The students that I just met with from Woodbridge showed me an incredible collection of tobacco ads and trinkets, t-shirts, hats and other give-aways, and tobacco products, all of which were found right here in your community, and all of which your fellow students thought were enticing young

people to smoke. Now you've got a group of students here and we recently --just before I came out, I talked with students in 11 cities throughout the country, all of whom are committed to turning this around. And I know that in many ways the influence of young people on their peers is far greater than the influence of older people, even the President -- maybe especially the President.
(Laughter.)

So this is very hopeful. But our administration has issued a challenge to people all across America and especially to our young people to create a groundswell of involvement to protect our children from the dangers of tobacco.

Those of you who are volunteering in this effort are collecting information about advertising and availability of cigarettes, which can help to save lives. It can certainly help to influence business owners to be more vigilant in checking the age of tobacco customers. You may even do something like young people did in Santa Ana, California, when they got billboard companies to remove cigarette billboards located close to schools. You can help encourage people to stay away from tobacco, and you can take on the message of the advertising.

Now, all of these things are profoundly important. You've heard all the statistics, but let me just tell you the one that grips me the most -- 3,000 people under the age of 18 start smoking every day, and 1,000 of those 3,000 will die sooner because of it. Oh, maybe they'll die at 60 instead of 65. That may seem a long way away to you when you're 18 -- it seems right around the corner to me. (Laughter.) And those five years get a lot more important to you as you go along. Not only that, you want to be healthy while you're living them if you can.

Now, we can't control our genetic makeup; we can't control what may happen to us in an unfortunate accident. Some of us will, it's terrible to say, may even become victims of crime. That is no reason for giving up. We should control those things which we can control about our lives. Our obligation is to live as long and as well as we can, to do as much as we can with whatever lot we get in life. We should not be self-destructive, we should do no harm.

That's what this whole thing is about -- 3,000 kids start smoking every day; 1,000 will die sooner because of it. All the other facts are not nearly as compelling as that. Do you want to take a one-in-three chance that you're going to shorten your life?

Let me tell you something. This is hard for you to believe, but I can actually remember when I was in high school. (Laughter.) I have never missed one of my high school reunions, never, not a one. Every five years I show up. Every five years. I have followed the lives of my classmates, and I am telling you, there are consequences to all the decisions we make.

Your country needs you. We need you to be well-educated. We need you to be able to raise strong families. We need you to be able to raise good kids yourselves. We need you to be able to make contributions to communities like this one. We need you to prove all the cynics wrong when they say we can't adjust to this new society in which we're living, and no country can be a democracy with as much diversity as we have. We need you for all those reasons.

But you deserve the life you are going to be given. Do not throw it away. One in three chance that you will end your life sooner -- that is a lousy bargain for no benefit. Don't do it. (Applause.)

I'll tell you something else we know. And it's already been said today, but I want to say it again. About 90 percent of all new smokers are young people under the age of 18. Almost a hundred percent of people who are actually addicted to smoking start when they're under 18. You know, occasionally somebody will try it when they're 21 or 22 or 25. Almost never does anybody become a regular, addicted smoker if they don't start when they're young.

That's an important thing to know. I want to say to all of you, I know you can't do this alone. I'm gratified at the willingness of the adults I met today to support you. I'm encouraged by the statements of the political leaders here today in support of this endeavor. I know that there are things that we have to do as well, but I also want to encourage more people in this community to help. Our religious institutions, our churches, our synagogues in America, increasingly our temples and our mosques -- people imparting values to young people to stand up and make the most of their own lives and to say no. And again I say, we need you young people to influence one another.

We have, as you know, proposed ways to crack down on advertising -- Senator Lautenberg referred to it -- that make -- advertising that makes young people think smoking is cool. Last August, I announced the Food and Drug Administration's proposed regulations to make it harder for minors to buy cigarettes by reducing their access to vending machines and free samples, and by limiting ads that appeal to young people.

In January we issued the Synar Regulation, named for the late former Congressman from Oklahoma, Mike Synar, to demand that in return for the federal money they get, states must do more to enforce their own laws. The amazing thing is that it is illegal for children to smoke in every state in America right now, but the laws are not being enforced. Now, we say if you want the federal money, enforce your own laws and do the right thing. (Applause.)

