

*Jan. 16 / Administration of William J. Clinton, 1998*

expanded, and strengthened. We will continue working with our friends and allies to develop comprehensive, effective measures to promote democracy in Cuba.

## Letter to Congressional Leaders on Action on Title III of the Cuban Liberty and Democratic Solidarity (LIBERTAD) Act of 1996

*January 16, 1998*

*Dear Mr. Chairman:*

Pursuant to subsection 306(c)(2) of the Cuban Liberty and Democratic Solidarity (LIBERTAD) Act of 1996 (Public Law 104–114), (the “Act”), I hereby determine and report to the Congress that suspension for 6 months beyond February 1, 1998, of the right to bring an action under title III of the Act is necessary to the national interests of the United States and will expedite a transition to democracy in Cuba.

Sincerely,

WILLIAM J. CLINTON

NOTE: Identical letters were sent to Jesse Helms, chairman, Senate Committee on Foreign Relations; Ted Stevens, chairman, Senate Committee on Appropriations; Benjamin A. Gilman, chairman, House Committee on International Relations; and Robert L. Livingston, chairman, House Committee on Appropriations.

## The President’s Radio Address

*January 17, 1998*

Good morning. Today I want to talk about the steps we must take to protect our children and the public health from one of the greatest threats they face, tobacco. For years, tobacco companies have sworn they do not market their deadly products to children, but this week disturbing documents came to light that confirm our worst suspicions.

For years, one of our Nation’s biggest tobacco companies appears to have singled out our children, carefully studying their habits and pursuing a marketing strategy designed to prey on their insecurities in order to get them to smoke.

Let me read you two of the most startling lines from an internal tobacco company presentation proposing a marketing campaign targeted at children as young as 14. Quote, “Our strategy becomes clear: direct advertising appeal to younger smokers.” Younger smokers, this document says also, and I quote, “represent tomorrow’s cigarette business.” The message of these documents is all too clear: Marketing to children sells cigarettes.

Today I want to send a very different message to those who would endanger our children:

Young people are not the future of the tobacco industry; they are the future of America. And we must take immediate, decisive action to protect them.

We know that every day 3,000 young people will start smoking, and 1,000 of them will die prematurely due to tobacco-related disease. We know that 90 percent of adults who smoke—90 percent—began using tobacco before the age of 18. That is why, starting in 1995, we launched a historic nationwide effort with the FDA to stop our children from smoking before they start, reducing their access to tobacco products and severely restricting tobacco companies from advertising to young people. The balanced budget agreement I signed into law last summer includes a \$24 billion children’s health initiative, providing health coverage to up to 5 million uninsured children, paid for by tobacco taxes.

But even these efforts are not enough to fully protect our children from the dangers of smoking. To do that, we need comprehensive bipartisan legislation. Last September I proposed five key elements that must be at the heart of that legislation. First, and most important, it must