

# Trust

The Pew Charitable Trusts

VOLUME 8 / NUMBER 1 / SUMMER 2005

***Tracking the Alcohol  
Ads that Youth See  
and Hear***

***Partners with the  
Boreal Forest***

***When a Parent is  
Behind Bars***





## Resources

Adolescents, younger children and the generations to follow are our country's future. Will they be prepared? That will depend not only on how their own talents and skills are nurtured but also on the kind of world they enter when it is their turn to lead. As adults, we cannot disappoint in our responsibility to nurture their strengths, help them through their vulnerabilities and leave them a better planet than we inherited.

In serving the public interest, the Trusts has always included the upcoming generations as a crucial part of the equation. The stories in this issue describe projects that vary in theme, subject area, approach and goals. Yet they all address timely problems of our day—and our shared successes in facing these challenges will directly affect tomorrow, when our nation's most important resource, its youth, graduates into leadership positions.

It may well be, as Ralph Waldo Emerson observed, that “all life is an experiment,” but when the subject is teenagers—experimenters by nature—and alcoholic beverages, then we have a volatile mix, one that robs too many young people of their rightful future. Finding ways to address that toll is a “collective responsibility,” as the Institute of Medicine (IOM) 2003 report *Reducing Underage Drinking* stated.

The Center on Alcohol Marketing and Youth (CAMY), a project of Georgetown University supported by the Trusts and the Robert Wood

Johnson Foundation, focuses on lowering the exposure of young people to alcohol advertising. CAMY highlights advertising practices by examining the very sorts of data that the alcohol industry uses to determine where to place its ads.

Its findings—that vast amounts of alcohol advertising persistently reaches youth—have been a welcome resource for policymakers, associations and community coalitions answering the IOM's call. In 2003, the alcohol industry itself announced that it was tightening its voluntary advertising code—“a step forward,” said Jim O'Hara, CAMY's executive director, but “it still does not offer adequate public health protection for our children.”

The volunteer-based social program called Amachi takes its name from the West African term for “Who knows but what God has brought us through this child?”—a wonderful expression of hope and potential. Amachi addresses children of about five to 12 years of age who spend a portion of their youth with an enormous strike against them: One or both of their parents are in prison. John DiIulio, the University of Pennsylvania professor who had the original idea for Amachi, says that many of these children live in “moral poverty,” which he defines as “the poverty of being without loving, capable, responsible adults who teach you right from wrong.” Indeed, these children are five times more likely than other high-risk peers in their poor neighborhoods to end up in prison themselves.

Working through churches, Amachi matches these youngsters with adults who volunteer as mentors—importantly, not as ersatz parents (indeed, the imprisoned parents, who most often fear that they will be displaced, must give Amachi permission to enroll their child), but as people who give the children adult companionship for a few hours a week. The mentors offer counsel and perhaps help with homework, and they take the children to places like non-fast-food restaurants or the beach, familiar

locales for most of us but often first visits for the children.

Amachi began in Philadelphia, but with some two million American children who have a parent in prison, the need is national. Mentoring-children-of-prisoners programs, some based on Amachi, exist in 49 states and the District of Columbia, supported by private funds and a public commitment of nearly \$60 million.

If our future leaders are going to solve the environmental problems of their era, they will more likely have a fighting chance if we, right now, begin to alter the course of wilderness degradation that increasingly afflicts our planet. Most people want a robust environment, yet the facts show that the Earth's biodiversity is threatened with the potential destruction of up to 50 percent of existing species. There are a number of causes, but habitat loss is high on the list—and, with action, remediable. The world's healthiest and most environmentally important remaining areas are large, undeveloped wilderness tracts; these should be a top conservation priority.

That is the goal of the Canadian Boreal Initiative, a Trusts-supported project of Ducks Unlimited. This effort promotes land protection and sustainable development throughout the 1.4 billion acres of the Canadian boreal forest, and the partners to this plan are conservationists, First Nations and industry—an unusual union of *people* resources dedicated to the protection of *natural* resources.

In different ways, these projects are entrepreneurial experiments requiring new ways of thinking to solve complex problems. Innovative ideas and ardent work are well-embedded qualities of the American character. We can best assure that our children, the people resources of the future, continue this legacy if they have the opportunity to grow up healthy in a healthy world.

Rebecca W. Rimel  
President and CEO

## Trust

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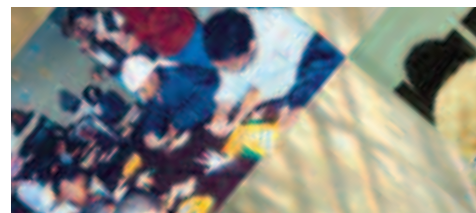


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*Where the Wolf Stood*





*The near-perfect  
wildness of the Canadian boreal  
surprises even an experienced wilderness  
traveler.* By Richard K. Nelson

**A** late summer evening in the unbounded wild of northern Canada—low sun obscured by the mountain’s shoulder, the nearby forest exhaling cool moist air, ripples softly chanting in the river. Imbedded in the descending hush, I feel elated by the palpable abundance of secrets.

In a moment of stark and beautiful suddenness, a wolf steps into an open place among the nearby willows. He must have come from the darkening woods, and walked silently toward us over the dry riverside rocks, weaving through ribbons of scent so utterly strange they triggered no fear. Almost certainly, he has never before heard the singsong murmur of human voices, the crackle of a campfire, the tinkling of spoons in coffee cups.

The wolf halts in mid-step, showing his full profile, turns his head toward us and holds us in a protracted, unflinching stare. I am struck by the pure blackness of his fur, the lankiness of his legs and the sinewy brawn of his youthful body, which must weigh 60 or 70 pounds.

At this close range, I can look directly into the wolf’s eyes, shining like flakes of mica against the midnight of his face. I feel as if I’m staring directly at the sun, as if the bright corona of those eyes will burn in the core of my mind long after I’ve turned away.

The wolf lifts his snout to the faint, furling breeze. I imagine his nostrils flaring and narrowing, his chest rising and falling. During these moments, his presence seems to pervade our entire surrounding world—the steep-sided valley, the high, glinting peaks, the brightly overarching summer sky that never fades fully into night.

Finally, his curiosity yielding to apprehension, the wolf turns and lopes back toward the forest, flouncing like an overgrown puppy.

Amid a flurry of whispered exclamations, I ease with my camp mates toward the place where the wolf had

stood, hoping to catch another glimpse, perhaps even to spot the more cautious members of his pack who must be nearby. But we see only the empty field of river-smoothed stones and the brow of forest beyond.

For me, this startling encounter with a wolf in the northern Yukon Territory was the defining moment of a three-week journey into one of the largest, most spectacular, pristine wildlands remaining on earth—the boreal forest of Canada. I was the lucky Alaskan in an otherwise all-Canadian group that included a photographer, a wildlife biologist, several artists and writers, river guides, conservation advocates and representatives of First Nations communities—13 of us in all. Our goal was to produce art, images and writing that would help raise public awareness of the great northern forest.

This remarkable trip was sponsored by the Yukon chapter of the Canadian Parks and Wilderness Society, collaborating with the Tetlit Gwich'in and Nacho N'yak Dun indigenous communities, as part of the Canada-wide Boreal Rendezvous. Through the summer, groups similar to ours would drift and paddle down rivers like the Dease, Nahanni, Churchill, Coal, Athabaska, Berens and Moisie—to immerse themselves in the soul of immaculate wilderness. Three rivers had been chosen in the northern Yukon Territory: the Snake, the Wind and our own Bonnet Plume, named for a Gwich'in Indian man who had spent much of his life hunting and prospecting along its course. Even after 40 years of travel into the remotest parts of Alaska, I was astonished by the magnitude of wildness and beauty along the Bonnet Plume, qualities that led to its recognition as a Canadian Heritage River.

The morning after the wolf's visit, a small group of us trekked off to

climb one of the mountains that rise steeply from the riverside. Laboring our way up, we paused to identify fast-blooming arctic flowers and relish the sweet, low-growing blueberries. On the summit a couple hours later, we looked out over a massive fretwork of stony peaks, shear vertiginous walls, narrow tributary valleys and tier beyond tier of jagged ridges standing into the far distance. I left the others

From our high vantage, we could trace a long, shimmering stretch of the Bonnet Plume River, which runs almost 200 miles from its mountain headwaters northward to a confluence with the Peel River. The Peel eventually flows into the Mackenzie River not far from its broad, braided mouth on the shore of the Arctic Ocean. In the 20,000-square-mile watershed of the Peel and its tribu-



*Bonnet Plume Range: Fragments* by Jane Isakson. Acrylic on canvas, two panels, 66"x66."

Isakson, who lives in Whitehorse, Yukon, traveled with writer Richard Nelson and others on the "Three Rivers: Wild Waters, Sacred Places" wilderness immersion.

and wandered along a grassy slope, followed the tracks of Dall sheep into a narrow cul-de-sac gorge, watched a golden eagle veer and circle in the updrafts and found a colony of rabbit-like collared pikas living amid the rocks and tundra. I had never felt a more complete absence of visible human impact and had never been more vividly aware of the earth's inherent capacity for perfection.

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aries, there is just one settlement, the Gwich'in Indian community of Fort McPherson. Few would imagine that such an unfettered, unhewn, uncompromised landscape still exists on this continent at the opening of the 21st century.

But this only begins to measure the wildness of the Canadian boreal. From where we stood, just below the Arctic Circle, the nearest permanent

road—the Mackenzie Highway—is about 200 miles west. For comparison, in the entire continental U.S., the farthest you can get from a road is less than 25 miles, in the southeast corner of Yellowstone National Park. And imagine this: If you go straight east from the Bonnet Plume River, you will not find a permanent, interconnecting road across the entire 2,000-mile breadth of boreal Canada.

morning, I found his flat-footed, long-clawed tracks punched deep into the sandbar, weaving among the prints of a female grizzly and her tiny cub, four wolves with paws so large that an imprint would barely fit under my outstretched hand, and an enormous bull moose with hooves like those of a dairy cow, measuring about 11 inches from their pointed tips to the trailing dew claws.

Each day, the Bonnet Plume carried us past dozens of sandbars, most of them similarly inscribed with animal tracks. But often we were too busy to notice, when the clear, cold, brawling river demanded our full attention as we pitched through whitewater canyons, slalomed between giant boulders and scraped along shallow interwoven channels. Only a few groups float the Bonnet Plume each summer, and we rarely saw traces of their visits. But a fractured canoe, half-buried in gravel, reminded us of the tenuous balance between exhilarating play and serious risk, where the only rescue possibility is a very long flight by helicopter or float plane.

Most of the Yukon Territory is blissfully removed from industrial civilization. At 186,000 square miles, it's a bit larger than California, but the total population is just 31,000 people, 21,000 of whom live in the city of Whitehorse. The rest are scattered among a dozen small towns and villages, remote homesteads and roadside outposts. East of the Yukon, in the vast Northwest Territories and Nunavut, the human population is even sparser. These three territories, with a combined area larger than India, are home to slightly over 100,000 people.

This leaves plenty of room for trees. Billions of trees—white spruce, black spruce, tamarack, jack pine, lodgepole pine, trembling aspen, white birch, balsam poplar—a sweep of billowing, sighing trees, pelagic in dimensions. In North America, the boreal forest stretches across all of subarctic Canada and interior Alaska; and in Eurasia it spans Norway, Sweden, Finland and Russia, where it is known as the *taiga*. Taken as a whole, the boreal forest is like a green banner draped around the entire northern hemisphere. It is the world's largest expanse of intact forest, covering nearly 11 percent of our planet's surface, far larger than the Amazonian



*Caribou Spirit* by Jane Isakson. Acrylic on canvas, 54"x54."

The next road at this latitude? Beyond the Atlantic in Norway.

**A** more tangible vision of wildness appeared near our camp that same afternoon, when a grizzly bear swam across the river a hundred yards away, shook himself dry and lumbered off without troubling to investigate our little cluster of tents. The next

Even more impressive were the metabolic signs left by a grizzly that had been feasting on the prolific, bitter soap berries—heaps literally as big around as a bushel basket and almost a foot deep, filled with seeds and scarlet-colored like the berries themselves. Definitely not for the squeamish, but these organic calling cards can reveal much about the animals' sequestered lives.

rainforest and equally significant as an environmental treasure.

