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March 7, 2000

MEMORANDUM TO GENE SPERLING

FROM: NATASHA BILIMORIA

SUBJECT: HISPANIC MEETING ON THE DIGITAL DIVIDE TOUR

Time and Location

Thursday, March 9, 2000, 5-6:00pm.

Room 472 - OEOB

White House Attendees

YOU

Mary Beth Cahill

Jay Dunn

Brian Barreto

Guests (9)

Maritza Rivera, Vice President, U.S. Hispanic Chamber of Commerce

Roberto Frisancho, Executive Director, Latino Civil Rights Center

Marieli Colon, Executive Director, MANA, National Latina Organization

Sylvia Aguilera, Legislative Assistant, National Puerto Rican Coalition

Manuel Mirabal, President, National Puerto Rican Coalition

Gabriela Lemus, Policy Director, League of United Latino American Citizens

Van Ornelas, Legislative Director, National Association of Latino Elected and Appointed Officials

Laura Arce, Policy Analyst, National Council of La Raza

Doug Schoenberger, ATT

Format

- Jay Dunn will introduce Mary Beth and **YOU** to audience and provide a brief introduction of Mary Beth.
- Mary Beth will welcome the audience to the White House and introduce **YOU**
- **YOU** will make a your presentation and open the discussion for questions and statements.

Purpose

To discuss the President's upcoming New Markets Tour on the Digital Divide and provide constituents with an opportunity to present their ideas on issues the Administration should consider incorporating into the tour.

Background

Two weeks ago, OPL hosted a constituency briefing on the President's upcoming New Markets Tour on the Digital Divide. The briefing discussed the President's plan to travel with CEOs,

civic leaders, and a bipartisan delegation of Members of Congress to specifically focus on new and expanded efforts that companies and organizations are undertaking related to the digital divide in underserved areas of the country.

At the briefing, the audience expressed an interest for the Administration to provide separate meetings where constituents could share their ideas concerning the digital divide and the upcoming tour. This meeting will provide an opportunity for constituency input.

Enclosed is a general overview on the key Hispanic companies and organizations interested in the digital divide. A representative from each company and organization will be present tomorrow.

Maritza Rivera, Vice President
U.S. Hispanic Chamber of Commerce (USHCC)

- The mission of the USHCC is to advocate, promote and facilitate the success of Hispanic businesses by serving as a nationwide network of Hispanic business associations and firms, working to expand business opportunities, encouraging reciprocal business relationships with the public and private sectors, serve as an active and visible advocate in the business arena, and actively promoting trade between the Hispanic business community in the United States and Latin America.
- Since its inception, 1979, the USHCC has worked towards bringing the issues and concerns of the nation's more than 1 million Hispanic-owned businesses to the forefront of the national economic agenda. Through its network of nearly 20 Hispanic Chambers of Commerce and Hispanic business organizations, the USHCC communicates the needs and potential of Hispanic enterprise to the U.S. Government and Corporate America.

Roberto Frisancho, Executive Director
Latino Civil Rights Center (LCRC)

- The LCRC is dedicated to promoting and defending the civil rights of Latinos. Since its inception in 1991, the LCRC has been at the forefront ensuring attention to the civil rights and other interests (education, immigration, law enforcement and economic development) important to the Latino community.

Marieli Colon, Executive Director
MANA, National Latina Organization

- MANA, A National Latina Organization is a membership organization dedicated to the empowerment of Latinas of all ages.

Manuel Mirabal, President
Sylvia Aguilera, Legislative Assistant
National Hispanic Leadership Agenda (NHLA)

- The NHLA is an organization that brings together the leaders of the 28 major national Hispanic organizations who represent diverse segments of the Latino community throughout the United States and Puerto Rico. Since its inception, the national organizations that comprise the NHLA have been at the forefront of establishing and supporting programs and policies that ensure equity, responsiveness, and empowerment of the Hispanic community toward the goal that this community may, indeed, be a full and productive participant in American society.

Gabriela Lemus, Policy Director
League of United Latino American Citizens (LULAC)

- LULAC recently celebrated its 71st Anniversary, founded February 17, 1929, making it the oldest continually operated Latino organization in the United States. LULAC provides more than half a million dollars in scholarships to Latino students each year, conducts citizenship and voter registration drives, develops low income housing units, conducts youth leadership training programs, and seeks to empower the Latino community at the local, state and national level.
- In addition, LULAC provides counseling services to more than 18, 000 Hispanic students per year; provides job skills and literacy training to the Latino community through more than forty-eight employment training centers; and through an advisory board of Fortune 500 companies fosters stronger partnerships between Corporate America and the Hispanic community.

Van Ornelas, Legislative Director
National Association of Latino Elected and Appointed Officials (NALEO)

- NALEO was established in 1981 to promote the participation of Latinos in the nation's civic life. NALEO carries out its mission by developing and implementing programs that promote the integration of Latino immigrants into American society, developing future leaders among Latino youth, providing assistance and training to the nation's Latino elected and appointed officials; and by conducting research on issues important to the Latino population.

Laura Arce, Policy Analyst
National Council of LaRaza (NCLR)

- NCLR was established in 1968 to reduce poverty and discrimination, and improve life opportunities, for Hispanic Americans. NCLR has chosen to work toward this goal through two primary, complementary approaches: capacity-building assistance to support and strengthen Hispanic community-based organizations and applied research, policy analysis, and advocacy.

- NCLR is the largest constituency-based national Hispanic organization, serving all Hispanic nationality groups in all regions of the country. NCLR has over 230 formal affiliates who together serve 39 states, Puerto Rico, and the District of Columbia - and a broader network of more than 20,000 groups and individuals nationwide - reaching more than three million Hispanics annually.
- NCLR works closely with the private sector and has a broad base of financial support. NCLR's credibility in the corporate sector is demonstrated by its active Corporate Board of Advisors, which includes senior executives from 25 major corporations and their liaison staff, who provide ongoing consultation and assistance on a variety of efforts, from education and community health projects to visibility and fund raising.

Doug Schoenberger, (Attending for Rita DiMartino - Federal Government Relations Director - highest ranking Hispanic at AT&T), AT&T

- Carol Wilner, AT&T has been in contact with us regarding the President's upcoming trip. AT&T prepared to announce a \$1.2 million grant over four years to create an Academy of Information Technology, a high-school curriculum to prepare students for the IT industry, in one of the following sites: Miami, Pittsburgh, Oakland, and Rio Grande Valley (TX). They are also working on additional commitments to provide grants to universities for technology training.
- You will recall that Michael Armstrong participated in the President's Digital Divide conference here at the White House in December 1998 with Secretary Daley and has been very supportive of the President's New Markets initiative.

March 9, 2000

MEMORANDUM TO GENE SPERLING

FROM: NATASHA BILIMORIA

SUBJECT: DISABILITY MEETING ON THE NEW MARKETS/DIGITAL DIVIDE TOUR

Time and Location

Friday, March 10, 2000, 2:15 p.m.
OEOB 180

White House Attendees

Mary Beth Cahill
Gene Sperling
Thomas Kalil
Jay Dunn
Jonathan Young

Guests

Carol Boyer, Project Associate, Technical Assistance Project, Rehabilitation and Education Society of North America (RESNA), Alexandria, VA
Marc Brenman, Senior Policy Advisor, Office of Civil Rights, DOT
Judy Brewer, Director, World Wide Web Consortium (W3C), Cambridge, MA
Deborah Buck, Director, TRAIID Project, New York State Office of Advocates for Persons with Disabilities, Albany, NY
Jennifer Dexter, Co-Chair, Consortium for Citizens with Disabilities Technology Task Force, Easter Seals, Washington, DC
Alan Dinsmore, Executive Director, American Federation for the Blind, Washington, DC
James Gashel, Executive Director, National Federation of the Blind, Washington, DC
James Geletka, Executive Director, Rehabilitation and Education Society of North America (RESNA), Alexandria, VA
Judy Gilliom, Manager, DoD Disability Program, DOD
Larry Goldberg, Director, National Center of Accessible Media, Boston, MA
Kathy Ladipo, Presidential Task Force on Employment of Adults with Disabilities
Larry Scadden, National Science Foundation, Arlington, VA
Susan Turnbull, GSA Center for Information Technology Accommodation, Washington, DC
Gregg Vanderheiden, Director, Trace Research and Department Center, Madison, WI

Format

Jonathan Young will introduce Mary Beth
Mary Beth will welcome the audience to the White House and introduce YOU.
YOU will make a brief presentation and open floor to Q&A.

Purpose

To discuss the President's upcoming New Markets Tour on the Digital Divide, and solicit input about how the President can incorporate the concerns of people with disabilities into the tour.

Background

On February 23, OPL hosted a constituency briefing on the President's upcoming New Markets Tour on the Digital Divide. The briefing discussed the President's plan to travel with CEOs, civic leaders, and a bipartisan delegation of Members of Congress to specifically focus on new and expanded efforts that companies and organizations are undertaking related to the digital divide in underserved areas of the country.

OPL has been soliciting input from the disability community as preparation for tomorrow's briefing, identifying programs around the country currently addressing the divide, and learning about specific concerns. (A draft document summarizing programs throughout the country is attached.)

Recently, the disability community has focused on Congressional activities, including a February 9 hearing in response to business concerns. People felt that the hearing successfully highlighted the need and practicality of making the internet accessible.

Some advocates of web access have criticized the Department of Commerce for not being more inclusive of the issues of a digital divide for people with disabilities in their conference and reports. A recent study DOED-funded study by H. Stephen Kaye, Ph.D., "Computer And internet Use Among People with Disabilities," concludes "that gaps in computer and Internet use based on disability status are just as large as those based on race and ethnicity." People with disabilities are about half as likely as their non-disabled peers to have access to a computer at home, and about one-third as likely to have access to the internet.

ATTACHMENTS:

"Programs & Projects Working to Bridge the Digital Divide Among People with Disabilities" (DRAFT 00-03-09).

Proposal for POTUS visit to Boston: Memo from Judy Brewer and Larry Goldberg

PROPOSAL FOR BOSTON/ACCESSIBILITY SEGMENT OF DIGITAL DIVIDE TOUR

Date: March 8, 2000

From: Judy Brewer, W3C Web Accessibility Initiative (WAI)
Larry Goldberg, WGBH National Center for Accessible Media (NCAM)

Overview of Proposal:

Program: Remarks by the President, followed by four ten-minute demos and presentations around the theme of Web accessibility, for an estimated program length of one hour.

Themes: Web accessibility is vital for millions of Americans; Web accessibility is do-able; there is progress in education, in e-commerce, and in software development to support accessible Web design.

Venue: MIT's Interactive Classroom "LiNC" (Learning Network Central) – a fully-wired lecture hall for connecting with remote classrooms globally.

Detail: Projects highlighted could four projects, described below.

Project Descriptions:

Project: **World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI)**

Focus: Guidelines, technology development, education/outreach to make Web accessible

Detail: International effort, hosted by World Wide Web Consortium (W3C), to make Web accessible for people with disabilities. Ensures support for accessibility in core Web technologies; develops guidelines for Web sites, browsers, authoring tools; develops tools & educational materials; funded in part by NSF.

Demo: Provides overview & context for following presentations. Brief description of cross-disability barriers and demos of resources available for making Web sites and software accessible.

Contact: Judy Brewer, Director Web Accessibility Initiative, W3C
jbrewer@w3.org, 617 258 9741
<http://www.w3.org/WAI>

Project: **WGBH National Center for Accessible Media (NCAM) & MIT PIVOT Project (Physics Interactive Video On-Line Tutor)**

Focus: Accessible on-line education

Detail: Collaborative effort with WGBH/NCAM & MIT Center for Advanced Educational Services (CAES), to make an introductory physics class accessible on-line, using captions for audio and descriptions for video; funded in part by NSF.

Demo: Individual w/ a visual disability and individual with a hearing disability browsing accessible physics curriculum; and brief demo of captioning & description tools. Brief description of project by NCAM Director and CAES Director.

Contact: Larry Goldberg, Director National Center for Accessible Media, WGBH

Larry_Goldberg@wgbh.org, 617 300 3722
<http://www.wgbh.org/ncam>

Project: **Bell Atlantic's BellAtlantic.com site**
Focus: Accessible e-commerce Web site
Detail: Shows corporate commitment to Universal Design Principles and implementation of W3C Web Content Accessibility Guidelines on commercial Web site.
Demo: Brief tour by individual with visual disability of e-commerce aspects (checking phone bill, purchasing services)
Contact: Rich Ellis, Director of Strategic Alliances, Bell Atlantic
rtellis@bellatlantic.net, 202 336 7839
<http://www.bellatlantic.com>

Project: **Allaire Corporation's HomeSite authoring tool**
Focus: Integration of accessibility principles into top of market commercial-grade authoring tool for Web sites
Detail: Presentation of accessibility improvements underway in HomeSite
Demo: Demo of how easily accessible pages can be built w/ HomeSite; and how little effort is required to convert inaccessible pages.
Contact: Patrik Muzila, Development Manager for Visual Tools Group, Allaire Corporation
patrik@allaire.com, 617 761 2175
<http://www.allaire.com/products/homesite/index.cfm>

**PROGRAMS & PROJECTS WORKING TO BRIDGE THE DIGITAL DIVIDE
AMONG PEOPLE WITH DISABILITIES (DRAFT 00-03-09)**

[This is a work in progress, and will be updated with contact information, additional programs, and revisions of current descriptions (currently the descriptions are largely unedited from the organizations)]

ABLE-NET

ABLE-NET Internet Service, www.able-net.net, ABLE-NET Specializes in offering affordable, accessible Internet Access for People with Disabilities in 31 States and Canada.

Contact: John Kirby
(209) 556-9381
johnk@able-net.net

Access to Physics Interactive Video Tutor Project

The CPB/WGBH National Center for Accessible Media (NCAM) is collaborating with the Massachusetts Institute of Technology's Center for Advanced Educational Services to make an on-line interactive physics course accessible to students with disabilities. Known as "Access to PIVOT" (Physics Interactive Video Tutor), this three-year project will test, implement, document and promote the development of multimedia access solutions to make distance learning accessible to blind, low-vision, deaf and hard-of-hearing students.

Contact: Larry Goldberg
617-300-3722

Adaptive and Assistive Technology

The name of our program is "Adaptive and Assistive Technology" The Community Adaptive and Assistive Technology Center offers personalized AAT services to people with disabilities and their families. Through Its Computer Arts for Recreation And Employability Program offered after school and on Saturdays, the CAAT Center, in collaboration with local vocational education high schools, gives hands-on training in computer arts, adaptive equipment services, evaluations, assistance in getting on-line and accessing the Internet, and free equipment upon availability.

Contact: Elizabeth Sunshine, Executive Director
NYSID
930 Willowbrook Road - Bldg. 41-A
Staten Island, New York 10314
Office: phone/fax 717-494-6457

Adaptive Computer Empowerment Services

ACES, a 60-person all-volunteer organization, recycles used computer hardware and software and distributes it, along with tech support services and tutoring, to low-income disabled persons in San Diego County.

Contact: Mary L. Adams
LCSW
Executive Director
madams@adaptive.org

Assistive Technology Library of Alaska (ATLA)

ATLA's goal is to help individuals and families overcome barriers to finding and accessing appropriate assistive technology. ATLA offers assessment/recommendations, provides sale or rental of technology products, and offers training in the use and maintenance of devices, and has a lending library. ATLA serves as a resource for people with disabilities from birth throughout the life span, parents, other family members, caregivers, educators and professionals.

A mix of state Technology Act funds, sales revenues, fee-for-service payments and membership fees supports the organization. In addition to maintaining a central office to coordinate on-site and off-site services, ATLA coordinates "The Alliance," a network of agencies and individuals throughout Alaska that offer technology assistance to families in outlying communities.

Assistive Technology Resource Center of Hawaii

Through extensive collaborations with community-based organizations and private partners, HATTS works to fulfill its goals of promoting increased awareness and greater access to assistive technology, and increasing consumer and provider skills, involvement and empowerment with technology. Consistent with the requirements of the Technology Act, its activities focus on helping rural and underserved communities gain access to technology.

ATTIC

ATTIC is an independent living center in SW Indiana. We have been a recipient of used computer equipment through the Christina Society and other groups. We have volunteer computer technicians who service or salvage the donated equipment, then we load donated software requested by individual to meet his/her needs, and system is given to consumers. This is a small project, but made a world of difference for some consumers especially students.

Contact: INATTIC1@aol.com

Bancroft e-solutions

Our project is designed to seek job openings that are conducive to telecommuting and matching them with applicants (who are based out of their homes) with skill sets based upon the job requirements. NH (as you may or may not know) has large disparity regarding access to the internet. Ideally we would like to go state wide with this project but are currently limited to high speed access areas only.

We have a Leadership Education In Nuerodevelopmental Disorders-MCH Interdisciplinary Training Project for graduate and post graduate students from 15 disciplines. One of our goals is not only to train them to have excellent clinical skills for working with persons with disabilities and their families but also how to effectively utilize assistive and telecommunications technology to enhance services and quality of life. We have a fiberoptic videoconferencing facility here and a closed circuit KidsTV network to hospital rooms and which can connect around the world as well as to over 270 schools right here in Indiana.

Contact: Dr. Lann E. Thompson, Associate Director
Riley Child Development Center
Riley Hospital for Children
702 Barnhill Drive
Indianapolis, IN 46202

Career Training for Success Program

The Career Training for Success Program is a 26 week program designed to provide and enhance basic and advanced skills in several areas. We offer training in the following skill areas: computer operating systems, word processing applications, spreadsheet applications, database applications, presentation applications, internet applications, typing, filing, basic grammar, basic math, customer service, data entry, accounting, medical technology, medical office, job seeking, employee development, GED preparation, and adult literacy. The program is interactive and self-paced so consumers learn at their own rate, and actually work with computers and office machines as they receive individualized attention from instructors. We then "follow along" to offer support and guidance in actual job exploration and placement.

Contact: Paul Hubbard
Kcgwcost@sound.net
(816) 842-7425, ext.242
The Helping Hand of Goodwill Industries
1817 Campbell
Kansas City, Missouri, 64108-1794

CAST

CAST has been a leader in the development of the educational paradigm we call Universal Design for Learning(tm). We are working to make the general educational curriculum--the curriculum that "typical" learners encounter in our schools--accessible and educationally relevant for everyone, including learners with disabilities and even gifted learners. The threshold requirement is that all educational curricular material be produced in a digital version. Once that requirement is met, there are a lot of tools available (including a product derived from CAST's own research, the CAST eReader) that can make the material useful by people with all sorts of disabilities.

CAST recently became the lead organization in the new National Center on Accessing the General Curriculum, sponsored by the U.S. Department of Education/Office of Special Education Programs and with our partners, Harvard Law, Boston College School of Education and the Council for Exceptional Children. The National Center will explore the implications for policy, teacher education, training and practice, and curriculum design, implied by Universal Design for Learning. We find that Universal Design for Learning (UDL) excites those with whom we are able to communicate, and we think that UDL can play a major role in addressing the Digital Divide..

Contact: Donald R. Giller
Chief Resource Development Officer
CAST, Inc.
Center for Applied Special Technology
39 Cross Street
Peabody, MA 01960
Tel. +1 978 531 8555
TTY +1 978 538-3110
Fax +1 531-0192
Email: dgiller@cast.org

CE Disabled Services

From our beginnings in 1982 as CE Disabled Services, with a staff of 3, to a current staff of 7, from having served 127 persons with disabilities in our first year, to providing services to over 1,500 individuals last year. In 1989, Disabled Network Center joined and became a part of our organization. CE Disabled Services has grown in size and in our commitment to serving those with disabilities.

CE Disabled Services takes pride in its almost two decades of education and advocacy efforts. We formed a coalition, which helped to promote awareness of disability access issues. We advocated with City, County, State and Federal agencies for regulations to reduce access problems. Our consumers advocated to make the Municipal Courts accessible. A settled lawsuit, filed by consumers, mandated the City of Oceanside become accessible. We strive to make our web site, those of the media, governmental entities and others accessible to users of speech output technology.

Contact: Dr Clyde Shideler
CE Disabled Services
P. O. Box 495
San Luis Rey, California 92068

Computer Recycling

The Tech Act Project and works initiated this program with the Natl. Christina Foundation to solicit computers from business and industry for refurbishing and redistribution to persons with disabilities.

Computer Recycling within state agencies

In order to make the best use of limited funds, the Tech Act Project works with Voc Rehab and Services for the Visually Impaired to provide used computers for their consumers who need them. VR and SVI provide the funding for necessary software and accessibility modifications for the individual.

Descriptive Video Service®, NCAM

The Caption Center, Descriptive Video Service® (DVS®), and the CPB/WGBH National Center for Accessible Media (NCAM) hold two grants from NIDRR; both are directly addressing technical infrastructure barriers - the first of digital television and closed captioning and video description and the second regarding "convergence technology" and inaccessible user interfaces for such things as Web TV and other emerging hybrids of the Internet and television. The Corporation for Public Broadcasting is also supporting our DTV Access work through a project called, "Accessing Public Broadcasting's Future."

Contact: Larry Goldberg
Director, Media Access
WGBH Educational Foundation
Internet: Larry_Goldberg@WGBH.org
617-300-3722 (direct voice/FAX)
617-300-3400 (main NCAM)
617-300-2489 (TTY)

DO-IT

People with disabilities successfully pursuing academics and careers.
Programs to promote the use of technology to maximize the independence, productivity and participation of people with disabilities.
Recipient of the National Information Infrastructure Award; Education and the President's Award of Excellence in Mentoring and showcased at The President's summit on Volunteerism.
People helping people achieve success.
Resources for you!

Contact: Sheryl Burgstahler, Ph.D.
University of Washington
Box 354842
Seattle, WA 98195-4842
206-685-DOIT (3648) -- voice/TTY

DPI

DPI is a nonprofit agency working in partnership with Silicon Valley businesses and the community to prepare people with disabilities for competitive employment. Through adaptive computer access technology and career transition services, DPI creates opportunities for significant advances in universal access, social integration and employment for people with disabilities.

Founded in 1980 as Disabled Programmers, Inc., by a former IBM executive whose son was paralyzed in a diving accident, DPI formerly taught people with disabilities computer programming. The agency was renamed DPI in 1995 and has since changed its focus to employment access for individuals with disabilities and work-related injuries.

DPI focuses on four primary programs:
School-To-Career
Internship
Computer Access Technology (CAT) Lab
Mobile Access Technology (MAT) Lab

DPI assists individuals 15-years of age or older that have all types of Served physical (ALS, Cerebral Palsy, Multiple Sclerosis, stroke,...), sensory (Low Vision, Blindness, Hard of Hearing,...), and learning disabilities, and work-related injuries (Carpal Tunnel Syndrome, De Quervain's, Tendonitis, etc.).

There is no cost to enroll in the School-To-Career Program. The Computer Access Technology Labs may require a fee for the evaluation and training of adaptive computer equipment and ergonomic worksite evaluation. Approved clients may be eligible to receive funding for services on a case-by-case basis or through corporate funding, the Department of Rehabilitation or Worker's Compensation insurance carriers.

Nearly 26 million Americans are classified as "severely" disabled, requiring of DPI personal or technological assistance to perform daily activities. People with disabilities now represent the largest minority in the U.S. Most importantly, DPI offers persons with disabilities the opportunity to work successfully in a competitive job market.

Contact: Maria F. Nicolacoudis
Executive Director DPI
(408) 278-2001

eTranscribe

Goodwill Industries of Hawaii has started an eTranscribe business to train individuals with disabilities to become medical transcriptionists and provide them contract work to perform from their homes using an array of technology including computers with voice activated software, the Internet, and Dictaphone equipment. Our eTranscribers prepare medical reports for doctors at an accuracy rate of 98%, with a 24-hour turnaround.

Contact: Maureen Bates, EE&T Director
Goodwill Industries of Hawaii
email:maureenbates@juno.com
Tel: (808) 836-0313
Mail: 2610 Kiliahu Street
Honolulu, Hawaii 96819

Florida Alliance for Assistive Service and Technology (FAAST)

The FAAST project is working with the Florida Department of Education's demonstration site to provide overlapping services for access to assistive technology outside the traditional school framework for adults beyond school age as well as those of school age. Minorities and the elderly are served.

