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NEW ROLE: Rob Reiner puts his Hollywood career on hold to promote plan to use cigarette taxes for children's programs.

ROB REINER Parlaying a Career Into A Crusade

By Daniel B. Wood
Staff writer of The Christian Science Monitor

LOS ANGELES
It was lights, camera, action for actor/director Rob Reiner, as he stepped to a bank of microphones here in the courtyard of Children's Institute International. "Proposition 10 could be the most important law in the history of US child care," says the man who is best-known for playing Archie Bunker's son-in-law, "Meathead," in the 1970s hit, "All In The Family." Now a major director of cinematic hits from "Stand By Me" to "When Harry Met Sally," Mr. Reiner has temporarily shelved that calling to direct himself in what he calls the most passionate role of his career: to spearhead a first-of-its-kind children's initiative.

"I'm hoping this will mark the beginning of a sea change in how we deal with children in this country," he said, announcing a November California ballot initiative that would add a 50-cent tax on a pack of cigarettes and generate \$700 million annually for childhood-development programs. "Passage in California will give this legs for passage in every other state."

In a fantasy-factory town often disparaged for lending shallow celebrity voices to the issue du jour, Reiner is winning accolades for putting far more than his name and fame into a long-term cause.

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Election in Search of Candidates

■ Strong economy, political complacency lead to largest number of uncontested races for House since 1958.

By Scott Baldauf
Staff writer of The Christian Science Monitor

AUSTIN, TEXAS

It's the weekend, and like many incumbent congressmen, Rep. Lloyd Doggett is rushing home to his Texas district just weeks before the election. His schedule is packed: the South Austin Tejano Democratic Club on Fri-

day, the Sierra Club on Sunday, and a trip to the barber shop somewhere in between.

But for all the rushing about, Mr. Doggett is a virtual shoo-in this election. Like 94 other House members, he faces no major-party opposition this fall. To find an election with more uncontested congressional races, you'd have to go back 40 years, to the middle of the second term of a president called "Ike."

"I was surprised that I didn't have to face a Republican candidate this fall," he says, adding dryly that he does have a "major Lib-

ertarkin challenge" from Austinite Vince May.

With no strong need to campaign for himself, however, Representative Doggett has devoted his time to supporting other Democratic candidates, raising campaign money, and getting out the vote.

For all their professed disgust with Congress, most Americans will send the same representatives back to their old offices on Nov. 3. Only 40 of 435 House seats - fewer than 10 percent - will be close enough to

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ELECTION
for a
NEW CENTURY
1998

Making Do in Russia Means Not Making TVs

■ A defunct TV factory shows how Soviet-era industries have failed. Yet leaders seek industrial revival.

By Judith Matloff
Staff writer of The Christian Science Monitor

MOSCOW

At the Rubin television factory in Moscow you can rent office space or a stall to sell goods. You can buy practically anything here: watches, film, perfume, frons, telephones, or even a guitar.

But you won't see anyone making TV sets. The company, which was once one of Russia's leading television producers, has found various other means of earning money.

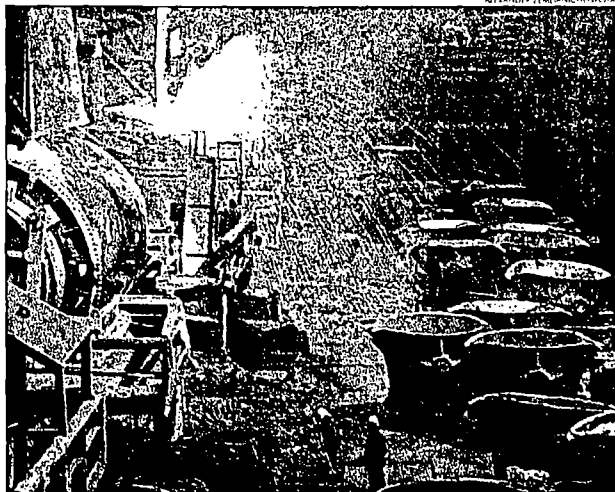
"There's nothing to see," says General Director Anatoly Lashkevich, when asked for a tour of the workshop. "We're not making anything at present."

He takes visitors past offices leased to 130 other companies. Vendors sell wares - but not televisions - that are mainly imported from outside Russia.

The tale of Rubin's manufacturing decline is an oft-repeated one in this former superpower. All across the world's largest country, towns are dying because their one factory has closed down.

Russia's once-thriving industrial output has withered by half since the Soviet system collapsed in 1991, unable to meet the challenge of capitalism. State subsidies dried up, and cheaper foreign goods flooded in across newly opened borders.

"Russian producers never learned to adjust to competition," says Yuri Ten, deputy chairman of in-



dustry in the Duma, or lower house of parliament.

Instead of injecting capital into heavy industry, much of the money invested in Russia made its way to foreign bank accounts or treasury bills.

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FORGING A FUTURE: Workers are dwarfed by machinery at a nickel-smelting plant in Norilsk, Siberia. With many factories unprofitable, some say Russia should focus on raw materials.

US, Haiti Face Off Over a Tiny Island's 'Green Gold'

CHIEF OF NAHIC CONSERVATION/REUTERS



ISLAND FIND: A lizard dubbed Navassa anole is among many rare species on disputed rock.

■ Navassa, once known for rich lode of guano, promises natural riches for a modern market.

By Jennifer Baudry
Special to the Christian Science Monitor

PORT-AU-PRINCE, HAITI

For nearly a century, the little-known island of Navassa floated all but abandoned in the Caribbean Sea. Little attention was paid to its two square miles except for the oc-

casional stopover by fishermen.

A recent revelation changed all that. In July, an American-led team of scientists found hundreds of rare plant and animal species there - a biological treasure trove.

The groundbreaking find has reignited a century-old dispute over the island's ownership. Haiti has claimed Navassa, 40 miles to the west, since its independence from France in 1804. But as far as the United States is concerned, Navassa is a US territory.

Some in Haiti charge that what naturalists consider "green gold" worthy of study may in fact be coveted more for its potential as gold of the traditional kind.

There are "a lot of possibilities for biotechnology and the transfer to pharmaceutical products," says Ernest Wilson, a founder of the Navassa Island Defense Group and director of Haiti's Institute for Research and Oceanography. "We are talking about a lot of profits."

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Rob Reiner's New Role: Crusader for Children's Initiatives

REINER from Page 1

On the heels of a string of award nominations in the early 1990s, Reiner has put his film career entirely on hold for two years to chair the California Children and Families Initiative.

The measure's tax is expected to help deter teen smoking while generating hundreds of millions of dollars for early child care, intervention programs for at-risk children, and smoking-prevention programs for pregnant women and parents.

Reiner has spent \$2 million getting \$1.2 million signatures to qualify for the Nov. 3 ballot. He hopes to raise \$3 million to \$4 million more.

Because of Reiner's involvement — which policy analysts agree has gone well beyond the typical celebrity collaboration — there is a good chance voters will approve what experts call the most comprehensive early-childhood-development services in the nation.

For Reiner, that prospect has come only after months of solid, 50-hour weeks that include policy meetings, legislative testimony, and public stumping from Rotary Clubs to Lion's Club lun-

helped by this are tobacco users," says Reiner. Pointing to a list of scores of foundations, corporations, and other organizations that support his measure, he says, "virtually everyone else is helped by this and is for it."

Opponents' approach

Reiner has taken his bumps along the way.

Opponents say he is personally misguided for designing an initiative they say will create an unneeded bureaucracy. The anti-tax group, funded primarily by the tobacco industry, seems to be tapping into general disgust with government programs.

Reiner says his opponents don't have any other legs to stand on.

The state's largest newspaper called him "politically naive" after reporting public statements he made in jest as if they were serious.

"Rob Reiner is sincere in his efforts but is getting bad advice on how to implement a program that he cares about," says Ron Gray, a spokesman for the public-relations firm that is coordinating opposition.

A barrage of TV ads has begun in earnest, claiming the new system would lack coordination and control.

There are also questions about what might happen to newly hatched children's programs if funds dry up because smokers can't afford as many cigarettes.

But Reiner counters that there will be huge flexibility in the all-volunteer commissions he is proposing.

"Some are calling me a dilettante, but that's OK," Reiner says. He expects child development funds will increase by such large margins that the criticisms will fade and there will be a "ripple effect of interest across this state and then across the nation."

Reiner's interest in child-care issues is not new or even recent. In a post-press-conference interview, he explained an intense curiosity dating back 20 years to therapy after a breakup with ex-wife Penny Marshall.

"I realized in that process that we as a society need to think more deeply about how children are raised and what effect the earliest years of development have on later behavior," he said.

Roots of child advocacy

The former bohemian has exchanged jeans and flannel for business suits and wingtips. Now remarried with young kids, Reiner four years ago began a nationwide campaign to raise consciousness on how important a child's first three years are. The

campaign began in his living room with discussions among key child care specialists from around the US, as well as key legislators that included Vice President Al Gore.

"We talked to all of the top child experts in this country," recalls Reiner.

"It's very clear that ... children who are neglected or abused during this period are much more likely to become troubled adults who cost millions in law enforcement, welfare, and incarceration."

Reiner's involvement blossomed into discussions with President Clinton, commercial and

public-television campaigns, national magazine spreads, and a permanent foundation. Reiner also produced a prime-time TV special on the subject.

Real commitment

"Public policy is a completely different mind-set than Hollywood," says Reiner. "In show biz, you are just making up stuff, trying to please, producing fantasy and laughs. With this initiative, this is serious and there is much more at stake in affecting millions of people in a very real way."

Win or lose, Reiner's interest

has already earned him the respect of the state's child-care community for raising public consciousness.

"I have seen a lot of Hollywood celebrities put their name or face on an issue, but never have I seen anyone immerse themselves as deeply or passionately as Rob Reiner," says Mary Emmons, director of Children's Institute International, an organization dedicated to prevention of child abuse and neglect.

"His stature and commitment have heightened the profile of these issues."

'Public policy is a completely different mind-set than Hollywood. This is serious and there is much more at stake.'

— Rob Reiner

cheons.

Before that, it was trips to New York, Washington, Atlanta, and to every corner of the Golden State to bone up on existing state and federal children's policy and programs.

"It's actually astonishing how much Rob knows about every aspect of this issue," says Giovanna Stark, executive director of California's child-development policy advisory committee, which held recent public hearings about the measure. "Most Hollywood types know about the surface issues but don't understand the underlying policy implications. Rob has become a full-fledged expert."

Now with the vote barely a month away, the fight has moved to the public forum with all the urgency of war.

The enemy: tobacco companies. Reiner says will outspend him 6 to 1 (\$30 million to about \$5 million) to defeat his measure.

With no other tobacco tax offered this fall in any other state, such companies have no other fights to dilute their funding.

"The only people who are not

THE AMERICAN TRUST Allegiance Fund

A SOCIALLY
RESPONSIBLE
MUTUAL FUND

A Tobacco-Free Fund

Period ending 9/30/98

Third Quarter

Average Total Return Performance

ALLEGIANCE FUND	-8.79%
Standard & Poor's 500 Index	-9.95%
Lipper Growth Fund Index	-11.40%

12 months

Average Annual Total Return Performance

ALLEGIANCE FUND	+9.30%
Standard & Poor's 500 Index	+9.05%
Lipper Growth Fund Index	+3.07%

Since Inception 3/11/97

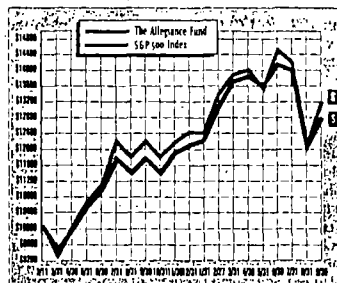
Average Annual Total Return Performance

ALLEGIANCE FUND	+20.53%
Standard & Poor's 500 Index	+17.49%
Lipper Growth Fund Index	+13.81%

\$10,000 INVESTED IN THE ALLEGIANCE FUND

vs. S&P 500 INDEX

3/11/97 (inception) to 9/30/98



TEN LARGEST HOLDINGS AS OF 9/30/98

(Percent of portfolio)

Dell Computer	3.3%
Symbol Technologies	3.0%
BMC Software	2.9%
Bellsouth	2.7%
Cisco Systems	2.7%
Microsoft	2.7%
Bed Bath & Beyond	2.6%
Paychex	2.6%
Savemore	2.6%
American International Group	2.5%

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AMERICAN TRUST COMPANY

FOR THE KIDS: Reiner has spent \$1.1 million of his own money on Prop 10

violence prevention with big-spending liberalism, Reiner and his highly paid political consultants have cleverly lined up a cast of conservative backers. Former Senate candidate Michael Huffington and Los Angeles Republican mayor Richard Riordan are co-chairmen, and Pat Boone has posed for a G.O.P.-directed mailer. Indeed, the measure was crafted to avoid a "Big Government" label: it would apportion most of the tax revenue according to the number of births in each county and distribute it to commissions of unsalaried appointees named by local elected officials. "Prop 10 is antibureaucratic," intones Charlton Heston, the new president of the National Rifle Association, in a radio spot. "That's the kind of local control I support."

Reiner expects to spend \$6.3 million on Prop 10, including \$1.1 million of his own. Former Surgeon General C. Everett Koop has taped a TV spot. Groups including the American Lung Association and the California Medical Association have contributed funds and organizers. Hollywood heavies from Steven Spielberg to Robin Williams have given money; and Hillary Clinton has agreed to attend an L.A. fund raiser. "Prop 10 would utterly transform the well-being of small children across the state," says Peter Digre, director of the L.A. County Department of Child Welfare Services.

Polls show Prop 10 ahead 48% to 33%, with 19% undecided. If it passes, it will be another testament to the ability of an individual to affect the course of social policy in America's largest state. In 1978 Howard Jarvis transformed California's tax status with his Prop 13; last June computer magnate Ron Unz launched a successful initiative against bilingual education. Reiner is far from a dilettante. Four years ago, encouraged by Tipper Gore, he began an intensive study of child-

development policy. After consulting with experts, he launched his "I Am Your Child" foundation, produced a TV special on early brain development and promoted a federal bill that would have directed \$11 billion of the tobacco settlement to children's programs. Now he trudges from Rotary Clubs and newspaper editorial boards to the sets of Jay Leno and Roseanne promoting his ballot initiative. "I feel like the cavalry coming to the rescue," says Reiner. "The tobacco industry can buy politicians, but our hope is they can't buy the public."



Meathead's Crusade

Rob Reiner has a star-studded bipartisan cast stumping for his tobacco-tax proposal in California

By MARGOT HORNBLOWER

IT IS MIDAFTERNOON IN A WINDOWLESS room in an office building south of the San Francisco airport, and the man once known as Meathead is perspiring. His beefy hands gesticulate and then clutch the podium as he confides his life story. "Twenty years ago," he says, "I had a tough time in my life. I got divorced. I went into therapy. Now I'm doing O.K. I have three kids, a good job." Pause. "A nice suit." The audience laughs on cue, and the former Meathead plunges on. "But the early experiences I had as a child directly affected how I functioned in life—in the workplace, with friends, with the opposite sex..."

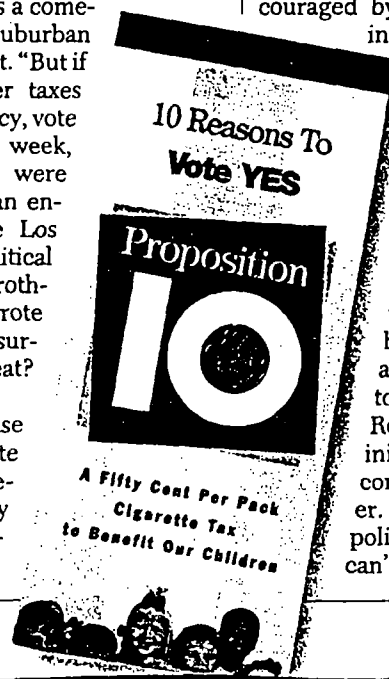
It might seem to be show biz—all the more because the speaker is Rob Reiner, the onetime regular on *All in the Family* and now a renowned movie director. But the speech, before the American Heart Association, is only tangentially about Reiner's childhood. More directly, he is imploring his listeners to help get out the vote for Proposition 10, a California ballot initiative that would tax tobacco to fund programs for preschoolers. "Politicians like to say children are the future," Reiner says, "but what have they done for them? Everyone knows that the first three years of life is when the brain develops. We must give every child a good start."

Reiner, 51, is author and chief promoter of one of the more ambitious pieces of social legislation ever crafted on a state level. Picking up where the U.S. Congress left off when a proposed \$368 billion federal to-

bacco lawsuit settlement was killed in June, Prop 10 would add a 50¢ tax to each pack of cigarettes sold in California. The money, up to \$700 million a year, would be channeled into antitobacco programs and early-childhood health and education. The higher prices would result in an estimated 25% drop in smoking—and consequent savings in the state's \$7 billion annual cost of tobacco-related disease, according to the American Cancer Society.

The tobacco companies, fearing that Prop 10 could set a precedent for other states, have mobilized a Committee Against Unfair Taxes, which is expected to spend more than \$20 million for television ads and direct mail. "You know it's easy to vote against tobacco," coos a comely blond from her suburban kitchen in one TV spot. "But if you're against higher taxes and bigger bureaucracy, vote no on Prop 10." Last week, tobacco companies were busy faxing around an endorsement from the Los Angeles *Times*' political columnist. "So Big Brother, what's next?" wrote George Skelton. "A surtax on beer? Red meat? American cheddar?"

But just in case some voters associate such initiatives as prenatal nutrition, day care, parental education and domestic-



Star power takes on Big Tobacco

Ad blitzes battle over Calif. proposal

By Jill Lawrence
USA TODAY

"Don't let the tobacco industry stop you from voting 'yes,'" says the familiar looking man wearing wire-rims, a bow tie and an Amish-style beard.

Three camera takes later, former surgeon general C. Everett Koop has finished another salvo in his long-running tobacco wars: a TV ad to be broadcast in California.

The battle this time is over Proposition 10, a proposal on the California ballot Nov. 3 that would raise the state tobacco tax by 50 cents a pack. It started in earnest Thursday night, when tobacco companies unleashed an ad barrage of their own.

Their ads' basic thrust: a "yes" vote will bring big government, big bureaucracy and an unfair tax increase on smokers.

And the counterthrust, from an interview with Koop: "When the tobacco industry fights something, you almost always know it's good for public health."

Tobacco companies managed to kill the federal tobacco-control bill in the Senate in June using the same arguments now airing in California. But the outcome could be different for Proposition 10, which has been the major project of film director and for-



By James Kagle for USA TODAY

Promoting Proposition 10: Rob Reiner, C. Everett Koop and Michael Huffington gather on a video set for the taping of TV ads. The proposition they support on the California ballot Nov. 3 would raise the state tobacco tax by 50 cents a pack.

mer *All in the Family* star Rob Reiner for two years.

Reiner's measure is relatively simple and few disagree with its goals: to cut youth smoking and to give babies and toddlers a better start by devoting more tax money to services for them and their mothers.

More controversial is the 50-cent tax that is intended to achieve those goals. An even larger increase (\$1.10) in the

federal tax per pack was the central feature of the Senate's tobacco bill. That bill also included nicotine regulation and marketing curbs, \$500 billion in medical reimbursements by the industry, and, ultimately, a load of unrelated spending programs and even a tax cut for married couples.

Koop, Reiner and former Republican Senate candidate Michael Huffington were in

Washington this week to tape the TV ads that they hope will put their initiative over the top in November. The independent Field Poll shows that majority support for the measure has dropped from 69% in February to 56% in August.

The tobacco industry, with few other states to target this election season, is pouring resources into California. As the election nears, says Ron Gray of the tobacco-backed Committee on Unfair Taxes, "there's a bit more of an understanding now that this is not a cut-and-dried issue, that this initiative would create a large shadow government that is redundant of existing programs."

The committee ran test TV ads for two weeks last month in Fresno. Gray says close to \$10 million in broadcast TV time has been reserved for the month ahead, and "there's a pretty good chance" it will all be used. He declined to confirm estimates by initiative supporters that tobacco interests will spend \$20 million all told on broadcast, cable, radio and direct mail.

That amount would be almost half what the industry spent nationwide in opposition to the Senate bill. It would also be more than twice the \$9 million Reiner is raising to promote the initiative and counter tobacco industry arguments. His side plans a \$4.3 million ad campaign that will start Oct. 13.

"I think it'll be enough. Our message is very clear," Reiner says.

One tobacco-industry ad in the statewide California campaign calls Proposition 10 a

\$700 million tax increase that authorizes "hundreds of new appointees and bureaucrats." The ad also asserts that there are no controls on how the money would be spent and that 80% of the money would go to programs unrelated to smoking.

"The tobacco industry has been lying to us for decades," Reiner recited from his script at the ad taping. "Now they're telling us that Proposition 10, an initiative to help our youngest kids, is nothing but a big bureaucracy."

"That's simply not true," Reiner says into the camera. "Unsalaries volunteers will administer Proposition 10 in your county. It will be publicly audited each year."

Viewers in conservative areas will hear similar assurances from Huffington, who is a household name as a result of the \$30 million in personal money he spent on his losing Senate race against Democratic Sen. Dianne Feinstein in 1994.

"There's no big bureaucracy," Huffington says in his taping. "The tobacco industry is spending millions so you'll vote 'no.' But California's doctors, nurses, teachers and I are asking you to vote 'yes.'"

Part of the strategy of the initiative's backers is that its fate lies with voters — not with legislators vulnerable to heavy tobacco lobbying.

California voters approved increasing the tobacco tax 25 cents a pack in 1988, and six years later they rejected industry attempts to roll back state smoking bans in restaurants and workplaces.

California's Tobacco Initiative

The demise of national tobacco control legislation puts the burden on states to find new strategies to reduce smoking and its harmful consequences. The California Children and Families Initiative, which will be on the November ballot as Proposition 10, provides a model that other states could emulate.

Proposition 10 would raise the state cigarette tax by 50 cents per pack, an increase that should cut smoking rates significantly, particularly among teen-agers who are especially sensitive to price. An added benefit is the estimated \$700 million a year the tax would generate to pay for new health, nutrition, education and child care programs for preschoolers. The total pot could reach more than \$1 billion if the state uses the new revenue as matching funds to tap into Federal grants.

It makes sense to use a tobacco tax to pay for children's programs because secondhand smoke and smoking during pregnancy have been linked to low-birthweight babies, pre-term births and in-

creased asthma and respiratory infections among infants and children. Simply reducing the number of parents who smoke would improve children's health. The new money would help counties expand children's and family services, as well as pay for more anti-smoking programs.

The initiative, spearheaded by the film director Rob Reiner, grew out of ideas presented at a White House conference on infant development last year that focused on good parenting and health care between birth and age 3, the critical period of brain growth. The measure has drawn broad bipartisan support and is supported by every major health and education association in the state.

The primary opposition comes from the tobacco industry, which is expected to spend more than \$15 million trying to defeat the measure. The industry is right to worry. If California voters approve this measure, as recent polls indicate they will, this initiative could well start a national movement.

Ballot Battle in New York

So here we are again, edging toward Election Day with no firm idea of what the ballots in New York City will look like. In particular, the referendum section, often tucked down at the lumbago level of the ballot, is still very much in doubt. The cause for this confusion is a highly vocal and political battle between Council Speaker Peter Vallone and Mayor Rudolph Giuliani.

Mr. Vallone, who is running for governor, wants an item on the ballot that asks voters whether public funds can be used to move Yankee Stadium from the Bronx to Manhattan. The Mayor, objecting mightily to such a limitation on his powers, quickly established a contrived Charter Revision Commission to find its own referendum that would automatically bounce Mr. Vallone's off the ballot. So Mr. Vallone and his City Council went to court — in the Bronx, of course — and got a hometown judge to rule for the Vallone referendum.

Supreme Court Justice Douglas McKeon, who describes Yankee Stadium as "the tabernacle of

sport," ruled that the Mayor's commission did not make a comprehensive review of the charter before devising its "slapdash" referendum on campaign reform. The Mayor retorted that "when you present a political question to a judge who is the product of the Democratic machine, you get a Democratic answer, not an honest answer to the question." The city immediately appealed, and was granted a stay.

The best outcome would be if a higher legal authority found a way to keep both referendums off the ballot. The Vallone effort could harden the negotiating process on Yankee Stadium and complicate the task of keeping the team in New York City. The Mayor's referendum is, in many ways, even worse. The Mayor used a legitimate process for revising the city's constitution as a crude political tool. His referendum threatens to disrupt one of the best campaign finance systems in the country. These two referendums may be clever political gamesmanship, but they are a disservice to New York City voters.

The New York Times

THURSDAY, OCTOBER 8, 1998

Cigarette Tax Supported by Unlikely Coalition

By DON TERRY

LOS ANGELES, Oct. 17 — A life-long Democrat, the film director Rob Reiner does not have a lot in common politically with people like the millionaire Michael Huffington, a Republican, or the actor Charlton Heston, a conservative icon.

"We don't agree on much, that's true," Mr. Reiner said the other day in his office at The Culver Studios near here. "But the one thing we do agree on is helping young children."

The three men have put aside their differences to battle the tobacco industry over a ballot initiative that would add 50 cents in new taxes to the price of a pack of cigarettes, and use the money to finance programs in early childhood development and prenatal care.

For months, the men have been making appearances across the state and, in recent days, radio and television commercials in support of the initiative. If passed, it will rocket California to No. 3 from No. 22 among states with the highest cigarette taxes in the country, behind only Alaska and Hawaii. Currently the cigarette tax is 37 cents a pack in California. The initiative would raise the price by about 20 percent, to \$3.05 a pack from \$2.55.

Some experts on smoking say that the additional tax will discourage thousands of teen-agers from ever lighting up and will encourage thousands more people, including many adults, to quit. The tax is also expected to generate an estimated \$700 million to \$750 million annually in revenue, which will also be earmarked for antismoking programs.

"Here's an opportunity to make a major investment in young children and to get kids to stop smoking," Mr. Reiner said, leaning forward in his

chair and waving his hands in the air like the liberal and excitable son-in-law character he played for years on the television show "All in the Family." "How can anyone oppose it?"

The answer is, with money. Lots and lots of money.

The tobacco industry has poured millions of dollars into the fight against Proposition 10, also known as the "Reiner Initiative."

Some observers estimate that the tobacco industry might spend as much \$20 million, mostly for televi-

Higher taxes vs. the tobacco industry's financial might.

sion advertisements attacking the initiative as an unfair tax and as too bureaucratic. But Matt Taggart, the spokesman for the "No on 10" campaign, which is heavily financed by the tobacco industry, would not comment on the exact amount. "It's a significant media buy," he said.

