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BY MICHAEL KAPLAN

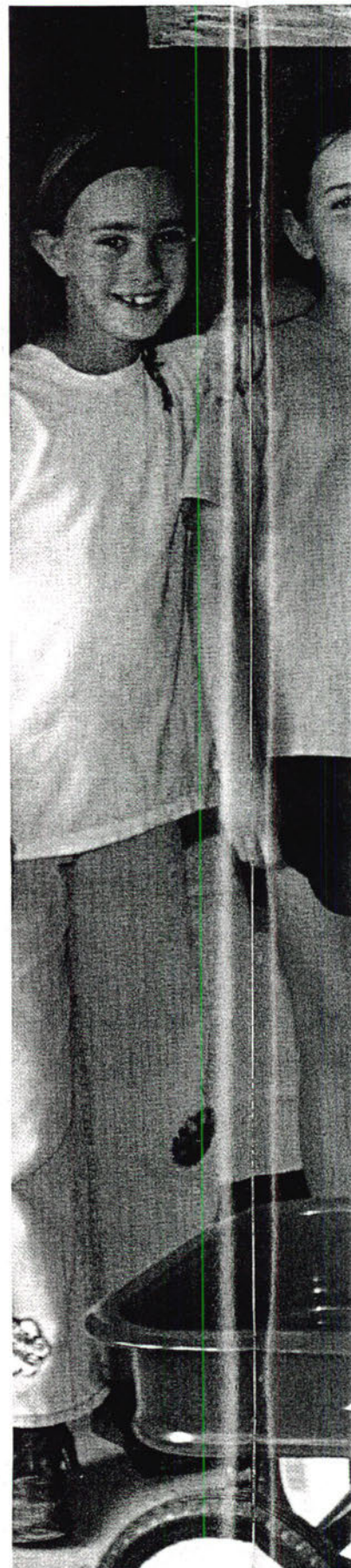
Our young people are plagued by drop-outs, drug abuse and crime.



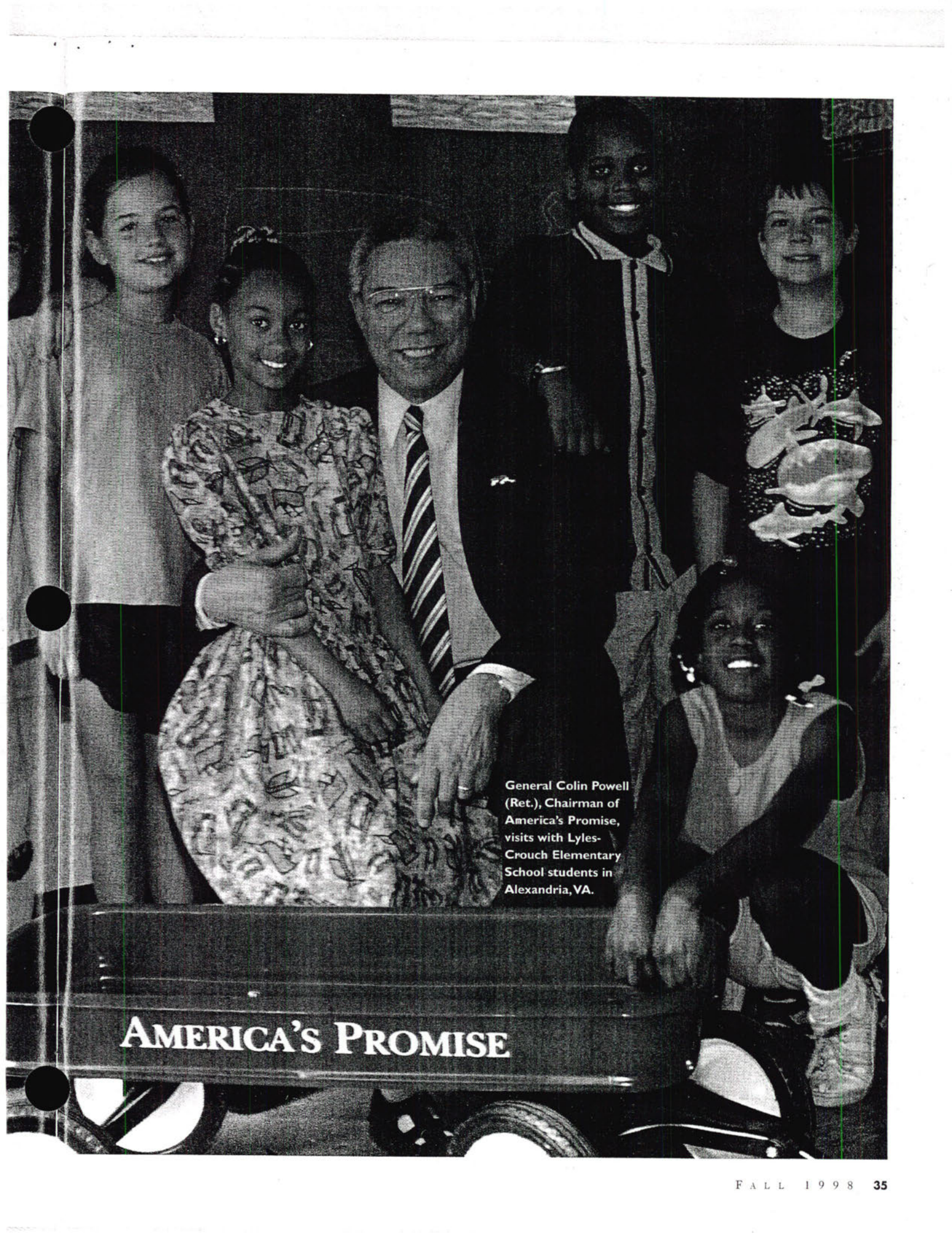
Colin Powell wants YOU to get involved. And he's got a battle plan.

America. Great. Now what do you do for an encore?

If you're General Colin Powell, you write your autobiography, resist numerous calls to run for President and instead assemble an army for battle—a battle fought on a home front in cities and towns across the nation. It is a war to recapture America's inner cities, and Powell is conducting it through America's Promise—The Alliance for Youth, a group dedicated to raising money and amassing manpower for the fight to keep inner-city youth in school, off drugs and out of jail. Powell estimates that 15 million young people are at risk of leading lives that will be unproductive at best and criminal at worst. Hoping to keep a generation out of jail and in



Daniel Cima

A black and white photograph of General Colin Powell, Chairman of America's Promise, standing with a group of five diverse elementary school children. General Powell is in the center, wearing a suit and glasses, smiling. He is surrounded by four children standing and one child sitting in the foreground. The child sitting in the foreground is a young girl with a wide smile, wearing a light-colored sleeveless top. The child standing to the right of General Powell is a boy in a dark shirt with a graphic. The child standing to the left of General Powell is a girl in a patterned dress. The other two children are standing in the background. The setting appears to be indoors, possibly a school hallway or classroom.

General Colin Powell
(Ret.), Chairman of
America's Promise,
visits with Lyles-
Crouch Elementary
School students in
Alexandria, VA.

AMERICA'S PROMISE

the work force, he has made it his goal to provide youth with five essential resources integral in turning around bad-news boys and girls:

- 1) **Mentor:** ongoing relationship with caring adult—mentor, tutor, coach.
- 2) **Protect:** safe places and structured activities during non-school hours.
- 3) **Nurture:** a healthy start.
- 4) **Prepare:** a marketable skill through effective education.
- 5) **Serve:** an opportunity to give back through community service.

These are the promises Powell is making to America's inner-city youth. Helping him is Peter Gallagher, president of America's Promise. As the co-founder of the AT&T Universal Bank Card (which has since been sold to Citibank), Gallagher is no stranger to the appeal and rewards of a successful business career. But he insists that his previous positions (which include being the CEO of a financial services company in Washington, DC) pale in comparison to his current one.

"Here I have an opportunity to make a difference in the lives of young people who are the future of this country," says Gallagher. "I have an opportunity to make a direct and significant impact in ways that simply were not possible in the corporate world."

Powell has designed America's Promise to be a clearinghouse and an active inspiration for companies, large and small, that are interested in donat-



An integral part of Powell's plan to save America is his mentoring program, which encourages business people like this Everen employee, shown above at Jenner School in Chicago, to volunteer at neighborhood schools or youth centers.

manager for a Callexico, CA-based Western Auto store, is pitching in by offering summer jobs to at-risk high school students. "It's rewarding for the children and rewarding for us to make a difference for them," says Hudson, who has them working as clerks, credit personnel and clean-up staff. "It's the right thing to do, and it's important for society. There's emotional gratification in seeing them come here and achieve

volunteering to help at-risk kids invariably aids every person's community, which will automatically have a positive impact on the bottom line of every business. "First of all, the cost to society of at-risk kids is trillions of dollars over time—whether it's due to drop-outs, crime or drug use," Gallagher explains. Secondly, he asks, "If you're a businessperson, would you prefer to have at-risk youth employed productively or on the

streets committing crimes?" He hesitates for a beat, then softly adds, "Plus, everybody cares."

Those people who don't care that much might consider this: More kids in jail, or on drugs or just out of school means that there are fewer and fewer employable people. "The U.S. Chamber of Commerce is desperately wondering where the work force for the year 2000 will come from," says Gallagher. "Look at what Silicon Valley is trying to accomplish in Congress—trying to lift the caps on immigration just to fill jobs there. A third of the jobs in Silicon Valley are filled by people from places like India and Asia because the skilled labor force simply doesn't exist here."

At the core of America's Promise is a desire to involve everybody who has something to contribute. Small-business owners, who make up 80% of the commercial enterprises in the United States, are encouraged to augment their summer and part-time work forces with at-risk kids, to serve as mentors and to participate in career days. The way Gallagher and Powell see it, every capable adult has a responsibility to steer the next generation of neglected children toward lives that are positive and rewarding and that contribute to a greater good. "If every one of us had the spiritual means to take responsibility (continued on page 38)

Really making a difference requires more than just writing a check... "What

I want is for every individual American to try to do something."



ing in every way imaginable. Lens Crafters is giving free eyecare and examinations to at-risk kids, UPS ponied up \$500,000 to be split between organizations that include Big Brothers and 100 Black Men, and Herschel R. Hudson, the regional

things and hopefully leave as better people while learning a little bit about business."

In addition to the emotional reward that comes from being part of Powell's army, participating also makes good business sense. Gallagher insists that

QA

with Colin Powell

IN DECIDING TO HEAD UP AMERICA'S PROMISE, General Colin Powell has put aside political ambitions and the potential to earn a lucrative income in the private sector. Clearly, he believes that providing opportunities and inspiration for inner-city youth is a top priority. Here he elaborates on his personal commitment and what small-business owners can do to help save 15 million at-risk children.

BUSINESS NEWS: How does running America's Promise compare to being America's top military officer?

COLIN POWELL: Back when I was handling international issues, I had four stars on my shoulder and could get instant results by issuing an order. Now, I'm the volunteer chairman of a campaign whose work is being carried on largely by other volunteers. So I can't give orders; I have to rely on my powers of persuasion.

What's the key?

Before these kids can believe in America—that is, before they can embrace the American Dream of working hard, keeping clean and getting ahead—they need to know that America believes in them. In other words, they need to know that we care about them and want them to make it.

You're making a big push to get small businesses involved. Didn't a small-business owner play a key role in your childhood?

My very first job, when I was growing up in the South Bronx, was working for a small-business owner. I was 14 years old. Jay Sickser, a wise and kindly Jewish merchant, offered me a job working in his toy store. I worked there for seven years, on and off, until I entered the Army. Mr. Sickser was a

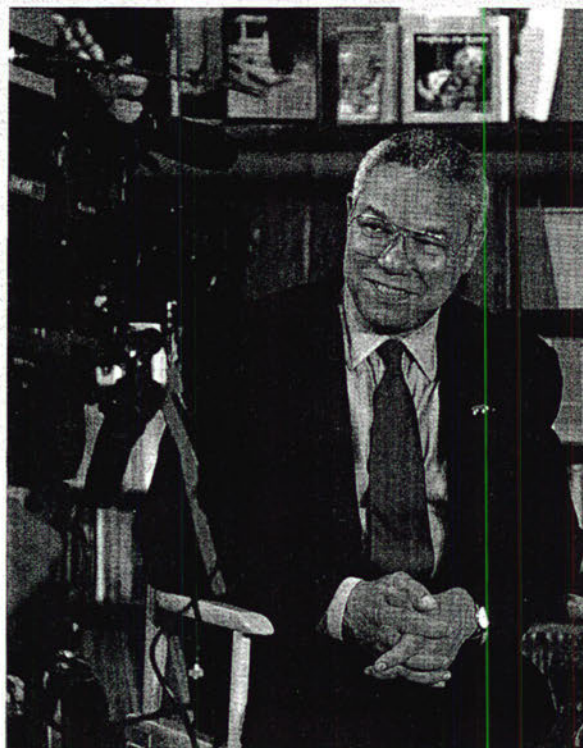
mentor and a friend as well as an employer.

How can small-business owners get involved with America's Promise?

Back in February, Tom Donohue, president of the U.S. Chamber of Commerce, asked the Chamber's 3 million members to each hire at least one student for the summer. We don't have a head count on this, but since the end of May, the Chamber has been receiving a stream of letters, faxes and e-mails from companies that have done so. Companies—including some with only 25 to 30 employees—have hired two or three young people for the summer.

Why are small-business owners good mentors for young people?

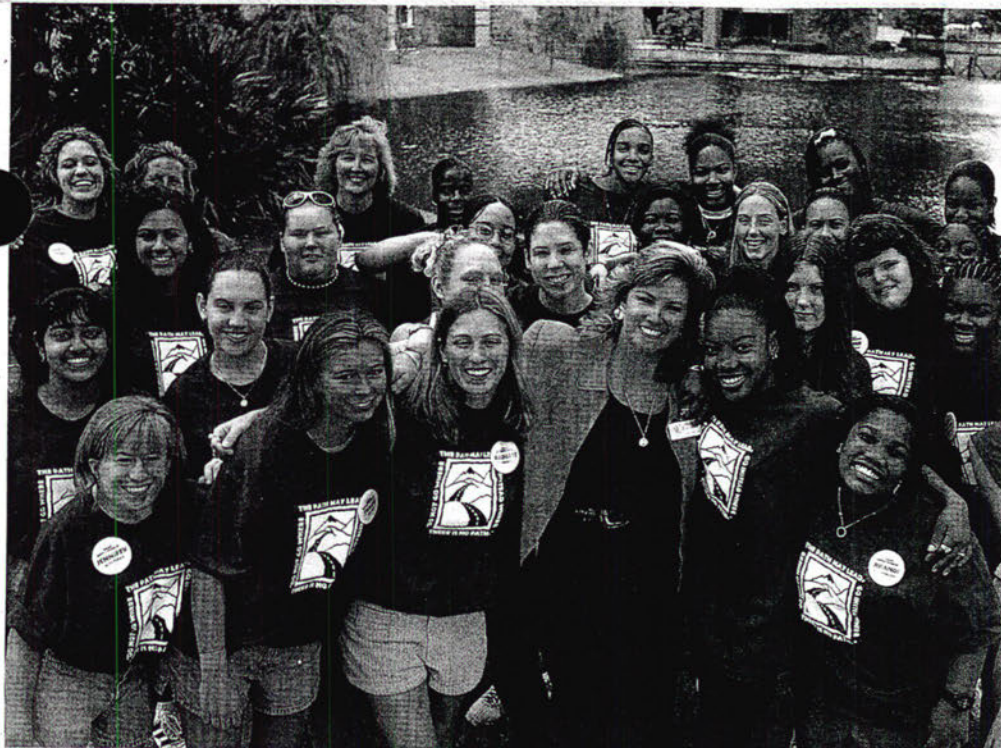
Think about the qualities that make a successful small-business owner: You have to dream big; you have to believe in yourself and your abilities; you have to work long and hard; you have to be law-abiding and take an active part in community affairs; and you have to have the courage to bounce back from mistakes and disappointments. What better mentor or role model could a young person want than that?



Jeanette Ortiz/Quora

When you retired from the military, you had a lot of career options—including, some people said, becoming President of the United States. Why did you choose to do volunteer work?

In Texas I once spent about 10 minutes talking to a small boy who had a reputation for being a perfect hellion. About a year later, I was passing through the same area, and I heard that this youngster had turned his life around—applying himself to his studies, staying out of trouble, being polite and living up to his potential. When his teachers asked him what had brought about this sudden change, he told them, "Because General Powell would be disappointed in me if I didn't change." That was a real emotional reward for me. Moreover, it is an emotional reward available to any adult who cares enough to make a difference. You don't have to be Colin Powell to help a struggling youngster succeed. ■



Each summer, Susan Hartley of Jacksonville, FL puts on a week-long Entrepreneurs Camp for girls ages 15 to 17 and hands out 15 scholarships for at-risk girls. She says, "so many of these girls have talents, but they don't have the chance to excel."

ing the child under your wing. "You provide a safe space for the child by having him inside your business rather than on the streets or wherever he or she would ordinarily be all summer."

Susan L. Hartley, the president of H&R Coffee Company in Jacksonville, FL, has devoted her summer-time energies to cultivating entrepreneurial spirits among girls who are at risk. Her Camp Entrepreneur is sponsored in cooperation with Women Business Owners of North Florida, University of North Florida, and Jan and Jim Moran of JM Family Enterprises, a Toyota distributor in Jacksonville.

"Twice a year we do a career day for at-risk girls on the 15 professions most often chosen by girls." Explaining that this gets followed up with a mentoring program and on-site career days, Hartley adds, "We serve as role models for these girls; we give them hope and encourage them to be self-sufficient."

