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Sent: Mon, 21 Jul 2014 19:53:58 -0400
From: "Jarrett, Valerie" <valerie_jarrett@who.eop.gov>
To: [REDACTED]
Subject: Fw: My Brother's Keeper Event Clips 07-21-2014

Good stuff!

From: Whisenant, Addie
Sent: Monday, July 21, 2014 07:31 PM
To: DL-WHO-Press
Subject: My Brother's Keeper Event Clips 07-21-2014

My Brother's Keeper

Broadcast

PBS NewsHour (Gwen Ifill)

David Williams (Deloitte) and John Deasey (LA Unified School District)

Video- <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=5663a4e9-f229-49bd-9a0c-58067ae18226>

Mike and Mike on ESPN2

Chris Paul

VIDEO: <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=6c1dafd6-9be9-4187-8c2f-3e50019007b7>

The Steve Harvey Morning Show

Valerie Jarrett

Audio- [Valerie Jarrett.mp3](#)

Joe Madison on Sirius XM

Broderick Johnson

Audio- <https://soundcloud.com/joemadisontheblackeagle/broderick-johnson-on-the-madison-show>

Sportscenter

Chris Paul

Video- : <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=4dddbaf1-9862-4ca1-9e0b-a9f4f5221257>

The Reid Report with Joy-Ann Reid on MSNBC

Chris Paul

Video- <http://www.msnbc.com/the-reid-report/watch/more-money-for-my-brothers-keeper-310341699513>

PoliticsNation with Al Sharpton

Video- <http://www.msnbc.com/the-reid-report/watch/more-money-for-my-brothers-keeper-310341699513>

Print

AL.com (Joseph D. Bryant): Birmingham Mayor William Bell in Washington alongside President Obama to promote national youth initiative – Birmingham Mayor William Bell is in Washington D.C. this morning to participate in President Obama's initiative to improve achievement among young minority men. Bell joined other mayors and leaders for Obama's presentation on his "My Brother's Keeper" program. The president discussed his program and efforts to leverage private support for the initiative. The president this morning also announced more corporate partners for the program. [LINK](#)

All Voices (Preetam Kaushik): Obama set to broaden 'My Brother's Keeper' initiative and include Asian Americans – One of the most disadvantaged groups in the United States as far as educational and employment opportunities and outcomes are concerned is the group of boys and young men of color. Historical reasons and current prejudices have meant that a disproportionately large number of boys and men of color end up in the cradle to prison pipeline. President Obama has been working hard for the past six months to address this problem. In fact, this is the issue that is likely to keep the President and the First Lady engaged after his second term ends. [LINK](#)

Associated Press (Jesse J. Holland): Obama announces expansion, new partnerships for My Brother's Keeper program for minority boys – President Barack Obama announced a major expansion of his initiative to improve the lives of boys and young men of color, with educators, star athletes, companies and foundations announcing partnerships to help minority boys in conjunction with his "My Brother's Keeper" program. Obama, who first announced his initiative in February, said Monday they plan to continue to build support for the program around the nation to ensure those who are the most risk will get the help that they need. [LINK](#)

Atlanta BlackStar (Nick Chiles): Obama adds nation's largest school districts to My Brother's Keeper initiative – In a major development, President Obama has added the efforts of 60 of the nation's largest school districts to his controversial My Brother's Keeper initiative, vastly improving the likelihood that the program will benefit Black and Hispanic boys across the nation. While the initiative has drawn fire from some segments of the Black community, particularly among prominent women such as author Alice Walker and legal scholar Anita Hill, the White House has been steadily moving forward, pulling in corporations, foundations and experts to figure out the best way to improve the life chances of this troubled population. [LINK](#)

Breitbart (Charlie Spiering): Obama: 'Young men of color' need more than basketball and rap – During a town hall event promoting his White House "My Brother's Keeper" initiative, President Obama encouraged young people to discover their passions to inspire themselves to work hard. "If nothing's important to you, then you're not going to put in the work," Obama explained. Part of the goal of his initiative, he explained, was to expose children to more things, not just the things that they see on television. [LINK](#)

CBS (Stephanie Condon): Obama tells young minority men: “You’re where I was” as a kid – "When I look out at some of the young men who are here -- you're where I was 40, 35 years ago," Mr. Obama said Monday at a town meeting-style event at a Washington, D.C. education center, where he took questions from Washington-area youth. The event was staged to roll out new commitments tied to the "My Brother's Keeper" initiative, which aims to unlock the full potential of young minority men and boys. As in the past, Mr. Obama framed the issue in very personal terms. [LINK](#)

CNN (Kevin Liptak): Obama offers rules for success as he expands My Brother’s Keeper program for young minority men – Setting daily goals. Keeping an open mind. Separating honest criticism from blind "hating." Those were a few pieces of advice President Barack Obama offered young men of color on Monday as he announced an expansion of his program meant to improve the future prospects of African-American and Hispanic boys. [LINK](#)