Along with the ubiquitous moose, woodland caribou may be the quintessential wild animal of the Canadian boreal. We saw them at scattered points along the Bonnet Plume, always in small numbers, always moving toward the edge of sight. One evening, a mother caribou and her calf emerged from the woods close by, peered at us for a long moment, then swam powerfully across the river. After lunging up onto the bank opposite our camp, they trotted along the gravel bar with swift, smooth, effortless grace, straight-backed, heads high and eyes wide, the rhythm of their hoofbeats ringing back to us across the water. Like all caribou, they seemed compelled to run, even without a visible reason, as if they love to feel the strength of their legs, the wind against their flanks, the chill air huffing in their throats.

Earlier we had spotted a skein of woodland caribou trekking up a mountain ridge—all prime adult bulls weighing perhaps 400 pounds, dark chocolate with sharply contrasting white on their necks and shoulders, carrying intricately tined antlers that curved several feet above their heads. They made their way toward the peak, stopping often to graze, dwindling higher and higher until they vanished beyond a ridge. As always, they seemed absolutely self-contained, unreachable, wholly taken up in a world beyond the touch of humankind.

Woodland caribou are forest animals, less known than the highly migratory barren-ground caribou that favor tundra regions farther north. At most there are 50,000 woodland caribou scattered across the Canadian boreal today, living in small, dispersed groups,

feeding mainly on lichens that thrive only in unbroken tracts of old-growth forest. These are animals of the deep wilderness, easily disrupted by mining, oil and gas development, logging and the roads that spider increasingly into remote woodlands.

Endangered or threatened in almost all of Canada, extinct in the northeastern U.S. and down to about 50 animals in the Selkirk Mountains of Idaho,

mined and their spiritually empowered world diminished. Throughout boreal North America, native people who have limited access to imported groceries still take their staple foods from the land and waters. In addition to caribou, they hunt moose, Dall sheep, mountain goat, black bear, snowshoe hare, geese, ptarmigan; they trap beaver, muskrat, lynx, marten; they catch whitefish, salmon, pike; they



*Peel River Canyon: Marking Time* by Jane Isakson. Acrylic on canvas, two panels, 66"x66."

Montana and Washington, woodland caribou are a key indicator of environmental integrity—and perhaps of human integrity as well.

First Nations people have long depended on caribou for meat and hides. Where the caribou have become rare or extinct, remote indigenous communities have lost a major subsistence resource, while their cultural traditions have been under-

gather berries and edible greens; they cut logs for houses, boats, sleds. Small wonder that strong voices for protecting the forest have come from the First Nations people who live in more than 600 communities across the Canadian boreal.

Near one of our camps, I stumbled onto the ruins of a small cabin, probably built by a Nacho N'yak Dun trapper. Strewn among the moldering logs



were a huge crosscut saw, enamel cook pots, a rusty cast-iron stove and oversized Hills Brothers coffee cans. Yukon law strictly protects historic remains, and it looked as if nothing had been taken away, but the relics would slowly vanish under the moss, leaving no visible evidence of the lives carried out here. I imagined the trapper standing in his cabin doorway, looking out over the forested valley

large-scale timber enterprises, but this presents a special challenge to First Nations communities who are intimately connected to the land. Many of them are committed to sustainable development of logging that protects wildlife habitat, keeps the waters healthy, maintains woodlands for recreation and tourism, and honors a spiritual heritage founded on respect for the natural world.



*Burnside Bear* by Jane Isakson. Oil on board, 8.5"x12."

and the high, ragged peaks. It was a powerful reminder that indigenous people have used the boreal land for thousands of years without substantially diminishing its richness and beauty.

Throughout the north, indigenous groups have shifted away from nomadic camps and far-flung traplines to gather in frontier communities like Fort McPherson. Swept into an era of accelerated social and economic change, they are challenged to find a balance between the old subsistence traditions and the newer cash economy—wage labor, arts and crafts, guiding and tourism. Nested among enormous tracts of forest, these communities are well situated for

In the north country, we have the chance to accomplish what has eluded us elsewhere on the continent—to live on the land and draw from its resources while assuring that the entire living community remains intact. This often came to mind as I scanned the mountainsides,

Go to [www.pewtrusts.org](http://www.pewtrusts.org) for related information on this story:

- *Boreal Bird Brief: Canada's Boreal Forest Vital to North American Bird Life*, a report of the Boreal Songbird Initiative (also found at [www.borealbirds.org](http://www.borealbirds.org)).

yearning to see one of the north country's most elusive creatures—the wolverine. It is a legendary animal of the boreal forest, a predator and scavenger belonging to the weasel family, squat and thickset, weighing up to 45 pounds, dark brown with paler strips along both flanks, known for its physical power and sharp temper.

Wolverines live throughout the north, but they are widely scattered, reclusive to the point of being ghost-like, and incapable of adapting to habitat loss or industrial development. Among all the native animals of our continent, the wolverine is most emblematic of expansive, unmarred wilderness, holding to the farthest edge, shunning all contact with humankind, like an old mystic who chooses to die with his secrets rather than reveal them. In the long run, our most important gauge of successful habitation in the northern forest may be the continuing presence of wolverines; their disappearance would be a tragic signal of failure.

As we drifted down the Bonnet Plume, I was comforted to think that wolverines may have watched us from the concealing forest—but we saw no trace of them.

During one of our stops, I hiked up an easy ridge and came onto a sprawling view of mountains cloaked in velvety green tundra. Glassing the nearest peak, I saw four pure-white female Dall sheep and two half-grown lambs, all peering down from a bedrock precipice as if there might be a wolf or bear somewhere below. Making my way back to the river, I heard a lovely, garrulous chatter; and amid the boughs of a tall white spruce, I picked out a robin-sized bird, slate gray, with a conspicuous black mask and a long, hooked bill. Dave Mossop, the Yukon biologist

who carefully logged bird sightings, was pleased when I told him about the bird, because he fears shrikes may be declining here.

Northern shrikes often winter in the boreal forest, along with a fairly small number of other bird species tough enough to endure temperatures of minus 50° F or colder. But the great majority of birds head for warmer climates each fall, returning north in spring to nest and raise their young, taking advantage of the protracted daylight, lush summer growth and abundant insects. Almost 30 percent of all North America's land birds and 40 percent of our waterfowl nest in the Canadian boreal—over 230 species, including warblers, sparrows, thrushes, woodpeckers, flycatchers, longspurs, vireos, swallows, juncos, kinglets, hawks, loons, grebes, ducks, geese. The total population of land birds in Canada's boreal forest each summer is over five billion, a number so large it is completely beyond our comprehension.

In recent years, much attention has focused on habitat destruction in the tropical areas where many northern birds winter. But there are equally important concerns about the nesting grounds, which are the source for every new generation of these bright and beautiful creatures. A report by Bird Studies Canada indicates that the populations of 40 species nesting in the boreal forest are declining. Almost certainly there are multiple causes, but protection of the birds' nesting habitat is crucial at a time of growing pressure from petrochemical development, hydroelectric dams, mines, agriculture, roads and logging. In Ontario alone, up to 85,000 migratory birds' nests were destroyed by timber harvests in 2001, according to a report to the North American Free Trade Agreement Commission for Environmental Cooperation.

Every spring, flocks of birds fly enormous distances across the conti-

nents and oceans to reach their home grounds in the northern forest. During their annual passage, they bring flashes of dazzling color to our backyards.

They weave a chorus of song through our mornings and evenings. They reveal to us the lavishness and splendor of evolution. And they remind us about the tenuousness of life in a time of global change. One evening, we watched a pair of loons perform their ecstatic mating dance on the waters of Bonnet Plume Lake. Their protracted, tremulous, wailing voices drifted through the forest and rang up against the mountainsides, as if the whole northern world were singing to itself.

The boreal forest is also one of the few places where every species known to exist before Europeans landed on North American shores is still present, where we need not feel the heart-breaking emptiness of extinction. And the forest contributes importantly to the well-being of our own species. Every breath we take is in part a gift from this immense, earth-circling ecosystem, which exhales massive amounts of oxygen each day. The boreal regions also hold and filter 80 percent of the world's fresh water. And by locking up huge quantities of carbon in living vegetation, the subarctic forest helps to limit the amount of atmospheric carbon dioxide, mitigating a major cause of global warming.

**T**he Canadian boreal is like an elephant in the living room—we ignore it at our peril. Yet few people are aware of its existence, as worldwide attention centers on loss of tropical rainforests, air and water pollution and urban sprawl. Most importantly, the far-flung, thinly populated northern lands may be our best remaining chance to protect our natural heritage on a grand scale. We can do it while also recognizing the place of indigenous cultures, nourishing healthy

land-based communities and shaping a balance between preservation and utilization of the environment.

This is exactly what is proposed by the Canadian Boreal Initiative, a Trusts-supported project of Ducks Unlimited. The Trusts' efforts to protect the Canadian boreal forest are furthered through partnerships with the William and Flora Hewlett Foundation and The Lenfest Foundation.

The initiative—which co-sponsored this trip, part of a series of river adventures called the Boreal Rendezvous to let people know about this invaluable resource—would protect the world's largest tract of virgin forest through an unprecedented collaboration between First Nations people, environmental interests, scientists and industries. These groups have shaped the boldest, most ambitious, most visionary conservation plan ever created anywhere—called the Canadian Boreal Conservation Framework. It would establish a network of strictly protected, interconnecting parks encompassing about half of the 1.3-billion-acre northern forest, an area almost 10 times the combined size of all U.S. national parks. The other half of the boreal region would be open for development under ecologically sustainable guidelines yet to be defined.

This extraordinary plan avoids the divisiveness typical of many debates over land and resources, because it was developed collaboratively by the stakeholders and because it assures that people will remain intricately engaged with the land as residents, workers and stewards. Northern Canada may be the only place in the world where conservation on such a magnitude could still be achieved. Canada's political, economic and cultural circumstances open conservation opportunities that wouldn't be possible in the Amazon or Siberia, and, importantly, over 90 percent of Canada's boreal land is publicly owned.

Many northern communities are witnessing an unplanned but dramatic economic change. Travelers are coming here from throughout the world, not to create extractive industries, not to build factories or cities, not to see museums or theme parks or monuments, but to absorb themselves in precisely the opposite. They are drawn by what is rapidly becoming one of the scarcest, most desired and most valuable resources of all—wild lands, wild waters, wild forests, wild animals and the peace of wildness itself.

enormous, unblemished land. The Bonnet Plume's designation as a Canadian Heritage River is purely symbolic, offering no legal protection, and this is why conservationists from the Yukon and all over Canada are working with First Nations groups to gain formal, lasting protective status for this remarkable place.

Opinions are divided about the future of Canada's boreal country, and the pressure for a wide array of developments will intensify in coming years. At the same time, large tracts

boreal land itself. Even if developments like this could be accomplished without displacing wildlife, without polluting the ice-clear waters, without widespread deforestation and wholesale changes in the natural environment, the fragile condition of wildness would irretrievably disappear. It would create a vast darkness at the center of the Gwich'in and Nacho N'yak Dun homeland and empty the hearts of people everywhere who love the splendor of wild places.

When our trip ended, we flew back over the Bonnet Plume in a float plane stuffed with gear. Peering down at the land from this radically different perspective, I traced each bend of the river, remembered the excitement of thrashing whitewater chutes, felt again the sweaty exhaustion of high-mountain hiking, reflected on the pleasures of traveling in good company and savored the comforting silence of an immeasurably vast forested land.

Then I imagined once more the transfixing gaze of a young black wolf. And it was as if all the wildness at the heart of the North American continent had been revealed; as if the entire history of a human presence on this land were set before us; as if we were challenged to find the humility that makes us deserving of a place here; as if this animal had emerged from the forest to confront us with a prodigious, impending, massively consequential question.

And I would trust the wolf's answer far more than I would trust my own. ■

**The Canadian Boreal Initiative is located at 249 McLeod Street, Ottawa, Ontario. Its telephone number is 613.230.4739, and its Web address is [www.borealcanda.ca](http://www.borealcanda.ca).**

*Richard K. Nelson, a cultural anthropologist who lives in Sitka, Alaska, has written, among other books, *The Island Within*, *Shadow of the Hunter: Stories of Eskimo Life and Heart and Blood: Living With Deer in America*. His honors include the Lannan Foundation Literary Award for Nonfiction and designation as the first "Alaska State Writer" by the Alaska State Council on the Arts.*



*River Beauty on the Bonnet Plume* by Jane Isakson.

Nearly all of the Bonnet Plume River is incredibly rich in these qualities, but along the lower reaches we came upon stark evidence that change may be impending. A short distance from the riverbanks was a huge air strip—the only visible indication of a highly speculative development that could include a coal mine, a coal-fired electrical-generating plant, power lines, coal-bed methane and conventional oil and gas projects and an enormous iron mine near the adjoining Snake River, with all the accompanying road systems and settlements. It's a staggering possibility in the midst of such an

of unsettled land, abundant wildlife and spectacular scenery are attracting more and more visitors. With the exponential growth of recreation and tourism, wilderness qualities are likely to become the single most valuable economic asset for northern communities. In the Yukon and throughout the Canadian north, older industries based on resource exploitation should be balanced against the young, vigorous industries based on wildness.