Mr. Reiner said his group would spend about \$5 million for television and radio advertisements, using the familiar faces and voices of Mr. Heston, the actor Martin Sheen and Dr. C. Everett Koop, the former Surgeon General.

Still, that may not be enough.

Although the proposition has been ahead in the polls for weeks, its support among respondents fell to 48 percent this month, from 56 percent in August, said Mark DiCamillo, director of the Field Poll. The percentage of those opposed has not changed

much, holding at about 33 percent. More significantly, perhaps, the percentage of voters in the undecided column has increased to 19 percent from 10 percent.

"The burden is on the 'yes' side to make the sale," Mr. DiCamillo said. "All the 'no' side has to do is raise doubts."

Supporters have 15 pages of endorsements from health groups, labor unions and elected officials like the Democratic Mayor of San Francisco, Willie L. Brown Jr., and the Republican Mayor of Los Angeles, Richard J. Riordan.

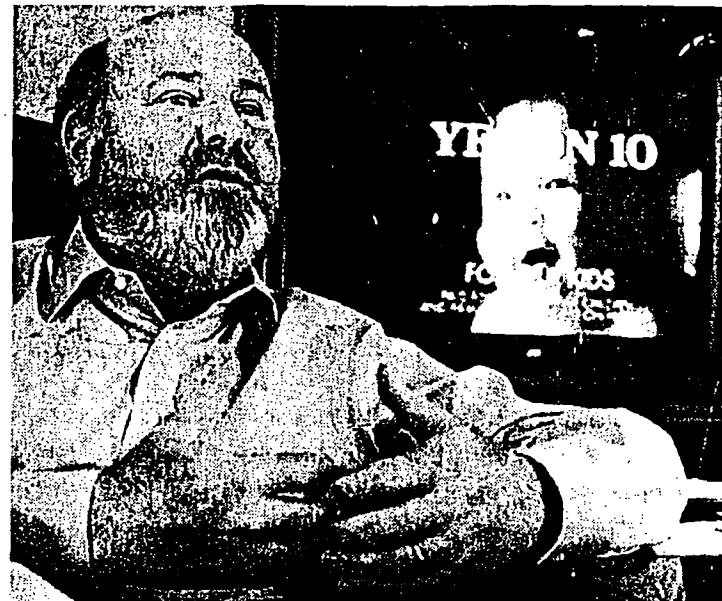
In a recent editorial, The Los Angeles Times called the initiative "a gamble California can't afford not to take." The editorial said: "While Proposition 10 is far from perfect, it's also a bold, worthwhile experiment — an attempt to solve a genuine social problem arriving at just the right time."

Opponents of the initiative say that they also support early childhood development programs but that the increase is a regressive tax that will fall hardest on the poor and on members of minority groups. It is the argument that the tobacco industry used in its campaign against a proposed national tobacco settlement.

This week, The San Diego Union-Tribune blasted the measure in an editorial: "Proposition 10 is a ballot box taxation at its most insidious."

The opponents also say that most of the money will not go to programs directly related to the effects of smoking, and therefore smokers should not have to foot the bill.

"It used to be that patriotism was the last refuge of scoundrels," said Bill Campbell, a former Republican State Senator who opposes the initiative. "Now children have become the



Monica Almeida/The New York Times

Rob Reiner is campaigning for an initiative to add a 50-cent tax to cigarettes in California. Behind him, a commercial for the initiative plays.

last refuge. Everybody ostensibly wants to do something to help children."

But what Mr. Reiner and his allies are really doing, Mr. Campbell said, is using a lofty goal that everyone supports to attack the tobacco industry "because it's easy pickings."

"People think that the tobacco companies are evil, therefore the people who smoke are evil and they ought to be taxed," he said.

Opponents say the proposition is poorly written, provides little accountability and will create new layers of bureaucracy eager to control the \$700 million in new revenue.

The proposition calls for the creation of a state commission and 58 county commissions to oversee and distribute the money. Money will be

divided among the counties based on the number of births a year.

Mr. Huffington, a former Congressman recruited to the Proposition 10 campaign by Mr. Reiner, has been traveling to more conservative areas of the state to talk about the merits of the initiative.

Although Mr. Huffington got involved in the campaign last February, his commitment to the effort intensified a few weeks ago when he learned that doctors had told his mother that she had lung cancer. His mother started smoking when she was a teen-ager and had smoked as many as three packs a day.

"Part of her lung was removed a couple of weeks ago," Mr. Huffington said. "We're not sure we got it all."



FAX

U.S. SENATOR JOHN KERRY

To:

Nicole

436-2870

DATE:

FROM:

David

*Here's the information on the California
initiative. Some of the \$ goes for
anti-smoking programs but 80% goes to
the country "special commissions" ~~for~~
which use the \$ for 0-3 programs.
Good luck with your meeting today.
Talk with you soon.*

David

PAGES SENT (INCLUDING COVER SHEET): _____

PLEASE CONTACT OUR OFFICE IF YOU ARE MISSING PART OF THIS TRANSMISSION.

Frequently Asked Questions

Q1: Why impose another state tax on cigarettes?

A: Three reasons:

1. California has not significantly increased the state tax on cigarettes since the voters passed Proposition 99, ten years ago. The twenty-five cent tax increase contained in this initiative raised the price of cigarettes and cut cigarette smoking by nearly a third.
2. Cigarette smoking is a leading cause of cancer and other health problems, including those that inhibit the healthy development of children.
3. According to the National Cancer Policy Board, there is strong evidence supporting a direct correlation between raising the cost of a pack of cigarettes and a decrease in consumption of cigarettes, especially among teenagers.

Q2: How will the money from the cigarette surtax be collected?

A: A special account, the California Children and Families Trust Fund Account, will be set up within the State Treasury to collect and hold for disbursement all revenue generated by the Cigarette and Tobacco Products Surtax.

Q3: Does the California Children and Families Act of 1998 affect the funding for anti-smoking programs funded by Proposition 99 and/or the Breast Cancer Fund, two measures that were previously voted into law to raise funds to combat the negative effects of smoking and smoking related diseases?

A: No. The initiative specifically protects funding for these programs by requiring money from the new initiative to first be used to offset any decrease in funds that might occur as a result of a decrease in cigarette consumption. The State Board of Equalization will, within one year, determine the effect of imposing additional taxes on cigarettes as well as the increase or decrease in the level of consumption of cigarettes and the amount of money generated by the tax.

The State Board of Equalization will transfer from the California Children and Families Trust Fund accounts whatever funds are necessary to offset revenue decreases in programs that support Proposition 99 and the Breast Cancer Fund.

This reimbursement will occur annually if necessary.

Q4: How will the \$700 million in cigarette surtaxes for the California Children and Families Initiative be allocated?

A: Every fiscal year, after determining the level of smoking consumption and whether or not Proposition 99 and the Breast Cancer Fund need reimbursement, the funds for the California Children and Families Act will be allocated as follows:

- Prop 99 anti-smoking programs and the Breast Cancer Fund will be reimbursed an estimated 35 million dollars.
Twenty percent of the balance will be appropriated to the State Commission for statewide expenditures. This money will then be allocated as follows:
- Six percent will fund a statewide multimedia campaign designed to encourage pregnant women and parents of young children to stop smoking.
- Five percent will be used for parenting education and training and the development of educational materials and technical support for the local county commissions.
- Three percent will be allocated for education and training of child care providers, the development of educational materials and guidelines for child care workers.
- Three percent will be directed to research and development that identifies the best practices for early childhood development programs.
- One percent will be used for administrative functions of the state commission.
- Two percent will be set aside in a special subaccount and made available for approved expenditures.

(continued on other side)

None of this money will be used for administrative purposes.

The remaining eighty percent of the revenue in the California Children and Families Trust Fund Account shall be given directly to county commissions that adopt and submit a county strategic plan for providing health care and other revenues to pre-school children. The money will be used to provide the direct services deemed necessary by the local county commissions.

Q5: Who will administer the California Children and Families Trust Fund Account and the California Children and Families Program at the state level?

A: A seven member commission will be appointed by the California Governor, State Rules Committee and Assembly Speaker to provide oversight and technical assistance to the 58 local county commissions.

Q6: What kinds of programs will be eligible for funding at the county level?

A: The initiative will:

- Fund a creation of a comprehensive and integrated delivery system of information and services to promote early childhood development
- Provide funds to existing community based centers or establish new centers that focus on parenting education and family support services
- Educate Californians via a statewide multimedia campaign on the importance of early child development and the dangers of smoking by pregnant women and parents of young children
- Provide assistance to pregnant women and parents of young children who want to quit smoking
- Establish programs designed to help pregnant women and parents of young children who smoke quit smoking
- Create education and training programs on the avoidance of tobacco, drugs and alcohol during pregnancy
- Provide prenatal and postnatal maternal and infant nutrition services

- Fund child immunizations
- Provide training for parents and child care providers in child care skills
- Provide treatment for children suffering from problems related to drug and alcohol abuse
- Fund domestic violence intervention, prevention and treatment
- Fund child development, health care and social services not provided by existing programs
- Create additional quality child care

Q7: Who will administer the California Children and Families Initiative at the county level?

A: The Board of Supervisors from each county will appoint a five to nine member County Children and Families Commission.

The Commission will include: A county health officer, representatives of local medical, pediatric or obstetric communities, representatives of local school districts and a member of the county board of supervisors.

The County Children and Families Commission is responsible for developing and adopting a county strategic plan that promotes the improvement of early childhood development.

Q8: Will a special formula be used to specifically determine how much money each county will receive?

A: Yes. Funds allocated to each county commission will be based on the proportion of the number of births that occur within the county relative to statewide births.

Q9: Is the program audited?

A: The commission must prepare and present to the Governor and the Legislature an annual audit that includes reports from each individual county commission. The audit will be available to the public.

MICHELE AND ROB REINER

Dear Hillary,

Words can't express how grateful we are for your friendship and support. We took on the most powerful, evil force in the country and without your help, we couldn't have won. As you know, we were hit with a forty million dollar attack campaign (we were outspent 8-1). Without your fundraising help and more importantly the additional free media in

(over)

Yours, Michele & Rob

the final push, we might not have pulled it out. Your passion and eloquence on children's issues are inspiring. Thank you for every thing you are about.

I'll keep in touch with respect to the progress in California and the hopeful expansion throughout the country.

Again, thanks for your friendship.

Sincerely,

Paul + Michele



California Children and Families Initiative

Rob Retner, Chair

Mike Huffington, Co-Chair

Co-Chairs

U.S. Senator Barbara Boxer
Mayor Willie L. Brown, Jr.
Businessman Ron Burkle
Businessman and Former
U.S. Congressman Mike Huffington
Mayor Richard J. Riordan

Endorsers

Dr. C. Everett Koop
American Cancer Society
California Division
American Heart Association
American Lung Association
of California
Asian Family Resource Center
California Association
of Catholic Hospitals
California Child Care Health Program
California Child Care Resource
and Referral Network
California Child Development
Administrators Association
California Conference
of Local Health Officers
California Consortium to Prevent
Child Abuse
California Correctional Police Officers
Association
California Council of Community
Mental Health Agencies
California Democratic Party
California Medical Association
California Nurse's Association
California School Boards Association
California State University
Faculty Association
California Teacher's Association
Child Care Coordinating Council
of San Marco County
Children's Council of San Francisco
Claremont United Church of Christ
Early Childhood Center
Colusa County Tobacco
Education Program
Early Head Start
Family Service Agency of Marin
Fresno City College
Child Development Center
High Desert Child Abuse
Prevention Council
Kids Turn, San Diego
Los Angeles City Commission
for Children, Youth and Their Families
Los Angeles Children's Museum
Los Angeles County
Children's Planning Council
Los Angeles County Commission
for Children and Families
Los Niños Child Development and
Family Program
Mary Beth Phillips, Founder
of the Trustline Registry
Mental Health Association in California
National Black Child Development
Institute
National Council of Jewish Women,
Los Angeles
The Rainbow School at Escondido Village
St. Joseph Health System
San Francisco Parenting Skills Program
San Diego Association for the
Education of Young Children
San Jose School Health Centers
Santa Barbara Community College
Children's Center
Valley Mountain Center
Westside Children's
Wu Yee Children's Services
YWCA of North Orange County

TO: First Lady Hillary Rodham Clinton

FROM: Mike Roos, Campaign Manager

DATE: October 29, 1998

**RE: Summary of California
Proposition 10 Campaign**

ELEMENTS OF PROPOSITION 10

- Proposition 10 will create an annual funding stream of \$700 million by adding an additional 50 cents per pack tax to cigarettes.
- 20% of the money will be spent at the state level. Funding will be provided for:
 - Mass media commercials and advertising on the subjects of parenting, child care, early childhood development and smoking prevention.
 - Education and training for parenting and child care programs.
 - Early childhood development research and evaluation of programs.
- 80% of the money will be directly allocated to counties, based on the number of live births per year. Programs eligible for funding include:
 - Pre-school education
 - Creation of additional quality child care
 - Child development, health care and social services not provided by existing programs
 - Domestic violence intervention, prevention and treatment
 - Education and training on the avoidance of tobacco, drugs and alcohol during pregnancy
 - Prenatal and postnatal maternal and infant nutrition services
 - Child immunizations
- Proposition 10 will enable counties to qualify for federal matching funds.

ARGUMENTS FOR PROPOSITION 10

- Proposition 10 will give California pre-school children the nation's best system of health care and quality child care.
- Proposition 10 will improve education by getting kids into school healthy and ready to learn.
- A 50¢ per pack cigarette tax will reduce smoking, especially among teenagers.
- Every major organization representing public health, medicine, education, children and law enforcement supports Proposition 10. So does a strong bi-partisan coalition spanning the political spectrum from Barbara Boxer to Charlton Heston.
- The entire campaign against Proposition 10 is 100% financed by the tobacco industry.

TOBACCO COMPANY CLAIMS

- Prop 10 creates big government, higher taxes, more bureaucracy.
- Prop 10 does not fund K-12 education.
- Prop 10 reduces funding for other state programs funded by tobacco tax revenues. (A complete lie. Prop 10 specifically replaces revenues lost to other tobacco tax funded programs when smoking declines.)

KEY SUPPORTERS

- **Public Health Associations.** American Heart, Lung and Cancer Associations, Campaign for Tobacco-Free Kids, California Medical and Nurses Associations, Dr. C. Everett Koop.
- **Education Groups.** California PTA, National Education Association, California Teachers Association.
- **Children's Advocates.** Children's Defense Fund, Children Now, California Consortium to Prevent Child Abuse, California Child Care Resource and Referral Network
- **Newspaper Editorials.** New York Times, U.S. News & World Report, Los Angeles Times, San Francisco Chronicle, Sacramento Bee

- **Political Support.** Senator Barbara Boxer; Lt. Governor Gray Davis; Senate President John L. Burton; Assembly Speaker Antonio Villaraigosa; San Francisco Mayor Willie L. Brown; Los Angeles Mayor Richard Riordan; Sacramento Mayor Joe Serna; former Senator Mike Huffington; Los Angeles County Board of Supervisors

OPPONENTS

100% of the \$28.5 million being spent to defeat Proposition 10 has come from the tobacco industry. Philip Morris has contributed \$20 million.

YES ON 10 FINANCE

\$7 million raised since 11/1/98. \$5.5 million spent on broadcast advertising – the balance on direct mail and other campaign communications.

PROP 10 POLLING

October 1 – 57 Yes 31 No 12 Undecided. Anti-Proposition 10 ads begin.

October 12 – 45 Yes 45 No 10 Undecided. Pro Proposition 10 ads begin.

October 28 – 50% Yes 41% No 9% Undecided

The Yes on 10 vote is showing a slow, but steady, increase despite a 5 to 1 disadvantage in broadcast advertising dollars. Half of our advertising dollars are being spent this week. This should result in a victory on November 3.

B6

WEDNESDAY, OCTOBER 28, 1998

LOS ANGELES TIMES EDITORIALS



MARK H. WILLES, *Publisher*

KATHRYN M. DOWNING, *President and Chief Executive Officer*

MICHAEL PARKS, *Editor and Executive Vice President*

JANET CLAYTON, *Editor of the Editorial Pages and Vice President*

Blowing Smoke at Prop. 10

The tobacco industry has long used media campaigns to blow smoke in Americans' eyes, but its current onslaught of TV ads against Proposition 10 takes deception to heights that would make even the Marlboro Man cringe.

In October alone, the industry spent over \$20 million on TV commercials and direct mail. That's more than Sen. Barbara Boxer and her Republican challenger, Matt Fong, have spent to date on their entire, high-profile campaigns.

The ads claim that Proposition 10 amounts to "hundreds of millions of dollars for bureaucrats with no specifics, no accountability and no controls on how they spend the money." In fact, only 1% of Proposition 10 dollars can be spent on administration, and the remaining funds must go to specific early childhood development programs like literacy education. The programs must demonstrate their progress in yearly audits that must be made public.

What's most deceptive is the tobacco industry's claim that "not one penny of Proposition 10 money goes to our schools." In fact,

Proposition 10 would be a \$750-million-a-year windfall for education in California, which is why the initiative is endorsed enthusiastically by all major education organizations, from the California Teachers Assn. to the National Education Assn. and the PTA, as well as by leaders of all political stripes, including Los Angeles Mayor Richard Riordan and former Surgeon General C. Everett Koop.

Counties could spend their Proposition 10 dollars on preschool education, for example, or on turning day-care centers that do little more than baby-sit into the kind of enriching educational environments that are essential to stimulate brain development. While nearly 90% of brain growth occurs during a child's first three years of life, only 4% of public spending on children is earmarked for those years.

Far from squandering taxpayer dollars, Proposition 10 would more likely save taxpayers money by nurturing the minds of children, cutting the need for expensive remedial education later on.

The tobacco industry's pall of smoke is thick, but smart voters will see through it.

First Lady Hillary Rodham Clinton
Proposition 10 Talking Points

- ◆ Proposition 10 is based on a simple idea... that every child deserves to start school healthy and ready to learn. Unfortunately, for far too many children this is simply not true.
- ◆ If Proposition 10 passes on November 3, it will be a historic day for young children in California. What will it mean? It will mean that pregnant women receive prenatal care. It will mean that babies receive proper immunizations. It will mean that toddlers have access to quality child care. It will mean that families at risk can receive help when they need it most. It will mean the future of California will change, one healthy child at a time.
- ◆ Proposition 10 will place a 50 cent tax on cigarettes to fund these critical programs for California's youngest children. It will also fund programs to help pregnant women and parents of young children stop smoking – for their own health and the health of their children.
- ◆ Who could possibly be against an initiative to help children and fight smoking? The truth is there is only one opponent funding the No on Proposition 10 campaign – the tobacco industry and they are spending millions of dollars to defeat it. The most recent campaign reports show that the tobacco industry has already spent \$28 million to try to get you to vote against California's kids.
- ◆ Californians should not be fooled by the tobacco industry's cynical and misleading campaign against Proposition 10. The tobacco industry is spending tens of millions of dollars trying to buy the voters of California. The tobacco industry may be able to buy some politicians, but my hope is that they cannot buy the public.
- ◆ California voters passed a 25-cent tax on cigarettes in 1988 and smoking consumption decreased by one-third in this state. If Proposition 10 passes on November 3, smoking could decrease an additional 25 percent in California.
- ◆ What does that mean? It means that thousands of teenagers will never become addicted to this deadly product. It means thousands of people will live healthier lives and not die from tobacco-related diseases... and it means the tobacco industry will lose money. Proposition 10 is a clear choice between the health of California's children and the tobacco industry's profits.
- ◆ After all the arguments by the tobacco industry, all their lies, all the misinformation and distortions in the millions of dollars of advertising they have bought, there is only one thing that matter in this race. California's children deserve your vote... the tobacco industry does not.

- ◆ If Proposition 10 wins in California, it will send a strong message to the rest of the nation: California puts the needs of its children above the profits of the tobacco industry. California is once again leading the fight against teenage smoking and showing the rest of the nation that you can take on the tobacco industry and win.
- ◆ Proposition 10 would give California's children the best system of health and child care in America. I urge California voters to not be fooled by Big Tobacco's misleading and cynical campaign against Proposition 10 and vote for our children. Please join California's doctors, nurses, and teachers and vote yes on Proposition 10.

Yes On 10 Supporters

Lt. Governor Gray Davis
U.S. Senator Barbara Boxer
Dr. C. Everett Koop
American Cancer Society, California Division
American Heart Association
American Lung Association
California Medical Association
California Nurse's Association
California Association of Catholic Hospitals
California Conference of Local Health Officers

California PTA
California School Boards Association
California Teachers Association
Delaine Eastin, State Superintendent of Public Instruction
National Education Association
California State University Faculty Association

California Child Care Health Program
California Child Care Resource and Referral Network
California Consortium to Prevent Child Abuse
Children Defense Fund
Children NOW
Children's Institute International
Los Angeles County Commission for Children and Families

California Organization of Police and Sheriffs C.O.P.S.
Los Angeles Police Protective League
California Coalition of Law Enforcement Organizations
California Correctional Peace Officers Association
California Professional Firefighters Association

*And over 200 leading health care, child care, education,
community organizations and elected official.*

San Francisco Chronicle

THE VOICE OF THE WEST

SATURDAY, OCTOBER 10, 1998

The Case for Prop. 10

PROPOSITION 10 would add 50 cents to the cost of a pack of cigarettes to pay for child development programs that would be chosen through volunteer county commissions.

Despite abundant research demonstrating the critical nature of the first three years of life, government at all levels has provided practically no funding to aid in all-important early development.

Years of pleading have not resulted in anything close to enough money to meet the state's growing need for child care, parent education, domestic violence prevention programs, nutrition education, family support services and programs that teach parents about nurturing and nutrition as well as the importance of avoiding drugs, alcohol and tobacco during pregnancy.

Moreover, a portion of the Proposition 10 money will go into anti-smoking programs.

Well-intentioned lawmakers talk about doing something about crime, teen pregnancy, child abuse and at-risk kids who seemed doomed to failure at an early age, yet most of the solutions focus on the back end, when it is often too late to help. Rarely are investments made at the pivotal front end — the prevention end — when early help can mean the difference between a productive life and one of failure, abuse and crime.

Brain research confirms the conclusion of the Carnegie Corporation of New York in its report, "Starting Points." "How children function from the preschool years all the way through adolescence, and even adult-

hood, hinges in large part on their experiences before the age of three."

Money could be spent to no better benefit than to give kids a healthy start in life that would help them arrive in kindergarten healthy and ready and able to learn.

Proposition 10 is the brainchild of actor and film director Rob Reiner, who tries to make the case that it makes sense to link a tobacco tax with early childhood programs because of the harm maternal smoking does to the health of children.

Big Tobacco has fired back at the initiative, as it did with the federal tobacco bill, by complaining that the tax burden would fall disproportionately on low-income groups. The industry is a bit disingenuous in that regard. One of the reasons so many poor people smoke is that the industry heavily targets them.

The industry has also targeted young people for many years, and local governments have had to pick up many of the health costs associated with smoking. Numerous studies have shown that price increases have a particularly strong effect on teen smoking.

With Proposition 10, Californians can continue the fight to reduce smoking, while funding a variety of programs that will promote better public health. We recommend a yes vote.

San Jose Mercury News

September 20, 1998

It's a reasonable way to pay for critical needs of young children

Vote yes on Proposition 10

PROPOSITION 10, the California Children and Families Initiative, would raise tobacco taxes by 50 cents, to 87 cents a pack. The money, roughly \$750 million the first year, would be spent on services for children from birth to age 5 — including prenatal care, child care, immunizations, parent education and child abuse prevention. Some money would be spent on smoking cessation programs. Eighty percent would go directly to counties, for programs that local people deem most important.

The goals of this initiative — to address the needs of California's children and reduce smoking — are worthy indeed. The means to reach those goals are less than perfect. Government by initiative is a clumsy way of making law. A tobacco tax is a regressive tax. We wonder why smokers should be singled out to pay for programs that benefit everyone's children. And if tobacco sales drop, there will be less tax money for children's programs.

We are convinced, however, that the value of Prop. 10 outweighs its flaws. We are convinced also that if Prop. 10 fails, there won't be another good opportunity to address the critical needs of our state's youngest residents.

The public has focused a lot of attention recently on brain development during the first years of life. Research has shown that if we talk to small children, read to them, stimulate their tiny brains and give them care and affection, they have a good chance of performing well in school, staying out of trouble and becoming productive citizens. If we ignore or abuse them, they are likely to have a hard time in school and in life.

Yet as a society, we largely ignore the early childhood years. Oh, we encourage prenatal care. We offer free immunizations. But we don't spend much public money on children until they get to kindergarten, when it's too late to influence most brain development.

Prop. 10 provides a huge pot of money dedicated to this purpose. It would make California a leader in the effort to give every child a chance for a successful life. It would save billions down the road on remedial education and juvenile justice.

The Prop. 10 proponents are an unlikely coalition. Filmmaker Rob F

ing him is Michael Huffington, former Republican congressman and unsuccessful Senate candidate.

Prop. 10 is supported by the major national health organizations, the California Teachers Association, the Santa

Editorial

The opinion of the Mercury News



Clara County Board of Supervisors, the mayors of San Francisco and Los Angeles, and numerous children's advocacy groups.

They face powerful opposition: the tobacco industry. Prop. 10 could reduce smoking in California by as much as one-third. That's a lot of lost revenue for tobacco companies.

The industry so far has waged a low-key campaign. But it is expected to spend heavily on TV ads. The commercials are likely to focus on peripheral issues and fine print. Here are

government bureaucrats. Who is better qualified to make decisions about spending this money?

In Santa Clara County, for example, an Early Childhood Development Collaborative recently was formed by several county agencies, schools and non-profit agencies. It is addressing the lack of prenatal care, the child-care shortage and other problems. It would be easy to find qualified people from this group to form a commission, and the \$27 million the county could expect in Prop. 10 funds would be well spent.

2. Prop. 10 creates a huge slush fund for the state commission.

One percent of the money collected — about \$7.5 million the first year — is set aside for administration of the state commission. That's a lot of money. But it won't all go to pay huge salaries to the commission staff. If it turns out 1 percent is too much, the Legislature can amend the law to reduce it.

3. Prop. 10 takes money away from K-12 education and breast cancer research.

Prop. 10 money is exempt from Prop. 98, so none of it will go to K-12 education. But it will not reduce the money available for schools. And it will greatly increase the money spent on kids.

Some current tobacco tax money goes to breast cancer research. If Prop. 10 reduces cigarette sales, that means less money. But Prop. 10 specifically designates money for breast cancer research to make up for that.