In March of this year we had a meeting at the White House with over

100 leaders in the areas of health, religion, sports, business, education and other services to children, to highlight what they are now doing to help prevent young people from starting to smoke, and to pledge an even more intense unified effort. We know businesses have a special role, and I want to talk about this a moment. Businesses, of course, have the legal right to sell cigarettes to adults, but they also have a legal and moral responsibility to prevent the sale to minors.

I met with a number of your students, as I said before. Three of them told me they went out to see if they could buy cigarettes. Two were 16. One tried 10 times, the other tried five. They were 15 for 15 in buying cigarettes and not even being carded -- 15 for 15. One was 13, and smiled in a way that said "I know I look 13, not 18." He was three for eight. And none of those three people that sold him those cigarettes thought he was 18 years of age, not a single one. So there's a responsibility on the part of business to do better.

I was proud to announce at the White House in March that the Chairman of the A&P Supermarket chain will recommend to his board this summer that the whole chain discontinue the use of cigarette vending machines by the end of the year. (Applause.) And you may have heard that just last week, the 3M Company and the Interfaith Center for Corporate Responsibility reached an agreement that 3M would no longer accept tobacco advertising for its billboards, and good for them. (Applause.)

This is the first major national media company to take this step. I want to commend Livio DeSimone, the Chairman and CEO of 3M, and Reverend Michael Crosby of the Interfaith Center for this remarkable accomplishment.

And finally, I'd like to say something to the tobacco companies. Of course, the students have to do their part and ultimately, the decision is theirs. Of course, the rest of us have to do our part. But you in the tobacco business now surely see the clear emerging consensus in America that advertising, billboards and promotions should not appeal to the children of this country. (Applause.)

And so I urge you, be responsible. Do not stay outside of and apart from this debate. Do not engage in practices the American people have rejected. Agree to the common-sense restrictions proposed by the FDA last year on advertising that affects children. Join with us. Do the right thing. Don't do the wrong thing; do the right thing. Do it now and help us. Play your role in stopping this problem before it starts for millions and millions and millions of young Americans. (Applause.)

I say again to you in closing, the young people here in this auditorium and throughout this country, those of us who are my age and older, we've lived most of our lives. Whatever happens to us, we probably have more yesterdays than tomorrows. This is about you; it's about your future; it's about the kind of America you will live in. It's the kind of America you

05/09/96 13:33

202 293 2569

PEW RESEARCH CTR

0001/005



THE PEW RESEARCH CENTER
For The People & The Press

FACSIMILE CORRESPONDENCE

Donald S. Kellermann
Andrew Kohut
Kimberly Parker
Margaret Petrella
Charmaine Sookoor
Robert C. Toth
Mark E. Cottrell

*tobacco
polls*

Suite 1110
1875 Eye Street, N.W.
Washington, DC 20006

Date: 5/9/96

To: Michael Erikson
CDC - Atlanta

From: Mark Cottrell

Department: **Pew Research Center**

Facsimile
Number:

1-770-488-5767

Facsimile
Number:

202 /
293 - 2569

Page 1 of

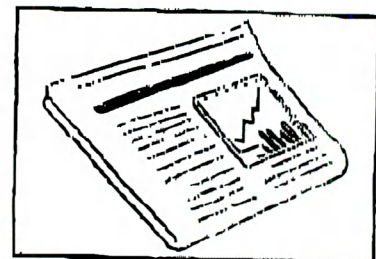
5

Telephone
Number:

202 /
293 - 3126

MESSAGE:

*The tobacco company figures are
found in part 'e' of the
following question.*



05/09/96 13:34 202 293 2569

PEW RESEARCH CTR

002/005

ON ANOTHER SUBJECT...

Q.30 I'd like your opinion of some people and organizations. As I read from a list, please tell me which category best describes your overall opinion of who or what I name. (First,) would you describe your opinion of (INSERT ITEM: ROTATE ITEMS a-f AND g-l) as very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? (INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")