Daily Caller (Blake Neff): Obama announces more funding for program for minority men – President Obama announced Monday major growth in his “My Brother’s Keeper” initiative, an endeavor that seeks to improve life outcomes for young minority men. A series of new public/private partnerships, including one with the National Basketball Association, will add over \$100 million to the new program, the White House announced, in addition to \$200 million in earlier philanthropic commitments. [LINK](#)

The Hill (Justin Sink): More sponsors for ‘My Brother’s Keeper’ – The National Basketball Association and AT&T are among the corporate sponsors that have committed to helping young minority men as part of the White House’s “My Brother’s Keeper” initiative, President Obama is scheduled to announce Monday afternoon. The president will hold a town hall session where he’ll field questions from children at a Washington, D.C., elementary school, and announce a fresh slate of private-sector commitments to support the program. [LINK](#)

Madame Noire (Kimberly Gedeon): Obama expands ‘My Brother’s Keeper’ initiative with \$100M to help black & Latino boys succeed – Black and Latino boys have long been disadvantaged at urban school districts. To rectify this, President Obama announced “My Brother’s Keeper” in February, a \$200 million five-year initiative to bridge the gap between minorities and their more fortunate peers. My Brother’s Keeper is now expected to receive an additional \$104 million in funding, The New York Times reports. [LINK](#)

MSNBC (Trymaine Lee): Obama’s My Brother’s Keeper initiative gets \$104 million boost – Six months since the launch of My Brother’s Keeper — the president’s boldest effort since taking office to address the dire state of young minority men — Obama is set to announce that millions are being dedicated to expanding the initiative. According to a White House official, Obama will announce Monday at the Walker Jones Education Center in Washington new partnerships with public and private groups to the tune of about \$104 million. That money will help this demographic succeed at critical stages throughout their lives – from early education to college and career. [LINK](#)

New York Times (Motoko Rich): Obama to report widening of initiative for black and Latino boys – President Obama will announce on Monday that 60 of the nation’s largest school districts are joining his initiative to improve the educational futures of young African-American and Hispanic boys, beginning in preschool and extending through high school graduation. [LINK](#)

PBS NewsHour (Kyla Calvert): White House expands My Brother’s Keeper initiative with \$100 million in private sector commitments – The White House announced new partnerships Monday with school districts, businesses, nonprofits and others to improve services from preschool access to career readiness training for boys and young men of color. The announcement detailed a roughly \$100 million expansion of the White House’s My Brother’s Keeper initiative, which President Barack Obama launched in February. [LINK](#)

The Root (Breanna Edwards): Helping black boys become great men – From My Brother’s Keeper to various local community endeavors across the nation, black boys and men have become the focus of an increasing number of cultural initiatives to combat the violence and stereotypes that often lead to a painful fate—either lengthy prison time or a premature death. [LINK](#)

The Tennessean (Joey Garrison): Nashville joins Obama’s ‘My Brother’s Keeper’ initiative for minority boys – Metro Nashville Public Schools is one 60 districts that has joined President Barack Obama’s expanded effort to take on “opportunity gaps” that American black and Latino boys face... At an event in Washington on Monday, more than 60 of the nation’s largest districts — representing 3 million of the nation’s minority boys — have signed on to an 11-point plan that seeks to improve outcomes. MNPS, which boasts a population that is two-thirds minority, is among those that committed. [LINK](#)

TIME (Maya Rhodan): President Obama plans to act as mentor in “My Brother’s Keeper” initiative – President Barack Obama will be spreading himself awfully thin if he takes on a commitment he announced Monday at a town hall for his “My Brother’s Keeper” initiative. Instead of just taking on one mentee as a part of the effort to connect more young men of color with good role models, Obama said Monday he plans to connect with as many as he can. “The problem with just taking one is all the other guys would be like, ‘Man, how’d you get the President?’” Obama said. [LINK](#)

Wall Street Journal (Rebecca Ballhaus): NBA, others aid Obama-backed program for Black and Latino youth – President Barack Obama on Monday will announce new private-sector commitments to an initiative he rolled out in February to help disadvantaged black and Latino young men, adding millions of dollars to the effort. The White House launched an effort in May to recruit mentors for the program, My Brother’s Keeper, which aims to provide economic and educational opportunities to young men and boys from minority groups through commitments from foundations, business leaders and public officials. [LINK](#)

Washington Post (Nia-Malika Henderson): Obama announces \$100 million expansion of ‘My Brother’s Keeper’ – President Obama on Monday announced an additional \$100 million in funding for his racial justice initiative “My Brother’s Keeper,” a public-private program

that focuses on the unique challenges faced by young men of color. In all, the program has attracted \$300 million in funding for an effort that the president has said will continue long after he has left the White House and will make up much of his post-presidential work. [LINK](#)

Washington Business Journal (Jeff Clabaugh): Discovery commits \$1M to My Brother's Keeper program – Silver Spring-based Discovery Communications Inc. will spend \$1 million to produce a cable special focused on the White House's My Brother's Keeper program, an initiative designed to improve the lives of African-American boys and men. Discovery says it will produce and air the special and host town hall meeting across the country to screen it. The show will also air on Discovery's Discovery Channel and other cable channels on Fathers Day 2015. [LINK](#)