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SUPPORTING LEGISLATIVE INITIATIVES TO CLOSE THE DIGITAL DIVIDE

Access to computers and the Internet and the ability to effectively use this technology is becoming as essential as access to a telephone – and should be as widely available. However, even though computer and Internet use as exploded in the past few years, America faces a “digital divide” – a gap between those individuals and communities that have access to these tools and those who don’t.

Together, we must ensure that all Americans – in particular, children and families in our most under-served areas -- have access to computers and the Internet and the skills to understand and use these technologies. Toward that end, we encourage the support of an increasing number of federal, state and local initiatives and bipartisan efforts that are designed to help close the digital divide.

President Clinton and Vice President Gore have made the effort to close the digital divide a top Administration priority. Among the key initiatives that are already contributing to progress in this area are:

Technology Literacy Challenge Fund (TLCF): Created in 1996, this program helps local schools realize the full potential of educational technology by providing funding for teacher training, modern computers, educational software, and Internet access. This year, the President is requesting \$450 million for the TLCF.

E-Rate: Created as part of the Telecommunications Act of 1996, the e-rate provides discounts for schools and libraries for Internet access and other telecommunications services. Over the last 2 year, the e-rate has provided \$3.65 billion in discounts to over 1 million classrooms, with the deepest discounts going to the poorest schools that need it most.

Still, much more can and should be done. This year, President Clinton and Vice President Gore propose several new initiatives, along with the expansion of existing programs, to help create digital opportunity for more Americans. They include:

- **\$2 billion over 10 years in tax incentives to encourage private sector donation of computers, sponsorship of community technology centers, and technology training for workers:** President Clinton's budget includes \$2 billion in tax incentives to encourage companies to donate computers to schools, libraries and community technology centers, to sponsor schools, libraries, and community technology centers in designated Empowerment Zones, and to provide basic computer training, workplace literacy, or other basic education for their employees.
- **\$150 million to help train all new teachers entering the workforce to use technology effectively in the classroom:** President Clinton's budget calls for \$150 million in Department of Education grants -- double the last year's investment of \$75 million -- to ensure that all new teachers entering the workforce are technologically literate and can integrate technology into the curriculum.
- **\$100 million to create up to 1,000 Community Technology Centers in low-income urban and rural communities:** The President's budget more than triples the Department of Education's support for Community Technology Centers - from \$32.5 million in FY2000 to \$100 million in FY2001. This initiative was initially funded at \$10 million in fiscal year 1999. The goal of the initiative is to help close the “digital divide” by providing computers and Information Age tools to children and adults that are not able to afford them at home.
- **\$50 million for a public/private partnership to expand home access to computers and the Internet for low-income families:** The President's budget includes a new \$50 million Department of Commerce pilot program to expand access to computers and the Internet for low-income families, and to give these families the skills they need to use these new Information Age tools effectively. This new program will provide competitive grants to public-private partnerships at the local level.

- **\$45 million to promote innovative applications of information technology for under-served communities:** President Clinton's budget will increase the investment in the Department of Commerce's highly-successful Technology Opportunities Program (TOP) to \$45 million -- triple the current level of \$15 million. This program encourages innovative applications of information technology that help empower low-income communities -- public health information systems that raise childhood immunization rates in inner-cities, tele-mentoring for at-risk youth, and electronic networks that strengthen local communities by fostering communication and collaboration.
- **\$25 million to accelerate private sector deployment of high-speed networks in under-served urban and rural communities:** The President will propose a new \$25 million program at the Department of Commerce and the Department of Agriculture to accelerate private sector deployment of broadband networks in under-served urban and rural communities -- using grants and loan guarantees.
- **\$10 million to prepare Native Americans for careers in information technology and other technical fields:** The National Science Foundation will support efforts by tribal colleges to increase the number of Native Americans who are prepared to pursue careers in information technology and other technical fields.

March 1, 2000

MEMORANDUM TO GENE SPERLING

FROM: TOM KALIL
GIGI GEORGES
NATASHA BILIMORIA

SUBJECT: DIGITAL DIVIDE WORK PLAN

The following memo will provide you with a plan for the next two weeks to:

- Get widespread support for the "call to action."
- Identify deliverables and sites for the April trip
- Set the stage for other commitments -- using a report in the summer, and possibly considering a national "Connected Communities" day in the fall.

Your Outreach Activities

It is our understanding that you have had discussions with the following corporations and individuals:

- **John Chambers:** We know that he is interested in teacher training and that Cisco is working on broadband technology which would be well-suited for a commitment to a Native American/rural site.
- **Robert Katz at TechNet:** She has made a commitment to get all TechNet companies to sign on to President's challenge. Kalil will follow up.
- **PowerUP:** It is our understanding that they have not yet come back to us with a specific commitment, although they may be willing to hold their next 15-20 centers for the trip.
- **3Com:** They provided us with a proposal for the "Connected Entrepreneur" program (3Com YWCA partnership). Kalil is checking on the scope of the program and possible locations.
- **Colin Powell**
- **AOL:** Meeting scheduled for this morning. We do know that Steve Case has cleared his schedule for the April trip. Could do PowerUP announcement.

Plan for Additional Outreach

You should continue your outreach to the select individuals on your call list. While you may have already made some these calls, the following is a list of important individuals:

- **Bill Gates, Microsoft.** May want to start with his philanthropy person.

- **Craig Barrett**, Intel [NOTE: given their recent major commitment to teacher training and computer clubs, this may just be a call to reach out rather than for a new commitment - and ask them if they want to participate.]
- **Lew Gerstner**, IBM
- **Ivan Seidenberg**, Bell Atlantic
- **Michael Armstrong**, AT&T
- **Wellington Webb**, US Conference of Mayors - connected communities day?
- **Ray Schepach**, NGA [NOTE: Did you have the opportunity to speak with him during the NGA conference on Monday, February 28th?]
- **Morty Bahr**, CWA: We understand you are trying to schedule a meeting with him this week.
- **Sandy Feldman**, AFT: Gigi has had a preliminary conversation with her. She expressed interest in partnering with corporations to create after-school computer training programs for students, their families and teachers.
- **Jesse Jackson**, Rainbow Push
- **Hugh Price**, Urban League
- **General Motors** (may want to reach through Debby Dingell - to discuss GM Foundation - home access)
- **Ginny Markel**, Parent-Teachers Association - commitment to benchmark local schools.
- **Ann Bryant**, National School Boards

We also recommend that you add to your list the following media/entertainment companies (we will send you a formal call list later today):

Michael Eisner, Walt Disney
Sumner Redstone, Viacom
Robert Johnson, BET Holdings
Henry Cisneros, Univision

Other Outreach

Need to get letter out as soon as possible - we will get you a revised version today.

Other Outreach Calls

We recommend that the following outreach be split between Tom, Secretary Daley, and Mary Beth Cahill over the next few days:

Kalil

- **Irwin Jacobs**, Qualcomm
- **Nick Grouf**, PeoplePC: Tom has a meeting scheduled with him next week.
- **Jerry Yang and David Filo**, Yahoo!: Tom has spoken with them and they are crafting a revised proposal.
- **Jim Morgan**, Applied Materials: Tom has a meeting scheduled with them next week -- they might be interested in organizing a "connected communities" day in the fall in one or more communities.
- **Leonard Roberts**, Radio Shack: Tom has reached out to them and they are very interested in participating by having their employees serve as volunteer trainers in schools and communities.
- **Bernie Ebbers**, MCIWorldCom (will work through Sallet)

- **Eric Benhamou**, 3Com: Tom will follow-up with them on their Connected Entrepreneur proposal.
- **Roberta Katz**: Kalil will follow-up on "national call to action."

Secretary Daley/Mary Beth Cahill

• **Carly Fiorina**, HP

- **Michael Capellas**, Compaq
- **Richard McGinn**, Lucent Technology
- **F. Duane Ackerman**, Bell South
- **Ted Waitt**, Gateway
- **Edward Whitacre**, SBC Communications
- **Larry Ellison**, Oracle
- **Scott McNeally**, Sun Microsystems
- **Ted Engibous**, Texas Instruments
- **Michael Dell**, Dell Computers
- **Steve Jobs**, Apple Computers
- **Scott Cook**, Intuit
- **Eric Schmidt**, Novell
- **George Bell**, Excite@Home

Potential Commitment Ideas

Computers for Youth, New York, NY (we are working on a more detailed memo about this program)

- Home access program that currently provides 150 families with refurbished computers.
 - ✓ **PRO**: Interesting group of partners including Microsoft, New York Cares and has a good training component in addition to providing home access. They would like to significantly scale up their activity—which they would be willing to hold for the trip.
 - ✓ **CON**: We may not want to do a NYC event.

ClickStart

- Oakland project and Silicon Valley CEOs that conceived the Home Access program.
 - ✓ **PRO**: Would be a good highlight of our Home Access program.
 - ✓ **CON**: Need to figure out how big it would need to be to highlight.

Smart Age

- This group hosts web-sites for small businesses. They may be willing to make a commitment on an Indian reservation.

Cisco Systems

- As stated above, Cisco is working on broadband technology that would be well-suited for a commitment to a Native American/rural site.

Radio Shack

- They are very interested in participating in the President's trip by having their employees serve as volunteer trainers in schools and communities.
- Tom will reach out to them to get more information.

Applied Materials

- As discussed above, Tom will reach out to them about the connected communities day.

Yahoo!

- As discussed above, Tom will reach out to them about revising their initial proposal.

Options for a Kick Off Event

It is our understanding that the issues surrounding the March 16th date has not yet been resolved. The following provide you with three possible options for a kick-off event:

1. **Hold a Kick Off Event on March 16th:** This was our original plan of holding an event at the White House or another site where the President would announce his national challenge. CEOs and others would sign on to this challenge and participate in the event.
 - ✓ **PRO:** Start momentum for the trip with national challenge
 - ✓ **CON:** May be difficult to get CEOs to commit to attend this event and the trip. Communications doesn't think this is a strong enough event to get much press. However, we may just need a few CEOs.
2. **Do a "Paper" Event:** We could release paper announcing the various corporations and groups that have signed on to the President's challenge.
 - ✓ **PRO:** Achieve same goals as an actual event without impairing CEO attendance for the trip.
 - ✓ **CON:** We would need a high-volume of people signing on to the challenge in order for it to be a strong message event.
3. **Do a Kick-Off Event the First Day of the Trip:** The President could announce his national challenge, announce the report and connected communities day for the fall. There could be a major commitment tied to the event.
 - ✓ **PRO:** This could be a big event to start off the trip. Would have the major CEOs involved in the event.
 - ✓ **CON:** ?????????

Other Issues to Consider

- We would like to distribute the longer framework document more widely since the additional detail may be helpful to them.

- Also, we would like to circulate information on “connected communities” day since this may be a commitment that would be appealing to a number of companies -- we can gage the level of interest in this.

**FROM DIGITAL DIVIDE TO
DIGITAL OPPORTUNITY:**

**THE PRESIDENT'S
NATIONAL CHALLENGE**

TABLE OF CONTENTS

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

FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY

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

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

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

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

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

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

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

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

GOAL TWO: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY

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

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

ELEMENTS OF A NATIONAL PARTNERSHIP

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

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

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

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

Taking Action to Meet All Aspects of the Goal

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

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

Connecting Every Classroom and Library to the Internet

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

Providing Schools with the Computers they Require

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

Training Teachers to Use Technology Effectively in the Classroom

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

Providing Compelling Content

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

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

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

GOAL 2: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY

Expanding Home Access

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

Creating more Community Technology Centers

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

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

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

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

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

Bringing Advanced Technology to Isolated Rural Communities and to Indian Country

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

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

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

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

MEETING WITH MARY BETH CAHILL
March 23, 2000

AGENDA

- I. Site Consideration
 - Vetting of Cities and concerns
- II. Events
 - Discussion of California event plans
- III. Kick off
 - Discussion of event message and plan
- IV. Call to Action
 - Currently at approximately 200 names
(You may want to ask her to have her staff make an extra push on this – especially non-profits)

Attachments:

- Memo re: Today's Digital Divide Meeting with Maria Echaveste
- Memo re: Vetting of Cities for the Digital Divide
- March 20 Memo re: Key Digital Divide Decisions
- March 18 Memo to POTUS re: New Markets Trip
- Panels/Breakout Sessions for New Economy Conference
- Proposed List of Invitees to New Economy Conference

NOTE: Jay Dunn has been terrific. You may want to thank her for all his time and effort.

March 22, 2000

MEMORANDUM TO GENE SPERLING

FROM: TOM KALIL
GIGI GEORGES
NATASHA BILIMORIA

SUBJECT: DIGITAL DIVIDE MEETING ON MARCH 22, 2000

As you know, there will be a Digital Divide meeting tomorrow in the Roosevelt Room with Maria, Communications, Scheduling, OPL, Political, IGA and Leg Affairs. We recommend that we discuss the following issues.

Sites

You may want to start the meeting by providing a brief summary of what went to the President since many of the meeting participants did not see the memo.

As you know, in the memo to the President, we recommended to him that we travel to East Palo Alto, a Native American reservation in New Mexico, Detroit and rural North Carolina. Since then, we have learned of vetting issues for East Palo Alto and Detroit. Based on our follow-up conversations with the agencies, these issues appear significant enough to require a discussion at this meeting.

The two backup sites that have proven to be very strong alternatives are San Jose for East Palo Alto and Boston for Detroit. (Information on the rationale for Boston is attached.)

Event Venues

You may want to initiate a discussion about the California event. In particular, we should try and get buy in for the concept of holding the event at a school, beginning the event with a CEO roundtable followed by a larger event in the school's auditorium.

You may also want to discuss the other venues that we are looking at in New Mexico for the Native event. Two options have emerged:

- 1) Crownpoint Institute of Technology (Navajo Nation): this would feature a high-tech economic tour including a new state of the classroom and computer lab center. We have a number of good success individual success stories of people who have gone through the program and are now working in the high tech industry.
- 2) Dine (pronounced Di nay) Tribal College (Shiprock, NM/Navajo Nation): This would feature a new classroom and laboratory which is designed to bring economic development to the Navajo Nation and to help bring technology to all classrooms (pre-K through college) on the reservation. There is also a PowerUp site at a Boys and Girls club that could be featured. **Note:** There are serious

concerns with this option. a) it is difficult to get there, b) it's new program so no one has gone through the program, c) AOL is more interested in California than this. Lynne Cutler supports this option.

Kick Off

You may want to discuss plans for the April 4th East Room event, in particular to lay out your vision of the event. As of today, we have 200 signers to the Call to Action, which includes the top 25 high-tech companies we reached out to.

One idea you may want to consider is having an individual from each of the final sites come to the event as real people representing the affect that technology has had on their lives. It could be a powerful way to preview the trip.

Attachments

Memo on Boston

Memo on use of technology

March 22, 2000

MEMORANDUM TO GENE SPERLING

FROM: TOM KALIL
GIGI GEORGES
NATASHA BILIMORIA

SUBJECT: VETTING OF CITIES FOR THE DIGITAL DIVIDE

The following will provide you with information on cities and states that we currently considering for the April trip. This information is based on a vetting process that included White House Political Affairs, IGA and the agencies participating in the inter-agency process.

SITES THAT HAVE VETTED

First Tier
New Mexico
North Carolina

Back-Up

- **San Jose, California:** This is a very strong potential backup to East Palo Alto. The East Palo Alto "concept" could easily be transferred to a San Jose school—we have a specific one in mind that is an existing PowerUP site. So far, San Jose has vetted with HUD and the school site has vetted with Education. Although the President will be there on April 3rd, he visits Silicon Valley fairly often.
- **Rural Pennsylvania**
- **Boston, MA:** Boston has no issues, however, there is a question over the fact that Boston has been frequently visited. See attached memo describing our recommendation for Boston.
- **Cleveland, OH**—No issues. However, the President was in Cleveland on March 13th for a prescription drugs event.
- **Minneapolis / St Paul, MN:** Political is supportive since he hasn't been in Minnesota since 1996. The mayor is very supportive. **Note:** Unemployment is 2.1 percent and the area may not fall under the New Markets criteria. We will check with Treasury on this.

SITES THAT HAVE NOT VETTED

First Tier

- **East Palo Alto, CA:** HUD provided us with some preliminary information that allegations may have recently been made against some city officials mishandling funds. We need to discuss this further with you.

- **Detroit, MI:** We have talked with HUD and they acknowledge that issues exist around the Detroit Empowerment Zones (see attached article). However, HUD has stated that these issues can be addressed in a way that allows a visit to Detroit. We need to discuss this with you further.

Back-Up Sites

- **Evansville, IN:** No issues but not an ideal location.

STILL WAITING FOR INFORMATION

- Central Appalachia Region, VA
- Louisiana
- Western MA

The Associated Press State & Local Wire

View Related Topics

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January 17, 2000, Monday, BC cycle

SECTION: State and Regional

LENGTH: 748 words

HEADLINE: Five years later, some say empowerment zone has yet to show progress

DATELINE: DETROIT

BODY:

Five years after President Bill Clinton designated part of **Detroit** as an **empowerment zone**, the \$84 million in taxpayer money that is supposed to be making a difference in the lives of the zone's 101,279 people has been untapped, some say.

Others credit the empowerment zone with pulling private dollars into neglected neighborhoods.

Detroit won its zone by promising to create 80 programs that would, among other things, raise college-placement test scores, clear overgrown alleys and build housing for the homeless.

But where Leontine Person has lived for 51 years, abandoned homes - doors and windows gaping open - sit side by side with tidy bungalows. Household rubbish is heaped at the curb. Alleys are a tangle of weeds that shroud discarded appliances.

"When it comes to that empowerment zone, we never got a penny. Not one," Mrs. Person said.

A 6-month analysis by the Detroit Free Press found that many of the zone's 80 programs are making slow progress in living up to goals that are supposed to be reached by 2004.

For example, one of the goals included training 1,620 youths in a Department of Recreation landscaping program. Just 42 people have completed the training, and the goal has been scaled back to 200.

In December 1994, Clinton designated Detroit and five other urban areas as empowerment zones, as part of a 10-year plan to rebuild inner cities by roping off their most distressed areas.

Each zone received federal tax credits to keep and attract business, and \$100 million block grants to design and fund economic development, housing, job training and social programs.

Detroit's zone cuts a 12.5-mile path through the city, skirting Zug Island, where smokestacks spill clouds of acrid fumes into the sky, to the edge of Grosse Pointe Park.

Some say money has been misspent. Mayor Dennis Archer's office has asked an independent auditing firm to review the zone's operations and finances and determine whether it is meeting its contractual obligations.

Others say the people who run the program may be part of the problem.

The board of the Empowerment Zone Development Corp. is supposed to have 50 members. It was down to 30 in mid-January and wrestles with absenteeism and turnover.

"The zone was just not going anywhere. I turned my back on it. I felt it was totally hopeless," says Carmen Munoz, who spent a year as the board's chairwoman, then left in early 1999.

But Donna Milhouse, current board chairwoman, says the zone made steady progress in its first five years, and expects it to make continued progress.

"I am not saying there are not challenges. ... I do not see money being wasted," she says.

And there are signs of success, with developers moving into some of the most battered reaches of the city.

Their investment is creating more than 15,000 jobs and nearly 4,000 homes, according to a Free Press survey of more than 125 developments launched since December 1994. The city puts the investment near \$5 billion, but its count includes projects begun before the empowerment zone was established.

The ED piece

But according to the survey, businesses already in the area before it was declared an empowerment zone account for most of the new investment.

DaimlerChrysler, the largest single investor, said the benefits of being in the zone were among several factors behind its decision to spend nearly \$2.5 billion at its manufacturing complex on the east side, where the Jeep Grand Cherokee is produced. The company has built an engine plant and a body shop that created 2,400 jobs and has a second engine plant under construction.

"We didn't make the investment just because of the empowerment zone," says Fred Hoffman, state relations director. "We believe in Detroit. We believe in the workforce."

Another success in the zone is the refurbishing of Utley Library into an early childhood and family development support center. Eleven public and private agencies are under the building's roof to help pregnant women and families with young children. There are child care programs, computer skills training, GED classes and parent support groups.

But people like Tyrone Chatman, associate executive director of the Michigan Veterans Foundation, say they don't see much of a difference.

"We were very hopeful and optimistic and finally feeling a sense of 'All right! This is going to happen and things are going to get better,'" Chatman says. "A lot of what we expected just didn't pan out."

LANGUAGE: ENGLISH

LOAD-DATE: January 18, 2000

FOCUS™

Search: General News;Detroit w/2 "empowerment zone"

To narrow this search, please enter a word or phrase:

Example: House of Representatives

March 20, 2000

MEMORANDUM TO GENE SPERLING

FROM: TOM KALIL, GIGI GEORGES, AND NATASHA BILIMORIA

SUBJECT: KEY DIGITAL DIVIDE DECISIONS

Below is an outline of some of the key decisions that need to be made and actions that must be taken in the next week and a half in order to stay on schedule for our overall Digital Divide trip planning.

You should be aware that while the site selection process has not yet been finalized, we have been working with agencies for the last week to obtain event venues for all of the sites that are currently being considered. [Note: this includes the cities/communities that were included in the memo to the President as well as a number of other backup sites. See attached for full list].