As we drifted past the airfield, with its bright orange windsock dancing in the breeze, I felt the burden of a responsibility as enormous as the

# COMMITTEE DELTAWO

By Marc

Through Amachi, adults devote time to kids who have a parent doing time.





The middle-aged man and the little boy are having a wonderful afternoon at the movies.

Craig Williams and 8-year-old Tykeem have come to see a kids' fantasy-comedy about robots, and as he gobbles down a box of popcorn, the boy giggles and chortles and cheers. Williams gently admonishes Tykeem when he gets a bit too rambunctious, but Williams, too, enjoys the movie.

After the film is over—and after Tykeem goes through a roll of quarters and then some, playing the arcade games in the lobby and making “please, please, please!” requests for more—Williams takes the boy home . . . where he drops him off and goes on to his *own* home.

No, this isn't a divorced father on visiting day with his son or a grandpa on an outing with his grandson. It is high-quality time between a mentor from a “nice” suburban neighborhood and a mentee from a tough inner-city neighborhood. They've come together through Amachi Big Brothers Big Sisters, a faith-based program to address the pain and needs of children with parents in prison and the insidious fact that about 70 percent of such children eventually wind up in prison themselves.

Launched in 2000 as Amachi—a West African term meaning “Who knows but what God has brought us through this child?”—the program quickly grew into a larger mentoring program that has nurtured 5,100 children and spread from Philadelphia to 197 cities in 48 states, plus Puerto Rico and the District of Columbia.

Seeing their value, the federal government has given these mentoring-children-of-prisoners programs about \$60 million, and the Bush administration has singled them out as well. President Bush referred to the concept in his 2002 State of the Union address and has praised the program as a model of what faith-based and local communities can and should do.

Laura Bush has announced a similar initiative called Helping America's Youth, which stresses that every child needs a caring adult—a parent, grandparent, aunt, uncle, teacher, coach or mentor. In connection with that program, President Bush and his wife visited a Washington, D.C., school in April, where they met with four children whose parents have been in prison.

The original idea for Amachi was hatched in the late 1990s by John DiIulio, a University of Pennsylvania professor who served as the first director of the White House Office of Faith-Based and Community Initiatives, and Judy Vredenburg, the national president of Big Brothers Big Sisters. He had the data, she had the organization.

“All the data I had,” says DiIulio, “indicated that no group in America was more at risk than low-income children of prisoners, especially those in the inner city. On any given day nationally, about two million children have Mom or Dad incarcerated, highly concentrated in urban and poor urban areas. The idea was to target the most needy communities, especially those not being served, and the hope was that this could be done in a way to muster volunteers and gain funding and backing not just from private sources but federal, state and local governments, and done in a way that respected all the prohibitions on excessively entangling church and state.”

The decision to focus on children with parents in prison was a tremendous challenge. They suffer as at-risk children in general, and may also be hurting

The worlds they live in:  
*Foreground:* mentor and mentee  
 in the Amachi program.

*Background:* a prison, symbolically representing the current home of one or both parents of Amachi's mentees. (Pictured is Eastern State Penitentiary rendered by Richard Ryan. See page 27 for an unobstructed detail.)

Top: Wilson Goode: "Are there any priests here to help?"

Middle and bottom: A "good time" for Amachi's mentors and mentees.

from the trauma of seeing a parent arrested and led away or from an economic loss that has plunged the family into a struggle for survival.

Indeed, an Amachi study found that these children suffer a host of emotional problems, often with lasting personal and social consequences. They may feel anger, sadness, shame, guilt and depression, which cause them to act out and behave inappropriately, leading to troubles in school and with the law. As the writer Linda Jucovy expressed in a report on Amachi, there is "a particular form of grief and loss that comes from having a parent who is alive but unreachable."

Amachi also attracted Public/Private Ventures, an influential, Philadelphia-based, program-development and evaluation organization, which had been discussing new ventures involving faith-based organizations; and the Trusts, with input on project development and a commitment which over time grew to some \$6 million. Big Brothers Big Sisters of America contributed its reputation, expertise, leadership, resources—and on-the-ground services, including staff experienced in screening volunteers, matching them with children and supporting the match during the course of the relationship. Amachi has also gained support from other organizations, such as Americorps/VISTA and the Corporation for National and Community Service.

To get off the drawing board and into operation, Amachi needed someone who could bring churches, pastors and volunteers on board; get the necessary approval from imprisoned parents and guardians (especially difficult in the case of fathers who didn't actually know the children); help organize screening, training and administration systems; and generally light the fire of faith and determination under all involved.

Enter the Rev. Dr. W. Wilson Goode Sr.

Goode's entire career seems to have groomed him to head Amachi. He served as Philadelphia's mayor from 1984 to 1992 and then as a deputy assistant secretary of education in the Clinton administration, while he became an ordained minister and a doctor of ministry. This gave him priceless and unique contacts—and most importantly, credibility—within government and the church community. Even his doctoral dissertation was relevant: (in his words) "how to take churches from the clubhouse to the lighthouse."

Even more, his life experience was relevant. He had himself been the child of an incarcerated parent, with that painful experience to draw on.

While Goode was growing up in North Carolina, he recounts, "My father was sent to jail when I was 14 for an assault of our landlord. He was in jail for two years, and during that time, my mother, my siblings and I moved from North Carolina to Philadelphia."

It was a difficult time for the teenager. "I felt that as a result of the absence of a father figure in the house, I was headed in the wrong direction." Fortunately for him, the family had joined a new church and "the intervention of my pastor and his wife made a difference in my life. Even when my high school counselor was saying, 'Don't go to college, get a job in a factory,' my pastor and his wife insisted I go to college. They even raised money for me to do so."

As difficult as his own experience was, Goode feels it would be even worse today. "I think that, emotionally, without a father figure, a child today has many more challenges than I had. They need more encouragement, a lot more assistance, a lot more hands-on."

When the Amachi idea was proposed to him, Goode says, "I was immediately excited. I felt not only was it a call from God, it was an appointment by God."

Others might have been daunted by



the myriad difficulties involved in starting Amachi, but Goode, who became a senior advisor on faith-based initiatives for Public/Private Ventures, embraced his new ministry, overcoming some unusual obstacles.

For instance, when prisoners feared that the program was trying to replace them or would take their children away from them, Goode went directly to the prisons to assure them and get their permission.

To recruit mentors, he went to the churches in the communities where the children live, reasoning that that's where the inmates come from—and will return to. "The churches are in contact with the issues the children are facing," he says, calling them an untapped community resource: "There is potential for higher participation."

When he visits churches, Goode reminds the pastors of the biblical precedent for mentoring: Moses had his father-in-law, Jethro; Paul had Barnabas, as Timothy and Titus had Paul; and the 12 disciples had Jesus.

To congregations, Goode makes use of the biblical journey:

*When Joshua stood before the Jordan River, with the wilderness and 40 years of wandering in back of him and the Promised Land in front of him, God spoke to Joshua and said, "Let the priests lead the way."*

*So even though it was the rainy season and the Jordan ran deep and impassable in spots, God said to Moses, "Let the priests lead the way with the Ark of the Covenant."*

*So the priests, with nothing but faith to guide them, stepped into the Jordan River, and the waters divided and the people left the wilderness and entered the Promised Land.*

Not long ago, Goode was preaching to the congregation at the historic, African-American Bethel AME Church in Baltimore, and when he reached

this point in his sermon, he leaned forward: "I wonder if there are any priests here to help children leave their wilderness and enter the Promised Land by mentoring them." He called his audience to join him "in the riverbed" at the front of the church. More than 250 people came and stood with him to be mentors for children of prisoners in their community.

Amachi stipulates that all participating churches sign up at least 10 mentors who would be willing to participate for at least one hour per week for a year. Ministers themselves volunteer, and in some cases "volunteer" members of their flock. The churches must record the activities and outcomes.

Goode began his appeal in the Philadelphia area, where, eventually, 42 churches enlisted in the cause. As federal funding kicked in, he was a catalyst in helping Big Brothers Big Sisters agencies across the country. By the start of this year, there were 246 mentoring-children-of-prisoners programs nationwide.

As the program has grown, so has the recognition and support. In New York State, Sen. Hillary Clinton is on Amachi's board of advisors, and President Bush has visited Philadelphia several times to meet the mentors and mentees. "I think the President felt this was one particular group of kids that needed a lot of help," says Harry Wilson, associate commissioner of the Family and Youth Services Bureau in the federal Department of Health and Human Services' Administration for Children and Families.

"The President wants to reach 100,000 kids in three years," Wilson says. "Dr. Goode is helping people figure out different ways to get into the mentoring world, and we're happy to help him."

Wilson cites an anecdote that Goode tells "of a father and his kid living in the same cell, and the son's son is just coming into prison. Three genera-



tions in the same prison. And the youngest says, 'I have a son, too. I've never seen my son, and I expect that I'm going to see my son for the first time in here.'"

**B**ut not if Judy Vredenburg, the national president of Big Brothers Big Sisters, has anything to say about it.

"We were there right from the beginning, when this was just a glimmer in the eye of John [DiIulio] and me," she notes. It became, however, considerably more than a glimmer after Goode's successful initial recruitment efforts produced 500 volunteer mentors. "At the time," Vredenburg recalls, "our Philadelphia agency was already serving 700 kids. [Adding many more so quickly] was pretty overwhelming—that many qualified volunteers to screen and match with qualified children and then support those matches. We pulled out all the stops."

One of those who enlisted in the cause was Craig Williams, a 53-year-old suburban Philadelphia banker who, through his church, volunteered to mentor the 8-year-old boy from the inner city named Tykeem. When Williams began meeting Tykeem in January 2003, the boy's father was in prison. (Williams says he doesn't know, or want to know, what the father had done.) Tykeem's father has since been released from prison but hasn't moved back home.

So Williams, who has two grown children of his own, has continued his relationship with Tykeem, and both seem to be benefiting from it. They not only go to movies but also to restaurants and the playground. Last summer, Williams took the boy to the Jersey Shore—the first time Tykeem had ever seen the ocean. "During our time together, I make sure we have a good time," Williams says. "For the most part, he and I just hang out, having a good time."

Since Williams began mentoring

Tykeem, the boy's teachers say he is doing better in school. "He's a smart guy—got a good head on his shoulders," Williams says. Tykeem lives with his mother, grandmother and uncle; Williams and the family get along well, and the father is okay about Williams' presence in his son's life.

Although the boy's family does its best for Tykeem, Williams says, its circumstances are "modest at best," and their neighborhood has some pretty mean streets. Williams worries that when Tykeem gets older, he might find himself part of a bad crowd. For that reason, although mentors are required to make only a one-year commitment, Williams hopes he'll be able to continue indefinitely, adding, "Sometimes I think it would be nice to go to his high school graduation."

Of course, Williams notes, "I'm not a kid."

"Yes you are," says an affectionately teasing Tykeem. On their movie outing, as they walk from the theater to the parking lot, Tykeem wraps Williams in a hug and doesn't let go.

**N**ot all mentor-mentee relationships go as smoothly, and Amachi's real test lies some 10 years down the road, when results will show whether the program has broken the cycle of imprisonment. Meanwhile, a report on Amachi in June 2003 issued some preliminary statistics that sounded notes of both encouragement and caution.

The study, conducted by Public/Private Ventures and DiIulio's Center for Research on Religion and Urban Civil Society at Penn, found that the children improved their attitude in school and performed better academically. They were also more self-confident, less likely to start using drugs or alcohol, and had a better "sense of future."

According to statistics gathered by Big Brothers Big Sisters, of 556 initial mentor-child matches established

"Hanging out" means connection in the Amachi program.







For more:

- *Mustering the Armies of Compassion in Philadelphia: An Analysis of One Year of Literacy Programming in Faith-Based Institutions*  
[www.pewtrusts.org/pdf/vf\\_ppv\\_mustering.pdf](http://www.pewtrusts.org/pdf/vf_ppv_mustering.pdf)
- *Report on Amachi Mentoring Children of Prisoners in Philadelphia*  
National Institute of Corrections Library  
<http://nicic.org/Library/019186>

between April 2001 and March 2003, 56 percent were still active, as were 61 percent of the mentors and 60 percent of the mentees.

The best relationships were built around “fun activities,” including just “hanging out.” Some adults and children discuss school work and, if the children express interest, go to church and participate in activities there.