Contact: Terry Ward PhD
Project Director
850/487-3278

Georgia Tools for Life

Nearly 27 percent (1,270,584) Georgians have one or more disabilities. Of these, nearly 14 percent (656,097) have severe disabilities requiring one or more kinds of assistive technology (LaPlante, et al, *Technology and Disabilities*, 6, pp. 17-28, 1997 and the 1990 U.S. Census Report). The Tools for Life project offers a computer-recycling center, called Re-Boot, that refurbished almost 1,000 computers in 1999. The ReBoot program is located at FODAC (Friends of Disabled Adults and Children) at Stone Mountain, Georgia.

Contact: Joy Kniskern
404/657-3084

Global Assistive Technology Explorer (GATE)

CRT will develop and sustain the Global Assistive Technology Explorer (GATE), a comprehensive, up-to-date, easy-to-use national public Internet site on disability-related resources. GATE will increase the availability of and access to information about AT,

services, and resources for individuals with disabilities. The site will provide 24-hour access to all those with Internet capability.

High School High Tech (HSHT)

A program called High School High Tech (HSHT) is in its third year of funding and we are a grant funded program, in collaboration with Grant Wood AEA in CR. Our program is for high school students with mild disabilities that have a desire to go onto a 2 or 4 year, that have a IEP or Accommodation Plan, they also have to have the desire to work in the field of Technology.

We currently work with 12 high schools, serve approx. 90 students and provide students with computer training, hands on web page design classes, job site tours, job site visits and internships. We also provide support for students that need the additional assistance getting to and from an activity, communicating with others and planning their future.

We currently are piloting the program in Iowa City and have been overwhelmed with the support from teachers, students and businesses. Between the two cities we have 35 businesses involved and we provide a wide array of activities to our students.

Contact: Deana Berg
319-393-3434
hsht@goodwillse Iowa.org

Iowa Program for Assistive Technology

The Iowa Program for Assistive Technology (IPAT) worked with the Iowa Department for the Blind to develop a project to increase accessibility to the Internet for persons with disabilities. The first part of the project was the creation of a booklet, *Designing Accessible Web Sites: Creating sites that are accessible to people with disabilities*. The booklet discusses how persons with disabilities access and use the web, and contains instructions on how to create an accessible web site, including examples of accessible sites and other resources.

Another component of the project is to work with the state library system. Many individuals with disabilities do not own computers, but could access the Internet through their public library. The newsletter of the State Library is distributed to all of the state's 340 public and private libraries and will have an article about web access and the booklet. IPAT is coordinating with other entities and the State Librarian to work over the next few years on improving library access.

In order to ensure that future web sites become accessible, IPAT is collaborating with the Information Technology Services (ITS) office at the University of Iowa to develop training materials on web access as part of the ITS web master classes. Training materials will also be included in the ITS classes and courses on instructional design for faculty and students in the Department of Education.

Contacts: Mary Quigley
319/356-4402
Jane Gay
319/356-4463
Co-Directors
<http://www.uiowa.edu/infotech>

Lekotek

Lekotek is a nation-wide network of not-for-profit resource centers for children with disabilities and their families whose mission is to foster inclusion. We offer a variety of direct services including play with adapted toys and computers. One of our programs, called "Compuplay", utilizes a vast array of assistive technologies from switches to adapted keyboards to help children access the computer and the Internet.

Contact: Jennifer Frankfurter
lekotek@lekotek.org
Joyce Morimoto
jfrankfurter@yahoo.com
lekotek@lekotek.org
r-morimoto@nwu.edu

Merze Tate Center for Technology and Educational Reform

With the help of a \$200,000 grant from the IBM Community Access Program and another from Smartforce.com for 4,000 hours of on-line courseware, the Merze Tate Center for Technology and Educational Reform at Western Michigan University is leading a public-private initiative to develop a national on-line support center to help facilitate the training of people with disabilities for employment in the fast growing computer industry. An April 4, 2000 electronic ribbon cutting is planned in DC by the US Dept. of Ed Assistant Secretary for OSERS, Juith Heumann.

The purpose of this alliance is to provide on-line training support to member programs of the Association of Rehabilitation Programs in Computer Technology (ARPCT) and the Inter-national Association of Business, Industry and Rehabilitation (I-NABIR). It is estimated that this will involve about 120 training programs across the nation that specialize in providing computer related training and employment assistance to adults with disabilities especially those are homebound.

It is the goal of this project to provide on-line information and training on career opportunities in the Informational Processing Industry in support of local training programs for people with disabilities as well as the professionals that serve them. Within this group of permanently displaced workers on the other side of the digital divide are most individuals with disabilities. According to the 1998 Harris Poll, employment continues to be the area with the widest gulf between those who are disabled and those who are not.

Contact: Robert J. Leneway
Senior Research Associate
Merze Tate Center for Research and Education Reform
3210 Sangren Hall
Western Michigan University
Kalamazoo, MI 49008
Phone: (616) 387-2051
Fax: (616) 3876184
e-mail: bob.leneway@wmich.edu

Massachusetts Assistive Technology Partnership (MATP)

MATP has been very active in initiating and coordinating compliance with Section 508 of the Rehabilitation Act. The project was instrumental in orchestrating Executive Order 348 signing (1/1/93) which establishes state policy for access to electronic equipment and information technologies for citizens with disabilities. The project trained 80 ADA coordinators on Section 508; developed Section 508-compliant PC Standards through the Governor's Advisory Council on IT; made GSA/COCA's *Managing Information Resources* manual available electronically and in print to state agencies upon request; provides technical assistance to state agencies in purchasing 508-compliant equipment; provided technical assistance in the development of an amendment to Section 508 on the federal level; advocated that the U.S. Department of Education develop a policy guidance to the state Department of Education regarding accessibility of educational technology and widely distributed Secretary Riley's letter to Massachusetts special education departments; and provide technical assistance on Section 508 implementation on the state level to other AT Act grantees.

Contact: Marilyn Howe
617-355-7820
<http://www.matp.org>

Motion Picture Access Project

With initial funding from the Dept. of Ed's NIDRR, we have developed digital technology that allows people who are deaf or blind to access closed captions or video descriptions in movie theaters. We have partnered with various Hollywood studios and the General Cinema theater chain to roll this out across the country. Our 12th site will be opening soon in DC at the Mazza Gallerie

Contact: Larry Goldberg
Larry_Goldberg@wgbh.org

National AT Internet Site

The Center for Rehabilitation Technology will operate a National AT Internet Site. The AT Act authorized a National AT Internet Site that would provide information to

individuals with disabilities and the general public to increase access to AT devices, services, and other related information.

Nebraska Meeting Place

A listserv that connects persons with disabilities all across Nebraska. The program started with peer volunteers linked by computer e-mail. Peer volunteers who did not already have a computer were provided one on long term loan by the project and connected through free e-mail services such as Juno.

Net Corps

Americas sends high-tech volunteers throughout the Americas to custom design training for organizations and people who normally would not have access to information technology. We have recently developed a program specifically for people with disabilities and will start our pilot project sending volunteers to Transitions in Antigua, Guatemala.

Contact: Jessica Lewis
Organization of American States
1889 F Street, NW Second Floor
Washington, DC 20006
(202) 458-3229 phone
(202) 458-3526 fax
trustamericas@oas.org

New Mexico Technology Assistance Program

The project provides technical assistance and training to set up a package of electronic and information technology accessible hardware /software features with existing computers for public access with public agencies and ed tech computer labs in schools.

Contact: Bill N. Newroe
Project Director
505/954-8539
<http://www.nmtap.com>

New York State TRAIID Project

The New York AT project assisted with the New York state policy from the Director of state agencies on making all state agencies' web sites accessible by July 2000 by following the World Wide Web Consortium's Web Accessibility Initiative. The New York TRAIID Project is referenced in the State Technology Policy office for agencies wishing to receive technical assistance on making their web sites accessible.

Contact: Deborah Buck

518/474-2825

<http://www.state.ny.us/disabledAdvocate/technlog.htm>

North Carolina Assistive Technology Project

The North Carolina project assists with the “Virtual Buddies Program.” This program is funded through a private foundation that provides recycled computers and Internet access to people with disabilities around the State. The program also works at the local level to identify people knowledgeable about computers to assist new users. To date, the program has provided 76 adults with disabilities services including the following: training, a computer system, Internet access, computer upgrades, or modem.

The North Carolina project also coordinates a financial loan program through Nations Bank for people with disabilities seeking low-interest loans for assistive technology.

Contact: Ricki Cook

Project Director

919/850-2787

<http://www.mindspring.com/~ncatp>

Parents Helping Parents – iTECH Center

The goal of the iTECH Center is to ensure that children and adults with special needs, their families and the professionals who serve them are aware of and utilize technology to enhance potential and to broaden the quality and enjoyment of their lives. Underlying this goal is the belief that with the help of assistive technology, individuals with special needs will be able to enter the mainstream of all aspects of society and be fully contributing, visible members of society.

The iTECH Center is a resource center of the Alliance for Technology Access and also a program of Parents Helping Parents (PHP), Inc. in Santa Clara, CA. PHP, a nonprofit family resource center, is a Parent Training and Information Center and for 23 years has served children with physical, mental, emotional, or learning disabilities. The program is supported by a California Assistive Technology System (CATS) grant to provide information and referral services.

ReBoot

ReBoot is a nonprofit, statewide, collaborative effort of many groups and organizations committed to recycling computers. All participants in ReBoot’s Computer Re-Utilization Project receive the equipment as a donation; they do not buy the equipment. ReBoot acquires the equipment, evaluates it, repairs it (if needed), loads licensed software, distributes the equipment to people with disabilities; and trains the people on the equipment. The program is operated 85 percent by volunteers—by people with disabilities for people with disabilities. ReBoot has 10 training centers across the state.

Rehabilitation Services for the Visually Impaired (RSVI)

One of many sources for assistive technology. To be eligible for services from our agency, an individual must be visually impaired. If there are services offered by RSVI which will enable the individual to achieve vocational or independent living goals, this includes voice synthesizers on computers, closed circuit TVs, and print reading machines.

Contact: Kathy Hoell
khoell@radiks.net

RIPIN

I am the newly hired coordinator of a project here at RIPIN to help low income families who have children with disabilities gain access to hardware, software, training and support so they can gain information and better advocate for their children.

Contact: Millie Hillman
Rhode Island Parent Information Network
175 Main St.
Pawtucket, RI 02860
(401) 727-4144 ext. 35

Technology Opportunities Project (Atlanta, GA)

A Telerehabilitation Network to Support Community Re-entry Following Catastrophic Injury. The overall goal of this project is to develop effective telerehabilitation applications using advanced network technologies. A test-bed network will be developed in the metro-Atlanta area to link rehabilitation professionals with patients who have sustained catastrophic spinal cord and brain injuries, their family members, and caregivers. The test-bed will emulate capabilities of the Next Generation Internet, including high-bandwidth videoconferencing, remote monitoring, environmental control, and high-speed delivery of interactive, multimedia instruction.

The network will be used to develop, deliver, and evaluate telerehabilitation applications which (a) support community re-entry after catastrophic injury, (b) prevent or reduce the severity of secondary complications often associated with catastrophic injury, and (c) deliver health and wellness support and advocacy assistance to people with disabilities living in the community.

The project expects to find that individuals who receive telerehabilitation: (1) achieve greater success in community reintegration (e.g., return to work), (2) experience fewer secondary complications; (3) demonstrate greater independence and self-efficacy; (4) incur lower overall health care and support costs; and (5) report higher satisfaction with their health-related quality of life.

The Family Center on Technology and Disability

The Family Center on Technology and Disability, a project funded by the U. S. Department of Education is designed to bring technology to individuals with disabilities. One of the projects of the Family Center was to select model programs around the country who are bringing technology to individuals with disabilities. Two of the important criterion for selection as a model program were service to underserved (e.g. rural, minority) communities and collaboration with other organizations in the community.

United Cerebral Palsy Associations of New Jersey (UCPA-NJ)

This agency's multiple technology-related projects share the common goal of helping individuals and families to identify the technology solutions that best meets their needs and to enable them to obtain and use the technology. The agency utilizes its extensive in-house technological expertise to assist individuals and families throughout the state by conducting evaluations and training, providing custom fabrication of devices, as well as other services.

United Cerebral Palsy of Greater Suffolk- Mobility Opportunities Via Education (MOVE)

The Children's Center, a division of UCP of Greater Suffolk, New York incorporated the MOVE program into its services in 1997. MOVE is a therapeutic and educational program designed to help people learn the skills needed for sitting, standing, and walking. This collaborative program utilizes the services and knowledge of parents, educators, therapists and other support personnel to help participants learn and practice skills while engaged in activities of daily living.

Division of Services for the Blind (DSB): DSB directs delivery of services for persons who are blind, visually impaired or deaf-blind. The available services and eligibility criteria are the same as those in the general VR. The Rehabilitation Center for the Blind (RCB) in Topeka is a comprehensive rehabilitation program offering independent living skills training, and vocational assessment and technology services to help consumers identify their employment-related skills, aptitudes and interests. Mobile teams are used to offer specific services throughout the state. Kansas Seniors Achieving Independent Living (KAN-SAIL) provides independent living skills training in the home communities of older Kansans who experience blindness or visual loss. Rehabilitation Teaching: Through this program, rehabilitation specialists go to consumers' homes and provides training to help them adjust to blindness and increase their independent living skills. Some of the training areas offered are communications, orientation and mobility, and daily living skills. The Business Enterprise Program (BEP) offers persons who are legally blind the opportunity to manage food service operations, vending stands, snack bars and gift shops. BEP uses funds generated by the vending stand operations, rather than SGF, to match federal funds. Kansas Industries for the Blind (KIB) in Topeka offers employment in manufacturing work and laser cartridge refurbishing for people who are blind and who are not immediately able to succeed in competitive employment.

Contact: Carolyn Perez
Services for the Blind
785-296-3311
Family Center on Technology and Disability
Susan Goodman
Project Director
(202) 973-7141
sgoodman@ucpa.org

United Cerebral Palsy of Kansas (UCP-K)--Purchase of Assistive Technology Project

The overarching goal of this project is to assist families who have assistive technology needs to secure the necessary equipment. Its primary activities include collaborating with state, civic and charitable organizations to develop innovative funding packages that will enable residents who have disabilities to obtain assistive technology. Annually, it strives to secure assistive technology and related services valued in excess of \$300,000 for at least 200 families from across the state.

An annual allocation from the state legislature to Kansas Rehabilitation Services (KRS) and a variety of grants and donations support the program.

Universal Access Protocol Coalition (UAPC)

The Universal Access Protocol Coalition (UAPC) is a coalition under development that will be comprised of organizations representing people with disabilities and other stakeholders that are committed to maximizing the accessibility of the Internet. The UAPC Coalition will facilitate access to the Internet and other distributed computer networks by providing a service that dynamically adapts interfaces and content to each end-user's individualized needs and preferences, particularly people with disabilities. The result is optimal accessibility of the Internet by people with disabilities in addition to individually predetermined adaptations of the Internet according to individual preferences.

Contact: Greg McQuerter
858-452-9345
greg@mcquerter.com
Jane West
301-718-0979
jewest@aol.com

Virtual Buddies

The organization takes donated computers, and donated Internet accounts, and places them in the homes of low-income people with different disabilities. The Virtual Buddies program gives those of us who are socially isolated most of the time at our homes, a way

to communicate with others, and better educate ourselves. We are just finishing a manual that will make it easier for Disabled people to take College Courses via their computer at home, so we can continue our education, and get jobs too...

Contact: Timothy Barbour
Smithfield NC
919-989-9718
tbarbour@interpath.com

Web Accessibility Initiative (WAI)

The Web Accessibility Initiative (WAI) is an international project, hosted by the World Wide Web Consortium (W3C), focusing on making the Web accessible to the many millions of existing and potential Web users who have disabilities. The Web offers unprecedented access to information, electronic commerce, educational opportunities, employment opportunities, workplace communication, government services, recreation, and more; however there are currently barriers to accessing the Web for people with visual, hearing, physical and cognitive disabilities.

W3C's Web Accessibility Initiative (WAI), in coordination with industry, disability organizations, research centers and government, addresses accessibility of the Web through five complementary activities:

- Ensuring that Web technologies support accessibility
- Developing guidelines for accessibility
- Developing tools to evaluate & facilitate accessibility
- Conducting education and outreach
- Coordinating with research and development

WAI is supported in part by funding from the U.S. National Science Foundation and U.S. Department of Education's National Institute on Disability and Rehabilitation Research, as well as other national governments, and industry. WAI's most well-known resources are its guidelines for accessible Web sites, browsers, and authoring tools. It also produces a variety of educational materials and training events on Web accessibility. More information is available at <http://www.w3.org/WAI>.

Contact: Judy Brewer
Director, Web Accessibility Initiative
617-258-9741
jbrewer@w3.org.

Winners on Wheels (WOW)

Winners on Wheels (WOW) is a national non-profit organization with programs designed for youth in wheelchairs. We call our participants Winners. The WOW programs aim to create an environment that encourages self-esteem, independence, and empowerment through activities done in groups (Circles) or

individually via our write in program (Kids Connection) and Online Internet activities (Wheels Online). In each instance the activities the Winners work on "Wheels," are based on a scouting type of curriculum separated into six activities (Spokes) each. When a Winner completes all six Spokes he/she is then rewarded with a badge designed specifically for that Wheel.

Promoting our program online has been a main focus of 1999 and is for the year 2000 and beyond. Several foundations have granted funds for converting our Wheels for individual and interactive Online use. With that The California Endowment has also granted funds for our National office to buy and distribute 9 laptop computers to Circles across the country. Another grant recently received will give us the opportunity to deliver these laptops and provide a web camp day of instruction with delivery.

Contact: John Houseman,
Executive Director
800-969-8255 ext. 02887
559-294-2887
or
Stephanie King
Winners On Wheels
800-969-8255 extension 02344
email: stephking@wowusa.com

March 7, 2000

MEMORANDUM TO GENE SPERLING

FROM: TOM KALIL
GIGI GEORGES
NATASHA BILIMORIA

SUBJECT: DIGITAL DIVIDE UPDATE AND DISCUSSION ITEMS FOR TOMORROW'S
DIGITAL DIVIDE MEETING

This memo includes a proposed itinerary to initiate serious site discussions and an update on corporate commitments to date.

I. Itinerary Options for April Trip

You could lay out options for how the trip would move in order to get buy in for possible event ideas as well as site locations. We are assuming the trip can accommodate either four or five stops: two on day one, two on day two, and a possible morning event on day three.

Thematically, we suggest the following:

Day One: Morning – Schools/Education Technology

Afternoon – Native Americans

Day Two: Morning - Families/Adult Access and IT Training for Workers

Afternoon – Connected Communities

Day Three (possible):

Morning – Communities/Legislative Action

Day One, Morning Event:

- **Recommendation:** Kick off with a school-based event in East Palo Alto, CA.
- Since the first event will attract the most attention, we could have the CEO roundtable (i.e., Bill Gates, Steve Case, Carly Fiorina, etc) with a focus on education.
- Would be broadcast via satellite to a number of different schools around the country where students and teachers would interact with the roundtable participants.
- The President could announce all of our School and Ed Tech commitments:
 - Agreements by PTA, NSBA to survey schools
 - Commitments from teacher colleges to help train all new teachers

- Also include the major deliverables that will not be a focus at any of the other events.

Day One, Afternoon Event:

- **Recommendation:** Fly to a Native American reservation where the President would announce all of our efforts and commitments to Native Americans. Strong recommendation for coordinating a bipartisan event in New Mexico.
- CISCO is currently putting together a commitment proposal for Native Americans.
- Include commitments from companies that would host Native American e-commerce websites.
- Commerce, SBA and USDA are looking into possible deliverables at specific locations in Indian Country, including New Mexico, Montana, and Nevada.

Day Two, Morning Event:

- **Option 1:** Begin the day in either a Midwestern or Southern city. Possible options include cities in Minnesota, Ohio, Pennsylvania, Mississippi.
- This might include an event at one of HUD's Neighborhood Network sites or a Community Technology Center – i.e., POWERUP site -- where the President could highlight:
 - the Neighborhood Networks program increase from 500 to 1000 centers
 - the commitment of \$32.5 million to expand the number of CTCs to XX (DOE is providing us with the exact number)
 - a major corporate commitment: for example, AOL scaling up the number of POWERUP sites
- This option could include celebrity/sports star participation to highlight the motivation piece, including similar events at satellite locations.
- Could also announce PSA "No fear, no shame" campaign.
- **Option 2:** Begin the day in Detroit, and focus the event around home access and technology training. This might include an event with Big Three Auto Companies, highlighting both existing and new home access commitments and employee technology training.
- PeoplePC has told us they are aggressively working on getting the GM and Daimler-Chrysler to follow Ford's lead by providing their employees with computers and low-price Internet access. Also talking to other major companies and unions to replicate the program that Ford launched (NOTE: this information is business confidential). They suggested that an event in Detroit could include a photo opportunity with Ford providing computers to their employees.
- **NOTE:** Choosing Detroit could significantly contribute to making the deliverable a reality.

Day Two, Afternoon Event:

- **Option 1:** Go to Boston to highlight what can be done when local government takes an active role in building partnerships with the private sector to serve communities needs. Also can use this forum to announce Connected Communities Day in the fall.
- Boston is a good candidate for this given the Mayor's comprehensive efforts to bring technology companies and efforts together throughout the city. Boston efforts include: 80 CTCs and 26 libraries, TechBoston: a high tech certification program for middle and high school kids, and Technology Goes Home: a home access and training program for low-income families.
- Can include new commitments from some of the Internet start-up companies located on Route 128.
- **Option 2:** Go to New York City to highlight Computers For Youth (CFY), a program that solicits Pentium computers from the New York City business community, has them repaired by students in a vocational program in East Harlem, and then distributes them to an inner-city school where they provide computers to all the families who have children attending that school, as well as the teachers and parents and they train them to use the computers collectively. The program is aiming to scale up their program from 250 computers to tens of thousands computers by the end of the school year. **NOTE:** This commitment is not finalized, but could be if we pushed it.
- This event could include participation by key NY based Internet and multimedia companies that are part of a group of companies known as "Silicon Alley."

OPTIONAL Day Three, Morning Event:

- **Recommendation:** An event in DC to bring together a congressional rally on closing the digital divide. The President could announce commitments to the DC area from Northern Virginia companies as well as emphasize the need for legislative action on closing the digital divide.

Each event would utilize technology to expand it to a number of different sites around the country.

II. Proposals for Commitments

- **3Com:** The new Connected Entrepreneur Awards Program is a quarterly award program highlighting successful small businesses that use networking technology to offer innovative products and/or services to their communities. The Program enables 3Com and the YWCA of the U.S.A. to encourage small businesses to institute mentor programs that educate youth, particularly young girls and women, to the benefits of high technology in the workplace and to create an overall positive learning experience. **NOTE:** This program is currently focused in New York, however we are talking with them about scaling up and expanding the program for the April trip.
- **AOL:** They will get back to us by COB Thursday with a specific commitment, although they have discussed scaling up the number of PowerUP sites for the trip. In addition, AOL also has project in

development called "Technology Works" which is a regional support center, placed in DC that will provide technical assistance and support to non-profit organizations.

- **AT&T:** They are prepared to announce a \$1.2 million grant over four years to create an Academy of Information Technology, a high-school curriculum to prepare students for the IT industry, in one of the following sites: Miami, Pittsburgh, Oakland, and Rio Grande Valley (TX). They are also working on additional commitments to provide grants to universities for technology training.
- **Yahoo!:** They are creating a program called Camp Yahoo to train the trainers, working with the Boys and Girls Clubs and other community Technology Centers. They are also providing \$1 million in internet PSAs to recruit technology volunteers to Americorps and other volunteer organizations.