Powell has announced that the goal of America's Promise for the year 2000 is 2 million at-risk youths receiving all five of the resources in his plan. If that happens, America's Promise may prove to be the crowning achievement of Powell's career. General Powell is completely committed to creating a national collective to deal with this problem," says Gallagher. Anybody who doubts Powell's ability to achieve this monumental goal would do well to read his autobiography. He does not like to lose, and he seems to be strategizing this battle with a level of focus that matches the intensity he has harnessed throughout his long and illustrious career. He is determined that America's Promise will be kept. ■

coming from local citizens. "The first thing you see when you walk [into one of these schools] is a lot of adults," he says, referring to a participating school in Houston. Explaining that the school is salted with volunteers who come from all sectors of the community, Gallagher says, "You see how

and it is something he believes small-business owners are uniquely suited to help accomplish. "They're out there where the kids are, more than General Motors is," he says. "In their communities they have more influence than all the General Motors in the world. Small-business people are the forces behind

"In their communities, small businesses have more influence than all the General Motors in the world."



the kids are blooming, you see the engagement. In the elementary school you see bright eyes and smiling faces. Total joy is evident."

Visiting high schools in other disadvantaged areas, Gallagher spoke with 11th and 12th grade students "who talk about abusive home lives or not having been able to read and about how some intervention has made a big difference. They tell you that they want to be nurses, teachers, social workers. They want to help others." They've transformed from being part of the problem to being part of the solution.

Achieving this on a larger, broader scale is the goal of America's Promise

various institutions—local chambers of commerce, politics, schools—that have to be involved in dealing with the problems that at-risk youth face."

When looking at the five resources that are the cornerstones of his organization, Gallagher believes that the owner of a small business can go a long way toward fulfilling some of them simply by hiring an at-risk student for a summer or part-time job. "Whatever you do in your business to gainfully employ a child provides an education with regard to marketable skills," he says, acknowledging that there will also be a tutoring or mentoring relationship going on just by the very nature of hav-

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PROFILE

- **The Five Promises:** Chaired by General Colin L. Powell, USA (Ret), America's Promise – The Alliance for Youth is *building and strengthening the character and competence of youth* by mobilizing the nation to fulfill Five Promises for young people: ongoing relationships with caring adults; safe places with structured activities during non-school hours; a healthy start and future; marketable skills through effective education; and opportunities to give back through community service.
- **National Catalyst:** America's Promise is expanding the nation's capacity to help all children and youth succeed through fulfillment of the Five Promises.
- **National Organizations Mobilizing:** America's Promise has created a *diverse and growing Alliance* of more than 480 national organizations called Commitment Makers, which *make large-scale national commitments* to fulfill one or more of the Five Promises. These organizations agree to expand existing youth programs or create new ones, and *hold themselves accountable* by measuring program progress. Spanning all sectors of society, these groups include corporations, nonprofits, higher education, and faith-based groups, associations and federal agencies. Most Commitment Makers expand the scale and impact of their efforts by *collaborating with other national and local groups*.
- **Local Communities Mobilizing:** Nearly 600 counties, cities and towns across the nation have united to fulfill the Five Promises for and with youth. These communities have formed diverse grassroots coalitions among the public, private and nonprofit sectors to generate more resources for young people who need them. Those who build community-wide alliances to provide all Five Promises for youth where they live and are known by name are called *Communities of Promise*.
- **Founding:** America's Promise was founded at the historic *Presidents' Summit for America's Future* in April 1997, in Philadelphia. Presidents Clinton, Bush, Carter and Ford plus First Lady Nancy Reagan (representing President Reagan) challenged the nation to make youth a national priority, and commit to a united effort to fulfill the Five Promises. Also attending were 38 governors, 100 mayors, 140 community delegations, dozens of prominent business leaders and several thousand concerned citizens. The Summit was co-sponsored by the Points of Light Foundation and Corporation for National Service.
- **Join the Movement:** Organizations, communities and citizens can join this national youth movement by calling tollfree 1-(888)-55-YOUTH or visiting www.americaspromise.org.

THE CHALLENGE

More than half of Americans agree that "getting kids off to the right start" should be America's top national priority, and three of four Americans believe our greatest national security threat is not from abroad, but from concerns with children.



With this mandate, public support is rapidly growing for a national youth movement based on fulfilling the Five Promises. Research confirms that young people who consistently receive one or more of these basic resources tend to perform better in school, go to college, develop higher career goals, have healthier self-images, and avoid destructive behavior such as drugs, alcohol abuse and violent behavior. Too few youth, however, receive these multiple resources.

OUR PARTNERS RESPOND

America's Promise partners are creating or expanding diverse youth initiatives throughout the nation by making specific commitments to fulfill one or more of The Five Promises. *For example:*

Ongoing Relationships With Caring Adults

- The **Corporation for National Service** has created 550 AmeriCorps Promise Fellowships that enable citizens to serve fulltime to fulfill the Five Promises.

Safe Places With Structured Activities

- **Hasbro** is helping build playgrounds around the U.S. for children of all abilities, and donated 2,000 extra toys to **United Neighborhood Centers of America** and the **Boys and Girls Clubs of America**.

A Healthy Start and Future

- **SmithKline Beecham** is providing \$2 million in grants to Communities of Promise for services such as dental care, educating parents on youth development and assistance in locating health services.

Marketable Skills

- **Southwest Airlines** has expanded its *Adopt-A-Pilot* program, which teaches math and science through hands-on learning with pilots. The program reaches more than 100,000 youth in 50 cities.

An Opportunity to Give Back

- **Aid Association for Lutherans** has mobilized young people to provide more than one million hours of community service.

ORGANIZATION

- **National Headquarters:** Alexandria, Va., in the Washington, D.C. metropolitan area.
- **Address:** 909 N. Washington Street, Suite 400, Alexandria, VA 22314-1556.
- **Phone:** (703) 684-4500; (703) 535-3905 (fax).
- **Staff:** 60 fulltime employees
- **Funding:** Private donations, grants and contributions, and expected to receive first federal funds in FY 2000.
- **Tax status:** nonprofit 501(c)(3).
- **Tagline:** "Point a kid in the right direction."
- **Web site:** www.americaspromise.org; AOL Keyword: America's Promise.
- **Logo:** Little Red Wagon. To obtain the logo, visit the Press Room of our Web site, or contact Matt Lauer at (703) 535-3872 or mattl@americaspromise.org.

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THE FIVE PROMISES

THE CHALLENGE

Research confirms that the more support young people receive from the widest spectrum of their community, the more likely they are to live successful and productive lives, and to avoid negative behavior such as crime, drugs and alcohol abuse. Yet research also shows that too few youth consistently receive this unified support from too few community resources.

OUR PARTNERS RESPOND

Chaired by General Colin L. Powell, USA (Ret), America's Promise – The Alliance for Youth is building and strengthening the character and competence of youth by mobilizing the nation to fulfill Five Promises for young people. America's Promise has galvanized a diverse Alliance of more than 480 national organizations and more than 500 communities, representing every sector of society, that have made specific commitments to fulfill these Five Promises for youth:

- 1) Ongoing relationships with caring adults;
- 2) Safe places with structured activities during non-school hours;
- 3) A healthy start and future;
- 4) Marketable skills through effective education; and
- 5) Opportunities to give back through community service.

1) Ongoing Relationships with Caring Adults

A caring adult gives a young person a guide, a mentor and a role model to emulate. Caring and a sense of connection within -- and beyond -- the family are powerful factors that encourage good social skills, responsible values and a positive identity. Adult role models can include parents, teachers, coaches, extended family members, tutors and others. America's Promise partners are providing mentors for young people around the nation. *For example:*

- The **City of Philadelphia** has provided nearly 120,000 youths with one or more of the Five Promises.
- **B'nai B'rith Youth Organization** has mobilized 1,000 members to serve as AmericaReads tutors to provide 2,000 total hours of service each week.

2) Safe Places With Structured Activities During Non-School Hours

A safe place with constructive activities gives youth an alternative to street corners, gangs and undisciplined behavior. A safe place nurtures a young person's skills and interests, creates a positive peer-group influence on youth, enriches their academic performance and gives them opportunities to contribute to their communities. America's Promise partners are responding by creating safe places for young people. *For example:*



- More than 170 members of **Roller Skating Association International** are opening skating centers available for tutoring and homework help.
- **YMCA of the USA** is providing safe places through 2,000 YMCA's by increasing the number of YMCA volunteers to 572,000 over three years.

3) A Healthy Start and Future

Many believe a healthy start is what children need before they begin schooling – prenatal care, immunizations and school readiness. But to prepare for transition to a healthy adulthood, youth need accessible and affordable healthcare such as good nutrition, and eye, ear and dental checkups plus regular exercise from birth through age 20. America's Promise partners are providing affordable and accessible health services for young people throughout these formative years. *For example:*

- The **National Selected Morticians** is partnering with the **American School Counselors Association** to expand the *Good Grief Program* teaching teachers how to help young people who experience loss.
- **Howard University** has adopted an elementary school and middle school in Washington, D.C., providing 760 students sickle cell anemia screening, dental and speech checkups, and other healthy screening

4) Marketable Skills Through Effective Education

Gaining marketable skills enables youth to find fulfilling work in the 21st century economy. Young people must master basic academic and analytical skills, project desirable workplace attitudes and know how to fluently use new technology such as computers and the Internet. America's Promise partners are helping young people develop essential career skills. *For example:*

- The **Citizens Scholarship Foundation of America** provided 91,350 college scholarships through the *Dollars for Scholars* program in FY1999.
- **PowerUP**, a new nonprofit funded by the Case Foundation, is making computers and the Internet available to underserved youth through a \$10-million grant by the Case Foundation. Kids use PowerUP Online, an interactive Web site that provides youth structured activities, safe places and marketable skills.

6) An Opportunity to Give Back to the Community

Giving back to the community benefits society and young people themselves. Kids who volunteer enhance their self-esteem, develop career goals, do better in school and learn how to solve community problems. Service opportunities are available through school-based and faith-based groups, neighborhood teams, civic clubs and other outlets. Young people are likely to volunteer if asked, and America's Promise partners are providing numerous opportunities for youth to help their communities. *For example:*

- **Tree Musketeers** and **Kids for a Clean Environment**, both nonprofits run by and for youth, are mobilizing one million children to dedicate one million hours to planting one million trees across America through a joint program called *One in a Million*.
- The **National 4-H Council** has involved more than 180,000 young people in diverse community service programs, in which young people choose how they serve.

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THE FIVE PROMISES

ONGOING RELATIONSHIPS WITH CARING ADULTS

THE CHALLENGE

Connecting with a caring adult gives a young person a guide, a mentor and a role model to emulate. Caring and a sense of connection within -- and beyond -- the family are powerful factors in developing good social skills, responsible values and a positive identity.

Young people with mentors also have greater confidence in their school performance, and better relations with their families. They are more likely to stay in school, aspire to higher grades and attend college. They also are less likely to join gangs, or use drugs and alcohol. However, too few youth receive this web of adult support and care beyond their own families, even though they want to connect and clearly benefit from mentoring.

- Youth with mentors are 46 percent less likely to start using drugs, 27 percent less likely to start using alcohol, 33 percent less likely to hit others and 52 percent less likely to skip school. (Big Brothers Big Sisters Impact Study, 1995)
- 65 percent of children age 7-14 say they want to connect with an adult they can trust and who respects them. (Saito, R.N. et al, 1995)
- 39 percent of male public school students and 43 percent of female students in grades 6-12 say they receive support from three or more non-parent adults. (Search Institute, 1999)

OUR PARTNERS RESPOND

America's Promise partners have committed to fulfilling Five Promises for youth throughout the nation, including connecting young people with caring adults such as coaches, teachers and youth workers. *For example:*

- **Eastern Kentucky University** has implemented *Book Buddies*, a program providing students and faculty as reading mentors and role models for children in rural Appalachia.
- The **U.S. Department of Justice** has committed \$8.6 million to 52 new *Juvenile Mentoring Program* (JUMP) sites across the nation to support one-on-one mentoring.
- **The Pillsbury Company** is collaborating with **Big Brothers Big Sisters of America** and **Boys & Girls Clubs of America** to recruit adult mentors and provide young people safe places for numerous youth programs through the *Up 2 Us* program.
- Volunteers in **Tallapoosa and Autauga counties, Ala.**, are working with the TEEN court system to develop mentoring relationships between local youth and senior citizens.

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THE FIVE PROMISES

SAFE PLACES WITH STRUCTURED ACTIVITIES DURING NON-SCHOOL HOURS

THE CHALLENGE

Young people need structure, and to be physically safe and emotionally secure. A safe place with structured activities during non-school hours gives youth an alternative to street corners, gangs and undisciplined behavior. Young people gain numerous other benefits such as peer groups that exert positive influences on each other, better grades, chances to contribute to their community, better social skills, connection with caring adults and mentors, and stronger career interests.

The alternative to safe places can be telling. Juvenile crime, for example, increases dramatically after school lets out in the afternoon. Even though Americans overwhelmingly agree that young people need organized activity after school, far too many children and adolescents – especially in the inner city -- lack ongoing access to this critical support.

- Students taking extracurriculars one-four hours per week are 49 percent less likely to use drugs and 37 percent less likely to become teen parents than students who don't. (U.S. Department of Health and Human Services, 1995)
- Nearly 100 percent of Americans believe that afterschool programs are important to the academic and social development of youth. (YMCA Healthy Kids Public Opinion Survey, 1998)
- 22 percent of violent juvenile crime occurs between 2 p.m. and 6 p.m. on school days. (Search Institute, 1997)

OUR PARTNERS RESPOND

Americas' Promise partners have committed to fulfilling the Five Promises to youth throughout the nation, including providing young people with safe places, needed structure and adult supervision. *For example:*

- Members of the **American Society of Landscape Architects** are designing and building safe community gathering places at 100 sites across the nation.
- **United Neighborhood Centers of America**, with 157 centers in 24 states and 51 cities, is providing safe places, after-school and weekend activities, and other resources more than 190,000 young people.
- **Allstate** is providing financial support for *Street SMART*, a crime prevention and gang intervention program sponsored by the **Boys & Girls Clubs of America**.

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THE FIVE PROMISES

A HEALTHY START AND FUTURE

THE CHALLENGE

Young people need proper healthcare throughout their youth to help ensure mental, emotional and physical growth into adulthood. Among their many important health requirements are good nutrition and exercise; quality health education; and accessible and affordable health care (such as immunizations, regular checkups, and eye, dental and ear exams, and treatment of illnesses). Even safe homes, schools and neighborhoods are part of a young person's healthy start.

Despite encouraging increases in the number of youth with access to proper healthcare, far too few youth still receive enough continuous attention. The problems involve many complex issues such as affordability, proper access, and basic education about healthy lifestyles and how to find proper healthcare.

- 24 percent of children in grades two to six say they had no fruit yesterday, and 25 percent had no vegetables. (Chilton Research Services, 1995)
- 48 percent of high school seniors have received no routine physical checkup in the last year. U.S. Department of Health and Human Services, 1997)
- 11.3 million youth under age 18 are uninsured, the largest number ever reported by the Census Bureau (Current Population Survey, U.S. Bureau of the Census, 1997)

OUR PARTNERS RESPOND

Americas' Promise partners have committed to fulfilling Five Promises for youth throughout the nation, including helping ensure young people receive proper healthcare. *For example:*

- **Reach Out and Read** has created 31 literacy programs for health centers and hospitals in 15 states.
- **Vision Service Plan** has collaborated with 12 national organizations to provide free eye exams and glasses to nearly 20,000 young people.
- **VHA Inc.** has developed 1,000 school-linked health programs to more than one million young people.
- **Pfizer** is providing grants to local children's health projects, and \$2 million in children's medicine to community health centers around the nation.
- **Colgate-Palmolive Company** partnered with **Oral Health America** to provide 4.5 million Medicaid or uninsured children access to dental services.



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THE FIVE PROMISES

MARKETABLE SKILLS THROUGH EFFECTIVE EDUCATION

THE CHALLENGE

Learning marketable skills enables youth to find fulfilling work in today's global, technology-driven economy. Employers increasingly need workers with up-to-the-minute skills, and who can work in teams to solve complex problems.

To succeed as adults, young people must master basic academic and analytical skills, and project desirable workplace attitudes. Many youth, however, face a serious shortage of resources to help them prepare for our highly competitive workplace. The "digital divide" confronting young people who lack critical computer and Internet skills is especially acute. Consider:

- Only 39 percent of youth believe homework is a priority and complete it before other activities. (Horatio Alger Association, 1999)
- 85 percent of high school students with exposure to business issues say they have been taught "practically nothing" about how business works, yet 69 percent want to launch their own business. (Walstad, W.B. & Kourilsky, M., 1996)
- Only 17 percent of high school seniors have taken part in a work study program, and 60 percent of high school seniors would like to have more career counseling. (Johnston, L.D. et al, 1995)

OUR PARTNERS RESPOND

America's Promise partners have committed to fulfilling one or more of Five Promises for youth throughout the nation, including providing young people the skills and attitudes to compete and succeed in today's demanding workplace. *For example:*

- The **American Advertising Federation** is placing more than 5,000 high school students in internships in advertising or ad-related businesses in 207 communities nationwide.
- Through its *Team TECH* program, **IBM** is providing computer labs, training and technical assistance to more than 2,500 health and human services agencies in partnership with **Americorps*VISTA** and the **United Way of America**, benefiting some 500,000 young people to date.
- **Junior Achievement** has provided education about economics to 3.5 million students through its network of 168 local offices and 100,000 volunteers. Volunteers also provided 120,000 students job exposure as Groundhog Day Job Shadow mentors.
- The **National Association of Police Athletic Leagues** is providing young people teamwork, leadership training and computer skills as part of its commitment to providing all Five Promises by creating more than 100 new chapters to reach 100,000 youth.