4. Prop. 10 unfairly taxes the poor.

Tobacco taxes do burden the poor more than the rich. Bob Reiner won't be paying this tax because he doesn't smoke. Neither do 80 percent of Californians. If Prop. 10 passes, California's tobacco tax will be third highest in the country, topped only by Hawaii and Alaska.

Here's why the Prop. 10 people went for a tobacco tax instead of increasing sales tax or income tax. Raising taxes will discourage teens from smoking. The health effects of smoking hit the poor hardest, so efforts to reduce smoking benefit the poor. And, pragmatically, a tobacco tax has a chance of passing. A sales tax or income tax doesn't.

We not afford to continue to ignore the needs of young children. Prop. 10 is not a perfect solution, but it is a reason-



ILLUSTRATION BY TIM HUNNELL — MERCURY NEWS

some of the objections you will hear, and some facts to help you evaluate them:

1. Prop. 10 creates a huge bureaucracy.

The proposition creates a state commission and separate county commissions. That sound like a big bureaucracy, but commission members will be volunteers, experts in the field of health,

San Francisco Examiner

The final proposition on this year's state ballot would fund childhood development programs at the expense of Big Tobacco

EXAMINER EDITORIAL WRITER

ELECTION '98

SO, WHAT'S not to like about Proposition 10? Not much. It increases the tax on cigarettes, provides hundreds of millions of dollars for children's programs and aims at reducing the number of teenagers who smoke.

It's backed by a star-studded cast including Hollywood director Rob Reiner and politicians ranging from U.S. Sen. Barbara Boxer to Los Angeles Mayor Richard Riordan.

There's also an interesting sideshow with the tobacco industry squirming and attempting to defeat the initiative by talking about "new layers of bureaucracy." For the merchants of death, it's like fighting against apple pie and motherhood - only worse.

We have a grain of sympathy, but only a grain, for the opposition. Setting up an extra-governmental institution to dole out \$750 million a year isn't the most terrific thing in the world, but what's the alternative? The craven Legislature wanted nothing to do with diverting tobacco bucks to kids. If a few million dollars leaks out into pork barrel projects, our Solons in Sacramento have no one to blame but themselves.

As a public policy issue, Prop. 10 is a clear winner. Most of the money would fund childhood development programs, including immunization, nutrition and education. Nothing insures the future health of our society better than improving the lot of our kids. Save a truant, prevent a career criminal.

It's unarguable that California does not do enough to advance the interests of children. Look at rising juvenile crime rates, illiteracy, the failure of schools to teach basic skills such as reading and computation. The list goes on and on.

Prop. 10 would impose a tax of 50 cents a pack on cigarettes. The funds raised (about \$750 million annually) would be divided among all 58 counties with 1 percent going to administration and 20 percent to anti-smoking programs. The levy would be used to leverage additional federal funds, estimated at as much as \$1.7 billion a year. The additional tax is expected to discourage new smokers, especially teenagers.

San Francisco would get more than \$8 million a year.

Needs are enormous. Some 3 million children are eligible for Medi-Cal but don't get medical coverage. Thousands of at-risk kids don't get treatment. Thousands of children are born drug-dependent or with other health problems. Thousands more are abused or ignored during the first years of life when the brain is forming. Some children don't get enough to eat. Some never see a book, magazine or newspaper in their homes. Some never see their fathers.

Prop. 10 is the brainchild of Rob Reiner, who has two young children of his own. He's mounted a crusade to get this measure passed. He deserves our thanks, as well as gratitude from generations of as-yet-unborn Californians.

If any measure on the ballot ought to make you feel good about your vote and about the future of California, this is it. Prop. 10 enunciates the power of the people to make a difference. In this case, the difference creates a wonderful duality: It giveth to children while it taketh away from the tobacco companies.

The heart of common sense says a healthy, well-adjusted society starts with healthy, well-adjusted kids. Big Tobacco can't hornswoggle us into thinking otherwise.

Prop. 10 is a winner all the way.

The Oakland Tribune

FRIEND OF THE PEOPLE IT SERVES

OUR OPINION

Invest now or pay later: Yes on Proposition 10

ROB Reiner calls it "the largest investment in young children in the history of the country." It is Proposition 10. It calls for an additional 50-cent tax per pack of cigarettes. This money — estimated at \$750 million in 1999-2000 — will fund "The California Children and Families Initiative" comprising 58 county commissions and a state commission to create and serve early childhood development programs.

Reiner — "Meathead" of TV's "All in the Family" and director of "When Harry Met Sally" — is Proposition 10's biggest fan and full-time campaigner.

We're fans, too, and advocate a "yes" vote on 10.

We like it for several reasons: It makes early childhood development a priority, since it is for children from K-12; it's a user tax that aims at an undesirable, life-threatening habit; it's proactive, since research proves that 90 percent of brain growth occurs before age 3.

Children who are neglected or abused before the age of 3 may turn into troubled adults who ultimately cost millions in law enforcement, welfare and prison. California is losing hundreds of millions of dollars in federal funding for early childhood programs because we don't have matching funds. These are our tax dollars, and we're not getting our fair share. Proposition 10 will provide these matching funds, generating at least \$1.4 billion for early childhood programs.

As the vote on Proposition 10 could well be seen as a referendum on smoking, it's strongly opposed by the discredited tobacco industry. Its main argument is against the creation of a new state and county bureaucracy that it calls expensive and believes will promote parallel and redundant delivery mechanisms.

Our response is that 1.7 billion taxpayer dollars are reportedly spent annually caring for individuals stricken with smoking-related illness. We call that expensive. If Proposition 10 helps to reduce this just a little, it will have done something worthwhile. Furthermore, it might also save lives.

Appropriate tax

No one can doubt now, surely, that cigarette smoking is a leading cause of cancer and other health problems, some of which retard the healthy development of children. Taxing cigarette smokers seems appropriate, since they themselves are Big Tobacco's walking role models among impressionable kids.

It can be argued similarly that those who don't smoke are advertisements for the healthy life, but if our example worked, smoking wouldn't be the

problem it is today.

The National Cancer Policy Board reports that there is strong evidence supporting a direct correlation between raising the price of cigarettes and a fall in cigarette consumption.

Teen smoking

It's arguable whether this applies to teen-agers, since youth smoking reportedly increased from 9 percent in 1990 to around 12 percent in 1996, despite the 25-cents-a-pack tax increase authorized in 1988 and the 2-cent tax a pack in 1993. Higher taxes do not necessarily translate to lower consumption, as teen-agers can always turn to smuggled cigarettes.

Nevertheless, overall smoking did drop by one-third from 1988 to this year. Whether this is due to higher prices or to the success of smoking reduction programs is not clear. Whatever, a further decrease of up to 25 percent could reasonably be anticipated from Proposition 10 in its first full year, based on recent experience.

Indeed, a spokesman for the opposition to Proposition 10 is recently reported to have said just that: "It (smoking) would definitely go down, I think. I'm sure that works into the equation for them (Big Tobacco)."

One of the pleasing aspects of the initiative is that it would work on a county-by-county basis to target specific needs.

Alameda County has a lot to gain from that. With children 26 percent of its population — one of the largest child populations in the state — we might wind up with an additional \$50 million a year for child immunizations and prenatal services, among other things.

Another specific target to benefit would be Alameda County's foster child population, among the largest in the state. With foster children waiting an average of 32.5 months for placement — among the longest waits in the state — the additional money might reduce the time it takes the county to place a foster child.

Furthermore, the county has a comparatively low average birth weight of 6.9 pounds. Proposition 10 could turn this around with money to reduce child abuse or support families in crisis.

Likewise, Contra Costa County could see funding jump from \$5 million a year to \$25 million a year for programs such as vision and hearing tests, postnatal maternal and infant nutrition services, and treatment for children suffering from problems related to drug and alcohol abuse.

Summing up, Proposition 10 is about investing in our kids and taxing tobacco. We urge you to support it with a "yes" vote.

The New York Times

Founded in 1851

ADOLPH S. OCHS, *Publisher 1896-1935*
 ARTHUR HAYS SULZBERGER, *Publisher 1935-1961*
 ORVIL E. DRYFOOS, *Publisher 1961-1963*
 ARTHUR OCHS SULZBERGER, *Publisher 1963-1992*

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California's Tobacco Initiative

The demise of national tobacco control legislation puts the burden on states to find new strategies to reduce smoking and its harmful consequences. The California Children and Families Initiative, which will be on the November ballot as Proposition 10, provides a model that other states could emulate.

Proposition 10 would raise the state cigarette tax by 50 cents per pack, an increase that should cut smoking rates significantly; particularly among teen-agers who are especially sensitive to price. An added benefit is the estimated \$700 million a year the tax would generate to pay for new health, nutrition, education and child care programs for preschoolers. The total pot could reach more than \$1 billion if the state uses the new revenue as matching funds to tap into Federal grants.

It makes sense to use a tobacco tax to pay for children's programs because secondhand smoke and smoking during pregnancy have been linked to low-birthweight babies, pre-term births and in-

creased asthma and respiratory infections among infants and children. Simply reducing the number of parents who smoke would improve children's health. The new money would help counties expand children's and family services, as well as pay for more anti-smoking programs.

The initiative, spearheaded by the film director Rob Reiner, grew out of ideas presented at a White House conference on infant development last year that focused on good parenting and health care between birth and age 3, the critical period of brain growth. The measure has drawn broad bipartisan support and is supported by every major health and education association in the state.

The primary opposition comes from the tobacco industry, which is expected to spend more than \$15 million trying to defeat the measure. The industry is right to worry. If California voters approve this measure, as recent polls indicate they will, this initiative could well start a national movement.

BY MORTIMER B. ZUCKERMAN / EDITOR-IN-CHIEF

Let's stub out coffin nails

Californians have a chance to strike a blow against the tobacco industry

For decades, cigarette smoking was cool. It suggested being grown up, sophisticated, macho, virile, sexy, sensuous, and even romantic. Cigarettes dangled from the lips of every movie star. Humphrey Bogart said in *Casablanca*, "Here's looking at you, kid," and millions played Bogey by lighting up.

We were had. The cigarette companies perverted or concealed the truth. Who can forget advertising slogans such as "Not a cough in a carload"? Even after 1964, when the surgeon general spelled out the risks, the cigarette companies kept pretending. Now hardly a month goes by without another study being released that conveys even worse news about smoking. Let the tobacco interests try to blow away these facts: Smoking is the most preventable cause of disease and death in the United States. Each year, it is directly responsible for 90 percent of lung cancer cases and nearly a third of the country's 565,000 cancer deaths. It costs more than \$68 billion a year in health care. Among male cigarette smokers, the risk of lung cancer is more than 2,000 percent greater than among male nonsmokers, and it is 1,200 percent greater for women smokers. Women who smoke during pregnancy pass along a powerful cancer-causing substance to their unborn babies. Smoking contributes to many other diseases, such as coronary problems. The risks increase with the number of cigarettes and the length of time a person smokes. Now more people die prematurely from smoking than from auto accidents, alcohol abuse, drugs, and AIDS combined.

Choke hold. With all this evidence, you would think that most Americans would have stopped smoking. No such luck. Ten million people have died from smoking since the surgeon general's 1964 report. Today, two subsections of the population are smoking more than ever—teenagers and women. The American Lung Association reports that 36.4 percent of teenagers smoked cigarettes in 1997—up from 27.5 percent in just six years. Anywhere from a third to a half of teenagers who try one cigarette get hooked. Here is the measure of addiction. Only 5 percent of high-

school seniors who smoke daily today believe they will be smoking in five years. In fact, almost 75 percent will probably be smoking five to six years later—despite knowing the health hazards associated with smoking—and, according to the Society of Memorial Sloan-Kettering Cancer Center, 72 percent of teenage smokers have tried to quit but have not been able to. They are learning what their parents knew: It's very tough to stop.

The best way, then, to deal with smoking is never to start. One of the most effective ways to deter smokers is to

raise the cost of cigarettes. That's what is being attempted in California in a proposal that would raise the state tobacco tax by 50 cents a pack.

The tobacco companies, of course, are fighting any increase in prices with a reported \$20 million media blitz. They acknowledge there are health risks. How could they not? But they continue to maintain that nobody has actually proved smoking causes cancer. The one exception is the Liggett Group, which has broken ranks with the industry to settle law-

suits with the states. The argument the cigarette companies are using against the state tax is that it will lead to big government, create an unwieldy bureaucracy, and impose an unfair tax increase on smokers—the same strategy that they used to kill the tobacco bill pushed by Republican Sen. John McCain of Arizona.

Don't inhale. Don't believe the phony argument to protect their profits. As former Surgeon General C. Everett Koop said, "When the tobacco industry fights something, you almost always know it's good for public health."

Tobacco companies have been pouring tens of millions of dollars into both political parties—but especially the Republican congressional forces since they gained control of Congress. They spend the money only to get tame congressmen to block legislation that might discourage cigarette smoking. They may be able to use their campaign-funding power to manipulate legislators. But the hope must be that their millions spent in a scare campaign of falsehoods won't fool the people of the Golden State.

Put out their butts, Californians!

'One of the most effective ways to deter smokers is to raise the cost of cigarettes.'

LOS ANGELES TIMES EDITORIALS



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A Worthwhile Gamble

This newspaper abhors the abuse of the ballot initiative, and we are not enthusiastic about special-issue taxes. That The Times would still endorse Proposition 10 is a measure of how desperately California's young children need help, and fast. Proposition 10, which would raise cigarette taxes by 50 cents a pack to fund early childhood development programs, is a gamble California can't afford *not* to take.

Most of the \$750 million generated by the tax each year would be handed over to county commissions with, as the opposition ads say, "no specifics on how the money's spent." That's not quite true, but there's no disputing that Proposition 10's flexibility leaves open the possibility that some experiments will be tried, and some may fail.

Risk, however, is the price of innovation, and while Proposition 10 is far from perfect, it's also a bold, worthwhile experiment—an attempt to solve a genuine social problem arriving at just the right time. Imagine a state that actually invests in giving children a head start instead of devoting ever more time and money on remedial education for university students. Science has recently demonstrated that nearly 90% of brain growth occurs during a child's first three years (and with it, a great potential for learning), but only 4% of public spending on children is earmarked for those years.

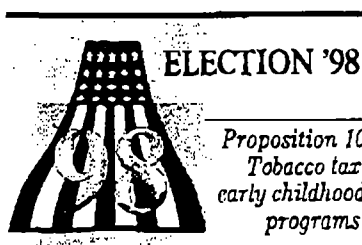
That's far more wasteful than Proposition 10 would ever be, for studies have shown that every dollar spent on quality preschool, maternal and infant nutrition, domestic violence prevention and other early childhood

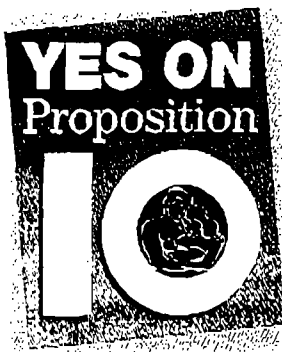
interventions saves \$11 in later spending on special education, juvenile crime and other social problems.

The initiative's greatest weakness, its failure to detail how counties should spend their early childhood dollars, is also its greatest strength, allowing flexibility to respond to regional needs and popular demands. Los Angeles County, for example, might want to spend some of the \$177 million it would receive yearly to provide child care slots for children of welfare moms who go to work (it has about 500 licensed child care slots but sees a need for 50 times as many). But Proposition 10 would also leave the county free to spend money on programs having nothing to do with welfare: quality preschool, for instance, to stimulate children's social and intellectual growth.

Each program must state measurable goals, which counties must assess in yearly audits. Scrutiny of the goals and how successfully they are met will be important. And keeping an eye on the political appointees who will administer the funds will be equally important.

California has a chance, through this clearly imperfect initiative, to reverse the rise in teen smoking and to focus more public spending on early childhood, when it can do the most good. So long as the audits are scrutinized to ensure that each program and county is taking its challenge seriously. Proposition 10 could do a great service by giving all California children a chance to live up to their potential. Catching problems and providing help during early childhood is essential. The state's future depends on it.





California Children and Families Initiative

Rob Reiner, Chair

Mike Huffington, Co-Chair

Co-Chairs

U.S. Senator Barbara Boxer
Mayor Willie L. Brown, Jr.
Businessman Ron Burkle
Businessman and Former
U.S. Congressman Mike Huffington
Mayor Richard J. Riordan

Endorsers

Dr. C. Everett Koop
American Cancer Society
California Division
American Heart Association
American Lung Association
of California
Asian Family Resource Center
California Association
of Catholic Hospitals
California Child Care Health Program
California Child Care Resource
and Referral Network
California Child Development
Administrators Association
California Conference
of Local Health Officers
California Consortium to Prevent
Child Abuse
California Correctional Police Officers
Association
California Council of Community
Mental Health Agencies
California Democratic Party
California Medical Association
California Nurse's Association
California School Boards Association
California State University
Faculty Association
California Teacher's Association
Child Care Coordinating Council
of San Mateo County
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Claremont United Church of Christ
Early Childhood Center
Colusa County Tobacco
Education Program
Early Head Start
Family Service Agency of Marin
Frisson City College
Child Development Center
High Desert Child Abuse
Prevention Council
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for Children, Youth and Their Families
Los Angeles Children's Museum
Los Angeles County
Children's Planning Council
Los Angeles County Commission
for Children and Families
Los Niños Child Development and
Family Program
Mary Beth Phillips, Founder
of the Trisiline Registry
Mental Health Association in California
National Black Child Development
Institute
National Council of Jewish Women,
Los Angeles
The Rainbow School at Escondido Village
St. Joseph Health System
San Francisco Parenting Skills Program
San Diego Association for the
Education of Young Children
San Jose School Health Centers
Santa Barbara Community College
Children's Center
Valley Resource Center
Westside Children's Center
Wu Yee Children's Services
Westside Children's Center

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Darlene Colvin

Jennifer Morgan

(310) 552-6922

October 26, 1998

SURGEON GENERAL KOOP DENOUNCES TOBACCO INDUSTRY'S SMOKESCREEN CAMPAIGN AGAINST PROPOSITION 10

Koop Urges Californians To Not Be Fooled By Big Tobacco Lies and VOTE YES ON 10

SAN FRANCISCO – Former Surgeon General C. Everett Koop campaigned in California today to urge voters to not believe the misleading campaign by the tobacco industry against Proposition 10. The most recent campaign reports show that out-of-state tobacco companies are the only contributors to the No on Proposition 10 campaign, giving more than \$28 million to defeat the 50 cents per cigarette pack initiative.

"I have found that when the tobacco industry is against something, it must be good for public health," said Surgeon General Koop. "Big Tobacco is funding the No on 10 campaign because they know a 'Yes' vote means fewer teenage smokers and that means less profit. I urge voters to not believe the tobacco industry's lies and join California's doctors, nurses and teachers in voting Yes on Proposition 10."

If approved, Proposition 10 will place an additional 50 cents a pack tax on cigarettes. This tax will generate an estimated \$700 million a year to fund anti-smoking programs along with health, nutrition and education programs that promote early childhood development. Proposition 10 is supported by a broad

Surgeon General Koop - Yes on Prop. 10

Page 2 of 3

coalition of health, education, law enforcement and community-based organizations including the American Lung Association, American Heart Association, American Cancer Society, California Teachers Association and the California State PTA.

"Californians should not be fooled by the tobacco industry's cynical and misleading campaign against Proposition 10," said Koop. "The tobacco industry is dumping tens of millions of dollars trying to buy the voters of California. The tobacco industry may be able to buy politicians, but my hope is that they cannot buy the public."

Smoking decreased 32 percent in California after voters approved a 25-cent tobacco tax in 1988. Recent studies have projected that tobacco consumption could decrease an additional 25 percent in California if Proposition 10 is approved. The decreased tobacco consumption would be most significant among teenagers and minorities.

"The tobacco industry is desperate. They are pouring millions of dollars into a misinformation campaign to confuse voters about Proposition 10," said Rob Reiner, filmmaker and chair of the initiative, who joined Surgeon General Koop at the press conference. "The bottom line is Proposition 10 is a clear choice between giving California's children a healthy start in life or protecting the profits of the tobacco industry. I urge Californians to vote Yes on 10 to provide health care and child care for our children and reduce teenage smoking -- a win-win for California."

Proposition 10, which will be implemented on a county-by-county basis, will create a comprehensive and integrated system of services to help children from the prenatal period through the first five years of life. The initiative is designed to help ensure that California's children will be healthy and ready to learn when they start school so that they can grow up to be productive members of society.

Proposition 10 will also teach women about the negative effects of smoking while pregnant. It will provide smoking cessation assistance to pregnant women and parents of young children who want to quit smoking. Studies by the American Lung Association and the Environmental Protection Agency state that smoking by pregnant women and

Surgeon General Koop - Yes on Prop. 10

Page 3 of 3

secondhand smoke are major contributors to disease and death in young children. The current tax on cigarettes in California is 37 cents a pack. California ranks 21st in the nation in state cigarette taxes.

Proposition 10 has been endorsed by more than 200 health care, child care, education and community-based organizations. These organizations include the American Lung Association, American Cancer Society, American Heart Association, California Medical Association, California Nurses Association, California Association of Catholic Hospitals, California Teachers Association, California PTA, California School Boards Association, California Child Care Resource and Referral Network, Children's Institute International, Consortium to Prevent Child Abuse, California Correctional Peace Officers Association, and the Los Angeles Police Protective League. Also endorsing the initiative is a bipartisan coalition of political leaders including initiative committee co-chairs U.S. Senator Barbara Boxer, former Congressman Michael Huffington, San Francisco Mayor Willie Brown and Los Angeles Mayor Richard J. Riordan.

###

Who is Funding the NO on Proposition 10 Campaign?

Philip Morris Tobacco Company	\$20,239,057
Brown & Williamson Tobacco	\$ 4,809,056
Lorillard Tobacco Company	\$ 2,635,489
R.J. Reynolds Tobacco Company	\$ 688,024
U.S. Tobacco Company	\$ 163,837
The Tobacco Institute	\$ 121,478

(Contribution figures are from 10/17/98 Campaign Disclosure Statement plus late contribution reported to the Secretary of State through 10/23/98)

"When asked why the tobacco companies would involve themselves, Ron Gray [spokesperson for NO on Prop 10] responds, 'They have a financial stake. I'm sure that's a concern. I don't know how much tobacco consumption would go down [if Prop 10 passes], but it would definitely go down, I think. I'm sure that works into the equation for them.'" - Sacramento News and Review, Sept. 3, 1998

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THE WHITE HOUSE

DETERMINED TO BE AN ADMINISTRATIVE
MARKING Per E.O. 12958 as amended, Sec. 3.3 (c)

September 14, 1998

Initials: RD Date 12/06/12

Mr. Rob Reiner, Chair
California Children and Families Initiative
2940 Westwood Boulevard
Suite One
Los Angeles, California 90064

PERSONAL
&
CONFIDENTIAL

Dear Rob:

Thank you for your letter inviting me to speak on behalf
of the California Children and Families Initiative. I have
forwarded a copy of your letter to appropriate staff and hope
that a visit in September will be possible. In the meantime, I
look forward to seeing you again soon.

With warm personal regards, I remain

Sincerely yours,

Hillary
Hillary Rodham Clinton

~~see:~~ Patti Solis Doyle
Director of Scheduling

I'll be in San Francisco
end of September for Sen. Boxer
and will talk about The Initiative
if I come back. I'll do so with you.

YES ON Proposition 10

California Children and Families Initiative

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California Child Development

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Association

California Council of Community

Mental Health Agencies

California Democratic Party

California Medical Association

California Nurse's Association

California School Boards Association

California State University

Faculty Association

California Teacher's Association

Child Care Coordinating Council

of San Mateo County

Children's Council of San Francisco

Clement United Church of Christ

Early Childhood Center

Cobles County Tobacco

Education Program

Early Head Start

Family Service Agency of Marin

Fresno City College

Child Development Center

High Desert Child Abuse

Prevention Council

Kids Turn, San Diego

Los Angeles City Commission

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Los Angeles Children's Museum

Los Angeles County

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The Rainbow School at Escondido Village

St. Joseph Health System

San Francisco Parenting Skills Program

San Diego Association for the

Education of Young Children

San Jose School Health Centers

Santa Barbara Community College

Children's Center

Valley Resource Center

Westside Children's Center

Wu Yee Children's Services

YWCA of North Orange County

Child Development Center

(Partial List)

September 1, 1998

The First Lady of the United States of America
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Mrs. Clinton,

I want to thank you for your support of the California Children and Families Initiative. As Chair of the Initiative, I am in the of the final phase before the November election with this issue that is so near and dear to my heart. I am writing to ask you to be my special guest at a event during your next scheduled trip to California. I am aware of your busy schedule, but would appreciate an hour of your time when you are in Los Angeles or San Francisco to make an appearance at our event.

As you know, the California Children and Families Initiative is in a tight race in the November elections with our only opponent - the tobacco industry - expected to outspend us at least 5 to 1. However, our polling and the history of the issue give us confidence that we will win if we can deliver our basic message to the electorate. If you would speak on our behalf during September, this worthy Initiative will draw the attention that we know is necessary to deliver our message. Millions of California children would benefit tremendously by the passage of the Initiative.

Please feel free to contact me personally at (310) 285-2328, or my Finance Director Tricia Riffenburgh at (310) 475-2310.

Best Regards,

Rob Reiner

cc: Melanne Vermeer

California Children and Families Initiative, YES on Prop 10

A Project of Forum for Early Childhood Development

2940 Westwood Blvd., Suite One • Los Angeles, CA 90064

Phone: 310-475-2310 • FAX: 310-475-3352 •

E: children98@aol.com • Website: <http://www.children98.org>

Los Angeles Times

CIRCULATION:
\$5,007 DAILY / 1,385,373 SUNDAY

TUESDAY, SEPTEMBER 22, 1998

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THE TIMES POLL

Voters Backing Casinos, Added Cigarette Tax

By MARK Z. BARABAK
TIMES POLITICAL WRITER

California voters appear ready to sanction casino-type gambling on the state's Indian lands and slap more tax on cigarettes to pay for early childhood development programs, according to a new Los Angeles Times poll.

At the same time, voters are less clear on whether they will grant themselves a utilities rate cut and force utilities to bear the full cost of debts associated with energy deregulation.

In partisan races, at least two incumbent Republicans, Secretary of State Bill Jones and Insurance Commissioner Chuck Quackenbush, face potentially strong challenges by, respectively, Democrats Michela Alioto and Diane Martinez.

Two Democratic state officeholders, Controller Kathleen Connell and state schools chief Delaine Eastin, are having an easier time against, respectively, Republicans Ruben Barrales and Gloria Matta Tuchman.

Three other statewide contests—for lieutenant governor, attorney general and treasurer—are essentially dead even.