III. Pending Commitments

- **Cisco Systems:** We know that he is interested in teacher training and that Cisco is working on broadband technology which would be well-suited for a commitment to a Native American/rural site.
- **Qualcomm:** Working on launching a new high-speed modem able to connect to the Internet 150 times faster than other modems. This announcement could be made on an Indian reservation or another rural location.
- **SBC Communications:** OPL is working on a commitment to build on the work SBC is already doing -- including its efforts to provide high-speed internet access (ADSL) to underserved communities (note: major focus currently in California).
- **Enron:** Investing in minority-owned high-tech companies. They have a pending commitment with an Internet auction site, but we are following up to get further details on this partnership.
- **People PC:** Working on getting the GM and Daimler-Chrysler to follow Ford's lead by providing their employees with computers and low-price Internet access. Also talking to other major companies and unions to replicate the program that Ford launched (NOTE: this information is business confidential). They suggested an event in Detroit that would include a photo opportunity with Ford providing computers to their employees.
- **NorthPoint Communications:** They are currently in discussions with HUD regarding its Neighborhood Networks as well as USDA's Rural Empowerment Zone program. NorthPoint Communications provides high-speed Internet access over existing phone lines using DSL technology. They are willing to make a "substantial" commitment for the trip.
- **GovWorks.com:** The company is in the process of relocating its corporate headquarters to Harlem. It will be the anchor tenant in a Harlem Technology Cluster and hopes to attract several other technology companies to the area. The Technology Cluster will include an incubation space and a technical training facility designed to help increase career opportunities in Harlem. It will also provide the tenant companies with greater access to individuals who complete programs and have developed strong technical skills.

- **Other Possible Major Corporate Commitments**

- Microsoft/Gates Foundation
- John Doerr
- Hewlett-Packard
- Radio Shack/Tandy

IV. Commitment Follow-Up

- You and Mary Beth will have met with Civil Rights group leaders and are scheduled to meet with Hispanic Leaders (Thursday) and Disability community representatives (Friday).
- We have sent out letters to 35 CEOs describing our goals, asking for sign on to the Call to Action, and participation in the April trip.
- OPL is doing follow-up with the Washington Reps. from each of these corporations. NEC is also following up with corporate staffers, agency liaisons and others.

Tuesday, March 7, 2000

MEMORANDUM TO GENE SPERLING

FROM: NATASHA BILIMORIA

SUBJECT: AFRICAN AMERICAN MEETING ON THE DIGITAL DIVIDE TOUR

Time and Location

Wednesday, March 8, 2000, 1:30pm in First Lady's Office, Room 100.

Speakers

YOU

Mary Beth Cahill

Jay Dunn

Guests (10)

Brian Maillian, President, Whitestone Capital, Inc. & FreedomCardUSA.com

Darien Dash, CEO, DME Interactive, Inc.

Jonathan Jackson, OneNetnow.com & Rainbow/PUSH Coalition

John Templeton, Co - Coveyner, Coalition for Fair Employment in Silicon Valley & Executive Editor, BlackMoney.Com

James Bonds, President, BoardRoom Presentations, Inc. & BridgingTheDivide.Org

Wade Henderson or Brian Komar, Executive Director, Leadership Conference on Civil Rights (LCCR) or Technology Director, LCCR

Hilary Shelton, Director, NAACP Washington Bureau

Dr. Bill Spriggs, Director, National Urban League Research and Public Policy Department

Dr. Yvonne Scruggs Leftwich, Executive Director, Black Leadership Forum

Ms. Sullivan Robinson, Executive Director, Congress of National Black Churches

Ken Sain, Partner Relations Director, PowerUp: Bridging the Digital Divide

Format

- Jay Dunn will introduce **YOU** and Mary Beth to audience.
- Jay will provide a brief introduction of Mary Beth.
- Mary Beth will welcome the audience to the White House and will introduce **YOU**.
- **YOU** will make a brief presentation which will focus on the both the policy and trip goals and what we hope to accomplish after the trip. In addition, **YOU** can talk about how the attendees could participate on the call to action, the trip and future activities.
- **YOU** will open the discussion for questions and statements [**NOTE:** Mary Beth will field questions and comments].

Purpose

To discuss the President's upcoming New Markets Tour on the Digital Divide and provide constituents with an opportunity to present their ideas on issues the Administration should consider incorporating into the tour.

Background

Two weeks ago, OPL hosted a constituency briefing on the President's upcoming New Markets Tour on the Digital Divide. The briefing discussed the President's plan to travel with CEOs, civic leaders, and a bipartisan delegation of Members of Congress to specifically focus on new and expanded efforts that companies and organizations are undertaking related to the digital divide in underserved areas of the country.

At the briefing, the audience expressed an interest for the Administration to provide separate meetings where constituents could share their ideas concerning the digital divide and the upcoming tour. This meeting will provide an opportunity for constituency input.

The following is a general overview on the key African American companies and organizations interested in the digital divide. A representative from each company and organization will be present tomorrow to elaborate on their involvement.

Internet Companies(5)

Darien Dash, Founder & CEO

DME Interactive Holdings, Inc.
Englewood Cliffs NJ

- DME Interactive Holdings Inc., founded in 1994, is the first publicly traded African American owned Advanced Technology agency. Its mission statement: "Expanding the Hardware and Software Infrastructure within Minority Communities."
- DME Interactive Holdings specializes in all forms of interactive development and consultation:
 - ✓ **Strategy** - High End Strategy and Online Business Development;
 - ✓ **Programming** - Java, C/ C++, SQL, HTML, DHTML, Cold Fusion;
 - ✓ **Design** - PhotoShop; Illustrator, Quark, Macromedia Director, Dreamweaver, Flash;
 - ✓ **Hosting Services** - Shared, dedicated or co-location services;
 - ✓ **Marketing** - Online and Off-line marketing strategies and campaigns;
 - ✓ **Ad Sales** - Targeted solutions created to attract the advertising and sponsorship markets.
- As the first African American owned technology company to be publicly traded, it started out offering consultation and development services for noted African American recording artist and companies like LaFace Records, MSBET, Def Jam, Peeps Republic, So So Def, Maxwell, MS-BET, HBO HomeVideo, Loud Records, Flavor Unit Entertainment.
- Today, it is known as a major contributor to the "Urban New Media" space within Silicon Alley. They recently announced its newest initiative to expand the Hardware infrastructure

within minority communities called "Plug In or Get Shut Out." Current clients include notables such as motown.com; HBOHomeVideo.com; and msbet.com/actionppv.

- DME Interactive currently has a partnership with AOL to bridge the digital divide. Their partnership will develop an urban branded ISP targeted towards African Americans and Hispanics/Latinos.
- DME Interactive's newest initiative focuses bridging the digital divide by expanding the Hardware infrastructure within minority communities. DME Interactive Holdings wants to provide hardware access to African American and Hispanic markets through a program they call, "Plug In or Get Shut Out." They are close to finalizing a deal with IBM, Gateway, and other companies to help in this effort.

Brian Maillian

Whitestone Capital Group, Inc./Freedomcardusa.com
New York, NY & Marina Del Ray, CA

- Brian Maillian is the President and CEO of Whitestone Capital Group, Inc. He is also a Board Member of The FreedomCard USA, Inc. (FCI). FCI is a minority business enterprise that offers financial services targeted to several key markets: urban consumers, multi-ethnic populations, large financial institutions interested in fulfilling their Community Reinvestment Act (CRA) requirements and commitments, and minority institutions lacking capital to create the infrastructure to manage credit card programs.
- The purpose of the FreedomCard is to improve and enhance the quality of life for the urban consumer and small business owner in need of credit services. FreedomCard offers credit products for the sub-prime market and the low to moderate-income consumer who resides in the major cities of America, as well as those with excellent established credit.
- FreedomCard is committed to re-investing a portion of its profits in the economic development (would provide funding to financial literacy training) of this marketplace. They also help non-profit organizations raise funds for their community programs through their Distributor Program. Its majority shareholders are Wesley R. Buford, Founder and Chairman, and John S. Chalsty, Chairman of Donaldson Lufkin Jenrette.
- FCI sees itself as a capital solution to bridging the digital divide. As a premier financial service targeted in the urban marketplace, FCI proposes to offer low to moderate-income consumers an opportunity to participate in the technology industry by gaining credit acceptance to log onto the information highway.

Jonathan Jackson (Tentatively . Someone else may represent.)

OneNetNow.Com/ Rainbow/PUSH Coalition
Los Angeles, CA

- OneNetNow.com is considered the first online community Web site specifically designed to bridge the Digital Divide by providing content, community and e-commerce relevant to

multi-ethnic groups. By proactively reaching out to Latinos, African Americans, Asians, Native Americans and other minority groups, OneNetNow.com hopes to be a culturally diverse online community that allows its members to connect through common interests and create interactive dialogue.

- Basic services include email, chat, homepages, audio and video streaming, online publishing tools, community bulletin boards, online events and e-commerce.
- Was launched by CEO Carlton Jenkins and the board includes Reverend Jesse Jackson, Edward James Olmos, Andrew Shue, Kenneth "Babyface" Edmonds, Linda Johnson Rice, Monica Lozano, and Sammy Sosa.

John Templeton, Co - Convenor

Coalition for Fair Employment in Silicon Valley
Executive Editor, BlackMoney.Com
Oakland, CA

- Mr. Templeton is the co-covenor of the coalition called, "The Coalition for Fair Employment in Silicon Valley." This coalition produced the report entitled: Silicon Ceiling: Solutions for Closing the Digital Divide. It is a 600-page report which reported on 253 high-tech federal contractors. More than 70% of African Americans surveyed reported workplace discrimination. "Only 26 of the 253 companies achieved the Bay Area norm for African-American employees, despite the presence of 300,000 blacks in high-tech jobs nationally--including 150,000 systems analysts and programmers--and despite the existence of 1 million black military veterans under 35 with technical training."

James Bond

BridgingtheDivide.org & BoardRoom Presentations, Inc.
Chadds Ford, PA

- In February , BoardRoom Presentations hosted a digital divide conference in Delaware. Over 400 people attended from around the country to help discuss ways to bridge the digital divide.
- Bond attended the last White House briefing on the digital divide . He made a statement that he wanted to share with the Administration some of the ideas and solutions presented from the conference. This meeting provides an opportunity for him to present some of them.

Civil Rights Community (6)

Dr. Bill Spriggs, Director, Research and Public Policy
National Urban League (NUL)
Washington, DC & New York, NY

- The NUL has a program called "Computers for Learning" which places hundreds of thousands of computers in the Nation's classrooms and prepares children to contribute and

compete in the 21st century. The program is designed to donate surplus Federal computer equipment to schools and educational nonprofits, giving special consideration to those with the greatest need. NUL recently embarked on a partnership with DME Interactive to help plug young Americans from the minority community and their families with computers.

Wade Henderson, Executive Director or Brian Komar, Technology Director LCCR
Washington, DC

- LCCR is a coalition organization representing over 40 civil rights based groups. Their involvement with technology and the digital divide encompasses helping to close the digital divide in all segments of society in America. LCCR believes closing the digital divide requires reaching people on the rural areas and being able to account for all minorities by the use of Census 2000. LCCR is working to make it accessible for people to enter into the technology field by promoting linkages with the private sector community who are in fight against the digital divide.
- **NOTE:** You should be aware that the Leadership Conference made the suggestion to contact the Ad Council regarding PSAs. They have also agreed to circulate our Call to Action to their coalition.

Hilary Shelton, Director
NAACP Washington Bureau
Washington, DC & Baltimore, MD

- The NAACP, the country's largest and oldest civil rights organization has made technology issues a priority this year.
- They see the digital divide as a social justice issue. They are interested in making sure minorities have equal accessibility to technology opportunities and information.

Ms. Sullivan Robinson, Director
Congress of National Black Churches (CNBC)
Washington, DC

- CNBC is a umbrella organization for the eight religious denominational organizations: African Methodist Episcopal; African Methodist Episcopal Zion; Christian Methodist Episcopal; Church of God in Christ; National Baptist Convention of America, Inc.; National Baptist Convention, USA, Inc.; National Missionary Baptist Convention of America; and Progressive National Baptist Convention, Inc.
- They are currently involved in negotiating relationships with the private sector to develop partnerships with some of their organizations to help bridge the digital divide in the African American constituency and religious community.

Dr Yvonne Scruggs Leftwich, Executive Director
Black Leadership Forum (BLF)
Washington, DC

- BLF is the umbrella organization for 25 of the major African American Civil Rights Organizations. BLF is currently involved in negotiating relationships with the private sector to develop partnerships with some of their organizations to help bridge the digital divide.

Ken Sain, Partner Relations Director
PowerUP: Bridging the Digital Divide
Washington, DC

PowerUP: Bridging the Digital Divide is comprised of more than a dozen nonprofit organizations, major corporations and federal agencies that have joined together to launch a major new multimillion dollar initiative to help ensure that America's underserved young people acquire the skills, experiences and resources they need to succeed in the digital age.

The new initiative, called PowerUP, is a unique partnership to give underserved youth access to technology and guidance on how to use it. Based in schools and community centers around the country, PowerUP will provide young people with access to the wide range of content and information on the Internet and also help them develop additional skills they need to succeed in the 21st century. PowerUP has been established as a commitment to America's Promise "The Alliance for Youth."

Created as a nonprofit organization, PowerUP is guided by a board of directors chaired by Steve Case, Chairman and CEO, America Online and includes: Erskine Bowles, partner at Forstmann Little and former White House chief of staff; Jean Case, President of the Case Foundation; Carly Fiorina, President and CEO of Hewlett-Packard; Jack Kemp, Co-Director of Empower America; Sam Nunn, Partner at King and Spalding and former U.S. Senator; Leon Panetta, Director of the Panetta Institute and former Director of OMB and White House chief of staff; General Colin Powell, Chairman of America's Promise; Franklin Raines, Chairman and CEO of Fannie Mae; and Roger Staubach, Chairman and CEO, The Staubach Company; Ted Waitt, Chairman and CEO, Gateway.



**FROM DIGITAL DIVIDE TO
DIGITAL OPPORTUNITY:**

**THE PRESIDENT'S
NATIONAL CHALLENGE**

TABLE OF CONTENTS

- I. **The Goals of Digital Opportunity**
- II. **Elements of a National Partnership**
- III. **The Administration's Proposals for Digital
Opportunity**

FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY

Access to computers and the Internet and the ability to use this technology effectively are becoming increasingly important for full participation in America's economic, political and social life. While computer and Internet access has exploded during the Clinton-Gore Administration, America faces a "digital divide" -- a gap between those who have access to Information Age tools and the skills to use them and those who don't.

America has an important choice to make. We can allow unequal access to deepen divisions along the lines of race, income, education level, and geography, or we can use technology to help make the American dream a reality for more citizens. The Clinton-Gore Administration is committed to doing its part to ensure that all Americans benefit from opportunities created by information technology. But the government can not and should not do this alone. We need to build partnerships and develop a comprehensive approach to bringing digital opportunity to all Americans.

That is why we are asking you to build on actions you are already taking by agreeing to:

- Support the President's National Challenge to bridge the digital divide by agreeing to devote time and energy toward bringing digital opportunity to more Americans.
- Make new and innovative commitments to schools, families and local communities.
- Participate in the President's New Markets trip during the week of April 9th
- Support legislative initiatives designed to bridge the Digital Divide.

Your willingness to participate in these efforts will go a long way toward meeting two urgent and critical goals: to bring digital opportunity to every child in every school and to under-served families and communities.

GOAL ONE: 21ST CENTURY LEARNING TOOLS FOR EVERY CHILD IN EVERY SCHOOL

For children to succeed, they need to master basic skills at an early age. A critical element of this is the need for information and technological literacy. To help achieve these aims, we must focus on a comprehensive approach to integrating technology into teaching and learning while recognizing that -- as powerful as computers are -- they are no substitute for an inspiring teacher or a loving parent. Together, we must:

1. Connect every classroom and school to the Internet
2. Ensure that students have computer access, ideally at a ratio of 1 computer for every 4-5 students
3. Ensure that teachers are technologically literate and can integrate technology into the curriculum
4. Make available high quality educational software and resources

GOAL TWO: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY

To ensure that no family or community is left behind, we must:

1. Set the long-term goal of making access to the Internet in the home universal
2. Bring technology to every community -- urban and rural -- through Community Technology Centers and high-speed networks
3. Give adults and young adults the skills they need to use information technology and compete for jobs in the IT sector
4. Motivate and inspire more people to appreciate the value of "getting connected"

ELEMENTS OF A NATIONAL PARTNERSHIP

We can only reach our goals by developing strong partnerships between government, industry, and the rich mosaic of America's civil society -- educators, labor unions, librarians, civil rights leaders, faith-based organizations, foundations, and volunteers, and community-based organizations. We must also recognize that while competition, market forces, technological progress and new business models will help expand access by lowering the price of Internet access, computers, and "information appliances," access to technology is only one piece of the puzzle.

That is why we are urging that we agree to take a comprehensive approach: addressing not only Internet access and hardware, but the creation of quality content and applications, effective training, the development of information literacy, and intensive support and guidance from teachers and mentors. We must also make a special effort to find ways to motivate and inspire those who are not connected to see the value of participating in the Information Revolution.

By pledging to take on specific challenges in the overall effort -- beginning with some of the items outlined below -- you can make a tremendous difference in the lives of millions of American children and families.* We also encourage other ideas and commitments to help bring digital opportunity to all Americans in a sustained and thorough way.

GOAL 1: 21ST CENTURY LEARNING TOOLS FOR EVERY CHILD IN EVERY SCHOOL

Taking Action to Meet All Aspects of the Goal

- Make every school a model school by providing a comprehensive approach to education technology.
 - ✓ Examples of partnerships that have taken this comprehensive approach include PowerUP (with support from AOL, Case Foundation, Gateway, HP, Sun, and Americorps), the Joint Venture Silicon Valley "21st Century Education Initiative," and the "NextDay" project of NetDay.
- Match the Administration's Investment in the Technology Literacy Challenge Fund.
 - ✓ The Administration is proposing an increase from \$425 million to \$450 million to help states and local communities meet all four components of the goal.
- Work with local parents' groups to develop and complete school-wide surveys to determine which of the goal's four components are being met.
- Offer experts from universities and corporations to work full or part-time in schools -- devoting their knowledge and energy to helping schools achieve all four parts of the goal.

* : Examples are for illustrative purposes only -- there are many other companies and non-profits that are working to bridge the digital divide.

Connecting Every Classroom and Library to the Internet

- Continue support for the E-rate
 - ✓ E-Rate has provided \$3.65 billion in support Internet connections in schools and libraries over the last two years -- with the deepest discounts to the poorest schools that need it most.
- Continue volunteer efforts such as NetDay, TechCorps, and the “High Speed Education Connection” of the cable TV industry.

Providing Schools with the Computers they Require

- Donate computers to schools and libraries to bring greater access to technology to children and families
 - ✓ The Administration is extending and expanding an enhanced tax deduction to allow companies to deduct more than the cost of their donation.

Training Teachers to Use Technology Effectively in the Classroom

- Develop partnerships to provide technology training to all new and existing teachers.
 - ✓ The Administration has set a goal of training all new teachers to use technology, and has proposed \$150 million to help meet this goal, which companies can support by partnering with schools of education.
 - ✓ The CEO Forum has developed a detailed set of goals for how schools of education and states can work to ensure that all teachers are prepared to teach using technology.
 - ✓ Several companies (e.g. Intel, Microsoft, AT&T) are also devoting significant resources to training existing teachers with summer academies, and follow-up support during the course of the school year.

Providing Compelling Content

- Create a Digital Library for Education to help students and teachers find quality content on the Internet.
 - ✓ The Administration is proposing \$41 million for an initiative to expand access to high-quality Internet-based educational resources, and to make it easier for parents, teachers and students to find compelling content by grade level and subject area.
 - ✓ Several companies (e.g. Ameritech, MCI WorldCom) have partnered with government agencies to offer intensive training to teachers so they can develop content, and have provided grants to institutions to digitize special collections (such as the Library of Congress “American Memory” project).

Motivating Young People to Learn and Use Technology to its Fullest Potential.

- Motivate and train youth for careers in information technology
 - ✓ Companies such as Cisco, 3Com and Novell have launched programs which help prepare students for high-paying jobs in the IT sector.
- Develop Public Service Announcements with celebrities
 - ✓ Sports and entertainment stars can agree to do PSAs showing them using the computers and explaining why they are excited about the Internet, and why mastering these new tools is so important.
 - ✓ Develop Public Service Announcements with celebrities to motivate young people and adults to use computers and explore the Internet -- including a "no fear, no shame" campaign for those adults who may be reluctant to admit that they don't know how to use technology.
 - ✓ This kind of campaign would also be important for adults -- many of whom might be afraid to admit that they don't know how to use technology.

GOAL 2: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY

Expanding Home Access

- Provide computers and Internet services to your employees and their families.
 - ✓ Leading U.S. companies such as Ford and Delta have determined that providing their employees with computers and Internet access at reduced rates is critical to upgrading the skills of their employees.
 - ✓ The Administration has proposed \$50 million for a pilot project to expand home access for low-income families. Companies can support local projects through free or discounted hardware, software, Internet access and training. Pilots are being supported by Computers For Youth, Microsoft, Bell Atlantic, IBM, and "Clickstart."

Creating more Community Technology Centers

- Donate all aspects of technology to help provide national coverage through Community Technology Centers (CTCs). CTCs provide children and adults a place to go where technology and assistance is available to them—including everything from conducting job searches to finding child care to providing children with structured after-school programs.
 - ✓ The Administration is proposing to expand its investment in CTCs from \$32.5 million to \$100 million—to create up to 1,000 new centers.
 - ✓ By extending and expanding an enhanced tax deduction, the Administration encourages companies to donate equipment, software, Internet access, support and instructors to expand the number of CTCs.

Providing Greater Training to Allow all Individuals to Fully Participate in the Digital Economy

- Offer training and internships to prepare more minorities and low-income workers for IT sector jobs
 - ✓ Information Technology Association of America is leading efforts to expand the number of minority internships in IT companies. Other companies and non-profits are getting positive results by providing IT training to people who are unemployed, on welfare, or holding minimum-wage jobs.
 - ✓ One California-based non-profit (OpNet) has been able to help people who were unemployed or making an average of \$6 per hour compete successfully for jobs paying up to \$45,000 year. Another consortium of Northern California companies has launched a project called "Welfare-to-Web" to provide the training people need to make the transition from welfare to high-tech jobs.
- Provide Basic Technology Training to Workers
 - ✓ Companies can take advantage of the President's tax credit and provide their employees with basic computer training, workplace literacy or other basic education.
- Increase access to "information literacy" skills
 - ✓ According to the American Library Association, an information literate person is "able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively." Companies can donate the computers and Internet access that librarians need to provide people with these skills.

Providing Content and Applications that will Help Empower Low-Income Communities

- Develop content to help families access quality information and resources to meet their everyday needs
 - ✓ Examples might include compelling courseware for adult literacy, adult basic education, English as a Second Language, or the skills needed to start a "micro-enterprise."
 - ✓ Companies, state and local government agencies and non-profits can also collaborate to develop "portals" that would provide one-stop access to content particularly relevant to the needs of low-income families — such as child care, transportation, employment opportunities, and social services.
 - ✓ The Administration is proposing to triple its investment in the Technology Opportunities Program (to \$45 million), which has supported many innovative applications of information technology.

Bringing Advanced Technology to Isolated Rural Communities and to Indian Country

- Ensure that Native Americans participate in the New Economy. The Native American community can benefit from training for IT jobs, access to broadband networks that can help bring technology-related employment, e-commerce solutions for Native American small businesses, and the use of technology to preserve and share Native American culture.
 - ✓ The Administration proposes \$10 million for grants to tribal colleges for networking and access; course development; student assistance; and capacity building.

- Develop innovative business models and new technologies to deploy advanced services to rural America.
- ✓ The Administration has proposed several hundred million in loan guarantees to accelerate the deployment of broadband wireline and wireless networks to rural America.
- ✓ Companies are developing broadband technologies that can be cost-effectively deployed.
- ✓ Companies are exploring ways to bring fiber optic networks to rural states if users can pool their purchasing power.