(2/23/00)



AMERICA'S PROMISE

THE ALLIANCE FOR YOUTH®

909 North Washington Street, Suite 400
Alexandria, VA 22314-1556

Tel. 703.684.4500
Fax 703.535.3900
www.americaspromise.org

THE FIVE PROMISES

OPPORTUNITIES TO GIVE BACK THROUGH COMMUNITY SERVICE

THE CHALLENGE

Giving back through community service benefits society and young people themselves. Youth who volunteer have higher self-esteem, develop career goals, do better in school, build leadership skills and learn how to solve community problems.

School-based service groups, communities of faith, neighborhood teams, corporate projects and service clubs are just some of the outlets providing youth with opportunities to learn that service is a lifelong commitment that, in turn, teaches the next generation of young volunteers the benefits of community service. Even so, adults often don't ask youth to volunteer even though young people are likely to volunteer when asked.

- 93 percent of youth volunteer when asked; 49 percent of teens weren't asked to volunteer at all (Gallup Poll for Independent Sector, 1996)
- More than 70 percent of teens say volunteering gives them new perspective, allows them to do something for a cause that's important, and is important to people they respect. (ibid)
- 37 percent of middle and high school youth volunteer one hour or more a week. (Search Institute, 1997)

OUR PARTNERS RESPOND

Americas' Promise partners have committed to fulfilling Five Promises to youth throughout the nation, including providing diverse opportunities for young people to give back to their communities. *For example:*

- **Job Corps (U.S. Department of Labor)** will ensure that 34,000 Job Corps students will participate in community service projects each year.
- **Best Buy** is providing community service grants for every store opened. The grants are for youth aged eight to 14 to perform service projects in their communities.
- **Youth Service America** is setting up a Web-based database of volunteer opportunities for every zip code in the nation.

(2/23/00)



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NATIONAL COMMITMENTS

FACT SHEET

Tel. 703.684.4500
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www.americaspromise.org

WHAT IS A NATIONAL COMMITMENT?

A commitment is a pledge by an organization to develop and implement *large-scale national youth initiatives* that fulfill one or more of the Five Promises. The organization – or Commitment Maker – agrees to launch new youth initiatives or expand existing ones, and hold itself accountable by measuring progress. Though national in scope, these commitments fulfill the Five Promises for young people at the community level across the nation.

- **Spanning all sectors:** More than 480 national organizations spanning all sectors of society have made commitments to America's Promise. Commitment Makers include corporations, nonprofits, associations, communities of faith, federal agencies, cultural institutions and colleges and universities.
- **Collaboration:** Most national Commitment Makers expand the scale and impact of their initiatives by collaborating with other organizations. Commitment Makers can join with other national groups, state and local organizations, or diverse combinations of national, state and local groups.
- **Local Partnering:** When fulfilling their commitments to kids, national Commitment Makers generally work through their branches, members, affiliates and other local units. These units often have close relationships with local partners and are networked into the community, where children and young people live and are known by name.
- **Join the Movement:** There are important roles for organizations and individual citizens to play. Join this national youth movement by calling tollfree 1- (888)-55-YOUTH or visiting our Web site at www.americaspromise.org.

MAKING A NATIONAL COMMITMENT

To make a commitment, a national organization submits a detailed plan to America's Promise, outlining how the group will fulfill the Five Promises. A commitment will meet six criteria:

- **Fulfills the Five Promises:** The commitment will reach young people by launching initiatives in one or more of the Five Promise areas.
- **Directed to Young People:** Programs will reach youth who need the Five Promises.
- **New or Expanded:** The commitment will comprise a new program or expand an existing one.
- **Measurable Outcomes:** Program outcomes should be easily measurable and definable, including timetable, locations and how many children and young people the initiative will reach.
- **Appropriate Size:** The youth initiative must be appropriate for the size and scope of the organization.
- **Commitment Makers Fulfill:** The organization itself will fulfill the commitment, often in collaboration with other groups.



HOW AMERICA'S PROMISE SUPPORTS NATIONAL COMMITMENTS

Our partners develop and implement all youth initiatives themselves. In turn, America's Promise supports the programs where needed. We provide strategic guidance, help link diverse partners and resources together, and provide partners a large array of marketing and management tools. *For example:*

- **Connect With Vital Resources:** As the hub of a national youth movement, America's Promise is linking Commitment Makers with essential resources. For example, we might connect a corporation that donates computers for an after-school program, a state agency that enlists youth drug counselors, or a service club that provides a network of volunteers.
- **Provide Success Tools:** We help Commitment Makers create and implement strategic plans by providing detailed planning guides, consultation with our staff experts, and other management tools. We also provide marketing material such as videos, ad templates, PSA's and Little Red Wagon logos.

OUR PARTNERS RESPOND

America's Promise partners are launching thousands of youth initiatives throughout the nation. *For example:*

Corporations

- **The Pillsbury Company** is collaborating with **Big Brothers Big Sisters of America** and **Boys & Girls Clubs of America** to recruit adult mentors and provide young people safe places for numerous youth programs through the company's *Up 2 Us* program.

Associations

- **The American Bankers Association** has recruited 2,000 member banks throughout the United States to fulfill all Five Promises. To date, the ABA and its Banks of Promise are reaching 1.5 million youth in 3,000 communities around the nation through a diverse array of programs.

Nonprofits

- **A World Fit for Kids!** is steering more than 2,000 inner-city teens in several cities away from gangs, drugs and delinquency by training them as coaches, mentors and role models for younger children.

Colleges and Universities

- Through *ProjectHEALTH*, **Harvard** and **MIT** are linking their undergrads with pediatricians and other adult mentors to provide nearly 2,500 inner-city youth and their families essential health services, after-school tutoring and community service projects in several cities.

Communities of Faith

- The **National Federation of Catholic Youth Ministry** is working to make 2,000 churches "youth-friendly," helping them develop year-around youth programs centered around the Five Promises.

Federal Agencies

- The **U.S. Department of Transportation** is working to educate one million students about careers in transportation, and the importance of math and science skills in their careers. DOT employees are working hand-in-hand with students to interest them in transportation careers.

(2/23/00)

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COMMUNITIES OF PROMISE

FACT SHEET

WHAT IS A COMMUNITY OF PROMISE?

A Community of Promise is a **county, city or town that commits to fulfilling all Five Promises** for local youth: an ongoing relationship with a caring adult; safe places with structured activities during non-school hours; a healthy start and future; marketable skills through effective education; an opportunity to give back to the community.

- **Mobilize Locally:** Nearly 600 communities across the nation have united to fulfill the Five Promises for, and with, young people. These communities have formed diverse grassroots coalitions encompassing the private, public and nonprofit sectors. By working together, they generate more resources for young people who need them. Community-wide alliances are known as Communities of Promise, and commit to providing all Five Promises to young people where they live, study and are known by name.
- **Collaboration:** A Community of Promise mobilizes through collaboration among all sectors of the community – corporations, nonprofits, youth, elected officials, schools, churches, synagogues and other partners from the public and private sectors. Collaboration increases the scale and impact of youth initiatives by efficiently focusing more resources on all Five Promises.
- **All Promises, All Youth:** Communities of Promise seek to fulfill all Five Promises for all youth in their communities. The Five Promises have a cumulative impact: Youth who receive all Five Promises fare better than youth who receive only one or two. When the lives of all local youth are transformed in this way, the entire community grows stronger.
- **Join the Movement:** Organizations and citizens can mobilize as Communities of Promise by contacting America's Promise tollfree at 1(888) 55-YOUTH, or visiting our Web site at www.americaspromise.org.

PLAN FOR SUCCESS

Communities of Promise develop action plans that include seven steps for mobilizing neighborhoods and communities:

- **Build an Energized Team:** The team should include local officials, youth, nonprofits, schools and others who know local youth needs and can tap community resources.
- **Establish a lead contact and community home:** They will serve as focal points for planning, sharing information within the leadership team, and communicating to the community at large.
- **Identify youth needs:** Determine how many local young people need each of the Five Promises, and what partners, programs and resources will fulfill each Promise. Set measurable goals with timelines, and commit to a specific number of youth who will be reached.

Point a kid in the
right direction.



- **Secure specific commitments from all local sectors:** This can mean creating new programs or expanding existing ones. Commitments should be specific, measurable and targeted to each of the Five Promises.
- **Connect Young People to Support:** Match the community's resources with targeted youth needs. One strategy is to identify or develop designated places where youth initiatives can take place. They might be schools, churches or synagogues, youth clubs, community centers or other sites where services can be delivered.
- **Build Public Will:** Promote initiatives locally in a strategic manner. Hold periodic summits to maintain momentum, generate news coverage, enlist local media as Community of Promise partners, and use America's Promise support material such as the Red Wagon logo.
- **Track results:** Show results by tracking how well the Community of Promise fulfills the Five Promises to local youth overall, and measuring the impact on individual youths by name.

OUR PARTNERS RESPOND

Communities of Promise throughout the nation are developing creative collaborations that are changing the lives of their young people. *For example:*

- **Campbell County, Tenn.: Campbell County's Promise** is connecting 1,000 youth with one or more of the Five Promises. Most recently, for example, a Kiwanis Club was founded, and a Kiwanis Key Club in an area high school with 40 charter members. The *Community Friends Mentoring Program* began with 20 mentors in 1998, and now offers nearly 200 mentors for local youth. On *Make a Difference Day* in 1999 a health and nutrition fair featured a large food group pyramid in a Jacksboro parking lot, with 3,740 young people collecting food for the local Food Life Services food bank.
- **Sioux Falls, S.D.: Sioux Falls Promise** has been involved in creating and expanding 30 youth programs. Several local private and public groups are collaborating to link young people with medical and other services through *Project Healthy Neighborhoods*, for example. Sioux Falls and Minnehaha counties are creating programs to provide resources for all Five Promises to youth in the juvenile justice system. Local youth play a large role, adding expertise and insights by working with the city council, mayor and the Sioux Falls director.

HOW AMERICA'S PROMISE SUPPORTS COMMUNITIES

- **Connect With Vital Resources:** America's Promise is helping community alliances grow by linking them with essential resources. Through America's Promise, for example, a Community of Promise might connect with a corporation that donates computers for an after-school program, a state agency that enlists youth drug counselors, or a service club that provides a network of volunteers.
- **Provide Tools and Technical Assistance:** Communities of Promise can access detailed planning guides, consultation with our staff experts, training and other management tools. America's Promise also provides marketing material such as videos, ad templates, PSA's and Little Red Wagon logos.
- **Mobilize Communities Nationally:** The goals of America's Promise will form the focus of the nation's largest annual conference on volunteer and community action. The National Community Service Conference (June 24-28, in Orlando) will bring together thousands of experts to discuss youth strategies at the community levels. America's Promise is a co-sponsor, with the Points of Light Foundation, Corporation for National Service and United Way of America.



FROM: George Vradenburg
Senior Vice President,
Global and Strategic Policy

TO: Mr. Gene Sperling
National Economic Council

FAX: 456-2878

DATE: Thursday, February 24, 2000

PAGES: 5 +Cover

Comments:

Please see the attached packet on PNTR.

If you have any problems receiving this transmission, please call Kimberley Morrison at 202-530-7866

Internet Coalition for China Permanent Normal Trade Relations Calls for Swift Passage of PNTR Legislation

For Release:
February 24, 2000

For Information:
Scott Parvin
202-263-3356
Lisa Barry
202-530-7868

(WASHINGTON, D.C., February 24, 2000)—A group of CEOs representing America's top information technology and Internet companies is calling on President Clinton and the U.S. Congress to secure passage of legislation that would open China's markets to U.S. high technology products and services. The legislation would complete a process that started with the signing of a landmark market access agreement with China that would reduce tariffs and other barriers to China's marketplace and allow U.S. investment in China's internet sector. For the United States to fully realize the benefits of the agreement, Congress must pass Permanent Normal Trade Relation (PNTR) legislation.

In a letter to the President and Congressional Leaders, the CEOs noted that "One of the critical challenges we face collectively as we enter the new century is to ensure that the benefits of the Internet and the information technology revolution are more widely shared around the globe. With China's accession to the World Trade Organization, American firms will have the opportunity to operate in China to develop and expand the information technology sector." "As a social force, these technologies are linking people across geographic and socioeconomic boundaries, creating new opportunities and contributing to positive societal change. Our companies are pleased to be playing an important part in the rise of a new, digital network-based economy." (A complete copy of the letter is attached).

Signatories to the letter include: Eric Benhamou, President and CEO, 3 Com; Steve Case, Chairman and CEO, America Online, Inc.; Michael Armstrong, Chairman and CEO, AT&T; John Chambers, President and CEO, Cisco; Michael D. Capellas, President and CEO, Compaq Computer Corp.; Richard H. Brown, Chairman of the Board and CEO, EDS, Carleton Fiorina, Chairman and CEO, Hewlett Packard; Louis V. Gerstner, JR, Chairman and CEO, IBM; David C. Peterschmidt, Chairman, President and CEO, Inktomi Corporation; Christopher Galvin, Chief Executive Officer, Motorola; Steve Ballmer, Chief Executive Officer; and Microsoft; Eric Schmidt, Chief Executive Officer, Novell.

The companies represented on the letter have formed the Internet Coalition for China Permanent Normal Trade Relations, which also includes the Net Coalition.Com,

Information Technology Industry Council, Business Software Alliance, Tech Net, and the Software and Information Industry Association. For more information about the value of trade with China, visit www.business4chinatrade.org.

###

February 24, 2000

The Honorable William Jefferson Clinton
The White House
Washington, D.C. 20500

Dear Mr. President:

We are writing to express our strong support for your leadership in facilitating China's accession to the World Trade Organization and in ensuring that the United States enjoys the benefits of this landmark accession by securing Congressional passage of permanent Normal Trade Relations.

Information technology in the United States is dramatically improving the way that Americans live, learn and work. The explosive growth of the Internet and related information technologies is yielding enormous economic benefits in terms of higher economic growth, productivity gains and new job creation. As a social force, these technologies are linking people across geographic and socioeconomic boundaries, creating new opportunities and contributing to positive societal change. Our companies are pleased to be playing an important part in the rise of a new, digital network-based economy.

One of the critical challenges we face collectively as we enter the new century is to ensure that the benefits of the Internet and information technology revolution are more widely shared around the globe. With China's accession to the World Trade Organization, American firms will have the opportunity to operate in China to develop and expand the information technology sector to include global Internet and e-commerce capabilities. However, our ability to operate and work in China and remain competitive in global markets depends upon extending permanent Normal Trade Relations with China.

Today, more than 9 million Chinese are online and over the next few years China is expected to become one of the largest Internet markets in the world. China clearly recognizes the importance of information technology and is striving to establish a foundation for the application of IT and the development of e-commerce. China's commitments in the WTO to open up its services markets, including value added telecommunications services, as well as commitments to reduce tariffs on information technology products will remove market access barriers and enable U.S. firms to contribute to the transformation that is underway in China.

China's accession to the WTO and the extension of permanent Normal Trade Relations is critical to the development of a truly global Internet medium. We recognize that the process of incorporating new technologies such as the Internet into China will not occur overnight and without expressions of concern. Yet, it will inevitably occur, and America can and should play a positive role in contributing to this process.

A vote for permanent NTR for China is a vote to open China to the Internet, to information technology and to the enormous benefits associated with these technologies. It is also a vote to ensure that U.S. firms will be able to compete in this rapidly growing market, helping to ensure continued U.S. leadership in this important sector. We look forward to working with you and your capable team, led by Secretary Daley and Steve Richetti, to urge Congress to vote to extend permanent NTR for China to ensure the continued growth of the Internet globally which will benefit the people of both China and the United States.

Page Two of CEO Letter on PNTR

Sincerely,



Eric Benhamou
President and CEO
3 Com



Steven Case
Chairman and CEO
America Online, Inc.



Michael Armstrong
Chairman and CEO
AT&T



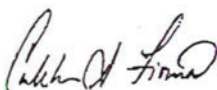
John Chambers
President and CEO
Cisco



Michael D. Capellas
President and CEO
Compaq Computer Corp.



Richard H. Brown
Board Chairman and CEO
EDS



Carleton Fiorina
Chairman and CEO
Hewlett Packard



Louis V. Gerstner, JR.
Chairman and CEO
IBM



David C. Peterschmidt
Chairman, President and CEO
Inktomi Corporation



Christopher Galvin
Chief Executive Officer
Motorola



Steve Ballmer
Chief Executive Officer
Microsoft



Eric Schmidt
Chief Executive Officer
Novell

cc: The Honorable William Daley, Secretary of Commerce
Mr. Steve Richetti, Deputy Chief of Staff
The Honorable Ambassador Charlene Barshefsky, United States Trade Representative
The Honorable Sandy Berger, National Security Advisor
The Honorable Lawrence Summers, Secretary of Treasury
The Honorable Madeline Albright, Secretary of State
Mr. John Podesta, Chief of Staff
Mr. Gene Sperling, Director, National Economic Council
The Honorable Alexis Hermon, Secretary of Labor

ALLSTARCHARITY.COM FACSIMILE TRANSMITTAL SHEET

TO:

Mr. Gene B. Sperling

FROM:

Bobby Colomby

COMPANY:

THE WHITE HOUSE

DATE:

02/23/00

FAX NUMBER:

202-456-2878

TOTAL NO. OF PAGES INCLUDING COVER:

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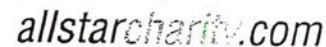
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NOTES/COMMENTS:

If there are any problems with this transmission, please call 310-449-2211. Thank you.

allstarcharity.com

BID TO GIVE

VIA FACSIMILE: 202-456-2878

February 23, 2000

Gene B. Sperling
Assistant to the President for Economic Policy
The White House
1600 Pennsylvania Avenue NW
Washington, D.C. 20500

Dear Gene:

Just checking in with you. Hope all is well. Wanted you to know about some updates from our end. We have some new donors, including Bob Dylan and Sarah Michele Gellar. Additionally, we are hoping to partner with a wonderful organization called "Race to Erase MS", which has a very large annual event here in Los Angeles. The event could be a great way to launch our site. I'll keep you posted.