1. Finalize Sites

- We have been vetting all of the first tier and backup sites with Political, IGA, Leg Affairs, and Agencies. We expect to have final comments by COB tomorrow.
- Once we receive this information, we will outline cities that clearly vet, clearly don't vet, and those where a judgement call needs to be made. We will provide you with this information on Wednesday.
- After your review, we recommend that you discuss this information at larger digital divide meeting that is currently scheduled for Thursday at 1:00pm.
- Once locations are finalized, we will name lead agency coordinators to help us coordinate sites. We anticipate the following assignments:

--**East Palo Alto: Department of Education**

--**Native American site: SBA**

--**Detroit (or other urban site): HUD**

--**Rural North Carolina: Department of Commerce**

2. Establish event venues at finalized sites

- As we mentioned earlier, we have been working with the agencies to obtain event venues for all of the possible sites we are currently considering.
- Once final site selection has been made, we will review this list to narrow down the best venue options for each site. We will provide you with this list for your review soon after final site selection has been made.

- After you have reviewed these options, we could sit down with staff from Scheduling and Communications to discuss how these venues fit with our message and goals for each event.
- Based on this working group meeting, we will provide with options for your review.
- You could then take these ideas to next week's larger Digital Divide meeting for discussion.

3. Map out event plans for each site

- Based on the event ideas we incorporated in the President's memo, we, along with Patrick, will build on those event ideas. We will provide you with these ideas by the weekend. This memo will include additional ideas for you on how to secure celebrity participation for the East Palo Alto event.
- Based on your review of these ideas, we recommend that you discuss them in next week's larger Digital Divide meeting.

4. Finalize CEO invitation list

- We have already either invited or are extremely close to inviting [**Note:** Carly Fiorina and HP senior executives will be in Hawaii]:
 - ✓ Ted Waitt, Gateway,
 - ✓ Steve Case AOL,
 - ✓ Irwin Jacobs, Qualcomm,
 - ✓ Michael Armstrong, AT&T,
 - ✓ Jerry Yang, Yahoo!
- We anticipate that the following people may also be invited for some part of the travel:
 - ✓ George Clayton Fatheree and Kaliel Isaza co-founders of Govworks.com [**Note:** you are meeting with them on Wednesday]
 - ✓ Robert Johnson, BET
 - ✓ Lou Gerstner, IBM
 - ✓ Michael Capellas, Compaq
 - ✓ Roberta Katz, TechNet
 - ✓ John Doerr and Kim Smith
 - ✓ Craig Barrett (and/or Andy Grove), Intel
 - ✓ Ed Whitacre, SBC Communications
 - ✓ Bill Gates, Microsoft
 - ✓ Patty Stonesifer Co-chair and President Gates Foundation
 - ✓ Bernie Ebbers, MCI Worldcom
 - ✓ John Chambers, Cisco Systems
 - ✓ Eric Benhamou, 3Com

- ✓ Michael Dell, Dell Computers
 - ✓ Nick Grouf, PeoplePC
 - ✓ Eric Schmidt, Novell
 - ✓ Pierre Omidyar, Co-founder, E-Bay,
 - ✓ F. Duane Ackerman Bell South
 - ✓ Zoë Baird, Markle Foundation
 - ✓ Celebrities involved in PSAs for East Palo Alto event.
- We need to think about including others on this list.
 - By the end of this week, many of our staff discussions with representatives will be near completion. We will provide you with a list of people you should invite.

5. Finalize Congressional invitation list

- We asked Leg. Affairs to provide us with a legislative invitation plan that includes potential invitees based on:
 - ✓ Involvement in legislative initiatives
 - ✓ Expression of strong interest in both the issue and the trip.
- We have also asked them to make a preliminary list of members whose districts might be represented based on the full set of location options we are currently considering.
- Meeting scheduled with leg affairs to review plan on Tuesday

6. Develop invitation list for Non-profits, etc.

- Considering that Jesse Jackson, Hugh Price, Al From and Tom Donohue have been part of past New Markets trips, should we assume they will accompany the President throughout the trip? If so, we will put them on your call list specifically to invite them.
- We will provide you with a list of other community and civic leaders that you may want to consider for the trip.

7. Determine Use of Technology at Event Sites

- Kalil has drafted a memo that outlines various technology options (see attached).
- We will also meet with Communications and Scheduling to explore all of our possibilities in this area.

8. Conduct City/local outreach

- Once we have finalized our sites, IGA will identify key local people to be invited. This list should include state and local elected officials, key community and labor leaders, CEOs (OPL will be of help for this) from the area.

9. Work with Speechwriting

- We have had preliminary discussions with Lowell Weiss.
- He will attend the larger group meetings from now on (beginning Thursday). He has already started attending the agency meetings.
- We will make sure to carve out time for you to sit down with him to give him further guidance.

10. Determine best time/way to release trip destinations to the press

- We will have preliminary conversations with Patrick to map out a strategy this week.

SITE OPTIONS FOR DIGITAL DIVIDE TRIP

TOP TIER SITES (all being vetted by Political, IGA, Leg Affairs, Agencies)

East Palo Alto, CA
New Mexico (Native American)
Detroit, MI
Rural North Carolina

BACK UP LOCATIONS (all being vetted by Political, IGA, Leg Affairs, Agencies)

Native American Sites
Arizona

Rural Sites
Central Appalachia Region, VA
Evansville, IN
Louisiana
Pennsylvania
Western MA

Urban Sites
Cleveland, OH
Minneapolis/St Paul, MN
Boston, MA

March 20, 2000

Draft March 19, 2000

Use of technology for New Markets trip

Note: This technology is still far from "bullet proof." We've had technical difficulties with the use of technology in the past, and will continue to do so. Even Bill Gates has had his demos crash. There are also risks associated with security and hackers, as the President's cnn.com interview showed.

East Palo Alto

Basic scenario

1. Conversation with the President is broadcast on the Internet using streaming video and audio either:
 - Generally
 - Select schools and community technology centers
2. Transcript of event is developed in near-real time for sites that don't have adequate bandwidth for streaming-video
3. Allow students from selected schools or CTCs to send e-mail questions to the President
 - Questions are not posted on the Internet or in a chat room, they are screened and forwarded to a moderator -- who can pose them to the President or one of the people on stage.

Possible add-on

Allow low-income students from local schools to show multimedia projects that they have developed -- as part of a "Technology Innovation Challenge Grant" that the Administration has supported.

Not recommended

Real-time video-conferencing over the Internet to multiple sites. Too unreliable -- and usually have major problems with sound.

Detroit

- President could see demonstration of Internet applications in Community Technology Centers -- such as job search, local information, GED equivalence, etc.

New Mexico/Indian Country

- DPC is exploring satellite hook-ups to remote sites.

- If the site we are at has Internet access -- President could also see demonstration of
- New web site that combines federal agency efforts in Native American economic development

Rural North Carolina

May be able to see demonstration of wireless broadband if we give companies enough lead time and if there is a cell site that is close enough.

Could see site hooked up to North Carolina Information Highway - depending on site location

March 18, 2000

MEMORANDUM FOR THE PRESIDENT

**FROM: GENE SPERLING
MARIA ECHAVESTE
STEPHANIE STREETT**

SUBJECT: APRIL Presidential new markets Trip TO bridge the digital divide

BACKGROUND

As you know, you will travel the week of April 9th across the United States to continue to bring attention to the need to bring digital opportunity to youth, families and communities. We hope that this trip will generate momentum, excitement and concrete commitments, as well as provide a national framework for government, private sector and non-profit actions to close the digital divide and create digital opportunity. Similar to the first two New Markets trip in July and November, you will be joined by a congressional delegation, community leaders, and corporate executives where you will make announcements about new private sector investments and initiatives as well as partnerships between the corporate, non-profit and government sectors to bridge the digital divide.

PROPOSED ITINERARY FOR APRIL TRIP

Monday, April 10: East Palo Alto, CA **and**
A Native American reservation in New Mexico

Tuesday, April 11: Detroit, MI **and**
A rural community in North Carolina

We would also develop creative ways to use the Internet and other technology to involve multiple sites around the country.

At the last event in North Carolina, we propose that you announce a future event/trip that would focus on bringing digital opportunity to Americans with disabilities.

KEY DIGITAL DIVIDE ACTIONS

Although this memo focuses specifically on the April Digital Divide trip, we have provided you with an outline of key digital divide actions we recommend for the upcoming months.

April 4th: Call to Action Event and Kick-off for April Trip

- We have circulated a “Call to Action” to major corporations, non-profits, and individuals to sign to show their support for our two national goals to provide digital opportunity to all Americans. These goals are:
 - Bringing 21st Century learning tools to every child in every school
 - Bringing digital opportunity to every family and community
- On April 4th, you will host an event at the White House to announce your “Call to Action” and demonstrate the widespread support for your two national goals. This event will provide you with the opportunity to recognize the hundreds of corporations, non-profits, civil rights groups, unions and other community organizations that have signed on to the National Call as well as the need to build partnerships to provide comprehensive solutions to the digital divide.
- This event is also an opportunity for you to preview the trip and talk about the on-going Administration and private sector efforts to create digital opportunity for children, adults and communities all over the country.

April 10-11: Digital Divide Trip

- This trip will provide the opportunity for you to highlight meaningful, lasting efforts that can be sustained. See below for more detailed information.

Follow-Up Report

- After the trip, in order to continue with our commitment to create digital opportunity for all Americans, we propose that a follow-up report be issued in the summer that would describe new and existing commitments to close the digital divide. This could help disseminate best practices and highlight commitments that were not featured in the trip.

Connected Communities Day

- We are also proposing a "Connected Communities" day in the late fall to maintain momentum and generate grassroots activity, building on the highly successful NetDay model. Since we could not organize this ourselves, we would work to ensure that there was sufficient outside support before launching this.

PROPOSED PLAN FOR APRIL DIGITAL DIVIDE TRIP

DAY ONE

Site 1: East Palo Alto, California

East Palo Alto is a low-income urban community in the heart of the Silicon Valley. Over 80 percent of the students in local K-8 schools are eligible for free or reduced priced lunches. The latest data available indicates that 21 percent of East Palo Alto residents had incomes below the federally designated poverty level. Despite its geographic proximity to Silicon Valley, the center of the high-tech world, East Palo Alto residents are struggling. Much of the community lacks the skills necessary to succeed technology-based skills. Going to East Palo Alto would demonstrate that even in the shadow of Silicon Valley, there is still a substantial divide.

Message: Importance of Motivation

- At every briefing where we have discussed the Digital Divide, the issue of motivation has consistently come up, particularly with underserved communities. While the price of computers is continuing to decline, and some companies are beginning to offer free Internet access, not enough has been done to demonstrate why gaining access to technology is so important.
- You could use this first event of the trip to highlight this issue and bring together a number of major CEOs, celebrities, minority entrepreneurs as well as low-income youth who have obtained high-tech jobs.
- This would help motivate underserved communities (especially youth) to “get connected” and become technologically literate by stressing the economic opportunities in the high tech world.

Potential Site Visits and Events

- You could visit a high school to highlight the need for information and technological literacy for young people and adults.
- You could begin the event with a roundtable with major CEOs where you could highlight corporate commitments and discuss the importance of technology and the opportunities available for both youth and adults in schools and communities.
- You could then move to the school auditorium, where you could give opening remarks that would frame the importance of motivating both youth and adults to use technology.
 - ✓ You would be joined on stage in an informal setting by two celebrities (i.e. Magic Johnson), a minority entrepreneur and a young adult who has acquired a job in the high-tech field.
 - ✓ This event will provide an opportunity for you and the other participants to speak the many doors that can be opened through technology.
 - ✓ This would also allow the participants on stage tell their stories about how technology made a difference in their lives. Young people who are hooked up to the event via the Internet from schools in other parts of the country could ask questions and interact with you and the other participants.

Key Commitments for East Palo Alto Event

Public Service Announcements

- You could announce the kick-off of a major Public Service Announcement campaign with celebrities and sports stars to motivate young people and adults to use computers and explore the Internet. This could include a "no fear, no shame" campaign for those adults who may be reluctant to admit that they don't know how to use technology.

- You could announce a \$1.2 million grant over four years from AT&T to create an Academy of Information Technology, a high-school curriculum to prepare students for the IT industry. The academy would be in Oakland, California.

Americorps / PowerUP

- You could announce the commitment by Americorps to significantly increase the number of volunteers as PowerUP scales up the number of national sites. PowerUP is a major initiative by AOL, Gateway, and other companies to expand access to technology for under-served youth in community centers and schools.

Yahoo!

- Yahoo! has agreed to commit \$1 million in Internet banner PSAs to recruit technology workers to join Americorps and other volunteer organizations to serve as technology workers. Yahoo! has also committed \$1.5 million to create "Camp Yahoo!", a training program for non-profits, CTCs and other community groups (including the Boys and Girls Clubs of America and PowerUP) around the country.

3Com

- You could also announce 3Com's new "Connected Entrepreneur Awards Program", a quarterly award program highlighting successful small businesses that use networking technology to offer innovative products and/or services to their communities.
 - ✓ The Program which is a partnership between 3Com and the YWCA of the U.S.A., encourages small businesses to institute mentoring programs that educate youth, particularly young girls and women, to the benefits of high technology in the workplace and to create an overall positive learning experience.
 - ✓ 3Com will reward these "economic heroes" by providing their small businesses with the technology tools that enable them to continue to succeed. In return, the honorees commit to mentor young girls and others who come to the YWCA for assistance.
 - ✓ 3Com will also announce the creation of the YWCA TechGYRLS, a program to raise girls' interest, confidence and competence in the area of technology. They also plan to announce their first round of awards throughout the country.
- You could also announce another 3Com/YWCA program called NetPrepGYRLS that will offer high-school aged girls training in computer networking that could lead to industry-standard certification. 3Com and YWCA expect 600 girls will be trained at 30 NetPrepGYRLS programs around the country.

Intel and Tech Corps

- You could announce a partnership between TechCorps and Intel that would provide free software for students to develop living history websites to create a virtual community of living histories on the web.

Qualcomm

- The company has also committed to assist in the deployment of educational technology in San Diego area schools, and other institutions, including high speed Internet access, deployment of PCs, support of technology-focused curricula, and related teacher training and technical support.

Department of Education

- You could announce that a number of deans of colleges of education have agreed to work with us to ensure that all new teachers are prepared to use technology effectively in the classroom. Currently, most schools of education do not adequately prepare new teachers to integrate technology into the curriculum.
- You could announce the Department of Education's Technology Innovation Challenge Grants (3 grants totaling \$6 million) and Star School awards. (4 grants totaling \$5.5 million)

Site 2: Native American Reservation in New Mexico

As you know, Native American communities face major economic and social challenges. A stop in Indian Country will allow you to highlight these difficulties and focus on how private and public sector investments can help bring digital opportunity to Native Americans.

Message: Bringing Digital Opportunity to Indian Country

- You could use this event to focus on access to technology as a vehicle for economic development to help bring employment opportunities to Native Americans by, for example, enabling more small Native American businesses to sell goods on-line.

Potential Site Visits and Events

- You could visit a tribal college and highlight the programs that the school has developed to promote economic development through technology and help provide training and job skills to its students.

Key Commitments for Indian Country

America On-Line (AOL)

- You could announce \$1 million in the AOL Foundation's Digital Divide Grants, one of which will be in Indian country.

Compaq Computers and TechCorps

- You could announce a national expansion of "Techs4schools" a new online mentoring initiative that connects IT professionals with remote and underserved schools to give them access to much-needed technical support and advice.
- Compaq, in partnership with Tech Corps, currently has 12 pilot sites (one on an Indian reservation in New Mexico) and has decided to fully fund the program so that it will be available to all schools nationwide in April. You could also encourage Federal government IT workers to volunteer their expertise to be on-line technology mentors.

Federal Communications Commission (FCC)

- You could announce the FCC's proposal to increase funding under the Lifeline program so that every member of a federally recognized Indian tribe who is income eligible can have basic phone service for a very low monthly fee. We still need to run a policy process on this idea.

HUD's Native American Economic Access Center

- You could announce the new toll free number and website for the Native American Economic Development Access Center, through HUD's Office of Native American programs (ONAP). The Access Center will, for the first time, link over twelve agencies through a single toll-free number and web-site so that entrepreneurs--Native Americans, lending institutions, non-profits, foundations, and private businesses--can collaborate to achieve sustainable economic development in Indian Country.

Partnership between University of Michigan and the W.K. Kellogg Foundation

- You could announce a partnership between the University of Michigan and the W.K. Kellogg Foundation to work with a group of Tribal Colleges to create a "virtual Tribal College library." A major database structure will be located at Bay Mills Community College, in the Upper Peninsula of Michigan which is working with other Tribal colleges and universities (TCU) to develop a virtual identity for each Tribal College. The virtual library will span challenging geographic boundaries and bring near limitless access to learning to TCU students and faculty.

Partnership between Crownpoint Institute of Technology (CIT), Phone Solutions and Computer Cabling Connection Network System Integrator

- You could announce the partnership between CIT and two private firms, Phone Solutions and Computer Cabling Connection Network System Integrator, to improve the telecommunications system across the Navajo Nation, an area the size of West Virginia. CIT initially will develop a call center in Crownpoint, New Mexico, before expanding to a high technological telecommunications system and offering high-tech telecommunications services throughout the Navajo Nation. The call center portion of the project is being conducted and will be managed by a corporation known as UCMS.

We are currently working on the following additional commitments that you could also announce at this stop:

- Commitments from e-commerce companies that could work with Native American entrepreneurs and help them create websites and e-businesses.
- Commitments from the private sector to upgrade equipment and training (i.e. e-commerce training) to SBA's Tribal Business Information Centers (TBICs).

Site 3: Detroit, Michigan

As you are aware, in the last few months Ford Motor Company took the lead in providing Home Access by providing computers and low-cost Internet to its employees. Detroit provides a good urban setting to highlight areas that are in need of access to technology and to demonstrate the way the people's everyday lives can be enhanced by it.

Message: Importance of Home Access, Community Technology Centers (CTC) and Neighborhood Networks

- You could use this first event to emphasize the need for access to technology and the skills to use it. While universal home access is our goal, it is essential that those without it do not get left behind. Community Technology Centers and the Neighborhood Networks program help provide access to computers and the Internet to people in many communities who would not otherwise be using technology.

Potential Site Visits and Events

- You could take a tour of a Neighborhood Network site or a CTC and highlight the importance of access to technology for adults, both by using Computer Technology Centers for job searches, training and the development of microenterprise as well as through employee commitments to provide home access to their employees.

Key Commitments for Detroit Event

Home Access

- We are currently working with a major PC company to see if there are other large employers, both in the manufacturing and service industries, that would be willing to match the commitments made earlier this year by the Ford Motor Company and Delta Airlines. By focusing on the service industry, we would be able to show the benefits of such an effort to lower income workers. We could announce this commitment and highlight the efforts of Ford and Delta. Ford is a good example of a company making the transition from the industrial age to a technology-based "e-business."

SBC Communications

- We are also talking to SBC Communications about providing high-speed Internet access to CTCs and Neighborhood Networks.

Department of Housing and Urban Development

- You could announce the doubling of HUD's Neighborhood Networks centers from 500 to 1000 over the next two years. As you know, the Neighborhood Networks program is a community-based initiative that encourages the development of resource and computer learning centers in HUD-assisted and/or-insured housing.
- You could also announce a new public-private partnership between HUD, Communities in Schools (CIS) and Cisco Systems to bring IT job opportunities to 10 underserved

communities (including a location in Indian country), including a possible site in Detroit. Cisco Systems will commit \$1 million to work with HUD and CIS to expand its Networking Academy program to serve youth and their families in public housing, Neighborhood Network sites, Indian country, Empowerment Zones and Enterprise Communities.

Department of Education's Community Technology Center Grants

- You could announce the Department of Education's grants for Community Technology Centers totaling \$32.5 million.

Site 4: Rural Community in North Carolina

North Carolina provides a good forum for addressing the broadband issue because it is a largely rural state. While North Carolina still has a significant number of communities that have not benefited from advances in technology, its leadership has expressed a strong commitment to address the needs of its rural population.

Message: Need for Broadband Technology in Rural Communities

- This event provides you with an opportunity to highlight the benefits of broadband as a way to provide access to rural communities. It is also a forum for you to recognize the importance of broadband networks to rural economic development, distance learning and telemedicine.
- As you know, Erskine Bowles has led a Rural Prosperity Task Force. The key conclusion of the Task Force was that broadband is critical to the economic future of rural North Carolina.

Potential Site Visits and Events

- You could visit a site that is linked up with the North Carolina Information Highway, a high-speed network that was created by Governor Jim Hunt.

Key Commitments for North Carolina

Qualcomm

- QUALCOMM has agreed to deploy wireless broadband Internet technology that will provide wireless broadband Internet access for people living in areas that are currently not served by DSL or cable modems.

National Science Foundation (NSF)

- You could announce that NSF plans to invest \$10 million in FY2001 funds for research for next generation broadband technology. Technological breakthroughs could accelerate the deployment of broadband networks in rural areas.

NTIA Report

- You could announce NTIA's report "Advanced Telecommunications Capabilities in Rural Areas." The report shows that rural regions may be falling behind urban areas in the

development of broadband networks.