Ensuring that Information Technologies and the Internet are Accessible to People with Disabilities

- Make the Web and information technology accessible for people with disabilities.
- ✓ The Administration and Internet companies are co-funding the “Web Accessibility Initiative” through the World Wide Web Consortium (W3C). Internet and e-commerce companies can move to adopt Web accessibility standards being developed by the W3C for Web content, browsers and authoring tools.
- ✓ Many telecommunications companies are working to enhance the accessibility of their products to meet the requirements of Section 255 of the Telecommunications Act of 1996.
- ✓ The Administration is proposing increased funding to improve the state-of-the-art of assistive technology, and to make it more affordable for people with disabilities.

FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY

Access to computers and the Internet and the ability to use this technology effectively are becoming increasingly important for full participation in America's economic, political and social life. While computer and Internet access has exploded during the Clinton-Gore Administration, America faces a "digital divide" -- a gap between those who have access to Information Age tools and the skills to use them and those who don't.

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- Offer experts from universities and corporations to work full or part-time in schools -- devoting their knowledge and energy to helping schools achieve all four parts of the goal.
- Match the Administration's \$450 million investment in the Technology Literacy Challenge Fund -- to help bring comprehensive technology solutions to states and local communities.

Connecting Every Classroom and Library to the Internet

- Continue support for the E-rate to bring Internet connections to our schools and libraries -- with the deepest discounts going to our neediest schools.
- Continue volunteer efforts such as NetDay and TechCorps.

Providing Schools with the Computers they Require

- Donate computers to schools and libraries to bring greater technology access to children and families.

Training Teachers to Use Technology Effectively in the Classroom

- Develop partnerships to help provide technology training to all new and existing teachers.

Providing Compelling Content

- Create a Digital Library for Education to help students and teachers find quality Internet content.

GOAL 2: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY

Expanding Home Access

- Build on the momentum created by a number of employers by providing computers and Internet services at reduced rates to employees and their families.

Creating more Community Technology Centers

- Donate all aspects of technology to help expand the number of Community Technology Centers (CTCs) -- to make computers, Internet access and locally assistance available to children and adults.

Providing Greater Training to Allow all Individuals to Fully Participate in the Digital Economy

- Provide training and internships to prepare minorities and low-income workers for IT sector jobs.
- Provide basic technology training to employees to expand computer expertise and workplace literacy.
- Donate computers and Internet access to libraries to help more Americans develop "information literacy" skills – so that they can more effectively locate, evaluate, and use the information they need.

Motivating People to Learn and Use Technology to its Fullest Potential

- Develop Public Service Announcements with celebrities to motivate young people and adults to use computers and explore the Internet -- including a "no fear, no shame" campaign for those adults who may be reluctant to admit that they don't know how to use technology.

Creating and Providing Content and Applications that will Help Empower Low-Income Communities

- Develop content to help families access quality information and resources to meet their everyday needs -- including child care, transportation, employment opportunities, and social services.

Bringing Advanced Technology to Isolated Rural Communities and to Indian Country

- Provide Native Americans with training for IT jobs, access to broadband networks, e-commerce solutions for small businesses, and the use of technology to preserve Native American culture.
- Develop innovative business models and broadband technologies to deploy advanced services to rural America.

Ensuring that Information Technologies and the Internet are Accessible to People with Disabilities

- Adopt accessibility standards and enhance the accessibility of products to bring the Web and information technology to people with disabilities.

Tuesday, March 7, 2000

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MEMORANDUM TO GENE SPERLING

FROM: NATASHA BILIMORIA

SUBJECT: AFRICAN AMERICAN MEETING ON THE DIGITAL DIVIDE TOUR

480 Apple P.C

Time and Location

Wednesday, March 8, 2000, 1:30pm in First Lady's Office, Room 100.

Speakers

YOU

Mary Beth Cahill

Jay Dunn

Guests (10)

Brian Maillian, President, Whitestone Capital, Inc. & FreedomCardUSA.com

Darien Dash, CEO, DME Interactive, Inc.

Jonathan Jackson, OneNetnow.com & Rainbow/PUSH Coalition

John Templeton, Co - Coveyner, Coalition for Fair Employment in Silicon Valley & Executive Editor, BlackMoney.Com

James Bonds, President, BoardRoom Presentations, Inc. & BridgingTheDivide.Org

Wade Henderson or Brian Komar, Executive Director, Leadership Conference on Civil Rights (LCCR) or Technology Director, LCCR

Hilary Shelton, Director, NAACP Washington Bureau

Dr. Bill Spriggs, Director, National Urban League Research and Public Policy Department

Dr. Yvonne Scruggs Leftwich, Executive Director, Black Leadership Forum

Ms. Sullivan Robinson, Executive Director, Congress of National Black Churches

Ken Sain, Partner Relations Director, PowerUp: Bridging the Digital Divide

Format

- Jay Dunn will introduce YOU and Mary Beth to audience.
- Jay will provide a brief introduction of Mary Beth.
- Mary Beth will welcome the audience to the White House and will introduce YOU.
- YOU will make a brief presentation which will focus on the both the policy and trip goals and what we hope to accomplish after the trip. In addition, YOU can talk about how the attendees could participate on the call to action, the trip and future activities.
- YOU will open the discussion for questions and statements [**NOTE:** Mary Beth will field questions and comments].

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Purpose

To discuss the President's upcoming New Markets Tour on the Digital Divide and provide constituents with an opportunity to present their ideas on issues the Administration should consider incorporating into the tour.

Background

Two weeks ago, OPL hosted a constituency briefing on the President's upcoming New Markets Tour on the Digital Divide. The briefing discussed the President's plan to travel with CEOs, civic leaders, and a bipartisan delegation of Members of Congress to specifically focus on new and expanded efforts that companies and organizations are undertaking related to the digital divide in underserved areas of the country.

At the briefing, the audience expressed an interest for the Administration to provide separate meetings where constituents could share their ideas concerning the digital divide and the upcoming tour. This meeting will provide an opportunity for constituency input.

The following is a general overview on the key African American companies and organizations interested in the digital divide. A representative from each company and organization will be present tomorrow to elaborate on their involvement.

Internet Companies(5)

Darien Dash, Founder & CEO

DME Interactive Holdings, Inc.
Englewood Cliffs NJ

- DME Interactive Holdings Inc., founded in 1994, is the first publicly traded African American owned Advanced Technology agency. Its mission statement: "Expanding the Hardware and Software Infrastructure within Minority Communities."
- DME Interactive Holdings specializes in all forms of interactive development and consultation:
 - ✓ **Strategy** - High End Strategy and Online Business Development;
 - ✓ **Programming** - Java, C/ C++, SQL, HTML, DHTML, Cold Fusion;
 - ✓ **Design** - PhotoShop; Illustrator, Quark, Macromedia Director, Dreamweaver, Flash;
 - ✓ **Hosting Services** - Shared, dedicated or co-location services;
 - ✓ **Marketing** - Online and Off-line marketing strategies and campaigns;
 - ✓ **Ad Sales** - Targeted solutions created to attract the advertising and sponsorship markets.
- As the first African American owned technology company to be publicly traded, it started out offering consultation and development services for noted African American recording artist and companies like LaFace Records, MSBET, Def Jam, Peeps Republic, So So Def, Maxwell, MS-BET, HBO HomeVideo, Loud Records, Flavor Unit Entertainment.
- Today, it is known as a major contributor to the "Urban New Media" space within Silicon Alley. They recently announced its newest initiative to expand the Hardware infrastructure

within minority communities called "Plug In or Get Shut Out." Current clients include notables such as motown.com; HBOHomeVideo.com; and msbet.com/actionppv.

- DME Interactive currently has a partnership with AOL to bridge the digital divide. Their partnership will develop an urban branded ISP targeted towards African Americans and Hispanics/Latinos.
- DME Interactive's newest initiative focuses bridging the digital divide by expanding the Hardware infrastructure within minority communities. DME Interactive Holdings wants to provide hardware access to African American and Hispanic markets through a program they call, "Plug In or Get Shut Out." They are close to finalizing a deal with IBM, Gateway, and other companies to help in this effort.

Brian Maillian

Whitestone Capital Group, Inc./Freedomcardusa.com
New York, NY & Marina Del Ray, CA

- Brian Maillian is the President and CEO of Whitestone Capital Group, Inc. He is also a Board Member of The FreedomCard USA, Inc. (FCI). FCI is a minority business enterprise that offers financial services targeted to several key markets: urban consumers, multi-ethnic populations, large financial institutions interested in fulfilling their Community Reinvestment Act (CRA) requirements and commitments, and minority institutions lacking capital to create the infrastructure to manage credit card programs.
- The purpose of the FreedomCard is to improve and enhance the quality of life for the urban consumer and small business owner in need of credit services. FreedomCard offers credit products for the sub-prime market and the low to moderate-income consumer who resides in the major cities of America, as well as those with excellent established credit.
- FreedomCard is committed to re-investing a portion of its profits in the economic development (would provide funding to financial literacy training) of this marketplace. They also help non-profit organizations raise funds for their community programs through their Distributor Program. Its majority shareholders are Wesley R. Buford, Founder and Chairman, and John S. Chalsty, Chairman of Donaldson Lufkin Jenrette.
- FCI sees itself as a capital solution to bridging the digital divide. As a premier financial service targeted in the urban marketplace, FCI proposes to offer low to moderate-income consumers an opportunity to participate in the technology industry by gaining credit acceptance to log onto the information highway.

Jonathan Jackson (Tentatively . Someone else may represent.)

OneNetNow.Com/ Rainbow/PUSH Coalition
Los Angeles, CA

- OneNetNow.com is considered the first online community Web site specifically designed to bridge the Digital Divide by providing content, community and e-commerce relevant to

multi-ethnic groups. By proactively reaching out to Latinos, African Americans, Asians, Native Americans and other minority groups, OneNetNow.com hopes to be a culturally diverse online community that allows its members to connect through common interests and create interactive dialogue.

- Basic services include email, chat, homepages, audio and video streaming, online publishing tools, community bulletin boards, online events and e-commerce.
- Was launched by CEO Carlton Jenkins and the board includes Reverend Jesse Jackson, Edward James Olmos, Andrew Shue, Kenneth "Babyface" Edmonds, Linda Johnson Rice, Monica Lozano, and Sammy Sosa.

John Templeton, Co - Convenor

Coalition for Fair Employment in Silicon Valley
Executive Editor, BlackMoney.Com
Oakland, CA

- Mr. Templeton is the co-covenor of the coalition called, "The Coalition for Fair Employment in Silicon Valley." This coalition produced the report entitled: Silicon Ceiling: Solutions for Closing the Digital Divide. It is a 600-page report which reported on 253 high-tech federal contractors. More than 70% of African Americans surveyed reported workplace discrimination. "Only 26 of the 253 companies achieved the Bay Area norm for African-American employees, despite the presence of 300,000 blacks in high-tech jobs nationally--including 150,000 systems analysts and programmers--and despite the existence of 1 million black military veterans under 35 with technical training."

James Bond

BridgingtheDivide.org & BoardRoom Presentations, Inc.
Chadds Ford, PA

- In February, BoardRoom Presentations hosted a digital divide conference in Delaware. Over 400 people attended from around the country to help discuss ways to bridge the digital divide.
- Bond attended the last White House briefing on the digital divide. He made a statement that he wanted to share with the Administration some of the ideas and solutions presented from the conference. This meeting provides an opportunity for him to present some of them.

Civil Rights Community (6)

Dr. Bill Spriggs, Director, Research and Public Policy
National Urban League (NUL)
Washington, DC & New York, NY

- The NUL has a program called "Computers for Learning" which places hundreds of thousands of computers in the Nation's classrooms and prepares children to contribute and

compete in the 21st century. The program is designed to donate surplus Federal computer equipment to schools and educational nonprofits, giving special consideration to those with the greatest need. NUL recently embarked on a partnership with DME Interactive to help plug young Americans from the minority community and their families with computers.

Wade Henderson, Executive Director or Brian Komar, Technology Director LCCR

Washington, DC

- LCCR is a coalition organization representing over 40 civil rights based groups. Their involvement with technology and the digital divide encompasses helping to close the digital divide in all segments of society in America. LCCR believes closing the digital divide requires reaching people on the rural areas and being able to account for all minorities by the use of Census 2000. LCCR is working to make it accessible for people to enter into the technology field by promoting linkages with the private sector community who are in fight against the digital divide.
- **NOTE:** You should be aware that the Leadership Conference made the suggestion to contact the Ad Council regarding PSAs. They have also agreed to circulate our Call to Action to their coalition.

Hilary Shelton, Director

NAACP Washington Bureau

Washington, DC & Baltimore, MD

- The NAACP, the country's largest and oldest civil rights organization has made technology issues a priority this year.
- They see the digital divide as a social justice issue. They are interested in making sure minorities have equal accessibility to technology opportunities and information.

Ms. Sullivan Robinson, Director

Congress of National Black Churches (CNBC)

Washington, DC

- CNBC is a umbrella organization for the eight religious denominational organizations: African Methodist Episcopal; African Methodist Episcopal Zion; Christian Methodist Episcopal; Church of God in Christ; National Baptist Convention of America, Inc.; National Baptist Convention, USA, Inc.; National Missionary Baptist Convention of America; and Progressive National Baptist Convention, Inc.
- They are currently involved in negotiating relationships with the private sector to develop partnerships with some of their organizations to help bridge the digital divide in the African American constituency and religious community.

Dr Yvonne Scruggs Leftwich, Executive Director

Black Leadership Forum (BLF)
Washington, DC

- BLF is the umbrella organization for 25 of the major African American Civil Rights Organizations. BLF is currently involved in negotiating relationships with the private sector to develop partnerships with some of their organizations to help bridge the digital divide.

Ken Sain, Partner Relations Director

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March 7, 2000

MEMORANDUM TO GENE SPERLING

FROM: TOM KALIL
GIGI GEORGES
NATASHA BILIMORIA

SUBJECT: DIGITAL DIVIDE UPDATE AND DISCUSSION ITEMS FOR TOMORROW'S
DIGITAL DIVIDE MEETING

This memo includes a proposed itinerary to initiate serious site discussions and an update on corporate commitments to date.

I. Itinerary Options for April Trip

You could lay out options for how the trip would move in order to get buy in for possible event ideas as well as site locations. We are assuming the trip can accommodate either four or five stops: two on day one, two on day two, and a possible morning event on day three.

Thematically, we suggest the following:

Day One: Morning – Schools/Education Technology

Afternoon – Native Americans

Day Two: Morning - Families/Adult Access and IT Training for Workers

Afternoon – Connected Communities

Day Three (possible):

Morning – Communities/Legislative Action

Day One, Morning Event:

- **Recommendation:** Kick off with a school-based event in East Palo Alto, CA.
- Since the first event will attract the most attention, we could have the CEO roundtable (i.e., Bill Gates, Steve Case, Carly Fiorina, etc) with a focus on education.
- Would be broadcast via satellite to a number of different schools around the country where students and teachers would interact with the roundtable participants.
- The President could announce all of our School and Ed Tech commitments:
 - Agreements by PTA, NSBA to survey schools
 - Commitments from teacher colleges to help train all new teachers

- Also include the major deliverables that will not be a focus at any of the other events.

Day One, Afternoon Event:

- **Recommendation:** Fly to a Native American reservation where the President would announce all of our efforts and commitments to Native Americans. Strong recommendation for coordinating a bipartisan event in New Mexico.
- CISCO is currently putting together a commitment proposal for Native Americans.
- Include commitments from companies that would host Native American e-commerce websites.
- Commerce, SBA, and USDA are looking into possible deliverables at specific locations in Indian Country, including New Mexico, Montana, and Nevada.

Day Two, Morning Event:

- **Option 1:** Begin the day in either a Midwestern or Southern city. Possible options include cities in Minnesota, Ohio, Pennsylvania, Mississippi.
- This might include an event at one of HUD's Neighborhood Network sites or a Community Technology Center – i.e., POWERUP site -- where the President could highlight:
 - the Neighborhood Networks program increase from 500 to 1000 centers
 - the commitment of \$32.5 million to expand the number of CTCs to XX (DOE is providing us with the exact number)
 - a major corporate commitment: for example, AOL scaling up the number of POWERUP sites
- This option could include celebrity/sports star participation to highlight the motivation piece, including similar events at satellite locations.
- Could also announce PSA "No fear, no shame" campaign.
- **Option 2:** Begin the day in Detroit, and focus the event around home access and technology training. This might include an event with Big Three Auto Companies, highlighting both existing and new home access commitments and employee technology training.
- PeoplePC has told us they are aggressively working on getting the GM and Daimler-Chrysler to follow Ford's lead by providing their employees with computers and low-price Internet access. Also talking to other major companies and unions to replicate the program that Ford launched (NOTE: this information is business confidential). They suggested that an event in Detroit could include a photo opportunity with Ford providing computers to their employees.
- **NOTE:** Choosing Detroit could significantly contribute to making the deliverable a reality.

Day Two, Afternoon Event:

- **Option 1:** Go to Boston to highlight what can be done when local government takes an active role in building partnerships with the private sector to serve communities needs. Also can use this forum to announce Connected Communities Day in the fall.
- Boston is a good candidate for this given the Mayor's comprehensive efforts to bring technology companies and efforts together throughout the city. Boston efforts include: 80 CTCs and 26 libraries, TechBoston: a high tech certification program for middle and high school kids, and Technology Goes Home: a home access and training program for low-income families.
- Can include new commitments from some of the Internet start-up companies located on Route 128.
- **Option 2:** Go to New York City to highlight Computers For Youth (CFY), a program that solicits Pentium computers from the New York City business community, has them repaired by students in a vocational program in East Harlem, and then distributes them to an inner-city school where they provide computers to all the families who have children attending that school, as well as the teachers and parents and they train them to use the computers collectively. The program is aiming to scale up their program from 250 computers to tens of thousands computers by the end of the school year. **NOTE:** This commitment is not finalized, but could be if we pushed it.
- This event could include participation by key NY based Internet and multimedia companies that are part of a group of companies known as "Silicon Alley."

OPTIONAL Day Three, Morning Event:

- **Recommendation:** An event in DC to bring together a congressional rally on closing the digital divide. The President could announce commitments to the DC area from Northern Virginia companies as well as emphasize the need for legislative action on closing the digital divide.

Each event would utilize technology to expand it to a number of different sites around the country.

II. Proposals for Commitments

- **3Com:** The new Connected Entrepreneur Awards Program is a quarterly award program highlighting successful small businesses that use networking technology to offer innovative products and/or services to their communities. The Program enables 3Com and the YWCA of the U.S.A. to encourage small businesses to institute mentor programs that educate youth, particularly young girls and women, to the benefits of high technology in the workplace and to create an overall positive learning experience. **NOTE:** This program is currently focused in New York, however we are talking with them about scaling up and expanding the program for the April trip.
- **AOL:** They will get back to us by COB Thursday with a specific commitment, although they have discussed scaling up the number of PowerUP sites for the trip. In addition, AOL also has project in

development called "Technology Works" which is a regional support center, placed in DC that will provide technical assistance and support to non-profit organizations.

- **AT&T:** They are prepared to announce a \$1.2 million grant over four years to create an Academy of Information Technology, a high-school curriculum to prepare students for the IT industry, in one of the following sites: Miami, Pittsburgh, Oakland, and Rio Grande Valley (TX). They are also working on additional commitments to provide grants to universities for technology training.
- **Yahoo!:** They are creating a program called Camp Yahoo to train the trainers, working with the Boys and Girls Clubs and other community Technology Centers. They are also providing \$1 million in internet PSAs to recruit technology volunteers to Americorps and other volunteer organizations.

III. Pending Commitments

- **Cisco Systems:** We know that he is interested in teacher training and that Cisco is working on broadband technology which would be well-suited for a commitment to a Native American/rural site.
- **Qualcomm:** Working on launching a new high-speed modem able to connect to the Internet 150 times faster than other modems. This announcement could be made on an Indian reservation or another rural location.
- **SBC Communications:** OPL is working on a commitment to build on the work SBC is already doing -- including its efforts to provide high-speed internet access (ADSL) to underserved communities (note: major focus currently in California).
- **Enron:** Investing in minority-owned high-tech companies. They have a pending commitment with an Internet auction site, but we are following up to get further details on this partnership.
- **People PC:** Working on getting the GM and Daimler-Chrysler to follow Ford's lead by providing their employees with computers and low-price Internet access. Also talking to other major companies and unions to replicate the program that Ford launched (NOTE: this information is business confidential). They suggested an event in Detroit that would include a photo opportunity with Ford providing computers to their employees.
- **NorthPoint Communications:** They are currently in discussions with HUD regarding its Neighborhood Networks as well as USDA's Rural Empowerment Zone program. NorthPoint Communications provides high-speed Internet access over existing phone lines using DSL technology. They are willing to make a "substantial" commitment for the trip.
- **GovWorks.com:** The company is in the process of relocating its corporate headquarters to Harlem. It will be the anchor tenant in a Harlem Technology Cluster and hopes to attract several other technology companies to the area. The Technology Cluster will include an incubation space and a technical training facility designed to help increase career opportunities in Harlem. It will also provide the tenant companies with greater access to individuals who complete programs and have developed strong technical skills.

- **Other Possible Major Corporate Commitments**

- Microsoft/Gates Foundation
- John Doerr
- Hewlett-Packard
- Radio Shack/Tandy

IV. Commitment Follow-Up

- You and Mary Beth will have met with Civil Rights group leaders and are scheduled to meet with Hispanic Leaders (Thursday) and Disability community representatives (Friday).
- We have sent out letters to 35 CEOs describing our goals, asking for sign on to the Call to Action, and participation in the April trip.
- OPL is doing follow-up with the Washington Reps. from each of these corporations. NEC is also following up with corporate staffers, agency liaisons and others.

PEER REVIEW

Casebook No. 28 Still believe the only technologies that sell well in black America are beepers and cutting-edge footwear? Well, watch your stereotypes: African-Americans spent over \$1 billion on hardware and software last year—more than on TVs, cell phones and pagers combined. And that's despite IT marketing, not because of it. This month, MC takes a look at fledgling efforts to target technology to African-Americans. *Page 42* • **Inside Moves** Awash in feedback from a controversial piece on women in tech marketing, Kristin Zhivago draws a line: Success is about character, not gender. *Page 46* • **Crunching Numbers** Wondering if anyone else owns that groovy handheld you got for Christmas? Not sure whether Windows CE is history or the future? Look no further. *Page 47* • **Tearsheet** Heads up, branders: Frank Priscaro shows why IBM's ubiquitous e-business ads, by Ogilvy & Mather, offer an example of technology creative at its very best. *Page 48* • **The Help Files** Our monthly digest of technology marketing know-how • **Creative Issues** Confessions of an agency head: *drum roll...* Frank Priscaro's Top Ten list of the worst things about advertising firms. *Page 50* • **Channel Marketing** If you think you're fond of "demo days," wait until you get the bill. Channel pro Craig DeWolf outlines better ways to drive your product through retail. *Page 51* • **Branding Issues** A few companies don't know exactly who their customers are; many more don't know why they are. Chuck Pettis says the answer is a better set of questions. *Page 52*

CALENDAR

- **Spring Internet World**
March 9-13 @ Los Angeles *Yes it's that time already. Come with a hype detector, but come. (events.world.com)*
- **Seybold Seminars**
March 16-20 @ Javitz Center, New York *This is where technology and publishing meet. Naturally, it's grown to cover the Net, too. (www.sforums.com)*
- **Venture Market South**
March 16-17 @ Ritz Carlton—Buckhead, Atlanta *First there was West, then East, now The Red Herring launches a VC debutante ball for southern technodollars. (www.herring.com/events/calendar)*
- **Software Marketing Perspectives '98** March 29-April 1 @ Colorado Springs, Colo. *Kind of cold in Colorado on these dates, we'd say (see below). Agenda is b-to-b. (www.softwaremarketing.com)*
- **MC Summit April 2-3** @ Pan Pacific Hotel, San Francisco *The second annual power forum for technology marketers, delivering essential wisdom from luminaries in every corner of IT. Plus, the fourth annual ICON awards. You know the URL...*

March

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baby steps toward acknowledging this market by featuring African-Americans in their ads. But Dempster goes on to point out that reaching African-Americans is not quite as easy as that. The media buy also has to be different. To wit, only one television show consistently appears on both the Nielsen's overall top 20 and the top 20 television shows watched by African-Americans: "Monday Night Football."