In a nutshell, things are looking great, and we are very excited about the possibility of including you in the project. I can be reached at home at (310) 475-6816 or at my office, 310-449-2211, if you have any comments or questions. I look forward to speaking with you.

Best regards.



Bobby Colomby

ALLSTARCHARITY.COM FACSIMILE TRANSMITTAL SHEET

TO:	Mr. Gene B. Sperling	FROM:	Bobby Colomby
COMPANY:	THE WHITE HOUSE	DATE:	02/16/00
FAX NUMBER:	202-456-2878	TOTAL NO. OF PAGES INCLUDING COVER:	6
PHONE NUMBER:		SENDER'S REFERENCE NUMBER:	
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NOTES/COMMENTS:

If there are any problems with this transmission, please call 310-449-2211. Thank you.



VIA FACSIMILE: 202-456-2878

February 16, 2000

Gene B. Sperling
Assistant to the President for Economic Policy
The White House
1600 Pennsylvania Avenue NW
Washington, D.C. 20500

Dear Gene:

It was an absolute pleasure meeting you this past weekend, and speaking with you today. I am thrilled with the possibility of including "your boss" in our wonderful project. As promised, here is some additional information about us and about our Board of Advisors.

One of the best parts of this wonderful project is that all proceeds go to the celebrity's "charity-of-choice"; there are no hidden administrative costs. Our launch is scheduled to occur this Spring, and we plan to announce our project shortly.

Our auction items range from signed memorabilia, such as autographed scripts, props, CDs and sporting equipment, to concert tickets and backstage VIP passes. We also have some great "live/once-in-a-lifetime experiences" such as "A Week at Spring Training" with Willie Mays, a "Slight-of-Hand Magic Lesson" from David Copperfield, and a "One-on-One Tap Lesson" from Gregory Hines.

I can be reached at home at (310) 475-6816 or at my office, 310-449-2211, if you have any comments or questions. I very much look forward to our next conversation.

Best regards,

Bobby Colomby



allstarcharity.com

is an entirely new kind of charity venture,
which combines the power of the internet with
the universal appeal of celebrities to raise monies
and awareness for a wide variety of non-profit
organizations around the country.

- Ongoing, online celebrity charity auctions
- **100%** of proceeds go to the donating celebrity's "charity of choice"
- Goals: to raise monies & awareness for non-profit organizations
- All areas of entertainment: movies, music, television, sports, models
- Scheduled for launch in Spring 2000

Examples of Celebrity Donated Items

- Willie Mays Package: includes 2 cars (Jaguar & Stutz Bearcat); A week at Spring Training, including uniform, batting lesson, etc.; Tickets to the All-Star Game and dinner with Willie afterward.
- Clinic with Beach Volleyball Olympic Gold Medalist, Kent Steffes in Santa Monica.
- "Everybody Loves Raymond" Week-long Super package.
- Tap Lesson with Gregory Hines and pair of Signed Shoes.
- "Slight of Hand" Magic Lesson with David Copperfield and personal tour of his Private Museum.



allstarcharity.com **Advisory Board**

Bobby Colomby began his career as a founding member, leader and producer of the legendary band, Blood, Sweat & Tears. Since then, Colomby's career has been deeply rooted in the music industry with stints both in-front of the camera and behind the scenes at the major label companies. During his tenure at Capitol Records, Epic Records and Sony Music Entertainment, Colomby has been responsible for signing, developing and launching new talent, ranging from the Jacksons and America to Richard Marx, Harry Connick, Jr. and Branford Marsalis. Additionally, Colomby television stints include serving as the on-air music reporter for "Entertainment Tonight," host of "In Person From The Palace," as well as co-host and music commentator for the "CBS Morning Program." Currently, Colomby is the Chairman of Signal 21 Records, a music company distributed by Navarre Entertainment, and is a senior creative development consultant with Sony Music Entertainment's new technology area.

Martha Coolidge is widely recognized as a director with a passion for directing good stories and a gift for working with and discovering talented actors. Recently, she directed "Introducing Dorothy Dandridge" for HBO, which garnered Golden Globe nominations for two of its stars Halle Berry and Klaus-Mari Brandauer, as well as for the film itself. Her latest directing project, also for HBO was one of the three segments of "If These Walls Could Talk, Part II." Her feature films include "Rambling Rose", "Valley Girl" and "Out To Sea". On the producing front, Coolidge is exec-producing "Rip Girls" for the Disney Channel. Coolidge, who was the recent recipient of the DGA's top Robert B. Aldrich award, currently co-chairs the DGA's Creative Rights Committee and serves as the First Vice President of the DGA.

Richard Green is President of Westfield America Inc. (NYSE:WEA), the nation's fourth largest publicly traded regional mall real estate investment trust. Green joined the Westfield Group in 1980 and shares leadership of Westfield America with Peter Lowy. Together they oversee all aspects of management, redevelopment, leasing, marketing and the operations of Westfield America portfolio of 38 U.S. regional and super-regional shopping centers. Green also is a Trustee of the International Council of Shopping Centers and serves on the Board of Directors of UCLA and the Armand Hammer Museum and Cultural Center.

Michael Keaton gained national recognition as the manic morgue attendant in Ron Howard's 1982 film "Night Shift". He followed with starring roles in the comedy "Mr. Mom," the cult gangster spoof "Johnny Dangerously," a recovering mental patient in the comedy "Dream Team" and the classic "Much Ado About Nothing." In 1988, he starred concurrently as a young man battling drugs and alcohol addiction in the acclaimed drama "Clean and Sober" and as the comic yet horrifying title character in Tim Burton's wildly inventive "Beetlejuice". For both performances, he earned a Best Actor Award from the National Society of Film Critics. Keaton also has starred in "Batman," "Desperate Measures," "My Life," "One Good Copy," "The Paper," had cameo appearances in "Jackie Brown" and "Out of Sight," and recently produced "Body Shots". Keaton serves on the board of American Rivers, an environmental non-profit organization.

Gary LeMel joined Warner Bros. in 1987 and now serves as President of Worldwide Music for Warner Bros. Film and production executive on the studio's music-related pictures. Since coming to Warner Bros., LeMel has put his stamp on such popular and acclaimed soundtrack collections as "The Big Chill", "The Bodyguard", "City of Angels", "Practical Magic", "Natural Born Killers", "You've Got Mail" and many others. LeMel began his career as a classically trained pianist, later making a name as a talented bass player. LeMel stepped behind the microphone at 17, touring with legendary jazz singer Anita O'Day, and later signing as a solo artist to Vee Jay Records.

Gerald McGee joined Ogilvy & Mather in New York in 1968 where he worked in multiple capacities as a Producer, Writer, Copy Supervisor, and Copy Group Head. He was promoted to Associate Creative Director in 1979 and then to Creative Director the following year. In February 1984, McGee was appointed Managing Director of the Los Angeles Office and in December 1999 he was named Chairman and CEO. He was elected to the U.S. Board of Directors in 1985, and was named a member of the North American Operating Committee, which oversees all of Ogilvy & Mather operations throughout the United States and Canada. In 1998, the Ogilvy & Mather Worldwide Board of Directors elected McGee a member.

Elvis Mitchell was recently appointed to the prestigious position of film critic for the New York Times. Mitchell previously reviewed films for the Fort Worth Star-Telegram, Los Angeles Herald-Examiner and the Detroit Free Press. For the last 15 years, he also has been an entertainment critic for "Weekend Edition with Scott Simon" on National Public Radio. He was also host of the film-related interview program "The Treatment" for KCRW, Santa Monica-Calif.'s public radio station, and the host of the Independent Film Channel's "Independent Focus" program. In addition, Mitchell has written on movies for Rolling Stone, GQ, and Interview magazines.

Rob Wiesenthal is Managing Director and head of the Digital Media investment banking effort for Credit Suisse First Boston. Wiesenthal started his career as a member of First Boston's burgeoning M&A group in 1986, later joining the firm's Media Group in 1992. Since then he has advised on numerous financing and M&A transactions for a broad range of media and entertainment clients including companies such as Seagram, Time Warner, Sony, MacAndrews & Forbes, Cox Communications and the New York Times. Most notably, he advised Seagrams on its \$5.7 billion acquisitions of MCA Inc. and TCI on its merger with Liberty Media.

News Release

Release Date: Tuesday, February 29, 2000
Contact: Anna Osborn
U S WEST
(303) 965-2556

U S WEST TECHNOLOGY TRAINING GRANT FOR DENVER INDIAN CENTER PROVIDES COMPUTER SKILLS FOR ADVANCEMENT OF AMERICAN INDIANS

— *U S WEST Continues its Commitment to Diversity & Closing the Digital Divide; 'Learning Through Technology' Program to Boost Employment Opportunities for American Indians* —

DENVER — American Indians in the Denver area can now get the critical computer and Internet skills they need for today's high-tech world, thanks to U S WEST's continued commitment to bridging the 'Digital Divide.'

Solomon D. Trujillo, chairman, president and CEO, U S WEST, and Denver Indian Center Chairwoman Keiko Broken Leg – Kinn today were on hand at the Denver Indian Center (DIC) to announce the 'Learning Through Technology' Partnership Program. Funded by up to \$150,000 from U S WEST, the program will provide much-needed technology training to American Indians to enhance their skills and increase employment opportunities.

"U S WEST's commitment to making life better for the American Indian community is clear," said Broken Leg – Kinn. "With the new Learning Through Technology Partnership Program, we can ensure that our clients have access to the computer and technology training that is so critical for success today."

"Technology can be a great equalizer," said Trujillo. "This program will provide real 'Information Empowerment,' giving American Indians in the Denver area the technology training they need to overcome barriers they face, such as geographic isolation and access to information."

Over the last five years, U S WEST also has installed miles of fiber on reservations throughout the west to keep American Indian customers connected to friends, family and the world. In addition, the company has supported the American Indian College Fund with nearly \$2 million in donations since 1998 and has worked with the Bureau of Indian Affairs to deliver high-speed Internet access to schools on reservations in New Mexico, South Dakota and Arizona.

The Learning Through Technology Partnership Program is another step U S WEST is taking to help bridge the 'Digital Divide,' a national problem that refers to the inability of certain people and small businesses — especially those in less populated or less affluent areas — to obtain affordable, high-speed Internet access.

"Technology can be a great equalizer," said Trujillo. "Through this program, technology training can help Native Indians overcome barriers they traditionally face, such as geographic isolation and access to information."

U S WEST's support of the new DIC program also underscores the company's commitment to diversity in its leadership, in the work place and in the communities it serves. In fact, during Trujillo's tenure as

CEO, the company has received national recognition for its commitment to diversity from the following organizations:

- *Fortune Magazine* - Named U S WEST the 14th 'Best Company in the Nation for Asians, Blacks and Hispanics,' and the fourth-best in the nation for Hispanic employees. July 1999.
- *Latina Style Magazine* - Named U S WEST the 'Nation's Best Company for Latina Employees.' July 1999.
- *Working Mother Magazine* - Named U S WEST one of the nation's '100 Best Companies for Working Mothers.' October 1999.
- The Women's Business Enterprise National Council (WBENC) - Named U S WEST one of 'America's Top Corporations for Women's Business Enterprises.' October 1999.

In addition, the U S WEST Foundation invests more than \$22 million annually in communities U S WEST serves, in the areas of education, outreach to families and children, support for small business and technology training. More than 40 percent of the company's corporate giving directly impacts people of color.

The Denver Indian Center, Inc. (DIC) is a non-profit organization that provides a wide array of education and social services for clients including American Indians and those living in southwest Denver. The current programs include employment and training, early childhood education, and seniors, youth and emergency services. All programs are open to the public and are limited only by the guidelines of funders. The DIC is governed by a board elected by the membership. The DIC has been located in southwest Denver since 1983, providing services and the community a place to gather and have fun. The DIC is a gathering place for youth and elders. The DIC is family!

About U S WEST

U S WEST (NYSE: USW) is a leading broadband and communications service provider, with more than \$13 billion in annual revenues. U S WEST leads the industry in deploying next-generation broadband ADSL and VDSL Internet access and data/video services; offers the nation's first and only 'one-number' advanced wireless service that integrates customers' home or business phones with their wireless PCS; and provides multimedia advertising services, including Internet & print directories. The company has more than 2 million miles of deployed fiber in the U.S., provides local exchange services to more than 25 million customers in 14 states, and provides wireless services to more than 500,000 customers and data services to more than 800,000 customers nationally.

U S WEST is merging with Qwest Communications International Inc. The combination, to be named Qwest Communications International Inc., will create a communications powerhouse with a market capitalization of more than \$70 billion, headquartered in Denver and employing about 64,000 people worldwide. U S WEST and Qwest will unite the nation's most innovative local, wireless and broadband communications firm with one of the world's most advanced fiber-optic networks and broadband Internet providers. Together, the two firms will have more than 3 million miles of deployed fiber in the U.S. and worldwide, 29 million customers and a local network that is 99.2 percent digitally switched. For more information about U S WEST, go to <http://www.uswest.com>.

FEB 23 1990 15:50 FROM ID: PAGE 5/8

Denver Indian Center/United Tribes Technical College/U S WEST Learning Through Technology Partnership Program

The Denver Indian Center/United Tribes Technical College/U S WEST (DIC/UTTC/USW) Learning Through Technology Partnership Program was designed to meet the needs of American Indians in the Denver Metro area related to increased employment opportunities through improved and enhanced skills and training. There are approximately 18,000 American Indians in the Denver Metro Area. They are predominately Sioux and Navajo with representatives of over 70 additional nations. There is a 40% poverty rate, a homeless rate four times that of the overall population and an unemployment rate that exceeds ten percent. The Denver Indian Center has sponsored an employment and training program since 1983 that focuses on direct placement, work experience, training and career development. Experience tells us that there are many American Indians who are unemployed or underemployed due to a lack of the appropriate skills and experience--the greatest percentage being in computer literacy.

The immediate benefit of the Partnership is the creation of new opportunities for American Indians to have increased instruction about the computer and its potential, and to learn specific computer skills. The long-range outcome of the program is to produce an active urban distance learning site for students who are enrolled in United Tribes Technical College (Bismarck, ND), as well as other local institutions. Through the Denver Indian Center and its partnership with United Tribes and U S WEST, American Indians can have access to computer technology in a safe and non-threatening environment. This partnership will also allow for the offering of courses such as Indian History and Government, Indian Law and other courses designed specifically for American Indian students that are not available at other local institutions.

The goal of the DIC/UTTC/USW Learning Through Technology Partnership Program is to increase the earning potential of American Indians through increased computer literacy and access to higher education and training through distance learning. The partnership will focus on creating a delivery model for students that will be individualized for each student, have appropriate support and instruction, and give the student access to the hardware necessary to learn the skills. The strategy of the partnership is to build on the strengths and resources of the partners and the complimentary roles that the organizations play in the educational process. The Denver Indian Center will be the access point, where potential students identify their goals and focus on the skills, education and experience that they need to succeed in their career. Once connected to technology, participants can access classes on the use of the computer and internet at the DIC and take distance learning courses from UTTC in specific disciplines of their choice. UTTC is the source of instruction courses and USW will provide technical support.

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The program objectives are:

- To build a computer classroom for American Indian adult students to learn about the computer, take distance learning courses and to increase their computer literacy in a culturally supportive learning environment.
- To provide computer courses in various word processing, databases, internet access and other general computer literacy courses to American Indians in the Denver metro area.
- To provide access to distance learning courses for American Indians in the Denver metro area. These courses can be certificate or degree programs, or designed for a specific purpose such as Indian History and Government.
- To work with U S WEST to identify marketable skills and knowledge to help design training courses and to guide and mentor students.
- To market the program to American Indians and potential employers.

Today, American Indians are on the wrong side of the 'digital divide' – whether they reside on a reservation in rural America or in a metropolitan city like Denver. Computer technology is the future. It has the potential to be the wedge that will only widen the gap between those "who have" and those "who have not" --OR-- it will be the vehicle that will enable any American Indian who is willing to learn the opportunity to be successful.

The program will be designed and implemented with respect to cultural appropriateness and barriers that exist today. The partnership between the Denver Indian Center, United Tribes Technical College and U S WEST will create unique opportunities for American Indians in the new millennium.

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The CEO Forum on Education & Technology

Teacher Preparation STaR Chart:

A Self-Assessment Tool
for Colleges of Education



Preparing a New Generation of Teachers

January 2000

Bridging the Digital Divide

**A Strategic Approach to the
President's April New
Markets Tour**

What is the Digital Divide?