On the downside, the report noted, 44 percent of matches ended, 30 percent in less than a year, mostly because “parent/guardian did not want relationship to continue” and “incarcerated parent returned and terminated relationship.”

For this reason (although six months of mentoring can help a child), Amachi continually reminds mentors that they are “not surrogate parents” and must not become immersed in the family’s crises, says the Rev. Mark Scott, who worked with DiIulio in the White House and now is the director of mentoring partnerships for Big Brothers Big Sisters.

“No matter what the parent has done, nobody can replace Dad, nobody can replace Mom, even if they [the mentors] want to,” Scott points out, noting that mentors and parents in effect establish a partnership.

**T**hat’s the way it has worked for the Wesley family of Minneapolis. Carl Wesley, a nationally known graphic artist, was sentenced to 30 years’ imprisonment for fatally stabbing a

man during a 1997 robbery. At the time, his son, Hector, was a baby, and his wife was pregnant; a girl, Ruby, was born after Wesley was in prison.

To keep in touch with Ruby, now 7, and Hector, 9, Wesley makes and sends them children’s books. Barbara Wesley takes the children to visit their father when she can. But realizing there was a huge void in the children’s lives, the Wesleys approached the Twin Cities Big Brothers Big Sisters, and in 2004 and early this year, both children got mentors.

Barbara Wesley says it’s a godsend. “I think it’s great, and I know the kids just really enjoy spending time with their “bigs,” she says, using the Big Brothers Big Sisters’ “big” and “little” terminology.

The Wesleys hardly live in the “badlands,” but the fact that the children’s father is in prison is no less painful. “I really felt especially for Hector,” Barbara Wesley says. “He has all these guy interests, and I don’t know anything about that stuff. He needed more guy time. I’ve got some brothers and stuff, but people are busy with their own families.”

That’s where the mentoring has come in. Both children say they miss their father, but their mentors make them feel less lonely. “Yeah,” says Ruby, “we went to the mall, we did painting, we made cookies . . .”

And Hector, who’s already into motorcycles, is thrilled that his mentor has one. “One Friday, we didn’t have school, so we went on a motorcycle ride. And we went to a motorcycle show when it was in town.” Plus, he says, “we go bowling and we do a lot of stuff. Sometimes we just call each other.”

Just call each other. Sounds like so little, but it can be so big. ■

For more, go to [www.amachimentoring.org](http://www.amachimentoring.org) and [www.bigbrothersbigsisters.org](http://www.bigbrothersbigsisters.org).

*Marc Schogol is a veteran journalist who loves writing about the better angels of our nature.*

# SOBERING TRUTHS

By Marshall A. Ledger



**T**

*oo many ads for alcoholic beverages find their way to  
That's not surprising, given where they appear: in the maga  
read and on the TV shows they watch, the Internet they're su  
they're tuned in to.*

The Center on Alcohol Marketing and Youth has made these advertisements available to provide context for the Center's reports and to stimulate discussion, comment, criticism and public concern about alcohol marketing and youth. Additionally, these advertisements may provide evidence for those who would like to describe the conclusions set forth in the Center's reports or the general marketing phenomenon to opinion- and policymakers around the country. Please contact the Center on Alcohol Marketing and Youth at [info@camy.org](mailto:info@camy.org) with any questions.


It would have been interesting to see the eyebrows rise, that day in the late 1990s, when the Federal Trade Commission asked the alcohol industry for evidence that it was complying with its own voluntary advertising codes on underage drinking.

The FTC was examining the ad practices of eight leading companies that account for some 80 percent of the alcohol advertising in regular media. Two companies' own data showed violations of the code. Two other companies had failed even to collect the age-demographic data needed to evaluate their compliance.

Yet even full compliance might not have earned the FTC's praise, since the standards allowed great latitude. In ad placement, for example, the codes at that time prohibited companies from advertising in media where 50 percent of the viewers or readers were less than 21 years of age. That criterion eliminated exactly one percent of all national television programs.

Moreover, although some companies complied with the codes, alcohol ads had been placed on at least three of the 15 TV shows with the largest teen audiences. And the industry had placed its products in PG and PG-13 movies.

The FTC's investigation, undertaken at Congress's request, was the second report of its kind in the decade. In 1991, at the request of Surgeon General Antonia Novello, M.D., the Inspector General of the U.S. Department of Health and Human Services conducted a nationwide survey that suggested a link between irresponsible alcohol commercials and problem



*underage youth.  
zines youngsters  
rfing and the radio*

*Photography by Graham P. Perry*

drinking among teenagers. The report found the industry guidelines vague, narrow, inconsistent, ineffective and “unenforceable.”

The FTC came to a similar conclusion and recommended strengthening the codes. While favoring continued self-regulation, the FTC urged the industry to create independent, external review boards to assure unbiased assessment and follow-up of complaints about the advertising. Such a mechanism, the FTC said, would help industry compliance and gain the public’s confidence that the industry could police itself. And it called for the industry to institute “best practices,” that is, refuse to advertise in media with audiences of more than 25 or 30 percent of underage youth, as some companies were already doing.

Like the Novello study, the FTC’s report went largely unheeded. (The exception was a change in the code of the Wine Institute, which in 2000 restricted its advertising to audiences that are only 30 percent, rather than 50 percent, under age. But the institute’s members account for only 10 percent of all alcohol advertising expenditures, and wine is generally not the beverage of choice for underage drinkers.)

Yet surveys showed a problem with underage drinking, and it continues:

- In 2003, 10.9 million of the 12-to-20 population—29 percent—took a drink in the previous month.

- Nearly 7.2 million reported binge drinking—five or more drinks at one sitting.
- In 2004, more than 6 percent of 8th graders, 18 percent of 10th graders and 32 percent of 12th graders were drunk in the past 30 days.
- The average age of first alcohol use for 12- to 17-year-olds has been dropping and now stands at 13 years old.

Drinking has consequences:

- Those who begin drinking before the age of 15 are four times more likely to develop alcohol dependence than those who wait until they are 21.
- Alcohol plays a substantial role in the three leading causes of death among youth: unintentional injuries, suicides and homicides.
- The estimated cost in crime, medical bills and deaths is \$53 billion annually.

Some 92 percent of adults are concerned about children developing alcoholism or becoming dependent on alcohol—yet adults overall are sadly uninformed:

- 12 percent of parents of 13- and 14-year-olds think their child has consumed an alcoholic beverage. Yet 39 percent of 13- and 14-year-olds say they have had a drink.

This amounts to a “perception gap” of 27 percent.

- The perception gap between 15- and 16-year-olds and their parents is even wider, at 29 percent: 31 percent of parents say their children have had a drink, but 60 percent of those teens report drinking.
- There is a similar disconnect about being drunk or at least tipsy: a 10-percent perception gap for the younger age group, and 25 percent for the older.

Some call this an epidemic of underage drinking—and *epidemic* is exactly the word used by, among others, the American Medical Association, Mothers Against Drunk Driving and the National Center on Addiction and Substance Abuse at Columbia University.

To be sure, underage drinking involves many facets other than advertising, including control of access, parental oversight, public-health education, personal choice, peer influence and the guidance of teachers and other mentors. “Yet when it came to advertising”—a billion-dollar expense item for the alcohol industry—“there was almost a total lack of knowledge,” says Jim O’Hara, executive director of the Center on Alcohol Marketing and Youth (CAMY).

He is referring to the period before 2002, when CAMY was launched.



Based at Georgetown University's Health Policy Institute and supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation, the project aims to reduce the exposure of underage youth to alcohol advertising and marketing. Its strategy involves research and analysis, communications, and outreach activities in coordination with organizations in selected states.

"By comparison," O'Hara continues, "there was a wealth of data on tobacco advertising that we didn't have, and still don't fully have, on alcohol and underage drinking. It has always been a concern driven by anecdote and outrage rather than grounded in a systematic look at the issue. Even public health agencies had to throw up their hands and say 'We don't know.'"

O'Hara knows his way around the public health sector. After a 17-year career as a reporter and editor for a newspaper in Tennessee, he went to Washington in the early 1990s, serving as associate commissioner for public affairs at the federal Food and Drug Administration. There, he developed and implemented strategic communications plans for initiatives on blood safety and food labeling and safety.

He moved to the Department of



Jim O'Hara describes some of CAMY's research on "America Drinks," an installment in the *Sesno Reports* series hosted by Frank Sesno on public television last winter.

Health and Human Services, where, as deputy assistant secretary for health, he was responsible for the formulation of public health policy in food safety and other areas. He also served as a senior advisor to HHS Secretary Donna E. Shalala and U.S. Surgeon General David Satcher, M.D.

Immediately prior to his post at CAMY, he headed Health-Track, a Trusts-supported public education campaign at Georgetown University, with the ultimate goal of helping prevent chronic disease. Its strategy was to build support for a comprehensive national approach to tracking and monitoring the links between the environment and health.

That alcohol advertising could be addressed by a comparably data-driven approach came to the attention of

Pauline M. Abernathy, assistant director of the Trusts' Health and Human Services program, when she heard David H. Jernigan, Ph.D., speak on alcohol advertising and underage drinking at a meeting of the American Public Health Association in 2000. Jernigan is an expert on the issue, having written his doctoral dissertation on alcohol advertising in developing countries and a "global status" report on alcohol and young people for the World Health Organization.

"It was striking that the public health community was relying on anecdotal information, despite the existence of the standard industry data bases," Abernathy recalls. In a follow-up meeting, Jernigan told her about the FTC report, which had largely been ignored. "After reading the FTC report, the Trusts' HHS staff became convinced the public would be interested if the data were organized and made available in an understandable way," she says. (Jernigan is now CAMY's research director.)

"We thought the issue seemed particularly appropriate for an investment by the Trusts," says Maureen K. Byrnes, director of policy initiatives and the HHS program. "We look for issues where we can serve as a catalyst for change. In this case, no one was track-



ing youth exposure to alcohol advertisements. We had a strong partner in the Robert Wood Johnson Foundation. And there were community coalitions and organizers interested in using CAMY's data to do something about the problem."

CAMY brings to alcohol advertising the systematic examination that had not been done before. It tracks and monitors and then disseminates its findings. O'Hara: "If my old boss Dr. Satcher said it to me once, he said it a hundred times—"Public health begins and ends with surveillance." In other words, the extent of a public health problem, the effectiveness of interventions and information that might lead to new hypotheses—all depend on credible, nonbiased facts and figures.

Without these, says O'Hara, "you end up having shouting matches, as opposed to serious policy debates about the best way to protect the public health" and—in the case of alcohol advertising—"the best way to balance the public health interest versus the industry's legitimate right to advertise to the legal market."

Advertising placement can be dispassionately and objectively measured—unlike ad content. Content raises questions of appropriateness and good taste as well as free-speech issues, and it can be alarming, as when a survey in the 1990s showed that more 9- to 11-year-olds knew the mantra of the frogs Bud, Weis and Er than that of Kellogg's Tony the Tiger. Nonetheless, O'Hara notes, "The real issue is exposure—because if you reduce youth exposure, then conversations about content become moot."

CAMY uses industry-standard data bases which companies use to determine where to place ads. They involve two types of data sets. One type answers questions about advertising occurrences: Where, when and how many ads ran, and at what cost? The

## Modernizing Treatment for Alcoholism

Fourteen million Americans are a lot of people. They equal the population of New England and (minus California and Washington) almost equal that of all the Western states. As one of the United States, they would constitute the fifth most populous.

And 14 million is about the number of Americans with alcohol problems. Problem drinking is the third leading cause of preventable death in the United States, killing 85,000 Americans each year. Its annual price tag stands at some \$184 billion, including the costs of treating the medical consequences, lost work productivity and motor vehicle accidents. And America's employers absorb most of those expenses—\$134 billion annually.

Yet only 2.2 million of this group—a number equal to the 35th largest state—receive alcohol treatment services. Many individuals may deny they have a problem, or fear stigma. But even if they overcome personal barriers, they are likely to confront policies and practices in the health

care system that limit access to the care they seek. These include high insurance deductibles and co-payments, administrative hurdles and defined courses of treatment, such as one-time, 28-day rehabilitation programs—which do not address the genetic underpinnings and chronic nature of alcohol problems.

Ensuring Solutions to Alcohol Problems, a Trusts-supported project of George Washington University, was established in 2002 to document the obstacles to alcohol treatment and highlight the need for better care. Its means are original, nonpartisan information and educational outreach for audiences of federal and state policymakers, governmental officials with key agencies, employers and concerned citizens. As the project's executive director, Eric Goplerud, Ph.D., says, Ensuring Solutions aims "to develop research-based tools to improve access to treatment for alcohol problems, and then to give them away."