However, typical for this stage of the campaign, these so-called down-ballot races are drawing little notice, as are the other nine largely uncontroversial and even arcane initiatives on the Nov. 3 ballot.

Asked their motivation for going to the polls, 35% of registered voters cited the assortment of statewide contests, 32% said there is no one thing to spur them to vote and 18% cited the closely matched governor's race between Republican Dan Lungren and Democrat Gray Davis.

The highest-profile initiative on the ballot and the one most familiar to registered voters was Proposition 5, dealing with Indian gaming. The focus of tens of millions of dollars of TV advertising, the measure would amend California law to allow casino-type gambling on tribal lands.

After hearing a description of the measure, 57% of registered voters supported Proposition 5, 28% were opposed and 15% were undecided. Seventy-two percent of those who said they have visited an Indian casino supported the initiative, as did 52% of those who have never been.

Similarly, 71% of frequent gamblers and 63% of occasional gamblers backed the measure, as did 57% of those who rarely gamble and 51% who abstain.

"The pro-Proposition 5 forces, basing their arguments on economic development and Indian self-sufficiency, have clearly done the better job so far of making their case," said Susan Pinkus, director of the Times Poll.

Also winning early voter support is Proposition 10, which would raise cigarette taxes 50 cents a pack to finance early childhood development programs. After hearing a description of the measure, 54% of registered voters

backed it, 35% were opposed and 11% were undecided.

Voters were more evenly divided on Proposition 9, the electric utilities initiative. The measure would rewrite the state's electricity deregulation law to require a 20% rate cut and prevent utilities from charging customers \$28 billion for the cost of nuclear plants and long-term purchase contracts.

After hearing a description of the measure, 36% of registered voters supported Proposition 9, 21% were opposed and 43% were undecided.

In the partisan contests, much seems to depend on who turns out on Nov. 3—an uncertain guess, given the current unsettled political climate. Moreover, most of the candidates on both sides—including

incumbents—are largely a mystery to voters at this point.

In the race for lieutenant governor, state Assemblyman Cruz Bustamante (D-Fresno) leads state Sen. Tim Leslie (R-Tahoe City) 29% to 22% among registered voters. Among likely voters, however, the race was a statistical tie,

with Leslie at 29% and Bustamante at 28%.

Similarly, in the race for attorney general, state Sen. Bill Lockyer (D-Hayward) leads Chief Deputy Atty. Gen. Dave Stirling, the GOP nominee, 31% to 25% among registered voters, but they are virtually tied, 31% to 30%, among likely voters.

In the race for treasurer, the contest is even among both registered and likely voters. Among registered voters, Democrat Phil Angelides has 27% support to 25%

for state Assemblyman Curt Pringle (R-Garden Grove.) Pringle was slightly ahead among likely voters, 30% to 27%.

Two Republican incumbents could face tough reelection fights, depending on turnout.

Insurance Commissioner Quackenbush was essentially tied with state Assemblywoman Martinez (D-Monterey Park) among registered voters, 36% to 35%, but led by 42% to 34% among likely voters.

At the same time, Secretary of State Jones drew 28% to Alioto's 30% among registered voters, but held a 34% to 29% lead among likely voters.

Two incumbent Democrats, Controller Connell and Supt. of Public Instruction Eastin, were more comfortably ahead in their reelection bids.

Connell led San Mateo County Supervisor Barrales 38% to 22% among registered voters and 40% to 27% among likely voters. Eastin led Santa Ana teacher Matta Tuchman 24% to 10% among registered voters and 27% to 11% in the race for the nonpartisan office.

Los Angeles Times

CIRCULATION:
1,295,007 DAILY / 1,385,373 SUNDAY

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Please see POLL, A22

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Two Democratic state officeholders, Controller Kathleen Connell and state schools chief Delaine Eastin, are having an easier time against, respectively, Republicans Ruben Barrales and Gloria Matta Tuchman.

Three other statewide contests—for lieutenant governor, attorney general and treasurer—are essentially dead even.

However, typical for this stage of the campaign, these so-called down-ballot races are drawing little notice, as are the other nine largely uncontroversial and even arcane initiatives on the Nov. 3 ballot.

Asked their motivation for going to the polls, 35% of registered voters cited the assortment of statewide contests, 32% said there is no one thing to spur them to vote and 18% cited the closely matched governor's race between Republican Dan Lungren and Democrat Gray Davis.

The highest-profile initiative on the ballot and the one most familiar to registered voters was Proposition 5, dealing with Indian gaming. The focus of tens of millions of dollars of TV advertising, the measure would amend California law to allow casino-type gambling on tribal lands.

After hearing a description of the measure, 57% of registered voters supported Proposition 5, 28% were opposed and 15% were undecided. Seventy-two percent of those who said they have visited an Indian casino supported the initiative, as did 52% of those who have never been.

Similarly, 71% of frequent gamblers and 63% of occasional gamblers backed the measure, as did 57% of those who rarely gamble and 51% who abstain.

"The pro-Proposition 5 forces, basing their arguments on economic development and Indian self-sufficiency, have clearly done the better job so far of making their case," said Susan Pinkus, director of the Times Poll.

Also winning early voter support is Proposition 10, which would raise cigarette taxes 50 cents a pack to finance early childhood development programs. After hearing a description of the measure, 54% of registered voters

backed it, 35% were opposed and 11% were undecided.

Voters were more evenly divided on Proposition 9, the electric utilities initiative. The measure would rewrite the state's electricity deregulation law to require a 20% rate cut and prevent utilities from charging customers \$28 billion for the cost of nuclear plants and long-term purchase contracts.

After hearing a description of the measure, 36% of registered voters supported Proposition 9, 21% were opposed and 43% were undecided.

In the partisan contests, much seems to depend on who turns out on Nov. 3—an uncertain guess, given the current unsettled political climate. Moreover, most of the candidates on both sides—includ-

ing incumbents—are largely a mystery to voters at this point.

In the race for lieutenant governor, state Assemblyman Cruz Bustamante (D-Fresno) leads state Sen. Tim Leslie (R-Tahoe City) 29% to 22% among registered voters. Among likely voters, however, the race was a statistical tie,

with Leslie at 29% and Bustamante at 28%.

Similarly, in the race for attorney general, state Sen. Bill Lockyer (D-Hayward) leads Chief Deputy Atty. Gen. Dave Stirling, the GOP nominee, 31% to 25% among registered voters, but they are virtually tied, 31% to 30%, among likely voters.

In the race for treasurer, the contest is even among both registered and likely voters. Among registered voters, Democrat Phil Angelides has 27% support to 25%

for state Assemblyman Curt Pringle (R-Garden Grove.) Pringle was slightly ahead among likely voters, 30% to 27%.

Two Republican incumbents could face tough reelection fights, depending on turnout.

Insurance Commissioner Quackenbush was essentially tied with state Assemblywoman Martinez (D-Monterey Park) among registered voters, 36% to 35%, but led by 42% to 34% among likely voters.

At the same time, Secretary of State Jones drew 28% to Alioto's 30% among registered voters, but held a 34% to 29% lead among likely voters.

Two incumbent Democrats, Controller Connell and Supt. of Public Instruction Eastin, were more comfortably ahead in their reelection bids.

Connell led San Mateo County Supervisor Barrales 38% to 22% among registered voters and 40% to 27% among likely voters. Eastin led Santa Ana teacher Matta Tuchman 24% to 10% among registered voters and 27% to 11% in the race for the nonpartisan office.

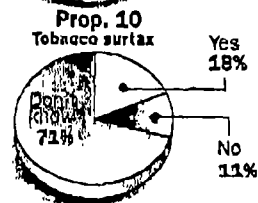
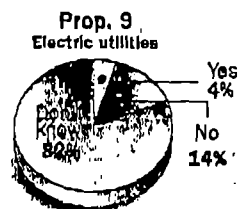
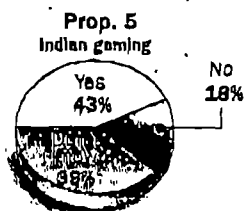
The Times Poll interviewed 1,651 Californians, including 1,270 registered voters, by telephone Sept. 12-17. Among them, 684 were deemed likely to vote. The margin of sampling error is plus or minus 3 percentage points for registered voters and 4 percentage points for likely voters.

How the Poll Was Conducted

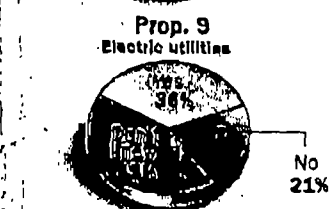
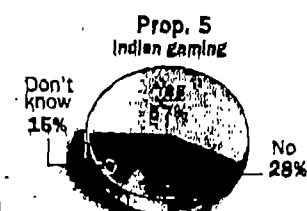
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Ballot Propositions

Registered voters were asked how they would vote on three initiatives that will appear on this November's ballot if the election were held today:



After they were read the ballot descriptions of the three propositions, here's how they said they would vote:



Note: Results include those who said they were "leaning toward" voting for or against a proposition.

* "Don't know" includes "Haven't heard enough about it to say."

Sources: L.A. Times Poll

Times Poll results are also available at <http://www.latimes.com/latimespoll>

Los Angeles Times

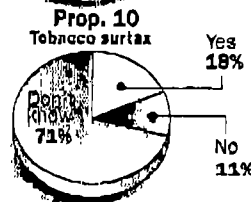
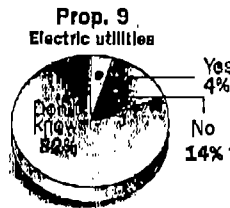
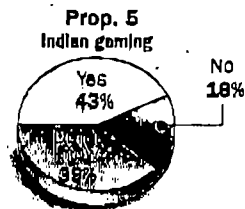
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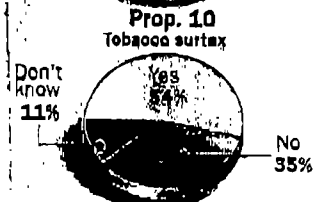
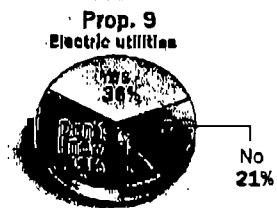
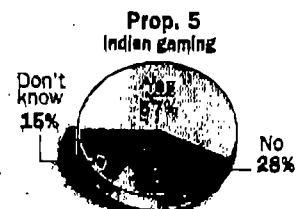
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Los Angeles Times



California Children and Families Initiative

Rob Reiner, Chair

FOR IMMEDIATE RELEASE
June 25, 1998

CONTACT:

Kristina Parham
(310) 552-6922
Maryann Maloney
(213) 627-5140

CALIFORNIA CHILDREN AND FAMILIES INITIATIVE QUALIFIES FOR NOVEMBER BALLOT -- Initiative to Provide Programs for Infants and Young Children --

LOS ANGELES – The California Secretary of State announced today that the California Children and Families Initiative, the landmark initiative to provide medical and social services for infants and young children, has qualified for the November statewide ballot. If approved by voters, the initiative will place an additional 50 cents a pack tax on cigarettes to generate an estimated \$700 million a year to fund health, nutrition and education programs to promote early childhood development. The funding generated by the initiative will trigger the availability of existing federal matching dollars that will allocate a total of approximately \$1.4 billion to California every year for programs for infants and young children.

“This is a great day for the children of California,” said Rob Reiner, filmmaker and chair of the California Children and Families Initiative. “Through this initiative, communities throughout California will be able to provide infants and young children with the building blocks for healthy lives.” Reiner has devoted substantial time and resources to the California Children and Families Initiative as part of his crusade to shift the national consciousness to value early-childhood development. As an activist for infants and young children, Reiner was instrumental in initiating the White House conference on early-childhood development, produced a television special on the subject, and launched the “I Am Your Child” national awareness and engagement campaign about the need for quality early-childhood development programs.

-- more --

California Children and Families Initiative, a Project of Forum for Early Childhood Development

510 West Sixth Street #1002, Los Angeles, CA 90014 • ID #971785
Ph: 213-627-5140 • Fax: 213-627-5709 • E-Mail: children98@aol.com

The California Children and Families Initiative will create a comprehensive and integrated system of services to help children from the prenatal period through the first five years of life. The initiative, which will be implemented on a county-by-county basis, will ensure that California's children grow up to be healthy, ready to learn in school and productive members of society.

Studies by organizations such as the Carnegie Corporation of New York, RAND and the California Research Bureau show that a child's early experiences in the first years of life have a profound impact on education, social and economic outcomes.

A child's brain grows to approximately 90 percent of its adult size in the first three years of life and the brain growth and development during this period will in a large part determine how well he or she will perform in school and later on in life. During these critical first years, the California state government spends scant resources on services for children.

"What research tells us, and what we know as care givers for children, is that when you invest in a child in the earliest years the dividends to the child and society are tremendous," said Patty Siegel, task force member of the Carnegie Corporation Starting Points Report and executive director, California Child Care Resource and Referral Network.

The types of programs that will be funded through the California Children and Families Initiative include nutrition services, child immunizations, early childhood development classes for parents and child care providers, and additional quality child care services. The initiative will also provide funding for existing community-based organizations and the establishment of new centers that focus on parenting education and family support services.

-- more --

The California Children and Families Initiative will also teach women about the negative effects of smoking while pregnant. It will provide smoking cessation assistance to pregnant women and parents of young children who want to quit smoking. Studies by the American Lung Association and the Environmental Protection Agency state that smoking by pregnant women and secondhand smoke are major contributors to disease and death in young children. The current tax on cigarettes in California is 37 cents a pack. California ranks 21st in the nation in state cigarette taxes.

The California Children and Families Initiative gathered 1,189,571 signatures to qualify for the November statewide ballot. In total, the state required that the initiative have 693,230 valid signatures to qualify. The signatures to qualify the initiative were gathered primarily through grassroots involvement by the many community-based organizations that have endorsed the initiative.

"The California School Boards Association will be an aggressive advocate for the California Children and Families Initiative," said John D'Amelio, president, California School Boards Association. "This initiative will help us to deliver critically needed services to children while keeping intact the current funding for public education."

The California Children and Families Initiative has been endorsed by former Surgeon General C. Everett Koop and a bipartisan coalition of political leaders including initiative committee co-chairs U.S. Senator Barbara Boxer, former Congressman Michael Huffington, San Francisco Mayor Willie Brown and Los Angeles Mayor Richard J. Riordan. Also endorsing the initiative are: American Lung Association of California, American Cancer Society (California Division), American Heart Association (Western States Affiliate), California School Boards Association, California Child Care Resource and Referral Network, Children's Institute International and Consortium to Prevent Child Abuse.

NOTE: California Children and Families Director Mike Roos will be available for media interviews on Thursday, June 25. Please contact Kristina Parham at (310) 552-6922 to request an interview.

#

Smoking causes illness and death ... Even among infants

Smoking During Pregnancy Accounts for:

- An estimated 20 to 30 percent of low birth weight babies.
- Up to 14 percent of preterm deliveries.
- Maternal smoking has been linked to asthma among infants and young children.
- Increased risk of sudden infant death syndrome (SIDS).
- Secondhand smoke is responsible for between 150,000 and 300,000 lower respiratory tract infections in infants and children under 18 months of age annually.
- Secondhand smoke results in between 7,500 and 15,000 hospitalizations each year.

*Sources: American Lung Association
American Cancer Society
Environmental Protection Agency*

California Tobacco Statistics

- In 1996 alone, cigarette makers spent more than \$400 million to market, advertise and promote their products.
- Children are the industry's prime targets as 90 percent of today's smokers become addicted by the time they are 19.
- The Centers for Disease Control and Prevention estimates that 1,446,550 children in California under 18 are expected to become smokers. Of this number, 462,896 will die of smoking related illnesses.

California cigarette taxes are 21st in the country, lower than Michigan, Oregon, New York and Texas. The last significant increase was in 1988 when voters approved Proposition 99, a 25 cent per pack tax to fund anti-smoking and health care programs.

Smoking has decreased by one-third as a direct result of this tax and the programs it funded.

The California Children and Families Initiative will fund a new statewide multi-media campaign to inform pregnant woman about the negative effects of smoking while pregnant. It will also provide smoking cessation assistance for pregnant women and parents of young children who want to quit smoking.

The price increase in cigarettes brought about by the new tobacco tax will reduce smoking by an additional one-third or more, saving countless lives.

California Must Invest Now...or Pay Later

"The opportunity for a parent and child to form secure healthy attachments is the most important thing that will ever happen to a child in his or her life. Forming healthy attachments between a parent and child builds a sense of lifetime belonging to family. This bonding gives a child the foundation for a positive life. Absent healthy attachments, a child can fall prey to school failure, drug addiction, juvenile crime, premature sexual activity, and welfare dependency."

— Rob Reiner, Chair
March 23, 1998 Fresno, California

Recent studies on brain development by the *Carnegie Institute of New York, Baylor School of Medicine* and the *California Research Bureau* have proven that a child's experiences in the first years of life have a profound impact on educational, social and economic outcomes.

The brain begins to develop inside the mother's womb, forming billions of neurons or nerve cells. Neurons produce long stemmed axons that connect with other neurons. These brain connections shape the baby's entire personality and determine how well he or she will perform in school and later life.

A child's brain grows to approximately 90 percent of its adult size in the first three years. Children who lack proper nutrition, health care and nurturing during this time do not develop the social, motor and language skills needed to enter school healthy and ready to learn.

In one study, imaging techniques were used to compare the brain of a normal three year old child who received proper care and nurturing with the brain of a child who was the product of extreme neglect and abuse. When the brain images were placed side by side, one showed a perfectly formed brain with all the gray matter filled in while the other showed a brain about two-thirds the size with black crevices where gray matter should be. Brain specialists examined these images and, not knowing their source, assumed the smaller brain was that of a person afflicted with the deteriorating effects of Alzheimer's disease.

Pregnant women who smoke or abuse alcohol and drugs threaten the normal brain development of their children. Child abuse, domestic violence and extreme neglect also produce physical symptoms of brain damage that may never be repaired.

A Rand Corporation Study determined that 90% of the billions of dollars spent on education, health care and social services for children are spent after children enter school at age five. For too many children, this is simply too late.

These are the children we lose to gangs and drugs. We taxpayers foot the bill for welfare, law enforcement and prisons. The California Children and Families Initiative will make a substantial investment in our children early, when it will do the most good.

Frequently Asked Questions

Q1: Why impose another state tax on cigarettes?

A: Three reasons:

1. California has not significantly increased the state tax on cigarettes since the voters passed Proposition 99, ten years ago. The twenty-five cent tax increase contained in this initiative raised the price of cigarettes and cut cigarette smoking by nearly a third.
2. Cigarette smoking is a leading cause of cancer and other health problems, including those that inhibit the healthy development of children.
3. According to the National Cancer Policy Board, there is strong evidence supporting a direct correlation between raising the cost of a pack of cigarettes and a decrease in consumption of cigarettes, especially among teenagers.

Q2: How will the money from the cigarette surtax be collected?

A: A special account, the California Children and Families Trust Fund Account, will be set up within the State Treasury to collect and hold for disbursement all revenue generated by the Cigarette and Tobacco Products Surtax.

Q3: Does the California Children and Families Act of 1998 affect the funding for anti-smoking programs funded by Proposition 99 and/or the Breast Cancer Fund, two measures that were previously voted into law to raise funds to combat the negative effects of smoking and smoking related diseases?

A: No. The initiative specifically protects funding for these programs by requiring money from the new initiative to first be used to offset any decrease in funds that might occur as a result of a decrease in cigarette consumption. The State Board of Equalization will, within one year, determine the effect of imposing additional taxes on cigarettes as well as the increase or decrease in the level of consumption of cigarettes and the amount of money generated by the tax.

The State Board of Equalization will transfer from the California Children and Families Trust Fund accounts whatever funds are necessary to offset revenue decreases in programs that support Proposition 99 and the Breast Cancer Fund.

This reimbursement will occur annually if necessary.

Q4: How will the \$700 million in cigarette surtaxes for the California Children and Families Initiative be allocated?

A: Every fiscal year, after determining the level of smoking consumption and whether or not Proposition 99 and the Breast Cancer Fund need reimbursement, the funds for the California Children and Families Act will be allocated as follows:

- Prop 99 anti-smoking programs and the Breast Cancer Fund will be reimbursed an estimated 35 million dollars..
- Twenty percent of the balance will be appropriated to the State Commission for statewide expenditures. This money will then be allocated as follows:
 - Six percent will fund a statewide multimedia campaign designed to encourage pregnant women and parents of young children to stop smoking.
 - Five percent will be used for parenting education and training and the development of educational materials and technical support for the local county commissions.
 - Three percent will be allocated for education and training of child care providers, the development of educational materials and guidelines for child care workers.
 - Three percent will be directed to research and development that identifies the best practices for early childhood development programs.
 - One percent will be used for administrative functions of the state commission.
 - Two percent will be set aside in a special subaccount and made available for approved expenditures.

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None of this money will be used for administrative purposes.

The remaining eighty percent of the revenue in the California Children and Families Trust Fund Account shall be given directly to county commissions that adopt and submit a county strategic plan for providing health care and other revenues to pre-school children. The money will be used to provide the direct services deemed necessary by the local county commissions.

Q5: Who will administer the California Children and Families Trust Fund Account and the California Children and Families Program at the state level?

A: A seven member commission will be appointed by the California Governor, State Rules Committee and Assembly Speaker to provide oversight and technical assistance to the 58 local county commissions.

Q6: What kinds of programs will be eligible for funding at the county level?

A: The initiative will:

- Fund a creation of a comprehensive and integrated delivery system of information and services to promote early childhood development
- Provide funds to existing community based centers or establish new centers that focus on parenting education and family support services
- Educate Californians via a statewide multimedia campaign on the importance of early child development and the dangers of smoking by pregnant women and parents of young children
- Provide assistance to pregnant women and parents of young children who want to quit smoking
- Establish programs designed to help pregnant women and parents of young children who smoke quit smoking
- Create education and training programs on the avoidance of tobacco, drugs and alcohol during pregnancy
- Provide prenatal and postnatal maternal and infant nutrition services

- Fund child immunizations
- Provide training for parents and child care providers in child care skills
- Provide treatment for children suffering from problems related to drug and alcohol abuse
- Fund domestic violence intervention, prevention and treatment
- Fund child development, health care and social services not provided by existing programs
- Create additional quality child care

Q7: Who will administer the California Children and Families Initiative at the county level?

A: The Board of Supervisors from each county will appoint a five to nine member County Children and Families Commission.

The Commission will include: A county health officer, representatives of local medical, pediatric or obstetric communities, representatives of local school districts and a member of the county board of supervisors.

The County Children and Families Commission is responsible for developing and adopting a county strategic plan that promotes the improvement of early childhood development.

Q8: Will a special formula be used to specifically determine how much money each county will receive?

A: Yes. Funds allocated to each county commission will be based on the proportion of the number of births that occur within the county relative to statewide births.

Q9: Is the program audited?

A: The commission must prepare and present to the Governor and the Legislature an annual audit that includes reports from each individual county commission. The audit will be available to the public.

Initiative Summary

The California Children and Families Act of 1998 will create an annual funding stream of \$700 million by adding an additional 50 cents per pack tax to cigarettes. The revenue will be used for the following:

- Creation of a comprehensive and integrated delivery system of information and services to promote early childhood development
- Providing funds to existing community-based centers or establishing new centers that focus on parenting education and family support services
- Educating Californians via a statewide multimedia campaign on the importance of early childhood development and the dangers of smoking by pregnant women and parents of young children
- Providing assistance to pregnant women and parents of young children who want to quit smoking
- Designing and implementing programs to help pregnant women and parents of young children who smoke quit smoking
- Education and training on the avoidance of tobacco, drugs and alcohol during pregnancy
- Prenatal and postnatal maternal and infant nutrition services
- Child immunizations
- Child care skills for parents and child care providers
- Treatment for children suffering from problems related to drug and alcohol abuse
- Domestic violence intervention, prevention and treatment
- Child development, health care and social services not provided by existing programs
- Creation of additional quality child care

California is losing hundreds of millions of dollars in federal funding for these kinds of programs because we do not have matching funds. The initiative will provide these matching funds, adding up to 700 million federal dollars to the \$700 million generated by the initiative.

PROPOSITION 10

Fighting For Our Children's Future

Vote YES on Proposition 10

Former Surgeon General C. Everett Koop
American Cancer Society
American Heart Association
American Lung Association
California Association of Catholic Hospitals
California Conference of Local Health Officers
California Correctional Peace Officers Association
California Medical Association
California Nurses Association
California Teachers Association
California School Boards Association
American College of Emergency Physicians
California Child Care Resource and Referral Network
California Consortium To Prevent Child Abuse
Children Now
Children's Advocacy Institute
Children's Health Fund
National Council of Family Relations
National Mental Health Association
U.S. Senator Barbara Boxer - Democrat
Former Congressman Mike Huffington - Republican
Los Angeles Mayor Richard J. Riordan - Republican
San Francisco Mayor Willie Brown - Democrat
California State Senate President Pro Tem John Burton - Democrat
California State Assembly Speaker Antonio Villaraigosa - Democrat
Los Angeles County Board of Supervisors
-partial list-

Vote NO on Proposition 10

Philip Morris Tobacco Company, R.J. Reynolds Tobacco Company, Lorillard Tobacco Company and Brown & Williamson, the creators of the "Committee Against Unfair Taxes" - NO on Prop 10.