- Access to computers and the Internet and the ability to effectively use this technology are important to participation in America's economic, political and social life.
- Strong evidence of a "digital divide"--a gap between those individuals and communities that have access to these tools and those who don't. Major disparities by income, education, race and geography
- National imperative to create "digital opportunity" -- use technology to bring Americans together, not further polarize American society

FY2001 BUDGET INITIATIVES: HELPING BRIDGE THE DIGITAL DIVIDE

- \$2 billion over 10 years to encourage private donation of computers, sponsorship of community technology centers, and worker training
- \$150 million for teacher training
- \$100 million to create 1,000 Community Technology Centers in poor communities
- \$50 million for a public/private partnership to expand home access to computers and the Internet for poor families
- \$45 million to promote innovative technology applications for under-served communities
- \$25 million to accelerate broadband networks in under-served communities
- \$10 million to prepare Native Americans for careers in Information Technology and other technical fields

Previous Digital Divide Actions

■ Educational technology

- Total investment increases from \$23 million to \$903 million
- Technology Literacy Challenge Fund helps local school districts with computers, teacher training, educational software

■ E-rate

- Discounts of 20 to 90 percent
- \$3.65 billion over 2 years
- 1 million classrooms connected

Examples of Digital Divide Actions by Industry Leaders

- Both Ford Motor Company and Delta Airlines to offer computers and reduced-cost internet access to its employees
- Intel and Microsoft to provide almost \$450 million to provide technology training to teachers
- AOL and Case Foundation are leading PowerUP, a partnership to end the digital divide among America's Youth
- Cisco Systems created Cisco Networking Academies, a partnership that provides students with network training in the U.S. and around the world
- Gates Foundation has provided over 2,000 public libraries with computers and Internet access

Three Major Goals: The ABC's of Digital Opportunity

- **A**ccess to Hardware and Internet Connectivity
- **B**uilding Skills Through Education and Teacher Training
- **C**ontent and Applications to Help Empower Low-income Communities

Digital Divide Goal #1

■ Access to hardware and Internet connectivity

- Access in schools and libraries
- Community Technology Centers
- Home Access
- Availability of broadband services (high-speed Internet access)
- Connectivity for Native Americans and rural communities

Digital Divide Goal #2

■ Building Skills Through Education and Teacher Training

- Access to trained teachers
- Awareness of importance of IT (motivation)
- Basic computer literacy
- Information literacy (ability to locate, evaluate and use information effectively)
- Training sufficient for IT occupation
- Creator or designer of IT

Digital Divide Goal #3

■ Content and applications that will help empower low-income communities

- Increased parent-teacher communication
- High-quality educational software
- Online assistance for micro-enterprises
- Adult literacy, GED, ESL
- Tele-mentoring for at-risk youth
- Accessibility for people with disabilities
- Better informed health-care & nutrition decisions
- Accessing Job search information

Developing a Strategy for the Trip

- Mobilize private sector and non-profit efforts to support 3 goals
- Build on major efforts already underway, replicate successful programs nationally
- Develop creative ideas for highlighting goals, partnerships and initiatives

Possible initiatives

All of these initiatives help meet 1 or more of the 3 broad goals -- Access, Better Skills, Content

■ **Objective: Home Access**

- ➔ Encourage companies to follow Ford and Delta's lead on providing employees with computer and Internet access
- ➔ Encourage private sector matching funds for pilot project initiative in FY2001 budget

■ **Objective: National Coverage of Community Technology Centers**

- ➔ Obtain private sector commitments to double number of proposed FY2001 CTCs (1,000 to 2,000)

Possible initiatives

■ **Objective: Native American Technology Initiative**

➡ Examples: broadband networks, e-commerce for small business, training for IT jobs

■ **Objective: Prepare more minorities and low-income workers for IT jobs - e.g. Welfare-to-Web**

➡ Work with private sector to increase number of internships

➡ Encourage corporations to provide on-line mentoring with schools (for IT and other professions)

Possible initiatives

■ **Objective: Train all new and existing teachers**

- ➡ Obtain corporate commitments to work with teacher colleges
- ➡ Encourage college deans to work toward the goals set forth by the CEO Forum/ Star Chart and private sector to help meet those goals
- ➡ Seek partnerships between private sector and schools to provide first year teachers with on-line mentoring and professional development
- ➡ Summer institutes for existing teachers

■ **Objective: Partnership between libraries and private sector on information literacy**

- ➡ Encourage partnerships between corporations and libraries to train individuals to effectively search the web for quality information

Possible initiatives

- **Objective: "Digital Library for Education"**

- ➡ make it easy for parents, teachers and students to find compelling content by grade level and subject area

- **Objective: Local "portals" for low-income communities (job, child care, transportation information)**

- ➡ Encourage corporations to help local communities provide relevant community information on-line

- **Objective: more research on digital divide**

- ➡ Establishment of university-based centers of excellence

Possible initiatives

■ **Objective: More schools fully utilizing technology**

- ➡ Adoption of schools to meet all goals (computers, Internet access, teacher training, curriculum integration)

■ **Objective: Increase awareness**

- ➡ Major PSA/awareness campaign to get connected -- corporate, non-profit and celebrity involvement
- ➡ Establishment of 1-800 number

Event ideas

- Town Hall with CEOs and non-profits, Internet-based interaction with poor children
- Community Technology Center in East Palo Alto
- Indian Country
- Event focused on teacher training

Digital Divide -- possible private sector commitments

Categories

I. Access

- Access in schools, libraries, community technology centers
- Access at home
- Access for people with disabilities
- Availability of broadband services

II. Awareness, Education, and Training

Think of a "pyramid" of increasingly sophisticated skills:

- Awareness of importance of information technology - motivation to "get connected"
- Basic computer literacy (ability to use the basic features of an operating system, use word processing software to create a text document, use e-mail to communicate with others, log-on to Internet)
- Information literacy. 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."
- Training sufficient for IT or IT-related occupations
- Training sufficient to be a creator or designer of IT-based products or services, Internet entrepreneur

III. Content, Applications

- Availability of content that gets all Americans interested in getting connected (e.g. web sites targeted to interests of minorities)
- Content and applications that could help empower low-income households and communities:

Examples

Software and digital information has an important economic characteristic that should be explored in the development of applications – namely, that the marginal cost of disseminating it to more people is almost zero. This could create a new economics for the delivery of social services. Traditionally, the cost increases proportionally to the number of people being served. This is not the case with software and digital information.

- a. *Micro-enterprises*: Create courseware that will give someone the skills they need to start their own business. Create an online toolkit that would walk someone through the steps needed to start their own micro-enterprise and obtain financing.
- b. *Adult literacy*: Develop courseware for adult literacy, GED equivalence, or English as a Second Language.
- c. *Local information*: Provide local information on public transportation, job opportunities, and child-care.
- d. *Job training*: Provide courses that allow low-income households to compete for higher-paying jobs.

Specific Example: SFWorks (a San Francisco non-profit) and e-learning company DigitalThink are working together on a program called “WELFARE-TO-WEB.” The program gives former welfare recipients who have entry-level jobs acquire skills such as the use of office software, programming, and networking using DigitalThinks’s courseware. They are starting out with a pilot program, but hope to be able to scale to 3,000 participants within 2 years.

- e. *Public health*: Communities around the country are beginning to experiment with information technology to improve public health.

Example:

- One county is using geographical information systems to reduce childhood lead poisoning. Using a variety of data sets they can identify neighborhoods with concentrations of (a) older houses; (b) low-income households; and (c) children under 6.
- The Department of Commerce has given a grant to the Michigan Public Health Institute to develop an electronic childhood immunization network for the greater Detroit area. Currently, Michigan has the lowest rate of pre-school immunization. This network is allowing health care providers to have access to the immunization history of the child, generating automatic reminders for parents and doctors, and improving the ability of schools to track a child's immunization status.

f. *Strengthening parental involvement in education*

Example: Hillcrest Elementary School is an inner-city K-5 school in Orlando, Florida. 80 percent of the students received free or reduced-price lunches. Many of the students speak Vietnamese, Spanish and French and have limited english proficiency. The school purchased WebTV's that children could take home with them to improve their language skills. This also resulted in an increase in parental involvement, which had been low because of language barriers. Parents were encouraged to sign on with their children to help with lessons and to use the school's Web site, which features a weekly newsletter, the school calendar, the daily lunch menu, teachers' email addresses and parenting resources.

g. *Telementoring*

Specific examples of corporate commitments

1. Work with us to double the number of Community Technology Centers and increase their effectiveness.
2. Companies who hire low-income workers (e.g. participants in Welfare-to-Work) would provide PC plus Internet access as a "fringe benefit" -- participate in home access pilot program.
3. Companies would work with us and non-profit organizations to raise the level of awareness on importance of getting connected:
 - PSAs
 - Celebrity activities
 - Outreach with specific groups such as civil rights organizations and black churches
 - Market research on attitudinal/cultural barriers, targeted marketing (This is more of a commercial activity than a philanthropic commitment)
4. Internet kiosks in fast-food restaurants
5. Private sector assistance on teacher training
 - Work with us and teacher colleges to meet "every new teacher" goal - leverage the work of the CEO Forum and the Star Chart
6. Increasing minority participation in the IT industry
 - Example: ITAA working to develop a program to increase the number of minorities in the IT industry through internships

7. Tele-mentoring - companies could commit to 50,000 - 100,000 telementors
 - HP has successful program
8. Reverse telecommuting - bring jobs to inner cities or Indian reservations that can be outsourced (entry-level programming, call center). For welfare-to-work - this solves two of the biggest barriers (transportation, child-care)
9. Private sector and/or foundation involvement in one or more "killer aps" - available to everyone for free
10. Disabilities-specific component:
 - Private sector commitments to make Web sites, software and tools accessible to people with disabilities
11. Digital Library for Education

"It is a time to build, to build the America within reach ... an America where every child can stretch a hand across a keyboard and reach every book ever written, every painting ever painted, every symphony ever composed."

- President Bill Clinton
- Example: Library of Congress was able to raise \$45 million in private sector and foundation money for "American Memory" project - digitization of material related to American history. These kind of projects help bridge the digital divide by providing everyone with "access to the same universe of knowledge."

65 copy

Sperling talking points for Digital Divide press briefing

Draft February 2, 2000

- Today - President Clinton announced his digital divide initiative -- and talked about his vision for ensuring that we make the most of these new Information Age tools to help create opportunity for more Americans. This is also an issue that Vice President Gore has played a real leadership role in over the years.
- The President made the case that our goal should be to make access to computers and the Internet as ubiquitous as access to the telephone is today.
- Access to the Internet is becoming increasingly important for full participation in America's economic, social and political life. People are using the Internet to find lower prices for goods and services, work from home or start their own business, acquire new skills using distance learning, and make better informed decisions about their healthcare needs. And technology has the potential to really revolutionize the way teachers teach and students learn.
- Unfortunately, unequal access to technology and high-tech skills by income, educational level, race, and geography could deepen and reinforce the divisions that exist within American society.
- Currently, for example:
 - 3 percent of poor rural households are connected to the Internet - compared to 60 percent of wealthy urban households [1999 Digital Divide report - '98 Census data]
 - 8 percent of poor rural households have computers, compared to 80 percent of wealthy urban households [1999 Digital Divide report - '98 Census data]
 - 17 percent of white households making \$15,000 - \$35,000 are connected to the Internet, compared to 8 percent of black households. [1999 Digital Divide report - '98 Census data]
 - In the poorest schools, 39 percent of classrooms are connected, compared to 62 percent in the wealthiest schools. February 1999 NCES report - fall '98 data.
 - In the IT industry -- African-Americans account for 10 percent of the workforce but only 5 percent of the computer programmers. Hispanic-Americans account for 9 percent of the workforce and only 4 percent of the computer programmers. [BLS data from Information Technology Association of America.]
- One point that I would like to stress about the President's initiative is that providing access to computers and the Internet and wiring the schools is only the first step. We also need to give people the **skills** they need to master these new Information Age tools, ensure that **teachers** are as comfortable with a computer as they are with a chalkboard, and focus on the **applications and the content** that will make a real difference in the classroom and in the

① history
② learning tools
③ explore info
④ skills

access =
tools +
content

Speed to the
product search

3.25
min
1 min

Not here for 6th grad stuff

lives of people in under-served communities. Technology is a powerful tool -- not an end in itself.

- Examples:
 - Students exploring the universe with a same telescope used by professional astronomers, exchanging e-mail with scientists, developing a multimedia portfolio of their student projects that they take with from grade to grade
 - An adult able to upgrade their skills and compete for higher-wage jobs by learning at a time, place, and pace that is convenient for them
- Second, President Clinton has announced New Markets tour that will focus on digital divide in April - serve as a catalyst for other private sector activities -- this is not a problem gov't can solve on our own. We need to create partnerships between private sector, non-profit organizations, and government.

Specific initiatives

1. **\$2 billion (over 10 years) in tax incentives to encourage private sector donation of computers, support for community technology centers, and technology training for workers**
2. **\$150 million to help train all new teachers entering the workforce to use technology effectively**

Up from \$75 million in FY99 and FY2000. Need 2 million new teachers over next 10 years

3. **\$100 million to create 1,000 Community Technology Centers in low-income urban and rural neighborhoods**

Up from \$10 million in FY99 and \$32.5 million in FY2000. Mention Maxine's role

4. **\$50 million for a public-private partnership to expand home access to computers and the Internet for low-income families**

Going to explore best way to do this -- idea actually came from the private sector

5. **\$45 million to promote innovative applications of information and communications technology for under-served communities**

Up from \$15 million in FY2000. Example: tele-mentoring for at risk youth. Public health information systems that increase childhood immunization rates in inner-city Detroit

6. **\$25 million to accelerate private sector deployment of broadband networks in underserved urban and rural communities**

7. **\$10 million to prepare Native Americans for careers in IT and other technical fields**

Jobs in the IT sector pay almost 80 percent more than the average private sector wage

Total: \$380 million +\$2 billion in tax incentives

Q. LA Times reports that there is no digital divide -- and that minorities are getting connected in increasing numbers? What's your response to that?

- First of all, we've never defined the digital divide as being solely a divide along ethnic or racial lines -- it's also a gap by income, education level, and geography.
- Second -- it's not only access to hardware -- we need to train teachers to use technology effectively in the classroom, encourage more women and minorities to pursue high-tech careers, and encourage the development of applications of information technology -- such as compelling educational software that can get children excited about learning.
- Finally - the 1998 Census data that we have suggests that the differences between blacks and whites have narrowed at the upper income levels (above \$75,000) - but not at lower income levels. For example, 33 percent of white households with incomes of \$15,000 - \$35,000 have computers -- compared to 19 percent of black households.

Q. Isn't this going to happen anyway - given rapidly falling prices of hardware and Internet access?

- We'd like it to happen faster. There was nothing inevitable about getting schools connected to the Internet - we catalyzed that with activities like NetDay and worked to ensure that poor schools are not left behind with the e-rate.
- Again, it's not just access to hardware -- we need to train teachers to use technology effectively in the classroom, encourage more women and minorities to pursue high-tech careers, and encourage the development of applications of information technology -- such as compelling educational software that can get children excited about learning.

Q. What does the Administration think about a bill that Cox and Wyden plan to introduce to make the current ban on Internet taxes permanent?

- As you know, President supported temporary moratorium - the original Internet Tax Freedom Act.
- President believes that we can't have 30,000 state and local jurisdictions slowing down the growth of Internet - but states and localities still need revenue to educate our children.
- I think there is strong support for the Administration proposal to not apply tariffs to the Internet (electronic transmissions).
- I think there is an emerging consensus that we should not tax Internet access.
- But the question of sales and use tax still controversial and complicated. We have another meeting of the Advisory Committee coming up in March. Administration committed to playing an honest broker role - so at this point we're not going to comment on specific proposals.

HOW THE DIGITAL DIVIDE TAX CUTS WORK

The digital divide tax cuts cost \$107 million in FY 2001, \$1.2 billion over 5 years, and \$2.1 billion over 10 years. We do not have a breakdown by tax cut.

Extend and Expand the Enhanced Deduction for Corporate Donations of Computers

Current law

- Corporations that donate computers to elementary or secondary can take an “enhanced deduction.” This expires after December 31, 2000.
- Normal donations would just allow you to deduct the cost of the item you were donating. An enhanced deduction lets you take more than that. Specifically you could take (1) cost + one-half of profits or (2) twice cost, whatever is *lower*.
 - Example 1. You donate a computer that costs \$500 to produce and is normally sold for \$900. Under basic law, you could only deduct \$500 for donating this computer. Under the enhanced deduction, you could deduct \$700 – the \$500 cost plus half of the \$400 profit.
 - Example 2. You donate a computer that costs \$500 to produce and is normally sold for \$1,500. Under basic law, you could only deduct \$500 for donating this computer. Under the enhanced deduction, you could deduct \$1,000 – which is twice the cost.

Proposal

- Extend the “enhanced deduction” for donations to schools to June 30, 2004.
- Expand the deduction to cover donations to public libraries and community technology centers located in a designated Empowerment Zone, Enterprise Community, or in a Census tract with a poverty rate of 20 percent or more.

Encourage Sponsorship of Qualified Zone Academies

Current law

- No special provisions – companies can take the normal charitable deduction for contributions to schools.

Proposal

- Would provide a tax credit equal to 50 percent of the corporate sponsorships (i.e., donations) to qualified zone academies, public libraries, or community technology centers located in (or adjacent to) a designated empowerment zone or enterprise community.
- These are allocable credits. Credits for \$16 million in sponsorship donations (or \$8 million in tax credits) would be given to the local government agency with responsibility for implementing the strategic plan for the Empowerment Zones (this would go the 31 existing Zones and the 10 proposed new zones). The board would then allocate these credits to sponsors. The more than 80 Enterprise Zones would each get credits for \$4 million in donations (or \$2 million in tax credits).

Employer Provided Education Programs in Workplace Literacy and Basic Computer Skills

Current law

- Under a section 127 plan, educational expenses other than for graduate education are excluded from an employee's gross income for income and employment tax purposes, up to \$5,250 per year.
- This is not true, however, if the education relates to minimal educational requirements or enables an employee to begin working in a new trade or business.

Proposal

- Employers would be allowed to take a 20 percent tax credit on up to \$5,250 in educational expenses for eligible education for eligible employees.
- Eligible education includes workplace literacy, basic education, English literacy, and basic computer training programs.
- Eligible employees are generally those with less than a high school education.
- Courses would be given by the employer and approved by the State Adult Education Authority or given by local education agencies.

Peter A. Weber
02/02/2000 09:17:58 AM

Record Type: Record

To: Thomas A. Kalil/OPD/EOP@EOP
cc: Wayne Upshaw/OMB/EOP@EOP
Subject: Technology Table

Below is the table that you requested.