USDA

- You could direct the Department of Agriculture to expand its program for rural telecommunications to make it easier for companies to obtain loan guarantees for broadband networks.

Do you agree with the trip as proposed?

_____ YES

_____ NO

_____ DISCUSS FURTHER

I – POTENTIAL PLENARY PANELS

1. Can the Economy Grow Forever?

Paul Volcker
Paul Romer
James Galbraith
Carly Fiorina
Jack Welch

2. Stock Market Volatility and the U.S. Economy

Warren Buffet
John Taylor
Abby Cohen
Robert Shiller
John Doerr / Mary Meeker

3. Is a Debt-Free U.S. Government Good for America's Economic Future?

Henry Kaufman
Jeff Faux / Robert Borsage / Robert Kuttner
Pete Peterson
Arminio Fraga

4. Closing the Global Divide, What Comes First: Health, Wealth, and Technology

Bill Gates
Fernando Espuelas
Kofi Anann
Nick Stern / Michael Kremer
Carol Bellamy

5. All for One? Who is Being Left Behind in the New Economy?

Larry Katz
William Julius Wilson
Laurie Bassie or women's group or non-profit or Labor
Michael Porter

6. Oil / Future of Energy

Daniel Yergin
Emery Lovens or John Sawhill or another environmentalist
Bill Ford
Peter Bijur

II – POTENTIAL BREAKOUT SESSIONS WITH POINT-COUNTERPOINT PRESENTATIONS

(Issues above not chosen for panels)

1. Reforming the IMF and World Bank

Stanley Fischer
Allan Meltzer

2. Globalization and Jobs

Tom Friedman
Jay Mazur

3. Have We Had Too Much Debt Reduction?

Robert Reich
Robert Rubin

4. Is the New Economy Good for Public Service, Philanthropy, and Civic Involvement?

Colin Powell
Patty Stonesifer

5. Next Stages in the Internet and Its Impact on the Economy

Hal Varian / Louis Gerstner
Esther Dyson

PROPOSED LIST OF INVITEES FOR NEW ECONOMY CONFERENCE -- APRIL 5, 2000

Last Name	First Name	Title	Organization	Recommender
Former Administration Economic Types				
Altman	Roger			Department of Commerce
Blank	Rebecca		Michigan	NEC
Blinder	Alan		Brookings Institution	CEA and Department of Treasury
DeLong	J Bradford		University of California at Berkeley	CEA
Katz	Lawrence		Harvard University	Department of Transportation
Killifer	Nancy		McKinsey	NEC
Krueger	Alan		Princeton University	CEA and Department of Labor
Liebman	Jeffrey		Harvard University	NEC
Lynch	Lisa	Professor	Fletcher School of Law & Diplomacy; Tufts University	DOL
Munnell	Alicia	Professor	Boston College	NEC
Orszag	Peter		Sebago Associates	NEC
Rivlin	Alice		Brookings Institution	CEA
Rouse	Ceci		Princeton University	CEA/NEC
Rubin	Robert		Citibank	CEA/Commerce
Steiner	Josh			
Stiglitz	Joseph		Brookings Institution	CEA
Tyson	Laura		University of California at Berkeley	CEA
Wilhelm	David			
Yellen	Janet		University of California at Berkeley	CEA
Academic economists				
Alexis	Marcus		Northwestern University	DOL, Treas.
Betsey	Charles		Howard	DOL, Treas.
Brynjolfson	Erik		MIT	CEA, Treas.
Card	David		University of California at Berkeley	CEA, HHS, DOL
Currie	Janet		UCLA	NEC
Darity	William	Professor	University of North Carolina at Chapel Hill & Duke University	OPL, DOL, Treas.
Dominguez	Kathryn			
Dornbusch	Rudi		MIT	CEA
Eissa	Nada		Berkeley	NEC
Freeman	Richard		Harvard University	CEA, DOL, Treas., AFL-CIO

Gailbraith	James		University of Texas	CEA, AFL-CIO
Goldin	Claudia		Harvard University	CEA, HHS, Treas,
Gordon	Robert		Northwestern University	DOL, CEA
Hall	Bronwyn		Berkeley	Treas, NEC
Hoxby	Caroline	Professor	Harvard University	CEA, NEC
Krueger	Anne		Princeton	NEC
Romer	Christina		Berkeley	NEC
Romer	Paul		Stanford University	Department of Treasury
Samuelson	Paul		MIT	CEA
Shiller	Robert		Yale University	CEA
Solow	Robert		MIT	DOL, Treas.
Spriggs	Bill	President	National Economist Association	CEA/OPL/Commerce ; OPL - MUST
Thurow	Lester		MIT	CEA
Tienda	Marta		Princeton	Chief of Staff
Tobin	James		Yale University	CEA, HHS
Varian	Hal		Berkeley	NEC
Wilson	William Julius		Harvard University	DOL, CEA
Wall Street economists/ Analysts				
Dudley	Bill		Goldman Sachs	CEA
Hormats	Robert		Goldman Sachs	Department of Commerce
Kaufman	Henry			CEA
Meeker	Mary	Internet Stock Analyst	Morgan Stanley	Treasury
Sinai	Allen		Primark	CEA
Sohn	Sung Won			CEA
Steinberg	Bruce		Merrill Lynch	NEC
Swonk	Diane		First Chicago	Treasury
Volcker	Paul			CEA

Think tank ec	ts/Others			
Aaron	Henry		Brookings Institution	CEA
Atkinson	Robert		PPI	Political
Bergsten	C Fred		Institute for International Economics	DOL, CEA
Birdsall	Nancy		Carnegie Endowment	NEC
Greenstein	Bob		Center for Budget and Policy Priorities	NEC
Litan	Robert		Brookings Institution	CEA and Department of Commerce
Moon	Marilyn		The Urban Institute	NEC
Reischauer	Robert		Urban Institute	CEA
Sims	Margaret		Institute for Policy Studies	HHS --PRIORITY
Technology Industry Leaders (Digital Divide Trip CEOs Will Know Trip Is 1st Priority)				
Andreesen	Marc		Loudcloud	Department of Transportation
Bartz	Carol		AutoDesk	NEC
Bezos	Jeff		Amazon.com	Department of Treasury
Brewer	Charles	CEO	EarthLink	NEC
Case	Steve		America Online	Department of Treasury
Dyson	Esther		Edventure holdings	NEC
Ellington	David		NetNoir	NEC
Espuelas	Fernando		StarMedia	
Fiorina	Carly	Pres. & CEO	Hewlett-Packard Corp.	Department of Treasury, CEA
Gerstner	Louis V. Jr.	CEO	International Business Machines	OPL
Grouf	Nicholas	CEO	People PC	NEC
Hancock	Ellen	CEO	Exodus	NEC
Katz	Roberta		TechNet	NEC
Knowling	Robert	CEO	Covad	NEC
Trujillo	Sol	CEO	US West	OPL
Polese	Kim		Marimba	NEC
Whitman	Meg		eBay	CEA

Traditional industry leaders				
Bijur	Peter I.	CEO	Texaco	OPL
Blank	Arthur	CEO	Home Depot	OPL
Bossidy	Lawrence A.	CEO	AlliedSignal	OPL
Burd	Steven A.	CEO	Safeway	OPL
Cisneros	Henry	CEO	Univision	OPL
Condit	Philip M.	CEO	Boeing	Transportation
Ford	Bill	CEO	Ford Motor	OPL
Glass	David D.	CEO	Wal-Mart Stores	OPL
Gorman	Joseph T.	CEO	TRW	OPL
Graves	Earl		Black Enterprise Ltd	OPL
Jager	Durk I.	CEO	Procter & Gamble	Department of Treasury
Johnson	Robert	CEO	Black Entertainment Television	OPL
Kelly	James P.	CEO	United Parcel Service	Department of Transportation
Leonard	J. Wayne	CEO	Entergy	OPL
Levin	Gerald M.	CEO	Time Warner	OPL
Lewis	Ed	Publisher	Essence	OPL and USDA
Steere Jr.	William C.	CEO	Pfizer	Treasury, HHS,OPL
Thoman	Richard		Xerox Corp.	Department of Transportation
Welch Jr.	John F.	CEO	General Electric	OPL
Finance (investment and commercial banks)				
Cohen	Abby		Goldman Sachs	CEA
Corbin	Patricia Garrison		PG Corbin	DOL
Grasso	Richard	CEO	New York Stock Exchange	OPL
Komansky	David H.	CEO	Merrill Lynch	OPL
Hugh McColl or Kathy Bassant			BankAmerica Corp.	OPL
Raines	Franklin		Fannie Mae	Department of Transportation

Weill	Stanford I.	CEO	Citigroup	OPL
Finance (venture capital)				
Abramson	Patty	women's venture capital		Small Business Administration
Bynum	Bill		Enterprise Corporation of Delta	USDA
Doerr	John		Kleiner Perkins	NEC
Farr	Mel	President & CEO	Mel Farr Automotive Group	OPL
Guerrero	Gloria		Rural Development Finance Corp.	USDA
McLemore	Nina	Regent Capital		Small Business Administration
Moss	Melinda	CEO	Women's Consumer Network	
Patricof	Alan			Department of Commerce
Rickett	Jerry		Kentucky Highlands Development Corp.	USDA
Warner	Mark		Welthy Soni and People Inc.	USDA
Wheat	Alan	Chair	Capital Ventures/New Markets Equity Fund	OPL
Civil Rights and Ethnic Organizations				
Anderson	Marge	Chair	Mille Lacs Tribe (Minnesota)	Lynn Cutler
Brewer	Judy	Director	Web Accessibility Initiative/World Wide Web Consortium	OPL
Henderson	Wade	Executive Director	Leadership Conference on Civil Rights	Department of Transportation
Herrera	George	President/CEO	U.S. Hispanic Chamber of Commerce (USHCC)	OPL
Jackson	Jesse		Rainbow Push Coalition	OPL
Mfume	Kweisi	President & CEO	NAACP	OPL, Dept. of Treasury, One America
Narasaki	Karen		Nat'l Asian Pacific Am. Legal Consortium	One America
Price	Hugh	President & CEO	National Urban League New York	Department of Transportation
Labor Leaders				
	Working W/Karen T, To See If We Can Cut Down			
Bahr	Morton		Communications Workers of America	Small Business Administration
Becker	George		Steelworkers	AFL-CIO
Buffenbarger	Tom		IAM	Karen T.

Chase	Job		National Educational Assn	Labor
Feldman	Sandra		American Federation of Teachers	Labor
Fire	Edward		IUE	Small Business Administration
McEntee	Gerry		Am Federation of State, County and Municipl Employees	Labor
Stern	Andy		Service Employees International Union	Labor
Sweeney	John	President	AFL-CIO	Department of Transportation
Wilhelm	John		Hotel, Restaurant Workers	AFL-CIO
Non-Profits	(none except Bryant listed as priority)			
Alford	Harry C.	President & CEO	National Black Chamber of Commerce	OPL
Beene	Betty	President	United Way of America	OPL
Bryant	John	Founder & Chairman & CEO	Operation HOPE Inc.	OPL (MUST INVITE)
Gray	Bill		UNCF	DOL
Michel	Harriet	President	National Minority Supplier Development Council	OPL
Ridings	Dorothy S.	President & CEO	Council on Foundations	OPL
Women's Groups	WOMEN'S GROUPS			
Height	Dorothy	Chair	NCNW	OPL
Hickerson	Debra		National Assoc. of Women Business Owners	Small Business Administration
Lloyd	Anna		The Committee of 200	OPL
Shaffer	Gail		Business and Professional Women	Small Business Administration
Malveaux	Dr. Julianne	Pres.	Nat. Assoc. of Negro Bus. & Professional Women's Clubs	OPL
Wellington	Sheila		Catalyst	OPL
Worker Training Experts				
Bassi	Laurie		Training Institute	HHS
Hill	Norman	President	A. Philip Randolph Educational Fund Recruitment and Training	POPL
Trade Association Executives				

Cassidy	Philip	Executive Director	Business Council	OPL
Donahue	Thomas	President and CEO	US Chamber of Commerce	OPL
Jasinowski	Jerry	President	National Ass'n of Manufacturers	OPL
Maury	Samuel	President	Business Roundtable	OPL
McCurdy	Dave	President	Electronic Industry Association	OPL
Thayer	Bennie	President.	Nat. Assoc. of Self-Employed	OPL
Government				
Weaver	Dorian Vanessa	Member of Board of Directors	Export-Import Bank of U. S.	(Per Bob Nash)
HOLD LIST***HOLD LIST				
Frankel	Jeffrey		Harvard University	CEA
Bates	Timothy	Distinguished Professor	Wayne State University	Department of Labor, Treas.
Collins	Susan		Brookings Institution	NEC
Feldstein	Martin		Harvard University	CEA, Treas.
Hall	Robert		Stanford University	CEA, Treas.
Krugman	Paul		MIT	CEA, DOL, HHS
Mankiw	N. Gregory		Harvard University	DOL, CEA
Orfield	Gary		Harvard	NEC
Sachs	Jeffrey		Harvard University	DOL, HHS
Shult	Milo	VP of Agriculture	Univ. Of Arkansas	USDA
Barbera	Robert			CEA
Hale	David		Kemper	CEA
Augustin	Larry	CEO	VA Linux Systems	NEC
Cook	Scott		Intuit	Department of Treasury
Hall	Ted		McKinsey	CEA
Hoffman	Mark	CEO	Commerce One	NEC
Bowlin	Michael R.	CEO	Atlantic Richfield	OPL
Tillman	Robert L.	CEO	Lowe's	Department of Transportation

Smith	Frederick W.	CEO	Federal Express	OPL
Browne	Sir John		BP Amoco	Department of Treasury
Lay	Ken	CEO	Enron	OPL
Case	Dan		Hambrecht & Quist	NEC
Cazenave	Marx	President & CEO	Progress Investment Management	OPL
McKenna	Regis		McKenna Group	NEC
Yokich	Steve		United Auto Workers	Labor
Bok	Derek		Harvard University	CEA
Lyall	Katherine	President	University of Wisconsin	HHS
Richardson	Earl	Chair	President's Board of Advisors (also President of Morgan State Univ)	OPL
Rodin	Judith	President	University of Pennsylvania	Cab Affairs
Cohen	Rick	President	National Committee for Responsive Philanthropy	OPL
Deets	Horace B.		American Association of Retired Persons	Department of Transportation
Robinson	Anthony	President	Minority Business Enterprise Legal Defense and Educational Fund	OPL
Faris	Jack	President and CEO	Nat'l Federation of Independent Business	OPL
Lalonde	Robert		Michigan State University	DOL
Walker	Mary		National Federation of Black Women Business Owners	Small Business Administration
Toman	Mike		Resources for the Future (Env. Think Tank)	Department of Transportation
Marshall	Will	President	Progressive Policy Institute	Political
Moncrief	Ray or Jerry (only 1 from KHIC)		Kentucky Highlands Development Corp.	USDA
Caballero	Cristina		Dialogue on Diversity	Small Business Administration
Brimmer	Andrew J.		Brimmer & Co.	DOL
Leaumont	Kay		The International Alliance	Small Business Administration
Smith	David	Director of Public Policy	AFL-CIO	AFL-CIO
Bohnett	David		Baroda Ventures	OPL and USDA
Roach	Steven		Morgan Stanley	CEA
Orr	Larry		Abt Associates	DOL
Dority	Doug		UFCW	Karen T.
Hoffa	James		Teamsters	AFL-CIO

March 2, 2000

MEMORANDUM FOR GENE SPERLING

FROM: Gigi Georges

RE: Potential Digital Divide commitment

DATE: March 2, 2000

Based on a call this afternoon from Ginny Terzano, who is now at Microsoft, we (Kalil, Bilimoria and I) believe we have an opportunity for a strong trip deliverable from a partnership that includes the United Negro College Fund, Microsoft, and IBM. However, if we want to pursue this, it will require convincing UNCF to hold its initiative announcement, which is currently scheduled for next Friday, March 10th.

Background on Microsoft/United Negro College Fund Deliverable

The UNCF has put together a comprehensive \$80M technology initiative, divided into two phases:

- Phase I, which is ready for announcement, will help all 39 UNCF member colleges upgrade their administrative and educational computer systems. This part includes the hardware, software and training for all faculty and staff.
- Phase II, which is not yet completed, will create an e-commerce site for students at all 118 historically black colleges and universities (315,000 students in total), allowing them to purchase low cost computers and software. Terzano did not know when this phase would be ready for announcement.

The overall initiative is the result of more than a year of technology planning on the UNCF's part, and has the backing of all 39 UNCF college presidents.

Current UNCF Plans for Phase I

A. Components

- Microsoft will donate (about \$50M in retail value) software as a component of the first part of its technology initiative.
- The UNCF has lined up deeply discounted hardware from IBM, donated technology consulting and training from IBM and others, and other private contributions to the initiative.
- The grant would help more than 70,000 black college students, faculty and staff by making the UNCF colleges more technologically capable.

B. Timing

- The UNCF has a meeting of its board members and college presidents set for March 9 in New York, and intends to publicly announce its technology initiative the following day, March 10.
- The UNCF has not agreed to postpone an announcement despite urgings by Microsoft to hold off, and has said it will proceed with the other pieces of the technology initiative if Microsoft is not ready at that time.

C. Background on Microsoft/UNCF Partnership

- Microsoft has supported the UNCF with cash and software (totaling more than \$24M) over the last five years. As part of this total giving, Microsoft made a \$6M software grant to the UNCF in 1996 and a \$14.6M grant in early 1998.

Recommended Action:

We have an opportunity to ask UNCF to hold its Phase I deliverable for the trip. It would require a call to Bill Gray, President and CEO of UNCF. As noted above, he has resisted Microsoft's urgings to postpone the announcement, but Microsoft believes that a call from the WH could make the difference.

Microsoft would like us to consider highlighting the deliverable as part of a kickoff event, but we believe it makes the most sense to incorporate as a trip deliverable.

Please advise.

DRAFT LETTER TO CEOS

March 2, 2000

Dear:

Throughout the past year, President Clinton has emphasized the importance of bringing greater opportunities to America's under-served urban and rural areas. He has visited communities around the country that have not participated in our country's economic prosperity, and helped create a catalyst for public and private investments to foster economic opportunity in these areas. The Administration has also introduced legislative initiatives to provide greater incentives for investment in underserved areas, and is currently working with Congress on bipartisan efforts to move this legislation forward.

The President has taken these steps because he believes that now is the best time to bring these areas into our country's economic mainstream. An important part of this endeavor is the need to address the digital divide – the widening gap that has developed between those who have access to Information Age tools and the skills to use them and those who do not. This "divide" runs along the lines of income, education level, race and geography.

During the week of April 9, the President will visit a number of areas across the country in an effort to mobilize new commitments from the private sector to bring digital opportunity to the communities that need it most. In particular, he will focus on two broad goals: bringing 21st Century learning tools to every child in every school, and ensuring that no family or community is left behind.

Toward this end, the President is issuing a National Challenge to corporations, non-profits, community groups and others to support the effort to meet these two broad goals by agreeing to forge partnerships and devote time and energy toward bringing digital opportunity to more Americans. We hope you will sign on to this Challenge. In addition, we urge you to consider new and innovative commitments that your corporation can make to schools, families and local communities, which may be announced in the April trip. Finally, looking beyond April, we ask you to identify new and existing activities that can be highlighted in a report we plan to publish this summer.

Most immediately, as the President plans his April travel with CEOs and a bipartisan delegation of members of Congress, he hopes to focus on new and expanded efforts that companies like yours are undertaking to bring digital opportunity to children, adults and families in under-served areas of the country.

Among the efforts the President hopes to highlight are:

- Investments in comprehensive technology solutions for schools – including wiring and equipment, trained teachers, and quality software
- Donations of computers to schools and libraries in under-served areas

- Partnerships developed to help provide technology training to new and existing teachers
- Efforts to expand the number of Community Technology Centers in under-served areas, by providing all aspects of technology and expertise
- Efforts to motivate young people and adults to get connected – through Public Service Announcements and other mechanisms
- Employer programs that provide computers and Internet access to employees and their families at reduced rates
- Investments in quality training and internships to prepare more minorities and low-income workers for IT sector jobs
- Development of high-quality content and applications for students and teachers in core academic subject areas and for adults and families to help meet their everyday needs
- Progress in bringing advanced technology to isolated rural and Native American communities
- Efforts to make information technologies and the Internet more accessible to people with disabilities

If you are creating or expanding your efforts in these areas, or if you have other ideas or programs that help bring us closer to bridging the digital divide, please let us know. We would be very interested in making your commitments a part of both our announcements on the trip and our longer term work. We need your ideas and assistance – especially in the upcoming days and weeks – to make this trip, and our larger effort to increase digital opportunity, a success.

If you are interested in getting information on what President Clinton has proposed in this year's budget to create digital opportunity for more Americans, you can visit our Web site at:

<http://www.whitehouse.gov/WH/New/digitaldivide/>

Please feel free to call me at (202) 456-2807 to discuss this further. You can also contact Jay Dunn in the Office of Business Liaison at the White House at (202) 456-7702.