The most impressive spot of the recent crop featuring African-Americans, at least in terms of raw production value, may be the commercial starring Buck Leonard, star of Negro League baseball's Kansas City Monarchs. In the spot, part of Hewlett-Packard's "Expanding Possibilities" campaign, Leonard sits with an 8-year-old computer expert who demonstrates how easy it is to create Negro League baseball cards with HP equipment (PC, scanner, printer, etc.). Several themes emerge during the commercial—ease-of-use of HP equipment, the utility of the Internet and Leonard's appeal for the preservation of the history of black baseball—all of which play to African-Americans. Overall, HP perfectly follows tactics prescribed in the Packaged Facts study—right down to launching the campaign on Monday Night Football.

Another set of ads acknowledging African-Americans is Apple's "Think Different" campaign, which utilizes three of the most significant icons of the African-American freedom struggle—Muhammad Ali, Martin Luther King, Jr., and Rosa Parks.

Art director Jessica Shulman in at Apple's agency in Venice, Calif., TBWA Chiat/Day, selected the personalities. "Our goal was to pay tribute to those who changed the world," Shulman says. "I also hoped it would empower the rest of us to do the same thing."

Although the campaign was not necessarily targeted to black audiences, Shulman saw first-hand the impact of the images on consumers of all races. "We wanted to show that creativity and creative people are very diverse—it's not just a middle-aged white male in a tower somewhere [who uses a Mac]," she says. "I went out to one of the city buses with Rosa Parks image on it. I spoke to the driver, who was an African-American woman. She told me that she had been driving a bus for 20 years and never had a more incredible day. The whole time, people were talking

about civil rights on the bus instead of the normal conversation. She said she was never more proud to be a bus driver."

Perhaps the most successfully global of all IT marketers, Microsoft, has been making the most significant effort to appeal to the African-American community for the longest period of time. Its latest campaign features the early Jackson 5 song "A-B-C" and a pre-teen African-American girl discussing what she can do with a computer and Microsoft software, created by Portland,

Ore-based Wieden & Kennedy. Microsoft even created a sales and marketing channel in conjunction with Black Entertainment Television in January 1996, the MSBET web site. MSBET, Microsoft says, is a collaboration that will ultimately yield e-commerce.

Another factor that has African-American interest in IT growing, in spite of the marketing, is the continual drop in prices for technology—which of course is consistent with mainstream America. Similarly, no matter the marketer, it seems all

the PLAYERS

▼ Apple Computer

Apple Computer's "Think Different" campaign, launched last year, features historical figures to evoke the creative, march-to-their-own-drummer set of users that the company presumes to attract. Among the lot are some of the most inspirational figures in the black community, who also happen to



be some of the most inspirational in history: Muhammad Ali, Rosa Parks and MLK. Apple has done little else, however, to target its message to black America.

▼ Microsoft

Microsoft uses a black pre-teen in a recent installment of its "Where do you

Microsoft®

want to go today?" campaign. The company also struck up a partnership in 1996 with Black Entertainment Television to launch MSBET.com. The web site consists of content generated under the BET brand—similar to the way NBC works with Microsoft on the MSNBC arrangement. MSBET.com has proven an effective ad vehicle for tech marketers looking to reach the African-American community. Hewlett-Packard, for one, focused a recent minority job recruitment effort on

the site. Future plans include e-commerce, according to Microsoft officials.

▼ Oracle

The core message in Oracle's "Enabling the Information Age" campaign is that computing needn't be high-brow, in hopes of luring inner-city communities into the marketplace. The first big coup as a result of that campaign came when

ORACLE

the Chicago Public Schools embraced a pure-Oracle solution for databases, citing Oracle's commitment to networked computers as a reason. Although this purchase was for business software, school officials say later phases will include a system-wide installation of NCs.

▼ Hewlett-Packard

The most compelling spot in HP's recent "Expanding Possibilities" TV campaign features former Negro League baseball star Buck Leonard. While not necessarily targeted at a black audience, this campaign has

won approval for HP in the black community. It doesn't hurt that the campaign was launched on Monday Night Football—the only prime-time TV show to appear both in Nielsen's overall top 20 shows and the top 20 viewed by African-Americans.



The toll road for
the expansion of
the installed base
of computers is
the African-
American market.

Anyone who
wants to cross
that bridge has to
pay that toll.

—Keith Nickens,
marketing consultant

campaigns appealing to African-Americans share an appeal to consumer utility, versus highlighting functions and features.

Tom Dorsey, senior product marketing manager for Hitachi Electronics, says, "In any consumer electronics market, you have to get the price points down into the hundreds before you get widespread adoption."

Outside his work with Hitachi, Dorsey also approaches the African-American market as an entrepreneur, with his web site, GoWare Travel (www.goware-travel.com). In his business trips, Dorsey found a need for information about African-American and African restaurants, cultural sites, businesses and churches. After noticing that "the whole South Side of Chicago" was omitted from a popular guide, he began producing maps on a city-by-city basis. "Now that we're established, we're finding people will either buy computers or get online to have access to this information," Dorsey says.

Keith Nickens, president of Nickens Consulting in Hayward, Calif., developed a program to utilize entertainment personalities to go after the African-American market while working under former CEO Gil Amelio at Apple. Alas, Nickens met resis-

tance within the company. He insists, however, that this market is ready for IT. "The response [to the idea] was great from the Hollywood community, but it just didn't go anywhere inside Apple," Nickens says. "Whoever really goes after this market first will own it."

Find/SVP reports that outside of IT, Chrysler has shown what a targeted effort to African-Americans can achieve. The car maker boosted its share of that market from 5 percent to 17 percent since 1990, by studying results and increasing its African-American-specific ad budget 20 percent each year since 1993—to roughly \$23 million in 1997. "In 1996, Chrysler had a 7.9 percent share of the African-American automotive market, up from 13.8 percent in 1994, and from 5 percent in 1990," Find/SVP's report says.

In fact, Chrysler's current market penetration to African-Americans is higher than its penetration of the total U.S. market. Several changes made that possible. Jim Julow, Chrysler executive director of corporate marketing, says the company's previous minority marketing campaigns included too many lines of the automobiles. Now the company targets specific lines to specific demographic groups—Neon to single, young black women; Cirrus to women with children; the Chrysler LHS sedan and Jeep Grand Cherokee to upscale black men and couples. For instance, ads targeted to upscale blacks for the Jeep describe the vehicle as "like wearing jeans under a fur coat," rather than routing off-road attributes.

On the flip side of Chrysler in the automotive arena, GM's Cadillac saw a drop from 29 percent to 21 percent market share in the African-American market from 1990 to 1996. Although that mirrored a downturn in the overall market, executives took note and have begun supplementing general market TV ads with direct mail to black buyers in some cities.

Find/SVP also points to the financial services industry as a model for IT to follow. Boston Bank of Commerce has been

the most successful in that industry, launching its Unity Visa card in 1996 with a goal of generating \$1 billion in outstanding credit. Teri Williams, vice president, says the company's research showed that frequent-flier miles and other reward programs were not big motivators to the African-American community. Instead, the company allowed cardholders to designate one of seven African-American charities to receive one percent of every dollar charged.

Targeting the African-American market now—since so few in IT are—may translate into brand leadership in other markets as well, according to Find/SVP. "Marketers are increasingly recognizing not only the growing importance of the African-American market itself, but also its importance as a means of speaking to other markets," claims the Packaged Facts report. "Young blacks, in particular, are trendsetters in many areas of pop culture—from fashion to music to movies."

In the world of packaged goods, Sprite used a 1995 hip-hop commercial to become the nation's fastest-growing soft drink. In fashion, clothing designer Tommy Hilfiger also embraced the hip-hop market for its word-of-mouth impact. Hilfiger was able to position his entire brand in the general market through that point of entry.

Computer makers seem to be taking only a passing swing at the market, but that's still an improvement, over even just a year ago. Database software giant Oracle, for example, launched a high-profile attempt to get the lower-to-lower-middle classes interested in network computing last year with a campaign produced by LA agency Think New Ideas. Rather than focusing on its corporate base, Oracle wondered aloud how less fortunate youth could log on to the information superhighway, with television spots aired during NFL games.

CULTURE

The first big foul and result of that campaign came when the Chicago Public Schools embraced a total Oracle solution for databases—citing Oracle's commitment to networked computers as a reason. Although this purchase was for business software, later phases will include a system-wide installation of networked computers.

Oracle was also able to gain a commitment from the government of the Philippines to embrace the technology. According to Oracle director of advertising Michelle Cassayre, "We've been able to merge [Larry Ellison's] personal interest in making technology available with our

strategy as a goal."

Analyst Mark Anderson of Strategic News Service points out that "if computers are ever going to truly penetrate the masses, there has to be a shift in the way they are marketed." So far the paradigm has been to sell hardware and software to the same customers and make money off of continuous upgrades, he says "[and] the proportion of users [is] stuck at 40 percent of American households."

So Anderson predicts, as computer companies attempt to move beyond the geek market to the mass consumer, their advertising will need to become both

more diverse and more targeted.

Nickens says that just can't happen soon enough. He points to the successes in the consumer market that brands like Chrysler and Sorite have enjoyed by targeting African-Americans and identifies that market as the "toll road for the next expansion in computer installed base in the home." Indeed, anyone who wants to cross that bridge will have to pay that toll.

John William Templeton is executive editor of Shot, an African-American, African and Caribbean business daily in San Francisco. Email him at Askatek@vanod.com.



The above ads represent the best the IT industry has to offer when it comes to marketing to African-Americans through mass media. Not too impressive. Apple Computer, for its part, features a few of the African-American community's most-respected heroes in its "Think Different" campaign, including Muhammed Ali, MLK and Rosa Parks. While each no doubt resonates with the black community, Apple did little to craft its message specifically.

Likewise with most of the rest of IT. Many others, including those above, feature African-Americans, but none have made great strides in tailoring messages. At least to some degree that's true because while IT marketers agree that the black community represents a significant market opportunity, the prevailing attitude seems

to be "People are people." While that sure is a peachy statement, it's rather naïve. Study after study indicates that people of any race or culture respond to messages they identify with. It appears clear that the first company to truly embrace this market will have a huge leg up on all other comers. Look to fashion, automotive and packaged goods for evidence of this.

Of course whenever targeting an ethnic, demographic or psychographic subset, marketers should be sensitive in every regard and careful not to talk to people as though they're different. It's important to talk to people in their language, and address their concerns. In short, mass advertising could take a lesson from the direct marketers who have been doing this kind of stuff for decades. —J. M. O'Brien

\$80,000 a year at 15: *It's possible on line*

(NNPA) — The resume had all the right buzzwords — web development, database management, start-up background — and one thing that really stood out — the sender was a college freshman who had already been working in high technology for four years.

Now, he was applying for an \$80,000 job. It could happen to you as well.

The speed of technological advance has been accompanied by a decline in how long it takes to get up to speed.

Your nearest university probably has a six-month extension course that certifies the student as a software professional who can immediately command a \$50,000 salary.

If you've been in the military, you may have already completed some of the more popular application certifications like Microsoft, Novell, Oracle or Cisco. You can even complete the networking certification at many high schools around the country.

Already, high technology is the largest occupational category among African-Americans, with 500,000 engineers, systems analysts, programmers, technicians and operators. So, you have no reason as

a young person not to begin looking at technology at a very early age.

A group of technical standouts is embarking on a Programming Pioneers tour to raise the profile of African-Americans already in the field in hopes of inspiring even more Black technologists. During the year 2000, 600,000 high technology jobs will be filled, according to industry analysts. By the year 2005, that number will rise to 1.2 million.

When students see someone like Dr. Philip Emeagwali, "the Bill Gates of Africa" in person or through his web site, <http://www.emeagwali.com>, they get energized about the possibilities for their own lives. Emeagwali programmed the fastest computation ever even before the Internet came into

DOWN TO BUSINESS

By John Williams Templeton

popular use by connecting 65,000 processors.

And young people are equally surprised to know that a Harlem native named John "JT" Thompson created the

Already, high technology is the largest occupational category among African-Americans, with 500,000 engineers, systems analysts, programmers, technicians and operators. So, you have no reason as a young person not to begin looking at technology at a very early age.

scripting language Lingo, which drives the majority of the interactive video games and web sites. Thompson started his programming career while still in high school in New York.

The pace of change is not only for the young. Programs

workers to become network administrators and data base administrators, or Community Computing Center in San Francisco, which works with welfare to work clients to train them as computer technicians, demonstrate that anyone can pick up these skills.

Make sure you pick the right field. A mere word processing class doesn't make you competitive.

If you are involved in a job training program such as welfare-to-work, rehabilitation or veterans, insist that you get funded for certification training that puts you in the highest demand.

The Coalition for Fair Employment in Silicon Valley has worked to insure that the most lucrative jobs at fast-growing high tech firms are not shut out

like Washington, D.C.'s Byte Back, which trains short-order cooks and other low-skilled

from African Americans. Its recruitment service, JobCAFE at cafesv@yahoo.com, is looking for resumes with such skill sets as Oracle DBA developers, web developers, CTI (computer telephony integration), DSL (digital subscriber line) technician. You may have picked up such skills through on-the-job training at a fairly low paying job such as a government agency or health care institution. You can use the Internet to find out what you are really worth.

Now that the Y2K problem appears past, the real Year 2000 problem for blacks is the dates that computers will remember. Those dates include the cutoff dates for assistance programs, public housing and other benefits targeted by the welfare reform movement.

If your time is short and your future is long, then you've got time to get in the fastest growing fields of the new millenium. Lots of people just like you are doing just fine.

John William Templeton is executive editor of Griot, the African-American, African and Caribbean business daily at <http://www.blackmoney.com>

The Grand Rapids Times

Ignoring a \$447 billion market: African-Americans. **By John Templeton**

When Lynn Lanning, an account executive at Syracuse-based discount Apple Computer reseller Applied Technical Systems, pushed her employer to do a promotion last year celebrating "Juneteenth"—an African-American holiday celebrating the Emancipation Proclamation—the company didn't have great expectations.

But the community rallied around the project, creating a buzz hard to match. "She had all the schools distribute flyers [advertising special deals] and arranged for financing of computer purchases by a local bank," says sales director Sarah Newman. "It was amazing; we didn't have to sell or anything. People just lined up and said, 'Where do I sign?' We sold 100 CPUs, and practically all the credit applications went through. Although many of the applicants were single black mothers, [many] were making between \$40,000 and \$80,000 and had spotless credit."

ABSTRACT

Tech marketers commonly answer the question "What do you do to target ethnic groups?" with "We don't see colors, we see people." While that's delightful, it's also rather tragic. Most ethnic groups perceive themselves differently and so respond to different messaging, especially African-Americans.

Applied Technical Systems chanced upon a fact that much of IT has ignored. According to recent estimates, African-American spending on computer hardware and software jumped from \$800 million in 1995 to approximately \$1 billion in 1997, according to a study released by *Target Market News*, a Chicago-based newsletter. That publication also notes that blacks began spending more on computers than televisions for the first time in 1995—and that they now spend twice as much on

computers as on TVs.

While there's little question that a TV is a fraction of the price of a computer, the statistic is impressive nonetheless. Yet unlike their counterparts in other top industries, computer marketers have done little to target African-Americans as a group. They have even ignored the most rudimentary tactics. For example, on his talk show, comedian Sinbad sports a notebook computer on his desk. A product placement, the likes of what Gateway 2000 does on "ER," should be a no-brainer. After all, it's not like Sinbad is above product endorsement (see Polaroid.)

The failure to treat blacks as a potential market suggests an underlying attitude in IT that says, "We don't see color, we only see people." Steve Jobs, interim CEO at Apple, has said it publicly. Intel, too. "We have a broad target market. We try to reach everyone who is thinking about buying a PC. African-Americans are definitely part of that group. But we've not done anything special to target our ads toward them," says Shawn Conly, interactive advertising manager. "That's why we are advertising on the Super Bowl, because it reaches so many people so broadly. We want a wide buy."

Yet the black community will often not respond to generic messaging. Gale Hollingsworth, western regional sales manager for *Black Enterprise*, a 300,000-circulation magazine, has been hoping to show up on the radar screens of PC manufacturers for a decade. She and other African-Americans feel they have had to do a disproportionate amount of

work searching out computers for purchase, because PC manufacturers have ignored the black community. Hollingsworth traveled to Silicon Valley in October for a series of meetings with major IT companies to bring more



Apple's use of MLK in "Think Different" has resonated in the African-American community.

awareness to their market.

Of course she has a vested professional interest in saying PC manufacturers have to do more to target the black community, but Hollingsworth has research to back the claim up. According to "The African-American Market," a Packaged Facts market study released by New York-based Find/SVP in late 1997, overall black purchasing power in the U.S. jumped 47 percent between 1990 and 1996 to \$447 billion. This statistic represents faster growth by percentage than the corresponding national figure. "The first rule of marketing to African-Americans is understanding the need to market directly," says Find/SVP official Scott Dempster, quoting from the Packaged Facts study. "To that end, if blacks do not see themselves pictured—in storefronts, in staffing, in management—they will not feel that marketing efforts are geared toward them."

Several new ad campaigns launched in Q4 of 1997 may indicate that the PC industry is at least taking

Melissa - for Gene

AT&T's Potential Announcement

PRIVATE

**New Markets Initiative Tour
Week of April 9, 2000**

Miami, Florida

- Announce the four-year \$1.2 million grant to create the *Academy of Information Technology*, a high-school curriculum to prepare students for the information technology industry developed by the National Academy Foundation and the Center for Occupational Research and Development.
- Host a *Leadership Conversation for the Next America* to engage high school students and policy makers in a dialogue about economic opportunities, education, job skills and leadership for the 21st century.
- Identify other grants in Miami that could be packaged

Pittsburgh, Pennsylvania

- Announce the four-year \$1.2 million grant to create the *Academy of Information Technology*, a high-school curriculum to prepare students for the information technology industry developed by the National Academy Foundation and the Center for Occupational Research and Development.
- Launch the roll-out of the "*Online Professional Development Institute*" for teacher training developed by the Education Development Center, a component of the Technology Leadership Program announced at the Digital Divide Summit. Identify a school where AT&T has connected our high-speed, fiber-optic cable service, and engage community-based organizations on a 'local' announcement of the initiative.
- Host a *Leadership Conversation for the Next America* to engage high school students and policy makers in a dialogue about economic opportunities, education, job skills and leadership for the 21st century.

Oakland, California

- Announce the four-year \$1.2 million grant to create the *Academy of Information Technology*, a high-school curriculum to prepare students for the information technology industry developed by the National Academy Foundation and the Center for Occupational Research and Development.
- Launch the roll-out of the "*Online Professional Development Institute*" for teacher training developed by the Education Development Center, a component of the Technology Leadership Program announced at the Digital Divide Summit. Work with community-based organizations on a 'local' announcement of the initiative.
- Host a *Leadership Conversation for the Next America* to engage high school students and policy makers in a dialogue about economic opportunities, education, job skills and leadership for the 21st century.
- Identify opportunity to work with Barry Bond's *Link to Learn* initiative

PRIVATE

Rio Grand Valley, Texas

- Announce the four-year \$1.2 million grant to create the *Academy of Information Technology*, a high-school curriculum to prepare students for the information technology industry developed by the National Academy Foundation and the Center for Occupational Research and Development. CORP's headquarters and a pilot 'laboratory' school for the *Academy* are in Waco.
- Launch the roll-out of the "*Online Professional Development Institute*" for teacher training developed by the Education Development Center, a component of the Technology Leadership Program announced at the Digital Divide Summit. Work with the Center for Occupational Research and Development to launch a teacher training program at their pilot school for the *Academy of Information Technology* as the 'local' announcement of the initiative.
- Host a *Leadership Conversation for the Next America* to engage high school students and policymakers in a dialogue about economic opportunities, education, job skills and leadership for the 21st century.
- Identify other grants in Texas that could be packaged

PRIVATE



Thomas A. Kalil

03/01/2000 01:15:22 PM



Record Type: Record

To: Melissa G. Green/OPD/EOP@EOP

cc:

Subject: Industry: (NYT) Gates Foundation Gives \$350 Million to Education Programs Over the Next 3 Years

-----Original Message-----

From: Library News Service

Sent: Wednesday, March 01, 2000 11:39 AM

To: Daily Newswire Subscribers

Subject: Industry: (NYT) Gates Foundation Gives \$350 Million to Education Programs Over the Next 3 Years

Summary: The bulk of the money is expected to go to public schools to help teachers enroll in training programs on integrating high technology with the classroom and to assist individual schools and school districts experimenting with new approaches to learning.

Gates Foundation Gives \$350 Million to Education Programs Over the Next 3 Years

by Sam Howe Verhovek
The New York Times
03/01/2000

SEATTLE-The Bill and Melinda Gates Foundation will spend \$350 million over the next three years on education programs, foundation officials said today.

The initiative would start mostly with grants in Washington, the couple's home state, the officials said, but would eventually spread across the country.

The bulk of the money is expected to go to public schools to help teachers enroll in training programs on integrating high technology with the classroom and to assist individual schools and school districts experimenting with new approaches to learning. The grants were to be formally announced to Washington state educators on Wednesday.

The money represents a significant infusion of cash for the state, where roughly \$6 billion a year is spent on public education. The grants would initially be made to about 140 schools and at least 10 school districts

across Washington.

The foundation's assets have soared in recent years to about \$21 billion due to gifts from the Microsoft Corporation chief executive and his wife, and it is now the wealthiest philanthropic foundation in the world.

The grants follow large pledges by the foundation to international vaccine programs, scholarships for minority students and programs to bring computers and Internet access to schools and libraries in poor communities around the nation.

While details were still being worked out, the money would be divided into four areas, foundation officials said.

Grants totaling \$100 million would be available "to ensure that administrators across the nation have access to quality leadership development, focusing on improving student learning through technology," the foundation said.

Another \$70 million would be available for teacher training, with about \$45 million going to about 1,000 teachers in Washington state in each of the next three years.

Grants totaling \$30 million would be available for schools.

The remaining \$150 million would be spent on about 30 school districts, beginning with 10 in Washington State.

The Gates gift is one in a series of high-profile donations to public education by private philanthropies and individuals, many with an emphasis on training programs. Other examples are the more than \$700 million committed to public schools in recent years by the Annenberg Foundation, and a \$100 million gift for training superintendents, principals and teachers in urban school systems made last year by Eli Broad, chairman of Sun America, a financial services company based in Los Angeles.

In 1998, the Albertson Foundation, a charitable trust in Boise, Idaho, whose assets come from a supermarket fortune, announced a three-year pledge of \$110 million in grants to public schools in Idaho. While dwarfed in size by other national grants, it was described as the largest per-school commitment ever -- about \$176,000 for every one of the state's public schools.

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[Terrence Meersman](#), Director, Finance and Administration

[Gordon W. Perkin, M.D.](#), Director, Global Health Program

[Tom Vander Ark](#), Executive Director, Education

Melinda French Gates

Co-founder Bill & Melinda Gates Foundation

Melinda French Gates is involved in a variety of philanthropic endeavors that support the arts, social services, and education, including her position as a trustee of Duke University, her alma mater. She serves on the Parent-Teacher Technology Committee for Sacred Heart Catholic School in Bellevue, Washington, and is a past board member at the Village Theatre in Issaquah, Washington. Gates also devotes her time to managing the grantmaking of the Bill & Melinda Gates Foundation which was founded in 1994 to support initiatives in global health and learning.

Gates earned a bachelor's degree in computer science and economics from Duke in 1986 and a master's degree from Duke's Fuqua School of Business in 1987. Upon graduation, she joined Microsoft where she played a leadership role in the development of many of the company's multimedia and Web-based products. Two years after she married Microsoft co-founder Bill Gates, she retired to care for their young children and to contribute her organizational talents and leadership to the community.