One such tool is the Alcohol Cost Calculator, which uses government data to compute the costs of untreated alcohol problems, so that businesses can reckon the impact on their bottom line. General Motors, the largest private purchaser of health care in the U.S., American Express, Marriott International and the U.S. Postal Service are among the organizations using the Calculator to help factor alcohol treatment into their health plans. And the “Calculator for Kids” brings the issue home and helps communities build a local case for treatment,” says Goplerud.

Working directly with large businesses and their associations, Ensuring Solutions analyzes health plans and recommends ways for employers to improve alcohol treatment benefits for their employees. It is also playing a key role in the national campaign “Making Recovery America’s Business,” sponsored by the Hazelden Foundation, a leading treatment provider.

And even though its work is concentrated in the private sector, Ensuring Solutions has been invited to serve as a

resource to policymakers at the federal, state and local levels. Its research and analysis makes the case for repeal of states’ Alcohol Exclusion Law, which exempts insurance companies from covering medical costs if the injured party was under the influence of alcohol or drugs. In 1947, the National Association of Insurance Commissioners adopted the statute as part of a “model law,” but in 2001, with support from medical authorities, it revised its stance in light of advances in alcohol treatment and uses Ensuring Solutions’ work that demonstrates the public health benefits of repealing the law.

Ensuring Solutions is carrying its outreach to regional business coalitions on health and working to expand the number of constituency groups educating policymakers about the barriers to alcohol treatment. ■

*M.A.L.*

**To access the Alcohol Cost Calculator, fact sheets and recommendations for action, visit [www.ensuringsolutions.org](http://www.ensuringsolutions.org). Ensuring Solutions is located at George Washington University, 2021 K Street NW, Suite 800, Washington, DC 20006.**

other data set examines audience composition. These numbers tell the number of people who see, read or hear each ad, as well as their demographics.

For a brand or category of alcohol, they tell an ad’s “frequency,” or the number of times individuals are exposed to an ad or campaign; and “reach,” that is, the percentage of a particular demographic group potentially exposed to the ad or campaign.

Multiplied together, frequency and reach yield an index called “gross rating points,” which reveals how much advertising a given audience is likely to have been exposed to on a per-capita basis. CAMY employs a media research firm, Virtual Media Resources, which uses standard industry software to produce the data for analysis.

Thus, CAMY will take an ad that may be nominally intended for an audience of 21- to 34-year-olds and ask how often it reaches, or “spills over” to, 12- to 20-year-olds. And how many of the ad’s audience will be above 34 compared to those below 21.

Ads will always reach people other than the intended audience, O’Hara acknowledges, but he observes, “When you look at the data, it seems that some brands tend to spill young. Why does it spill down so often—so that, in some instances, the advertising reaches more 12s-to-20s, per capita, than 21s-to-34s?”

That’s not a question for CAMY. “That’s a question for the industry to answer. We just put it on the table,” he says, adding, “You do have a choice about where you place the ads, knowing what is likely to happen.”

The alcohol industry objects to the findings often by noting that more adults see the ads than do youth. O’Hara: “And I say, ‘Yes, and your point is . . . ?’” His point is that adults will most certainly see more ads, since they outnumber youth by nearly 6 to 1: More than 200 million people are over 21 compared to approximately 35 million who are 12 to 20.



Some in the alcohol industry would prefer to base the analysis on “gross impressions,” another standard advertising measure that multiplies the audience by the number of ads. But for CAMY, this criterion does not differentiate among groups within the total population or reveal per-capita exposure.

The difference in the two methods was made clear in 2003, when CAMY released the report *Radio Daze: Alcohol Ads Tune In Underage Youth*. The Distilled Spirits Council of the United States countered by referring to gross impressions. O’Hara replied with a public letter that stated, in part: “Our analysis tells a parent that her child is hearing more alcohol ads than she is. Your mis-analysis—that all adults in the U.S. hear more ads than all the children—will be of little comfort to her.”

(You can become familiar with the per-capita calculation at CAMY’s interactive Web site, [camy.org](http://camy.org), by clicking on “Take Action” and then on “Gauge Exposure.” Select an advertising medium, and then a type or brand of alcohol; for magazines, you will get figures showing the frequency, the percentage of reach and the gross rating points comparing illegal and legal drinkers. You can even insert the specific age of an underage youth and your own age to compare your exposure

to the advertising against that of the youth. For television and radio, there is local media-market information.)

Since its launch in 2002, CAMY has issued 16 reports and 19 fact sheets. Some emphasize the medium: for instance, magazines, TV, radio or the Internet (its Web study also showed that surfers could be measured). Or specific audience groups, as African Americans, Hispanics or parents. Or themes like the comparison of the alcohol industry’s “responsibility” advertising on TV with its product advertising or the status of state laws on alcohol advertising (with model policies). Or yearly overviews.

Last year, CAMY conducted the study “Sex Differences in Adolescent Exposure to Alcohol Advertising in Magazines,” which was published in the *Archives of Pediatrics and Adolescent Medicine*. The article shows that there is basic public-health research “that needs to be done and that can be done—and the peer-review, academic-journal community recognizes it,” says O’Hara.

The studies have been widely reported in the press—850 articles or editorial references last year alone. “Reporters know that this is a topic of

concern, and we’re giving them solid information that’s newsworthy—and that they don’t know,” says O’Hara. Ordinary citizens have reacted in the same way: “There is not a parent I have met in the past three years who, when I told them what I did, didn’t go, ‘Oh thank heavens somebody’s doing that.’”

Even some industry members have quoted CAMY’s work “to try to get their own companies and others to do a better job in reducing underage exposure,” says O’Hara. “Now, they also argue with our numbers, and that’s fine. I’m more than happy to have a vigorous conversation about it.”

Indeed, CAMY’s efforts have gained the interest of more than 100 organizations, including the American Medical Association, the Center for Science in the Public Interest, Mothers Against Drunk Driving, the National Parent Teacher Association and the National Liquor Law Enforcement Association. Informed by the data, many of these groups have written letters, passed policy resolutions and other statements of support and publicized CAMY’s findings.

“CAMY has brought believable research and well-documented data to the discussion,” says Hope Taft, first lady of Ohio and co-chair of Leadership to Keep Children Alcohol Free,





a bipartisan coalition of governors' spouses. "Without CAMY, it would be harder to motivate others to take an active role in preventing underage drinking."

The Institute of Medicine of the National Academy of Sciences also drew significantly on CAMY for its 2003 report on underage drinking. The IOM was created by Congress to provide expert advice to the government, and when this group of preeminent scientists invited CAMY to present its data, "we jumped at the opportunity," says O'Hara. "IOM reports can be hugely influential, even if it takes years to form a policy."

CAMY recommended, among other things, that the threshold for placing ads be reduced to 15 percent (12- to 20-year-olds constitute approximately 15 percent of the U.S. population over the age of 12). The IOM called for an immediate reduction to 25 percent but followed CAMY in recommending that the industry move toward 15 percent,

Go to [www.pewtrusts.org](http://www.pewtrusts.org) for materials on CAMY, including reports and selected newspaper and magazine articles, in the context of the Trusts' Health and Human Services program and the entire policy cluster.

"which still allows the industry to reach its legal audience," O'Hara notes.

CAMY's desire to involve public health agencies was reflected in the IOM's call for the Department of Health and Human Services to monitor youth exposure to alcohol advertising and report its findings to Congress and the public.



A Philadelphia bus shelter.

The report *Reducing Underage Drinking: A Collective Responsibility*, by the IOM and the National Research Council, was issued on September 9, 2003. The same day, the beer and distilled spirits industries announced that they would lower the threshold to 30 percent. "They were trying to deflect criticism, and I think people recognize that," comments O'Hara, "but the reality is that it was also a step forward, and

industry should be applauded for that."

The IOM report and CAMY's data had a quick repercussion. Three weeks later, the U.S. Senate Subcommittee on Substance Abuse and Mental Health Services held a hearing on underage drinking. And a bipartisan group of members of Congress introduced the Sober Truth on Preventing Underage Drinking Act in 2004 and then reintroduced it in February of this year.

Meanwhile, CAMY is assessing the numbers for 2004, and the issue of underage drinking and the role of alcohol advertising are gaining new attention. Both the National Association of Attorneys General and the Conference of Western Attorneys General have created task forces on underage drinking, including examining alcohol advertising to youth.

At the state and local levels, organizations are disseminating the findings, often with specific policy goals. For example, Ohio Parents for Drug-Free Youth, founded by Hope Taft, has brought each of CAMY's reports to the attention of local media and presented the data to health boards and business groups. The state's Division of Liquor Control, informed by CAMY's findings, now prohibits alcohol billboards within



500 feet of schools and playgrounds—putting some teeth into the industry’s same but voluntary restriction.

In Tennessee, CAMY delivered its findings at the annual meeting of the state PTA. “Some members got very engaged in the issue, asked for our PowerPoint presentation and went around the state making the presentation to other local PTAs,” says O’Hara, noting that the state group then passed a resolution on this issue.

In Philadelphia, the City Council asked CAMY to testify as an expert witness on barring alcohol advertising on city-owned or -controlled property—which included the local transportation system’s bus shelters, which are used by the 27,000 Philadelphia children who ride public transportation to school. The ordinance passed and was signed into law.

“Without these strong local voices—and in other states, too, like Oregon, California, New Mexico, Nebraska, Texas, Maine and Connecticut—CAMY would not have had the policy impact it has had,” O’Hara says.

The National Liquor Law Enforcement Association objected to a beer company’s ad depicting a young person hiding his beer from a police officer responding to a rowdy party. Legal drinkers don’t have to hide their bottles, the association pointed out, so the people in the ad must be underage. CAMY disclosed that the ad had aired 119 times during *The Simpsons*, a TV program with a substantial underage youth audience share. The company withdrew the ad.

This incident stirred a revealing after-shock. The association was refused when it first asked the company to pull the ad, and then it asked the Beer Institute for help. According to *The Boston Globe*, the institute’s general counsel said that code enforcement “is not our job. The code is not going to work if we become the judge.”



Those words appear on CAMY’s Web site. “We use that quote to show the problems with self-regulation,” says O’Hara. “At the end of the day, nobody seems willing to enforce it.” At the same time, O’Hara is willing to credit the industry for taking some steps in this direction. CAMY issued a statement applauding the recent publi-

cation by the Distilled Spirits Council of the United States of its first-ever public report by its Code Review Board on complaints about violations of its code, and O’Hara appeared at the council’s press conference to deliver the statement in person.

CAMY’s data are often in the background. They are cited in litigation against the alcohol industry in cases of underage drinking, although CAMY is not involved in the lawsuits. “We’re aware of them and try to follow them to see what happens regarding their impact on policy,” says O’Hara, “but we learn about them when we read about them in the newspaper, like other folks.”

CAMY’s next goal is to see public health agencies institutionalize the monitoring and tracking “because this is an issue that will continue being addressed only if a spotlight continues to shine,” he says. “Before we had done this, no one really knew what the data were going to show and what was really happening—not even the industry itself, as the FTC showed in 1999. Now there’s recognition that this kind of data, and other basic data on alcohol advertising and marketing, are important for parents and policymakers to have if we’re going to have any chance of reducing underage drinking.”