Sincerely,

Gene Sperling

March 2, 2000

DIGITAL DIVIDE TRIP WORKPLAN

The following is a time-based work plan that describes the necessary steps in planning for the April Trip. It includes steps to:

- obtain corporate commitments and sign on to the National Challenge
- secure interest group participation and sign on to the National Challenge
- determine Congressional participation
- work with agencies meetings on ideas, commitments and Cabinet roles
- secure Mayors and Governors sign on to the National Challenge
- develop innovative event ideas

I. CORPORATE COMMITMENTS

BY COB Tuesday (3/7), the following should be completed:

- Gene completes his calls to key CEOs
- Kalil completes his calls.
- Daley completes his calls. (??)
- NEC faxes out longer paper to CEOs who have the potential to have major commitments on the trip.
- Jay Dunn completes follow-up with Washington Reps. present at the briefing to help get their CEOs to make concrete proposals/commitments for the trip.

After each call is completed, the following information should be provided to Gigi who will keep a master chart:

- Who has been contacted
- Did they sign on to the National Challenge
- Are they providing a commitment to the trip, if so, what are their plans and when will they provide it (callers should stress that we hope to make a final decision within a week)

By COB Friday (3/10): We will have reviewed all proposed corporate commitments that have come in to date, and narrow options to top ten. Based on the list that we agree on, we begin vetting cities to down site options.

By COB Tuesday (3/14): We will have a tentative list of sites for the April trip. This deadline allows us to use the following week to further develop the events, try to create partnerships with interest groups that fit with these commitments (see below) and begin to work with other components of the White House on the events.

Those commitments that don't make it to the final list will be included in the paper for the trip as well as for the report to be released this summer.

II. CIVIL RIGHTS AND MINORITY GROUPS

By COB FRIDAY (3/10):

Hold meetings with civil rights, minority, disability and education community representatives. Jay Dunn is scheduling these meetings for Wednesday, 3/8 – Friday 3/10.

In these meeting, make the following specific requests:

- sign on to National Challenge
- provide ideas for commitments and partnerships with the private sector both for the trip and the summer report
- give them a deadline of Tuesday (3/14) for getting us these ideas.

By COB Thursday (3/16): We will make refined commitment and event recommendations by partnering corporate and interest group ideas to the extent possible. [NOTE: We recognize that certain corporate commitments will already have interest group participation attached to them.]

III. CONGRESSIONAL PARTICIPATION

During the week of 3/20: We must turn our attention to Congressional participation. This includes two components:

- Review the list of MOC who have expressed an interest in participating on the trip. As of today, the following Members have expressed interest:
 - Senator Mikulski (Maryland)
 - Cal Dooley (California)
 - Tom Udall (New Mexico)
 - Mark Udall (Colorado)
 - David Wu (Oregon)
 - Silvestre Reyes, (Texas)

Note: Debbie Stabenow (Michigan) talked with Lisa and she will not be ready for the April trip so she's not pushing to attend the trip now.
- Once we have chosen our final list of sites, we need to invite the appropriate members from those districts (including satellite event participation).

IV. INTER-AGENCY PROCESS AND CABINET PARTICIPATION

Beginning the week of 3/ 6: We will hold twice-weekly inter-agency meetings and will feed agency ideas into our commitment and event decisions. Depending on these ideas, we will encourage Cabinet participation in the trip

V. MAYORS AND GOVERNORS

By Friday (3/10): Get National Challenge Sign on from NGA and US Conference of Mayors. [NOTE: If you would prefer, either Gigi or Tom could make calls to the Executive Directors of these associations. Please advise.]

VI. INNOVATIVE EVENT IDEAS

What follows are five concepts for event ideas where we could highlight our top corporate commitments and partnerships.

School Goal

Satellite Town Hall

The President along with 2-3 major CEOs [i.e. Steve Case, Bill Gates, John Chambers] and a major community leader [i.e. Jesse Jackson or Hugh Price] host a town hall meeting that would be broadcast via satellite to 10-20 schools around the country. The President would highlight major school commitments and this would also provide students with an opportunity to speak directly to this panel.

Community Goal

1. **Community Technology Centers:** Using a major corporate commitment to open a number of community technology centers (CTC), the President could attend the opening of one of these centers accompanied by the CEOs involved in the commitment as well as a major entertainment/sports celebrity who will discuss why they are excited about the Internet, and why mastering these new tools is so important. This event could also use technology by providing satellite hook-ups or the President could go on-line and chat with event participants at the other CTCs on line.
2. **Home Access:** The President could join with the CEOs of the big three auto companies and the President of UAW to announce their commitment to providing computers and internet access to their employees and their families at a reduced rate. This would be a Detroit-based event.
3. **Native American:** We could plan an event on an Indian Reservation where the President would highlight a commitment to provide wireless broadband technology to the reservation along with commitments from a national or regional telecommunications company to provide service and a way of promoting economic development through a training/employment opportunity. An example could be Cisco would provide the technology for wireless broadband, AT&T would provide service, Dell Computers could provide the hardware and Smart Age could provide technical assistance for small businesses wanting to get on the web.
4. **Public Housing:** The President could attend the opening of a new Neighborhood Networks facility (like the one at Edgewood Terrace) where he would be accompanied by CEOs and community leaders. This event could also include highlighting success stories from other Neighborhood Networks, such as adults who got jobs, kids who attended after-school programs at center, etc.

THE WHITE HOUSE
WASHINGTON

March 28, 2000

VIA FAX: 212-456-0242
Mr. George Bodenheimer
President
ESPN, Inc.

Dear Mr. Bodenheimer:

During the past year, President Clinton has emphasized the importance of bringing greater opportunities to America's under-served urban and rural areas. He has visited communities around the country that have not participated in our country's economic prosperity, and helped create a catalyst for public and private investments to foster economic opportunity in those areas. An important element of this focus is the effort to bridge the digital divide and create digital opportunity for more Americans. As part of this endeavor, the President recently issued National Call To Action to corporations, non-profits, educators and others to work together to meet two broad goals:

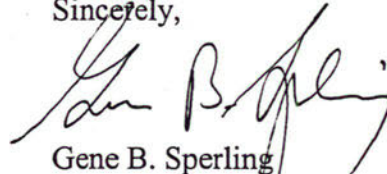
1. **Ensure that every child in every school has access to 21st Century Learning Tools:**
To prepare children for the high-tech workplace of the 21st century, and to help improve their academic performance in all subjects -- we must have a comprehensive strategy to connect every classroom to the Internet, ensure that students have access to modern computers, train teachers to use technology, and expand access to high quality educational software and resources.
2. **Help create digital opportunity for every American family and community:**
Our long-term goal should be to make home access to the Internet universal. We also need to bring technology to every community -- urban, rural and Native American -- through Community Technology Centers and high-speed networks. Finally, we need to give adults and young adults the IT skills they need to compete for high-wage jobs, and to motivate and inspire more people to appreciate the value of "getting connected."

The issue of motivation is an especially important one for minority youth. That is why we are currently working on an initiative that focuses on the need to inspire young people in underserved communities to "get connected" and become technologically literate.

We have an opportunity to send a clear message that there are real, attainable economic and entrepreneurial opportunities in the high tech world. We believe an effective way to do this is to highlight role models — sports figures, celebrities and successful minority entrepreneurs — who will both inspire them and demonstrate why gaining access to technology is so important. We intend to make this aspect of our efforts a major component of the President's trip on April 10 and 11, as well as through other avenues -- including a major PSA campaign.

We are pleased that the Kaiser Foundation has committed to coordinate the PSA effort, and we are pursuing a number of options for celebrity participation. I'd like to talk with you about how ESPN might participate in this effort at your earliest convenience.

Sincerely,

A handwritten signature in black ink, appearing to read "Gene B. Sperling". The signature is fluid and cursive, with a large, sweeping "G" and "S".

Gene B. Sperling
Director, National Economic Council

Draft Background for Roundtable

Statistics

- The cost of high-speed Internet access for businesses can be up to ten times higher in rural North Carolina than it is in urban North Carolina.
- Less than 5 percent of towns with a population of under 10,000 have cable modem service, compared to 65 percent of cities with populations over 250,000.
- Regional Bell Operating Companies deploy DSL primarily in urban areas. 56 percent of cities over 100,000 had DSL available, but less than 5 percent of towns with less than 10,000 had this service.
- Over 50 million U.S. households can now order broadband Internet access - roughly 2 million actually subscribe to it.

Administration record

- Signed the Telecommunications Act of 1996. Since then, competitive telecommunications companies have invested \$30 billion in new networks - and are now investing \$1 billion/month.
- The e-rate is providing \$2.25 billion/year in discounts to connect schools and libraries to the Internet. Percentage of classrooms connected to Internet has increased from 3 percent in 1994 to 63 percent in 1999. Percentage of schools connected to the Internet that have high-speed connections has increased from 16 percent in 1996 to 86 percent in 1999. *total?*
- Funding for educational technology through Department of Education has increased over 3000 percent -- from \$23 million in FY93 to \$766 million in FY2000.
- Rural Utilities Service has made telecommunications infrastructure loans of \$1.4 billion over the last three years -- which are allowing companies to provide service to 783,000 of the nation's most rural households and businesses. *\$100m?*

Possible questions

- (To Irwin Jacobs and MCI/Worldcom Wireless CEO John Stupka): What kinds of wireless technologies are on the horizon that could make a difference to rural America?
 - To Erskine Bowles and Governor Hunt: Why did you make this issue a priority as part of the Rural Prosperity Task Force? How could the federal government be a partner in what you are trying to achieve in North Carolina?
- we can do better?*
rise on technology growth

- To North Carolina small business owners: Why is access to affordable broadband so important for the growth of your business? What new opportunities would it create if you had access to it?
- To FCC Chairman Kennard: How is the Telecommunications Act accelerating the deployment of broadband? *in 507 }*

Administration FY2001 proposals on digital divide

- \$2 billion in tax incentives to encourage companies to donate computers to schools, libraries, and community technology centers.
- \$100 million new loan guarantee program at Rural Utilities Service to encourage telecom companies to provide broadband to rural areas.
- \$150 million to train all new teachers to use technology.
- \$100 million to create 1,000 new community technology centers.
- \$45 million to triple the Technology Opportunities Program -- focused on innovative applications of technology for underserved communities. 65 percent of grants go to projects in rural area.

*need
Rural
house*

Draft April 21, 2000

MEMORANDUM FOR THE PRESIDENT

FROM: GENE SPERLING
TOM KALIL

SUBJECT: BACKGROUND ON BROADBAND ISSUES

Summary

Given that your April 26th "New Markets trip" in North Carolina will focus on the issue of broadband in rural America, we thought that it might be useful for you to have some background on the technology and public policy dimensions of broadband Internet access.

Definition of broadband

- There is no one universally accepted definition of broadband - but generally it refers to a network capable of sending and receiving data **at much higher speeds** than today's ordinary phone lines.
- Network speeds (or bandwidth) is measured in "bits per second." Today, most people connect to the Internet using an ordinary phone line and a modem with a bandwidth of 28 to 56 kilobits per second. A broadband connection to the Internet might provide speeds of hundreds of kilobits per second or even megabits (millions of bits) per second.
- Large businesses have been able to purchase broadband connections to the Internet for a while. It has only been within the last few years that cable companies and telecommunications companies have started to market broadband services to the home at a price that is affordable for more consumers and small businesses.

The Importance of broadband

Broadband is important for a number of reasons:

- Broadband networks can support a wider range of applications -- such as video-conferencing, CD-quality audio, 3-D graphics, and lightning-fast download of software programs and computer files. Trying to do these applications over a "narrowband" connection to the Internet is painful or impossible. Video is likely to be jerky or the size of a postage stamp. Downloading a large image is like watching paint dry -- a phenomena known as the "World Wide Wait."

- Broadband is important for business. If broadband is either not available or prohibitively expensive in a particular region of the country, businesses will find it difficult to compete. Businesses need higher speed connections to connect to their customers and suppliers. For example, the Big 3 auto companies will do more and more business with their parts suppliers electronically. Those companies that do not have high-speed connections to the Internet will lose business.
- Widespread deployment could have broader social benefits as well -- supporting applications such as telemedicine, distance learning, and telecommuting.
- Broadband is particularly important in rural areas because it can help overcome vast distances, provide access to the same universe of knowledge even in the most remote one-room rural school-house, and help spur rural economic development.

Current level of price and access to broadband

- The FCC estimates that of the 105 million households in the U.S., 50 million households can purchase broadband from at least one provider (typically a cable company or a local phone company).
- As of the end of 1999 - an estimated 1-2 million households had actually purchased broadband Internet access.
- Estimates of how quickly demand for broadband access will increase range from 16.6 to 28.6 million high-speed Internet subscribers by 2004.
- Telecommunications companies are trying to charge lower prices for broadband to residences (\$40 - \$50/month) -- while maintaining much higher prices for businesses (\$200 - \$2,000/month). Obviously, as the market becomes more competitive, it will be more difficult to do that.

The challenge of providing high-speed Internet access to rural America

Broadband access in rural areas is either not available or more expensive than it is in urban areas. For example, the State of North Carolina estimates that there can be as much as a 10:1 price differential between urban and rural prices for broadband service -- although the local phone companies in North Carolina dispute this. There are two major challenges:

- Broadband can be less economical to deploy because the density of possible customers is much lower. It will be more difficult for a company to recover their investment in providing broadband networks over a smaller customer base.
- Some of the technology doesn't work in rural areas because of distance or other limitations.

Different kinds of broadband

There are a variety of different technologies used to provide high-speed Internet access -- including digital subscriber line, cable modems, wireless, and satellite.

1. Digital subscriber line (DSL)

- This technology uses the existing copper phone lines that are now used to carry voice traffic.
- It is typically deployed by the local phone companies (Bell South, Bell Atlantic) - and the competitive local exchange carriers (CLECs) like Covad that compete against them.
- Major disadvantage is that not all phone lines are capable of handling DSL. For example, a phone line that is longer than 12,000 - 18,000 feet from the residence to the "central office" (the place where telecommunications companies locate their equipment) can't be used to provide DSL. Obviously, this is particularly a problem for rural areas.

2. Cable modem

- Uses the cable network to deliver high-speed Internet access.
- Advantage is that cable networks pass most American households -- and that by 2001 -- up to 71 million households will be passed by cable systems that are "two-way capable." Cable companies had to upgrade their networks to support high-speed Internet access.

3. Wireless and satellite

- There are a variety of wireless and satellite alternatives as well. They are not expected to penetrate the market as quickly as DSL and cable modems, although they could be important in some rural markets.
- ✓ MCI and Sprint are beginning to do trials of a wireless service called MMDS (Multichannel Multipoint Distribution System). MMDS is a fixed service -- as opposed a mobile service like cell phones. It uses a tower -- and has a maximum range of 35 miles in all directions.
- ✓ Qualcomm is developing a technology called HDR (High Data Rate) that also provides high-speed Internet access. [Note: Qualcomm and Motorola are major competitors.]
- ✓ Some satellite companies are beginning to deploy two-way broadband services, which could provide access even to the most remote rural community.

4. Fiber-to-the-home

- The ultimate in broadband would be running optical fiber all the way to the home. There are not many companies deploying fiber-to-the-home systems at this point because of the expense, although large businesses typically have a fiber connection.

Possible + unknown

Public policy issues

1. Background

Although there is general agreement that widespread deployment is a worthy policy objective, there is a lot less agreement about how to achieve this goal. Different segments of the industry and members of Congress have different proposals. This issue does not split along party lines.

- The **local phone companies** (e.g. Bell Atlantic, Bell South, SBC, GTE) believe that they should be deregulated. They are pushing for legislation that allows them to provide high-speed Internet access without having to first open up their market to competitors.
- The **long-distance companies and the competitive telecommunications companies** (e.g. AT&T, MCI/Worldcom, Covad) believe that the Telecommunications Act is beginning to work and should not be re-opened, and that the emphasis should be on enforcing the pro-competitive provisions of the Act.
- **Rural members of Congress** believe that market forces may not be sufficient to ensure widespread availability of high-speed Internet access in rural areas - and that rural broadband access should be subsidized through tax credits, low-interest loans, or an expansion of the Universal Service Fund.
- The **computer industry** would probably not oppose on-budget subsidies for rural broadband -- but they are worried about expanding the definition of universal service because of fears that it could lead to more regulation of the Internet.

2. Promoting competition for broadband services using the Telecommunications Act of 1996

- Passage of the Telecommunications Act of 1996 is helping to spur competition in the market for broadband services because it imposed certain requirements on the local phone companies like Bell Atlantic, SBC, and US West known as ILECs (incumbent local exchange carriers). ILECs are required under the Telecommunications Act to allow their competitors to rent pieces of their network, and to take other steps that will make it easier for competitors to enter the market.
- All of this spurred the development of competitive local exchange carriers (CLECs) -- who are able to provide high-speed Internet access without building out a whole new network. Some of these companies literally would not exist were it not for the Telecommunications Act of 1996.
- The Administration has been a supporter of the Telecommunications Act and its continued enforcement.

3. Deregulation of local telephone companies

- The central bargain of the Telecommunications Act of 1996 is that ILECs would be allowed to enter the long distance market after they took steps to open up their own (local) market.
- So far, only one ILEC (Bell Atlantic) and has received permission from the FCC to provide long distance in one state (New York). Even this is not going smoothly, because Bell Atlantic is finding it difficult to transfer customers from Bell Atlantic to AT&T and other long distance companies that are trying to enter the local market.
- Because Internet traffic crosses long-distance boundaries, the ILECs can't be Internet Service Providers without teaming up with another Internet Service Provider.
- ILECs are arguing before the Hill that they should be allowed to provide Internet access, and that the restrictions on their ability to provide long-distance service should not apply to the Internet.
- Long-distance companies and CLECs have argued that if ILECs are allowed to provide Internet service before opening up their local market -- they will have no incentive to open up their market in the future. The Administration has generally found the argument of the long-distance companies and CLECs to be more persuasive.

4. Legislation to provide special support for rural broadband

- Senators Rockefeller and Snowe introduced the "Rural Telecommunications Modernization Act of 2000" on March 29th. The legislation provides an investment tax credit of 10-15 percent (depending on the bandwidth of the facility) for companies that invest in broadband networks for rural subscribers.
- Senators Dorgan, Daschle, Baucus, Johnson and Harkin introduced the "Rural Broadband Enhancement Act" on March 28th. The legislation:
 - ✓ Requires the FCC to provide Federal universal service support for broadband within 240 days. Under the current Telecommunications Act, the FCC is supposed to update the definition of universal service, but is not required to immediately include broadband services. This would presumably require an increase in charges on long-distance rates in order to finance.
 - ✓ Authorizes the Rural Utility Service to provide \$3 billion in low-interest loans (2 percent) to finance broadband networks in rural areas where they are currently not available.

[Note: The Administration has not taken a position on either of these bills.]

5. Administration accomplishments and proposals

- The number of classrooms connected to the Internet increased (3 percent in 1994 to 63 percent in 1999), while the number of schools with at least one connection to the Internet has increased from 35 percent to 95 percent during the same period. Moreover, the number of schools with a high-speed connection has increased from 16 percent in 1996 to 86 percent in 1999.
- As a result of the Telecommunications Act of 1996, which the Administration supported, Competitive Local Exchange Carriers have invested \$30 billion in new networks, and are now investing at a rate of \$1 billion/month.
- As part of its FY2001 budget, Administration has proposed up to \$100 million in loan guarantees through the Rural Utility Service to companies that are willing to provide broadband services to rural areas.
- In his capacity as candidate, Vice President Gore has called for "technology bonds" to encourage local investment in broadband in underserved areas.

Handwritten notes in blue ink:
need to show how
grant EIT +
OO match
W/C
C-1!

Glossary of Terms

Backbone: The very high-speed portion of a network, usually fiber optics, that connects major cities.

Bandwidth: The capacity of a network to send and receive information -- measured in bits of information per second.

Broadband: Network capable of providing high-speed Internet access and handling applications like video-conferencing.

Cable modem: High-speed Internet service provided by cable companies.

put in memo
CLEC (pronounced "see-lec"): Competitive Local Exchange Carrier. Companies like Covad that compete against local phone companies -- often by using the provisions of the Telecommunications Act to lease pieces of their network. *(now)*

DSL: Digital Subscriber Line. A broadband technology that uses the existing phone lines, but requires special equipment.

ILEC: Incumbent Local Exchange Carrier. Local phone companies like Bell South, SBC, Bell Atlantic, etc. that have special obligations under the Telecommunications Act because of their market power in local telecommunications markets.

Last mile: The telecommunications network from a home or business to the facilities of a telecommunications company. This is where the bottleneck is in terms of speed.

LATA: Under the Telecommunications Act, local telephone companies are not allowed to transmit voice or data traffic across these "LATA" boundaries until they demonstrate that they have opened up their local market to competition.

Narrowband: The kind of Internet access that people get over a regular phone line.

Open access: Argument made by AOL and others that that cable companies should be forced to open up their networks. AOL stopped making this argument once they announced plans to merge with Time-Warner, a cable company.

T1 (pronounced "tee-one"): A particular high-speed service often purchased by business. Can send and receive 1.5 megabits (millions of bits) per second, which is about 30 times faster than a regular modem.

North Carolina Rural Prosperity Task Force Report

"We're on the verge of becoming two North Carolinas. One is urban and thriving; the other is rural and struggling."