William (Bill) H. Gates, III

Co-founder Bill & Melinda Gates Foundation

Bill Gates is chairman of Microsoft Corporation. While at Harvard, he developed the programming language BASIC for the first microcomputer — the MITS Altair. In 1975, Gates launched Microsoft with Paul Allen to develop software for personal computers. He is actively involved in key management and strategic decisions at Microsoft, and plays an important role in the technical development of new products. Gates has also co-authored the *New York Times* bestseller *The Road Ahead* and the recently

issued *Business @ the Speed of Thought*. Proceeds from both books have been directed toward non-profits serving young people.

William H. Gates, Sr.
Co-chair Bill & Melinda Gates Foundation

Bill Gates, Sr. brings a distinguished career in law and many years of public service to his role as co-chair of the Bill & Melinda Gates Foundation.

Bill earned his bachelor's and law degrees from the University of Washington, following three years of U.S. Army service in World War II. He became a partner in the law firm of Shidler McBroom Gates & Lucas in 1964, guiding it through growth and mergers that would eventually establish Preston Gates & Ellis, one of Seattle's leading law firms.

A successful and prominent attorney, Bill has served as president of both the Seattle/King County Bar Association and the Washington State Bar Association. His many other leadership positions include past chairmanship of the Washington Courts 2000 Committee and the American Bar Association Commission on Public Understanding About the Law. His awards and honors include the 1992 American Judicature Society Herbert Harley Award and being named a 1991 University of Washington Law School Distinguished Alumnus.

Bill has served as trustee, officer and volunteer for more than two dozen Northwest organizations, including the Greater Seattle Chamber of Commerce and King County United Way. In 1995, he founded the Technology Alliance, a cooperative regional effort to expand technology-based employment in Washington. He also has been a strong advocate for education for many years, chairing the Seattle Public School Levy Campaign in 1971 and serving as a member of the University of Washington's Board of Regents since 1997.

Bill and his late wife, Mary Maxwell Gates, raised three children: Kristianne, Bill and Libby. Now married to Mimi Gardner Gates, Bill continues to lend his vision and skill to many civic programs, cultural organizations and business initiatives.



Patty Stonesifer
Co-chair and President Bill & Melinda Gates Foundation

Patty Stonesifer, co-chair and president of the Bill & Melinda Gates Foundation, helps lead the group's mission to improve access to advances in global health and learning for all people as we move into the 21st century. In addition to her responsibilities with the Foundation, Stonesifer is an active community volunteer, donating both time and resources to a number of regional non-profit organizations including the YWCA of King County and the Seattle Foundation. She also is on the board of Alaska Air Group, Inc., Amazon.com, Kinko's Inc. and CBS Corporation. Prior to being asked by Bill and Melinda Gates to launch the work of the Foundation, Stonesifer held a senior vice president position at Microsoft and ran her own management consulting firm,

working with such corporations as DreamWorks SKG.

Executive Committee

Richard Akeroyd Director, Libraries and Public Access to Information

Richard Akeroyd joined the Gates Learning Foundation in December 1997, having spent 25 years working with public libraries in a variety of roles. Most recently, he served 11 years as Connecticut State Librarian, responsible for statewide library operations and policy implementation. Akeroyd has held leadership positions at the Denver Public Library and was program and planning consultant to the White House Conference on Library and Information Services. He began his career at the University of Connecticut Library, with additional service at the Manchester Public and Connecticut State Libraries.

Akeroyd holds a master's degree in library science from the University of Pittsburgh and a bachelor's degree from the University of Connecticut. He also studied at the University of Connecticut, focusing on advanced coursework in educational media and instructional technology. He is a long-time member of a number of professional associations, including the American Library Association, the American Society for Information Science and the Coalition for Networked Information.

Jack Faris, Ph.D Director of Community Strategies

Jack Faris coordinates communications and helps guide the strategic direction for the Foundation. With a Ph.D. in sociology from the University of Chicago, Faris has more than 23 years' of experience in communications and community relations. Among his community activities, his role as immediate past president of the Seattle Public Library Foundation stands out. Professionally, Faris most recently acted as executive vice president and general manager at Cole & Weber where he provided strategic direction to clients such as Boeing and Safeco, while sharing management responsibilities with the president. Faris serves on the boards of the Alliance for Education, Urban Enterprise Center, the Seattle Center Foundation and others.

Allan C. Golston, CPA Chief Financial and Administrative Officer

Golston joined the Foundation in January 2000 and oversees MIS, finance, facilities, human resources, and security. His professional background includes non-profit healthcare, software development, consulting, education, and public accounting. Golston serves as a trustee for Artist Trust and Make-A-Wish Foundation Serving Washington, Alaska, Montana, and Northern Idaho. He is an alumnus of INROADS Denver and is a fellow of the British-American Project. Golston earned his MBA from Seattle University and his bachelor's degree from the University of Colorado.

Terry Meersman Director, Finance and Administration

Meersman brings 22 years of program and management experience with several non-profit organizations including Save the Children Federation, the Pew Charitable Trusts, and World Learning. While at Save the Children, Meersman held several positions including director of refugee programs, executive vice president/chief operating officer and served as acting president during a change in organizational leadership. As venture fund officer for Pew Charitable Trusts, Meersman helped restructure a major grantmaking program in population and environment, and designed a new grantmaking strategy for a program designed to transform young adults into active global citizens. Meersman served as Director of Policy Analysis for the Seattle City Council, directing the 12-member policy group that developed policy recommendations for council members on issues affecting citizens. Meersman joined the foundation in October 1998 and served as the first head of finance and administration during the start up phase. He now directs grants administration and serves as senior program officer for the co-chairs of the Foundation.

Gordon Perkin, M.D.
Director, Global Health Program

Prior to joining the Foundation, Dr. Perkin served to his work as president of the Program for Appropriate Technology in Health (PATH), an international, non-profit dedicated to improving health, especially of women and children. As a physician with more than 35 years of experience in international health and family planning, Perkin also spent 14 years with the Ford Foundation, where he worked as program officer in a variety of international health and population projects. He served as a long-term consultant to the World Health Organization (WHO) on the design and research strategy of the Special Programme in Human Reproduction and has consulted with several other WHO programs. He served as a member of the Committee on Contraceptive Development of the National Academy of Sciences and as a board member of the Planned Parenthood Federation of America, the Alan Guttmacher Institute and the National Council for International Health.

Tom Vander Ark
Executive Director, Education

Tom Vander Ark is responsible for the Foundation's elementary and secondary education programs and for higher education scholarships. Prior to joining the Foundation he was a public school superintendent in Federal Way, Washington. With a wide-ranging business background, Tom was one of the first business executives recruited to run a public school district. Vander Ark has been actively involved in civic and educational causes including United Way, Boys and Girls Club, and Boy Scouts, and he is a member of numerous national educational associations.

Bringing innovations in health and learning to the global community.

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WILLIAM J. JEFFERSON
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February 23, 2000

Mr. Gene Sperling
Assistant to the President for Economic Policy
& Director, National Economic Council
The White House
Second, Floor, West Wing
Washington, D.C. 20502

Dear Mr. Sperling:

I commend the President for including \$2 billion worth of tax incentives in his budget to bridge the digital divide. I share his commitment to eliminate the technology gap between mainstream and poor and rural communities and am working to make this goal a reality.

Please find enclosed a discussion draft of the "Digital Divide Elimination Act of 2000," tax legislation I am introducing to spur private sector initiatives to eliminate the technology gap. I welcome your comments and suggestions.

Specifically, the legislation will (1) extend and expand the super charitable deduction allowed to technology manufacturers and wholesaler, under Tax Code section 170(e)(6), to technology donations made to libraries, training centers and non profits that provide computer technology to poor families; (2) provide a credit equal to 10 percent of the allowable charitable deduction for computer technology and training donations; and (3) provide a refundable credit equal to 50 percent or \$1000 for computer purchases by low income individuals.

I plan to introduce the legislation the week of March 6, 2000 at a news conference. Hopefully, this legislation comports with the President's digital divide initiative and you can join me at the news conference to promote the legislation. Please contact me or my Tax Counsel, David Morgan, at 202 225-6636 if there are any questions.

Sincerely,



William J. Jefferson
Member of Congress

Enclosure

[DISCUSSION DRAFT]

FEBRUARY 16, 2000

106TH CONGRESS
2D SESSION

H. R. _____

IN THE HOUSE OF REPRESENTATIVES

Mr. JEFFERSON introduced the following bill; which was referred to the
Committee on _____

A BILL

To amend the Internal Revenue Code of 1986 to extend and expand the enhanced deduction for charitable contributions of computers to provide greater public access to computers, including access by the poor.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the "Digital Divide Elimi-
5 nation Act of 2000".

1 **SEC. 2. EXTENSION AND EXPANSION OF ENHANCED DEDUC-**
2 **TION FOR CHARITABLE CONTRIBUTIONS OF**
3 **COMPUTERS.**

4 (a) EXTENSION.—Subparagraph (F) of section
5 170(e)(6) of the Internal Revenue Code of 1986 (relating
6 to special rule for contributions of computer technology
7 and equipment for elementary or secondary school pur-
8 poses) is amended by striking “December 31, 2000” and
9 inserting “December 31, 2005”.

10 (b) EXPANSION.—

11 (1) IN GENERAL.—Paragraph (6) of section
12 170(e) of such Code is amended by redesignating
13 subparagraphs (C), (D), (E), and (F) as subpara-
14 graphs (D), (E), (F), and (G), respectively, and by
15 striking all that precedes subparagraph (D) (as so
16 redesignated) and inserting the following:

17 “(6) SPECIAL RULE FOR CONTRIBUTIONS OF
18 COMPUTER TECHNOLOGY AND EQUIPMENT.—

19 “(A) LIMIT ON REDUCTION.—In the case
20 of a qualified computer contribution, the reduc-
21 tion under paragraph (1)(A) shall be no greater
22 than the amount determined under paragraph
23 (3)(B).

24 “(B) QUALIFIED COMPUTER CONTRIBU-
25 TION.—For purposes of this paragraph, the
26 term ‘qualified computer contribution’ means a

1 charitable contribution by a corporation of any
2 computer technology or equipment, but only
3 if—

4 “(i) the contribution is to a qualified
5 organization,

6 “(ii) the contribution is made not
7 later than 2 years after the date the tax-
8 payer acquired the property (or in the case
9 of property constructed by the taxpayer,
10 the date the construction of the property is
11 substantially completed),

12 “(iii) the original use of the property
13 is by the donor or the donee,

14 “(iv) substantially all of the use of the
15 property by the donee is for use within the
16 United States and, in the case of a quali-
17 fied educational organization, for edu-
18 cational purposes in any of the grades K-
19 12 that are related to the purpose or func-
20 tion of the organization,

21 “(v) the property is not transferred by
22 the donee in exchange for money, other
23 property, or services, except for shipping,
24 installation and transfer costs,

1 “(vi) in the case of a qualified edu-
2 cational organization, the property will fit
3 productively into the entity’s education
4 plan, and

5 “(vii) the entity’s use and disposition
6 of the property will be in accordance with
7 the provisions of clauses (iv) and (v).

8 “(C) QUALIFIED ORGANIZATION.—For
9 purposes of this paragraph—

10 “(i) IN GENERAL.—The term ‘quali-
11 fied organization’ means—

12 “(I) any qualified educational or-
13 ganization,

14 “(II) any public library located in
15 an area which is an empowerment
16 zone, enterprise community, or a
17 high-poverty area (as determined by
18 the Secretary),

19 “(III) any technology center lo-
20 cated in such an area, and

21 “(IV) any entity described in sec-
22 tion 501(c)(3) and exempt from tax
23 under section 501(a) that is organized
24 primarily for purposes of providing

1 computers without charge to lower in-
2 come families.

3 “(ii) QUALIFIED EDUCATIONAL ORGA-
4 NIZATION.—For purposes of clause (i), the
5 term ‘qualified educational organization’
6 means—

7 “(I) an educational organization
8 described in subsection (b)(1)(A)(ii),
9 and

10 “(II) an entity described in sec-
11 tion 501(c)(3) and exempt from tax
12 under section 501(a) (other than an
13 entity described in subclause (I)) that
14 is organized primarily for purposes of
15 supporting elementary and secondary
16 education.”

17 (2) CONFORMING AMENDMENT.—Subparagraph
18 (D) of section 170(e)(6) of such Code, as redesign-
19 nated by paragraph (1), is amended by striking
20 “qualified elementary or secondary educational con-
21 tribution” and inserting “qualified computer con-
22 tribution”.

23 (c) EFFECTIVE DATE.—The amendments made by
24 this section shall apply to taxable years beginning after
25 the date of the enactment of this Act.

1 **SEC. 3. CREDIT FOR CHARITABLE CONTRIBUTIONS OF**
2 **COMPUTERS AND FOR TRAINING AND TECH-**
3 **NICAL ASSISTANCE RELATED THERETO.**

4 (a) IN GENERAL.—Subpart B of part IV of sub-
5 chapter A of chapter 1 of the Internal Revenue Code of
6 1986 is amended by adding at the end the following new
7 section:

8 **“SEC. 30B. CREDIT FOR CERTAIN CHARITABLE CONTRIBU-**
9 **TIONS OF COMPUTERS AND FOR TRAINING**
10 **AND TECHNICAL ASSISTANCE RELATED**
11 **THERETO.**

12 “(a) GENERAL RULE.—There shall be allowed as a
13 credit against the tax imposed by this chapter for the tax-
14 able year an amount equal to 10 percent of the amount
15 allowed to the taxpayer as a deduction under section 170
16 for the taxable year—

17 “(1) for qualified computer contributions, and
18 “(2) for qualified training and technical assist-
19 ance contributions.

20 “(b) QUALIFIED COMPUTER CONTRIBUTIONS.—For
21 purposes of this section, the term ‘qualified computer con-
22 tributions’ has the meaning given to such term by section
23 170(e) (6); except that for purposes of this section—

24 “(1) the limitation that the contributions be
25 made by a corporation shall not apply, and

1 “(2) such term shall not include contributions
2 of computer software (as defined by section
3 197(e)(3)(B)).

4 “(c) QUALIFIED TRAINING AND TECHNICAL ASSIST-
5 ANCE CONTRIBUTIONS.—For purposes of this section, the
6 term ‘qualified training and technical assistance contribu-
7 tions’ means the amount allowed as deduction under sec-
8 tion 170 for contributions of training and technical assist-
9 ance provided to any qualified organization (as defined in
10 section 170(e)(6)(C)) to assist such organization in the
11 operation and management of computer technology or
12 equipment (as defined in section 170(e)(6)(F)) of such or-
13 ganization.

14 “(d) LIMITATION BASED ON LIABILITY FOR TAX.—
15 The credit allowed by subsection (a) for any taxable year
16 shall not exceed the excess (if any) of—

17 “(1) the sum of the regular tax liability (as de-
18 fined in section 26(b) plus the tax imposed by sec-
19 tion 55, over

20 “(2) the sum of the credits allowable under this
21 part IV (other than this section, section 1397E, and
22 subpart C).

23 “(e) TREATMENT OF CARRYOVERS OF EXCESS CON-
24 TRIBUTIONS.—If any amount is carried under section
25 170(d) to a succeeding taxable year, such amount shall

1 be treated as attributable to qualified contributions (as so
2 defined) only to the extent that such contributions exceed
3 the limitation under section 170(b).”

4 (b) CLERICAL AMENDMENT.—The table of sections
5 for subpart of part IV of subchapter A of chapter 1 of
6 such Code is amended by adding at the end thereof the
7 following new item:

“Sec. 30B. Credit for certain charitable contributions of com-
puters.”

8 (c) EFFECTIVE DATE.—The amendments made by
9 this section shall apply to taxable years beginning after
10 the date of the enactment of this Act.

11 **SEC. 4. CREDIT FOR PURCHASE OF COMPUTERS BY LOW-**
12 **INCOME INDIVIDUALS.**

13 (a) IN GENERAL.—Subpart C of part IV of sub-
14 chapter A of chapter 1 of the Internal Revenue Code of
15 1986 (relating to refundable credits) is amended by redesh-
16 ignating section 35 as section 36 and by inserting after
17 section 34 the following new section:

18 **“SEC. 35. PURCHASE OF COMPUTERS BY LOW-INCOME INDI-**
19 **VIDUALS.**

20 “(a) IN GENERAL.—In the case of an eligible indi-
21 vidual, there shall be allowed as a credit against the tax
22 imposed by this subtitle for the taxable year an amount
23 equal to 50 percent of the amount paid by the taxpayer
24 for qualified computer technology or equipment.

1 “(ii) COMPUTER MUST BE CAPABLE
2 OF INTERNET ACCESS.—Such term shall
3 not include any computer which does not
4 have a modem or other equipment capable
5 of supporting Internet access.”

6 (b) CONFORMING AMENDMENTS.—

7 (1) Paragraph (2) of section 1324(b) of title
8 31, United States Code, is amended by inserting be-
9 fore the period “, or from section 35 of such Code”.

10 (2) The table of sections for subpart C of part
11 IV of subchapter A of chapter 1 of such Code is
12 amended by striking the last item and inserting the
13 following new items:

 “Sec. 35. Purchase of computers by low-income individuals.
 “Sec. 36. Overpayments of tax.”

14 (c) EFFECTIVE DATE.—The amendments made by
15 this section shall apply to taxable years beginning after
16 the date of the enactment of this Act.



Mickey Ibarra
03/02/2000 04:52:29 PM

Record Type: Record

To: Maria Echaveste/WHO/EOP@EOP, Ray Martinez/WHO/EOP@EOP, Terry Edmonds/WHO/EOP@EOP, Gene B. Sperling/OPD/EOP@EOP
cc: Melissa G. Green/OPD/EOP@EOP, Seth J. Applebaum/WHO/EOP@EOP, Todd A. Bledsoe/WHO/EOP@EOP
Subject: Gov. Angus King/Digital Divide Initiative

Gov. King of Maine called me to let me know of a VERY exciting announcement he just made regarding the digital divide. Maine will take 50 million from their state budget surplus, add 15 million dollars from private sources for the establishment of a 65 million dollar Trust Fund to provide free lap tops and internet service. Fund will then purchase a new lap top for EVERY 7th grader in Maine now and for every future 7th grader in Maine. They will also provide free internet connection at home. The Governor has faxed me paper on this that I will distribute to you by hard copy now. The Governor asked that we inform the President of this Initiative for possible inclusion in his remarks tomorrow at the Aspen Institute.

THE WHITE HOUSE
WASHINGTON

3-2-00

Colleagues -

I spoke to Gov. King
today about this
terrific digital divide
initiative. He
asked that we
consider mentioning
it in The Remarks
of the President on
Friday. Mickey



The Boston Globe

boston.com



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Daily

9-5-5-1

(Wednesday)

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2-5-28-36-42-43

Bonus: 4 (Monday)

Megabucks

4-11-29-32-35-41

(Wednesday)

Mass Cash

11-17-21-30-33

(Tuesday)

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Maine's King seeks to give all 7th-graders computers

By Kate Zernike, Globe Staff, 3/2/2000

Maine Governor Angus King, trying to bridge the "digital divide" in one of the nation's poorest states, will today propose giving all students in the seventh grade laptop computers to keep as their own.

King's proposal, the first of its kind in the nation, would provide laptops and Internet service to 16,000 seventh-graders beginning in fall 2001, and to all seventh-graders in the years following, so that within six years, every student in the seventh grade and up will have a computer.

The proposal also calls for paying half the cost of new computers for teachers above the sixth grade, with districts paying the other half.

The ambitious plan reflects a world in which computers are no longer seen as just an accessory, but as a necessity. A month ago, Ford Motor Co. said it would give its 350,000 employees desktop computers, printers, and Internet access for \$5 a month. Some individual school districts are providing students with computers. And increasingly, colleges require students to bring a computer along with their other dorm furnishings.

Such mass distribution of computers is not without critics, who question whether students will use the technology for anything more than sending e-mail to classmates. Anticipating the criticism, King's plan also includes \$1 million to train teachers in how to tie technology to the learning of the state's new academic standards, which are measured by a statewide test.

"If we don't do this, someone else is going to, and why not Maine?" said Dennis Bailey, the governor's press secretary. "We can really leapfrog into the forefront of computer literacy with this, and the governor's convinced that that's where everything's going. It doesn't matter what field you're going to go into today, if you're not computer-

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PAGE ONE

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[Book Reviews](#)
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[Comics](#)
[Crossword](#)
[Horoscopes](#)
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[Movie Reviews](#)
[Music Reviews](#)
[Obituaries](#)
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[TV & Radio](#)
[Weather](#)

Classifieds

[Autos](#)
[Classifieds](#)
[Help Wanted](#)
[Real Estate](#)



and Internet-literate, you're going to be left behind."

Those left behind tend to be those in poorer rural and urban areas. A US Commerce Department study in July found that households with incomes above \$75,000 are 20 times as likely to have computers as those with lower incomes.

And Maine lags behind many states in classroom technology. According to the state's department of education, there are 1.8 Internet-ready computers for each seventh-grade class, and 10.3 for each high school class.

Those computers tend to be in labs. King's plan, administration sources said, is to make them a more integral part of learning - not just something down the hall, but in the backpack, at home, and in class.

Ideally, aides to the governor said, teachers would put homework on Web sites and integrate Internet research into classroom projects. From home, students could log on and ask their teachers or peers questions about their homework. As part of the Internet service, students will have access to the Maine School Libraries Network - which, administration sources note, filters out pornographic Web sites.

The governor would set up a \$75 million trust fund that would generate income to pay for the computers, using \$25 million in private and federal money and \$50 million from the state's estimated \$300 million surplus.

"If we don't do this now, we may not have this opportunity again," Bailey said.

The King administration admits there are details to be worked out, and a significant hurdle to jump in a Legislature with its own ideas on how to spend the surplus.

One question is what kind of computers the plan will buy. The plan aims to give every student e-mail, word processing, and spreadsheet capability, but officials say that might mean newer technology that pairs Palm Pilot-size screens with keyboards, or more common laptops. The administration is predicting each computer will cost \$500, which even their technology consultants admit is low for laptops. But through the consultants, the state has talked to IBM, Compaq, and Hewlett Packard about getting computers within that budget.

"Based on where technology is trending right now and where prices are trending, they think it is going to be feasible to do what the state wants to do," said Eric Smith, a consultant to the state and vice president of Inacom, a computer reseller. "I think [administration officials] are being very realistic in what they want to do."

Some educators also question the wisdom of giving seventh-graders delicate laptops, which may not survive adolescent rambunctiousness or trips home on the bus. But the state already has a program where companies donate used computers that are then retrofitted as Pentium-class computers by the state's prison inmates. And administration officials note dryly that seventh-graders seem to be able to take care of their Game Boys, which are hand-held computers.

Still, critics have a host of other concerns, from young hands developing repetitive stress injuries, to a lack of socialization among children who spend their afternoons staring at a screen.

"There is the concern about the digital divide, and what this does in one fell swoop is eliminate it from urban and rural schools - that's a real plus," said Larry Cuban, a professor of education at Stanford University who has written about technology in the classroom. "But people confuse availability with use, and that raises a number of very complex questions."

Promises that teachers will be trained, he said, are "too glib."

"It's how you train them and toward what ends. For test scores to go up you have to have a lot of connections between what a teacher does on a daily basis that's connected to the academic standards, that are connected to the tests and textbooks. It's that connective tissue that people generally don't take into consideration. They get carried away with the glamour of just spreading the computers around."

This story ran on page A01 of the Boston Globe on 3/2/2000.
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**MARCH 2, 2000
FOR IMMEDIATE RELEASE**

KING UNVEILS BOLD PLAN TO PROVIDE PORTABLE COMPUTERS TO MAINE STUDENTS

AUGUSTA – In a bid to conquer the “digital divide” and take a giant leap forward in the computer literacy of Maine students, Gov. Angus King today outlined a bold proposal to provide every seventh grader in Maine with an Internet-ready, portable computer, forever.

The \$50 million plan, unveiled at two news conferences Thursday, would give each incoming seventh-grader a portable, personal computer to use while in school and at home. The students will carry the computers with them as they progress through the upper grades, and it will remain with them after graduation from high school. The initiative will also provide portable computers and training for Maine schoolteachers.