Program	FY 2000 Enacted	FY 2001 Budget
Technology Literacy Challenge Fund	425	450
Next Generation (TICG & Star in FY 2000)	196.8	170
R*TECs	10	10
Community Based Tech. Centers	32.5	100
Technology Leadership Activities	2	2
Ready to Learn Digital Television	16	16
Preparing Tomorrow's Teachers	75	150
Telecom. Program for Prof. Dev.	8.5	5
TOTAL	765.8	903



NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Lisa Ellen (212) 453-2444
Susan Porter (202) 828-8866

MAJOR "DIGITAL DIVIDE" INITIATIVE LAUNCHED

**Coalition of Business, Nonprofits and Government Partner to Reach Underserved Youth in
Thousands of Communities and Schools**

**A Breakthrough in Technology Access and Education --
New Organization Created to Advance Goals of America's Promise**

AOL and Gateway CEOs Commit Internet Accounts, Computers and Millions in Grants

WASHINGTON, November 8, 1999 -- More than a dozen nonprofit organizations, major corporations and federal agencies today launched 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 children access to technology and guidance on how to use it. Based in schools and community centers around the country, PowerUP not only will provide young people with access to the wide range of content and information on the Internet; it will also help them develop additional skills they need to succeed in the 21st century.

PowerUP will be able to scale quickly and reach thousands of young people because it will leverage partnerships with numerous public and private organizations, and build on thousands of existing community centers, schools and other locations nationwide. PowerUP partners will provide technology, funding, trained personnel, in-kind support and other resources to help close the divide between young people who have access to computer-based information or technology-related skills and those who don't.

AOL Chairman and CEO Steve Case, who is chairing PowerUP, said: "There's no single solution to bridging the digital divide -- it's going to take all of us working together to make a difference. In a few short years, the Internet has transformed nearly every aspect of our lives -- and is fast transforming our society. The real question we face now is how we can make sure that everyone benefits from these changes. We must take steps now so that in the Internet Century, no children are left behind."

Case added, "PowerUP has drawn inspiration from America's Promise to deliver positive youth development opportunities to the nation's young people. Its goal is not only to provide young people with access to computers and the Internet, but also to leverage technology's power and the potential of the online medium to help young people develop character and competence."

- more -

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Gateway Chairman and CEO Ted Waitt, a founding member of the board of PowerUP, said, "The gap between the Internet haves and have nots is widening along racial, economic and geographic lines, and we absolutely, positively cannot afford another divide in this country. We can pull together. Nothing is more important in our lives and in the future of our communities than ensuring all of our children have access to the tools and information they need to get ahead, and stay ahead."

Created as a nonprofit organization, PowerUP is guided by a board of directors that in addition to Case and Waitt 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 Company; Jack Kemp, Co-Director of Empower America; David Mercer, National Executive Director of YMCA; 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; Retired Army General Colin L. Powell, Chairman of America's Promise; Franklin Raines, Chairman and CEO of Fannie Mae; and Roger Staubach, Chairman and CEO, The Staubach Company.

A Compelling National Need

General Colin L. Powell (Ret.), Chairman of America's Promise, said, "PowerUP is a breakthrough initiative that our nation urgently needs. As I've traveled throughout the country, it has become clear to me that our future success as a nation will depend on how prepared our young people are for the challenges of the 21st century. PowerUP will bring to the nation's underserved youth the skills and experiences they need to build a successful future."

Harris Wofford, CEO of the Corporation for National Service, said, "AmeriCorps is proud to add people power to PowerUP. We know from experience that just putting computer hardware and an Internet connection in the schools is not enough. To unleash the full potential of young people -- and of the computer -- kids need to know more than just how to surf the net. They need to learn how to use computers to succeed in a digital world. AmeriCorps members will give students access to advanced technology and compelling programming, in a safe environment with a caring adult. Together, that's what all of us in PowerUP will do."

A Powerful Program Offering

PowerUP brings together several critical and innovative program elements to create a powerful offering for community centers, schools and other locations nationwide. Key elements include:

- **Computers and Internet Access** - Through major grants from the Waitt Family Foundation and the AOL Foundation, PowerUP will provide 50,000 computers and 100,000 AOL accounts for free Internet access to sites throughout the country.

- **Innovative, Life-enriching Interactive Programming** - A unique "PowerUP Online" guide aggregates information and organizes activities and resources according to the "five promises" identified by America's Promise as essential for children to become successful adults including: tools on how to find a mentor; fun and productive activities to do after school; healthy lifestyle information; exploration of career opportunities and how to acquire the skills needed to take advantage of them; community service; and links with real-time community youth program opportunities provided by participating local youth serving organizations. PowerUP Online, developed by the AOL Foundation, also includes a scholastic/academic component addressing educational achievement.
- **An Army of Trained Workers** - PowerUP will provide the people power needed to effectively train young people in attaining digital literacy skills while offering them an ongoing relationship with a caring adult in a safe environment. Initially more than 400 specially trained, full-time AmeriCorps*VISTA members and other staff will provide a sustained and trained presence at PowerUP-supported centers where needed. One of the shortcomings in technology education efforts to date has been lack of dedicated, capable adult staff to work with young people in centers on a regular basis.
- **Partnering with Key Groups to Scale Quickly and on a Large Scale** - PowerUP's goal is to scale quickly to reach a national level. It will do this in two ways: by engaging key partner groups at the national and local levels, and by providing flexible program options for existing centers.
 - *Youth-serving organizations* - PowerUP will partner with local YMCAs, Boys & Girls Clubs, Save the Children's "Web of Support" centers, National Urban League, and other organizations with roots in thousands of communities across the country to connect young people with additional learning and positive youth development activities such as after-school sports, arts and crafts, or other classes and technology services.
 - *Federal agencies* - In keeping with a PowerUP goal of enhancing scholastic achievement and digital literacy, PowerUP will partner with the U.S. Department of Education's Computer Technology Centers and 21st Century Community Learning Centers to supplement and complement educational goals of children both during and after school hours.
 - *Corporations* - Companies that have established their own sites or technology programs may choose to add PowerUP program elements, and/or supply additional financing or in-kind support either at the national or local level.
 - *Private individuals and foundations* - Financial and in-kind support.

- **Millions of Dollars in Local Community Grants** - PowerUP will provide an initial total of \$5 million in direct grants to community- and school-based centers who wish to participate in the PowerUP program. Grants may be used for any activities or resource needs that are consistent with PowerUP's program goals.
- **Links with Schools** - PowerUP works to enhance scholastic achievement and national digital literacy goals by forming partnerships with local schools and educators. A section of the PowerUP Online guide features a scholastic approach to educational attainment linked to academic curricula, and AmeriCorps*VISTA members are responsible for connecting the PowerUP program with local schools to supplement and complement educational goals of young people both at school and after school.
- **Healthy Snacks** - Through its partnership with PowerBar Inc., PowerUP will provide PowerUP-supported sites with healthy snacks, including PowerBars, PowerBar Harvest bars, and PowerBar Essentials bars.

Steve Case said, "We recognize that there are many projects underway in communities across the nation that seek to bridge the digital divide, but they are fragmented and lack the scale necessary to attract significant resources. PowerUP will help knit these initiatives into a national tapestry and jump-start a crusade that can change the lives of millions of kids, bringing together an unprecedented combination of people, skills and resources.

"PowerUP offers us the opportunity to make dramatic progress in establishing consistent, quality-oriented methods and resources to ensure that technology centers and programs across the country share a common standard of excellence in driving positive youth development," Case said. "Just as the nation made a successful commitment to ensuring that every child has access to public education starting at the age of five, we must now commit ourselves to ensuring that in the 21st century every child in America has access to technology so that no one falls behind. This mission is what PowerUP is all about."

Partnership Brings Funds, People, Skills and Resources

The PowerUP partnership brings a range of support services and resources to community centers, schools and other youth service locations around the country:

- **National Benefactors** - National benefactors of PowerUP include the Case Foundation, the Waitt Family Foundation, AOL Inc./AOL Foundation, and The Corporation for National Service (which houses AmeriCorps*VISTA), and The YMCA of the USA. These organizations will bring money, computers, access, interactive programming, trained staff and other community-based services on a large scale to sites across the nation:

- *The Case Foundation*, established by Steve and Jean Case, will provide an initial grant of \$10 million to establish PowerUP. The grant includes \$5 million to cover all staff and administrative costs of the program, enabling partnership contributions to go directly to supporting or establishing in-site programs for youth at centers across the country. Another \$5 million will provide the local community grants to benefit up to 5,000 local community centers and school-based sites nationwide.
- *The Waitt Family Foundation*, established by Ted and Joan Waitt and their family, will supply computer hardware to PowerUP by providing 50,000 Gateway computers and Internet appliances over the next three years.
- *AOL Inc./The AOL Foundation* has donated its resources and staff to develop PowerUP Online, a first-of-its kind interactive programming guide built around the "five promises" that America's Promise has identified as essential for children to become successful adults. PowerUP Online aggregates valuable content and organizes activities and resources in an easy-to-use format for use in grades K-12. In addition, 100,000 AOL accounts are being provided for centers that need them.
- *The Corporation for National Service (AmeriCorps*VISTA)* is bringing people power to PowerUP. Initially more than 400 AmeriCorps*VISTA members and others in AmeriCorps will be trained and deployed to provide dedicated, full-time mentoring and other assistance to schools, YMCAs, Boys & Girls Clubs, National Urban League centers, Save the Children "Web of Support" centers, the U.S. Department of Education's Computer Technology Centers and 21st Century Community Learning Centers, and other community technology centers across the country.
- *The YMCA of the USA* will provide service-learning and positive youth development opportunities for young people at PowerUP-supported sites, including providing a sustained presence of caring, supportive adults who regularly interact with parents and teachers in the community.
 - **Founding National Partners** - Founding national partners who will support the program through their existing networks of community-based centers, training programs, in-kind contributions and other activities include Sun Microsystems, Boys & Girls Clubs of America, Save the Children, National Urban League, Communities in Schools, FamilyEducation Network, PowerBar Inc., and the U.S. Department of Education's Computer Technology Centers and 21st Century Community Learning Centers.

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- **Founding Local Sponsors** - Founding local sponsors who have established pilot sites for PowerUP in their communities include Microsoft, Sun Microsystems, the Northern Virginia Technology Council, and the Case Foundation. The sites are located in San Jose, CA; Seattle, WA; Alexandria, VA; and Washington, DC. The sites are additionally supported by the YMCAs of Santa Clara Valley, Greater Seattle, and Metropolitan Washington, which provide service-learning and positive youth development opportunities.

PowerUP is a commitment to America's Promise. America's Promise – The Alliance for Youth led by General Colin Powell, is dedicated to mobilizing individuals, groups and organizations from every part of American life, to build and strengthen the character and competence of our youth.

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PowerUP Bridging the Digital Divide

Fact Sheet

"The PowerUP program does more than provide technology solutions; it leverages technology to help kids succeed, personally as well as academically. It's a breakthrough initiative that our nation urgently needs."

-- General Colin L. Powell (Ret.)

PowerUP™ is a major new multimillion dollar initiative aimed at helping underserved youth obtain the skills, experiences and resources they will need to succeed in the digital age. More than a dozen major corporations, nonprofit organizations and federal agencies joined together to launch the nationwide initiative.

Based in schools and community centers around the country, PowerUP not only will provide young people with access to the wide range of content and information on the Internet; it will also help them develop additional skills they need to succeed in the 21st century. PowerUP will be able to scale quickly and reach thousands of young people because it will leverage partnerships with public and private entities and build on thousands of existing community centers, schools and other locations nationwide. PowerUP partners will provide these sites with technology, funding, trained personnel, in-kind support, and other resources to help close the divide between young people who have access to computer-based information or technology-related skills and those who don't.

ORGANIZATION

PowerUP is being established as a nonprofit organization, headquartered in Silicon Valley, CA. Chief Executive Officer is Rae Grad. Rae Grad most recently served as a Senior Vice President with America's Promise having been part of the team that pulled together the Presidents' Summit for America's Future. Prior to that, Rae served as Executive Director of the National Commission to Prevent Infant Mortality, a bi-partisan Congressional Commission and before that as the Executive Director of the Southern Regional Project on Infant Mortality, an initiative of the Southern Governors' Association. Rae is a registered nurse with a doctorate in health education

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GOALS

PowerUP will use innovative approaches to bridge the "digital divide" that separates the "haves" and "have nots" in their access to computers, technology and online resources. This disparity threatens the ability of millions of young people to acquire the skills they will need to succeed. The goals of PowerUP are to: shine a spotlight on the issue of the digital divide and build a national crusade to bridge it; put programs and resources in place to enhance technology centers in schools and communities that already exist today; and stimulate the creation of new sites across the country where they are needed.

PROGRAM

PowerUP will go beyond merely providing computer hardware and connections to the Internet. It will provide a safe learning environment that will help unleash the full potential of young people. To do that, PowerUP brings together several key elements:

- *Computers and Internet access* from the Waitt Family Foundation and the AOL Foundation.
- *Innovative, life-enriching interactive programming* developed by the AOL Foundation and built on the "Five Promises" that America's Promise has identified as necessary for children to become successful adults.
- *An army of trained, full-time staff* from AmeriCorps*VISTA and other organizations to work with young people at the sites to attain digital literacy and other skills.
- *The ability to scale quickly and on a national level* by engaging key partner groups at the national and local levels including youth-serving organizations, federal agencies, corporations, and private individuals and foundations and by providing flexible, modular program options for existing centers.
- *Local community grants* from the Case Foundation to community- and school-based centers.
- *Links with schools and educators* in order to enhance scholastic achievement and national digital literacy goals.
- *Healthy snacks* provided to all PowerUP-supported centers through a partnership with PowerBar Inc.

SITES

Within a year, PowerUP will support hundreds of sites in technology and computer centers around the country. Initial pilot sites will open in fall 1999 in Washington, D.C.; San Jose, CA; Seattle, WA; and Alexandria, VA. Future sites will be located in technology and computer centers in schools, public housing complexes, youth serving centers, and community centers.

FUNDING & OTHER RESOURCES

National Benefactors bring money, computers, access, interactive programming, trained staff and other community-based services on a large scale to sites across the nation.

- *The Case Foundation* will provide a grant of \$10 million, including \$5 million for local PowerUP community grants.
- *The Waitt Family Foundation* will provide 50,000 Gateway computers and Internet appliances over the next three years.
- *AOL Inc./The AOL Foundation* has donated its resources and staff to develop PowerUP Online, a first-of-its-kind interactive programming guide built around America's Promises' "Five Promises." In addition, 100,000 AOL accounts are being provided for centers that need them.
- *The Corporation for National Service* will deploy more than 400 trained AmeriCorps*VISTA members to work full-time as mentors to young people participating in the program.
- *The YMCA of the USA* will provide service-learning and positive youth development opportunities for young people at PowerUP-supported sites.

Founding National Partners will support PowerUP with existing networks of community-based centers, training programs, in-kind contributions and other activities. These partners include:

- *Sun Microsystems*
- *Boys & Girls Clubs of America*
- *Save the Children*
- *National Urban League*
- *Communities in Schools*
- *FamilyEducation Network*
- *PowerBar, Inc.*
- *U.S. Department of Education's Computer Technology Centers and 21st Century Community Learning Centers*

Founding Local Sponsors will establish or support PowerUP sites in their communities. Sponsors are:

- *Microsoft*
- *Sun Microsystems*
- *The Northern Virginia Technology Council*
- *The Case Foundation*

PowerUP BOARD OF DIRECTORS

- Erskine Bowles, partner at Forstmann Little and former White House chief of staff
- Jean Case, President of the Case Foundation
- Steve Case, Chairman and CEO, AOL and Chairman of the PowerUP Board
- Carly Fiorina, President and CEO of Hewlett-Packard Company
- Jack Kemp, Co-Director of Empower America
- David Mercer, National Executive Director of YMCA of the USA
- 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
- Retired Army General Colin L. Powell, Chairman of America's Promise
- Franklin Raines, Chairman and CEO of Fannie Mae
- Roger Staubach, Chairman and CEO, The Staubach Company.
- Ted Waitt, Chairman and CEO, Gateway

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PowerUP Bridging The Digital Divide

Partner Fact Sheet

PowerUP is a major national initiative launched by more than a dozen nonprofit organizations, major corporations and federal agencies to help ensure that America's underserved young people acquire the skills, experiences and resources they need to succeed in the digital age. Through this partnership, PowerUP will be able to reach thousands of existing community centers, schools and other locations nationwide with technology and associated educational support services. PowerUP has been established as a commitment to America's Promise to deliver positive youth development opportunities to the nation's young people.

Lead National Benefactors

National Benefactors include public and private companies or organizations that bring money, computers, access, interactive programming, trained staff and other community-based services on a large scale to PowerUP-supported sites across the nation.

- **AOL Inc./The AOL Foundation**

The AOL Foundation is providing 100,000 AOL accounts for centers that need them. In addition, AOL Inc./The AOL Foundation have developed PowerUP Online, a first-of-its-kind interactive programming guide has been developed for use in PowerUP-supported centers. Built around the "Five Promises" that America's Promise has identified as essential for children to become successful adults, PowerUP Online provides information and organizes activities and resources in an easy-to-use format for use in grades K-12.

Founded in 1985, AOL Inc., based in Dulles, Virginia, is the world's leader in interactive services, Web brands, Internet technologies, and e-commerce services. The AOL Foundation, founded by America Online in 1997, supports programs that spark innovative uses of the interactive medium to benefit society.

For more information on AOL Inc., visit their web site at www.aol.com. For more information on the AOL Foundation, visit www.aolfoundation.org.