-- Governor Hunt, July 1999

General Summary

In July 1999, Governor Hunt announced the creation of the North Carolina Rural Prosperity Task Force as a response to a growing divide between North Carolina's booming urban centers and its struggling poorer rural areas. The Task Force was charged with developing an action plan for how the state would address the chasm and find new ways of spurring economic vitality in its rural communities. It focused on seven key areas:

- Information Technology
- Rural Redevelopment Authority
- Education, Training and Retraining
- Agriculture
- Infrastructure Improvements
- Building Community Capacity
- Support for Flood-Impacted Counties

For each of these areas, the Task Force identified goals for the 21st century and essential steps that were required to reach each of the critical state goals. The report was released on February 21, 2000.

Information Technology Recommendations

The report establishes two major goals to ensure that rural North Carolina is able to compete with the rest of the country and the world in the 21st century.

- Goal 1. To provide, at affordable rates, high-speed reliable Internet access to every home and every businesses of rural North Carolina within three years.**
- Goal 2. To ensure that people across rural North Carolina have the skills and knowledge necessary to take advantage of high-speed information.**

The report finds that North Carolina is lagging far behind the rest of the country when it comes to information technology, as evidenced by the following statistics:

- North Carolina ranks 46th among the states in the percentage of residents who have a personal computer in the home.
- North Carolina ranks 47th among the states in the percentage of people who have Internet access in the home.

Furthermore, high-speed Internet access is much more expensive in rural North Carolina than it is in urban centers. While a high-speed telecommunications infrastructure is available throughout much of the state, monthly rates for access in rural and remote areas can run as much as ten times higher than in urban centers. Therefore, the Task Force examined options for decreasing the costs of high-speed Internet access through encouraging competition and providing incentives for companies to expand into the rural market.

Proposed strategy

The Governor's advisors describe the strategy of the Rural Prosperity Task Force on information technology and broadband as follows:

- Their first preference is to work with the telephone carriers to see if these companies are willing to provide high-speed Internet access at affordable rates to North Carolina, particularly to the State's poorest 27 counties. Their discussions with the carriers are on-going, and it is not clear if these discussions will be resolved by the time of your trip on April 26th.
- To defray some of the costs of providing high-speed Internet access to rural areas, the state would establish a \$15 million, three-year Rural Broadband Access Fund -- financed through an eight cent per month charge on phone bills. *9/11 or L-D?*
- If the private sector is unwilling or unable to provide high-speed Internet access, the state would lease the high-speed network that it has already paid for (the North Carolina Information Highway) to any company that is willing to provide service to rural areas. However, this is not the state's first option. Rather, it would prefer to see the local phone companies (e.g. Bell South) provide high-speed Internet access at affordable rates.
- In addition to dealing with telecommunications issues, the state also needs to upgrade IT skills for North Carolina's rural workforce. The Task Force recommends that Governor Hunt issue an Executive Order to expand access to IT training to students, government agencies, workers and businesses in rural North Carolina. The goal would be to make IT training available within 18 months, drawing on the capabilities of the Extension Service, community colleges, and private sector vendors.

Areas of controversy

- At this point, the North Carolina local phone companies have not signed off on these recommendations. They have argued that:
 - There isn't a problem;
 - If there is a problem, it will take more money to solve than the Rural Prosperity Task Force is proposing;
 - Rural broadband should not be financed with a tax on phone service; and
 - It is inappropriate to use the state network (North Carolina Information Highway) as a means of providing broadband to rural areas.
- There are on-going discussions between the Governor's Office and the local phone companies, so it is possible that some of these issues will be resolved by the time of your trip.

- EBB will be able to get the info we need



Gigi E. Georges
04/23/2000 08:51:31 PM

Record Type: Record

To: Melissa G. Green/OPD/EOP@EOP, Elliott H. Baer/OPD/EOP@EOP
cc: Thomas A. Kalil/OPD/EOP@EOP, Kendra P. Goldbas/OPD/EOP@EOP
Subject: more digdiv paper



0424broadbandpaper.d0423NCEventPaper.

For Gene --

We've made revisions to all the memos from last night. In particular, Kalil changed the questions for the roundtable discussion cards, but we don't have breakouts of urban vs. rural spending for digital divide initiatives. Kalil will call agencies in the morning to see if they can provide any of this information.

Attached, for you review, are drafts of press paper:

1. Background paper on broadband/rural access
2. NC event paper

Thanks.

GG
pull to
see draft
to connect to
Tom
GG
4/23/00

THE IMPORTANCE OF BROADBAND INTERNET ACCESS FOR RURAL AMERICA

DRAFT April 26, 2000

BROADBAND IS THE NEXT STAGE IN THE EVOLUTION OF THE INTERNET: Today, most Americans access the Internet over an ordinary phone line, and often experience the "World Wide Wait." A wide range of telecommunications companies are beginning to provide high-speed Internet access to homes and small businesses that is 10 to 100 times faster than today's Internet -- using technologies such as cable modems, Digital Subscriber Line (a technology that uses existing phone lines), wireless, satellite, and fiber optics. At higher speeds, the Internet can rapidly transmit a digitized X-ray, allow a student to tour a museum located halfway around the world, enable someone with a disability to work from home, or allow a geographically distributed team of engineers to collaborate in the development of a new product. ??

BROADBAND IS CRITICAL FOR RURAL ECONOMIC DEVELOPMENT: In the 19th and 20th century, railroads, electricity, bridges and roads were critical to economic development and job creation. Today, affordable high-speed Internet access is a key element of a region's economic infrastructure. Rural businesses need broadband Internet access to:

- Allow their employees to upgrade skills using distance learning;
- Communicate electronically with their customers and suppliers -- cutting costs, increasing productivity, and reducing inventories; and
- Participate in the rapidly growing "business-to-business" electronic marketplace, which could grow to \$7.3 trillion by the year 2004 (Source: Gartner Group, January 26, 2000).

Without affordable broadband Internet access, existing rural businesses will be denied the opportunity to participate in the digital economy. Rural communities will also find it more difficult to attract new businesses, since the availability of an advanced telecommunications infrastructure will become an increasingly important factor in site selection.

RURAL COMMUNITIES ARE IN DANGER OF BEING LEFT BEHIND IN THE DIGITAL ECONOMY: A new report released today by the Department of Commerce and the Department of Agriculture concludes that rural areas are lagging behind urban areas in the availability of broadband.

- While more than 56 percent of all cities with populations exceeding 100,000 had DSL available from Regional Bell Operating Companies, less than 5 percent of cities with populations less than 10,000 had such service (*Advanced Telecommunications In Rural America*, Department of Commerce and Department of Agriculture, April 2000).
- While more than 65 percent of cities with populations over 250,000 have cable modem service, less than 5 percent of towns of 10,000 or less have this service (*Advanced Telecommunications In Rural America*, Department of Commerce and Department of Agriculture, April 2000).
- A number of the existing broadband technologies have limitations that prevent them from being deployed in rural areas. For example, DSL can only be offered if customers are within 3 1/2 miles of the "central office" of the telecommunications company. [A central office is where a telecommunications company locates the equipment needed to provide services.] (*Advanced Telecommunications In Rural America*, Department of Commerce and Department of Agriculture, April 2000).
- Deployment of broadband is slower in rural areas because of the lower density of customers. For many broadband technologies, the cost to serve a given customer increases with the distance between customers.

**THE PRESIDENT'S NEW MARKETS TRIP:
FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY
Expanding High-Speed Internet Access in Rural America**

DRAFT April 26, 2000

TODAY, PRESIDENT CLINTON WILL CONTINUE HIS DIGITAL DIVIDE NEW MARKETS TRIP WITH A VISIT TO WHITEVILLE, NORTH CAROLINA TO HIGHLIGHT THE IMPORTANCE OF BROADBAND INTERNET ACCESS TO RURAL COMMUNITIES. President Clinton will spend today in Whiteville, NC, where he will highlight the importance of high-speed (broadband) Internet access to rural economic prosperity. In order to fully participate in the emerging digital economy, rural communities like Whiteville need access to the infrastructure of the 21st century -- advanced telecommunications services.

The President will begin his trip with a visit to Remote Data Systems, an environmental monitoring firm, where he will host a roundtable discussion with CEOs from leading technology and communication companies, North Carolina small business owners, Members of Congress, North Carolina Governor Jim Hunt, and former White House Chief of Staff Erskine Bowles. President Clinton will then speak to the people of Whiteville about expanding "digital opportunity" to rural communities.

PRESIDENT CLINTON WILL FOCUS ATTENTION ON DIGITAL OPPORTUNITY FOR RURAL AMERICA

The President recently issued a National Call to Action with the goals of 1) Providing 21st century learning tools for every child in every school, and 2) Creating digital opportunity for every American family and community. Last week he visited East Palo Alto, CA, Shiprock, NM and spoke at the COMDEX/Spring conference in Chicago, to highlight the importance of these goals in underserved areas. His visit to Whiteville, NC will focus on the challenges faced by rural America in the Information Age.

Despite the rapid expansion of the digital economy, rural America still faces significant barriers to fully utilizing information technology as a tool for economic development and life-long learning. Many rural areas lack access to advanced telecommunications services at affordable rates:

- Lack of High-Speed Service. Regional Bell Operating Companies deploy DSL (high-speed Internet access using copper phone lines) primarily in urban areas. 56 percent of cities over 100,000 had DSL service available compared to less than 5 percent of towns with populations of less than 10,000 (Department of Commerce, Advanced Telecommunications in Rural America, April 2000).

In February 2000, the North Carolina Rural Prosperity Task Force, created by Governor Jim Hunt, identified broadband Internet access and IT skills as engines of economic growth in rural North Carolina. Whiteville, NC, which is located in Columbus County, vividly illustrates the challenges identified in the Report:

- High Unemployment. Columbus County has an unemployment rate of 12.1 percent – one of the highest in the state (Employment Security Commission, State of North Carolina, February 2000).
- High Costs of Internet Service. The advanced telecommunications service used by business for high-speed Internet access costs \$21000 per year in Columbus County, compared to \$3000 per year in urban areas like Raleigh, NC – a sevenfold difference in annual costs (Rural Prosperity Task Force Report, February 2000).

PRESIDENT CLINTON WILL ANNOUNCE KEY PUBLIC AND PRIVATE SECTOR INITIATIVES TO BRING DIGITAL OPPORTUNITY TO RURAL AMERICA:

- The Rural Utility Service Will Propose Policy Reforms to Expand its \$670 Million Telecommunications Loan Program for Broadband Access in Rural America
- QUALCOMM Will Announce a \$1 Million Investment in High-Speed Internet in 8 Rural Communities
- The National Science Foundation Will Announce a \$10 Million Commitment in R&D for Next Generation Broadband Technologies in Rural America
- MCI/WorldCom Will Announce a \$2 Million Multi-Year Commitment to Rural America for Broadband Access
- Red Hat Will Pledge to Provide Software and Training To 100 Small Businesses in Rural North Carolina
- T&T will Pledge \$1.2 Million to Develop IT Curricula in North Carolina Universities
- The Department of Commerce and The Department of Agriculture Will Release a New Report on the Challenges of Broadband Access in Rural America

A COMPLETE LIST OF CLINTON-GORE AND PRIVATE SECTOR INITIATIVES TO BRING DIGITAL OPPORTUNITY TO RURAL AMERICA

- The Rural Utilities Service (RUS) Proposal To Expand its \$670 Million Telecommunications Loan Program to Stimulate Broadband Investment in Rural America. RUS is proposing policy reforms to expand its \$670 million telecommunications loan program so that companies can use it to deploy broadband services. Currently, RUS can only lend to companies that agree to provide basic phone service. Regulatory changes will allow RUS to use more of its lending authority for rural telecommunications to encourage private sector investment in rural broadband services.
- QUALCOMM Will Announce a \$1 Million Investment in Internet Access Technology. QUALCOMM Inc., will invest \$1 million in efforts to provide rural and underserved areas with access to the Internet, using wireless technology called High Data Rate (HDR). HDR provides economical high-speed Internet access over the existing wireless phone network and can work in existing cellular and digital networks. Over the next 2 years, QUALCOMM will deploy its new HDR wireless broadband Internet technology in at least eight rural and underserved communities. Each of these deployments will serve a minimum of 10 square miles and provide broadband wireless access for a minimum of 100 PCs.
- The National Science Foundation Will Announce a \$10 Million Commitment for Research in Next Generation Broadband Technologies for Rural America. The National Science Foundation (NSF) will increase its FY2001 research investment in broadband technologies by \$10 million, with particular focus on the needs of rural America. Since NSF supports university-based research, this initiative will also increase the supply of undergraduate and graduate students in technical fields with insights into the challenges of providing broadband telecommunications to rural areas.
- MCI/WorldCom Will Announce a \$2 Million Multi-Year Commitment to Rural America MCI/WorldCom will announce a \$2 Million investment to expand high-speed Internet access in Raleigh, NC and three rural communities; Hattiesburg, MS; Houma, LA; and Dothan, AL -- and to provide free access to 5-7 schools, libraries and community technology centers in each trial area.
- Red Hat Will Pledge to Provide Software and Training to North Carolinians. Software provider Red Hat will donate 500 copies of Red Hat Linux to rural North Carolina small businesses and non-profit organizations. In addition, Red Hat will provide training and certification as Red Hat Certified Engineers to employees of 100 rural small businesses.
- AT&T Will Pledge \$1.2 Million to the Education Alliance. AT&T will announce a \$1.2 million multi-year investment to develop information technology and network management training for higher education students in North Carolina State University, North Carolina AT&T University, Ohio State University, Miami University of Ohio, and Steven's Institute of Technology.
- The Department of Commerce and The Department of Agriculture Will Release a New Report on the Challenges of Broadband Access in Rural America. The Department of Commerce (National Telecommunications and Information Administration) and the Department of Agriculture (Rural Utilities Service) will release its latest report, "*Advanced Telecommunications in Rural America*," which analyzes the current state of deployment of broadband services in rural areas, and the strengths and weakness of different broadband technologies. The report also recommends steps that could accelerate the deployment of advanced services to rural communities. This report was requested by Senators Daschle, Harkin, Johnson, Wyden, Conrad, Kerrey, Wellstone, Murray, Baucus, and Dorgan.
- Technology For All Will Pledge Broadband Access to 100 HUD Neighborhood Network Centers. Technology For All (TFA), a national non-profit technology organization, will provide broadband Internet access for 100 computer learning centers affiliated with the Department of Housing and Urban Development (HUD). [XXX of the HUD Neighborhood Network sites to receive service from TAF are located in rural communities].
- The New Market Equity Fund Will Launch with \$4 Million in Commitments. The New Market Equity Fund (NMEF) will announce its official launch with \$4 million in total capital. NMEF will announce a \$2 million capital commitment from the Pequot Indian Tribe and a \$2 million capital commitment from AT&T. In addition, AT&T has committed to serve on the NMEF advisory board and provide \$30 million in investment referrals of technology projects. Working with AT&T and other strategic partners, NMEF has committed to making its first investment in ATLATL Enterprises, a Native-American owned technology industry firm located in rural North Carolina.

Digital Divide Thank You's, per Gigi's Advice:

1. Jeff Shesol
2. Lowell Weiss
3. Jay Dunn
4. Julie Eddy & Laura Graham (Scheduling)
5. Mary Smith
6. Stephanie Cutter (Did not go on the trip -- but ran the trip for Lorretta, she worked on a lot of the real people and pulled a lot of loose ends together)
7. Marge Tarmey (Maria's staffer -- did not go on the trip but played a central role).
8. Marty Hoffman and Lisa Kountoupes in Leg Affairs
9. Irma Martinez in Cabinet Affairs

DRAFT

April 24, 2000

**REMARKS TO WHITESVILLE COMMUNITY AT
THE WHITEVILLE DEPOT**

Date: April 26, 2000
Time: 2:30-3:30 pm
Location: The Whiteville Depot
Whiteville, NC
From: Gene Sperling

I. PURPOSE

Goal is to substance of RT
& the major speech
~~This event is a continuation of your third New Markets trip. Your speech will focus on the importance of bringing "digital opportunity" to rural America -- with an emphasis on the need to provide rural communities with access to affordable, high-speed Internet access.~~

NC
PH
You will highlight the goals you outlined in the National Call to Action – 21st Century learning skills for every child in every school and creating digital opportunity for every American family and community – and emphasize how important these goals are for economic prosperity and educational opportunity for rural areas like Whiteville, NC.

You will announce significant public and private sector commitments designed expand access to broadband Internet services in rural areas. You will be addressing an audience of 1,000 - 2,000 Whiteville residents.

II. BACKGROUND

This event will emphasize your commitment to ensuring that rural communities like Whiteville are full participants in the digital economy. There is a pervasive sense among rural communities that they may be the last to benefit from new information and communications technologies, even though overcoming the "tyranny of distance" is particularly important in rural areas.

Whiteville is a rural town with a population of 5,000. It is located in Columbus County, which has a current unemployment rate of over 12 percent. Rural communities like Whiteville are lagging behind in their ability to take advantage of the educational and economic opportunities that come with greater access to information technology. The advanced telecommunications service used by business for high-speed Internet access costs \$1750 per month in Columbus County, compared to \$250 per month in urban areas such as Raleigh.

This event will allow you to highlight the Administration's FY2001 proposals to help close the digital divide for rural America, and to make the following announcements of public and private sector commitments:

- A \$1 Million Investment by QUALCOMM, Inc. in Internet Access Technology for Rural America. QUALCOMM will invest in efforts to provide rural and underserved areas with access to the Internet, using wireless technology called High Data Rate (HDR). Over the next 2 years, QUALCOMM will deploy its new broadband wireless technology in at least eight rural and underserved communities. Each of these deployments will serve a minimum of 10 square miles and provide broadband wireless access for a minimum of 100 PCs.

- A \$2 Million Multi-Year MCI/WorldCom Commitment to Rural America. MCI/WorldCom will provide a \$2 million investment in increasing high-speed Internet access in Raleigh, NC and three rural communities; Hattiesburg, MS; Houma, LA; and Dothan, AL.

- A \$10 Million National Science Foundation Commitment for Next Generation Broadband Technologies for Rural America. The National Science Foundation (NSF) will increase its FY2001 research investment in broadband technologies by \$10 million, with particular focus on the needs of rural America. Since NSF supports university-based research, this initiative will also increase the supply of undergraduate and graduate students in technical fields with insights into the challenges of providing broadband telecommunications to rural areas.

- A Rural Utilities Service (RUS) Proposal To Reform Lending Policies to Stimulate Investment in Broadband. RUS is proposing policy reforms to expand its \$670 million telecommunications loan program so that companies can use it to deploy broadband services. Currently, RUS can only lend to companies that agree to provide basic phone service. A regulatory change would allow RUS to use more of its lending authority for rural telecommunications to encourage private sector investment in rural broadband services.

- A Commitment by Red Hat to Provide Software and Training to North Carolina Communities. Software provider Red Hat will donate 500 copies its software to organizations in rural North Carolina. In addition, Red Hat will provide free training and certification to the employees of 100 rural small businesses.

- A \$1.2 Million AT&T Pledge to the Education Alliance. AT&T will announce a \$1.2 million multi-year investment to develop information technology curricula and provide training in network management technology for higher education students with North Carolina State University, North Carolina AT&T University, Ohio State University, Miami University of Ohio, and Steven's Institute of Technology.

Carleton

had about Whiteville?

new!

hey

- Release of the Department of Commerce's National Telecommunications and Information Administration (NTIA) Report on the Challenges of Broadband Access in Rural America. The NTIA will release its latest report, "*Advanced Telecommunications in Rural America*," which addresses the barriers to accessing information technology in remote communities. The report also outlines recommendations for supporting advanced services to rural areas to ensure that they have greater access to telecommunications and information services.

III. PARTICIPANTS

YOU

Erskine Bowles

Ben Frink, Co-Founder and CEO, Remote Data Systems, Inc.

Governor Jim Hunt

FCC Chairman William Kennard

Buddy Lemons, Owner, Baker Limestone, Inc., Siler City, NC

US Representative Mike McIntyre (D-NC)

Whiteville Mayor XXX

Jill Long Thompson, Undersecretary for Rural Development, USDA

Don Watson, House Autry Mills, Newton Grove, NC

IV. SEQUENCE OF EVENTS

- Upon arrival at the Whiteville Depot, YOU will be greeted by Mayor XXX and led to the offstage position.
- Offstage announcement of Mayor XXX, Chairman Kennard, Buddy Lemons, Undersecretary Thompson, and Don Watson.
- YOU are announced offstage, accompanied by Erskine Bowles, Ben Frink, Congressman McIntyre and Governor Hunt.
- Congressman McIntyre makes brief remarks and introduces Ben Frink.
- Ben Frink makes brief remarks and introduces Erskine Bowles.
- Erskine Bowles makes brief remarks and introduces Governor Hunt.
- Governor Hunt makes brief remarks and introduces YOU.
- YOU give remarks, work a ropeline and depart.

V. PRESS

This event is OPEN PRESS.

VI. REMARKS

To be provided by Speechwriting.

VII. ATTACHMENTS

None.