“The jobs of the future, in every area – manufacturing, services, healthcare, retail, government, education, everywhere – all will involve computer and Internet literacy,” said King, “and those individuals and societies that are the most competent and at ease with this technology will be the most successful. This initiative will move Maine students to the head of the class – the forefront of the world – in access to technology.

“This is a bold step for Maine,” he continued, “and any such attempt involves risk. But the returns – to the state, our economy, and especially to our children – are immeasurable. For good or ill, this technology is with us and will transform us. If we resist it, we will decline; if we accept it, we will survive; if we embrace it, we will flourish. The question is, why shouldn’t Maine be first?”

Under the plan, an endowment fund will be established using a one-time appropriation of \$50 million from the unallocated state surplus and a match of \$15



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million from federal or private sources. Income generated from the fund will create a permanent source of money to buy the portable computers for every seventh grader in Maine, forever. The proceeds from the fund would be administered by a public-private foundation, which would decide the technical aspects of the computers, negotiate the purchases, and manage the distribution.

The fund would also pay half the cost of purchasing the computers for every teacher in the state (K-12) over five years. An additional \$1 million per year will be provided for ongoing support for professional development for teachers in the area of integrating technology and the Internet into the curriculum.

King envisions students using the computers in the classroom, at home – even on the school bus – doing research on the Internet, discussing assignments with their teachers and fellow classmates via e-mail, preparing reports using word processing and graphics programs, and maintaining class and after-school schedules. The exact type of computer will be determined by the foundation that administers the fund, and would likely change as technology advances from full-featured laptops to small, handheld appliances like the Palm Pilot.

“Simply undertaking an initiative of this size and scope will put Maine on the national technological map,” King said. “It’s a huge step that will make headlines around the world – and place us in the front rank of the states in terms of education and integration of this absolutely essential technology into the everyday lives of our students. This step will also be a huge boost to our ongoing and critically important efforts to build a high-tech economy.”

King met yesterday with Legislative leaders and education officials to outline the plan, and received support from educators and business officials. Chris Toy, principal of the Freeport Middle School, said many middle-school students do not have computers at home.

“Access to technology is analogous to access to information in today’s age,” said Toy. “This is a good idea, one that will put this information and technology directly into the hands of Maine students.”

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LUNCHBOXES TO LAPTOPS: GOV. KING'S SCHOOL TECHNOLOGY INITIATIVE

WHAT IS IT? This program will provide every seventh grader in Maine with an Internet-ready, portable computer, forever. They will use it in their classrooms and in their homes through high school, and it's theirs to keep after graduation.

HOW MUCH WILL IT COST? An endowment fund will be established using a one-time appropriation of \$50 million from the unallocated state surplus and a match of \$15 million from private and/or federal sources. Income generated from the fund will provide the necessary money to give every entering 7th grader a portable computer beginning in 2002.

WHAT ABOUT THE TEACHERS? The endowment fund will also provide half the cost of purchasing a computer for every teacher in the state (K-12) over the course of five years. An additional \$1 million per year will be provided for ongoing support for professional development for teachers in the area of integrating technology and the Internet into the curriculum.

WHY DO THIS? This initiative will prove crucial in bridging the "digital divide." Currently in Maine, too many families do not have a computer at home to allow their children access to this critical technology into their learning process. The key idea is to move computers and the Internet from the lab into classrooms and homes. Students won't have to wait for a machine in the lab that's open only during school hours; they can research topics on the Internet, work on ongoing projects or do homework with these machines in the classroom, on the bus or at home. Essentially it puts technology necessary in today's and, more important, tomorrow's world in the hands of Maine students whenever and wherever they need it.



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From Lunchboxes to Laptops

O. and A. on Proposal for an Endowment Fund to Purchase Computers for School Children

1. **Why should we buy all these computers? The schools already have computer labs and it's an awful lot of money.**

It is an absolute certainty that the jobs of the future, in every area – manufacturing, services, healthcare, retail, government, education, everywhere – all will involve computer and Internet literacy. Those individuals and societies that are the most competent and at ease with this technology will be the most successful.

The fundamental purpose of this initiative is to make computers an integral part of our educational process – and our students' way of thinking and working. The key idea is "integral part"—to move the computer and the internet from the lab – down the hall and once a week – to the backpacks – for use every day in every class and every home.

This is the boldest initiative in the country in terms of student access to technology.

2. **What exactly does the program involve?**

The concept is simple: we set aside \$50 million of the unallocated surplus created by the recent upward revenue rejections and place it in a permanent endowment fund, the income from which will be used to buy laptop computers for every 7th grader in Maine, forever. In this way, at the end of five years, every student in Maine above the 6th grade will have his or her own computer. The State's contribution to the fund will be matched by \$15 million from private and/or federal sources. The first round of purchases will begin in the fall of 2002. A publicly accountable board of trustees will manage the fund with the goal of returning 8-9% annually.

The income from the fund will be administered by this public-private foundation (on the model of the Maine Development Foundation), which would decide the technical aspects of the computers, negotiate the purchases, and manage the distribution.

3. Why portables and not desktops?

The big advantage of laptops is that they can go home – and at a stroke, we will have gone a long way toward eliminating the “digital divide” – the growing gap between those connected to technology and those who are not. In addition, laptops – which can operate in school on batteries charged at home – won't require extensive rewiring of classrooms in order to function on every desk. Portables will enable computer – and Internet – based research assignments and exchanges with teachers and fellow students.

4. What about access fees for the Internet? Who pays? And what about preventing kids from gaining access to adult oriented websites?

Schools get Internet access for free through the Maine School Libraries Network. Students will also be able to use MSLN from home to gain access to the Internet. The MSLN system currently has filters installed to prevent kids from gaining access to improper sites; additional filters can also be installed on the individual computers.

5. How about the teachers? Are we just going to drop all these computers on the kids and expect the teachers to catch up?

Absolutely not. A key component of this initiative will be to empower the teachers to lead this transformation. First, the fund would pay half the cost of purchasing the computers for every teacher in the state (K – 12) in a five-year phase-in (with replacement every five years, as the technology develops). The approximate one-time cost to the participating districts would be \$250.00 per computer.

Second, and perhaps more important, Governor King has proposed in his supplemental budget request an additional \$1 million per year in ongoing support for professional development for the integration of technology and the internet into the curriculum. These funds would be over and above the \$2 million already proposed for professional development for implementation of the Learning Results.

6. If we give computers to the kids, won't some be broken, lost, sold, or otherwise abused?

Sure – some loss or breakage is inevitable in a program of this magnitude (approximately 21,000 computers will be given out each year – 17,000 to students and 4,000 to teachers), but the computers will be manufactured to be as durable as possible. The risk does not seem overwhelming, given the huge benefits. Besides, right now thousands of our kids are doing a pretty good job of keeping track of their Game-Boys – which are nothing more than handheld computers.

7. But what if they do break – who pays to maintain them?

We would do it ourselves, building on the capacity the state has already developed in our correctional system to repair and upgrade machines for the current computers-for-schools program. We have already refurbished and upgraded over 1,000 donated computers under this program – creating more access to technology for our schools and valuable job skills for our medium security inmates. The system to provide efficient, low-cost maintenance is already in place.

8. But won't these computers be obsolete before 7th graders reach the end of high school?

In some ways, yes, but in a general sense, no. We envision three basic functions: word processing, math (spreadsheets, data manipulation), and, perhaps most important, e-mail and access to the Internet. There are certain to be improvements in technology (and price) within any period longer than a couple of years, but the machines will still perform these critical functions. Advanced operations – graphics, for example – will still require the larger, more powerful machines in the computer lab.

9. What if a future governor and legislature want to raid the fund?

That could happen, but if the program is running well, it would be unlikely. Remember, the beauty of this plan is that it does not require a commitment of ongoing spending – once the trust fund is set up, it runs indefinitely on its own income. This is a powerful legacy for this generation of political leaders in Maine to leave to our children and grandchildren.

10. It still seems like a lot of money – are there any other benefits beyond those to the kids themselves?

Absolutely. Simply undertaking an initiative of this size and scope will put Maine on the national technological map. This is a huge step that will make headline news around the world – and place us in the front rank of the states in terms of education and the integration of this absolutely essential technology into the everyday life of our students. This step will be a huge boost to our ongoing and critically important efforts to build a high-tech economy.

Everyone is going to do this eventually (many colleges already require incoming students to have laptops); why shouldn't Maine be first?

11. But aren't there other important things we could spend this money on?

Sure, but as far as education goes, we're well on our way to providing significant multi-year state commitments to improve school subsidy and school facilities. And remember this is a one-time investment. We're not going to have this \$50 million next year or the year after – for tax cuts, elderly drug assistance, aid to education, job training, or any other ongoing programs. Viewed in that way, it's hard to imagine any single investment or group of investments matching this idea in long-term impact.

12. Why can't we just take this \$50 million and add it to GPA, or use it for much needed repairs and renovation?

The short answer is that we have already spent the future value of this reprojected in the significant commitment to increased GPA we have already made. We are now facing a "structural gap" of almost \$200 million in the next biennium – even including the recent upward rejections.

The critical point is that GPA is an on-going expense – and current revenue projections and spending commitments mean that any increase beyond the 5% currently proposed would simply not be sustainable in future years. This proposal, however, is an important way to help our students on an on-going basis, but uses one-time money to do so.

It's important to put recent education spending into context. In the budget passed last spring, we increased GPA 6%; if we increase it by 5% this year (the Governor's supplemental budget proposed to add 2% to the 3% already passed last year), this means a cumulative increase in GPA of over \$100 million during this biennium. This is in addition to \$43 million already allocated to school renovation (the Governor has proposed an additional \$20 million for this purpose in the Supplemental) and almost \$200 million being released for school construction this year, provided the proposed increase in the construction bond cap is approved.

Although we still have a ways to go in school renovation and construction, we have made tremendous progress in the last several years, and we will continue to address this problem. An initiative of this magnitude should not necessarily come first, but it should not have to wait until the last window is fixed, either.

13. OK, OK, but can you guarantee it will work – that the price will be affordable, that the investment returns will be adequate, that the kids will take care of the machines?

Of course not. All we can go on now are best estimates of how it could come together – and those estimates are that it will work. And if it doesn't work, we still have the money. If we find that we can't raise the private match (or find it within our own future resources) or that the price of the computers we need is too high, or that the machines prove nonfunctional in the classroom, we can reallocate the fund and the only loss, if any, is the income expended.

This is a bold and exciting step for Maine, and any such attempt involves risk. But the returns – to the state, our economy, and especially to our children – are immeasurable.

For good or ill, this technology is with us and will transform us. If we resist it, we will decline; if we accept it, we will survive; if we embrace it, we will flourish.

Why shouldn't Maine be first?

SEYMOUR PAPERT COMMENTS ON LUNCHBOXES TO LAPTOPS

"THE KING PLAN FOR TECHNOLOGY IN SCHOOLS"

With the technology initiative announced today, Maine has made three historic firsts in bringing education into line with the twenty first century:

Maine is the first state to make a **formal commitment** to the concept that owning a personal computer is the right of every student.

From the year 2001 onwards every student who leaves a Maine elementary school will go not only with the skills needed for the knowledge century but also with a computer to exercise these skills though the remaining years of study.

Maine is the first state to **equip all local schools** to undertake a comprehensive, integrated enhancement of curriculum to fit the needs and take advantage of the opportunities of the twenty first century.

The policy of issuing personal computers to all students makes possible for the first time the design of curriculum based on the assumption that every student has access at home, as well as at school. As the wave of students in the computer program goes through successive years of school, the wave of new curriculum will follow. By the year 2003, it will touch all students in the middle school grades, well known to be the critical period of greatest educational risk.

Maine is the first state to **complement its recently adopted assessment of standards** with the conditions of ubiquitous access to digital technology.

Maine has committed itself to a rigorous assessment of the highest educational standards of any state. The presence of ubiquitous computation will allow schools to meet these standards at a high level and provide students with the skills to fit new requirements in the workplace and new learning opportunities in the schools.

Widely known as one of the world's foremost experts on helping children learn with computers, Seymour Papert has long recognized and articulated how computers could fundamentally revolutionize learning and education. Papert has authored several books on this subject including "The Children's Machine: Rethinking School in the Age of the Computer" and "The Connected Family: Bridging the Digital Generation Gap." He holds the Lego Chair for Learning Research at the Massachusetts Institute of Technology and is the co-founder of the MIT Media Lab and the MIT Artificial Intelligence Lab. (Courtesy of www.papert.org)

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J. Gary Nichols
State Librarian

MEMO

FEBRUARY 29, 2000

TO: Ed Gomes
FROM: Cheryl Ramsay
RE: Computers for Schools and Libraries Program

Ed, I just had a phone call from Brown Memorial Library in Clinton. The librarian, Louella Bickford, is desperate for computers. She said she had students lined up yesterday desperate to use their only computer. They had been told to get their assignments off the Internet and, as there are so many in that community who cannot afford computers at home, the public library is their only resource.

Brown Memorial Library is connected to the MSLN but that doesn't do much good if there aren't enough computers to access the information. She said there they do have plenty of room so space is not a factor.

She would greatly appreciate it if you could advise her what steps to go through to acquire new computers or even used ones, for that matter. [REDACTED]

Thank you for your attention to this matter.

PROPOSED AGENDA FOR DIGITAL DIVIDE MEETING

Roosevelt Room
March 2, 2000
10:00 AM

I. Outreach

- GS calls/ meetings
- Daley, TAK to do wider corporate outreach
- OPL setting up Civil Rights meetings

II. Discussion of Kick-off options

- Event options
- Getting major sign-on to National Challenge

III. Narrowing trip options and locations

- School "town hall" with POTUS and CEOs and satellite to 10-20 schools
- Detroit Big Three concept
- AOL/PowerUP?
- Working through other major commitment possibilities (see workplan for developing list)
- Indian Reservation

Gene - fr. hymn

AMERICA'S 50 MOST WIRED CITIES ... AND TOWNS

BY DINA GAN

Not all cities are created equal—certainly not in cyberspace. Find out which ones made the list this year and why they have what it takes

Cable cars. The Golden Gate Bridge. Rice-A-Roni. Maybe we can add a computer to the list of images that define San Francisco. After all, the City by the Bay has held the title of Most Wired City for three years running.

Even with the explosive growth of the Net, San Francisco has held off other contenders, scoring highest in most of the major measured categories. The nation's capital came in a close second, buoyed by the government's massive online infrastructure. San Jose used its Silicon Valley savvy to nab the third spot, while Austin took advantage of a booming Net economy to place fourth. Fifth place went to Seattle, home of Microsoft.

As in past years, the Most

Wired Cities have more than just hardware and Net access. With the help of researchers across the country, we crunched numbers for the better part of a month, taking into account home and business Internet use, the prevalence of online companies, the number of networked computers in a given area, and the quantity and quality of city-related content available online. Here's a breakdown of the major categories:

HOME & WORK NET USE: More and more Americans go online every year. The Census Bureau and the Bureau of Labor Statistics keep track of just how many for the Current Population Survey. This year Washington, D.C., wins in terms of Web users at work, with 39.5 percent signing on at the office. Austin comes in a close second, and it's still the champ in

the domestic arena, with 39.5 percent connecting from home.

DOMAIN DENSITY: To what extent are businesses using the Internet? We answered that question by counting the number of commercial domain names registered and dividing by the total number of firms. San Jose, the hub of Silicon Valley, stayed on top, with 1.3 dot-coms for every business. And since last year, it has nearly doubled its number of commercial domains.

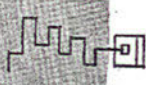
HOSTS PER CAPITA: This refers not to talk shows but to the number of computers hooked up to the Net. That includes laptops in living rooms, PCs in corporate cubbyholes, and terminals at cybercafés, as well as machines that serve data or route traffic around the Net. San Jose wins

this year, with 820 Web-worthy computers for every 1,000 people.

DIRECTORY DENSITY: It's great to have a lot of people accessing the Net, but how many Web sites—big and small, official and decidedly unofficial—are devoted to each city? We tallied up the sites for each and divided by the population to get this measure of wiredness. San Francisco bested Austin this year, with more than 15 sites for every 1,000 people.

CONTENT QUALITY: Quantity is one thing; quality, another. We looked at each city's local sites in a range of categories, including government, business, and culture. The top spot was shared by Boston, Chicago, Los Angeles, San Francisco, Seattle, New York, and Washington, D.C.: All scored perfect 10s.

ILLUSTRATIONS BY LAURENT CILLUFFO



AMERICA'S 50 MOST

CITY/METROPOLITAN AREA	POPULATION	TOTAL PTS	HOME	WORK	COM	HOSTS	LINKS	CONTENT
1 San Francisco, CA	1,855,454	55.3	9.5	8.1	9.7	8	10	10
2 Washington, DC	4,563,123	43.9	8.4	10	4.8	8.9	1.8	10
3 San Jose, CA	1,599,604	43.9	10	8.8	10	10	1.1	4
4 Austin, TX	1,041,330	41.5	10	9.3	6.1	5.8	3.3	7
5 Seattle, WA	2,234,707	41.4	10	8.2	4.5	5.6	3.1	10
6 San Diego, CA	2,655,463	35.3	8	4.9	7.9	4.1	1.4	9
7 Boston, MA	3,263,060	35.1	7.2	5.2	5	5	2.7	10
8 Dallas, TX	3,047,983	33.2	7.4	7.8	4	4.1	1.9	8
9 Atlanta, GA	3,541,230	32.4	6.9	6	3.7	7	1.8	7
10 Minneapolis-St. Paul, MN	2,765,116	32.2	9.2	6.6	3.3	4.2	1.9	7
11 Orange County, CA	2,636,888	31.9	6.9	5.9	7.8	3.8	1.5	6
12 Denver, CO	1,866,978	31.5	8	7.1	3.3	3.9	2.2	7
13 Los Angeles, CA	9,127,751	30.5	5.1	4	6.1	3.5	1.8	10
14 Raleigh-Durham-Chapel Hill, NC	1,025,253	30.4	7.8	6.4	3.3	5.8	2.1	5
15 New York, NY	8,643,437	30.2	4.3	4.8	5.1	4.2	1.8	10
16 Portland, OR	1,758,937	30.1	8.4	6.8	3.7	3.5	1.7	6
17 Chicago, IL	7,733,876	29.9	6.1	5.9	3.3	3.5	1.1	10
18 Philadelphia, PA	4,952,929	29.1	6.4	5.7	3	5	1	8
19 Orlando, FL	1,417,291	28.8	8.3	6.5	3.1	4.1	1.8	5
20 Baltimore, MD	2,474,118	28.6	7.2	7.3	2.7	3.3	1.1	7
21 Phoenix, AZ	2,746,703	28	6.6	5	4	3.9	1.5	7
22 Oakland, CA	2,209,629	28	7.4	7.6	5.7	5	0.3	2
23 Houston, TX	3,791,921	27.6	5.8	5.5	3.3	4	1	8
24 Salt Lake City, UT	1,217,842	26.5	8.4	6.2	3.9	3.4	1.6	3
25 Cincinnati, OH	1,597,352	26.3	7.8	6.2	2.3	3.2	0.8	6
26 Nashville, TN	1,117,178	26	7.5	7.4	2.8	3.3	1	4
27 Honolulu, HI	871,766	26	5.9	3.9	2.6	3.8	1.8	8
28 Sacramento, CA	1,482,208	25.7	6.5	5.2	3.4	3.7	1.9	5
29 Las Vegas, NV	1,201,073	25.4	5.3	2.4	5.3	3.4	1	8
30 Middlesex-Somerset-Hunterdon, NJ	1,091,097	25.4	8.7	5.5	3.9	3.4	0.9	3
31 Columbus, OH	1,447,646	25.3	7.5	6.3	2.5	4.2	0.9	4
32 Milwaukee, WI	1,457,655	25.3	6.3	6.3	2.3	3.4	1	6
33 Tucson, AZ	767,873	24.7	7.4	5.5	4.8	3.7	1.3	2
34 Detroit, MI	4,318,145	24.4	6.5	4.8	2	3.5	0.6	7
35 Miami, FL	2,076,175	24.3	5	3.8	4.3	3.2	2	6
36 Albany, NY	878,527	24.2	6.5	5.2	1.7	3.4	1.4	6
37 Ventura, CA	714,733	23.7	7.5	6.8	4.6	3.4	0.4	1
38 Indianapolis, IN	1,492,297	23.7	6.5	5.6	2.8	3.8	1	4
39 Bergen-Passaic, NJ	1,311,331	23.6	8.1	4.8	3.5	3.3	0.9	3
40 Norfolk-V. Beach-Newport News, VA	1,540,252	23.4	7	7.1	3	3.9	0.4	2
41 Cleveland, OH	2,233,288	23.2	5.2	3.9	2.6	3.4	1.1	7
42 Fort Lauderdale, FL	1,438,228	22.8	6	3.4	4.8	3.1	0.5	5
43 Kansas City, MO-KS	1,690,343	22.7	6.2	5.1	3.4	3.1	0.9	4
44 Rochester, NY	1,088,037	22.4	5.5	6.9	1.6	3.6	0.8	4
45 West Palm Beach-Boca Raton, FL	992,840	22.2	6.8	3.7	4.1	3.2	1.4	3
46 Hartford, CT	1,144,574	22	6.2	5.5	2.2	3.5	1.6	3
47 New Orleans, LA	1,312,890	22	5.5	3.8	1.8	3.7	1.2	6
48 Monmouth-Ocean, NJ	1,065,284	21.9	6.8	5.5	2.7	3.1	0.8	3
49 Tampa-St. Petersburg-Clearwater, FL	2,199,231	21.8	6.7	3.7	3.2	4	1.2	3
50 Knoxville, TN	649,277	21.3	6.9	5.6	1.7	3.9	1.2	2

Key to chart categories: Estimated population is based on Standard Metropolitan Area figures. HOME = residential Net use; WORK = business Net use; COM = density of Net businesses; HOSTS = density of networked computers; LINKS = density of city-specific links; CONTENT = quality of city-related resources online. Chart scores are awarded on a scale from 1 to 10.

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MOST WIRED CITIES

COMMENTS

Has the highest rankings overall, plus the most—and best—local sites

The government is well wired; having AOL nearby helps keep this metro area on top

The high-tech center of Silicon Valley has a relative shortage of good local links

A very Net-savvy population aids the hometown of Dell

The headquarters of Microsoft and Amazon.com gets a boost from residents using the Net

Just about every company here has a Web presence; sites about the city are great, too

Excellent local sites and plenty of networked computers with which to view them

Not as high as its Texan partner; it's harder to wire a population three times the size of Austin

Watch out for a rise in the ranks—the state has been spending big money on high tech

Folks log on at home more than at work, and there are as many wired PCs here as in New York

The wealthy Digital Coast teems with tech ventures

Dropped a spot since last year, but still more wired than most

The Webtainment industry helped propel L.A. from its No. 24 spot last year

The Research Triangle's brain trust ensures the area's tech superiority

A diverse economy dwarfs Silicon Alley relative to industries like finance, media, and retail

Net surfing is a popular hobby here, but local content could use improvement

Its sites are stellar, but other cities did better in the remaining categories

Tied with Boston for hosts-per-capita, but Philly could use more and better links

Why? Because one-third of the population is online when they're not on line at Disney

Charm City hasn't budged; maybe Johns Hopkins needs to produce more than MDs

Missed the top 20 by a hair, despite improved content since last year

Plenty of people are online in this Silicon Valley outpost, at home and at work

Improved content has helped this Texas town rise in the ranks

A percentage of recreational surfers keeps this city in the top half of the list

Columbus has more computers per head, but this burg beats it on other fronts

The place just ain't as wired as it used to be; it fell from 17th place

This island paradise has plenty of surfers—online and off

Once rated 12th, but other cities have gotten themselves much more wired

A major boost in content quality helped this gambling town shimmy up several notches

A high-tech cluster around Route 1 gives this metro area a leg up into the top 50

It's in the top 10 for hosts-per-capita, but more businesses could put up Web sites

Better than average content, but only one-quarter of the population is online

University types helped this relatively small city make its comeback on this year's list

Online car-buying wasn't enough to prevent Detroit from slipping down the list since last year

Another falling star, although it made the top 10 for directory density

The seat of New York state government debuts in a strong spot

Technically part of the Digital Coast, it's hampered by a relatively small population

More Net users and more Web sites could help reverse this city's downward trend

Who would have guessed that the Sony.com domain is officially registered here?