"When asked why the tobacco companies would involve themselves, Ron Gray [spokesperson for NO on Prop 10] responds, 'They have a financial stake. I'm sure that's a concern. I don't know how much tobacco consumption would go down [if Prop 10 passes], but it would definitely go down, I think. I'm sure that works into the equation for them.'" - Sacramento News and Review, Sept. 3, 1998



California Children and Families Initiative

Rob Reiner, Chair

YES ON PROPOSITION 10 FACT SHEET

OVER A DECADE OF RESEARCH PROVES COST-EFFECTIVE INVESTMENTS IN CHILDREN AND ANTI-SMOKING PROGRAMS SAVE DOLLARS AND LIVES

- Early and comprehensive prenatal care saves \$3 for every one dollar invested. (*U.S. House Select Committee on Children, Youth and Families, 1990, Brown and English 1994*)
- Every dollar invested in childhood immunizations saves, on average, \$10 in costs for hospitalizations and other treatments. (*U.S. House Select Committee on Children, Youth and Families, 1990, Brown and English, 1994*)
- For each dollar spent for substance abuse treatment services, more than \$11 are saved in social costs. (*U.S. Department of Health and Human Services, Center for Substance Abuse Treatment, 1994*)
- Treatment of substance abusers in the California public system in 1991 saved \$1.4 billion in reduced criminal activity and health care utilization over a two-year period - a 7 to 1 ratio of benefits to costs. (Report submitted to the State of California Department of Alcohol and Drug Programs, 1994; U.S. Department of Health and Human Services, Center for Substance Abuse Treatment, 1994)
- High quality pre-school programs for at-risk children have demonstrated lasting benefits and a significant return on investment. A twenty-two year, longitudinal study of one such program found a net savings of \$7.16 - including lower costs related to reduced special education and welfare costs and higher future worker productivity - for every dollar invested. (*U.S. Select Committee on Children, Youth and Families, 1990, High Scope Educational Research Foundation, 1993*)
- A study published by the Families and Work Institute showed that an investment of \$10,000 per year for one child yields an estimated minimum savings to society of approximately \$100,000 per child. These savings are reflected in reduced spending on special education, welfare and juvenile crime. (*Rethinking the Brain: New Insights Into Early Development, Appendix B*)
- The cost of providing smoking cessation help to the estimated 350,000 pregnant smokers seen in public health clinics would be approximately \$1.75 million compared with an estimated \$37 million in excess low birth weight costs, producing a cost-benefit ratio of \$1 to \$21. (*U.S. Select Committee on Children, Youth and Families, 1990*)
- California employers absorb more than \$860 million each year in lost productivity due to smoking-related illnesses. (*California Department of Health Services*)
- Ten years ago, California voters approved Proposition 99, a twenty-five cent tax on cigarettes. Smoking decreased in California by one-third. Experts predict an additional decrease in smoking by 25 percent or more as a direct result of Proposition 10. According to studies by the National Cancer Policy Board and others, the decline is likely to be the greatest among teenage smokers who are the most sensitive to price increases.

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CALIFORNIA CHILDREN AND FAMILIES INITIATIVE

Chair, Filmmaker Rob Reiner

Co-Chair Committee

U.S. Senator Barbara Boxer

Mayor Willie L. Brown, Jr. Mayor Richard J. Riordan

Businessman Ron Burkle

Businessman and Former U.S. Congressman Michael Huffington

Vice Chair Committee

Assemblyman Robert Hertzberg Businessman Steven Soboroff

National Organizations

American Academy of Child & Adolescent Psychology
ASPIRA Association
Child Care Action Campaign
Child Welfare League of America
Children's Health Fund
National Child Labor Committee
National Council on Family Relations
National Education Goals Panel
National Mental Health Association

State Organizations

American Cancer Society, California Division
American College of Emergency Physicians
American Heart Association
American Lung Association of California
California Association of Catholic Hospitals
California Child Care Resource and Referral Network
California Child Development Administrators Association
California Conference of Local Health Officers
California Correctional Peace Officers Association
California Healthcare Association
California Public Interest Public Research Group
California Medical Association

California Nurses Association
California School Board Association
California Teachers Association
Children Now
Children's Advocacy Institute, Center for Public Interest Law
County Alcohol and Drug Program Administration of California
Family Service Council of California
National Center for Infants, Toddlers, and Families
National Child Labor Committee
National Council of Jewish Women
National Mental Health Association
Planned Parenthood Affiliates of California
Results
St. Joseph Health System
Former Surgeon General C. Everett Koop
Pat Boone, Pat Boone Enterprises
Robert H. Schuller, The Crystal Cathedral

U.S. Senators

Barbara Boxer, Co-Chair

U.S. House of Representatives

U.S. Representative Robert Filner
U.S. Representative George Miller
U.S. Representative Esteban Torres
U.S. Representative Henry A. Waxman

State Board of Equalization

Vice Chair, Board of Equalization, John Klehs

California State Senators

Senator John Burton, President Pro Tem
Senator Tom Hayden
Senator Betty Karnette
Senator Jack O'Connell
Senator Byron Sher
Senator Diane Watson

California State Assemblymembers

Antonio Villaraigosa, Speaker
Sheila Kuehl, Speaker Pro Tem

Elaine Alquist
Dion Aroner
Valerie Brown
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Mickey C. Peabody, Oakdale
Bev Perry, Brea
Bob Pinzler, Redondo Beach
Virginia D. Pointer, Buellton
Jeffrey Prang, West Hollywood
Joseph Romero Rocha, Azusa
Roy A. Rodriguez, Barstow
Mark A. Ross, Martinez
Mike Rotkin, Santa Cruz
Sam Salmon, Windsor
Dan B. Secord, M.D., Santa Barbara
Darrell Steinberg, Sacramento
Dan Walker, Torrance
Robbie Waters, Sacramento
Eric A. Ziedrich, Healdsburg

Law Enforcement

California Correctional Peace Officers Association
Mariposa County District Attorney, Christine Johnson
Ventura County District Attorney, Michael Bradbury
Robert T. Doyle, Marin County Sheriff's Department
Don Horsley, San Mateo County Sheriff's Department
Charles C. Plummer, Alameda County Sheriff's Department
Mark Tracy, Santa Cruz County Sheriff's Department

Children and Family Organizations

ABC Teen Parent Program, Coordinator Patalusio
Ala Costa Center, Lorraine Hawkins, Executive Director
Alpha Kappa Alpha Head Start Program
Apples & Bananas, Program Director, Susheela Farrell
Alta Dena Children's Christian Center, Executive Director, Toni Boucher
Asian Family Resource Center, Executive Director, Sary Tatpaporn
4-H After School Child Care Program
Bananas Child Care Resource and Referral Service, Program Director, Arlyce Currie
Bethlehem Children's Center
Butte Valley Montessori Children's House, Center Director, Daintry Zarzynski
Buckingham Nannies
California Child Care Health Program
California Child Care Resource and Referral Network, Patty Siegel, Director
California Child Development Administrators' Association
California Consortium to Prevent Child Abuse, Executive Director, Julie Christine
California Mental Health Advocates for Children & Youth
California Young World, Executive Director, Iris Fox
Camp Fire Boys & Girls
Cartwheels Educational Consulting, Owner, Suzanne Thompson
Center for Child and Family Studies
CHDP Program
Child Abuse Prevention Council
Child Care Coordinating Council of San Mateo County
Child Care Law Center
Child Development Center, Director, Claire Carsman
Child Development Center, Director, Frances Gallard
Child Development Specialist, Rose Selesnick
Children and Youth Services
Children's Council of San Francisco
Children's Advocacy Council of Riverside, Coordinator, Aggie Jenkins
Children's Bureau of Southern California, Executive Director, Alex Morales
Children's Institute International
Children's Support Services and Resources Center
Choices
Claremont United Church of Christ Early Childhood Center
Contra Costa Child Care Council, Executive Director, Catherine J. Ertz-Berger
Director Children's Center
Early Head Start
El Nido Family Centers
Families and Schools Together, Lynn McDonald, Ph.D., Director
Family Actualization
Family Helpline
Family Service Agency of Marin

Family Service Council of California
First Steps Children Center
Frank D. Lonteman Regional Center
Fresno City College Child Development Center
Good Beginnings Nursery School and Day Care
The Grace Homes
Green Valley Child Development Center
High Desert Child Abuse Prevention Council
Inter Agency Council on Child Abuse and Neglect, Executive Director, Deane Tilton
Dr. Kerby T. Alvy, Center for the Improvement of Child Caring
KidCare, State Preschool and Extended Kindergarten Programs
Kids Turn, San Diego
Kids World Pre-School & After School Program, Director, Paula Marie Johnson
Lead Safe California
Leap. . Imagination in Learning
Leapin Lizard Child Development Center, Director, Patrice Archuleta
Lincoln Child Center
Live Oak Child Development Program
Los Angeles City Commission for Children, Youth and Their Families
Los Angeles Children's Museum
Los Angeles County Children's Planning Council
Los Angeles County Commission for Children and Families
Los Niños Child Development and Family Program
Mulberry Children's Center
Morey Avenue School Early Childhood Development Center
National Black Child Development Institute
National Council on Family Relations
Para Los Ninos, Family Resource Coordinator, Terry L. Payne
Para Los Ninos, Program Manager, Tom Kirkbride
Saint Lukes VMC, Jamie Musson, Director
San Francisco Parenting Skills Program
San Diego Association for the Education of Young Children
Santa Barbara Community College Children's Center
Sunnyhills Child Development Center
The Jeffery Foundation
Walden Family Services
WestEd Center for Child and Family Studies
Westside Children's Center
Wu Yee Children's Services
YWCA of North Orange County Child Development Center

Health Organizations

Alameda County Public Health Department
American Cancer Society, California Division
American Heart Association, Western States Affiliate

American Heart Association, Greater Los Angeles Affiliate
American Lung Association of California, Assistant V.P., Government Relations,
Paul Knepprath
American Lung Association of San Francisco and San Mateo Counties, Executive
Director, Linda Civitello-Joy
American School Health Association, Executive Director, Susan Wooley
Asian Family Resource Center
Asian Health Center, Clinic Administrator, Mylinh Pham
Nora J. Baladerian, Ph.D., Director of Counseling Center of West L.A.
Berkely Pediatric Medical Group, Annemary Franks, MD
California Association of Catholic Hospitals
California Conference of Local Health Officers
California Council of Community Mental Health Agencies, Executive Director,
Rusty Selix
California Medical Association
California Mental Health Advocates for Children and Youth, Director,
Steven E. Elson, Ph.D.
CHDP, Program Director, Andriya Glessner
Childcare Health Program
Children's Hospital of Los Angeles, Director, Community Affairs, Ellen Zaman
Consolidated Tribal Health Outreach, Outreach Supervisor, Debbie Harrison
Director of Health Promotion, Colaboratiro SABER
Intercommunity Child Guidance Center, Executive Director, Sandra J. Klein
John Westley Community Help
Kedien Community Health Center, Inc., President and CEO, Gloria A. Nabrit
Logan Heights Family Health Center, Executive Director, Fran Butler-Cohen
Mental Health Association of California, Chair of Public Policy, John Van Aken
Mental Health Association in Los Angeles County, Richard S. Van Horn
Mental Health Association of Marin, Executive Director, Dorothy A. Hughes
Northeast Valley Health Corporation
Oakland Birth to School Health, Coordinator, Heidi Biegel
Palomar Pomerado Health System
Sacramento Crisis Nursery
Santa Clara Medical Center, Executive Director, David L Kerns, M.D.
St. Joseph Health System, Director, Advocacy, Mary Ann Gaido
San Jose School Health Centers, Director, Nancy Sherdell
San Luis Obispo County Tobacco Coalition, Chairperson, Shannon White Bond
San Louis Obispo Medical Society, Legislative Chair, Stephen L. Hansen, M.D.
South Los Angeles Health Projects, Executive Director, Steve Baranoz
Trinity Kid's First, Coordinator, Shelly Aldinger

Education Organizations

American River College
California School Boards Association
California State University Faculty Association

Center on Alcohol Advertising
Center for Human Development
Chancellor of California State University, Charles B. Reed
Child Development, Rio Hondo College
Chino Valley Unified School District, Health Services/Early Childhood Education
Chula Vista Library & Recreation, Human Services
Circle of Children Preschool
College of the Siskiyous, Foster Care Education
Colusa County Tobacco Education Program
Community Services Programs, Inc., Betty Lou Knapp
Early Childhood Education, Santa Rosa Junior College
Educational Enrichment Systems, Inc.
Hilltop Nursery School, Inc.
Lake Tahoe Community College, CDC
Los Angeles Unified School District
Mission Learning Center
National Education Goals Panel
Palo Verde Unified School District
Pasadena Unified School District
Project A.R.I.S.E. c/o Sonrise Community Outreach, Inc.
Prospect Avenue School, Principal, Jerelyn Lindsay
Superintendent of Kenwood School District, Bob Bales
Sunshine Pre-School
SWCH Institute
Temple Israel Nursery School
The Children's Pre-School Center
The Rainbow School at Escondido Village
UC Davis, University Extension
USC School of Social Work

Editorial

The Contra Costa Times

Other

American Friends of Neve Shalom/Wahat Al Salam, National Director of Development
Big Red Barn Productions
Castle Amusement Park
Center on Juvenile and Criminal Justice, Daniel Macallair, Associate Director
Community Service Programs, Incorporated, Barbara J. Phillips, Director
C.R. Stelling and Associates, Clyde and Marlene Stelling, President and Secretary
D & D Computer Consulting
Fillipino American Services Group, Susan Espiritu Maquindang, Executive Director
Fresno Center for New Americans, Lue N. Yang, Executive Director
Groupsolutions, Deborah Ebbert, Facilitator

Hmong Women Association, Chi Kue, Executive Director
Homeless Services Para Los Ninos, Tom Kirkbride, Program Manager
International Mutual Assistance Association, Kry M. Trang, Executive Director
Journal of Child-Care Administration, Publisher, Christine Kalbaugh
Juvenile Justice Program, David Steinhart, Director
Mainstreet Productions, Denis Regan, President
Maloney Meat Company, John P. Maloney, President
Maria Contreras Sweet Company
Mary Beth Phillips, Founder of the Trustline Registry
Mujeres Unidos y Activos
North County Community Service, Program Director, Donna Meester
One Source Communications,
Sacramento Area Black Caucus
Saint Vincent's Day Home
San Joaquin County Housing Authority
Seneca Center Residential and Day Treatment Center
Dr. Sidney Smith, CHDP Director
Sunnyhills United Methodist Church
Trauma Foundation, San Francisco
Together United Grandparents, President, Jan Richman
Valley Resource Center, Prevention Coordinator, Judy Darnell

Individuals

Aileen Adams
Fr. John S. Bakas, Dean, Saint Sophia Cathedral
Cynthia Fine
Yolie Flores Aguilar
Brook Alison & Jim Smith
Herb Alpert, Musician
Elaine Arnstein, Public Affairs, NCWJ
Dido E. Artiga
Antonio Avalos
Father John S. Bakas
Raphael Bannales
Carol A. Berman
Stephen Bing, Investor
Frank Biondi, MCA
Jane Boeckmann, Valley Magazine
Pat Boone, Pat Boone Enterprises
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Denise Brown
Marilyn Buccola
Susie Tompkins Buell, President, Esprit Clothing
Rebecca Bush

E. Blake Byrne, President, Argyle Television
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Dr. Geoffrey Cowan, Dean, USC/Anneberg School
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Donna Jean Crowder
Matthew F. Czarneck, Jr.
Bob Daly, Chairman and Co-CEO, Warner Bros. and Warner Music Group
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Marvin Davis, The Davis Companies
Mary R. Dean
Dr. Donald Dixon, Professor, Sonoma State University
Lauren Donner, Producer
Michael Douglas, Actor-Producer
Bill Duffy
Enima Sosa Duncan
Sally Durbin
Victoria A. Dutton
Barbara Emerich
Jill Englander
Sonia Enriquez
Claudia Eskenazi, Ph.D
Bbbi Farrel, President, 31st District PTSA
Mark T. Fernandez
Mark Fine, Sr. Vice President, Polygram Records
Noel W. Folsom
Mimi Fruehan & Tina Kreitz, School New Age Parent Program, Alameda Unified School District
David Geffen, Principal, DreamWorks SKG
Walter Gerken
Andriya Glessner
Sylvia Goldstein
Pat & Norman Gollin
Dr. Richard Goodman, Retired Executive Director of New Hampshire Administrators Association
Lisa Goodman
Cyndi James Gosset
Victoria Graham
Mary Grimes
Gale Grunert
Barbara M. Guenther
Christine Hackstaff

Jophn Hartley, Regional Director, Peace Corps
Lydia Clark Heston
Margie Higgins
Michele Hobza, Director, Integrated Community Services, Sacramento City Unified
School School District
Dustin Hoffman, Actor
Andy Hopwood
Alan Horn, Chairman and CEO Castle Rock Entertainment
Ellen S. Horwitz, Program Assistant, Pomona Unified School District
Ariana Huffington, Syndicated Columnist
Lenoe Jacoby, Ph.D.
Claudia Jardot
Julia Johnstone, Sr. Accountant
Claudia T. Jones, Teacher
Lori Kaplan, Ph.D., Psychologist
Mary Ellen Kasdan, Producer
Reed and Margaret Katherine, Attorneys at Law
Sheila Katz, Alcohol, Tobacco, and Other Drug Specialist
Jeffrey Katzenberg, Principal, DreamWorks SKG
Michael King, Kingworld
Phyllis Klein
Barbara Knappick
Estelle D. Kravitz
Bob Kulick
Norman Lear, Chairman, Act III Communications
Bill Lerach, Milberg Weiss Bershad Hynes & Lerach, LLP
Dennis Lowe
Babara Manske, Preschool Director, SHEPARD OF PEACE LUTHERAN PRESCHOOL
Joanne McKay
Dale McCulley
Irena and Michael Medavoy, Phoenix Pictures
Dolores Mello, MFCC
Children's Hospital of Oakland, Manager of Social Services, Mark Mendelow
Helen Mendel, CMD
Mary Mendoza
Deborah Merlin
Ronald Meyer, Universal Studios
Ken Moelis, Donaldson, Lufkin & Jenrette, Inc.
Deborah A. Moore
Cheri Morgan
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Peter Morton, Hard Rock Hotel
Jerry Moss, Alamo Sounds
Molly Mundy
Louis Myreles
Angelia Nunez

Feance Nuyen
Nathan O'Hara, Ph.D
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Michael Ovitz, Investor
Claude Parrish, INS Communications
Jenifer Peck
Deborah Pentland, RN
Jerry Perenchio, Chartwell Partners
Daria Perez
Stephanie Perez
Lesila Preston
Alexandra Radlovic
Mike Radlovic
Marko Radlovic
Carl Reiner, Director – Writer
Joseph Rooks
Harriet Ross, Language Pathologist
Cheryl Routon, Teacher
Victoria Rowell, Founder and President, The Rowell Foster Children's Positive Plan
Brad Rushing, Cinematographer
Haim Saban, President, Fox Kids Worldwide
Petra Salgado
Jay Sandrich, Television Director
Martin Shafer, Co-Founder and President, Castle Rock Pictures
Andrew Scheinman, Co-Founder and Producer Castle Rock Entertainment
Robert H. Schuller, The Crystal Cathedral
Tom Scott, Businessman
Sara D. Seaton
Rose Selensnick
George Shapiro, Manager
Marsha Sherman
Kimberly Sloss
Pearl Jemison-Smith
Diane Lander Simon, Live! Magazine
Michelle Soltero
Steven Spielberg, Principal, DreamWorks SKG
Jake Steinfeld, Body by Jake
Thomas Stern, P.h.D, Talking Family Support Center
Stella Stevens
Noel Stone
Johnathon S. Tabor
Judy Tam
William Tanner
Larine Tanzer
Jeff Tarango, Tennis Star

Madleine Taylor, Ph.D., MFCC
Catherine Tophan
Sylvia Trebe
Christina Velazquez
Estella Valencia
Martha Valencia
Marilyn Pitman Waite
Dr. Barbara Langer-Weiss
Tara Westman MPH,
Kathleen White, Child Development Instructor
Jim Wiatt, President and Co-Chairman, ICM
Lee Willman
Karen J. Williams, Ph.D.
Robin Williams, Actor
Stephanie E. Williams, Soap Star and Foster Mother
Jeff Wong, The Churchill Group
Valerie Wood, School Nurse
Lois M. Workman
Bud and Cynthia Sikes Yorkin, Yorkin Productions
Gail Zappa, ICA
Marlene Zepeda, Associate Professor, Department of Child & Family Studies
George Zimmer, The Men's Warehouse

CALIFORNIA CHILDREN AND FAMILIES INITIATIVE

PROPOSITION 10

Questions and Answers

TOBACCO

Q: *This initiative sounds good for kids, but why should it be at the expense of smokers?*

A: The only one hurt by this initiative is the tobacco industry. Ten years ago, California voters approved a 25 cent tax on cigarettes and smoking decreased by one-third. Experts predict an additional 25% or greater decrease in smoking as a result of Proposition 10. That is why the tobacco industry is spending millions of dollars to defeat Proposition 10 in order to protect its profits – at the expense of California's children.

Q: *Isn't this an unfair tax on smokers?*

A: No. Smoking is a deadly habit that hurts smokers and everyone around them, especially children. The truth is we are all unfairly taxed to support smokers. In California, smoking-related illnesses cost the Medicaid program \$1.7 billion, according to a University of California study.

Q: *Cigarettes are already taxed. Why tax them more?*

A: California's cigarette tax is one of the lowest in the nation. Even with the new tax we still won't have the highest tax in the United States.

Q: *Why not tax other products that cause health problems, like fatty foods?*

A: There is a direct link between cigarette smoke and disease and death in children. Cigarettes not only hurt smokers, but also hurt and kill those around them, especially children.

Q: *Many smokers are poor and minorities. Why are you targeting this segment of society?*

A: We are not. The truth is low-income individuals and minorities smoke in high numbers because of the invasive and manipulative tactics of the tobacco industry. Recently unveiled secret documents show that the tobacco industry targeted low-income people to become addicts. It is hard for me to believe that the tobacco industry is on their side after purposely addicting them to this deadly habit.

Proposition 10 is going to help Californians -- including low-income people and minorities -- stop smoking for their own health and the health of their children. Also, Proposition 10 is going to benefit low-income and minority families through the many new and expanded public health programs funded by the initiative.

- Q: *Won't this initiative take money away from successful tobacco education programs?*
- A: No. That's a lie being put forth by the tobacco industry. Proposition 10 is strongly supported by the American Cancer Society, American Lung Association, American Heart Association and former Surgeon General C. Everett Koop.
- Q: *If this is such a worthy program, why doesn't the government find a way to pay for it out of the budget? Why should the money come from a new tax?*
- A: I wish that politicians did spend more money on programs for young children. If they did, we wouldn't be doing this. There is a critical need for more programs and services for young children and Proposition 10 is going to make sure that California's children get a healthy start in life.

GOVERNMENT

- Q: *Won't this initiative just create a massive bureaucracy?*
- A: No. Proposition 10 is for local control – not big government. Eighty percent of the money will go directly to counties to meet the needs of local communities. Twenty percent will be spent on statewide programs including anti-smoking and parental education programs.
- Q: *Won't this new bureaucracy take control of current early childhood development programs?*
- A: No. The initiative will provide money to counties to spend on programs that best meet the needs of their community.
- Q: *Won't this initiative create thousands of new bureaucrats?*
- A: No. The new state and county commissioners who will administer this program will be unpaid volunteers.
- Q: *Won't money from this initiative just be used to replace money the government already spends so that there will be no increase in services? Won't the government use the money it was spending on something else?*
- A: No. The money cannot be used to replace existing funding. It can only to expand existing programs and create new ones.
- Q: *This sounds like a good program, but I am against raising taxes for anything.*
- A: As a taxpayer you should support Proposition 10 because it will save money in the long run. A Families and Work Institute study showed that every dollar spent on early childhood programs can save taxpayers seven dollars in remedial education, welfare and juvenile crime in the future. If we invest now in young children, we save later and we improve the lives of children.

 NECESSITY

Q: *Won't these new programs just duplicate county government services?*

A: No. Money generated by this initiative will help counties enhance existing programs and create even more to help families and children.

Q: *Aren't early childhood development programs already available to parents?*

A: Yes, some programs are available to parents. However, Proposition 10 will provide money for communities to enhance existing programs and create additional ones so that more families can benefit. Also, many existing programs are limited to low-income families. Programs funded through Proposition 10 will benefit all California families.

Q: *Won't the new programs funded through the initiative just compete with existing successful programs?*

A: No. The initiative will provide money for communities to enhance these programs and create more so that more families can benefit.

Q: *Shouldn't parents be responsible for the health and welfare of their children? Why should taxpayers have to pay for programs for parents?*

A: Yes parents should be responsible. However, research shows that parents need more services and resources to help their families. Research also shows us that all of society benefits in the long run when you invest in young children.

 EFFECT ON OTHER PROGRAMS

Q: *Won't this new program just take money away from other worthy programs?*

A: No. The initiative protects funding for anti-smoking and breast cancer programs. These programs will not lose any money as a result of this initiative. The American Cancer Society, American Lung Association and American Heart Association support Proposition 10.

Q: *Does this initiative take money away from schools (because it is exempt from Prop. 98)? Couldn't this initiative take away \$300 million from schools?*

A: Proposition 10 will not take one penny from our schools. It invests money in early childhood development so that children are healthy and ready to learn when they start school. That's why the California Teacher's Association and the organization representing every local school board in California endorse Proposition 10.

ACCOUNTABILITY

- Q: *Is there any accountability as to how the money will be spent?*
A: Yes. The initiative requires state and county commissions to conduct an annual audit of spending. These audits will be made public.
- Q: *The initiative only includes suggestions about how the money would be spent. Since there are no specifics, couldn't there be abuses and corruption in how the money is spent?*
A: No. State and county commissions will conduct annual audits to ensure that the money is being spent appropriately on programs that help our children. The idea behind this initiative is local control. Each community understands best what services their families and children need. Proposition 10 will give them the power to decide how to spend their money to best meet those needs.
- Q: *Couldn't the county commissions spend money on anything that is remotely related to children?*
A: No. The county commissions must implement programs consistent with guidelines adopted by the state commission.

FUNDING SOURCE

- Q: *If the initiative is successful, fewer Californians will smoke and funding for the programs will go down. Won't that create problems in the future?*
A: Frankly, that's a problem we'd like to have. Unfortunately people will always smoke because of the manipulative and invasive tactics of the tobacco industry and the addictive nature of their product. The smoking cessation programs funded by Prop 10 will mean fewer people will smoke, which is good news for everyone, especially children.
- Q: *Why should we create new programs when future funding is questionable?*
A: There is a critical need for quality programs for young children. Research shows that a child's experiences in the first years of life have a profound impact on the child's education, and social and economic future. We need to invest in children now.

SMUGGLING

- Q: *If this initiative passes, will there be more smuggling and illegal activity?*
A: No. California voters approved a 25 cent tax on cigarettes 10 years ago and there is no credible evidence of a marked increase in smuggling.
- Q: *Won't California have to spend more money on law enforcement because of the smuggling and illegal activity?*
A: No. California voters approved a 25 cent tax on cigarettes 10 years ago and there is no credible evidence of a marked increase in smuggling.

Cigarette Tax Supported by Unlikely Coalition

By DON TERRY

LOS ANGELES, Oct. 17 — A life-long Democrat, the film director Rob Reiner does not have a lot in common politically with people like the millionaire Michael Huffington, a Republican, or the actor Charlton Heston, a conservative icon.

"We don't agree on much, that's true," Mr. Reiner said the other day in his office at The Culver Studios near here. "But the one thing we do agree on is helping young children."

The three men have put aside their differences to battle the tobacco industry over a ballot initiative that would add 50 cents in new taxes to the price of a pack of cigarettes, and use the money to finance programs in early childhood development and prenatal care.