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- **Corporation for National Service (AmeriCorps*VISTA)**

PowerUP is AmeriCorps' largest technology initiative to date. AmeriCorps*VISTA is bringing the people power to PowerUP. Initially more than 400 AmeriCorps*VISTAs and other members of the AmeriCorps family will be trained and deployed to provide dedicated, full-time mentoring and other assistance to schools; YMCAs; Boys & Girls Clubs; National Urban League centers; Save the Children "Web of Support" centers; U.S. Department of Education's Computer Technology Centers and 21st Century Community Learning Centers; and other community technology centers across the country. Currently 14 AmeriCorps*VISTA members are piloting PowerUP sites in Alexandria, VA; San Jose, CA; Seattle, WA; and Washington, D.C.

AmeriCorps, the domestic Peace Corps, engages more than 40,000 Americans each year in service to their community and country. The Corporation for National Service, AmeriCorps*VISTA's parent agency, is dedicated to promoting the ethic of service and citizenship and providing Americans of all ages and backgrounds with opportunities to serve in ways that help strengthen communities.

*For more information on AmeriCorps*VISTA, or Corporation for National Service, visit their web site at www.americorps.org.*

- **The Case Foundation**

The Case Foundation has provided an initial \$10 million grant to establish PowerUP as a nonprofit organization. The grant will cover \$5 million for staff and administrative costs of the program -- enabling all partnership contributions to go directly to supporting or establishing in-site programs for youth at centers across the country -- plus an additional \$5 million for PowerUP grants for up to 5,000 local community centers and school-based sites nationwide. The Case Foundation is also a Local Partner and has adopted a Washington D.C. PowerUP-supported site located in the Southern Ridge Apartments in Anacostia, a low-income housing complex.

The Case Foundation is a private philanthropy established by Jean and Steve Case dedicated to galvanizing the combined resources of communities nationwide to benefit underserved young people in three areas: education, technology and healthcare. The Case Foundation supports venture philanthropy, a model of charitable giving based upon the venture capital structure.

- **The Waitt Family Foundation**

The Waitt Family Foundation will supply computer hardware to PowerUP by providing 50,000 Gateway computers and Internet appliances over the next three years.

Founded in 1993, The Waitt Family Foundation, founded by Ted and Joan Waitt and their family, was created to support individuals, families and communities through programs involving education, non-violence, child advocacy, and community enhancement.

- **YMCA of the USA**

As the first youth-service organization to come on board with PowerUP, the YMCA offers service-learning and positive youth development opportunities for young people at PowerUP-supported sites. As a National Benefactor, the YMCA provides a sustained presence of caring, supportive adults who interface regularly with parents and teachers in the community. PowerUP-supported sites in Alexandria, VA; San Jose, CA; Seattle, WA; and Washington, DC are maintained by the following local YMCAs: YMCA of Metropolitan Washington, YMCA of Santa Clara Valley, and YMCA of Greater Seattle.

Collectively, America's 2,283 YMCAs are the nation's largest provider of childcare. YMCAs across the country are at the heart of community life and offer a variety of programs such as family activity nights, juvenile delinquency prevention programs, volunteerism and mentoring, and welfare-to-work initiatives. YMCAs serve nearly 17 million people, including 9 million children during non-school hours.

For more information on the YMCA of the USA, visit their web site at www.ymca.net.

Founding National Partners

Founding National Partners are organizations that will support the PowerUP program through their existing networks of community-based centers, training programs, in-kind contributions and other activities.

- **Boys & Girls Clubs of America**

As a National Partner, Boys & Girls Clubs of America will be complementing and supplementing their existing work with youth in after-school sites with PowerUP program elements. They also bring an important element to PowerUP by providing a safe place for young people with positive youth development opportunities, including sports, arts and crafts or other special classes.

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Boys & Girls Clubs of America have a lineup of tested and proven nationally recognized programs that address today's most pressing youth issues, teaching young people the skills they need to succeed in life. More than 25 national programs are available in the areas of education, the environment, health, the arts, careers, alcohol/drug and pregnancy prevention, gang prevention, leadership development and athletics.

For more information about Boys & Girls Clubs of America, visit their web site at www.bgca.org.

- **Communities in Schools**

As a National Partner, Communities in Schools Inc. (CIS) will integrate PowerUP program elements into the Cisco Networking Academy Program, a partnership between CIS, Cisco Systems Inc., and the Cisco Foundation. A 280-hour curriculum, the Networking Academy program teaches high school and community college students how to design, build and maintain computer networks. Students from underserved communities gain highly marketable technology skills enabling them to succeed in the digital age. The program was launched in 1997 and now reaches approximately 21,000 students in all 50 states, the District of Columbia and 40 countries around the world.

For the past 20 years, CIS has provided successful stay-in-school solutions at school sites by showing communities how to coordinate their public, private and nonprofit resources so kids can get the help they need-where they need it-in the public schools. CIS provides community champions -- privately-supported independent teams -- whose sole mission is to rally community support for children and broker services in the schools. CIS provides access to services for more than 1 million young people through 1,500 schools in 32 states and the District of Columbia.

For more information on Communities in Schools, visit their web site at www.cisnet.org.

- **FamilyEducation Network**

FamilyEducation Network provides the Web publishing tools that the youth and AmeriCorps*VISTA members will use to create their own home pages through the PowerUP program. Young people participating in the program will be encouraged to build Web sites relating to their communities, themselves, or their dream jobs. In this way, PowerUP encourages community-building as well as digital literacy.

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FamilyEducation Network develops and provides educational and child-development resources and services for millions of families, corporate employers, schools and communities. The Company's network of Web sites, which include familyeducation.com, teachervision.com, and infoplease.com represent the largest K-12 community of parents, educators and students on the Internet. FamilyEducation Network helps parents, schools, and community organizations use online tools and other media to become more effectively involved in their children's education and overall development.

To find out more information about the FamilyEducation Network, visit their web site at www.familyeducation.com.

- **National Urban League**

As a PowerUP National Partner, the National Urban League will incorporate PowerUP program elements into their community technology centers. By incorporating trained staff, PowerUP Online and consistent standards into its programs, the National Urban League will fulfill its vision to collaborate with its local affiliates to plan, implement and evaluate state-of-the-art technology access centers in each Urban League affiliate.

The National Urban League has been developing technology-based programs since 1968. The League's Technology Programs & Policy (TPP) department implements the National Urban League's vision to bring the benefits of information and communications technology to underserved communities. In addition to establishing technology centers, TPP works with League affiliates, local, state, and federal government, foundations and corporate partners to influence technology policy in urban communities. The office also attempts to aggregate equipment and service demand to deliver the best available hardware, software and development resources to the Urban League Movement and the communities that they serve.

To find out more information about the National Urban League, visit their web site at www.nul.org.

- **PowerBar Inc.**

As a National Partner, PowerBar Inc. will help provide well-balanced nutrition for young people at PowerUP sites through its donation of energy bars, including PowerBars, PowerBar Harvest bars, and PowerBar Essentials bars.

PowerUP Partner Fact Sheet
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Headquartered in Berkeley, Calif., PowerBar is the leader in the energy bar market with approximately 45 percent market share. The company's bars, gels and drinks serve as tools to help people perform at their best.

For more information, visit the PowerBar web site at www.powerbar.com.

- **Save the Children**

Save the Children focuses its work in the United States on out-of-school time, with programs that serve 5 to 18 year-olds in poor inner cities and rural neighborhoods. Working with community partners, Save the Children has established a "Web of Support" that provides caring adults, safe places, and constructive activities during unsupervised time away from school. A unique feature of the "Web of Support" after-school programs is the "Web of Support Online (WOSO)," -- a password-protected extranet that creates a virtual community linking kids from low-income neighborhoods around the country. Already sharing youth development synergies with PowerUP, Save the Children will strengthen some of its rural sites with PowerUP program elements.

Save the Children is an international nonprofit child assistance organization whose mission is to make lasting, positive change in the lives of children in need. Save the Children operates health, education, economic opportunity, and humanitarian response programs in 44 countries around the world.

For more information on Save The Children, visit their web site at www.savethechildren.org.

- **Sun Microsystems Inc.**

Sun Microsystems Inc. is providing technical training for the AmeriCorps*VISTAs who will be staffing PowerUP. Sun is also a Local Partner, funding a PowerUP-supported site in San Jose, CA at the Holly Oak Elementary School.

Sun has developed, and continues to develop, special programs and activities aimed at improving or assisting the community, as well as furthering the use of technology to educate.

To find out more about Sun Microsystems Inc., visit their web site at www.sun.com.

- **U.S. Department of Education's Computer Technology Centers and 21st Century Community Learning Centers**

The power of PowerUP is its partnerships. One of the goals of PowerUP is to enhance scholastic achievement and digital literacy. PowerUP has partnered with the U.S. Department of Education to help supplement and complement education goals of children both in the classroom and outside of the classroom.

The U.S. Department of Education has made a commitment to share information with its Computer Technology Centers and 21st Century Community Learning Centers about the resources available to them through PowerUP as well as to provide online content for PowerUP Online.

The U.S. Department of Education's mission is to ensure equal access to education and to promote educational excellence throughout the nation. The priorities of the Department are: that all students will be able to read well and independently by the end of 3rd grade, will master challenging mathematics, and will be academically and financially prepared to attend college. Also, that all states and schools will have challenging, clear standards and accountability; that there will be a dedicated and well-prepared teacher in every classroom; that every classroom will be connected to the Internet; and that every school will be safe and drug-free. The Department is committed to helping students from all backgrounds, regardless of race, national origin, disability, age, or gender.

For more information on the Department of Education, visit their web site at www.ed.gov.

Founding Local Sponsors

Local Partners are public and private companies that provide direct financial and other support needed to establish or maintain a local site.

- **Case Foundation** -- See paragraph above.
- **Microsoft Corp.**

Microsoft Corp. has partnered with Meredith Mathews East Madison YMCA to sponsor the PowerUP program at an after-school center located at the South Shore Middle School in Seattle.

Founded in 1975, Microsoft is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software -- any time, any place and on any device.

For more information on Microsoft Corporation, visit their web site at www.microsoft.com.

- **Northern Virginia Technology Council**

As a PowerUP Local Partner, the Northern Virginia Technology Council (NVTC) is bringing technology to low-income children through its sponsorship of PowerUP at the Gum Springs Community Center in Fairfax County. As a true collaborative effort, NVTC has received contributions from its members to purchase computer software and hardware for the site, and fund five AmeriCorps*VISTA members to work with the children in the computer center. Additionally, NVTC members will be volunteering at the site.

The Northern Virginia Technology Council (NVTC) is the voice of technology business, driving success for member companies in diverse fields and building recognition of the region as a global leader in technology development and application. NVTC represents about 1,200 member companies employing more than 175,000 workers and is one of the largest technology councils in the nation.

To enable children to achieve their full potential and become responsible members of their community, Fairfax County Department of Community and Recreation Services provided, refurbished, and rewired the PowerUP site located in the Gum Springs Community Center.

For more information on the Northern Virginia Technology Council, visit their web site at www.nvtc.org. For more information on the Fairfax County Department of Community and Recreation Services, visit their web site at www.co.fairfax.va.us/rec/ffrec.htm.

- **Sun Microsystems** -- See paragraph above.

Friends

Friends of PowerUP include public and private companies, organizations and individuals who support the national PowerUP office or local sites through funding or special contributions.

- **Inprise Corporation**

Inprise Corporation has donated office space for the operation and administration of the national PowerUP office. National staff oversees the PowerUP program from this Silicon Valley office.

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PowerUP Partner Fact Sheet
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Inprise/Borland is a leading provider of products, services, and solutions that enable developers and corporations to extend their business applications to the Internet. Whether it is developing Web-based applications, defining client architecture, deploying business logic or maintaining connectivity to backend databases, Inprise supplies the tools and middleware that allow companies to solve mission-critical business problems.

For information on Inprise, visit their web site at www.borland.com.

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PowerUP Bridging The Digital Divide

Partner Quote Sheet

"The AOL Foundation is delighted to be able to participate in the launch of what could be one of the most significant digital divide efforts to date. This initiative recognizes that the digital divide is not just about hardware, software and connectivity but about bringing together America's volunteer community and all the communities that care about the future of the information age."

Jim Kimsey, Chairman, AOL Foundation

"Boys & Girls Clubs of America salutes the collaborative and visionary approach being taken by PowerUP. The combination of technology access, funding, trained personnel and other resources combined with community-based organizations dedicated to the welfare of our young people such as, Boys & Girls Clubs of America, has the potential to make a dramatic impact in closing the digital divide."

Robbie Callaway, Senior Vice President, Boys & Girls Clubs of America

*"PowerUP represents a ground breaking approach to tackling one of America's most urgent social and economic needs. It's vital that our young people not only have access to computers and the Internet but also receive the attention and support they need to succeed in the next century. We know that one of the most critical elements in that success is a relationship with a caring adult; AmeriCorps*VISTA is proud to contribute the people power to PowerUP to help accomplish this goal."*

Harris Wofford, CEO, Corporation for National Service

"FamilyEducation Network is proud to be part of this national movement to help underserved youth harness the power of the Internet. FamilyEducation Network is committed to providing state-of-the-art technology and content for schools and community groups to be effectively involved in the education, and overall development of children."

Jonathan Carson, Co-founder and CEO, FamilyEducation Network

"Helping to bridge the digital divide is a priority for Microsoft, and we are pleased to be a part of the PowerUP initiative as one of several efforts to provide disadvantaged young people with equal access to the benefits of technology. The PowerUP site we are sponsoring at South Shore Middle School in Seattle is especially exciting because the school will not only offer underprivileged kids access to technology, but also, through a relationship with the Meredith Mathews East Madison YMCA, provide them a safe and rich learning environment."

Christopher Jones, Senior Program Manager, Community Affairs, Microsoft Corporation

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"Advances in technology and communications have contributed greatly to the progress that our economy currently enjoys. At bottom, our challenge as a national community is to leave no one behind. To this end, it is clear that all of our institutions must work together, lest we take our 20th Century inequities well into the 21st. The PowerUP initiative represents a commitment to making sure that all Americans can get to the starting gates of opportunity in our vibrant economy."

B. Keith Fulton, Director, Technology Programs & Policy, National Urban League

"The Gum Springs Computer Center is a model of collaboration. NVTC has involved its member businesses, our local Fairfax County government, the YMCA, and the entire Gum Springs community to work together to successfully address and solve the digital divide. The contributions of our member companies, in conjunction with community leaders and Colin Powell's America's Promise, are an important step in ensuring that all of our children are ready for the next century."

Bobbie Kilberg, President, Northern Virginia Technology Council

"PowerUP addresses technology access issues and then goes a step further through its youth development component, which recognizes that a number of factors -- including good nutrition, positive self-image, and strong role models -- are critical to helping young people succeed. We at PowerBar find this holistic approach very appealing and are proud to be a partner."

Brian Maxwell, CEO and Founder, PowerBar Inc.

"PowerUP is empowering America's young people. It is preparing children for the new century by giving them access to a world of learning through technology. And by reaching out to all children, PowerUP is helping to keep our democratic values strong. I am proud to be a member of this important partnership."

U. S. Secretary of Education Richard W. Riley

"The YMCA of the USA is extremely proud to coordinate the four pilot sites of America's Promise PowerUP technology initiative. In this important collaboration, YMCAs will provide thousands of underserved children with safe places in the after school hours and enable them to learn new skills, critical for their success. This is only the beginning in a high tech partnership that will empower American children, families and communities to bridge the digital divide."

David R. Mercer, National Executive Director, YMCA of the USA

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PowerUP

Bridging the Digital Divide

Frequently Asked Questions

WHAT IS POWERUP?

PowerUP is a major national initiative to bridge the "digital divide" -- the lack of access to computers and online resources by individuals and communities.

Specifically, PowerUP will help thousands underserved kids get the access to the technology, guidance and skills they'll need to succeed in the digital age. To do this, PowerUP brings together a unique and powerful partnership that includes more than a dozen corporations, nonprofit organizations and government agencies.

PowerUP will also deliver people power -- hundreds of full-time staff from AmeriCorps*VISTA -- along with innovative online programming and other essential resources, including technology, funding and in-kind support to thousands of sites for young people across the country.

WHAT MAKES THIS PROGRAM DIFFERENT?

Several key elements:

- ⇒ The strength, size, reach and scope of the partnership, which will be able to reach thousands of sites across the country,
- ⇒ The comprehensiveness of the program, which includes technology access, innovative online programming, full-time staff, funding, links with schools -- even healthy snacks -- to existing sites and, in some cases, starting new ones; and
- ⇒ An approach that uses technology to promote positive youth development, based on the "five promises" identified by America's Promise as essential for young people to succeed.

WHAT'S THE ULTIMATE GOAL OF POWERUP?

PowerUP has three primary goals:

- ⇒ Shine a spotlight on the issue of the digital divide;
- ⇒ Enhance existing technology centers and community centers; and
- ⇒ Stimulate the creation of new sites across the country wherever they're needed.

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The ultimate goal is to ensure that all children, regardless of socio-economic status, race, gender or geography, have access to the power of technology and the vast potential that the online medium holds.

WHY IS POWERUP IMPORTANT?

Access to technology and computer-based skills will be essential to children growing up in the new century and is vital to our country's social and economic well-being. Information technology -- and specifically the Internet -- can have a great rejuvenating and democratizing effect on American society. But, it could also accelerate the poverty and isolation that plague rural communities and inner cities if it is not made more widely available and deployed effectively. No child in America should be left behind in the 21st Century - the Internet Century.

Today, eighty-six percent of Internet delivery capacity today is concentrated in the 20 largest cities. 75 percent of households with incomes over \$75,000 own computers, but only ten percent of the nation's poorest families do. That's a crisis. Our country can't afford to leave anybody behind. We've got a moral responsibility to make sure every child has the chance to succeed. And it's an economic challenge, too. In a networked economy, people who are already connected benefit each time more people are connected. There's no more urgent task before the country than closing the digital divide.