Even so, he acknowledges, “Self regulation is the way it’s going to be. But that means the industry must be responsible and hold itself accountable. And every time the industry shows that it won’t be accountable, it’s going to raise the eyebrows of policymakers.” ■

**After July 31, the Center on Alcohol Marketing and Youth can be reached at the Health Policy Institute of Georgetown University, Box 571444, 3300 Whitehaven Street, N.W., Suite 5000, Washington, DC 20057-1485. Its phone number remains 202.687.1019, and e-mail is [info@camy.org](mailto:info@camy.org). Its Web site is <http://camy.org>.**

*Marshall Ledger is editor of Trust.*



## ADVANCING POLICY SOLUTIONS



Playtime at my preschool by Nicolle Hendzel

**Education**

Action Against Crime and Violence Education Fund, Fight Crime: Invest in Kids  
Washington, DC, \$700,000, 1 yr.  
To build and expand support for preschool among the law enforcement community and other important constituencies.  
Contact: Sanford A. Newman  
202.776.0027 x101  
[www.fightcrime.org](http://www.fightcrime.org)

Committee for Economic Development  
Washington, DC, \$655,000, 2 yrs.  
To build support for early education by developing a new business-endorsed policy statement on the economic-development benefits of investments in high-quality prekindergarten for all children, and by expanding the network of business champions for preschool. This project of the Trusts is made possible, in part, through the generous contribution of PNC Financial Group, Inc.  
Contact: Michael Petro  
202.296.5860 x15  
[www.ced.org](http://www.ced.org)

The Institute for Educational Leadership, Inc.  
Washington, DC, \$4,440,000, 1 yr.  
Pre-K Now  
Contact: Libby Doggett  
202.862.9865  
[www.preknow.org](http://www.preknow.org)

NCSL Foundation for State Legislatures  
Denver, CO, \$450,000, 2 yrs.  
To inform state policymakers of the options for and benefits of investments in high-quality prekindergarten for all three- and four-year-olds.  
Contact: Jack Tweedie, Ph.D.  
303.856.1546  
[www.ncsl.org](http://www.ncsl.org)

The Pew Charitable Trusts  
Philadelphia, PA, \$800,000, 2 yrs.  
To develop a guide to evaluate the success of state prekindergarten programs. This project of the Trusts is made possible, in part, through the generous contributions of the Foundation for Child Development and the Joyce Foundation.  
Contact: Tom Schultz  
202.862.9870  
[www.pewtrusts.org](http://www.pewtrusts.org)

**Environment**

*Conservation of Living Marine Resources*

Woods Hole Oceanographic Institution  
Woods Hole, MA, \$600,000, 18 mos.  
The Ocean and Aquaculture Standards Project  
Contact: Judith McDowell  
508.289.2436  
[www.whoi.edu](http://www.whoi.edu)

The Ocean and Aquaculture Standards Project will convene former elected officials, scientists, business leaders and regulators to develop a series of model environmental standards to guide policymakers as they debate proposals governing the growing U.S. marine aquaculture industry.

These science-based standards will focus on three significant environmental issues related to aquaculture operations: reducing pollution, preventing adverse impacts on biodiversity and minimizing impacts on forage-fish stocks. Once completed, the standards will be widely disseminated to promote the design and adoption of government regulations that protect sensitive marine environments.

This project is made possible, in part, through the generous contribution of The Lenfest Foundation.

American Littoral Society  
Highlands, NJ  
I. For the Marine Fish Conservation Network to enhance national-level policy analysis, communication and education on the need to reform federal fisheries policies, \$280,000, 1 yr. Contact: Lee R. Crockett 202.543.5509  
II. For the Regional Council Conservation Advocacy Program to enhance regional-level advocacy with fisheries management councils, consistent with the Pew Oceans Commission's recommendations, \$700,000, 1 yr. Contact: Steve Ganey 503.230.0901  
[www.americanlittoralsoc.org](http://www.americanlittoralsoc.org)

Environmental Defense, Inc.  
New York, NY, \$250,000, 1 yr.  
For general operating support.  
Contact: Frederic D. Krupp  
212.505.2100  
[www.environmentaldefense.org](http://www.environmentaldefense.org)

The University of British Columbia  
Vancouver, BC, \$150,000, 9 mos.  
For the Sea Around Us Project to complete an ecological model to assess the overall health of major global marine regions, with a particular emphasis on the ecosystem impacts of commercial fishing.  
Contact: Daniel Pauly, Ph.D.  
604.822.1202  
[www.seaaroundus.org](http://www.seaaroundus.org)

The University of Miami  
Coral Gables, FL, \$3,200,000, 3 yrs.  
To support the Pew Institute for Ocean Science.  
Contact: Ellen Pikitch, Ph.D.  
212.756.0042  
[www.pewoceanscience.org](http://www.pewoceanscience.org)

*Global Warming and Climate Change*

Center for Public Interest Research, Inc.  
Boston, MA, \$200,000, 1 yr.  
For the New England Climate Action Campaign's efforts to implement the New England Governors/Eastern Canadian Premiers Climate Action Plan through research and public education.  
Contact: Frank Gorke  
617.292.4800  
[www.pirg.org](http://www.pirg.org)

Ceres, Inc.  
Boston, MA, \$300,000, 2 yrs.  
For the Climate Change Project, building support for climate-change solutions through technical research and analysis and engaging the insurance industry, the electric sector and the financial community in the climate-change debate.  
Contact: Chris Fox 617.247.0700 x15  
[www.ceres.org](http://www.ceres.org)

Pace University  
New York, NY, \$4,700,000, 1 yr.  
For Clear the Air Campaign's efforts to reduce harmful emissions from the nation's power plants and to promote mandatory greenhouse-gas reductions throughout the economy.  
Contact: Angela Ledford  
202.887.1715  
[www.pace.edu](http://www.pace.edu)

The Regulatory Assistance Project  
Gardiner, ME, \$150,000, 1 yr.  
To assist state regulators in the Northeast in developing and implementing the Regional Greenhouse Gas Initiative.  
Contact: Richard Cowart  
207.582.1135  
[www.raponline.org](http://www.raponline.org)

### *Old-Growth Forests and Wilderness Protection*

#### Earthjustice

Oakland, CA, \$3,250,000, 1 yr.  
For the Campaign for America's Wilderness and for coordination and encouragement of public-education initiatives to enhance state-based wilderness-protection efforts.

Contact: Michael Matz  
970.247.2888  
[www.leaveitwild.org](http://www.leaveitwild.org)

Save Our Wild Salmon Coalition  
Seattle, WA, \$1,000,000, 1 yr.  
To restore salmon populations in the Columbia and Snake rivers.  
Contact: James P. Ford  
208.345.9067  
[www.wildsalmon.org](http://www.wildsalmon.org)

Trout Unlimited National Office  
Arlington, VA, \$1,200,000, 1 yr.  
For the Theodore Roosevelt Conservation Partnership, supporting a national alliance of hunters and anglers working to protect fish and wildlife populations on U.S. public lands and in state and federal waters.  
Contact: Fred Myers Jr.  
410.729.9898  
[www.trcp.org](http://www.trcp.org)

United States Public Interest Research Group Education Fund  
Washington, DC, \$1,800,000, 1 yr.  
For the Heritage Forest Campaign to secure protection of the 58.6 million acres of national forests covered by the 2001 Roadless Area Conservation Rule through public education and a media campaign.  
Contact: Gene Karpinski  
202.546.9707  
[www.ourforests.org](http://www.ourforests.org)

### **Health and Human Services**

#### *National Program*

Georgetown University  
Washington, DC, \$3,880,000, 2 yrs.  
Retirement Security Project  
Contact: Peter Orszag, Ph.D.  
202.483.1370  
[www.retirementsecurityproject.org](http://www.retirementsecurityproject.org)

**T**he Retirement Security Project is dedicated to promoting common-sense solutions to increase retirement security for millions of Americans. The project will promote policies that can gain broad public and private-sector support to raise participation rates in 401(k)-type plans, strengthen retirement savings tax incentives and create new

avenues for savings.

The policy options on which the project will focus include: encouraging automatic enrollment in 401(k)-type plans, which dramatically increases participation in these retirement savings vehicles; enabling a portion of tax refunds to be deposited directly into retirement savings accounts; and calling attention to the potential impact of strengthening the "Saver's Credit," enacted in 2001 and currently scheduled to expire in 2006.

The project's bipartisan advisory board includes former officials in the Nixon, Carter, Reagan, George H.W. Bush and Clinton administrations.

Generations United  
Washington, DC, \$430,000, 1 yr.  
To raise awareness of the need to act on the Pew Commission on Children in Foster Care's recommendations that would help older Americans raising children in foster care.  
Contact: Donna Butts  
202.289.3979  
[www.gu.org](http://www.gu.org)

National Center for State Courts  
Williamsburg, VA, \$400,000, 18 mos.  
To support a national judicial leadership summit focusing on the court recommendations of the Pew Commission on Children in Foster Care.  
Contact: Kay Farley 703.841.5601  
[www.ncsconline.org](http://www.ncsconline.org)

National Council For Adoption  
Alexandria, VA, \$140,000, 1 yr.  
For the Adoption Leader Engagement Project, educating the public, judicial leaders and policymakers on the importance of recommendations by the Pew Commission on Children in Foster Care to the adoption community.  
Contact: Thomas Atwood  
703.299.6633  
[www.adoptioncouncil.org](http://www.adoptioncouncil.org)

North American Council on Adoptable Children  
St. Paul, MN, \$300,000, 1 yr.  
For the Adoptive Family Engagement Project to engage adoptive families in activities that raise awareness of the need to act on the recommendations of the Pew Commission on Children in Foster Care to provide foster children with safe, permanent families.  
Contact: Joe Kroll 651.644.3036  
[www.nacac.org](http://www.nacac.org)

### *Biomedical Sciences*

Regents of the University of California, San Francisco  
San Francisco, CA  
I. To convene a 20th-anniversary science meeting for alumni of the Pew Scholars Program in the Biomedical Sciences, \$780,000, 15 mos. Contact: Edward H. O'Neil, Ph.D. 415.476.9486  
[www.pewscholars.com](http://www.pewscholars.com)  
II. For the Science and Society Institute to train biomedical scientists on how to become more effective leaders and engage in science policy issues, \$440,000, 2 yrs. Contact: Edward H. O'Neil, Ph.D. 415.476.9486  
[futurehealth.ucsf.edu/biomed/society.html](http://futurehealth.ucsf.edu/biomed/society.html)

The Wistar Institute of Anatomy and Biology  
Philadelphia, PA, \$650,000, 3 yrs.  
To recruit three new biomedical investigators and equip their laboratories.  
Contact: Russell E. Kaufman, M.D. 215.898.3926  
[www.wistar.upenn.edu](http://www.wistar.upenn.edu)

### *Historical Interest*

George Junior Republic  
Grove City, PA, \$150,000, 2 yrs.  
For the Building a Connected Campus Project to develop a high-speed Internet and telecommunications infrastructure to strengthen student learning and improve communications internally and externally.  
Contact: Pat J. Farrone  
724.458.9330  
[www.gjrnpa.org](http://www.gjrnpa.org)

### *Other*

United Way of Southeast Delaware County  
Chester, PA, \$60,000, 1 yr.  
For the 2004 Annual Campaign.  
Contact: Louis C. Mahlman  
610.874.8646 x103  
[www.uwdelco.org](http://www.uwdelco.org)

United Way of Southeastern Pennsylvania  
Philadelphia, PA, \$940,000, 1 yr.  
For the 2004 Annual Campaign to assist agencies providing services to poor individuals and families, to build agencies' capacity and mobilize community support for their efforts, and for support of the Jewish Federation of Greater Philadelphia.  
Contact: Susan Forman  
215.665.2568  
[www.uwsepa.org](http://www.uwsepa.org)

Executive Service Corps of the Delaware Valley  
Ardmore, PA, \$77,000, 2 yrs.  
For operating support to improve the effectiveness of small nonprofit organizations in the Philadelphia region.  
Contact: Wilhelm L. Sandvik  
610.649.2284  
[www.executiveservicecorps.org](http://www.executiveservicecorps.org)

### **Other Projects**

The Criminal Justice Reform Education Fund  
Washington, DC, \$1,000,000, 1 yr.  
For the Death Penalty Reform Initiative's efforts to educate the public and policymakers about the need for reforms to ensure fairness and accuracy in the administration of the death penalty.  
Contact: John F. Terzano  
202.557.7501  
[www.cjefund.org](http://www.cjefund.org)

National Institute on Money in State Politics  
Helena, MT, \$310,000, 1 yr.  
For the Soft-Money Disclosure Project's efforts to build a database of state party committee finances in order to bring greater transparency to soft-money and issue-advocacy practices, and to enable careful monitoring of the effectiveness of the Bipartisan Campaign Reform Act.  
Contact: Barbara Bonifas  
406.449.2480  
[www.followthemoney.org](http://www.followthemoney.org)

Pennsylvania Economy League, Inc.  
Harrisburg, PA, \$300,000, 1 yr.  
For the Project on Medical Liability in Pennsylvania to develop credible research and analysis that will inform policymakers in Pennsylvania and other states about the causes of and potential solutions to critical medical-liability issues.  
Contact: Karen A. Miller  
717.234.3151  
[www.medliabilitypa.org](http://www.medliabilitypa.org)

The Pew Charitable Trusts  
Philadelphia, PA, \$2,574,000, 1 yr.  
I. To establish the Pew Center on the States as an operating division of The Pew Charitable Trusts and recruit and hire key members of the center's staff.  
II. To support the center's first year of operation.  
Contact: Susan K. Urahn  
215.575.4755  
[www.pewtrusts.org](http://www.pewtrusts.org)

The University of Richmond  
Richmond, VA, \$2,260,000, 30  
mos.