		Very Favor- able	Mostly Favor- able	Mostly Unfavor- able	Very Unfavor- able	Never Heard Of	Can't Rate
a.	Network television news	21	58	13	4	0	4=100
	January, 1996	25	58	11	4	"	2=100
	June, 1995	16	51	21	9	"	3=100
	July, 1994	17	52	22	7	"	2=100
	May, 1993	23	58	12	3	0	4=100
	January, 1992	27	55	11	2	0	5=100
	November, 1991	24	51	16	5	0	4=100
	March, 1991	40	51	5	2	0	2=100
	May, 1990	22	60	12	3	"	3=100
	August, 1989	28	54	11	3	4=100	
	February, 1989	21	61	12	3	3=100	
	August ¹³ , 1988	29	52	9	5	5=100	
	May, 1988	20	58	14	4	4=100	
	January 27, 1988	12	69	13	3	3=100	
	January 7-18, 1988	18	60	14	4	1=100	
	October, 1987	19	62	10	3	6=100	
	May, 1987	21	63	11	3	2=100	
	January, 1987	19	55	16	6	4=100	
	July, 1986	30	53	10	4	3=100	
	August, 1985	30	51	8	2	7=100	
	June, 1985	25	59	8	2	6=100	
b.	Local TV news	26	58	10	3	"	3=100
	January, 1996	28	56	10	4	"	2=100
	March, 1991	37	52	6	2	"	3=100
	August, 1989	27	53	11	4	5=100	
	July, 1985	27	57	9	2	5=100	

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PEW RESEARCH CTR

003/003

Q30 con't...

	Very Favor- able	Mostly Favor- able	Mostly Unfavor- able	Very Unfavor- able	Never Heard Of	Can't Rate
c. The daily newspaper you are most familiar with						
January, 1996	24	56	12	4	0	4=100
June, 1995	27	52	11	5	"	5=100
July, 1994	22	52	14	7	1	4=100
May, 1993	23	57	13	3	"	2=100
January, 1992	26	55	10	4	0	5=100
November, 1991	27	51	13	5	0	4=100
March, 1991	24	56	11	5	0	4=100
May, 1990	30	55	7	3	"	5=100
August, 1989	22	56	12	5	"	5=100
February, 1989	24	52	12	5	6=100	
August ¹³ , 1988	22	56	13	4	5=100	
May, 1988	30	48	10	5	7=100	
January 27, 1988	19	59	13	4	5=100	
January 7-18, 1988	19	62	11	3	5=100	
October, 1987	21	59	12	4	4=100	
May, 1987	21	58	9	4	8=100	
January, 1987	22	59	12	3	4=100	
July, 1986	19	57	13	6	5=100	
August, 1985	28	51	11	6	4=100	
June, 1985	25	52	10	5	8=100	
	25	56	8	3	8=100	
d. Congress						
January, 1996	6	39	37	13	0	5=100
October, 1995	4	38	38	16	"	4=100
August, 1995	4	38	42	13	0	3=100
June, 1995	5	40	34	13	"	7=100
February, 1995	8	45	31	11	"	5=100
July, 1994	10	44	27	10	0	9=100
May, 1993	7	46	34	9	"	4=100
November, 1991	8	35	35	13	0	9=100
May, 1990	7	44	34	9	0	6=100
May, 1988	6	53	25	9	1	6=100
January, 1988	8	56	23	5	0	8=100
May, 1987	6	58	25	4	0	7=100
January, 1987	10	64	16	4	"	6=100
June, 1985	7	52	23	8	0	10=100
	9	58	21	5	"	7=100
e. Tobacco companies 4/11-25/96						
July, 1994	4	16	33	42	"	3=100
	6	18	35	38	"	3=100

13

Based on Registered Voters

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PEW RESEARCH CTR

004/005

Q-30 can't ...

		Vary Favor- able	Mostly Favor- able	Mostly Unfavor- able	Vary Unfavor- able	Never Heard Of	Can't Rate
f.	Labor unions	10	37	28	17	*	8=100
	February, 1996	17	37	27	14	*	5=100
	July, 1994	14	43	28	10	*	5=100
	June, 1985	9	37	30	17	*	7=100
g.	Bill Clinton	16	41	24	16	0	3=100
	February, 1996	20	35	22	21	0	2=100
	January, 1996	13	43	27	15	0	2=100
	August, 1995	13	36	29	20	0	2=100
	February, 1995	14	41	25	17	0	3=100
	December, 1994	17	34	24	22	0	3=100
	July, 1994	15	43	25	16	*	1=100
	May, 1993	18	42	23	12	0	5=100
	July, 1992	17	42	25	9	0	7=100
	June, 1992	10	36	33	14	1	6=100
	May, 1992	11	42	32	10	4	5=100
	March, 1992	10	43	29	11	1	6=100
	February, 1992	15	44	24	7	2	8=100
	January, 1992	9	28	11	4	27	21=100
	November, 1991	5	25	8	2	39	21=100
h.	Hillary Clinton	12	37	27	19	0	5=100
	February, 1996	14	28	27	27	0	4=100
	January, 1996	10	32	28	26	0	4=100
	October, 1995	14	44	24	14	*	4=100
	August, 1995	16	33	25	22	*	4=100
	July, 1994	19	38	22	18	1	2=100
	May, 1993	19	41	18	11	1	10=100
i.	Bob Dole	10	38	29	15	1	7=100
	February, 1996	12	43	24	15	1	5=100
	January, 1996	8	44	28	15	*	5=100
	August, 1995	12	37	26	12	2	11=100
	February, 1995	17	41	18	10	4	10=100
	December, 1994	17	41	18	10	5	9=100
	July, 1994	14	45	19	9	6	7=100
	May, 1993	11	37	20	8	11	13=100
	May, 1990	7	45	15	5	13	15=100
	May, 1987	9	51	11	3	9	17=100