For months, the men have been making appearances across the state and, in recent days, radio and television commercials in support of the initiative. If passed, it will rocket California to No. 3 from No. 22 among states with the highest cigarette taxes in the country, behind only Alaska and Hawaii. Currently the cigarette tax is 37 cents a pack in California. The initiative would raise the price by about 20 percent, to \$3.05 a pack from \$2.55.

Some experts on smoking say that the additional tax will discourage thousands of teen-agers from ever lighting up and will encourage thousands more people, including many adults, to quit. The tax is also expected to generate an estimated \$700 million to \$750 million annually in revenue, which will also be earmarked for antismoking programs.

"Here's an opportunity to make a major investment in young children and to get kids to stop smoking," Mr. Reiner said, leaning forward in his

chair and waving his hands in the air like the liberal and excitable son-in-law character he played for years on the television show "All in the Family." "How can anyone oppose it?"

The answer is, with money. Lots and lots of money.

The tobacco industry has poured millions of dollars into the fight against Proposition 10, also known as the "Reiner Initiative."

Some observers estimate that the tobacco industry might spend as much \$20 million, mostly for televi-

Higher taxes vs. the tobacco industry's financial might.

sion advertisements attacking the initiative as an unfair tax and as too bureaucratic. But Matt Taggart, the spokesman for the "No on 10" campaign, which is heavily financed by the tobacco industry, would not comment on the exact amount. "It's a significant media buy," he said.

Mr. Reiner said his group would spend about \$5 million for television and radio advertisements, using the familiar faces and voices of Mr. Heston, the actor Martin Sheen and Dr. C. Everett Koop, the former Surgeon General.

Still, that may not be enough.

Although the proposition has been ahead in the polls for weeks, its support among respondents fell to 48 percent this month, from 56 percent in August, said Mark DiCamillo, director of the Field Poll. The percentage of those opposed has not changed

much, holding at about 33 percent. More significantly, perhaps, the percentage of voters in the undecided column has increased to 19 percent from 10 percent.

"The burden is on the 'yes' side to make the sale," Mr. DiCamillo said. "All the 'no' side has to do is raise doubts."

Supporters have 15 pages of endorsements from health groups, labor unions and elected officials like the Democratic Mayor of San Francisco, Willie L. Brown Jr., and the Republican Mayor of Los Angeles, Richard J. Riordan.

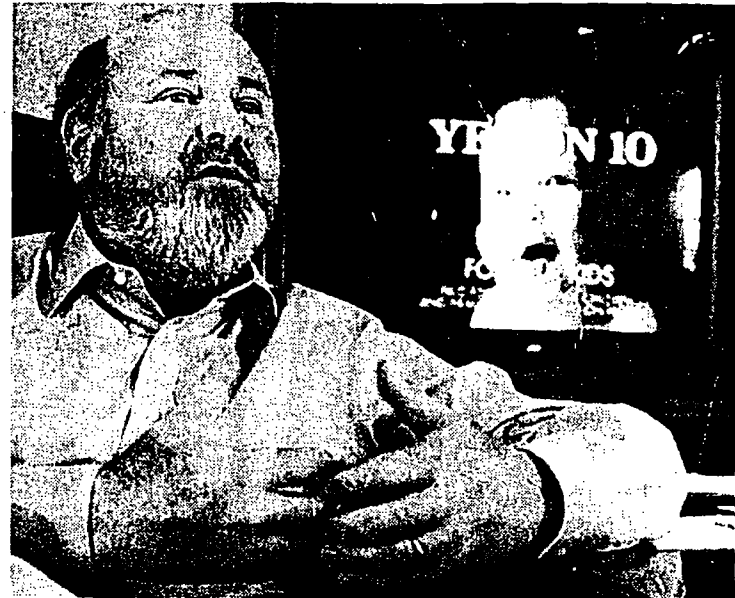
In a recent editorial, The Los Angeles Times called the initiative "a gamble California can't afford not to take." The editorial said: "While Proposition 10 is far from perfect, it's also a bold, worthwhile experiment — an attempt to solve a genuine social problem arriving at just the right time."

Opponents of the initiative say that they also support early childhood development programs but that the increase is a regressive tax that will fall hardest on the poor and on members of minority groups. It is the argument that the tobacco industry used in its campaign against a proposed national tobacco settlement.

This week, The San Diego Union-Tribune blasted the measure in an editorial: "Proposition 10 is a ballot box taxation at its most insidious."

The opponents also say that most of the money will not go to programs directly related to the effects of smoking, and therefore smokers should not have to foot the bill.

"It used to be that patriotism was the last refuge of scoundrels," said Bill Campbell, a former Republican State Senator who opposes the initiative. "Now children have become the



Monica Almeida/The New York Times

Rob Reiner is campaigning for an initiative to add a 50-cent tax to cigarettes in California. Behind him, a commercial for the initiative plays.

last refuge. Everybody ostensibly wants to do something to help children."

But what Mr. Reiner and his allies are really doing, Mr. Campbell said, is using a lofty goal that everyone supports to attack the tobacco industry "because it's easy pickings."

"People think that the tobacco companies are evil, therefore the people who smoke are evil and they ought to be taxed," he said.

Opponents say the proposition is poorly written, provides little accountability and will create new layers of bureaucracy eager to control the \$700 million in new revenue.

The proposition calls for the creation of a state commission and 58 county commissions to oversee and distribute the money. Money will be

divided among the counties based on the number of births a year.

Mr. Huffington, a former Congressman recruited to the Proposition 10 campaign by Mr. Reiner, has been traveling to more conservative areas of the state to talk about the merits of the initiative.

Although Mr. Huffington got involved in the campaign last February, his commitment to the effort intensified a few weeks ago when he learned that doctors had told his mother that she had lung cancer. His mother started smoking when she was a teen-ager and had smoked as many as three packs a day.

"Part of her lung was removed a couple of weeks ago," Mr. Huffington said. "We're not sure we got it all."

Hyde Quickly Feels the Harsh Heat of the Limelight

By ALISON MITCHELL

WASHINGTON, Oct. 17 — Representative Henry J. Hyde, the Republican presiding over House impeachment proceedings, is discovering the price of fame: Every word he speaks counts.

"I've learned the only way not to be misquoted is to shut up and not to talk," the Illinois Republican told a friendly gathering of the Chicago Bar Association on Thursday, veering far from his ostensible topic of judicial independence. "That sometimes is the procedure of choice, but it's not in my nature, unfortunately."

In 12 terms in the House, Mr. Hyde, 74, helped build his reputation through eloquence, oratory and wit. Republicans consider him to be the best insurance that the impeachment inquiry will be perceived as judicious and will win public respect.

But even he has been stumbling under the white-hot glare of an impeachment proceeding against a popular President, conducted under the pressures of 24-hour-a-day media. And his off-the-cuff comments can have unintended effects in a process that has become as much political war as quasi-judicial proceeding.

One news conference by Mr. Hyde left aides dashing out to clarify or retract statements that telegraphed more of his intentions than might have been politically wise. And last month, Mr. Hyde's genial admission that questions about whether a deal could be cut with the President were "above my pay grade" was seized on

by the White House to charge that Speaker Newt Gingrich was really running the show.

One official who has watched Mr. Hyde says that when he is torn and ambivalent he "muses out loud."

Mr. Clinton himself discovered early in his Presidency that such thinking out loud is not wise in a high-profile environment requiring one-message-a-day discipline. And the only member of Congress who has ever experienced such searing White House-level scrutiny — and was badly singed by it — is Mr. Gingrich, who acted like the surrogate President in the first year of the Republican revolution and saw his popularity drop.

From the start, Mr. Hyde has said that impeachment must be bipartisan. He acknowledged on Thursday that public opinion mattered, too. "The people ultimately have the solution to this, whatever it is, because the senators will follow the parade," he said in Chicago, and added, "I think human nature dictates that where the public is, if you can perceive it, is where the pendulum will swing."

Public support for Congress has been eroding since the House authorized a formal impeachment inquiry into Mr. Clinton's attempts to hide his relationship with Monica S. Lewinsky. The House Judiciary Committee, over which Mr. Hyde presides with pride, has quickly become almost as unpopular as the Internal Revenue Service.

That has emboldened Democrats

to condemn Mr. Clinton's behavior but fight fiercely against impeachment. Republicans themselves are splintered, with conservatives seeking a free-ranging investigation of Mr. Clinton, even as some Republican moderates want the proceedings to be wrapped up quickly.

Not many days after his hand-picked chief investigative counsel, David P. Schippers, set out a broad 15-charge case against Mr. Clinton, Mr. Hyde appeared to back away last week from that case in his own quest to bring House impeachment proceedings to a conclusion by the end of December.

He said the committee would be "streamlining its work to focus on the core charges against the President of lying under oath, obstruction of justice and witness tampering."

That left Republicans scrambling to reconcile the differences between the approaches of the two men. They said Mr. Schippers had been instructed to go through the evidence presented to Congress by Kenneth W. Starr, the independent counsel, and enumerate possible Federal crimes. Mr. Hyde, they said, is considering how the committee can best meet his self-imposed deadline.

"I would liken what Dave Schippers did for us to a case agent coming to a U.S. Attorney and saying, 'Mr. Prosecutor, these are all the charges that might be provable,'" said Representative Bob Barr, a Georgia Republican. "The job of the prosecutor is not to take all of these

and put them down verbatim but do it in a way that captures the fundamental charge."

Aides to Mr. Hyde pointed out that the case against Richard M. Nixon 24 years ago eventually amounted to just three articles of impeachment.

Mr. Hyde did not say which of Mr. Schippers's possible charges would be dropped, but Republicans indicated that a broad allegation of a conspiracy to obstruct justice might require too much investigation.

The Republicans are expected to keep the impeachment investigation low-key until after the elections — although tapes of Linda R. Tripp's conversations with Ms. Lewinsky might yet be released before Nov. 3.

The next step in the inquiry comes on Wednesday, when Mr. Clinton's lawyers meet investigators for the House Judiciary Committee for the first time since the formal inquiry opened.

The two sides plan to discuss what rights Mr. Clinton's lawyers will be accorded to participate in closed committee sessions, the deposition process and the investigation. They will also discuss whether the sides can agree to much of the factual record set out by Mr. Starr in order to speed proceedings.

In Chicago, Mr. Hyde called his job "a terribly onerous duty."

"I would trade it for a Hershey bar any day of the week," he said, adding, "But it is a constitutional obligation and I would feel very guilty if I didn't do it to the best of my ability."

California's Tobacco Initiative

The demise of national tobacco control legislation puts the burden on states to find new strategies to reduce smoking and its harmful consequences. The California Children and Families Initiative, which will be on the November ballot as Proposition 10, provides a model that other states could emulate.

Proposition 10 would raise the state cigarette tax by 50 cents per pack, an increase that should cut smoking rates significantly, particularly among teen-agers who are especially sensitive to price. An added benefit is the estimated \$700 million a year the tax would generate to pay for new health, nutrition, education and child care programs for preschoolers. The total pot could reach more than \$1 billion if the state uses the new revenue as matching funds to tap into Federal grants.

It makes sense to use a tobacco tax to pay for children's programs because secondhand smoke and smoking during pregnancy have been linked to low-birthweight babies, pre-term births and in-

creased asthma and respiratory infections among infants and children. Simply reducing the number of parents who smoke would improve children's health. The new money would help counties expand children's and family services, as well as pay for more anti-smoking programs.

The initiative, spearheaded by the film director Rob Reiner, grew out of ideas presented at a White House conference on infant development last year that focused on good parenting and health care between birth and age 3, the critical period of brain growth. The measure has drawn broad bipartisan support and is supported by every major health and education association in the state.

The primary opposition comes from the tobacco industry, which is expected to spend more than \$15 million trying to defeat the measure. The industry is right to worry. If California voters approve this measure, as recent polls indicate they will, this initiative could well start a national movement.

Ballot Battle in New York

So here we are again, edging toward Election Day with no firm idea of what the ballots in New York City will look like. In particular, the referendum section, often tucked down at the lumbago level of the ballot, is still very much in doubt. The cause for this confusion is a highly vocal and political battle between Council Speaker Peter Vallone and Mayor Rudolph Giuliani.

Mr. Vallone, who is running for governor, wants an item on the ballot that asks voters whether public funds can be used to move Yankee Stadium from the Bronx to Manhattan. The Mayor, objecting mightily to such a limitation on his powers, quickly established a contrived Charter Revision Commission to find its own referendum that would automatically bounce Mr. Vallone's off the ballot. So Mr. Vallone and his City Council went to court — in the Bronx, of course — and got a hometown judge to rule for the Vallone referendum.

Supreme Court Justice Douglas McKeon, who describes Yankee Stadium as "the tabernacle of

sport," ruled that the Mayor's commission did not make a comprehensive review of the charter before devising its "slapdash" referendum on campaign reform. The Mayor retorted that "when you present a political question to a judge who is the product of the Democratic machine, you get a Democratic answer, not an honest answer to the question." The city immediately appealed, and was granted a stay.

The best outcome would be if a higher legal authority found a way to keep both referendums off the ballot. The Vallone effort could harden the negotiating process on Yankee Stadium and complicate the task of keeping the team in New York City. The Mayor's referendum is, in many ways, even worse. The Mayor used a legitimate process for revising the city's constitution as a crude political tool. His referendum threatens to disrupt one of the best campaign finance systems in the country. These two referendums may be clever political gamesmanship, but they are a disservice to New York City voters.

The New York Times

THURSDAY, OCTOBER 8, 1998

The Urgent Agenda in Kosovo

With confusion and division growing over what to do about the Serbian assault on the people of Kosovo, it is essential not to lose sight of the most urgent issue, which is saving lives. Tens of thousands of ethnic Albanians have been driven from their homes in Kosovo by Serbian forces, and many will soon perish in the cold forests if the Serbs do not withdraw. Making it possible for the refugees to return home, and getting international assistance to them, should be the overriding objectives of Western diplomacy and potential military action.

Eventually Kosovo must recover the large measure of autonomy it enjoyed before 1989, when Slobodan Milosevic came to power in Serbia and began a violent crackdown on the Albanian majority in Kosovo. But achieving that outcome is likely to take time and negotiation, and should not impede help for the refugees as winter approaches.

That help can be provided only if Mr. Milosevic pulls his murderous forces out of Kosovo and keeps them out. Getting them off the streets but leaving them in barracks in Kosovo where they can resume the killing at any time is not good enough. Mr. Milosevic still has time to remove them voluntarily, but so far he has defied Western calls to do so.

Richard Holbrooke, the American envoy, has offered a generous deal to Mr. Milosevic, asking him to withdraw his forces and to restore some degree of autonomy while postponing for several years any resolution of the ethnic Albanian demand for independence. Given the Serbs' mistreatment of

Kosovo, Mr. Milosevic does not deserve such a restrained approach, but the use of force should be a last resort. In this case, stability in the Balkans would ultimately be best served by giving Kosovo great autonomy but not full independence.

If Mr. Milosevic rejects the American plan, NATO warplanes and cruise missiles should attack Serbian military targets in Kosovo and in Serbia until he bends. Once Serbian forces are removed, and threatened with further NATO attack if they return, the refugees can begin heading home and international relief agencies can move in to provide them with food and building materials.

No NATO infantry or armored units should be sent into Kosovo to evict the Serbs. That job should be done with air power. If some kind of peacekeeping force is eventually needed to help assure the safe resettlement of refugees, it ought to be drawn primarily from European armies. Republican members of the Senate Armed Services Committee are right to ask about these matters now, and Congress must be consulted before any American military action is taken.

The political complexities of Kosovo and divisions in NATO about the use of force may produce paralysis just when action is needed. The governance of Kosovo cannot be set right before winter comes, but thousands of refugees can be saved. When that work is done, the United States and its European allies can help Kosovo's ethnic Albanians regain the autonomy they should have.

A Fund-Raising Frankenstein

Campaign fund-raising techniques seem to be getting worse by the day. Unannounced Presidential hopefuls for the year 2000 are setting up political action groups that dodge through loopholes in the law to solicit large donations from a small number of wealthy supporters. Coupled with a new schedule of rapid-fire late winter primaries, these new gambits are creating a perpetual Presidential campaign financed by political insiders, while the voting public's role gets smaller and smaller.

Virginia, which has lax laws on campaign finance, is becoming for Republican Presidential candidates what Delaware is to corporations — a safe haven for those who want to dodge regulation. The Washington Post, in a recent article on Virginia political action committees, showed that candidates like Dan Quayle and Lamar Alexander are taking advantage of states with flimsy fund-raising regulations and their own status as unannounced candidates to create thinly disguised campaign committees that are unburdened by any limits of Federal laws. Using this new generation of tactics, the pre-Presidential candidates are raking in large contributions from donors who have already given the \$5,000 Federal maximum, financing "issue" ads that also happen to promote their campaigns, and paying expenses of their unofficial but very active races for the Presidency.

However, when it comes to pure down-home

outrage, the National Republican Campaign Committee deserves special citation. Its latest tactic is a Frankenstein's-monster-like mix of telephone sales solicitations and those deceptive mailings that begin: "Congratulations! You have won..."

Callers saying they are from "Speaker Newt Gingrich's office" contact doctors and other professional people with the wonderful news that they have been chosen to receive a leadership award and serve as honorary chairman of a special committee being formed to advise Mr. Gingrich on legislation. Anyone who has ever received a computer-generated summons to Florida to pick up a large monetary prize and view an interesting presentation on time-shares will not be surprised to learn that Mr. Gingrich's "spokesman" follows up with a pitch for a \$500 to \$1,000 donation to help elect more Republicans this fall. The honorary chairmanship turns out to be for a group made up entirely of honorary chairmen, and the "Speaker's office" is actually a telemarketing company in Akron, Ohio.

The marketers may not have actually been breaking a Federal law that bans fund-raising calls from Federal offices, but the fact that they would pretend to be running their operation from the office of the man third in line to the Presidency shows an appalling lack of judgment. The Republicans seem indifferent to maintaining the appearance of working within legal limits.

The New York Times

THURSDAY, OCTOBER 8, 1998

Alabama Democrat has the key to success: Stay on message

MONTGOMERY, Ala. — Democrat Don Siegelman is the kind of modern candidate who is so disciplined, so single-mindedly focused on victory that it is psychologically impossible for him to utter a sentence that does not repeat his campaign themes.

Democratic Party Chairman Roy Romer had pointed me toward Alabama as one of the party's rare 1998 success stories: Siegelman, four times elected to statewide office and the current lieutenant governor, is running even in the polls against right-wing Republican incumbent Gov. Fob James.

A Thursday afternoon cup of coffee with Siegelman — a graying 52-year-old with wire-rimmed glasses and an emblematic blue buttoned-down shirt — was not conversation as you and I understand it, but rather a ritualistic repetition of sound bites.

Are there larger lessons, I asked, for Democrats if you win? "People vote on what they feel are the most important issues," Siegelman replied, reading from an internal Tele-Prompter. "We're running on a platform to change education in Alabama, and I think our message is reaching voters."

Ah, the Siegelman plan, which he freely admits was borrowed from popular two-term Gov. Zell Miller of Georgia. Siegelman wants to bring a lottery to Alabama to finance a \$150 million program of tuition scholarships for virtually all state students who want to attend college.

"My goal for the state is to develop a 21st century work force," Siegelman said.

An hour later at a higher-education forum, Siegelman was sounding the exact same notes: "I want to make sure that people coming out of two-year and four-year institutions are prepared to meet the challenges of the 21st century."



Politics
By Walter Shapiro

running a TV ad blitz since July, expects to spend \$5 million on the race. That's double what James hopes to raise, even though it's virtually unprecedented for an incumbent governor to be outspent this much.

Republicans are clearly worried about James' slow-starting campaign. As state GOP Chairman Roger McConnell bravely argues, "If you look back at Fob's history in other elections, he really only gets into it in the last few weeks."

In truth, the Alabama business community has cut James adrift. The problem is not with James' conservative economic views but with his penchant for getting embroiled in social issues such as school prayer and his unswerving support for displaying the Ten Commandments in Alabama courtrooms, despite court orders to the contrary.

As one top business leader explained, "The business community doesn't like to see the kind of coverage and headlines this state gets around the country."

James, first elected governor as a conservative Democrat in 1978, is not one to back down in the face of adversity. That steadfast spirit was apparent Wednesday afternoon when James, now 64, met with faculty and students at Auburn University, his alma mater.

Slouching at the lectern in a tan suit, James launched into a well-rehearsed attack on Siegelman's education plan. "I oppose gambling in Alabama whether it's a lottery or ca-

sinos," he thundered. "We're better than that. We don't have to hinge the future of the state of Alabama on a lottery."

James was challenged during the question period on why had devoted just two sentences of his speech to higher education.

"If I didn't use a sufficient number of words," he replied, "it's because the subject is so important it doesn't take many words."

Soon after the snickers at his double-talk died down, James lapsed into old-alumnus nostalgia, asking the students, "What do guys and gals do around here? Do your professors get on you like they used to? Is the Auburn spirit alive?"

That prompted an anguished, "Oh, God!" from Susan Fillippeli, a professor of political communications sitting behind me. It turns out that she's a Republican activist but cannot bring herself to vote for James.

"It's his statement that he'll bring in the National Guard to hang the Ten Commandments that gets me," she said. "He's a states-rightser just like George Wallace."

The Auburn faculty may not be a barometer of Alabama political sentiment. James, who just began his TV ads, could still turn the race around with a late rural bus tour and his own scholarship plan.

Siegelman can talk about cutting taxes and supporting prayer in the schools all he wants; he can't help coming across as the progressive symbol of a modern Alabama. The moral for hard-pressed Democrats in all this: Run against Fob James.

Walter Shapiro's column appears Wednesdays and Fridays. Past columns on USA TODAY Online at www.usatoday.com

HYPE & GLORY
★★★★★

Star power takes on Big Tobacco

Ad blitzes battle over Calif. proposal

By Jill Lawrence
USA TODAY

"Don't let the tobacco industry stop you from voting 'yes,'" says the familiar looking man wearing wire-rims, a bow tie and an Amish-style beard.

Three camera takes later, former surgeon general C. Everett Koop has finished another salvo in his long-running tobacco wars: a TV ad to be broadcast in California.

The battle this time is over Proposition 10, a proposal on the California ballot Nov. 3 that would raise the state tobacco tax by 50 cents a pack. It started in earnest Thursday night, when tobacco companies unleashed an ad barrage of their own.

Their ads' basic thrust: a "yes" vote will bring big government, big bureaucracy and an unfair tax increase on smokers.

And the counterthrust, from an interview with Koop: "When the tobacco industry fights something, you almost always know it's good for public health."

Tobacco companies managed to kill the federal tobacco-control bill in the Senate in June using the same arguments now airing in California. But the outcome could be different for Proposition 10, which has been the major project of film director and for-



By James Kagle for USA TODAY

Promoting Proposition 10: Rob Reiner, C. Everett Koop and Michael Huffington gather on a video set for the taping of TV ads. The proposition they support on the California ballot Nov. 3 would raise the state tobacco tax by 50 cents a pack.

mer *All in the Family* star Rob Reiner for two years.

Reiner's measure is relatively simple and few disagree with its goals: to cut youth smoking and to give babies and toddlers a better start by devoting more tax money to services for them and their mothers.

More controversial is the 50-cent tax that is intended to achieve those goals. An even larger increase (\$1.10) in the

federal tax per pack was the central feature of the Senate's tobacco bill. That bill also included nicotine regulation and marketing curbs, \$500 billion in medical reimbursements by the industry, and, ultimately, a load of unrelated spending programs and even a tax cut for married couples.

Koop, Reiner and former Republican Senate candidate Michael Huffington were in

Washington this week to tape the TV ads that they hope will put their initiative over the top in November. The independent Field Poll shows that majority support for the measure has dropped from 69% in February to 56% in August.

The tobacco industry, with few other states to target this election season, is pouring resources into California. As the election nears, says Ron Gray of the tobacco-backed Committee on Unfair Taxes, "there's a bit more of an understanding now that this is not a cut-and-dried issue, that this initiative would create a large shadow government that is redundant of existing programs."

The committee ran test TV ads for two weeks last month in Fresno. Gray says close to \$10 million in broadcast TV time has been reserved for the month ahead, and "there's a pretty good chance" it will all be used. He declined to confirm estimates by initiative supporters that tobacco interests will spend \$20 million all told on broadcast, cable, radio and direct mail.

That amount would be almost half what the industry spent nationwide in opposition to the Senate bill. It would also be more than twice the \$9 million Reiner is raising to promote the initiative and counter tobacco industry arguments. His side plans a \$4.3 million ad campaign that will start Oct. 13.

"I think it'll be enough. Our message is very clear," Reiner says.

One tobacco-industry ad in the statewide California campaign calls Proposition 10 a

\$700 million tax increase that authorizes "hundreds of new appointees and bureaucrats." The ad also asserts that there are no controls on how the money would be spent and that 80% of the money would go to programs unrelated to smoking.

"The tobacco industry has been lying to us for decades," Reiner recited from his script at the ad taping. "Now they're telling us that Proposition 10, an initiative to help our youngest kids, is nothing but a big bureaucracy."

"That's simply not true," Reiner says into the camera. "Unsalaries volunteers will administer Proposition 10 in your county. It will be publicly audited each year."

Viewers in conservative areas will hear similar assurances from Huffington, who is a household name as a result of the \$30 million in personal money he spent on his losing Senate race against Democratic Sen. Dianne Feinstein in 1994.

"There's no big bureaucracy," Huffington says in his taping. "The tobacco industry is spending millions so you'll vote 'no.' But California's doctors, nurses, teachers and I are asking you to vote 'yes.'"

Part of the strategy of the initiative's backers is that its fate lies with voters — not with legislators vulnerable to heavy tobacco lobbying.

California voters approved increasing the tobacco tax 25 cents a pack in 1988, and six years later they rejected industry attempts to roll back state smoking bans in restaurants and workplaces.



FOR THE KIDS: Reiner has spent \$1.1 million of his own money on Prop 10

violence prevention with big-spending liberalism, Reiner and his highly paid political consultants have cleverly lined up a cast of conservative backers. Former Senate candidate Michael Huffington and Los Angeles Republican mayor Richard Riordan are co-chairmen, and Pat Boone has posed for a G.O.P.-directed mailer. Indeed, the measure was crafted to avoid a "Big Government" label: it would apportion most of the tax revenue according to the number of births in each county and distribute it to commissions of unsalaried appointees named by local elected officials. "Prop 10 is antibureaucratic," intones Charlton Heston, the new president of the National Rifle Association, in a radio spot. "That's the kind of local control I support."