Draft Background for Roundtable

Statistics

- The cost of high-speed Internet access for businesses can be up to ten times higher in rural North Carolina than it is in urban North Carolina.
- Less than 5 percent of towns with a population of under 10,000 have cable modem service, compared to 65 percent of cities with populations over 250,000.
- Regional Bell Operating Companies deploy DSL primarily in urban areas. 56 percent of cities over 100,000 had DSL available, but less than 5 percent of towns with less than 10,000 had this service.
- Over 50 million U.S. households can now order broadband Internet access - roughly 2 million actually subscribe to it.

Administration record

- Signed the Telecommunications Act of 1996. Since then, competitive telecommunications companies have invested \$30 billion in new networks - and are now investing \$1 billion/month.
- The e-rate is providing \$2.25 billion/year in discounts to connect schools and libraries to the Internet. Percentage of classrooms connected to Internet has increased from 3 percent in 1994 to 63 percent in 1999. Percentage of schools connected to the Internet that have high-speed connections has increased from 16 percent in 1996 to 86 percent in 1999. *take?*
- Funding for educational technology through Department of Education has increased over 3000 percent -- from \$23 million in FY93 to \$766 million in FY2000.
- Rural Utilities Service has made telecommunications infrastructure loans of \$1.4 billion over the last three years -- which are allowing companies to provide service to 783,000 of the nation's most rural households and businesses. *\$100m?*

Possible questions

- (To Irwin Jacobs and MCI/Worldcom Wireless CEO John Stupka): What kinds of wireless technologies are on the horizon that could make a difference to rural America?
 - To Erskine Bowles and Governor Hunt: Why did you make this issue a priority as part of the Rural Prosperity Task Force? How could the federal government be a partner in what you are trying to achieve in North Carolina?
- We can do better? Use our technology strengths*

- To North Carolina small business owners: Why is access to affordable broadband so important for the growth of your business? What new opportunities would it create if you had access to it?
- To FCC Chairman Kennard: How is the Telecommunications Act accelerating the deployment of broadband? *he says?*

Administration FY2001 proposals on digital divide

- \$2 billion in tax incentives to encourage companies to donate computers to schools, libraries, and community technology centers.
- \$100 million new loan guarantee program at Rural Utilities Service to encourage telecom companies to provide broadband to rural areas.
- \$150 million to train all new teachers to use technology.
- \$100 million to create 1,000 new community technology centers.
- \$45 million to triple the Technology Opportunities Program -- focused on innovative applications of technology for underserved communities. 65 percent of grants go to projects in rural area.

*need
Rural
house*



Lowell A. Weiss
04/23/2000 07:57:19 PM

Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: north carolina draft



north carolina 04.26.00.

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Gigi E. Georges/OPD/EOP@EOP
Kendra L. Brooks/OPD/EOP@EOP

PRESIDENT WILLIAM J. CLINTON
REMARKS ON CREATING DIGITAL OPPORTUNITY IN RURAL AMERICA
WHITEVILLE, NC
April 26, 2000

Acknowledge: Remote Data Systems Co-Founder Ben Frink; Erskine Bowles; Jim Hunt; Reps. Mike McIntyre, Eva Clayton, Robert Etheridge, David Price; Mayor TK; Qualcomm CEO Dr. Irwin Jacobs; Gene Sperling; Maria Echaveste; Assist. Sec. of Commerce Gregory Rohde [ROWE-dee]; Undersec. of Agriculture Jill Long Thompson; my business liaison, Jay Dunn, from Wilkes County; VP Gore, whose vision has helped to guide every step this Administration has taken to close the digital divide.

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[Need paragraph here on education: Hunt's education accomplishments; Clinton Administration education accomplishments, budget initiatives.]

*Ally E-Rt, new 3000 - new
266, new 676
+ 7109*

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Conclusion TK.

Lowell A. Weiss
04/23/2000 07:57:19 PM

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To: See the distribution list at the bottom of this message

cc:

Subject: north carolina draft



north carolina 04.26.00.

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*Ally B. - 300 - NW
244, NW 67
+ 7109*

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Lowell A. Weiss
04/23/2000 07:57:19 PM

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*Andy B-Alt, 1998 3000 - NW
226, NW 670
+ 7109*

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Conclusion TK.



Gigi E. Georges
04/23/2000 08:51:31 PM

Record Type: Record

To: Melissa G. Green/OPD/EOP@EOP, Elliott H. Baer/OPD/EOP@EOP
cc: Thomas A. Kalil/OPD/EOP@EOP, Kendra P. Goldbas/OPD/EOP@EOP
Subject: more digdiv paper



0424broadbandpaper.d 0423NCEventPaper.

For Gene --

We've made revisions to all the memos from last night. In particular, Kalil changed the questions for the roundtable discussion cards, but we don't have breakouts of urban vs. rural spending for digital divide initiatives. Kalil will call agencies in the morning to see if they can provide any of this information.

Attached, for you review, are drafts of press paper:

1. Background paper on broadband/rural access
2. NC event paper

Thanks.

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to meet
Tom

GS
4/23/00

THE IMPORTANCE OF BROADBAND INTERNET ACCESS FOR RURAL AMERICA

DRAFT April 26, 2000

BROADBAND IS THE NEXT STAGE IN THE EVOLUTION OF THE INTERNET: Today, most Americans access the Internet over an ordinary phone line, and often experience the "World Wide Wait." A wide range of telecommunications companies are beginning to provide high-speed Internet access to homes and small businesses that is 10 to 100 times faster than today's Internet -- using technologies such as cable modems, Digital Subscriber Line (a technology that uses existing phone lines), wireless, satellite, and fiber optics. At higher speeds, the Internet can rapidly transmit a digitized X-ray, allow a student to tour a museum located halfway around the world, enable someone with a disability to work from home, or allow a geographically distributed team of engineers to collaborate in the development of a new product.

BROADBAND IS CRITICAL FOR RURAL ECONOMIC DEVELOPMENT: In the 19th and 20th century, railroads, electricity, bridges and roads were critical to economic development and job creation. Today, affordable high-speed Internet access is a key element of a region's economic infrastructure. Rural businesses need broadband Internet access to:

- Allow their employees to upgrade skills using distance learning;
- Communicate electronically with their customers and suppliers -- cutting costs, increasing productivity, and reducing inventories; and
- Participate in the rapidly growing "business-to-business" electronic marketplace, which could grow to \$7.3 trillion by the year 2004 (Source: Gartner Group, January 26, 2000).

Without affordable broadband Internet access, existing rural businesses will be denied the opportunity to participate in the digital economy. Rural communities will also find it more difficult to attract new businesses, since the availability of an advanced telecommunications infrastructure will become an increasingly important factor in site selection.

RURAL COMMUNITIES ARE IN DANGER OF BEING LEFT BEHIND IN THE DIGITAL ECONOMY: A new report released today by the Department of Commerce and the Department of Agriculture concludes that rural areas are lagging behind urban areas in the availability of broadband.

- While more than 56 percent of all cities with populations exceeding 100,000 had DSL available from Regional Bell Operating Companies, less than 5 percent of cities with populations less than 10,000 had such service (*Advanced Telecommunications In Rural America*, Department of Commerce and Department of Agriculture, April 2000).
- While more than 65 percent of cities with populations over 250,000 have cable modem service, less than 5 percent of towns of 10,000 or less have this service (*Advanced Telecommunications In Rural America*, Department of Commerce and Department of Agriculture, April 2000).
- A number of the existing broadband technologies have limitations that prevent them from being deployed in rural areas. For example, DSL can only be offered if customers are within 3 1/2 miles of the "central office" of the telecommunications company. [A central office is where a telecommunications company locates the equipment needed to provide services.] (*Advanced Telecommunications In Rural America*, Department of Commerce and Department of Agriculture, April 2000).
- Deployment of broadband is slower in rural areas because of the lower density of customers. For many broadband technologies, the cost to serve a given customer increases with the distance between customers.

**THE PRESIDENT'S NEW MARKETS TRIP:
FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY**
Expanding High-Speed Internet Access in Rural America

DRAFT April 26, 2000

TODAY, PRESIDENT CLINTON WILL CONTINUE HIS DIGITAL DIVIDE NEW MARKETS TRIP WITH A VISIT TO WHITEVILLE, NORTH CAROLINA TO HIGHLIGHT THE IMPORTANCE OF BROADBAND INTERNET ACCESS TO RURAL COMMUNITIES. President Clinton will spend today in Whiteville, NC, where he will highlight the importance of high-speed (broadband) Internet access to rural economic prosperity. In order to fully participate in the emerging digital economy, rural communities like Whiteville need access to the infrastructure of the 21st century -- advanced telecommunications services. *+ 531 Jernid*

The President will begin his trip with a visit to Remote Data Systems, an environmental monitoring firm, where he will host a roundtable discussion with CEOs from leading technology and communication companies, North Carolina small business owners, Members of Congress, North Carolina Governor Jim Hunt, and former White House Chief of Staff Erskine Bowles. President Clinton will then speak to the people of Whiteville about expanding "digital opportunity" to rural communities.

PRESIDENT CLINTON WILL FOCUS ATTENTION ON DIGITAL OPPORTUNITY FOR RURAL AMERICA

The President recently issued a National Call to Action with the goals of 1) Providing 21st century learning tools for every child in every school, and 2) Creating digital opportunity for every American family and community. Last week he visited East Palo Alto, CA, Shiprock, NM and spoke at the COMDEX/Spring conference in Chicago, to highlight the importance of these goals in underserved areas. His visit to Whiteville, NC will focus on the challenges faced by rural America in the Information Age.

Despite the rapid expansion of the digital economy, rural America still faces significant barriers to fully utilizing information technology as a tool for economic development and life-long learning. Many rural areas lack access to advanced telecommunications services at affordable rates:

- **Lack of High-Speed Service.** Regional Bell Operating Companies deploy DSL (high-speed Internet access using copper phone lines) primarily in urban areas. 56 percent of cities over 100,000 had DSL service available compared to less than 5 percent of towns with populations of less than 10,000 (Department of Commerce, Advanced Telecommunications in Rural America, April 2000). *changed by EBB*

In February 2000, the North Carolina Rural Prosperity Task Force, created by Governor Jim Hunt, identified broadband Internet access and IT skills as engines of economic growth in rural North Carolina. Whiteville, NC, which is located in Columbus County, vividly illustrates the challenges identified in the Report:

- **High Unemployment.** Columbus County has an unemployment rate of 12.1 percent – one of the highest in the state (Employment Security Commission, State of North Carolina, February 2000).
- **High Costs of Internet Service.** The advanced telecommunications service used by business for high-speed Internet access costs \$21000 per year in Columbus County, compared to \$3000 per year in urban areas like Raleigh, NC – a sevenfold difference in annual costs (Rural Prosperity Task Force Report, February 2000).

PRESIDENT CLINTON WILL ANNOUNCE KEY PUBLIC AND PRIVATE SECTOR INITIATIVES TO BRING DIGITAL OPPORTUNITY TO RURAL AMERICA:

- The Rural Utility Service Will Propose Policy Reforms to Expand its \$670 Million Telecommunications Loan Program for Broadband Access in Rural America *Don't forget*
- QUALCOMM Will Announce a \$1 Million Investment in High-Speed Internet in 8 Rural Communities
- The National Science Foundation Will Announce a \$10 Million Commitment in R&D for Next Generation Broadband Technologies in Rural America
- MCI/WorldCom Will Announce a \$2 Million Multi-Year Commitment to Rural America for Broadband Access
- Red Hat Will Pledge to Provide Software and Training To 100 Small Businesses in Rural North Carolina
- AT&T will Pledge \$1.2 Million to Develop IT Curricula in North Carolina Universities
- The Department of Commerce and The Department of Agriculture Will Release a New Report on the Challenges of Broadband Access in Rural America

A COMPLETE LIST OF CLINTON-GORE AND PRIVATE SECTOR INITIATIVES TO BRING DIGITAL OPPORTUNITY TO RURAL AMERICA

- The Rural Utilities Service (RUS) Proposal To Expand its \$670 Million Telecommunications Loan Program to Stimulate Broadband Investment in Rural America. RUS is proposing policy reforms to expand its \$670 million telecommunications loan program so that companies can use it to deploy broadband services. Currently, RUS can only lend to companies that agree to provide basic phone service. Regulatory changes will allow RUS to use more of its lending authority for rural telecommunications to encourage private sector investment in rural broadband services.
- QUALCOMM Will Announce a \$1 Million Investment in Internet Access Technology. QUALCOMM Inc., will invest \$1 million in efforts to provide rural and underserved areas with access to the Internet, using wireless technology called High Data Rate (HDR). HDR provides economical high-speed Internet access over the existing wireless phone network and can work in existing cellular and digital networks. Over the next 2 years, QUALCOMM will deploy its new HDR wireless broadband Internet technology in at least eight rural and underserved communities. Each of these deployments will serve a minimum of 10 square miles and provide broadband wireless access for a minimum of 100 PCs.
- The National Science Foundation Will Announce a \$10 Million Commitment for Research in Next Generation Broadband Technologies for Rural America. The National Science Foundation (NSF) will increase its FY2001 research investment in broadband technologies by \$10 million, with particular focus on the needs of rural America. Since NSF supports university-based research, this initiative will also increase the supply of undergraduate and graduate students in technical fields with insights into the challenges of providing broadband telecommunications to rural areas.
- MCI/WorldCom Will Announce a \$2 Million Multi-Year Commitment to Rural America MCI/WorldCom will announce a \$2 Million investment to expand high-speed Internet access in Raleigh, NC and three rural communities; Hattiesburg, MS; Houma, LA; and Dothan, AL -- and to provide free access to 5-7 schools, libraries and community technology centers in each trial area.
- Red Hat Will Pledge to Provide Software and Training to North Carolinians. Software provider Red Hat will donate 500 copies of Red Hat Linux to rural North Carolina small businesses and non-profit organizations. In addition, Red Hat will provide training and certification as Red Hat Certified Engineers to employees of 100 rural small businesses.
- AT&T Will Pledge \$1.2 Million to the Education Alliance. AT&T will announce a \$1.2 million multi-year investment to develop information technology and network management training for higher education students in North Carolina State University, North Carolina AT&T University, Ohio State University, Miami University of Ohio, and Steven's Institute of Technology.
- The Department of Commerce and The Department of Agriculture Will Release a New Report on the Challenges of Broadband Access in Rural America. The Department of Commerce (National Telecommunications and Information Administration) and the Department of Agriculture (Rural Utilities Service) will release its latest report, "*Advanced Telecommunications in Rural America*," which analyzes the current state of deployment of broadband services in rural areas, and the strengths and weakness of different broadband technologies. The report also recommends steps that could accelerate the deployment of advanced services to rural communities. This report was requested by Senators Daschle, Harkin, Johnson, Wyden, Conrad, Kerrey, Wellstone, Murray, Baucus, and Dorgan.
- Technology For All Will Pledge Broadband Access to 100 HUD Neighborhood Network Centers. Technology For All (TFA), a national non-profit technology organization, will provide broadband Internet access for 100 computer learning centers affiliated with the Department of Housing and Urban Development (HUD). [XXX of the HUD Neighborhood Network sites to receive service from TAF are located in rural communities].
- The New Market Equity Fund Will Launch with \$4 Million in Commitments. The New Market Equity Fund (NMEF) will announce its official launch with \$4 million in total capital. NMEF will announce a \$2 million capital commitment from the Pequot Indian Tribe and a \$2 million capital commitment from AT&T. In addition, AT&T has committed to serve on the NMEF advisory board and provide \$30 million in investment referrals of technology projects. Working with AT&T and other strategic partners, NMEF has committed to making its first investment in ATLATL Enterprises, a Native-American owned technology industry firm located in rural North Carolina.



Lowell A. Weiss
04/23/2000 07:57:19 PM

Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: north carolina draft



north carolina 04.26.00.

Folks,

Thanks for looking at this so early. A couple of points: You'll notice that this draft doesn't go into a lot of detail on broadband cost-comparisons or give a lot of specifics about broadband technologies. Erskine's people had requested that we allow Erskine to that kind of stuff. I think that's fine. It gives the President to be big-picture. Also, Gene has asked for a section on education, given that Hunt has been such a national leader on the issue. I've left room for this in my draft, as you'll see. I'd appreciate your help in figuring out how to do it quickly and efficiently. Finally, I haven't quite finished my conclusion (but you'll be proud to see that I've kept my history shit to a minimum -- and put it at the very end!).

Lowell

Message Sent To:

Melissa G. Green/OPD/EOP@EOP
Elliott H. Baer/OPD/EOP@EOP
Thomas A. Kalil/OPD/EOP@EOP
Gigi E. Georges/OPD/EOP@EOP
Kendra L. Brooks/OPD/EOP@EOP

PRESIDENT WILLIAM J. CLINTON
REMARKS ON CREATING DIGITAL OPPORTUNITY IN RURAL AMERICA
WHITEVILLE, NC
April 26, 2000

Acknowledge: Remote Data Systems Co-Founder Ben Frink; Erskine Bowles; Jim Hunt; Reps. Mike McIntyre, Eva Clayton, Robert Etheridge, David Price; Mayor TK; Qualcomm CEO Dr. Irwin Jacobs; Gene Sperling; Maria Echaveste; Assist. Sec. of Commerce Gregory Rohde [ROWE-dee]; Undersec. of Agriculture Jill Long Thompson; my business liaison, Jay Dunn, from Wilkes County; VP Gore, whose vision has helped to guide every step this Administration has taken to close the digital divide.

This is a fortunate time for our country. We have the strongest economy in history. We have the lowest African American and Hispanic unemployment rates our country has ever recorded, and the lowest female unemployment rate in 40 years. But we all know there are people and places that are at risk of being left behind.

Over the past year, on my New Markets tours, I have visited many of these places – from the inner cities of Newark and Hartford ... to Lakota and Navajo lands in South Dakota and New Mexico ... to hard-pressed rural communities like this one, where farmers are struggling, plants are closing, and Mother Nature has a way of washing away hopes and dreams.

But in each of the places I have traveled, I have seen a lot of untapped potential. I have met intelligent, able Americans eager for work. I have met entrepreneurs who have returned to their home towns intent on building local economies. I have seen remarkable business opportunities for investors willing to look a few exits off the beaten path. That's what I saw this morning when I visited Rural Data Systems. That's what I want to help you to build throughout Columbus County.

Because Columbus County matters. And rural America matters. In the words of George Autry, North Carolina's late, great champion of rural economic development, "Even those of us a generation or two removed from the farm trace our love of the environment, our feelings for fellowman, and our sense of place to the routines of rural community life." My friends, I grew up in small-town America, and I want every American to recognize that we can't flourish as a nation unless we tend to our rural roots.

In this day and age, one of the best ways we can do that is by helping every family and every business get access to the tools of the Information Age. New technologies like broadband Internet access can help Columbus County compete with more urban areas for new businesses. They can allow companies like Remote Data Systems to communicate far more efficiently with customers and suppliers ... help farmers to find markets for crops and cattle ... give families in rural health clinics access to the finest medical specialists ... and give students even in the most remote schoolhouses access to the same world of knowledge, at the same instant, as children in the wealthiest communities in America. I believe these new technologies can be the greatest equalizers our society has ever known. And that is why I have focused this, my third, New Markets tour on closing the digital divide.

for Rural America

Of course, there are some people out there who don't know why we're making such a fuss about this digital divide. They say, "Don't worry. High-speed Internet access will extend to rural America. Sure, it might take an extra 5 or 10 or 15 years. But it will eventually there." Well, I came here today to say: That's not good enough.

and now

I know your governor agrees. That's why he appointed Erskine Bowles, one of the finest men I know, to head up his Rural Prosperity Task Force. Let's be honest: there are a lot of commissions out there. But when you create a commission and put a leader like Erskine Bowles in charge, you know you're going to get results.

And that's exactly what North Carolina got. The action plan that Erskine's task force completed in February is an outstanding model for the entire country. It lays out in very specific and realistic terms exactly how the public, private, and nonprofit sectors can combine forces to close the gap between the thriving and the struggling parts of this state.

Of course, the number one priority the task force identified was overcoming the tyranny of distance with high-speed, reliable Internet access in every community. A close second was giving people in rural North Carolina greater educational opportunity at every stage of life. After all, in the words of Erskine's report, "even good roads don't work if people don't know how to drive on them." We're going to be your partners in meeting both of these vital goals.

[Need paragraph here on education: Hunt's education accomplishments; Clinton Administration education accomplishments, budget initiatives.]

*Andy E. Act, 1998 3000 - NW
244, NW 676
+ 7109*

And we're committed to helping you close this digital divide. This is why my new budget includes the most ambitious information technology initiatives ever proposed. My budget includes up to \$100 million in loan guarantees to companies that are willing to provide broadband services to rural areas; \$2 billion in tax incentives to encourage private sector firms to donate computers, provide technology training to workers, and adopt community technology centers; \$150 million for training all new teachers in how to use technology effectively in the classroom; and \$100 million to help create 1,000 community technology centers across the country.

This is also why I have issued a National Call to Action for Digital Opportunity – to enlist the support of businesses, governments, community groups, and foundations in bringing 21st century technology into every school and every community. Today, I want to highlight some of the forward-thinking ways that these groups are answering our Call to Action for the benefit of rural America.