For Electionline.org, guiding  
federal, state and local  
policymakers and election officials  
on trends, important issues and  
best practices in election reform.  
Contact: Douglas Chapin, Jr.  
202.338.9860  
[www.richmond.edu](http://www.richmond.edu)



Eastern State Penitentiary is a project of the Heritage Philadelphia Program, one of the Trusts' Artistic Initiatives to be housed in the new Philadelphia Center for Arts and Heritage. This rendition of the prison (detail), a "fractured portrait" by Richard Ryan, is one of the artist's "visual puzzles that eventually begin to resolve and clarify," as the Philadelphia-based arts review [www.fallonandrososof.com/artblog](http://www.fallonandrososof.com/artblog) explains.

## INFORMING THE PUBLIC

### Information

The Pew Research Center for the People and the Press  
Washington, DC, \$7,600,000, 3  
yrs.  
Contact: Andrew Kohut  
202.419.4350  
[www.people-press.org](http://www.people-press.org)

The Pew Research Center for the People and the Press conducts timely opinion surveys on subjects such as politics, media, foreign policy and

religion. Its snapshots of public opinion are buttressed by trend lines dating back to the late 1980s, showing how attitudes and values change over time. The work is also noteworthy for being concise and easily accessible to readers.

Over the next three years, the center will continue to pursue its traditional areas of interest while also delving into new terrain. It will survey public attitudes toward entitlement programs, personal finances and the legal system. And it will provide analyses of the polling industry and the polling procedures and techniques that survey organizations employ to solicit opinions.

In addition, the project will expand its collaboration with the Pew Forum on Religion & Public Life, the Pew Internet & American Life Project and the Project for Excellence in Journalism.

### Religion

Indiana University Foundation  
Indianapolis, IN, \$2,650,000, 18  
mos.

Faith and Service Technical  
Education Network  
Contact: Larry Smith 317.278.8979  
[www.fastennetwork.org](http://www.fastennetwork.org)

When the Trusts launched the Faith and Service Technical Education Network (FASTEN) two years ago, there existed little easily-accessible information on best practices in faith-based social service delivery or on successful cross-sector collaborations. Although other efforts have emerged since that time, FASTEN remains the only comprehensive source of educational materials that is open to all faith traditions and completely independent of government.

With this grant, FASTEN will continue its efforts to improve the outcomes of faith-based social service programs. It will focus its educational outreach on leaders of faith-based organizations as well as mayors and their staffs, who serve as liaisons with their local faith community.

FASTEN will also provide training to 50 promising Latino organizations in the New York, Miami-Dade, Chicago and Los Angeles/Southern California metropolitan areas. The goal is

to help these groups take a larger leadership role in their communities by assisting emerging Latino faith-based organizations in their cities.

Finally, FASTEN's Web site will continue to provide up-to-date information on the field and highlight model programs and multi-sector collaborations involving the faith community.

### Historical Interest

St. Peter's Church in the Great Valley  
Paoli, PA, \$50,000, 3 yrs.  
For construction of a community outreach hall at St. Peter's Church in the Great Valley.  
Contact: John G. Tampa  
610.644.2261  
[www.stpetersgu.org](http://www.stpetersgu.org)

### CIVIC LIFE

#### Culture

Mid-Atlantic Arts Foundation, Inc.  
Baltimore, MD, \$675,000, 3 yrs.  
Pennsylvania Performing Arts on Tour  
Contact: Katie West 215.496.9424  
[www.midatlanticarts.org](http://www.midatlanticarts.org)

The Pennsylvania Performing Arts on Tour (PennPAT), a partnership of four funding organizations, supports performances and related activities throughout the Mid-Atlantic region by Pennsylvania performing artists, including some grantees of the Trusts' artistic initiatives Dance Advance, the Philadelphia Music Project, the Philadelphia Theatre Initiative and the Pew Fellowships in the Arts.

Each year, a panel of experts selects 130 highly talented artists for placement on the program's roster. Eligible institutions and venues that feature roster artists are awarded subsidies of \$300 to \$15,000 to help offset the cost of performance fees and travel expenses. Roster artists are also eligible for grants of \$500 to \$5,000 to improve their promotional materials and for seminars, workshops and individual consultations on how to strengthen their management and marketing skills related to touring.

Since the program began in 1997, participating artists and companies have generated more than \$6.5 million in touring fees.

Pennsylvania Academy of the Fine Arts  
Philadelphia, PA, \$500,000, 2 yrs.  
For the Campus Capital Campaign.  
Contact: Derek A. Gillman  
215.972.2056  
[www.pafa.org](http://www.pafa.org)

The Pew Charitable Trusts  
Philadelphia, PA, \$867,000, 9 mos.  
To establish the Philadelphia Center for Arts and Heritage, which will house the Philadelphia Cultural Management Initiative and the Trusts' six Artistic Initiatives: Dance Advance, the Heritage Philadelphia Program, the Pew Fellowships in the Arts, the Philadelphia Exhibitions Initiative, the Philadelphia Music Project and the Philadelphia Theatre Initiative.

Contact: Gregory T. Rowe  
215.575.4875  
[www.pewtrusts.org](http://www.pewtrusts.org)

The University of the Arts  
Philadelphia, PA  
I. For the Philadelphia Music Project, enhancing the creation and presentation of music activities by Philadelphia-area nonprofit music organizations, \$1,104,000, 9 mos.  
Contact: Matthew Levy  
215.893.0140  
[www.philadelphiamusicproject.org](http://www.philadelphiamusicproject.org)

II. For the Philadelphia Theatre Initiative, enhancing the creation and presentation of theatre activities by Philadelphia-area nonprofit professional theatres and artists, \$939,000, 9 mos. Contact: Marcia D. Salvatore 215.985.2345  
[www.philadelphia-theatre-initiative.org](http://www.philadelphia-theatre-initiative.org)  
III. For Dance Advance, enhancing the creation and presentation of dance by Philadelphia-area companies, artists and presenters, \$955,000, 9 mos. Contact: Bill Bissell 215.732.9060  
[www.danceadvance.org](http://www.danceadvance.org)

### Civic Initiatives

American National Red Cross  
Washington, DC, \$1,000,000, 1 yr.  
In support of emergency relief efforts for victims of the tsunami in southern Asia and Africa in December 2004.  
Contact: Kathleen Loehr  
202.303.4916  
[www.redcross.org](http://www.redcross.org)



The new center at the Gettysburg National Military Park will serve the battlefield's two million annual visitors and also reclaim a part of the grounds that is now paved over as a parking lot. Courtesy of the Gettysburg National Battlefield Museum Foundation.



American Philosophical Society  
Philadelphia, PA, \$350,000, 2 yrs.  
For the construction of a rare book vault for a library collection of 18th- and 19th-century American history.

Contact: Martin L. Levitt, Ph.D.  
215.440.3403  
[www.amphilsoc.org](http://www.amphilsoc.org)

Central Philadelphia Development Corporation  
Philadelphia, PA, \$60,000, 1 yr.  
For lighting of monuments and façades along the Benjamin Franklin Parkway.

Contact: Paul R. Levy, Ph.D.  
215.440.5575  
[www.centercityphila.org](http://www.centercityphila.org)

Gettysburg National Battlefield Museum Foundation  
Washington, DC, \$1,000,000, 3 yrs.  
For a new museum and visitor center at Gettysburg National Military Park.

Contact: Robert C. Wilburn  
202.216.9030  
[www.gettysburgfoundation.org](http://www.gettysburgfoundation.org)

Independent Sector  
Washington, DC, \$400,000, 2 yrs.  
For general operating support.

Contact: Patricia Read  
202.467.6147  
[www.IndependentSector.org](http://www.IndependentSector.org)

Project HOME  
Philadelphia, PA, \$450,000, 3 yrs.  
For support of the Honickman Learning Center and Comcast Technology Labs.

Contact: Cynthia L. Ferguson  
215.235.2900  
[www.projecthome.org](http://www.projecthome.org)

The University of Richmond  
Richmond, VA, \$250,000, 2 yrs.  
To provide the Pew Partnership for Civic Change with sufficient resources to become a self-sustaining venture that helps communities broaden their leadership pool and solve civic problems.

Contact: Suzanne W. Morse, Ph.D.  
434.971.2073 x11  
[www.pew-partnership.org](http://www.pew-partnership.org)

Zoological Society of Philadelphia  
Philadelphia, PA, \$1,000,000, 3 yrs.

For construction of Big Cat Falls, a new exhibition facility for big cat species.

Contact: Alexander L. Hoskins  
215.243.5202  
[www.philadelphiazoo.org](http://www.philadelphiazoo.org)

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Here is the stereotype of undocumented migrants: single males with very little education who perform manual labor in agriculture or construction. But a new **Pew Hispanic Center** report shows that most of the unauthorized population lives in families, a quarter has at least some college education and illegal workers can be found in many sectors of the U.S. economy.

Building on previous work that estimated the size and geographic dispersal of the undocumented population, the report, released in June, offers a portrait of that group in unprecedented detail by examining family composition, educational attainment, income and employment.

*Unauthorized Migrants: Numbers and Characteristics* (available at <http://pewhispanic.org>) was prepared by Jeffrey S. Passel, senior research associate at the center, using a well-established methodology to analyze data from the March 2004 Current Population Survey, which was conducted by the Census Bureau and the U.S. Bureau of Labor Statistics.

According to the report, an estimated 13.9 million persons, including 4.7 million children, live in families in which the head of the household or the spouse is an unauthorized migrant. Of those individuals, some 3.2 million are U.S. citizens by birth but are living in “mixed status” families in which some members are unautho-

rized, usually a parent, while others, usually children, are Americans by birthright.

“The large number of U.S. citizen children born to parents with no legal status highlights one of the thorniest dilemmas in developing policies to deal with the unauthorized population,” says Roberto Suro, director of the Pew Hispanic Center, a nonpartisan research organization that is part of the Pew Research Center, a 501(c)3 subsidiary of The Pew Charitable Trusts.

The report also offers extensive data on the employment of unauthorized migrants, mapping their presence in many sectors of the U.S. labor force. The report finds that at least 6.3 million unauthorized workers were employed as of March 2004, making up 4.3 percent of the civilian labor force. Since 1986 it has been illegal for employers to hire workers lacking proof of proper immigration status.

While three percent of unauthorized workers are employed in agriculture, 33 percent have jobs in service industries, and substantial shares can be found in construction and extractive occupations (16 percent) and in production, installation and repair (17 percent).

Overall, unauthorized migrants are less educated than other sectors of the population: 49 percent have not completed high school, compared with nine percent of the native-born

and 25 percent of legal immigrants. Nonetheless, a quarter of the unauthorized have at least some college education and another quarter have finished high school.

The new report was developed as a briefing paper for the Independent Task Force on Immigration and America’s Future, co-chaired by former Senator Spencer Abraham (R-Mich.) and former Congressman Lee Hamilton (D-Ind.). The bipartisan task force has been convened by the Migration Policy Institute in partnership with the Manhattan Institute and the Woodrow Wilson International Center for Scholars. The report on the unauthorized population was presented to the task force by the Pew Hispanic Center to provide a factual basis for its discussions; the Pew Hispanic Center, which does not engage in issue advocacy, is not participating in the task force’s deliberations or its policy recommendations.

The American Association for Public Opinion Research has bestowed on **Andrew Kohut**, president of the Pew Research Center, its 2005 Award for Exceptionally Distinguished Achievement, the association’s highest honor, given for outstanding contributions to the field of public opinion research, including promotion of understanding among the public, media and policymakers.

In announcing the award earlier this year, the organization stated that Kohut “has become the public face of opinion research to millions of Americans as a brilliant media commentator on the nature and interpretation of polls. Andy is among the most respected professionals of his generation, an important contributor to the craft of survey research, a vibrant intellectual collaborator and colleague, and a dynamic shaper of some of our field’s leading institutions.”

The organization went on to say: “Andy has consistently striven to maintain and foster the highest ethical standards for public opinion research. He has been among our field’s most tireless and effective public teachers as an analyst for National Public Radio, a contributor to the *Columbia Journalism Review* and *The New York Times*, and a guest analyst on television when careful and informed interpretations of polling data have been required. His service to the field has been extraordinary, aided by an unrivaled ability to speak in direct and understandable ways about complex political and social phenomena, while remaining sensitive to the proper uses and limits of survey methods.”

You can get a sense of what the association is getting at by visiting [www.people-press.org](http://www.people-press.org), the Web site of the Pew Research Center for the People and the Press, which Kohut directs. (This organization is a project of the Pew Research Center, a 501(c)3 subsidiary of The Pew Charitable Trusts.)

One of the center’s most recent reports—*Beyond Red vs. Blue: The 2005 Political Typology*—shows “significant cleavages within both major parties that go well beyond the familiar red-blue divide.” It sorts voters into groups based not only on party affiliation but also on values and political beliefs and describes how the groups feel about the major issues of the day.