Reiner expects to spend \$6.3 million on Prop 10, including \$1.1 million of his own. Former Surgeon General C. Everett Koop has taped a TV spot. Groups including the American Lung Association and the California Medical Association have contributed funds and organizers. Hollywood heavies from Steven Spielberg to Robin Williams have given money; and Hillary Clinton has agreed to attend an L.A. fund raiser. "Prop 10 would utterly transform the well-being of small children across the state," says Peter Digre, director of the L.A. County Department of Child Welfare Services.

Polls show Prop 10 ahead 48% to 33%, with 19% undecided. If it passes, it will be another testament to the ability of an individual to affect the course of social policy in America's largest state. In 1978 Howard Jarvis transformed California's tax status with his Prop 13; last June computer magnate Ron Unz launched a successful initiative against bilingual education. Reiner is far from a dilettante. Four years ago, encouraged by Tipper Gore, he began an intensive study of child-

development policy. After consulting with experts, he launched his "I Am Your Child" foundation, produced a TV special on early brain development and promoted a federal bill that would have directed \$11 billion of the tobacco settlement to children's programs. Now he trudges from Rotary Clubs and newspaper editorial boards to the sets of Jay Leno and Roseanne promoting his ballot initiative. "I feel like the cavalry coming to the rescue," says Reiner. "The tobacco industry can buy politicians, but our hope is they can't buy the public."

Meathead's Crusade

Rob Reiner has a star-studded bipartisan cast stumping for his tobacco-tax proposal in California.

By MARGOT HORNBLOWER

IT IS MIDAFTERNOON IN A WINDOWLESS room in an office building south of the San Francisco airport, and the man once known as Meathead is perspiring. His beefy hands gesticulate and then clutch the podium as he confides his life story. "Twenty years ago," he says, "I had a tough time in my life. I got divorced. I went into therapy. Now I'm doing O.K. I have three kids, a good job." Pause. "A nice suit." The audience laughs on cue, and the former Meathead plunges on. "But the early experiences I had as a child directly affected how I functioned in life—in the workplace, with friends, with the opposite sex..."

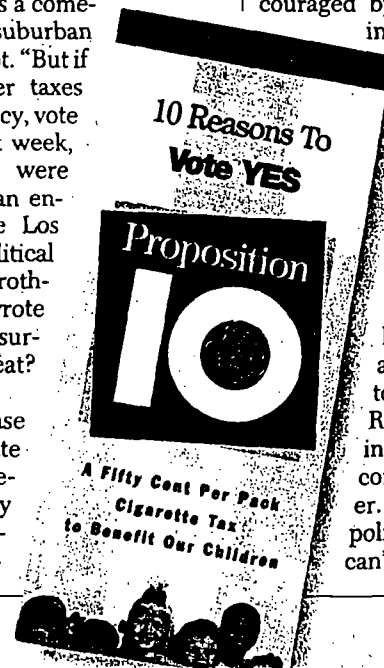
It might seem to be show biz—all the more because the speaker is Rob Reiner, the onetime regular on *All in the Family* and now a renowned movie director. But the speech, before the American Heart Association, is only tangentially about Reiner's childhood. More directly, he is imploring his listeners to help get out the vote for Proposition 10, a California ballot initiative that would tax tobacco to fund programs for preschoolers. "Politicians like to say children are the future," Reiner says, "but what have they done for them? Everyone knows that the first three years of life is when the brain develops. We must give every child a good start."

Reiner, 51, is author and chief promoter of one of the more ambitious pieces of social legislation ever crafted on a state level. Picking up where the U.S. Congress left off when a proposed \$368 billion federal to-

bacco lawsuit settlement was killed in June, Prop 10 would add a 50¢ tax to each pack of cigarettes sold in California. The money, up to \$700 million a year, would be channeled into antitobacco programs and early-childhood health and education. The higher prices would result in an estimated 25% drop in smoking—and consequent savings in the state's \$7 billion annual cost of tobacco-related disease, according to the American Cancer Society.

The tobacco companies, fearing that Prop 10 could set a precedent for other states, have mobilized a Committee Against Unfair Taxes, which is expected to spend more than \$20 million for television ads and direct mail. "You know it's easy to vote against tobacco," coos a comely blond from her suburban kitchen in one TV spot. "But if you're against higher taxes and bigger bureaucracy, vote no on Prop 10." Last week, tobacco companies were busy faxing around an endorsement from the Los Angeles *Times*' political columnist. "So Big Brother, what's next?" wrote George Skelton. "A surtax on beer? Red meat? American cheddar?"

But just in case some voters associate such initiatives as prenatal nutrition, day care, parental education and domestic-



The System Bites Back

Russ Feingold staked his career on getting money out of politics. It could cost him his Senate seat

By ROMESH RATNESAR MADISON



IF RUSS FEINGOLD'S LIFE were a movie, it would be *The Candidate*, the 1972 film in which Robert Redford plays a handsome young lawyer running for the U.S. Senate as a clean-playing liberal unbought by the political establishment. In 1992, as a handsome 39-year-old Harvard Law graduate, Feingold got elected to the Senate from Wisconsin by promising to play clean and refusing to be bought by the political establishment. There's just one twist: at the end of the movie, Redford sells out to win; but in his first term, Feingold has remained the Senate Democrat who never stops calling for reform of the campaign-finance system, even demanding that his own President's fund raising be investigated by an independent counsel. Early this year he pledged to spend just \$3.8 million on his re-election—\$1 for every Wisconsin voter—and to turn away any Democratic Party soft money, which interest groups and corporations can donate in unlimited amounts. "I'd rather lose my Senate seat than play that game," he likes to say.

And that's just what may happen. Which is why Redford himself, in all his rumpiled blue-eyed splendor, showed up in Madison, Wis., last week to stump for the candidate who most closely resembles *The Candidate*. "I don't do this very often," Redford told fellow party loyalists Wednesday night. "But I'm here because he believes in us." And because Feingold needs him desperately: the incumbent is currently lodged in a dead heat in his race against Republican Congressman Mark Neumann. The reason: Feingold not only limited his campaign spending and refused soft money; he also discouraged ads from advocacy groups attacking Neumann—positions consistent with the campaign-finance-reform bill he sponsored with Arizona's John McCain. Neumann, meanwhile, matched Feingold's pledge to hold down spending, but he happily allowed the G.O.P. to dump soft money into the race and to pulverize

Feingold with two months' worth of blistering attack ads. By the time Feingold aired his first response in September, paid for with hard money from his own campaign, the average Wisconsin voter had already seen 20 ads against him. Many are clever, but some are downright false. One blasts Feingold for supporting Clinton's \$16 billion stimulus package in 1993, and another for funding Russian space-monkey experiments—programs that Feingold actually opposed.

Feingold has done his best to take advantage of his iconoclastic campaign. He calls it "an experiment in American government," and has taken to pronouncing himself "the big underdog," targeted by a

money-loving Republican establishment. "They're dying to take the Feingold off McCain-Feingold," he says. Neumann, a former math teacher and homebuilder, argues that Feingold isn't the goody-goody he claims to be: over Feingold's objections, the League of Conservation Voters and the AFL-CIO have run a few advocacy ads criticizing Neumann. "It would be O.K. if he weren't such a hypocrite about it," says Neumann. "But he wants the Republican Party to go away and to leave the prim and proper Democrats alone." Last week Neumann, stuck in budget talks in Washington, excoriated Feingold for staying on the campaign trail. "Tell him to get off his dead butt and get the job done," he said.

The election may turn on how voters respond to such bile. Feingold says he plans to go "intensely positive" with his own advertising blitz in the next weeks, banking on backlash votes from reform-minded moderates turned off by Neumann's negative ads and the campaign-finance system that supports them. Neumann, elected to Congress in 1994 as a number-crunching budget cutter, has aimed his recent TV spots at Feingold's vote against a ban on partial-birth abortions and at his opposition to a constitutional amendment outlawing flag burning. The idea is to whip social conservatives into a holy frenzy and get them to the polls, with the expectation that Monica-weary Democrats will stay home. "It's going to be won or lost on turnout," Neumann says. "And I've got to believe we're in pretty good shape there."

Campaigning last week, Feingold was confident that the impeachment wranglings would mobilize his people too. "The level of partisanship has made a number of Democrats who thought of not voting think they should come out and make a statement," he said. Having sworn off the money that would have funded a sophisticated media campaign, Feingold doesn't have much more to lean on. Last week he made a campaign stop at Robinson Elementary School in Beloit, Wis. Fewer than 20 people attended—some local party officials, a few teachers and a handful of kids whose parents were late to pick them up. Standing in front of the school, Feingold spoke for 10 minutes on his plans for reducing class sizes; a few more listeners trickled in. As Feingold went on, his voice could barely be heard above the steady stream of cars driving right by.



THE MONEY GAP

RUSS FEINGOLD

Hard money raised: **\$3,094,000**

Estimated soft money accepted: **\$0**

"Not taking soft money is more important to me than being re-elected."

MARK NEUMANN

Hard money raised: **\$3,370,000**

Estimated soft money accepted: **\$1,000,000**

"It would be O.K. if he weren't such a hypocrite about it."

THE REINER FOUNDATION

FACSIMILE TRANSMITTAL SHEET

To: *Nicole*

From: Chad H. Griffin, Director

Company:

Date:

Fax Number: *202/456-2878*

Phone Number:

Number of Pages to follow: *2*

Notes/Comments:

Nicole :

I am forwarding you the LAT article and editorial on the Rand report. I also just got your voice mail that the Rosie thing will not be possible. I think Rob is going ^{to call} Melanne to discuss other options. Have a great weekend!

Chad

335 N. MAPLE DRIVE, SUITE 135 BEVERLY HILLS, CA 90210
(310) 285-2385 PHONE (310) 205-2760 FAX

Los Angeles Times

Thursday, April 23, 1998 • Page A10

LOS ANGELES TIMES EDITORIALS



MARK H. WILLES, *Publisher*

DONALD F. WRIGHT, *President and Chief Executive Officer*

MICHAEL PARKS, *Editor and Senior Vice President*

JANET CLAYTON, *Editor of the Editorial Pages and Vice President*

Big Payoff for Kids and Society

A new Rand study finds that money spent to give disadvantaged children a good start results in greatly reduced government costs later for remedial education, welfare and incarceration.

While this conclusion may seem so obvious that it should need no confirmation from Rand's rigorous analyses, the study does provide cause for reflection on public policy directions. That's particularly useful as federal and state lawmakers, including some in California, seek to punish juveniles with tougher sentences and at younger ages.

The Rand study looked at published data from nine programs across the country. Collectively, they provide a wide range of services delivered in a variety of settings. Some targeted low-birth-weight babies, others children in poor neighborhoods. One-on-one parenting help in the home was yet another avenue, along with health screening, social services and traditional preschools.

In every program, the goal was to head off parenting problems or learning difficulties before they began and to give young families resources and help—a support system—they would not otherwise have.

The approach seems to work. The Rand analysts compared long-term developmental indicators from children in these programs with those in control groups; kids were followed into adolescence and sometimes beyond. Almost every measurement—educational achievement, employment, income and signs of mental and physical health—was better for youngsters in the programs. Notably, their involvement in crime and delinquency and participation in the welfare system were lower.

Rand cautions that many of the programs evaluated were small and that much remains unknown about the effects of early childhood intervention. Still, the message is clear: The benefits to government and society of comprehensive health care, parent training and preschool education are measurable and far cheaper to provide than trying to rehabilitate young people who have gone astray.

For lawmakers considering proposals for universal preschool and expanded efforts directed toward infants and other youngsters, the Rand findings affirm that an ounce of intervention can obviate tons of costly cures later on.

Investments in Kids Pay Off, Study Finds

■ Education: Programs that try to improve poor children's lives reap lasting benefits for families, communities as well, Rand think tank says.

By MELISSA HEALY
TIMES STAFF WRITER

WASHINGTON—In the most comprehensive study to date of programs designed to improve the lives of poor children, the Santa Monica-based Rand Corp. has found that investments in the first five years of childhood yield substantial and lasting benefits not only to the children and their families but to their communities.

Reviewing nine small-scale programs, many of them short-lived, Rand, a think tank, found that most of them improved the participating children's subsequent academic achievement and that several decreased the likelihood that the children would grow up to lead lives of crime. For every dollar spent on the early childhood programs, society later saved several dollars on welfare, special education and criminal justice, it said.

Some participants, Rand found, continued to benefit from the intervention decades after taking part in the programs. Positive effects of the High/Scope Perry Preschool Project, operated in Ypsilanti, Mich., from 1962 to 1967, were still evident 27 years later, it said.

The program of preschool and home visits, which targeted African American children with low IQs from low-income families, netted savings of \$25,000 per participant by increasing each child's later earnings (and tax contributions) and reducing the government's spending on welfare, education and criminal justice, the study found.

Rand measured the positive effects of all the programs by comparing participants with similar children who did not receive the special services.

Another program, which involved 32 visits by specially trained nurses to the homes of low-income single mothers during a child's first two years, yielded close to \$20,000 of savings per child. The Elmira Prenatal/Early Infancy Project ran from 1978 to 1982 in Elmira, N.Y., and has since been reproduced in Memphis, Tenn., and

Denver.

At a time when interest in early childhood intervention programs has blossomed across the country, the Rand study suggests that "well-designed, targeted" programs can have a lasting impact on the children they reach and on the communities where they live.

"There are a number of proven models out there" that can be adapted to a community's circumstances and needs, said Rand economist Lynn A. Karoly, the principal author of the study. "The bottom line is we believe there is much that is hopeful in this area but it is important to proceed with caution."

Although no California programs were studied, Rand released its study as Jeanne Smart of the Los Angeles County Department of Health Services revealed plans within the next six months to launch a program loosely modeled on the Elmira program.

Smart said the program would help the county to identify with and intervene in the lives of children living with parents who are substance abusers and addicts. The program would start in the Antelope Valley and South-Central Los Angeles, she said.

The Rand study suggested that such intervention programs are most likely to yield savings when they target the neediest children. It found that when the Elmira program broadened its target audience to include children from lower-middle income families and children with two parents at home, the cost of delivering the special services outweighed the monetary benefits.

That finding may have particular relevance as Congress debates how to respond to President Clinton's \$21.7-billion child-care initiative. Republicans have argued that the White House proposal goes too far in encouraging lower-income families to use institutional day care and that welfare reform already has boosted child-care programs for low-income Americans.

Republicans have proposed an increase in tax breaks for middle-income working families that use day care and for families that choose to forgo a second income so that one parent can stay home and raise children.

Karoly said Rand found that the most successful programs appear to have three things in common: They offered intensive services to children and sometimes to their mothers, often over two or more years; they included a well-developed

curriculum that changed with a child's growing needs and abilities; and they drew on highly trained staffs that were closely supervised and monitored.

Although significant in impact, many of the nine programs Rand reviewed were small in scale and were tried in one community only. The smallest program involved only 44 children in Murfreesboro, Tenn., whereas the largest, which continues to operate in Chicago, has served 1,150 children.

To communities shopping for a model of successful early childhood intervention, the Rand researchers recommended a careful look at the nine programs they assessed. But they cautioned that some programs may not be as effective if they are tried on a much larger scale.

Actor and director Rob Reiner, who heads the "I Am Your Child" Foundation and who urged Rand to conduct the study, applauded its findings. Reiner helped secure funding for the assessment from the California Wellness Foundation.

"We have the science in place to demonstrate the importance of the first years of life, and it has been frustrating that historically we haven't had much investment," said Reiner. "This clearly shows that if you do the right kind of investment, it is wildly successful, not only from a financial standpoint, but in improving the fabric of society."

Included in the Rand assessment were the following childhood intervention programs (with years that they operated):

- Early Training Project, Murfreesboro, Tenn. (1962-1985)
- High/Scope Perry Preschool Project, Ypsilanti, Mich. (1962-1967)
- Chicago Child-Parent Center and Expansion Program, Chicago, Ill. (1967-present)
- Houston Parent-Child Development Center, Houston, Texas (1970-1980)
- Syracuse Family Development Research Program, Syracuse, N.Y. (1969-1975)
- Carolina Abecedarian, N. Carolina (1972-1985)
- Project CARE, North Carolina (1978-1984)
- Infant Health and Development Project, eight sites around the U.S. (1985-1988)
- Elmira Prenatal/Early Infancy Project, Elmira, N.Y. (1978-1982)

Times staff writer Sonia Nazario in Los Angeles contributed to this story.

March 8, 1998

**MEET AND GREET WITH SUPPORTERS OF
THE REINER FOUNDATION'S CHILD CARE EFFPORT**

Date: Monday, May 11, 1998
Time: 3:50 - 4:10pm
Location: Waldorf Astoria Hotel
From: Nicole Rabner

I. PURPOSE

To thank the supporters of Rob Reiner's *I Am Your Child* campaign on child care.

II. BACKGROUND

As you know, last year, Rob Reiner created the *I Am Your Child* Campaign to promote new brain research and stress the importance of the first three years of life. This year, he has focused his efforts on child care and has worked to improve parent information by developing and disseminating materials for parents on how to find and what to look for when selecting child care. His campaign includes:

- A brochure and guide for parents, featuring Rosie O'Donnell, titled "Quality Child Care: Making the Right Choice for You and Your Child" (enclosed in your briefing book and also available in Spanish);
- An Internet site with parent information on child care and linkages to local Resource and Referral agencies accessed by typing in a zip code;
- A new parent video on child care, hosted by Maria Shriver, also titled "Quality Child Care: Making the Right Choice for You and Your Child" (still in development).

The materials will be accessible through a toll-free number (which Rosie will broadcast during your taped segment with her on Monday), and through an aggressive distribution effort.

The Reiner Foundation also worked with *Good Housekeeping* Magazine to develop the insert in the June issue devoted to child care (also enclosed in your briefing book).

III. PARTICIPANTS

See attached list of participants.

IV. SEQUENCE OF EVENTS

Informal Meet and Greet

V. PRESS PLAN

Closed Press.

REINER FOUNDATION SUPPORTERS ON CHILD CARE MEET AND GREET

Reiner Foundation/I Am Your Child Campaign

- Rob Reiner
- Ellen Gilbert
- Chad Griffin
- David Hamburg (Board of Directors)
- Joan Stanton (campaign funder)

Toys R Us (funded child care video)

- Michael Goldstein and wife (Sherry), Chairman of the Board
- Maury Rogoff, Director of Public Relations

Yahoo! (funded creation and advertising of new child care internet site)

- Felita Wong, Senior VP for Community Relations
- Dana Young, PR Manager

Fisher Price (funded the child care brochure featuring Rosie)

- Liza Mancuso, Senior VP for Marketing
- Harry Mayers, VP and Director of Communications

Golden Books (partnered with Reiner Foundation in distribution of materials)

- Leigh Anne Brodsky, Senior VP for Marketing
- Anne Pitrone, General Manager, Publishing

Good Housekeeping (dedicated pull-out section to child care)

- Ellen Levine, Editor in Chief



I Am Your Child is a national public awareness and engagement campaign to make early childhood development a top priority for our nation.

Since its spring launch in 1997, ***I Am Your Child*** has educated millions of parents and professionals about breakthrough new discoveries in the process of brain development. These findings reveal that the first three years of a child's life are more important for emotional and intellectual growth than previously thought. Through mass media, community mobilization, public education and policy outreach, parents and caregivers across the U.S. and around the world are learning how to make a difference in the lives of young children.

Campaign founders include Rob Reiner and Michele Singer Reiner, and Ellen Gilbert of International Creative Management as well as a broad range of experts from the early childhood fields.

MASS MEDIA

- Over 13 million people watched the ***I Am Your Child*** ABC-TV prime time special.
- Television stations across the U.S. are running ***I Am Your Child*** public service announcements.
- *Newsweek* Magazine has circulated 4.2 million copies of a special edition, sponsored by Johnson & Johnson, about parenting and early childhood development.

INFORMATION AND RESOURCES

- Blockbuster Video stores in the U.S. and Canada are offering "free rental" of *The First Years Last Forever* video.
- Libraries, birthing hospitals and children's hospitals across the U.S. have received *The First Years Last Forever* video.
- Head Start and child care sites across the U.S. are using ***I Am Your Child*** materials to educate families and staff.
- A video featuring Secretary of Defense William Cohen and Rob Reiner is being broadcast on the Armed Forces Network to military personnel and their families. The video addresses what parents can do to raise happier, healthier children.

GRASSROOTS ORGANIZING

- Our national partners include organizations like the American Academy of Pediatrics, the NAACP, the National Council of La Raza, and the YMCA.
- ***I Am Your Child*** has mobilized grassroots coalitions in all 50 states and the District of Columbia to work together in support of families caring for children in their first three years.

OUTREACH TO POLICY MAKERS AND CORPORATE LEADERS

- ***I Am Your Child*** has encouraged The National Governor's Association, the U.S. Conference of Mayors and the National Conference of State Legislatures to make early childhood development a top priority.
- ***I Am Your Child*** is working with the American Business Collaboration, the U.S. Chamber of Commerce, the Committee for Economic Development and the Washington Business Group on Health to build public/private partnerships that strengthen early childhood development programs.

CAMPAIGN GOALS

- **Raise public awareness and promote citizen engagement regarding the importance of the first three years of life.**
- **Provide families with young children the information and resources they need to promote healthy development and school readiness.**
- **Unite and expand the work being done on the national, state and local levels to provide comprehensive, integrated early childhood development programs that include health care, quality child care, parent education, and intervention programs for families at risk.**
- **Increase the public will to make quality resources and services more widely available to families with young children.**

I Am Your Child

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007
202-338-4385

<http://www.iamyourchild.org>

CAMPAIGN OUTREACH MATERIALS

The First Years Last Forever Video – Produced by Michele Singer Reiner and sponsored by Johnson & Johnson, this video helps new parents understand the importance of the first three years of life in the healthy development of their children. *The First Years Last Forever* summarizes the latest brain research and gives parents specific tips on how to build stronger bonds with their babies. The video covers a wide range of parenting topics including: bonding and attachment, communication, discipline, self-esteem, health and nutrition, and child care. Also available in Spanish and French.

CD-ROM – Sponsored by IBM and Price Waterhouse, this useful software uses sound, video and pictures to address questions about child development, beginning with the prenatal period and extending through the first three years of life. The CD-ROM also includes a searchable index of topics and reading lists for further information.

The First Years Last Forever Booklet - Funded by AT&T, this easy-to-read booklet provides tips on how families and caregivers can promote young children's healthy development. Also available in Spanish.

Community Mobilization Booklet - Funded by the Freddie Mac Foundation, this booklet identifies what individuals and organizations can do to create communities that support families and young children's development.

UPCOMING ACTIVITIES AND MATERIALS

Retail Partnerships - Later this spring, retail outlets such as Wal-mart and K-Mart will offer *The First Years Last Forever* videos to over one million customers.

The Rand Corporation - Later this spring, *I Am Your Child* and the Rand Corporation will release "Investing in Our Children: What We know and Don't Know About the Costs and Benefits of Early Childhood Interventions" a series of cost-benefit analyses on the impact of early childhood intervention programs on the prevention of child abuse, crime, welfare dependency and other outcomes.

Making the Right Choice for You and Your Child - Funded by Fisher Price, this full color, 16-page brochure features Rosie O'Donnell and contains tips for parents about choosing quality child care. Also available in Spanish.

Child Care Video - Hosted by Rosie O'Donnell, this video is a companion to the brochure and will provide parents with information on how to identify and locate quality child care.

Yahoo! Child Care Web Site - *I Am Your Child*, in partnership with Yahoo! is creating a comprehensive, interactive web site where parents can get early childhood development information as well as child care resource and referrals in their area.

Nickelodeon Public Service Announcements - *I Am Your Child*, in partnership with Nickelodeon, is producing public service announcements featuring the Rugrats from the country's #1-rated cable television show.

Golden Books - *I Am Your Child*'s partnership with Golden Books will include distribution of *I Am Your Child* parenting information with "Pat the Bunny" books and toys, as well as publishing a parenting book written by noted child psychologist Dr. Bruce Perry.

Univision News Segments - *I Am Your Child*'s partnership with Univision, the Spanish-language television network, will feature weekly morning and evening news segments on early childhood development.

CAMPAIGN FUNDERS

The *I Am Your Child* campaign is a project of the Reiner Foundation, a 501(c)(3) non-profit organization. Contributions or corporate sponsorship inquiries should be directed to 335 North Maple Drive, Suite 135, Beverly Hills, CA 90210. Campaign funders include:

AT&T Foundation
The California Wellness
Foundation

Joan Alexander Stanton
(In Memory of Adam Philip
Stanton)

Johnson & Johnson
Kaiser Permanente
IBM Corporation

Price Waterhouse
Freddie Mac Foundation

SUGGESTED TALKING POINTS ON CHILD CARE ROSSIE O'DONNELL SHOW

- Thank Rossie for her leadership on child care, for the work of her foundation (The For All Kids Foundation, Inc.), and her out-spokenness on the issue.
- Share stories with Rosie about child care and balancing work and family
 - Ask Rosie about the on-site child care center at the Rosie O'Donnell show.
- Stress how child care is a significant challenge for working families trying to balance their responsibilities to their work and their families:
 - Parents can't afford good child care -- low-income families spend as much as 25 percent of family income on child care.
 - Studies reveal that child care quality is uneven and can undermine development.
 - The early years are so important to children's development, and school-age children need constructive activities before- and after-school.
- Highlight the President's commitment to child care -- to making it better, safer, and more affordable for working parents.
- Note that there is much we can do now -- parent education is one of the key ingredients to child care quality. New *I Am Your Child* effort is geared to getting good information to parents about how to find and what to look for in quality child care (Rosie will flash the new toll-free # and Internet site address).



Established in 1997 by motion picture and television personality Rosie O'Donnell, The For All Kids Foundation, Inc. got off to a good start with proceeds from Kids are Punny. This best-selling book is a compilation of riddles, puns and drawings sent by kids to The Rosie O'Donnell Show.

The For All Kids Foundation also benefits from the sale of the limited-edition Rosie O'Donnell and other fun items, and relies on continued support from individuals and organizations.

To help more children throughout the country, we work hard to maintain low administrative overhead and make the most of every dollar contributed.

Dedicated to Helping Children

The For All Kids Foundation awards grants to non-profit organizations dedicated to helping children and their families through child care, educational, medical and housing programs. The Foundation looks for organizations that have clearly defined goals, skilled management and effective cost control. Our grants help support:

Child care, after-school and summer programs for inner-city youths.

Literacy, tutoring and mentoring programs for under-performing students.

Educational and outreach programs for at-risk teenagers.

Healthcare services and wellness programs for low-income children.

Intervention and emergency shelters for families at risk for domestic violence.

Prevention, treatment and cure of serious illnesses afflicting children and their families.