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PEW RESEARCH CTR

005/005

Q30 con't ...

		Very Favor- able	Mostly Favor- able	Mostly Unfavor- able	Very Unfavor- able	Never Heard Of	Can't Rate
j.	Roas Perot	7	26	36	24	*	7=100
	August, 1995	11	29	33	20	*	7=100
	February, 1995	12	26	34	20	1	7=100
	July, 1994	13	38	29	16	1	3=100
	May, 1993	21	43	21	10	*	5=100
	July, 1992	18	30	21	14	1	16=100
	June, 1992	18	35	18	8	5	16=100
	May, 1992	11	39	20	7	2	21=100
	March, 1992	11	18	15	6	20	21=100
k.	Elizabeth Dole	11	32	17	9	5	26=100
l.	Pat Buchanan	5	21	34	29	2	9=100
	February, 1996	12	33	25	19	2	9=100
	Gallup: January, 1996	24		29		24	23=100
	March, 1992	6	25	34	19	5	13=100
	February, 1992	12	44	20	10	2	12=100
	January, 1992	6	27	21	9	18	19=100

- NO QUESTION 31 -

ON ANOTHER SUBJECT...

Q32 In the way they have been covering the Presidential race so far, do you think that news organizations are biased in favor of the Democrats, biased in favor of the Republicans, or don't you think news organizations have shown any bias one way or the other?

		Aug 1988	Jan 1988	Nov 1987
20	Democratic bias	22	9	16
14	Republican bias	7	10	11
53	No bias	58	58	62
13 100	Don't know/Refused	13 100	23 100	11 100

- NO QUESTION 33 -

To: Jim O'Hara →
From: Daniel / Ter O'Connor
RE: PROCLAMATION

Proclamation
Smokeout

Here is a copy of the
final proclamation. Call me
at 956-6350 if you want
to pick up a copy.

Daniel

Dy Sule

NATIONAL GREAT AMERICAN SMOKEOUT DAY, 1995

- - - - -

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Children are our Nation's most precious resource and most sacred obligation. And all of us -- whether parents or guardians, teachers or coaches, ministers or rabbis, friends or government officials -- can play a role in nurturing young people and working to ensure their future health and happiness. Our children look to us for guidance, and we must do all we can to provide them with examples of personal responsibility and good citizenship.

Yet, every day, some 3,000 young Americans become regular smokers, falling victim to negative influences and provocative advertisements and putting themselves at risk of the diseases caused by nicotine addiction. Nearly 1,000 of these children will die prematurely, joining the more than 400,000 Americans who lose their lives to tobacco-related illnesses each year. For a country so deeply devoted to the protection of children, such numbers are a national tragedy.

Recognizing the vital need to reverse these devastating statistics, my Administration has proposed measures to limit children's access to tobacco products and to reduce tobacco's appeal. In seeking to protect our children, we join the countless caring citizens who are observing the "Great American Smokeout," a nationwide effort to raise awareness of nicotine addiction and the deadly risks associated with tobacco use. Working together on this day and every day throughout the year, we can create a brighter, healthier future for young Americans.

NOW, THEREFORE, I, WILLIAM J. CLINTON, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby

proclaim November 16, 1995, as National Great American Smokeout Day. I call upon all Americans to join together in an effort to educate our children about the dangers of tobacco use, and I urge smokers and non-smokers alike to take this opportunity to begin healthier lifestyles that set a positive example for young people.