Slight improvements all around pushed this metro area up one spot

Despite better content, the city fell more than 10 spots on the list

Looks as if kids have started packing their laptops for spring break

It's not that its overall score didn't improve; it's just that everyone else did better

With a 10-place drop since its previous ranking, it'll have to work hard to stay in the top 50

Retired seniors have a lot of time to surf the Net

It doesn't hurt to have Wesleyan and Trinity considered part of this metro area

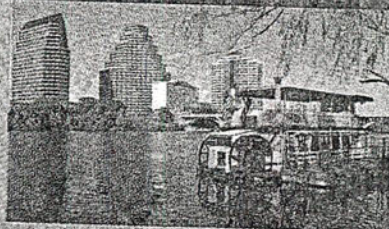
There's lots to do here besides surf the Net; local sites do a good job of listing them

More than one-third of businesses here have Web sites; plenty of folks log on at home, too

A score on home Net use keeps this metro area hanging on

Not great content, but relatively healthy home and work use

TOP TEN LISTS



Percentage of adults using the Net at home

1 (tie) Austin, TX, and San Jose, CA	39.5%
2 Seattle, WA	39.4%
3 San Francisco, CA	37.7%
4 Minneapolis-St. Paul, MN	36.3%
5 Middlesex-Somerset-Hunterdon, NJ	34.4%
6 (tie) Salt Lake City, UT, and Washington, DC	33.2%
7 Akron, OH	33.1%
8 Portland, OR	33.0%

(Source: Jed Kolko, using data from Census Bureau and Bureau of Labor Statistics, Current Population Survey, December 1998)

Percentage of adults using the Net at work

1 Washington, DC	39.5%
2 Austin, TX	36.8%
3 San Jose, CA	34.6%
4 Seattle, WA	32.5%
5 San Francisco, CA	32.1%
6 Dallas, TX	30.6%
7 Oakland, CA	30.0%
8 Nashville, TN	29.4%
9 Baltimore, MD	29.0%
10 Norfolk-V. Beach-Newport News, VA	28.2%

(Source: Jed Kolko, using data from Census Bureau and Bureau of Labor Statistics, Current Population Survey, December 1998)

Directory density (sites per 1,000 capita)

1 San Francisco, CA	15.34
2 Austin, TX	5.11
3 Seattle, WA	4.8
4 Boston, MA	4.15
5 Denver, CO	3.41
6 Raleigh-Durham-Chapel Hill, NC	3.21
7 Miami, FL	3.01
8 Dallas, TX	2.96
9 Minneapolis-St. Paul, MN	2.94
10 Sacramento, CA	2.91

(Source: Yahoo!)

Domains (.com) per 1,000 firms

1 San Jose, CA	1,303.40
2 San Francisco, CA	1,263.40
3 San Diego, CA	1,032.80
4 Orange County, CA	1,014.80
5 Los Angeles, CA	799.8
6 Austin, TX	796.9
7 Oakland, CA	748.6
8 Las Vegas, NV	694.7
9 New York, NY	663.6
10 Boston, MA	652.7

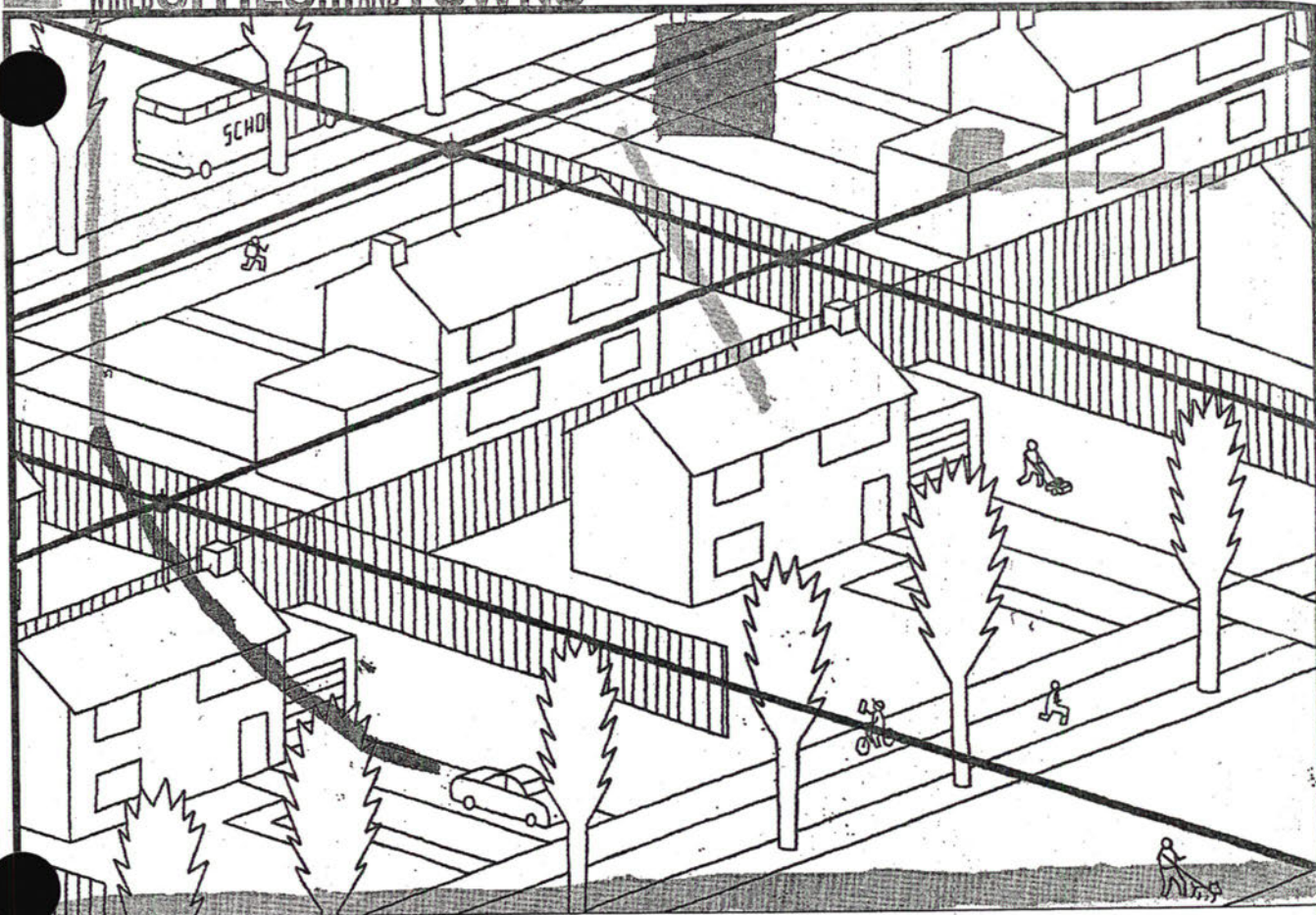
(Source: Matthew Zook, July 1999)

Hosts* per 1,000 capita

1 San Jose, CA	820
2 Washington, DC	480
3 San Francisco, CA	410
4 Atlanta, GA	330
5 (tie) Austin, TX, and Raleigh-Durham-Chapel Hill, NC	230
6 Seattle, WA	210
7 Newark, NJ	200
8 (tie) Boston, MA, Oakland, CA, and Philadelphia, PA	160

(Source: MIDS, www.mids.org, July 1999)

*That is, the number of Net-connected computers.



WIRED TOWNS

Going online is easy if you're in San Francisco. But what about America's towns? Meet eight hamlets that took the initiative

BY DILGE EDINI

BLACKSBURG, VA

POP. 34,590 • SITE bev.org

THE BLACKSBURG ELECTRONIC VILLAGE (BEV), with its discussion groups, virtual Village Mall, and a whole host of town services, is something of a legend among wired communities. Using the resources of local Virginia Tech University, the community caught the Internet bug early—in 1993, in fact—and never looked back. “Before the Net really took off, the university subsidized dial-in connections,” says Monta Elkins, a former systems administrator for BEV who is now a systems engineer at Virginia Tech. “And because it was such an isolated commu-

nity, it was easy to get these folks online.” No kidding: Today, 85 percent of the town is online, including three-quarters of the churches. What’s next? The university has begun testing wireless Net access in the community.

MOST INTERESTING THING SEEN ONLINE: “My son’s computerized loft bed,” says Elkins. “It’s the Batmobile. It has fiber-optic lights, a connection to the Web, and it controls a radio, a reading light, and a fan.”

SYLVANIA, OH

POP. 40,000 • SITE sev.org

SYLVANIA FIRST DISCOVERED THE NET IN 1995, when a former city council member went online to do research

for a friend who had been diagnosed with cancer. Realizing the power of this resource, he decided the town needed to be at the forefront of the Net revolution. In partnership with a local hospital, the Sylvania Electronic Village (SEV) came online in December 1995. Today it’s one of the best-organized and most detailed e-villages in the country. But has the Net had any alienating effects in such a tightly knit community? No, says Rick Smenner, president of SEV. “It’s brought our community closer. We’ve been very active in getting council meetings up and getting feedback from citizens....Our users are very loyal.”

MOST INTERESTING THING SEEN ONLINE: “A lot of the most interesting things are the personal Web pages people put up,” says

Smenner. "Nothing crazy, but it's interesting to see the differences in people."

PENDLETON, OR

POP. 16,915 • SITE pendleton.or.us

LET 'ER BUCK!' IS THE RALLYING CRY OF this former Oregon Trail rest stop. The West is still very much a part of life here, especially during the annual **PENDLETON ROUND-UP AND HAPPY CANYON**, one of the 10 largest rodeos in the world. But with everyone from the Convention Center managers to the local **CONFEDERATED TRIBES OF THE UMATILLA INDIAN RESERVATION** using the Net, Pendleton is living up to its pioneer heritage in more ways than one. What has the wired universe brought? "Worldliness," says John Vigil, the town's computer specialist. "A lot more people are seeing what other communities have to offer and are thinking, 'Maybe I can do that here.'"

MOST INTERESTING THING SEEN ONLINE: "The Pendleton LAN Gamers," says Vigil. "Just the notion that people are dragging their computers to play games against each other is kind of funny. Especially in this town." (For more on LAN gaming, see "Fight Clubs," page 112.)

NEVADA, MO

POP. 10,000 • SITE nevadamo.org

WITH TWO SMALL COLLEGES IN TOWN (Cotter College and the Nevada Tele Center, an outreach and extension program), Nevada's residents discovered the Net well before the municipal government went online. But now, with a Web site featuring everything from the annual water-quality report to movie listings and press releases announcing middle-school concerts, the town is catching up. "The site has just ballooned," declares Mark Mitchell, webmaster of the official

site for Nevada, which lies on the road from Joplin to Kansas City. "It's really something, seeing as how we're just a little farming community caught between two big metropolitan areas."

MOST INTERESTING THING SEEN ONLINE: "Around Halloween time," recalls Mitchell, "somebody wrote in our site's guestbook that one of the graves at a cemetery here had a casket with a glass top and that you could see the deceased's skull. And the response was just unbelievable. I don't think that cemetery ever had that many visitors."

ALPHARETTA, GA

POP. 30,000 • SITE alpharetta.ga.us

WITH MANY OF ITS RESIDENTS EMPLOYED by high-tech and telecommunications businesses in the area, Alpharetta, midway between Atlanta and the North Georgia Mountains, takes its Net seriously. Mayor Chuck Martin says that the important thing is to "not lose the personal touch.... We will not force the use of the Internet; we will make it available for citizen convenience." Thanks to the Net—and the town's detailed official site—community involvement is on the rise, with many officials available to answer queries online. "An individual will take the time to write an e-mail when they will not take the time to write a 'formal' letter and put it in the mail. [And] I can respond much more quickly with e-mail than with a letter," says the mayor.

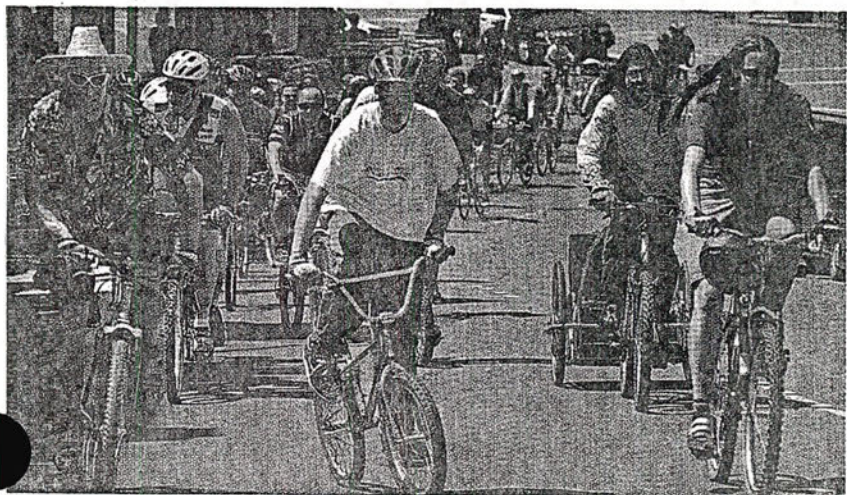
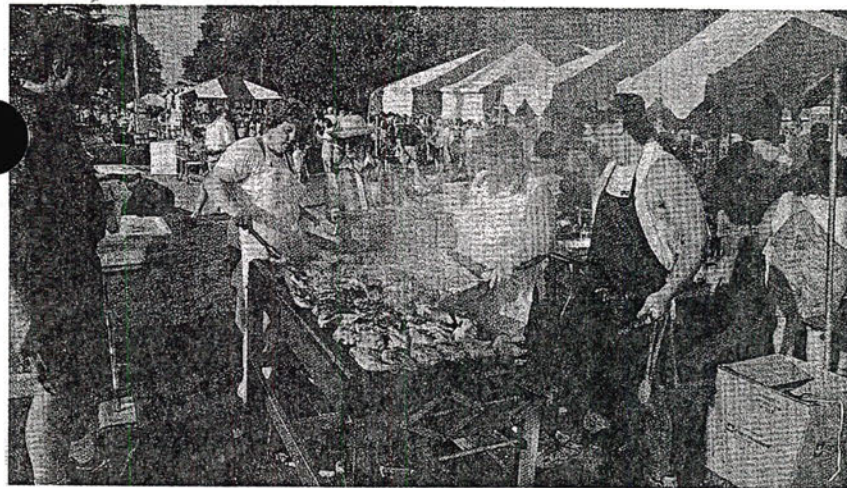
MOST INTERESTING THING SEEN ONLINE: "The most interesting thing for me," says Martin, "is the number of messages I get from students who are doing class projects and [want to ask] questions."

BARBOURVILLE, KY

POP. 3,300 • SITE barbourville.com

SOME TOWNS ARE LUCKY ENOUGH TO BE situated near major cities with big businesses ready to employ thousands. Some, like Barbourville, sit nestled in the Cumberland Mountains miles away from big cities and have to make their own luck. That's why the town invested nearly \$2 million in a fiber-optic network that has given homes and businesses direct Net access. "To compete with places of similar size, we needed a little advantage in job recruitment and education," says Chris Brewer, 171 >>

WEBVILLE: Alpharetta (top) and Mill Valley are just two of America's most Net-friendly towns.



FOR SITES IN THIS STORY, PLEASE TURN TO THIS MONTH'S SITE ADDRESS GUIDE, OR VISIT WWW.YIL.COM/URL/0003/CITIES.HTML

ALPHARETTA: BILL MANNING; MILL VALLEY: COURTESY OF THE MARIAN INDEPENDENT JOURNAL

The Internet now opening your n... spontaneous one-c... even talk to o... our voice be heard

<< 102 **Y-Life Interview**

contrary, I'm like most people, I—people who are learning and want to know more.

Y-LIFE: Did you ever meet Bill Gates?

MILLER: He doesn't exist. He's like the guy in the movie *North by Northwest*. They thought Cary Grant was a spy, but there was no spy—just a guy who'd been made up. While I was in Seattle, I became convinced Gates doesn't exist.

Truth is, I find him kind of interesting. He could be a lot more whacked than he is. For being a genius, he seems about as little whacked as you can be. Big brain. That f—er must have trouble sleeping, turning it off at night.

Y-LIFE: Other people, including the U.S. Department of Justice, worry about Microsoft and Bill Gates. We don't expect you to rant too hard about someone who has paid you for commercials, but are you concerned that he'll control every aspect of computers and perhaps even the Internet?

MILLER: No. Competence wins in an incompetent world.

Y-LIFE: If you had Bill Gates on your shoulder, what would you ask him?

M: What the daily interest is on zillion.

Y-LIFE: We're wrapping up this interview just before the millennium. By the time this appears, we'll have survived Y2K—or not. Have you been worried?

MILLER: Nah. If the only people who will survive are those nutsos who

stockpiled guns, Bibles, and a year's supply of Bosco and Mrs. T's pierogi, then I think I'd rather punch out with the cool kids, because if my only option is sharing some jerky with Bob Barr and drinking my own recycled whiz, well, I'll take my chances at the Thunderdome, OK? And I had a lot of trouble with the idea of spending a trillion dollars to solve this thing. What you should have done is taken your computer back to the kid at Circuit City who sold it to you and said, "Hey, you stuck me with a machine with a broken clock. Now fix it, asshole."

Of course, that's just my opinion. If we're all dead when Y2K comes out—hey, I kept telling you I could be wrong.

<< 128 **50 Most Wired Cities**

assistant superintendent of the Barbourville Utility Commission. The effort paid off: The Immigration and Naturalization Service recently chose Barbourville as the site of a call center that will soon bring the town 300 jobs—"hard to come by for a small rural Kentucky town," says Brewer. "It was going to Houston, but they didn't have the infrastructure we have."

MOST INTERESTING THING SEEN

ONLINE: "We've had several divorces," Brewer says. "Chat has brought a whole new level to the love lives of people in our community. And Lucent Technologies was hacked by one of our 12-year-old customers."

MILL VALLEY, CA

POP. 14,000 • SITE cityofmillvalley.org

"INTERACTIVE" IS THE NAME OF THE GAME for this prosperous settlement 15 miles from tech-friendly San Francisco. Residents can anonymously report suspicious activity, complain about potholes, or download an application for a Sewer Connection and Use Permit. "Our aim was to make the [town's official] site as simple and as clear as possible," says City Clerk Mary Herr. "We tried to stay away from fancy designs and blinking animations." The result? "There's definitely a group of residents who have embraced the Web site. It has given folks quick access to what's going on at city hall."

MOST INTERESTING THING SEEN

ONLINE: "We get e-mails from people all over the world," says Herr. "The police department received an e-mail from a fellow in Stratfordshire, England, saying that he'd like to join the force and asking for [assistance]."

WATERVILLE, ME

POP. 16,758 • SITE ci.waterville.me.us

HOME TO COLBY AND THOMAS COLLEGES, the town of Waterville first got onto the Net through its school system's slower connections. It now has cable modem access and is even sharing its knowledge by helping other towns get online. According to Eric Anderson, Waterville's information technologist, it's "starting partnerships with some of our smaller area towns to provide them with [information services], which they wouldn't be able to afford by themselves." Once they have access, those towns may also benefit from Waterville's online resources, such as information about the local Boys & Girls Club and the Opera House.

MOST INTERESTING THING SEEN

ONLINE: "Some of the Web pages that the fire department used to create were a little...bright," says Anderson. "They would also put on flashing animated GIFs and other 'interesting' features to make the whole thing mighty hard to look at straight on."

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The Honorable William Jefferson Clinton
President of the United States
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

FEB 14 2002

Dear Mr. President,

Thank you for including me in the Digital Divide event you held at Ballou Senior High School yesterday. I want to follow up on our conversations there and at your Super Bowl party and extend an official invitation to you to come to Oregon to review our innovative technology education programs that help bridge the digital divide. Your New Market tour in April is an ideal opportunity to visit.

In Oregon, Students Recycling Used Technology (StRUT) has been a leader in public/private education partnerships. The program coordinates the donation of computers and computer components to high schools for upgrade and repair. StRUT is a collaboration between the Northwest Regional Education Service District, Intel, and over 300 businesses and individuals. StRUT is a win-win situation: students gain valuable computer repair skills while supplying local schools with refurbished equipment.

As you said in your speech at Ballou Senior High School, in addition to putting computers on students' desks, we also need computer literate teachers who integrate new technology into our children's curriculum. A major new education technology initiative was recently announced by Intel, Microsoft and Hewlett-Packard to train more than 400,000 teachers in computer and information technology literacy. This effort will include private sector donations of approximately \$500 million.

Intel Corporation, Oregon's largest private sector employer (incidentally, more Intel employees are located in Oregon than in any other state), is a leader in this teacher training effort. As an early target state, Oregon will receive at least \$7 million from Intel, and more from other public and private sources.

One of your Administration's projects bearing fruit in Oregon is the partnership between Portland State University, Portland Community College,

044001

410566

Page 2

Flying Rhinoceros (a small software startup), Intel and Oregon Public Broadcasting. The partnership received \$1.2 million from the Department of Education. This grant helps bilingual teachers integrate information technology into their learning and teaching.

In Oregon, our public and private efforts empower students and teachers. They incorporate information technology into learning and teaching, at home and at school.

Mr. President, on behalf Oregon's students and teachers, I welcome your visit to our state so that you can review and highlight the worthy public and private sector efforts which are already bridging the digital divide. Please consider including a stop in Oregon as part of your New Market tour or at any time your schedule permits.

With warm regards,

A handwritten signature in dark ink, appearing to read 'David Wu', with a long horizontal flourish extending to the right.

David Wu
Member of Congress

Enclosure

Innovative Education Technology Programs In Oregon

Students Recycling Used Technology (StRUT)

StRUT is a high school program where students use donated computers and computer components and upgrade them for use in schools. As students refurbish the computers, they learn computer diagnostic and repair skills.

The program was begun in Oregon in 1995 by the Intel Corporation and the Northwest Regional Education Service District. Intel has donated more than \$7 million in used and surplus computers. More than 300 other Oregon corporations, businesses and private individuals have also donated hardware and software to the project. Over 10,000 computers have been refurbished and placed in classrooms. The program has expanded to California, New Mexico, Arizona, and Texas.

StRUT was honored by the Education Council of the States as the National Outstanding Educational Technology Innovation for 1998. The National Council of Professional Organizers selected StRUT for the Outstanding Community Service Award for 1998.

Teach to the Future

Intel recently announced plans to launch a \$100 million technology education program to train more than 400,000 teachers in 1,000 days in collaboration with Microsoft and Hewlett-Packard. Oregon will receive \$7 million from Intel. The program includes internet education, web page design, and use of multimedia software. Teachers learn how, when and where to incorporate technology tools and resources into their lesson plans, to create assessment tools, and to align lessons with district, state and national standards. **Oregon is a lead state because it has more Intel employees than any other state.**

Teach to the Future is based on the award-winning Applying Computers in Education (ACE) curriculum developed by the Institute of Computer Technology at Sunnyvale, CA, in cooperation with Intel, Microsoft, and Hewlett-Packard. ACE was piloted with 3,200 teachers in nine communities, including several in Oregon, to provide teachers training, time, equipment, and skills to use technology effectively to improve student learning. After two years of implementation, evaluation and feedback from ACE, the Institute of Computer Technology re-wrote and updated the curriculum to create Teach to the Future.

Preparing Tomorrow's Teachers to Use Technology

In August 1999, Portland State University (PSU) in partnership with Portland Community College, Northwest Regional Education Service District, Northwest Regional Educational Lab, Flying Rhinoceros, Intel, Oregon Public Broadcasting and Pavtec Consortium received a \$1.2 million grant from the Department of Education. This grant helps PSU Graduate Teacher Education Programs and Bilingual Teacher Pathways Programs assure that pre-service teachers are adequately prepared to use technology as a teaching tool. These programs emphasize teaching minority and low-income populations. PSU serves an area that contains half of Oregon's population, including the vast majority of Oregon's minority population.

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