Funding Guidelines

Grants are awarded to organizations with IRS 501(c)(3) classification only as described in 509 (a). These non-profit organizations can apply for either a small grant of up to \$5,000 or a large grant in excess of \$5,000.

The For All Kids Foundation encourages organizations to focus on a specific program when requesting assistance. Other factors considered include the socio-economic status of the population served and the geographical location of the organization. The Foundation wants to have a national impact.

Final grant approval is the decision of the Foundation's Board of Directors. All grants are awarded without regard to race, nationality, religion or political affiliation.

To request a grant application or to send a donation, please contact us at:

The For All Kids Foundation,
P.O. Box 225
Arlendale, NJ 07401

Visit our website at:
www.forallkids.org





MISSION

Every child is a gift, strengthening our community, our humanity, and our hope for the future. Every child deserves a safe environment, with responsive, loving care and enriching opportunities that build self-sufficiency and self-worth. Believing it is essential to provide all children with their fundamental needs, The For All Kids Foundation, Inc. awards grants to help support the intellectual, social and cultural development of disadvantaged children throughout the United States.

The Foundation seeks to develop long-term relationships with donors and grant recipients based on a shared vision that recognizes non-profit organizations as vital agents in the communities they serve. Grants are awarded to charitable programs without regard to race, nationality, religion or political affiliation.

As a public, not-for-profit 501(c)(3) organization, the Foundation is committed to accomplishing its mission while maintaining low administrative overhead. The Foundation's goal is to disburse at least 90 cents of every dollar donated.

THE START-UP

Recognizing there are many children in need and at risk across the country, motion picture and television personality Rosie O'Donnell established The For All Kids Foundation, Inc. in February 1997. Although the needs of disadvantaged children continue to grow, charitable institutions have fewer dollars to spend because of funding cutbacks and tighter budgets. Rosie hopes The For All Kids Foundation can help by awarding grants to non-profit organizations that support children with child care, medical, educational and housing programs.

The For All Kids Foundation, Inc. got off to a good start with proceeds from *Kids are Funny*, a compilation of riddles, puns and drawings sent by kids to *The Rosie O'Donnell Show*. Rosie donated her royalties from this best-selling book and the publisher Warner Books agreed to contribute its net profit. *Kids are Funny* is expected to raise well over \$1 million for the Foundation.

Shortly after the Foundation was established, Warner-Lambert, the makers of Listerine Antiseptic Mouthwash, promised to donate \$1,000 for each kiss Rosie received from guests on *The Rosie O'Donnell Show* between February 1997 and the end of the show's first season. Four months and 500 kisses later, Warner-Lambert donated \$500,000 to the Foundation.

Two co-ventures with Kmart and Toys "R" Us are also benefiting the Foundation. Kmart and Toys "R" Us will donate \$10 from the sale of each talking *Rosie O'Doll*, which was introduced by Tyco Preschool Toys, Inc. during the 1997 holiday season and is sold exclusively by Kmart and Toys "R" Us through March 1998. These two retailers also helped raise funds through the "Star Wars

Millennium Falcon Sweepstakes," which awarded 4x6 foot models of the Millennium Falcon to five hundred winners selected in a random drawing. Sweepstakes entrants were invited to donate \$1.00 to The For All Kids Foundation, and these individual donations raised nearly \$115,000.

During its first year of operation, the Foundation also received generous donations from Kmart, Mattel, Inc., W.A.D. Productions (a Time Warner subsidiary), Mutual of Omaha, The Tommy Hilfiger Corporate Foundation, and the New Jersey Nets Basketball team. The Foundation relies on continued support from organizations such as these and on generous donations from individuals.

Before the end of its first fiscal year, the Foundation awarded grants totaling \$1.5 million to 105 charitable organizations across the country.

GRANT GUIDELINES AND APPROVAL PROCESS

Grants are awarded to organizations with IRS 501(c)(3) classification only as described in 509(a). These non-profit organizations can apply for either a small grant of up to \$5,000 or a large grant in excess of \$5,000.

The Foundation looks for organizations that have clearly defined goals, cost-effectiveness and skilled management, and encourages organizations to focus on a specific program when requesting assistance. Other factors considered during the grant review include:

- 1) the percentage of monies the non-profit actually distributes for charitable purposes;
- 2) the socio-economic status of the population the organization serves; and
- 3) the geographical location of the organization. (The Foundation wants to have a national impact.)

The Foundation's staff conducts the initial review of all grant proposals. The Board of Directors makes the final approval of all grants with input from the Advisory Committee.

Grant recipients include non-profit organizations that support children with child care, medical, educational and housing programs. However, organizations providing child care are given preference because the board believes that good child care is a pressing concern for many families. Grants are awarded to child care centers to improve the facilities and upgrade equipment. Grants also will be made to child care centers to help retain teachers and child care professionals who have demonstrated proficiency in their field.

Since the serious illness or loss of a parent can be devastating for a child, the Foundation also makes grants to support scientific research in the treatment and prevention of diseases that afflict women — particularly breast, cervical, and ovarian cancer and AIDS.

FINANCIAL OVERSIGHT

The accounting firm of KPMG-Peat Marwick has been engaged to conduct an independent year-end audit. KPMG-Peat Marwick also will prepare necessary federal and state tax forms, and will make recommendations to the Foundation as to possible improvements in internal control and/or other financial management practices.

INSURANCE COVERAGE

The For All Kids Foundation, Inc. has made arrangements to insure its directors and officers under a \$3 million policy.

BOARD OF DIRECTORS

Rosie O'Donnell - Ms. O'Donnell is the president and founder of The For All Kids Foundation.

Daniel Crimmins - Mr. Crimmins is the treasurer of the Foundation and Ms. O'Donnell's business manager.

Maureen Crimmins - Ms. Crimmins is the secretary of the Foundation and Ms. O'Donnell's sister.

Board members and officers are not salaried.

ADVISORY COMMITTEE

The Board of Directors looks to the Advisory Committee for its practical insight and overview, as well as for suggestions on program funding and future disbursement. The Advisory Committee comprises six noted professionals who are concerned about the health, welfare and development of children in our society:

Jill Borad - As chairman and chief executive officer of Mattel, Inc., Ms. Borad is one of the highest-ranking female executives in the country. In her 16 years with the company, she can be credited with much of the growth in Barbie sales.

Brenda Barnes - Ms. Barnes recently stepped down as president and chief executive officer of Pepsi-Cola North America to devote more time to her family. She has served in every key capacity within the company — marketing, sales, finance and operations. PepsiCo. also owns Wilson Sporting Goods & Frito-Lay.

Nicole Rabner
February 12, 1998
Page Two

We are also working with Yahoo! to create an interactive web site (yourchild.yahoo.com) where parents can get child care information, along with references and referrals in their local areas, simply by entering their zip code. The site will also include IAYC campaign information, chats with child care experts, and material ordering information. This is very exciting for our campaign outreach because this site will be accessed through the Yahoo! home page which receives 30 million visits every month.

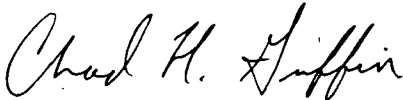
Good Housekeeping Magazine will feature Rosie on the cover of their Mother's Day issue dedicated to child care, along with the results of a Good Housekeeping poll of voting women and their specific child care concerns. The magazine is also working with us to identify a means by which their 24 million readers can affect national and state child care legislation. Our child care video and brochure will be promoted in the issue, and readers will be given ordering information.

People Espanol will include an insert of our child care brochure in all 600,000 copies of the May issue, along with information on ordering the Spanish-language version of our child care video.

The campaign will be ready for launch by the end of April. As Rob has said to you and others there, we envision a White House launch hosted by Mrs. Clinton that would include the various players in the campaign: Rosie O'Donnell, Rob Reiner, Fisher-Price CEO, Yahoo! CEO, Toys R Us CEO and possibly a few additional funders. Again, the campaign can be launched any time during or after late April--we are quite flexible as to the timing and nature of the event.

Please let me know if you need any additional information, and I look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink that reads "Chad H. Griffin". The signature is written in a cursive, flowing style.

Chad H. Griffin, Director
The Reiner Foundation

Enclosure



February 12, 1998

Ms. Nicole Rabner
Office of the First Lady
The White House
Washington, D.C., 20500

Dear Nicole:

This letter is to summarize the various aspects of, and players in, the child care campaign that Ellen and I shared with you last month at the White House. As we mentioned, the next phase of the I Am Your Child campaign is a nation wide effort to educate parents on how to identify and locate quality child care.

We have developed a full-color, sixteen-page brochure for parents (enclosed), funded by Fisher-Price, entitled "Making the Right Choice for You and Your Child." The brochure features Rosie O'Donnell on the cover, along with an introductory letter from her inside.

Rosie will also host our child care video (funded by Toys R Us), which is being produced by the same team that did our Johnson & Johnson parenting video and the White House child care video. The video, like the brochure, will provide parents with needed information on how to find and what to look for in quality child care.

The video and the brochure will be distributed through our 888 number, though our 160 national organizations and state and local coalitions, at all Toys R Us locations, and through Fisher-Price product inserts. In addition, materials will be distributed through our relationship with the National Governors Association. For instance, Governor Voinovich has just ordered 155,000 parenting videos to distribute to every new parent in the state of Ohio. And like our parenting video, the child care video will be available for free rental in all 14,000 Blockbuster stores in North America.

To Molly x6 5340

ADD -
Eric Pomerance,
cousin

Nicole:

Here is the list of those who will be in attendance on Monday.

Toys R Us

(Funder of the child care video hosted by Maria Shriver: "Quality Child Care: Making the Right Choice for You and Your Child")

Michael Goldstein, Chairman of the Board (and wife Sherry)
Maury Rogoff, Director of Public Relations

Yahoo!

(Funded the creation and advertising of our new child resource internet site:
yourchild.yahoo.com)

Felita Wong, Senior VP for Community Relations

Fisher Price

(Funded the creation and distribution of the child care choice brochure that features Rosie O'Donnell: "Quality Child Care: Making the Right Choice for You and Your Child")

Liza Mancuso, Senior Vice President for Marketing
Henry Mayers, Vice President and Director of Communications

Golden Books

(IAYC has established a partnership with Golden Books' "Pat the Bunny" division. Our parenting tips and other early childhood development information is packaged with all pat the bunny products and books.)

Leigh Anne Brodsky, Senior Vice President Marketing
Anne Pitrone, General Manager, Publishing

Good Housekeeping (Dedicated the June Better Way section to Child Care and our campaign. We are also working with Good Housekeeping on a 0-3 special issue to come out next year.)

Ellen Levine, Editor in Chief

The Reiner Foundation/I Am Your Child

Rob Reiner
Ellen Gilbert
Chad Griffin
David Hamburg, Board of Directors
Joan Stanton (campaign funder)



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- Over 13 million people watched the *I Am Your Child* ABC-TV prime time special.
- Television stations across the U.S. are running *I Am Your Child* public service announcements.
- *Newsweek* Magazine has circulated 4.2 million copies of a special edition, sponsored by Johnson & Johnson, about parenting and early childhood development.

INFORMATION AND RESOURCES

- Blockbuster Video stores in the U.S. and Canada are offering "free rental" of *The First Years Last Forever* video.
- Libraries, birthing hospitals and children's hospitals across the U.S. have received *The First Years Last Forever* video.
- Head Start and child care sites across the U.S. are using *I Am Your Child* materials to educate families and staff.
- A video featuring Secretary of Defense William Cohen and Rob Reiner is being broadcast on the Armed Forces Network to military personnel and their families. The video addresses what parents can do to raise happier, healthier children.

GRASSROOTS COALITIONS

- Our national partners include organizations like the American Academy of Pediatrics, the NAACP, the National Council of La Raza, and the YMCA.
- *I Am Your Child* has mobilized grassroots coalitions in all 50 states and the District of Columbia to work together in support of families caring for children in their first three years.

OUTREACH TO POLICY MAKERS AND CORPORATE LEADERS

- *I Am Your Child* has encouraged The National Governor's Association, the U.S. Conference of Mayors and the National Conference of State Legislatures to make early childhood development a top priority.
- *I Am Your Child* is working with the American Business Collaboration, the U.S. Chamber of Commerce, the Committee for Economic Development and the Washington Business Group on Health to build public/private partnerships that strengthen early childhood development programs.

CAMPAIGN GOALS

- Raise public awareness and promote citizen engagement regarding the importance of the first three years of life.
- Provide families with young children the information and resources they need to promote healthy development and school readiness.
- Unite and expand the work being done on the national, state and local levels to provide comprehensive, integrated early childhood development programs that include health care, quality child care, parent education, and intervention programs for families at risk.
- Increase the public will to make quality resources and services more widely available to families with young children.

I Am Your Child

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007
202-338-4385

<http://www.iamyourchild.org>

CAMPAIGN OUTREACH MATERIALS

The First Years Last Forever Video – Produced by Michele Singer Reiner and sponsored by Johnson & Johnson, this video helps new parents understand the importance of the first three years of life in the healthy development of their children. *The First Years Last Forever* summarizes the latest brain research and gives parents specific tips on how to build stronger bonds with their babies. The video covers a wide range of parenting topics including: bonding and attachment, communication, discipline, self-esteem, health and nutrition, and child care. Also available in Spanish and French.

CD-ROM – Sponsored by IBM and Price Waterhouse, this useful software uses sound, video and pictures to address questions about child development, beginning with the prenatal period and extending through the first three years of life. The CD-ROM also includes a searchable index of topics and reading lists for further information.

The First Years Last Forever Booklet - Funded by AT&T, this easy-to-read booklet provides tips on how families and caregivers can promote young children's healthy development. Also available in Spanish.

Community Mobilization Booklet - Funded by the Freddie Mac Foundation, this booklet identifies what individuals and organizations can do to create communities that support families and young children's development.

"Investing in Our Children: What We know and Don't Know About the Costs and Benefits of Early Childhood Interventions" - *I Am Your Child* and the Rand Corporation just released a series of cost-benefit analyses on the impact of early childhood intervention programs on the prevention of child abuse, crime, welfare dependency and other outcomes.

UPCOMING ACTIVITIES AND MATERIALS

Retail Partnerships - Later this spring, retail outlets such as Wal-mart and K-Mart will offer *The First Years Last Forever* videos to over one million customers.

Making the Right Choice for You and Your Child - Funded by Fisher Price, this full color, 16-page brochure features Rosie O'Donnell and contains tips for parents about choosing quality child care. Also available in Spanish.

Child Care Video - Hosted by Maria Shriver, this video is a companion to the brochure and will provide parents with information on how to identify and locate quality child care.

Yahoo! Child Care Web Site - *I Am Your Child*, in partnership with Yahoo! is creating a comprehensive, interactive web site where parents can get early childhood development information as well as child care resource and referrals in their area. Visit yourchild.yahoo.com

Nickelodeon Public Service Announcements - *I Am Your Child*, in partnership with Nickelodeon, is producing public service announcements featuring the Rugrats from the country's #1-rated cable television show.

Golden Books - *I Am Your Child's* partnership with Golden Books will include distribution of *I Am Your Child* parenting information with "Pat the Bunny" books and toys, as well as publishing a parenting book written by noted child psychologist Dr. Bruce Perry.

Univision News Segments - *I Am Your Child's* partnership with Univision, the Spanish-language television network, will feature weekly morning and evening news segments on early childhood development.

CAMPAIGN FUNDERS

The *I Am Your Child* campaign is a project of the Reiner Foundation, a 501(c)(3) non-profit organization. Contributions or corporate sponsorship inquiries should be directed to 335 North Maple Drive, Suite 135, Beverly Hills, CA 90210 Campaign funders include:

AT&T Foundation
The California Wellness
Foundation

Joan Alexander Stanton
(In Memory of Adam Philip
Stanton)

Johnson & Johnson
Kaiser Permanente
IBM Corporation

Price Waterhouse
Carnegie Corporation
Freddie Mac Foundation



Dedicated to making early childhood development a top priority for our nation, I Am Your Child has united an unprecedented coalition of over 150 national organizations and government agencies, including the American Academy of Pediatrics, Big Brothers Big Sisters, Catholic Charities, National Association of Chiefs of Police, National Association for the Advancement of Colored People, National Association for the Education of Young Children, National Council of La Raza, Planned Parenthood, and the YMCA to amplify the work being done across the country to promote family and community involvement in young children's healthy development. Grassroots coalitions in all 50 states and the District of Columbia are reinvigorating programs to better support families caring for children in their first three years of life.

Policy makers are rallying; the National Governors Association has joined with IAYC in launching new childhood development initiatives, and the U.S. Conference of Mayors and the National Conference of State Legislatures are encouraging their members to increase children's programs. Business leaders have stepped forward; in addition to funding many of the IAYC efforts, companies involved with the American Business Collaboration, the Chamber of Commerce, the Committee for Economic Development, and the Washington Business Group on Health are looking at ways to build public/private partnerships to strengthen early childhood development services.

Through its immense network, IAYC has mobilized millions of professionals who are in daily contact with families, giving parents and other caregivers the information and services they need to raise healthy, happy children. And families nationwide have been hearing IAYC's message:

- over 15 million watched the I Am Your Child prime-time special on ABC in April and August
- over 160 million saw articles in newspapers and over 40 million heard or saw stories on radio or TV in the first month of the campaign alone
- TV stations nationwide have aired IAYC ads, generating over 75,000 calls to the IAYC hot line
- over 165,000 people have logged on to the IAYC web site
- over 1.5 million families with members in the U.S. armed services worldwide saw a special video featuring Secretary of Defense William Cohen and Rob Reiner during its holiday airing on the Armed Forces Network

I Am Your Child has further intensified outreach to families by producing and distributing booklets, videos and CD-ROMs. To date over one million booklets, 150,000 videos and 30,000 CD-ROMs have been placed in the hands of families or in community outlets where families can use them.

- 4,700 Blockbuster Video stores in the U.S. and Canada are lending the IAYC video for free to customers
- 10,000 libraries across the U.S. have the IAYC video and CD-ROM
- all 3,000 hospitals where babies are born in the U.S. and the nation's 152 children's hospitals have the IAYC video
- 2,000 Head Start sites and over 15,000 child care centers are using the IAYC video for family and staff training programs

Additionally, over 1.2 million IAYC videos will be provided at popular retail outlets, including Wal-mart and Target in the spring of '98. And, the Canadian Institute of Child Health will soon be launching IAYC in Canada, offering families IAYC materials in English and French.

Since its release, Judith Rich Harris' book, "The Nurture Assumption" has been featured in all of the major media outlets, and has caused quite a stir within the early childhood community. Because this book has had such a high profile, we've decided to forward to you some very credible "talking points" and responses.

We feel Harris' basic information is inaccurate and does a real disservice to children and the people who care for them. These quotes, as well as other web site links about this topic, will soon be posted on our web site (yourchild.yahoo.com). We hope you will share this information with others. Please let us know of any other links or quotes that you feel are relevant.

Sincerely,
Laurie Sale, Director of Communications and Outreach, I Am Your Child Campaign

(The following is taken from a press release from Free Press, announcing the publication of "The Nurture Assumption." We have quoted this information as an introduction to the contents of the book).

"THE NURTURE ASSUMPTION" BY JUDITH RICH HARRIS
"Why Children Turn Out the Way They Do"
(Parents Matter Less Than You Think and Peers Matter More)

"Why do children turn out the way they do? Everybody knows the answer; it's 'nature' (their genetic endowment) and 'nurture' (the way their parents bring them up.) Judith Rich Harris asks a well-worn question and comes up with a startling new answer. In this daring assault on a cherished cultural myth, Harris uses evidence collected by psychologists, sociologists and anthropologists to demolish their most basic assumption: that what shapes children, apart from their genes, is the way their parents treat them. In fact, Harris shows, parents have little or no long-term influence on their child's personality and psychological well-being..Harris contends that a child's peer group, not his or her parents, are responsible for shaping character."

Press Release
"The Nurture Assumption"
FREE PRESS BOOKS

CONTROVERSIAL QUOTES FROM "THE NUTURE ASSUMPTION"

"People sometimes ask me 'So you mean it doesn't matter how I treat my child?' They never ask, 'So you mean it doesn't matter how I treat my husband or wife?' and yet the situation is similar. I don't expect that the way I act toward my husband is going to determine what kind of person he will be in ten or twenty

years from now. I do expect, however, that it will affect how happy he is to live with me and whether he will still be a good friend in ten or twenty years."

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"Parents do not have to teach their children the language of their community; in fact - hard as it may be for you to accept this - they do not have to teach their children any language at all. The language lessons we give our infants and toddlers are a peculiarity to our culture. In parts of the world where people still live in traditional ways, no lessons are given and parents generally do very little conversing with their babies and toddlers - they consider learning the language the child's job, not the parents.. You are thinking, Yes, but even though the mother doesn't speak to the baby, the baby hears her speaking to other people. True. But even this is unnecessary."

Page 70

EXPERTS' RESPONSES TO "THE NURTURE ASSUMPTION"

The Nurture Assumption "does not review massive amounts of research on relevant areas, such as attachment and parenting. For example, the vast majority of references cited for attachment are from 1985 or earlier. This relevant field has had an explosion in data in the last fifteen years which Harris conveniently ignores. In fact, if one looks up some of the references she does cite, there are important articles literally adjacent to them in the journals which she fails to acknowledge. Her simplistic conclusions have the illusion of being bold, counterintuitive statements from an underdog figure, but they unfairly treat the unsuspecting reader to a barrage of unfounded and potentially harmful conclusions."

"Harris shows no acknowledgment of the nature of brain development. The brain is the most undifferentiated organ at birth and undergoes massive amounts of specialization during the first three years of life. The growth of new synaptic connections and the dying away of an excess number of unstimulated neurons allows the brain to develop into the intricately formed seat of our growing minds. We now know that experience - especially from interpersonal relationships - is the major factor in determining which neurons live or die and how they make new connections to one another."

"The vast majority of brain development occurs in the early years of life, long before peer involvement is an important experience for children. These relationship experiences - with parents or other childcare providers - literally shape the ways in which genes are expressed and the brain grows. Studies confirm that these effects have an impact on later functioning of the child including how the child interacts with peers and comes to regulate emotions and behaviors."

Daniel J. Siegel, M.D

Author,

Associate Clinical Professor of Psychiatry - Department of Psychiatry and
Biobehavioral Sciences, UCLA School of Medicine
Medical Director of Infant and Preschool Services, UCLA

"Malcolm Gladwell's 'Do Parents Matter' (New Yorker Magazine August 17, 1998) presents Judith Rich Harris's theory that peers influence a child's personality more than parents. Definitive research, however, shows that children learn the basics of how to think in the first three years of life, when the brain grows most rapidly. During this time, a child's interactions, which are primarily with his parents, literally wire his brain, filling in the broad outline of the generic blueprint. Over the past twenty - five years, research (including my own) has mapped out in some detail how these early interactions enable the child to comprehend sights, sounds, and emotions, to begin to communicate, and relate to others. The article confuses these basics with what a child thinks - attitudes and values learned in later childhood - and, in doing so, ignores not only the research but also common sense about the importance of parents."

Stanley I. Greenspan, M.D.

Clinical Professor of Psychiatry, Behavioral Science, and Pediatrics, George
Washington University Medical School
NEW YORKER MAGAZINE -September 14, 1998

"There are a hundred ways of explaining Nomi and Elaine (Harris' biological and adopted daughters), and there is, of course, something very convenient about the explanation that Harris arrives at: it's the kind of thing that the mother of a difficult child wants to believe. Harris has constructed a theory that lets herself off the hook for her daughter's troubled childhood."

Malcolm Gladwell,

NEW YORKER MAGAZINE -August 17 1998

"The basis for all learning, social and cognitive, is laid down by parents in the first years of a child's life. That foundation helps a child forge an identity, which guides his choice of friends."

Dr. T. Terry Brazelton,

Professor of Pediatrics, Harvard Medical School
Best-selling child development author.
NEWSWEEK MAGAZINE -August 24, 1998

"Of course, no one would say that parents are wholly responsible for the way their children turn out.. But to be saying that parents have no contribution - it doesn't matter how you treat your kid - seems patently ridiculous. Attachment to adults in infancy and early childhood is central to personality development. It's a dangerous point of view to suggest that it will all come out in the playground - that there is not much point in trying to listen to

children, to love them, to hug them, to build mutual respect and understanding.

I don't like the idea of telling parents they don't matter."

Dr. Penelope Leach,
Fellow, British Psychological Society,
Founding Member, World Association for Infant Mental Health
Best selling author of child development books
USA TODAY - August 24 1998

her conclusion is "premature and potentially dangerous. If her book sells well, many parents may say, 'We can't influence them anyway, so why try?'"

Frank Farley,
Psychologist, Temple University
Headed the American Psychological Association division that granted an award to Judith Harris
USA TODAY - August 24 1998

"Anyone with two children can see that a small child learns a heck of a lot from the older children, but to try to exclude other ways of learning, like learning from parents, is absurd."

T. Berry Brazelton,
Professor of Pediatrics, Harvard Medical School
Best-selling child development author.
USA TODAY - August 24 1998

"She reached the conclusion she reached by ignoring a tremendous amount of evidence."

Theodore Wachs
Psychologist, Purdue University
USA TODAY - August 24 1998

"The book is going to sell big time because it's absolution for parents who are having trouble with their kids. It's 'don't blame me, blame their friends.'"

Eileen Shiff
Child Development Education Teacher,
Paradise Valley Community College, Phoenix
USA TODAY - August 24 1998

The "main problem with The Nurture Assumption is that it releases parents from any sense of responsibility. Parents play a crucial part in their child's development, though I'm not suggesting that they should take all of the blame for his problems, nor all of the credit for his successes. Each child is born with his own will and personality. Your role is to shape, not change your child, similar to how a gardener cares for a rose. To make that rose bloom beautifully, the gardener must tend to it, planting it in rich soil and feeding

it regularly. But he can't change that flower's color, shape or scent."

Dr. Bill and Martha Sears,
Pediatricians and child development experts
PARENTTIME.COM - "Who Needs Parents?"

"'The Nurture Assumption' is a rambling, anecdotal memoir that reinforces America's lazy parenting."

The Nurture Assumption "is yet another example of minor effusions puffed up too rapidly into full scale books by publishers who know how to offer contracts but not how to develop substantive projects."

"Parents are permanently shaping and imprinting a child's mental and emotional life from his or her earliest weeks and months."

"Harris gives precisely the wrong message. As a teacher for 27 years, I think American children need more parental attention and control, not less. Harris' book, which is about one woman's painful struggle with health and family problems, should have been marketed as what it is - a memoir."

Camille Paglia,
Teacher, Author, Online Columnist
SALONMAGAZINE.COM - September 23, 1998
"From Screaming Babies To Screaming College Students"

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