Qualcomm will invest \$TK million to provide rural and underserved areas with access to the Internet. Over the next two years, Qualcomm will deploy its new HDR wireless broadband technology to at least eight rural and underserved communities, including Columbus County. MCI/WorldCom will invest \$2 million to increasing high-speed Internet access in three rural American communities. Names TK. Red Hat will donate 500 copies of its web server software to rural North Carolina communities, and it will provide free professional training and certification to employees of 100 rural small businesses. AT&T is making a \$1.2 million investment to develop information technology curricula, and to establish a distinguished lecture series on network management technology with North Carolina State, North Carolina AT&T, and three other distinguished universities.

The National Science Foundation will increase its research investment in broadband technologies by \$10 million, with particular focus on the needs of rural America. The National Telecommunications and Information Administration is releasing its latest report on advanced telecommunications in rural America, which provides the detailed analysis we will need to target our resources most effectively. The Rural Utility Service, the successor to the Rural Electrification Administration, is proposing to expand its \$670 million telecommunications loan program so that companies can use it for offering broadband services, not just basic phone service.

I am grateful to all of these public and private organizations for their commitments. And I will continue to work with them and others to give you the tools you need to build the future all rural Americans deserve.

A half century ago, when Gov. William Kerr Scott proposed to create your remarkable network of farm-to-market roads, there was great opposition in the General Assembly and so he took his appeal directly to the people. In a dramatic radio address broadcast all across the state, he reminded the people of North Carolina that "every time [we] have consulted courage and made an investment in the development of the people and the state, we have made giant strides toward economic power." And he quoted from a famous passage in Proverbs: "There is that scattereth and yet increaseth" – or in the New International Version, "One man gives freely, yet gains even more."

Let us remember this profound truth as we take on the challenge of creating the great farm-to-market roads of the 21st century....

Conclusion TK.



Gigi E. Georges
04/23/2000 08:51:31 PM

Record Type: Record

To: Melissa G. Green/OPD/EOP@EOP, Elliott H. Baer/OPD/EOP@EOP
cc: Thomas A. Kalil/OPD/EOP@EOP, Kendra P. Goldbas/OPD/EOP@EOP
Subject: more digdiv paper



0424broadbandpaper.d0423NCEventPaper.

For Gene --

We've made revisions to all the memos from last night. In particular, Kalil changed the questions for the roundtable discussion cards, but we don't have breakouts of urban vs. rural spending for digital divide initiatives. Kalil will call agencies in the morning to see if they can provide any of this information.

Attached, for you review, are drafts of press paper:

1. Background paper on broadband/rural access
2. NC event paper

Thanks.

GG
need to
see draft
to meet
Tom
GG
4/23/00

THE IMPORTANCE OF BROADBAND INTERNET ACCESS FOR RURAL AMERICA

DRAFT April 26, 2000

BROADBAND IS THE NEXT STAGE IN THE EVOLUTION OF THE INTERNET: Today, most Americans access the Internet over an ordinary phone line, and often experience the "World Wide Wait." A wide range of telecommunications companies are beginning to provide high-speed Internet access to homes and small businesses that is 10 to 100 times faster than today's Internet -- using technologies such as cable modems, Digital Subscriber Line (a technology that uses existing phone lines), wireless, satellite, and fiber optics. At higher speeds, the Internet can rapidly transmit a digitized X-ray, allow a student to tour a museum located halfway around the world, enable someone with a disability to work from home, or allow a geographically distributed team of engineers to collaborate in the development of a new product.

BROADBAND IS CRITICAL FOR RURAL ECONOMIC DEVELOPMENT: In the 19th and 20th century, railroads, electricity, bridges and roads were critical to economic development and job creation. Today, affordable high-speed Internet access is a key element of a region's economic infrastructure. Rural businesses need broadband Internet access to:

- Allow their employees to upgrade skills using distance learning;
- Communicate electronically with their customers and suppliers -- cutting costs, increasing productivity, and reducing inventories; and
- Participate in the rapidly growing "business-to-business" electronic marketplace, which could grow to \$7.3 trillion by the year 2004 (Source: Gartner Group, January 26, 2000).

Without affordable broadband Internet access, existing rural businesses will be denied the opportunity to participate in the digital economy. Rural communities will also find it more difficult to attract new businesses, since the availability of an advanced telecommunications infrastructure will become an increasingly important factor in site selection.

RURAL COMMUNITIES ARE IN DANGER OF BEING LEFT BEHIND IN THE DIGITAL ECONOMY: A new report released today by the Department of Commerce and the Department of Agriculture concludes that rural areas are lagging behind urban areas in the availability of broadband.

- While more than 56 percent of all cities with populations exceeding 100,000 had DSL available from Regional Bell Operating Companies, less than 5 percent of cities with populations less than 10,000 had such service (*Advanced Telecommunications In Rural America*, Department of Commerce and Department of Agriculture, April 2000).
- While more than 65 percent of cities with populations over 250,000 have cable modem service, less than 5 percent of towns of 10,000 or less have this service (*Advanced Telecommunications In Rural America*, Department of Commerce and Department of Agriculture, April 2000).
- A number of the existing broadband technologies have limitations that prevent them from being deployed in rural areas. For example, DSL can only be offered if customers are within 3 1/2 miles of the "central office" of the telecommunications company. [A central office is where a telecommunications company locates the equipment needed to provide services.] (*Advanced Telecommunications In Rural America*, Department of Commerce and Department of Agriculture, April 2000).
- Deployment of broadband is slower in rural areas because of the lower density of customers. For many broadband technologies, the cost to serve a given customer increases with the distance between customers.

**THE PRESIDENT'S NEW MARKETS TRIP:
FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY**

Expanding High-Speed Internet Access in Rural America

DRAFT April 26, 2000

DAY, PRESIDENT CLINTON WILL CONTINUE HIS DIGITAL DIVIDE NEW MARKETS TRIP WITH A VISIT TO WHITEVILLE, NORTH CAROLINA TO HIGHLIGHT THE IMPORTANCE OF BROADBAND INTERNET ACCESS TO RURAL COMMUNITIES. President Clinton will spend today in Whiteville, NC, where he will highlight the importance of high-speed (broadband) Internet access to rural economic prosperity. In order to fully participate in the emerging digital economy, rural communities like Whiteville need access to the infrastructure of the 21st century -- advanced telecommunications services. *+ 5/3/01 Jernie*

The President will begin his trip with a visit to Remote Data Systems, an environmental monitoring firm, where he will host a roundtable discussion with CEOs from leading technology and communication companies, North Carolina small business owners, Members of Congress, North Carolina Governor Jim Hunt, and former White House Chief of Staff Erskine Bowles. President Clinton will then speak to the people of Whiteville about expanding "digital opportunity" to rural communities.

PRESIDENT CLINTON WILL FOCUS ATTENTION ON DIGITAL OPPORTUNITY FOR RURAL AMERICA

The President recently issued a National Call to Action with the goals of 1) Providing 21st century learning tools for every child in every school, and 2) Creating digital opportunity for every American family and community. Last week he visited East Palo Alto, CA, Shiprock, NM and spoke at the COMDEX/Spring conference in Chicago, to highlight the importance of these goals in underserved areas. His visit to Whiteville, NC will focus on the challenges faced by rural America in the Information Age.

Despite the rapid expansion of the digital economy, rural America still faces significant barriers to fully utilizing information technology as a tool for economic development and life-long learning. Many rural areas lack access to advanced telecommunications services at affordable rates:

- **Lack of High-Speed Service.** Regional Bell Operating Companies deploy DSL (high-speed Internet access using copper phone lines) primarily in urban areas. 56 percent of cities over 100,000 had DSL service available compared to less than 5 percent of towns with populations of less than 10,000 (Department of Commerce, Advanced Telecommunications in Rural America, April 2000). *changed by EBS*

In February 2000, the North Carolina Rural Prosperity Task Force, created by Governor Jim Hunt, identified broadband Internet access and IT skills as engines of economic growth in rural North Carolina. Whiteville, NC, which is located in Columbus County, vividly illustrates the challenges identified in the Report:

- **High Unemployment.** Columbus County has an unemployment rate of 12.1 percent – one of the highest in the state (Employment Security Commission, State of North Carolina, February 2000).
- **High Costs of Internet Service.** The advanced telecommunications service used by business for high-speed Internet access costs \$21000 per year in Columbus County, compared to \$3000 per year in urban areas like Raleigh, NC – a sevenfold difference in annual costs (Rural Prosperity Task Force Report, February 2000).

PRESIDENT CLINTON WILL ANNOUNCE KEY PUBLIC AND PRIVATE SECTOR INITIATIVES TO BRING DIGITAL OPPORTUNITY TO RURAL AMERICA:

- The Rural Utility Service Will Propose Policy Reforms to Expand its \$670 Million Telecommunications Loan Program for Broadband Access in Rural America
- QUALCOMM Will Announce a \$1 Million Investment in High-Speed Internet in 8 Rural Communities
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- MCI/WorldCom Will Announce a \$2 Million Multi-Year Commitment to Rural America for Broadband Access
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Draft 4/25/00 5:55pm
Lowell Weiss

PRESIDENT WILLIAM J. CLINTON
REMARKS ON CREATING DIGITAL OPPORTUNITY IN RURAL AMERICA
WHITEVILLE, NC
April 26, 2000

Acknowledge: Craig Turner, of Remote Data Systems; Erskine Bowles; Jim Hunt [Everyone knows that Gov. Hunt has made North Carolina a model for the entire nation in educational innovation – through Smart Start, enhancing teacher quality, and demanding real accountability from every school. But many people forget that he has been a technology visionary for decades. In fact, back in the early 1980s, when the Atari game player was considered a marvel of computer technology, they used to call Jim Hunt an “Atari Democrat.”]

Reps. Mike McIntyre, Eva Clayton, Robert Etheridge; Mayor Ann Jones; Qualcomm CEO Dr. Irwin Jacobs; Red Hat Center Chairman Bob Young; Gene Sperling; Maria Echaveste; Sec. Slater; FCC Chairman Bill Kennard; Undersec. of Agriculture Jill Long-Thompson; Assist. Sec. of Commerce Gregory Rohde [RO-dee]; my business liaison, Jay Dunn, from Wilkes County. And I'd like to say a special word of appreciation to one person who is not here who helped us to develop our entire approach to closing the digital divide: Vice President Al Gore.

This is a fortunate time for our country. We have the strongest economy in history. We have the lowest African-American and Hispanic unemployment rates our country has ever recorded, and the lowest female unemployment rate in 40 years. But we all know there are people and places that are at risk of being left behind.

Over the past year, on my New Markets tours, I have visited many of these places – from the inner cities of Newark and Hartford ... to Lakota and Navajo lands in South Dakota and New Mexico ... to rural communities like this one, where farmers are struggling, factories are closing, and Mother Nature has a way of washing away hopes and dreams.

But in each of the places I have visited, I have seen a lot of untapped potential. I have met intelligent, able Americans eager for work. I have seen remarkable business opportunities for investors willing to look a few exits off the beaten path. That's what I saw this morning when I visited Remote Data Systems. That's what I want to help you to create throughout Columbus County.

Because Columbus County matters. And rural America matters. Rural communities feed our nation and nourish the values on which America was born. In the words of George Autry, North Carolina's late, great champion of rural economic development, “Even those of us a generation or two removed from the farm trace our love of the environment, our feelings for fellowman, and our sense of place to the routines of rural community life.” My friends, I am a son of small-town America. I want every American to recognize that we can't flourish as a nation unless we tend to our rural roots.

In this day and age, one of the best ways we can do that is by helping every family and every business get access to the tools of the Information Age. And that is why when we decided to focus our third New Markets tour on efforts to close the digital divide, I knew we had to put special emphasis on rural America.

Of course, there are some people out there who don't know why we're making such a fuss about this digital divide. They say: "Don't worry. High-speed Internet access eventually will extend to rural communities. Just give it an extra 5 or 10 years." Well, I say: There's nothing high-speed about that. Why should rural America be stuck in the slow lane while the rest of the country is racing ahead on the Information Superhighway?

It is fitting that we meet today at an old railroad depot. Just think how important the railroads – and then electricity, bridges, and the good roads for which North Carolina is famous – were to the economic development of this state. Today, affordable, high-speed Internet access is every bit as important. It will allow companies like Remote Data Systems to communicate far more efficiently with customers and suppliers. It will help farmers find markets for crops and cattle ... give families in rural health clinics access to the finest medical specialists ... and give students in even the most remote schoolhouses access to the same world of knowledge, at the same instant, as children in the wealthiest communities in America. I believe that these new technologies can be the greatest equalizers our society has ever known.

I know that your Governor agrees. That's why he appointed Erskine Bowles, one of the finest men I know, to head the Rural Prosperity Task Force. Let's face it: there are a lot of task forces out there. But this man puts the force back into Task Force.

As you've just heard, Gov. Hunt and Erskine Bowles have already reached an agreement with Bell South, Sprint, and GTE to make affordable, high-speed Internet access available for every citizen and business in this state – no matter where they're located – within the next three years. Now, that's what I call high-speed access. This is a stunning achievement for the people of North Carolina. I congratulate you all.

But, of course, if we want these technologies to spread to every part of rural America, we've got a ways to go. Today, the Departments of Commerce and Agriculture are releasing a major report on the state of advanced telecommunications in rural America. The report, which was commissioned by 10 Democratic Senators, documents the disparities between urban and rural areas in high-speed Internet availability. It found that while well over half of all cities with more than 100,000 people had access to DSL service – one of the most common high-speed Internet technologies – only 5% of small towns could get this same service. And as you've already heard, even when high-speed service is available in rural communities, it is often unaffordable.

That's why I am so pleased with the agreement you have reached here in North Carolina. And that is why we want to help every state follow your lead. Already, through the E-rate initiative, our Technology Opportunity Program, and our new Technology Literacy Challenge, we're helping to provide computers, training, Internet access, and innovative software to thousands of communities across the country. My new budget goes even further. I'm asking

Congress for loan guarantees to companies that are willing to provide high-speed Internet services to rural areas; tax incentives to encourage private sector firms to donate computers and provide technology training to their workers; funding to help all new teachers use technology effectively in the classroom; and resources to create 1,000 community technology centers across the country.

Today, I am also proud to announce two new federal commitments that will make an enormous difference. First, the Rural Utilities Service, the successor to the Rural Electrification Administration, is proposing to expand its \$670 million telecommunications loan program so that companies can use it to offer high-speed Internet services, not just basic phone service. Second, the National Science Foundation will increase its research investment in high-speed Internet technologies by \$10 million, with particular focus on the needs of rural America.

A few weeks ago, I issued a National Call to Action for Digital Opportunity – to enlist the support of businesses, community groups, and foundations in bringing 21st century technology into every school and every community. Today, I want to highlight some of the ways that forward-thinking firms are answering our Call to Action for the benefit of rural America.

Over the next two years, Qualcomm will invest \$1 million to deploy its new high-speed wireless technology to at least eight rural and underserved communities, including Columbus County. MCI/WorldCom will invest \$2 million to increase wireless Internet access in three rural communities in the South. AT&T is making a \$1.2 million investment to develop information technology and network management training with North Carolina State, North Carolina AT&T, and other distinguished universities. And Red Hat Software, based in Durham, will provide free professional training and certification in the use of its software to employees of 100 rural small businesses. I am grateful to all of these companies for their commitments. I will continue to work with them and others until North Carolina has all the technological tools you need and deserve.

A half century ago, Gov. Kerr [KAR] Scott forever altered the course of North Carolina's economy and society with his remarkable program of farm-to-market roads. For the first time, farmers in remote areas were able to get their perishable goods to markets throughout the state and the nation – alleviating the pressure for rural North Carolinians to crowd into cities, empowering thousands of families to earn a good living in the communities where they were born.

Today, with same foresight and the newest tools, North Carolina is setting out to build the farm-to-market roads of the 21st century. In the words of Kerr [KAR] Scott, you have “consulted courage and chosen to invest” in every corner of this state. And I am deeply grateful. For as you lay down new cable, you are also laying down a marker for our entire nation. You are saying: We cannot – and will not – leave rural America behind.

###



Thomas A. Kalil

04/14/2000 05:23:09 PM



Record Type: Record

To: Elliott H. Baer/OPD/EOP@EOP, Melissa G. Green/OPD/EOP@EOP

cc:

Subject: People to Contact on disabilities event

Judy Brewer, Director of the Web Accessibility Initiative, World Wide Web Consortium (W3C), Boston, MA, (617) 258-9741. Judy is widely known as one of the chief experts on web accessibility and has been central to the development of accessible web standards.

Alan Dinsmore, Executive Director, American Federation for the Blind, 202-408-8171. Alan is also one of the Technology Task Force Co-Chairs of the Consortium for Citizens with Disabilities, the DC-based lobbying organization for people with disabilities. Issues of access for the blind are paramount with respect to the Digital Divide.

Andy Imparato, President and CEO, American Association of People with Disabilities (AAPD), (202) 457-0046. Andy is a sharp Yale Graduate and Stanford Law School Graduate, who became President and CEO of AAPD last November. Formerly he worked in the National Council on Disability and the EEOC. AAPD is the only umbrella, cross-disability membership organization, and is coordinating this summer's ADA 10th Anniversary activities.

Pat Wright, Director of Government Affairs, Disability Rights Education and Defense Fund, (301) 891-3070. Known as "The General" for her leadership on the Americans with Disabilities Act. Views technology as key to employment success for people with disabilities, and therefore an important disability rights issue.

Karen Tramontano

04/13/2000

12:18:31 PM

Record Type: Record

To: Gene B. Sperling/OPD/EOP@EOP

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

Subject: potus notes

yesterday the president asked me to pass this on to gene:

hiram e. jackson, president of global view technologies is the largest e-rate minority contractor -- he would very much like to be involved in the new markets tour -- the president suggested that we invite him to chicago -- i have no idea whether that works --

mr jackson can be reached at

global view technologies
220 w. congress suite 410
detroit, michigan 48226

phone 313-964-3355
fax 313-964-1828
e-mail hjDMC1@aol.com

thanks

Adrian
Let's do
a last down
of who else
we may have
not invited that
maybe we should
even if Fed are
not so AFI
GS 4/13/00

**Four Corners Regional Airport
Farmington, New Mexico**

White House will provide transportation to Shiprock site

Call time: 5:00 p.m.

Confirmed Participants 14 (2)

Robert Rutherford, CEO, Native American Systems

John Koehler, CEO, Tachyon, Inc.

Michael Capellas, CEO, Compaq

Bruce Brooks, President, Community Foundation, Microsoft

Karen Smith, Executive Director, TechCorp

Louis Pugliese, CEO, Blackboard, Inc.

Susan Masten, President, National Congress of American Indians

Kelsey Begaj, President, Navajo Nation

Kweisi Mfume, NAACP

Rev. Jesse Jackson, Rainbow PUSH

Raul Yzaguirre, NCLR

Yosef Jackson, One Net Now

Jeff Arnold, WebMD T

Steve Case AOL T

Tuesday, April 11, 2000 7:00 pm

PRIVATE DELEGATION

For internal use only

Not for press use

Plugged In

2115 University Avenue
East Palo Alto, California
phone: (650) 322-1134
fax: (650) 322-6147

Call time: 9:00 a.m.

Confirmed Participants 24 (4)

Carly Fiorina, CEO, HP
John Morgridge, Chairman, Cisco
Khaliel Tuzman, CEO, Govworks
Bob Johnson, BET
Roberta Katz, Technet
Irwin Jacobs, Qualcomm
Ted Waitt, Gateway
Rae Grad, Power Up
Drew Altman, Kaiser Family Foundation
Henry Cisneros, Univision
Robert Knowling, Covad Communications
Darien Dash, DME
Magic Johnson
Rebecca Lobo, New York Liberty (WNBA)
Steve Smith, Portland Trailblazers
Eric Schmidt, Novell T
Larry Ellison, Oracle T
George Vradenberg, AOL T
Carlton Jenkins, One Net Now T
John Doerr, Kleiner Perkins T
Jim Morgan, CEO, Applied Materials T
Kweisi Mfume, NAACP
Rev. Jesse Jackson, Rainbow PUSH
Raul Yzaguirre, NCLR
Yosef Jackson, One Net Now

Handwritten signature: Ledy Grol

Handwritten initials: GS
Handwritten date: 4/11/00

**Four Corners Regional Airport
Farmington, New Mexico**

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Ted Waitt, Gateway
Rae Grad, Power Up
Drew Altman, Kaiser Family Foundation
Henry Cisneros, Univision
Robert Knowling, Covad Communications
Darien Dash, DME
Magic Johnson
Rebecca Lobo, New York Liberty (WNBA)
Steve Smith, Portland Trailblazers
Eric Schmidt, Novell T
Larry Ellison, Oracle T
George Vradenberg, AOL T
Carlton Jenkins, One Net Now T
John Doerr, Kleiner Perkins T
Jim Morgan, CEO, Applied Materials T
Kweisi Mfume, NAACP
Rev. Jesse Jackson, Rainbow PUSH
Raul Yzaguirre, NCLR
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Handwritten initials: GS
Handwritten date: 4/11/00

From LARRY
IRVING

Page 3

1ST STORY of Level 1 printed in FULL format.