WHAT IS THE "DIGITAL DIVIDE"?

Essentially, it refers to the gulf that separates the "haves" and "have-nots" in access to computers, technology and online resources. The "digital divide" affects both individuals and communities and breaks along many fault lines, including education, geography and income.

HOW WILL POWERUP BE FUNDED?

The Case Foundation is providing initial funding of \$10 million -- including \$5 million for grants to local programs and \$5 million to cover all staff, administrative and program development costs, enabling other contributions to go directly to supporting or establishing in-site programs at centers across the country. In addition, Gateway, the AOL Foundation, the Corporation for National Service, and Power Bar are also making significant contributions.

HOW LONG WILL INITIAL FUNDING LAST?

It depends on how quickly PowerUP ramps up to deploy services. The Case Foundation envisions this as an initial three-year investment and could provide additional funding as the program expands.

WHAT HAPPENS AFTER THE MONEY RUNS OUT?

The Case Foundation is committed to the program. PowerUP is also confident that other foundations and corporations will get involved and help the program grow and will encourage co-investors and stakeholders to help the program thrive and establish itself independently over time.

WHAT ROLE WILL THE POWERUP BOARD PLAY?

The board will be very involved in thinking through the overall strategy for PowerUP and will help gain partners for the program.

HOW MUCH WILL IT COST TO BUILD A POWERUP CENTER?

Estimates are that it will cost \$100,000 for full set-up, including operating costs for a year. However, costs will vary based on need. Since in many cases PowerUP will provide services to sites that already exist, the cost will depend on the hardware and resources they may already have in place.

WHAT'S THE DIFFERENCE BETWEEN POWERUP AND THE SITES ALREADY ESTABLISHED BY STEVE AND JEAN CASE IN VIRGINIA?

The Cases have been working personally on the youth technology access problem and on the need for positive youth development for some time. Part of their focus went into establishing a number of prototype community technology centers for young people in Fairfax County and other parts of Virginia. After seeing how successful these were, they felt the concept could be expanded and scaled up significantly. PowerUP represents a huge step onto the national level -- something that can be done only through the kind of partnership PowerUP represents -- one that's able to bring together national partners, technology, innovative online programming, funding, people power, in-kind support and other vital resources to thousands of existing centers nationwide.

Fairfax County plans to incorporate elements of the PowerUP in their centers.

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WILL THESE CENTERS BECOME SUPPORTED BY POWERUP?

Yes. While they already have full-time trained staff and other important elements of a total, positive youth development environment, they will benefit particularly from the new interactive programming developed by the AOL Foundation -- "PowerUP Online" -- and they'll want to integrate it into their program.

ARE THERE ANY POWERUP SITES IN EXISTENCE TODAY?

Pilot programs are in the process of opening this fall in Washington, DC, San Jose, Seattle and San Jose. But that's just the beginning. By this time next year, it is expected that PowerUP will reach hundreds of technology centers in schools, housing projects, community centers and other locations across the country. PowerUP is already working with the YMCA, Boys and Girls Clubs, Save the Children, CIS, the Department of Education's Computer Technology Centers and 21st Century Community Learning Centers to support already existing programs. Ultimately, PowerUP hopes to reach thousands of centers -- "wherever there is a computer and a young person."

WHO CAME UP WITH THE IDEA FOR POWERUP?

The Cases and General Powell had been discussing shared concerns about the "digital divide" for some time. It was out of those discussions that they decided that a new and comprehensive, partnership approach was needed to address the problem on a national level. PowerUP has been established as a commitment to America's Promise.

HOW MANY PEOPLE WILL GO THROUGH THE POWERUP PROGRAM?

The program is expected to reach hundreds of thousands of children over time.

IS THE POWERUP PROGRAM AVAILABLE TO ANYONE? OR DO I HAVE TO GO TO A COMMUNITY CENTER?

PowerUP is intended specifically to work in the context of community centers, schools, existing technology centers and related sites - a safe place with a caring, capable adult.

FAQs
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WHO WILL PROVIDE THE TRAINING OR MENTORING FOR THIS PROGRAM?

PowerUP will mobilize an army of full-time workers to help young people realize the full potential of computer-based technology in ways that will build character and competence and stimulate personal achievement.

Specially-trained, full-time AmeriCorps*VISTA members and other staff will provide a sustained, dedicated, trained presence at PowerUP centers. Others are expected to participate as well, including YMCA and staff from other youth-serving organizations. Sun Microsystems has an outstanding technology-training program, which they're graciously adapting for use in training AmeriCorps*VISTA members and others for the centers.

WHAT'S THE TARGET AGE GROUP OF POWERUP AND WHAT WILL THE KIDS BE LEARNING IN POWERUP SITES?

K-12. They will be able to access positive youth development opportunities online, develop digital literacy and have opportunities to take advantage of scholastic achievement opportunities.

HOW WILL POWERUP MEASURE SUCCESS?

Initially, sustained involvement in PowerUp programs -- meaning frequency of use, longevity of use, number of children being served, number of websites children build. Ultimately, PowerUP wants to track the ability of the program to contribute to the accomplishment of both personal and academic success, and will be developing metrics to do this.

HOW MANY SITES WILL GO ONLINE AND WHEN?

A minimum of 250 sites is expected to be online by this time next year.

WHAT'S THE EDUCATIONAL FOCUS OF POWERUP?

PowerUP's main focus is positive youth development but it is providing access to academic sites as part of the program elements as well as connecting with schools in each community.

HOW MANY POTENTIAL SITES ARE THERE?

No one knows for sure, but estimates are that the total number of in-school and out-of-school youth centers in the U.S. is in the tens of thousands, including school-based learning centers -- bottomline, wherever there are kids and computers.

WHAT IS THE MISSION OF THE CASE FOUNDATION?

The Case Foundation is dedicated to helping underserved young people in the areas of education, technology and healthcare. The Foundation supports social venture philanthropy, which taps the potential of communities and individuals to address social concerns.

WHAT IS AMERICA'S PROMISE?

Founded and led by General Colin Powell, America's Promise-Alliance for Youth is a national crusade dedicated to improving the lives of the nation's more than 15 million youth, especially those who are underserved. America's Promise aims to provide these young people with experiences that build character and strengthen core competencies by accessing the five America's Promise Fundamental Resources.

WHAT ARE THE FIVE PROMISES?

The five resources America's Promise has identified that, if consistently fulfilled, will significantly increase the chance of youth becoming successful adults are:

1. An ongoing relationship with a caring adult-parent, mentor, tutor or coach;
2. Access to safe places and structured activities during non-school hours;
3. A healthy start;
4. A marketable skill through effective education;
5. An opportunity to give back through community service.

America's Promise believes that every young person should have a chance at the American Dream, and an opportunity to live a productive and fulfilling life.

WHY THE LINK BETWEEN POWERUP AND AMERICA'S PROMISE?

The Five Promises of America's Promise capture what is necessary for our underserved youth to succeed in the digital age. Teaching kids to use computer programs or surf the Net is not enough. By embracing America's Promise goals, PowerUP provides a more complete environment needed to unleash the full potential of young people.

WHAT IS GATEWAY CONTRIBUTING? WHY ARE THEY INVOLVED?

Gateway is committing 50,000 new computers and is considering additional involvement in the future. Since Gateway was founded 15 years ago, it has had a commitment to helping people improve their lives through technology and innovation. Both the Gateway Foundation and the Waitt Family Foundation have been providing technology and software to hundreds of schools and community organizations for years to help improve learning. The PowerUP effort is particularly important to Gateway because it believes the scale of the program is certain to have a positive impact nationwide.

AREN'T THERE ALREADY PLENTY OF THESE CENTERS OUT THERE?

There are projects in communities all across the country trying to bridge the digital divide. That's exactly why PowerUP is so important: help is needed for all centers that seek to make a positive difference in the lives of our young people and who might benefit from the resources PowerUP is able to bring together: technology, funding, online programming, people power, in-kind contributions and other resources. The truth is, it's going to take many organizations working together to make a difference.

The beauty of PowerUP is that it isn't competitive with any program -- it can be used as an enhancement to existing centers.

PowerUP is responding to another need as well. Efforts today are largely fragmented and lack the scale necessary to attract significant resources. PowerUP hopes to be a catalyst to knit these initiatives into a national tapestry and jump-start a crusade that can change the lives of millions of kids. It's going to take an unprecedented combination of people, skills and resources to do that -- something PowerUP is uniquely able to help with.

Finally, PowerUP offers the opportunity to make dramatic progress in establishing consistent, quality-oriented methods and resources to ensure that technology centers and programs across the country share a common standard of excellence in driving positive youth development.

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Background Information on the Digital Divide

"Possession of computer skills is going to make the difference between getting ahead and being left behind for millions of American youth." - General Colin L. Powell, (Ret.)

A PRESSING NATIONAL NEED

"Digital divide" is the term commonly used to describe an individual's or community's lack of access to computers and online resources. According to data from the U.S. Department of Commerce, this "digital divide" currently breaks along many fault lines, including education, geography and income.

Access to technology and computer-based skills will be essential for children growing up in the new century and is vital to America's social and economic well-being. The U.S. Department of Commerce estimates that by the year 2000, 60 per cent of jobs will require technical skills. And, the disparity between those with access to technology and those without will – if left unattended – establish an impenetrable barrier not only to quality jobs, but also to educational opportunities and access to information that all Americans will need in order to be successful. The U.S. can avert a potentially devastating new social inequality between digitally literate "haves" and "have-nots" if the nation's skills, resources and commitment are mobilized quickly.

Experience has shown that providing access to hardware and software to underserved young people is not enough. Several key elements must be present and work together if technology initiatives are to accomplish measurable educational and developmental goals. These include:

- One-on-one contact between young people and capable caring adults;
- Innovative content and curriculum;
- Adequate infrastructure;
- Professional training and upkeep, and
- Evaluation and measurement systems.

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A DIGITAL DIVIDE

The gap between the digital “haves” and “have-nots” exists for various reasons, including parents’ education level, household income, ethnicity, geography and infrastructure. Groups that have studied telecommunications investment have found that telephone and cable companies are quicker to wire wealthier suburbs with advanced systems while poor, inner-city neighborhoods are not upgraded. (“Defining the Technology Gap,” The Benton Foundation)

Many civic organizations believe that communication networks are critical tools for fostering civic engagement by facilitating coordination and communication. Research has shown that communities without access to communication networks may find it more difficult to sustain civic engagement that can lead to an improvement in their situation. (“Defining the Technology Gap,” The Benton Foundation)

In a study on the issue of community organizations, The Urban University and Neighborhood Network (UUNN) found that, “Those who lack access to the Internet ... will lose out in an increasingly competitive environment because so many neighborhood organizations are small, geographically isolated and woefully underfunded, their members don’t have efficient access to the information needed to understand all aspects of their neighborhood problems and the paths toward solutions.”

Some statistics from the National Telecommunication Information Administration study “Falling through the Net: Defining the Digital Divide” illustrate the widening gap between those with access and those without:

- *Education:*
 - 61.6% of those with a college education use the Internet as opposed to only 6.6% of those with a high school degree or less.
 - People with a college degree are over eight times more likely to have a computer than those who are less educated.
- *Income:*
 - Households with an earned income of over \$75,000 are over twenty times more likely to have home Internet access than those at the lowest levels.
 - The “digital divide” for home Internet access widened 29% between those at the highest and lowest income levels between 1997 and 1998.
- *Ethnicity:*
 - Hispanic households are half as likely to own a computer as their white counterparts.
 - African-Americans have Internet access at any location, including home, work, school and library than whites.

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- *Single-Parent Households:*
 - Only 31.7% of single-parent households have a computer, compared to 61.8% of married couples.
 - At all income levels, African-American, Asian, and Native American households with two parents are twice as likely to have Internet access as those with one parent. When incomes are over \$35,000, this household type also includes Hispanic and White households, as well.

HOW WILL PowerUP HELP?

PowerUP recognizes that no single organization or solution exists to bridging the digital divide – it will take many people and many groups working together. PowerUP therefore engages a diverse yet powerful coalition of people and resources, leveraging the power of public and private entities committed to building a better society.

Through the PowerUP network, more than a dozen nonprofit organizations, major corporations and the U.S. Department of Education will provide technology, funding, and trained personnel to help underserved young people gain the skills, experiences and resources required to succeed in the digital age.

PowerUP is designed to achieve three goals: to shine a spotlight on the issue of the digital divide and help build a national crusade to bridge it; put programs and resources in place to enhance the technology centers in schools and communities that already exist; and stimulate the creation of new sites across the country. Through its partnerships, PowerUP will provide technology, funding and valuable resources to reach hundreds of thousands of young people through thousands of existing community centers, schools and other locations nationwide.

FOR MORE INFORMATION

For more information on the digital divide, see:

- *Digital Divide Clearinghouse* – A comprehensive resource center on the issue:
<http://www.helping.org/>“bridging the digital divide”
- *Department of Commerce Report on Digital Divide* - Internet
<http://www.ntia.doc.gov/ntiahome/digitaldivide/>
- *Crossing the Great 'Digital Divide'* - PC Week
<http://www.zdnet.com/pcweek/stories/columns/0,4351,409662,00.html>
- *Attacking the 'Digital Divide'? You BET!* - ZDNN
<http://www.zdnet.com/zdnn/stories/news/0,4586,2313980,00.html>

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PowerUP Bridging The Digital Divide

Local Site Profiles

PowerUP is a major national initiative launched by more than a dozen nonprofit organizations, major corporations and federal agencies to help ensure that America's underserved young people acquire the skills, experiences and resources they need to succeed in the digital age. Through partnerships with existing organizations, PowerUP has supported the opening of several sites in fall 1999 and expects to expand to reach hundreds sites over the next year. PowerUP has been established as a commitment to America's Promise to deliver positive youth development opportunities to the nation's young people.

Alexandria, VA

The Alexandria PowerUP-supported site is located in the Gum Springs Community Center. The site will serve children in the Route One corridor of Alexandria and will help alleviate the "digital divide" that currently exists between children who have access to computers at home and those who do not. The Center will enable children to complete their homework utilizing the resources of the computer, engage in academic research and explore the larger world of the Internet in an adult-supervise environment. Gum Springs is very diverse and densely populated area of Fairfax County. Approximately 3,863 residents make up the Gum Springs community of which more than 993 youth are under the age of 18. PowerUP is in the Gum Springs Community Center, 8100 Fordson Road, Alexandria, Virginia. The community center is equipped with arts and crafts room, gymnasium, child care and senior centers, and a museum focusing on the history of the Gum Springs community.

The Local Sponsor for Gum Springs is the Northern Virginia Technology Council (NVTC). The Fairfax County Department of Community and Recreation Services (CRS) provides significant support to the site. NVTC has been extremely successful in galvanizing its association members to aid the PowerUP-supported site and provide much needed technology resources. NVTC also provides funding for five AmeriCorps*VISTA members from across the country whose backgrounds range from educational professional to ambulance trauma worker. CRS provides the space for this PowerUP-supported site, refurbished and rewired the site, and funds the salary for the site coordinator. The Alexandria YMCA branch is coordinating the VISTA members. The team at Gum Springs, in collaboration with the local library, have recruited community volunteers to mentor and tutor the children and youth at the site. A partnership with the surrounding Fairfax County public schools will allow PowerUP staff and volunteers to overlap after-school activities in support of students homework and school projects.

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San Jose, CA

The San Jose PowerUP-supported site is located in Holly Oak Elementary. Holly Oak is an ideal location to reach underserved youth as 47% of the students receive subsidized or free lunches due to low family income levels. Sun Microsystems, Inc. serves as the Local Sponsor for this site. Sun Microsystems is also a PowerUP National Partner and has donated technical training for local PowerUP staff. AmeriCorps*VISTA members, supervised by the East Valley Family YMCA, will be working on PowerUP activities in the school's computer lab as well as in school classrooms. Both members have extensive math and science backgrounds as well as previous community service experience. The main goals of the AmeriCorps*VISTA members in San Jose are to work with teachers as they incorporate technology into their classroom lessons as well as to establish after school computer classes and clubs for both students and parents.

Seattle, WA

Seattle's PowerUP site is located in South Shore Middle School. 72% of South Shore Middle School students receive free or reduced lunches and the school has a bilingual population of 15%. Microsoft Corp. serves as the Local Sponsor for this site. The Meredith Mathews East Madison YMCA supports two youth development directors who are housed in South Shore Middle School in order to coordinate a comprehensive enrichment program to foster positive youth development among South Shore's students. As part of PowerUP's work at South Shore, AmeriCorps*VISTA members coordinate a web page design class for the after school program and supervise open computer time. The members, who have broad experience working with youth and technology, are also helping teachers develop curriculum that utilizes technology.

Washington, D.C.

This PowerUP-supported site is located in the offices of a 155-unit subsidized housing complex called Southern Ridge in Anacostia, an extremely underserved inner-city Washington, D.C. neighborhood. PowerUP staff are focused on complementing and expanding computer programs at the surrounding schools and introducing and enhancing computer skills to children at the after-school program located in the housing development. The Case Foundation is the Local Sponsor for the Washington, D.C. site, in addition to the Foundation's role as a National Benefactor to PowerUP. The site is staffed by four AmeriCorps*VISTA members: a trained clown and balloon sculptor; a musician; an anthropologist, and a retired lawyer looking to change careers. The AmeriCorps*VISTA members are supervised by the YMCA of Metropolitan Washington. The property is owned by Community Preservation and Development Corporation (CPDC), a non-profit 501(c)3 developer of affordable housing. CPDC provides and supports community technology programs at many of its sites in the Washington, DC metro area.