IN WITNESS WHEREOF, I have hereunto set my hand this
fifteenth day of November , in the year of our
Lord nineteen hundred and ninety-five, and of the Independence
of the United States of America the two hundred and twentieth.

William G. Clinton

640 2997 301 443
Der - please fax to 1130
Ardey Hyman ABAP
#Tuc

- ① tell him we need
any edits by
11am or they
get no edits. ↘
- ② Ask him to get to
us by 11am a list,
with fax #s of anyone
who should get the
final version - Info
- ③ Ask him if Jim O'Hara
will distribute ↘
to the press he deals
with
| who we care (21) 594-6004
| with ↘ who 385

THE WHITE HOUSE



HARD
copy to the O'Hara

CLINTON LIBRARY PHOTOCOPY

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2320
April Melchior
Linn New Office
67

EXECUTIVE OFFICE OF THE PRESIDENT

13-Nov-1995 07:46pm

TO: Jennifer M. O'Connor
TO: Christopher D. Cerf

FROM: Julia F. Bator
Presidential Correspondence

CC: James A. Dorskind

SUBJECT: Smokeout proclamation

Held
Rin
176
TOD

Here is a first draft of the Smokeout proclamation. It has not yet been seen by Jim or the Staff Secretary, but getting your clearance/edits/suggestions will help to expedite the whole process. Thank you.

Children are our Nation's most precious resource and most sacred obligation. And all of us -- whether parents or guardians, teachers or coaches, ministers or rabbis, friends or government officials -- can play a role in nurturing young people and working to ensure their future health and happiness. Our children look to us for guidance, and we must do all we can to provide them with examples of personal responsibility and good citizenship.

Yet, every day, some 3,000 young Americans become regular smokers, falling victim to negative influences and provocative advertisements and putting themselves at risk of the ~~pediatric~~ diseases caused by nicotine addiction. Nearly 1000 of these children will die prematurely, joining the more than 400,000 Americans who lose their lives to ~~smoking~~-related illnesses each year. For a country so deeply devoted to the protection of children, such numbers are a national tragedy. → HSCW

Recognizing the vital need to reverse these devastating statistics, my Administration has proposed measures to limit children's access to tobacco products and to reduce ~~smoking's~~ appeal. In seeking to protect our children, we join the countless caring citizens who are observing the "Great American Smokeout," a nationwide effort to raise awareness of nicotine addiction and the deadly risks associated with ~~smoking~~. Working together on this day and every day throughout the year, we can create a brighter, healthier future for young Americans. → HSCW

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ninety-five, and of the Independence of the United States of
America the two hundred and twentieth.

THE WHITE HOUSE

Lenny

I hope my
suggestions are clear,
If not, please call.

Chris

Chris —
We want this to go out to all Cabinet members.
OK with you?
LeeAnn

SAMPLE SPEECH

TEEN TOBACCO ADDICTION: THE TIME TO ACT IS NOW

More than three decades ago, in 1962, President John F. Kennedy took a historic step for public health. He authorized establishment of a special Surgeon General's committee to investigate what scientists were increasingly reporting: a possible link between smoking and lung cancer. The following year, that committee issued the first Surgeon General's report on smoking. The report concluded that smoking causes lung cancer, called for appropriate remedial action, and ignited a nationwide campaign against smoking that continues today.

On August 10 of this year, we experienced another unique moment in the history of public health. For the first time in history, a President of the United States is confronting tobacco use by children head-on. On that day, President Clinton announced proposed regulations by the Food and Drug Administration aimed at cutting in half the use of tobacco by children and teenagers by the year 2002. The President's proposal has the potential to improve public health in an unprecedented way, by breaking the cycle of teenage addiction to nicotine that ultimately manifests itself as the leading preventable cause of death in our society. But we all must do our part to make that potential a reality.

In the next few minutes, let me summarize what led to the President's action, outline the key elements of his plan, and highlight what we can do now and in the days and weeks ahead.

The Administration's proposal

authorize the proposed Rules.

WHY DID THE PRESIDENT ACT?

* [Today in this country cigarette smoking kills more Americans than AIDS, illegal drugs, homicide, suicide, and car crashes combined. More than 400,000 Americans die prematurely each year from smoking, resulting annually in more than 5 million years of life lost and over \$50 billion in medical expenses.]

