



**Members:**

Sandee Boese  
*Curriculum Developer*

Jolly Ann Davidson  
*Educational Consultant*

The Rev. Michael J. Duda  
*Youth Minister*

Clifford Freeman  
*Attorney*

Samuel Halperin  
*Education Policy Analyst*

Alan Irgang  
*Career Educator*

Brenda Richards  
*School Principal*

Sally Weaver Sinclair  
*Elementary School Supervisor*

Rafael Valdivieso  
*Hispanic Education Policy Expert*

The Council of the Great City Schools

The Tobacco Institute

**The Family C.O.U.R.S.E. Consortium:** Communication through Open minds, Understanding, Respect and Self-Esteem.

**Description:** A group of educational experts and representatives of organizations who have joined together to promote the importance of communication in helping young people develop into responsible adults. The consortium meets on a quarterly basis and is a 501(c)(4) organization as determined by the Internal Revenue Service.

**Mission Statement:** Help to facilitate family communication, particularly between parents and children, so that young people will be better able to resist negative peer pressure and make wise decisions about important issues like choosing not to smoke. Increase awareness of resources available to enhance family communication and self-esteem, and provide opportunities for parents to learn and practice communication skills and techniques to improve family life.

**Members:**

Sandee Boese, curriculum developer, Merced, CA  
Jolly Ann Davidson, educational consultant, Clarinda, IA  
The Reverend Michael Duda, youth minister, Rockport, MA  
Clifford Freeman, Esquire, Portland, OR  
Samuel Halperin, Ph.D., educational policy analyst, Washington, DC  
Alan Irgang, career educator, New York, NY  
Brenda Richards, elementary school principal, Washington, DC  
Sally Weaver Sinclair, elementary school supervisor, Knoxville, TN  
Rafael Valdivieso, Ph.D., Hispanic education policy expert, Washington, DC  
The Council of the Great City Schools, organization representing school districts in 47 major cities across the U.S.  
The Tobacco Institute, trade association representing major U.S. cigarette manufacturers.

**Programs:**

The Family C.O.U.R.S.E. Consortium promotes "Tobacco: Helping Youth Say No," distributes television public service announcements, operates a speakers bureau and conducts workshops. Additionally, individual Consortium members are involved in a wide range of related projects.

Family C.O.U.R.S.E. Consortium  
COMMUNICATION THROUGH OPEN MINDS, UNDERSTANDING, RESPECT AND SELF ESTEEM  
1325 Pennsylvania Avenue N.W., Suite 500, Washington, D.C. 20004

**QUANTITATIVE TESTING**  
**"SMOKING SHOULD NOT BE A PART OF GROWING UP"**

Quantitative testing, through shopping mall intercepts, has been conducted to evaluate reaction.\* In two major U.S. cities (Syracuse, NY, and Dallas, TX) 600 parents were asked to view and respond to these spots.

**Overall Impression**

Both spots were extremely well received in the intercepts. Overall impression was rated favorably by at least four out of five viewers.

"You Wrote the Book"  
85 %

"Counselor"  
84 %

Perhaps even more impressive is the high level of "intensely positive" reaction -- those viewers who rated the ads as "very favorable." In this category, responses ranged between 44 and 56 percent. As a rule of thumb, intensely positive ratings which near or exceed 50 percent are thought to hit the upper limits of possible ratings in this kind of research.

**Evaluation of Message**

Respondents were asked to use a five-point rating scale -- with five being the highest -- to evaluate individual aspects of the spots.

Respondents put each ad on the high end of a five-point scale in every category -- from 89 to 64 percent. Both spots received the highest marks (those rating the spots as a "five") in "having something important to say."

Rating attribute -- 4 or 5 for:	"You Wrote the Book"	"Counselor"
True to Life	78 %	85 %
Important Message	82 %	89 %
Interesting	85 %	83 %
Relevance to Viewer	64 %	74 %

**Impact of Messages**

Across the board, at least one out of five respondents said they are "very likely" to call for the materials offered in the spots, and more than 50 percent are at least "somewhat likely" to call the toll-free number.

"You Wrote the Book"  
55 %

"Counselor"  
67 %

\* Frederick/Schneiders, Inc., a Washington, D.C. polling firm, conducted the survey.