How might you fit in? Find out by going to <http://typology.people-press.org/typology> and filling out the questionnaire.

**I**t may be okay when no one hears the tree falling in the forest, but it’s not okay when theater performances or art exhibitions don’t get the proper reception because the seats or galleries are empty. Making sure the word gets out about Philadelphia’s arts scene is the work of the **Campaign for Culture**, a project of the Greater Philadelphia

Cultural Alliance, supported by the Trusts and other organizations.

One of the campaign’s elements is the Philadelphia Cultural List Cooperative. The “Big List” combines the mailing addresses of 325,000 names compiled by participating arts groups, which then have a clean and comprehensive, cost-effective central mailing list for their marketing efforts. The list is said to be the largest such program in the nation for participants (56) and market penetration (18 percent of the region’s households).

Another element is PhillyFunGuide.com, an online events calendar with 47,000 subscribers. Recently installed software allows consumers to pick their actual seats at up to 20 events each week.

One of the site’s features is FunSavers, which every Thursday offers tickets at half price to selected performances or exhibitions. It has generated more than \$1 million for participating organizations and resulted in sales of 55,000 tickets that would have gone unsold.

The campaign has other initiatives as well. A cooperative advertising effort arranges for cultural groups to publicize their events on certain radio stations and in some newspapers at less than half of the normal nonprofit advertising rate.

Another effort is the second annual Center City Arts and Culture Week October 20-30. National Theatre Day (a tentative title) will kick it off; this is a pilot project organized nationally by the Theatre Communications Group (the other locales are Austin, Texas, and San Francisco) and produced locally by the Theatre Alliance of Greater Philadelphia.

“Philadelphia’s art scene is the most exciting, creative and active it has ever been,” says Marian A. Godfrey, the Trusts’ director of civic life initiatives. “The challenge is making sure the region’s residents and visitors know what is available, and that is why the

Campaign for Culture is so invaluable.”

Get in the know by going to [www.PhillyFunGuide.com](http://www.PhillyFunGuide.com), and stay informed by signing up for the free weekly e-mails.

*Justin Kenney*



**T**he picture (above) is the cover of *Pew Prospectus*, the Trusts’ new annual publication. The 60-page document is more pointed than an annual review or capability report: In the words of Rebecca W. Rimel, president and CEO, it describes “who we are, what we do, what we’ve done and where we’re going.” It is intended for new and old audiences of the Trusts in its transformation as a public charity: potential donor partners, business leaders, other charitable organizations, policymakers and opinion leaders as well as other audiences gained through the years.

The contents include a president’s message that ties the Trusts to its founders and looks ahead to initiatives just being formed; statements of philosophy and strategy from the program areas, plus an extended example of a project in each area; a section on Donor Services, the first time for this kind of exposition of this new unit; a brief overview of the achievements of 2004; and more.



*Pew Prospectus* is available online at [www.pewtrusts.org](http://www.pewtrusts.org); for a hard copy, simply contact the Trusts.

**Stateline.org**, the Trusts-funded Web site that tracks and analyzes important policy developments and trends in the nation's 50 states, has a new look and enhanced user options. For instance, Google technology extends the search capability, allowing users to more easily research news and information on Stateline.org or elsewhere on the Web. And an RSS feed allows readers to download content to any online device.

Stateline.org still has the features that readers have been relying on, including the weekday roundup of policy and political material from every state capital and in-depth reports on significant issues and trends. And the objective remains the same as when the site was first launched in 1999: to provide timely, trustworthy information on state news in hopes of contributing to a more vigorous and informed debate on important public issues.

But now, visitors can see at a glance, and more easily navigate, the wealth of information on Stateline.org's pages.

New features include "a day in the life" of each state through the site's new searchable archive of each edition. And the old site's archive has been preserved, including the full texts of governors' State of the State addresses.

Other enhancements include "Backgrounders" to clarify such complex issues as Medicaid and death penalty debates; a "Facts and Figures" section that conveys information in easily digestible graphic renderings; and, to come online soon, the return of the popular links to editorial cartoons

## LETTERS

I was worried that somehow my subscription to *Trust* had expired, but when I went online, I discovered that I was worried unnecessarily, since the most recent issue is volume 7, number 3, fall 2004. I'd consider it a great loss if I no longer received this publication, even though I might read it online. Maybe it's the "old librarian" in me, but also it has to do with shared online computers at our motherhouse.

To make a few comments about this issue. It was reassuring to find Iowa involved in two of the efforts mentioned. As you may know, even the Federal Government seems to confuse where we are. In recent articles in the paper, one town of Iowa was placed in Hawaii and one in Idaho was placed in Iowa; give them credit for having Sioux City listed as being in Iowa, for it seems that Iowa itself tends to think it ends a few miles west of Des Moines.

To find that our foster care system is receiving attention is reassuring, for there have been unfortunate examples in both directions in reuniting the child/ren with and in separating the child/ren from family, in Iowa. I hope that somehow our governments can learn from the efforts of the Pew Trusts in this matter—and in others—how to approach problems and begin to find solutions and put them into motion in a timely manner, rather than sparring politically ad infinitum.

Each time I see the cover of this issue, I find the art work disconcerting and have decided that it was no doubt meant to be just that.

The accounts of voter registration efforts in the various places were heartwarming and a good lesson in how we can change our world for the better one-by-one-by-one.

I think I could spend almost my whole days and nights pursuing the Web sites given in connection with the Recent Grants. Sometimes in government technology, there is given what state and local governments are doing in that regard, and I find those enlightening, so I was happy to see your listing for Stateline.org and plan to visit it soon. (This from one still writing "Christmas letters.")

Another big plus in this issue, I think, is how Pew reacted to two of the letters posted. First, giving a measured response as to why the trees were going to be planted but also recognizing that the plan could be improved by the information about the trees' potential "danger." (Why is it that the plants that are so healthy they spread the ones we deem weeds and dangerous, and the ones that have to be coddled are the ones we embrace?)

And the other? The acceptance of the idea for "improvement in the way to drop and address."

Sometime I'd like to tell you about what the Presentation Sisters (PBVM) of North America are planning to do to combine their efforts, but for now, once again I thank you for this excellent periodical and for the outstanding work done by the Pew Trusts.

Sr. KEVIN CUMMINGS, PBVM  
Dubuque, Iowa

P.S. You have my zip as 2933; I have 2997; however, I get mail with both + 4 zips and, if I understood the postman correctly, it makes no difference which one is used. I think it may have to do with a circular drive that puts us into two different +4 zip codes.

*The editor replies: Sr. Kevin and all of Trust's readers went longer between issues because, in place of the winter issue, we now publish Pew Prospectus, an annual that takes a look at the Trusts as a whole. Contact us for a copy or see it on our Web site, [www.pewtrusts.org](http://www.pewtrusts.org). As for a subscription expiring, it ends only when you request it.*

*To comment on articles, receive back copies as available or change an address, contact the editor at 2005 Market Street, Suite 1700, Philadelphia PA 19103; or transmit by fax to him at 215.575.4890; or through e-mail to [mledger@pewtrusts.org](mailto:mledger@pewtrusts.org). The text of Trust is always available at [www.pewtrusts.org](http://www.pewtrusts.org).*

commenting on state policy and politics.

Stataline.org is a project of the Pew Research Center and is staffed by professional journalists. It was envisioned primarily as a resource for editors and reporters who cover state government. But readership has grown far beyond the original target audience and now includes thousands of state officials, students of state government and ordinary citizens who want to keep track of what's going on in their state and in other states throughout the country. Readers tap into the site for one million page views a month.

*Cindy Jobbins*

*Scientific American* magazine named the **Pew Initiative on Food and Biotechnology** as a Policy Leader in Agriculture when it issued its "2004 *Scientific American* 50" list of research, business and policy leaders in various fields last December. The magazine's editorial board selects the lists with the help of outside advisors.

Begun in 2001, the initiative "has continued to stage dispassionate forums and publish balanced reports on critical issues related to environmental and food safety of gene-altered crops," the magazine noted.

"We are honored to receive this award from *Scientific American*," said Michael Rodemeyer, executive director of the initiative. "We have sought to transform the debate about genetically modified foods and agricultural biotechnology from unproductive polarization to constructive engagement. By providing a neutral forum for the discussion of the technology's benefits, risks and regulation, we hope to provide society and policymakers with a better sense of the issues that need resolution. This recognition by *Scientific American* lends support and validation to the work we do."

For more on the initiative, a project of the University of Richmond, go to <http://pewagbiotech.org>.



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In mid-April, a 12-foot beluga whale found its way into the Delaware River and traveled about 70 miles upstream to Trenton, N.J., where it attracted crowds of amazed onlookers before it returned to the ocean. "It's just super that we have been able to see a whale in the Delaware River, of all places," said a teacher quoted in *The Philadelphia Inquirer*, in one of the many local and national media reports on the rare sight.

Margaret Bowman, director of the **Lenfest Ocean Program** at the Trusts, weighed in with an op-ed in the *Inquirer* in May, just as the summer beach season was starting.

"Leave it to a wayward beluga whale to create the kind of buzz about our oceans that a public-relations wizard could only dream about," she observed. Yet there was a time "when our coastal waters teemed with whales, seals, sea turtles and large fish.

"When Christopher Columbus first sailed into the Cayman Islands and hit something, he and his crew feared they had run aground on a reef. In fact, they were bumping into thousands of sea turtles on their way to the beach to lay their eggs.

"In the early 1700s, one reportedly could walk across the Delaware on the backs of sturgeon, a large sea-going fish that can live more than 60 years.

"In 1585, John White, who later became governor of the Roanoke

colony, painted scenes of Algonquian fishermen hunting hammerhead sharks and large sturgeon off North Carolina."

Today, however, since more than 90 percent of the top predators in the ocean have been lost due to industrial fishing since 1950, Bowman pointed out:

"Our perception of the 'way things used to be' has changed. We compare the oceans today with the abundance we remember as children, although marine wildlife already was depleted by then. Researchers call this the 'shifting baseline,' the slow decline in the health of our environment that goes largely undetected. With each passing generation, our environmental memory fades along with the overall health of the ocean."

Thus, what we see so excitedly are sadly diminished examples. Yet, Bowman continued, "The good news for our oceans is that with a couple of exceptions, the wonderful creatures that have inhabited the seas for millennia still exist, and the major habitats are there.

"But we must take action. Some species of sea turtle are predicted to go extinct in the next two decades. More than 30 percent of coral reefs are at risk of being lost in the next three decades.

"The beluga whale made us stop and take notice. Now that it is gone, let's turn our interest into a commitment to protect and restore ocean wildlife.

"Our coastal waters once teemed with diverse and fascinating wildlife. These creatures are still out there, but not as many as there once were or should be.

"If we act now to protect our oceans, we can expect to see more of them in the future. But if we don't act, these creatures will soon become as distant a memory to us as our beluga, and will be available only in history books for our children."



Marshall A. Ledger

“At the age of six, I wanted to be a cook. At seven, I wanted to be Napoleon. And my ambition has been growing steadily ever since.”

So said Salvador Dalí (1904-89), who, it's fair to say, conquered Philadelphia. Earlier this year, the **Philadelphia Museum of Art** hosted the first retrospective of the artist's paintings, drawings and sculptures in the United States in more than 60 years. The museum was its only North American venue, and it extended the original run by two weeks. *Salvador Dalí* reexamined the Surrealist artist's place in 20th-century art with more than 200

works of art on loan from public and private collections in 15 countries.

More than 370,000 people came, the museum's third most-attended special exhibition ever (a Cézanne show in 1996 drew 548,000 visitors, and a 1995 exhibition of paintings from the Barnes Foundation attracted 477,012 to the museum). The ranking, however, is deceptive. Differences in the size and scale of *Dalí*, and the gallery layout, reduced the numbers the museum could allow to enter, as did the time needed to really absorb it all: The average visitor spent two hours in *Dalí*, significantly longer than usual.

*The New York Times* called the comprehensive exhibition “a visual and psychic marathon.”

Some measurements of its impact: More than 20,000 high-school and college students attended, many in tours from area schools and many for their first visit to the museum. Museum membership reached an all-time high of 58,000 households. And [www.philamuseum.org](http://www.philamuseum.org) received some 2.24 million visits. The exhibition, commissioned by the Gala-Salvador Dalí Foundation in Figueres, Spain, where he was born and is buried, was supported in part by the Trusts.



A fragment of *Caribou Spirit* by Jane Isakson. Acrylic on canvas, 54" x 54".

Few humans call the Canadian boreal forest home, but we all need it.

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