Smoking is not only deadly -- it is also powerfully addicting. The "pleasure" of smoking is a terrible myth: 70% of smokers would like to quit smoking and wish they had never started. Most smokers are addicted and suffer withdrawal symptoms when they try to stop. Less than 3% of smokers are able to quit in any given year.

The same basic statistics apply to smokeless, or "spit", tobacco as well.

While these statistics are not new, we now know more clearly than ever what leads to tobacco use and what to do to stop its deadly toll. We know we can't rely on getting people to quit smoking. Although smokers want to free themselves, the grip of nicotine is too strong. [We must prevent the addiction from occurring in the first place -- and that is why

*L

we need to focus on children and the teenage years: the time when adolescent decisions are made that have lifetime consequences.

Quite simply, young people who smoke like adults become addicted like adults. More than 80% of adult smokers lit their first cigarette before their 18th birthday.] And more than 50% became regular smokers by that time. About two-thirds of adolescent smokers say they want to quit smoking, and seven in 10 young Americans who smoke say they regret having started. Of teens who smoke and state that they won't be smoking in 5 years, 5 years later nearly 75% are still smoking. Combine these health and addiction statistics with these facts:

* [Every day, 3,000 young people ~~will~~ become regular smokers.

Every day, more than 6,000 teens under age 18 smoke their first cigarette.

Every day, more than 1,000 adults die prematurely as a result of an adolescent decision.

Indeed, we truly have a pediatric disease that requires our urgent action.]

2. AS A RESULT OF THIS

WHAT IS THE PRESIDENT PROPOSING?

* [The President's proposal would reduce children's easy *access* to cigarettes and smokeless tobacco by clamping down on the illegal sale of cigarettes and smokeless tobacco. And it would reduce the *appeal* of tobacco products to children by restricting advertising and promotions that influence young people.]

To reduce *access*, the proposed rule would:

- Establish 18 as the Federal minimum age for the purchase of tobacco.
- Require all sales of tobacco products to be transacted person-to-person.
- Require retailers to verify through photo ID that all customers buying tobacco are at least 18 years old.
- And it would eliminate non-face-to-face means of obtaining cigarettes, such as cigarette vending machines, free samples, mail-order sales, and self-service displays, as well as the sale of single cigarettes and "kiddie packs."

To reduce *appeal*, the rule would:

- Ban outdoor advertising within 1,000 feet of schools and playgrounds and restrict other outdoor and point-of-sale ads to a black-and-white, text-only format.

- It would allow only black-and-white, text-only ads in publications that have a significant youth readership.
- It would prohibit sale or giveaway of promotional items, such as t-shirts and hats, that bear tobacco product brand names or logos.
- It would prohibit brand name sponsorship of sporting and cultural events, but permit such sponsorship in the corporate name.
- And it would require tobacco manufacturers to finance a \$150 million media-based national public education campaign to discourage young people from using tobacco.

It's also important to emphasize what the rule would *not* do:

- It would *not* ban tobacco products or in any way restrict the rights of adults who choose to use tobacco.
- It would *not* ban tobacco advertising.
- It would *not* ban tobacco companies from sponsoring sports and events in their corporate names.

* [Make no mistake, despite objections you may hear from the tobacco industry, the President's initiative is *not* about adults who use tobacco. The initiative is about protecting our children from an addiction that will cost many of them their lives. The stakes could not be higher.]

* [As I speak today, the President's proposal is open for public comment. The 90-day public comment period on the FDA's proposed rule expires soon. We have a tremendous opportunity to profoundly influence the future health of our youth. *We must not let this opportunity pass us by.*] can't cut the fl.

We also must not be fooled: the tobacco industry would have you believe this is not about our kids and their futures. Tobacco companies would like the public to believe that the President's action is just a clever attempt at backdoor prohibition; that it's an attack on our First Amendment freedoms; and that it's another example of "government run amok" -- a government that is intruding into matters best left to parents to solve.

Speaking as a [parent, adult, etc] myself, I wish parents *could* solve the problem of teen tobacco use. But we [parents] are not in a fair fight. The tobacco industry's \$6 *billion* annual marketing campaign serves as our children's third parent, whispering constantly in their ears that it's cool and adult to use tobacco.

Consider this quote an 18-year-old who began smoking at age 14:

For most teenagers the important thing is fitting in. The tobacco companies are sending the message that smoking is the cool thing. This is not something our country should be allowing. Teens have enough to deal with without having these images thrust at them every day. We're faced with people who look happy to have a cigarette in their mouth. We're not shown the faces of people with lung cancer. It's taking unfair advantage of teenagers.

All the President is trying to do is level the playing field and put power back in the hands of parents. He said this in his August 10 news conference:

When Joe Camel tells young children that smoking is cool, when billboards tell teens that smoking will lead to true romance, when Virginia Slims tell adolescents that cigarettes may make them thin and glamorous, then our children need our wisdom, our guidance, and our experience. We're their parents, and it is up to us to protect them.

CAN HOW YOU ~~WE~~ HELP

The President has done something that no President before him had the courage to do. And he will continue to show leadership on this issue.

Late in the afternoon on August 10, Vice President Gore spoke to a group of professionals concerned about health and young people. He said that Americans have a chance to change history by standing up to strong special interests that are profiting at the expense of our children. Future historians will look back on our response, he said, and either draw courage from it or conclude that some causes, no matter how noble, are simply not worth the fight.

When it comes to protecting our Nation's youth from tobacco, we have on our side two powerful allies: public health and public opinion.

- There is no more single important strategy to prevent disease and contain health care costs over the long run than reducing teen tobacco use.
- And Americans, though they want less government regulation in general, say in survey after survey that they support greater government action to keep kids from smoking.

But there's a missing ingredient in our fight -- and that is public passion that leads to action. Americans support tobacco control in their heads, but not in their hearts. And unless Americans take this issue to heart, we won't be able to sustain their interest and involvement over the long run.

It will take work to build and fan public passion about tobacco control. We need to enlist

the support of those people who have a strong ties with their communities: the local PTA president; the high school football coach; the local DARE officer; the columnist for the town newspaper. We need to work in our own spheres of influence to make a difference for the health of our next generation.

To make a difference, it's not enough to be informed of the issue.

It's incumbent upon each and everyone to *act*. As parents and concerned adults there are several simple things each of us can do to help achieve the President's goal of reducing youth tobacco use. Let me share just a few examples.

- A) Identify the tobacco billboards and point of sale promotions in your community (particularly near schools).
- B) Identify the location of cigarette vending machines and ask owners to remove them or relocate them to areas inaccessible to children.
- C) Conduct t-shirt exchanges with kids to replace tobacco products and tobacco promotions with positive health message materials like caps, posters, water bottles and t-shirts. Ask local medical societies, voluntary groups and local civic organizations to sponsor the exchanges.
- D) Conduct youth "surveys" to determine how easy it is to purchase tobacco in your community. Involve youth in press conferences to release the results of their surveys.
- E) Suggest a tobacco control project for the local school paper. For example, investigate the advertising and promotional campaigns that the tobacco industry aims at young people in your city or town.

The President's initiative offers those of us concerned about children and public health a once-in-a-lifetime opportunity. It is an opportunity to change the course of a deadly disease. It is an opportunity to secure a future for our children free from the shadow of nicotine addiction. It is an opportunity to change history.

proclaim November 16, 1995, as National Great American Smokeout Day. I call upon all Americans to join together in an effort to educate our children about the dangers of tobacco use, and I urge smokers and non-smokers alike to take this opportunity to begin healthier lifestyles that set a positive example for young people.

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Lord nineteen hundred and ninety-five, and of the Independence
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William G. Clinton

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William G. Clinton

TO: Harold Ickes

10/4/95

FROM: Chris Cerf

I am comfortable with a White House statement or release along the following lines. I have reviewed it with the General Counsel of the FDA as well as Jim O'Hara, and they concur.

STATEMENT ON RJR MEMO

As reported in the press, the RJR memorandum outlines a comprehensive strategy for designing cigarettes that would appeal to youth as well as various techniques for expanding the youth market. While the document speaks for itself, it certainly underscores the importance of the President's initiative to prevent our children from becoming addicted to tobacco products. This information in this memo is obviously relevant to the proposals to keep kids from getting hooked.

We have a real problem in this country today. Our kids are getting hooked on cigarettes and chewing tobacco. We have three thousand young people becoming regular smokers every day. One out of five Americans who die each year die of smoking related diseases, and the companies know this.

We have offered real ways to keep kids from getting hooked -- the companies have offered newspaper ads saying they are doing enough already and this memo calls those claims into question. They aren't doing enough, nobody is.