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Fortune

April 17, 2000

SECTION: E-COMPANY; Pg. 530

LENGTH: 532 words

HEADLINE: From Rap to Retail: Wiring the Hip-Hop Nation;
don't bet against Russell Simmons

BYLINE: Eryn Brown

BODY:

An entourage of clothing designers, business associates, and TV and record executives floods into Russell Simmons' New York office. "We need to talk about the Website," one of them begins saying. They chat for all of five minutes before Simmons stops; he's got a thought. He dials his intercom and grabs for his tofu, lettuce, and tomato burrito. "Simone!" he says to his assistant. "Get me Magic Johnson." After a brief discussion with Johnson, Simmons hangs up and starts up with the marketing team again. In midsentence he interrupts himself to call his wife, model Kimora Lee Simmons, to talk about Phat Farm, his clothing company. Three minutes later it's back to the Website again. The zigzag of subjects continues: rappers, the Website, advertising, the Website. All flit in and out of Simmons' focus.

So it goes with Simmons, 42. This is a guy who likes to have a lot going on. As the acknowledged godfather of the hip-hop industry, Simmons has spent much of the past 20 years keeping up with--and creating--trends in rap, street art, clothes, and comedy. He's made millions as a record company executive (he co-founded Def Jam Records and sold his stake to Seagram last year for a reported \$ 100 million), in movies (he co-produced The Nutty Professor), in TV (Def Comedy Jam), and in fashion (Phat Farm, his burgeoning clothing line). He's even got his own advertising agency.

This summer, with the launch of a new Website, 360hip-hop.com, Simmons is adding the Internet to his slate. He's not the first mover; outfits like BET.com and Urban Box Office, among others, already target his audience of hip-hop aficionados. But given his track record, people expect Simmons to do it better.

If there's anything his success has shown, it's that Simmons knows his audience--young, large (40 million people, by the company's estimate), as much as 80% white, mostly wired, and itching to spend, spend, spend. "I believe this is the most important cultural group in America," Simmons says. "People say, 'You keep hip-hop, and we'll keep the rest.' But they're giving me all of young America! The rest of it is old and out-of-date."

So what will 360hip-hop.com look like? Selwyn Hinds, its chief creative

Gene
Article on
Simmons
Let's
Dance
Jazz
6/11/00

Fortune, April 17, 2000

officer, is long on enthusiasm but short on specifics: "We don't want to have this look like it's all 'street' influence. We want it to be futuristic." There'll be tons of music, news, lifestyle content, and chat, he says. And the site will sell Simmons' products--Phat Farm jeans and videos of classic Def Comedy Jam sessions--as well as other brands of clothes and music.

The site's biggest advantage is its access to the stars Simmons has worked with or made famous over the years, people like Will Smith, Busta Rhymes, and Chris Rock. Streaming-video interviews with those stars will be regularly featured.

Simmons' staff has got plenty of figuring out still to do. The Web team just got started in January, and the site is supposed to launch on June 6. That said, people have doubted Simmons before, and he's almost always delivered. "Not many people can stay cool for 20 years," says Morgan Stanley's star software analyst, Chuck Phillips. "That's worth a lot."

GRAPHIC: COLOR PHOTO: DAVID BARTOLOMI, From left, Selwyn Hinds, Russell Simmons, and Mark Hines of 360hip-hop.com

LANGUAGE: ENGLISH

LOAD-DATE: April 5, 2000

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Capital Children's Museum
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Children's Express
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Consortium for Services to Homeless Families, Inc. (ConServe, Inc.)
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SECOND STOP – The Navajo Nation in Shiprock, New Mexico (Afternoon of Day One, April 17)

Message: Providing Digital Opportunity to Native Americans.

- As you remember, President Clinton was the first President to visit Indian Country since President Franklin Roosevelt.
- Native American communities continue face major economic and social challenges. This stop in Shiprock, the President will discuss how private and public sector investments can help bring digital opportunity to Native Americans. He will focus on access to technology as a vehicle for economic development, education and employment opportunities to Native Americans. New technologies could create “leapfrog” opportunities for Native American communities.
- The President will address an outdoor crowd of thousands of people at the Boys and Girls Club (a PowerUP site) to announce the commitments that have been for Native American communities. He will then travel to the Diné Tribal College to participate in a live Internet videoconference with 7th and 8th grade students from the Lake Valley School located 1 hour and 45 minutes away from where he will be.
- **We will have several private and public sector announcements in Shiprock – FCC Chairman Kennard will be discussing one of them in a moment.**

THIRD STOP – CHICAGO, IL (Morning of Day Two, April 18)

- ✓ The President will address the Comdex Conference that is a large computer conference in the U.S. and will be attended by representatives of every major computer and Internet company in America. This event will provide him with an opportunity to challenge the high-tech industry to work to bridge the digital divide. The President will also start with a tour of one of the exhibits on the floor of the Comdex trade show.

THIS TRIP BUILDS ON THE PRESIDENT’S LONGTIME COMMITMENT TO CLOSING THE DIGITAL DIVIDE:

- In 1994, President Clinton and Vice President Gore set the goal of connecting every classroom and library to the Internet. In 1996, President Clinton unveiled his Technology Literacy Challenge -- and has made a major commitment of resources to connect every classroom to the Internet, expand access to modern, multimedia computers; make high-quality educational software an integral part of the curriculum; and enable teachers to effectively integrate technology into their instruction
- **President Clinton Succeeded in Increasing Educational Technology Funding by Over 3,000 Percent -- From \$23 Million in FY94 to \$766 million in FY2000.**
- **We’ve established the \$2.25 billion "E-rate" to Connect Schools and Libraries to the Internet.** The e-rate is providing 20 percent – 90 percent discounts to connect schools and libraries to the Internet, with the deepest discounts going to the poorest schools that need it most. By the end of 2000, the e-rate will have funded \$6.25 billion of telecommunications infrastructure and services to schools and libraries. In 1999, 82 percent of public schools (over 78,000) and 51 percent of public libraries received public funding.

[Gene: FCC and Vice President Gore just announced beginning of year 3 of e-rate funding.]

Major progress has been made in reaching the goals of the President's Educational Technology Initiative.

- The number of classrooms connected to the Internet has increased from 3 percent in 1994 to 63 percent in 1999.
- The number of schools connected to the Internet has increased from 35 percent in 1994 to 95 percent in 1999.
- Grants supported by the Department of Education are training 400,000 new teachers to use technology effectively in the classroom.

We have a number of New and Expanded Proposals in our budget this Year.

- \$2 billion over 10 years in tax incentives to encourage private sector donation of computers, sponsorship of community technology centers, and technology training for workers.
- \$150 million to help train all new teachers entering the workforce to use technology effectively.
- \$100 million to create 1,000 Community Technology Centers in low-income urban and rural neighborhoods.
- \$50 million for a public/private partnership to expand home access to computers and the Internet for low-income families.
- \$45 million to promote innovative applications of information and communications technology for under-served communities.
- \$25 million to accelerate private sector deployment of broadband networks in underserved urban and rural communities.
- \$10 million to prepare Native Americans for careers in Information Technology and other technical fields.

In addition, President Clinton and Vice-President Gore have worked to:

- **Expand access to technology for people with disabilities.** President Clinton and Vice President Gore have been strong supporters of efforts to make technology more accessible for people with disabilities. Recent actions by the Federal Communications Commission will help ensure that telecommunications equipment, such as cellular phones, is designed to be accessible for people with disabilities.
- **Expand access to technology in under-served communities.** In addition to the Department of Education's Community Technology Center program, which provides computer access and educational services to communities around the country, the Department of Housing and Urban Development has created approximately 500 Neighborhood Network learning centers that bring state of the art technology to publicly-assisted housing across America. HUD's Neighborhood Networks are innovative private/public partnerships that establish computer-based multi-service centers to help people in publicly-assisted housing learn critical computer skills and prepare for 21st century jobs.

- A stone's throw away are the Silicon Valley companies and high-tech workers who are the driving force of the digital revolution sweeping the globe. Their success has made this region has become one of the most prosperous communities in our nation:
- Median family income has soared to \$87,000 per year – third highest in the country (Dept of HUD, 2000)
- The median price of a house in the Silicon Valley is \$410,000, more than twice the rest of the country (California Real Estate Association, 1999)
- The President will speak and have an interactive discussion start at Plugged In, a Community Technology Center in East Palo Alto, CA where he will provide brief remarks to an audience composed primarily of teenagers from East Palo Alto. He will be accompanied on stage by Magic Johnson, Rebecca Lobo, and a number of major high-tech CEOs that have made commitments to bridge the digital divide and civil rights leaders such as the Rev. Jesse Jackson.
- CEOs attending include Carly Fiorina, Hewlett-Packard; John Morgridge, Chairman of Cisco Systems; Eric Schmidt, Chairman of the Board and CEO, Novell, Inc. Dr. Irwin Jacobs, Qualcomm, Henry Cisneros, Univision; Robert Knowling, Covad Communications, Drew Altman, President and CEO of the Kaiser Family Foundation, Darien Dash, CEO and founder of DME Interactive Holdings, Inc, Rae Grad, CEO of PowerUP, Jim Morgan, Chairman and CEO of Applied Materials, Inc., Jim Martin, Senior Vice President, America Online; Raul Yzaguirre, NCLR.
- **A FEW KEY ANNOUNCEMENTS AT THE FIRST STOP:**
- **PowerUP Commits to Expanding to 250 Sites Across the Country Up From 19 Current Sites.** The PowerUP organization will announce a major expansion of its successful program to give underserved youth access to technology and guidance on how to use it. PowerUP will have 250 new, fully-equipped and staffed sites by the end of 2000. PowerUP is comprised of more than a dozen nonprofit organizations, major corporations and federal agencies that have joined together to ensure that America's underserved young people acquire the skills, experiences and resources they need to succeed in the digital age. The federal AmeriCorps program is a strong supporter of the PowerUP effort and has assigned 400 members to work in PowerUP sites. Partners that have contributed to the launch of the first 250 sites include America Online, Gateway, Hewlett-Packard, Microsoft, Sun Microsystems, America's Promise, the Steve Case Foundation, the Waitt Family Foundation, Americorps*Vista, Boys & Girls Clubs, Communities in Schools, National Urban League, Save the Children, YMCA and the Department of Education. Very impressive coalition.
- **American Online Pledges 100,000 free AOL Accounts to Students at PowerUP Sites, Waitt Family Foundation Providing 50,000 Computers Worth \$30 Million.** The expansion of the PowerUP is made possible because of commitments from a number of organizations -- including a pledge by AOL to provide 100,000 AOL accounts to PowerUP sites valued at \$26 million annually, and a donation of 50,000 Gateway computers by the Waitt Family Foundation.

[Gene: These commitments were on the PowerUP web site - but they explain how PowerUP will be able to scale up so rapidly.]

- **Gateway Commits to Train 75,000 Teachers.** Gateway has pledged to provide 75,000 teachers with technology training under the Teach America! Program. All 244 of East Palo Alto's teachers will be trained in the Teach America! program on ways to effectively utilize technology in the classroom.
- **Novell Donates \$20 Million in Software to Non-profits Devoted to helping Underserved Hispanic Populations..** This is very important because non-profits are lagging the private sector in the adoption of new technologies.

North Carolina Rural Broadband Event - Draft April 20, 2000

Message points

- High-speed (broadband) Internet access is critical to the economic prosperity and quality of life in rural America. Broadband can bring economic development, distance learning, and telemedicine to the most isolated rural community.
- Today, broadband services are either not available in rural communities or are much more expensive than in urban areas.
- The President will highlight public and private commitments that will help accelerate the deployment of broadband networks to isolated rural communities.
- President is travelling to North Carolina because the state has made this one of their top issues for rural economic development, as part of the Rural Prosperity Task Force.

Sequence of events

- President does a tour of Remote Data Systems - a small, 11-person company that produces equipment used for environmental monitoring. Company has sales of just over \$1 million. RDS is 3 miles outside of Whitesville.
 - Currently, the company only has a "narrowband" connection to the Internet because broadband is too expensive. If they had a broadband connection -- their engineers would take Web-based courses over the Internet as opposed to driving 2 hours to NC state, they would sell not only the environmental monitoring equipment but analyze the data for their customers, etc.
- President sees brief (5 -10 minute) demo of high-speed wireless technology, using Qualcomm equipment. Demo could be downloading a 3-D model of a part that RDS needs -- could have that side-by-side with a PC with a narrowband connection.
- President has roundtable with:
 - Governor Hunt
 - Erskine Bowles (moderator)
 - NC small businesses
 - CEOs and senior execs doing deliverables
 - Members of Congress
- President does speech in Whitesville.

Potential Deliverables

1. Rural Utility Service (part of U.S. Department of Agriculture) will expand its \$670 million telecommunications loan program so that companies can use it to deploy broadband services. Currently, it is limited to companies that agree to provide basic voice service. Change will be made through regulation later this summer.
2. NSF will commit \$10 million of its FY2001 funding for research into broadband technologies -- with an emphasis on the needs of rural America.
3. NTIA and RUS will release a report on broadband in rural America. Report was requested by 10 rural Senate Democrats last year.
4. Qualcomm will commit to providing wireless broadband in 8 rural communities (100 PCs in schools, libraries, community technology centers in each community)
5. MCI/Worldcom will commit to rolling out its broadband wireless service in 3 communities in the South.
6. Red Hat (a North Carolina-based Linux software company) will provide free training to 100 rural small businesses in the use of its software.
7. Skybridge -- provider of broadband 2-way satellite service -- is willing to provide 500 free connections to rural areas for one year worth \$2 million -- but service will not be deployed until 2003.
8. Other possibilities as well.

Potential areas of controversy

- Everyone agrees that broadband is a good thing - but different views on how to do it, and complicated interest group politics.
- Governor Hunt's Task Force has called for tax on NC phone bills to help pay for high-speed access in poorest rural counties. NC local telephone companies (GTE, Bell South, Sprint) are arguing both that there is no problem -- or that the fund that Governor Hunt is proposing isn't big enough.

① Reilly \$100 m.l.c. am

② Magill.

Maturing Democracies

Democracy has come in for its share of lumps of late. Critics say Russia's troubled course at least raises doubts. So what has happened recently in several Asian elections is very much worth noting. Perhaps the most interesting aspect of the recent election in South Korea, for example, was not the outcome but the mobilization of citizens' groups to spread public awareness about candidates they deemed "unfit."

Like voters in other Asian countries, Koreans are becoming more concerned about selecting legislators who are not tainted by association with underworld gangs or machine politics. To some extent this is a natural next step in the maturation of young democracies. But the Asian crisis clearly accelerated the process. While the economy was in a catch-up phase, corruption was tolerated as part of a package deal in which everybody's living standards improved. Now it's clear that crony capitalism contributed to poor oversight of the economy and allocation of public resources, and voters are becoming less tolerant.

South Koreans have long known, for instance, that the quality of their bridges and roads is substandard because of graft in the construction industry. As long as the economy was growing at a rapid pace, fixing these kinds of problems wasn't a primary concern. Since the development model created by the late President Park Chung Hee still seemed to be working well, why rock the boat?

That psychology started changing after the economic crisis. Ahead of this election the Citizens' Alliance for 2000 General Elections, a coalition of 500 civic groups, pressured the National Election Commission to post the names of candidates with criminal records on its Web site. The groups have also singled out candidates who didn't pay taxes or dodged the draft. But most importantly they rated them on more subjective measures of their democratic credentials, such as corruption.

That jives with the experience of Taiwan in its presidential election last

month. Even the Democratic Progressive Party was surprised when it made so much headway with its platform of rooting out "black gold," a shorthand term for the influence of gangsters and the ruling Kuomintang's party machine.

Winning candidate Chen Shui-bian also made effective use of the Internet to highlight the web of money connections between prominent business groups and KMT leaders. Incredibly, this issue allowed a small, disorganized party to wrest the presidency from an entrenched elite with all the benefits of control over state media and a massive network of party-owned and connected businesses.

Taiwan and South Korea are relatively well-developed countries with highly educated populations. It's hardly surprising that middle-class voters should perceive that the costs of rooting out corruption are worth paying and demand action from the politicians. In a sense they are recapitulating the evolution of Hong Kong and Singapore over the past three decades. But what about Asia's poorer countries? Can democracy and a free press help them punch above their developmental weight in the fight against graft? The preliminary evidence from places like Thailand and the Philippines is that it can, but the battle is a lot messier.

In short, Asia is beginning to recognize that corruption has outlived its usefulness. Earlier, as these countries industrialized, it seemed natural for business and government to work closely together, and for politicians to take a cut of the profits in return for helping channel capital. The Asian crisis showed that this phase is now in the past.

Today most countries have embraced free market principles, and corruption is a net drag on economic freedom and growth. It's only normal that voters who aspire to upward mobility want more than lip service to the ideal of a level playing field. Increasingly in democratic Asia, voters are moving their nations indisputably forward.

BUDGET MESSAGE

Key Dates:

April 27 -- GDP Numbers
May 1 -- Treasury Debt announcement – Can we get a POTUS live statement
May 4 -- Productivity Numbers – will be good
May 5 -- Jobs Numbers
May 18 -- Monthly Treasury Debt Statement

Also in May:

Senate will be debating marriage penalty
House will likely be debating IRA contribution increase
House will likely be debating repeal of the estate tax

Possible Actions:

Multiple Economic Team Member Post Op-Ed
Economists Letter
Treasury Update of Tax Rate Analysis for Typical Families
Report on Estate Tax
CEA/Treasury Report on EITC
Cabinet members highlight to 5 cuts
Sperling breakfast/press club/Dionne breakfast
Editorial calls



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Richard P. Nathan
Director

March 31, 2000

Mr. Gene Sperling
Assistant to the President for Economic Policy
Director, National Economic Council
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20502

Dear Mr. Sperling:

Like you and other members of the Clinton Gore Administration, we are trying to improve accessibility and content of information on the Internet for low-income Americans. Headed by a former colleague of yours, David Wright, who is doing a great job on this, our project is called the *Citizens' Guide*. It is an Internet-based guide to federal, state and local programs for people and communities in need.

We have submitted what we think, believe, hope is a strong application to participate in a competitive grant program run by the National Telecommunications and Information Administration to help "bridge the digital divide." We hope to be successful in our application and also that the process will be swift enough so that the *Citizens' Guide* can be operational soon.

Passage of the 1996 Personal Work and Responsibility Act has greatly accelerated a shift in authority from federal to state and local governments which has given community leaders an excellent opportunity to connect and adapt services to fit local needs. This *devolution revolution* has made it all the more important that accurate and timely information about vital public resources is made widely available. *Indeed, an online, comprehensive guide with up-to-date information about available public services and key local experts could serve the interests of public policy by encouraging informed partnerships that foster economic independence.*

Unfortunately, as it stands today, no comprehensive base of information on public programs exists in any one place. Instead, material on federal, state and local programs is scattered about without adequate explanation of how the programs work or could work together. The usefulness of existing government guide sites is undercut by rapid changes in law, eligibility requirements, application procedures, and technology; by conflicting institutional priorities; by the complex variation of programs state-by-state and even community-by-community; and especially by the lack of adequate explanation to make programs and services accessible to non-expert audiences.

Expanding access to information technology is an important policy goal in its own right. The Clinton-Gore Administration has directed several governmental agencies to join with private foundations and corporations in expanding access to

*The Public Policy Institute
of the
State University of New York*

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computers and the Internet for low-income Americans. To date, those efforts have focused largely on installing necessary equipment and wiring in schools, libraries and, increasingly, in community centers.

We believe that the content of what is available on the Internet for low-income Americans must be given similar attention. The recent report by the Children's Partnership that you helped to release bears us out. *Relevant software applications that demonstrate immediate utility of the Internet in concrete ways could be an important complement to ongoing efforts to broaden access to information technology.*

The *Citizens' Guide* we are developing is designed to address both of these needs. The *Guide* is a one-stop, online resource with information on a wide range of federal, state and local services that can help people find and keep a job, increase their income, find child care, access health care, get better nutrition, obtain affordable housing and improve their communities.

When fully operational, the *Citizens' Guide* will provide easy-to-understand fact sheets written for individuals and staff at community organizations about federal, state and local government programs for all fifty states. Each fact sheet will outline:

- What the program is
- Why it is important
- What benefits or services are provided
- Who is eligible
- How they may apply
- The best places to go for further information

Fact sheets will be constructed around a consistent table of contents and will contain links to appropriate government agencies and key local experts for additionally detailed information that may be accessed without losing connection to the site. The fact sheets will be cross-referenced so that a visitor is informed about choices for additional programs and services. The *Guide* will provide easy-to-read, up-to-date, jargon free text and plain language descriptions of programs and services and how they fit together.

The *Citizens' Guide* will be innovative in offering information on an unusually broad array of services and in using local experts to collect the necessary information. It will present content in an easy-to-read and easy to follow manner and employ the immediacy and layered character of the Internet to join quick, timely fact sheets and links to in-depth analyses.

In producing and operating the *Guide*, the Institute will collaborate with a network of field associates: indigenous researchers with close knowledge of their respective areas and with strong ties to their communities. Along with our nation-wide network of public policy experts, the Institute will collaborate with a number of national organizations with subject-area expertise and with information

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distribution networks for purposes of dissemination. These include the National Community Building Network, the United Way, the Center for Budget and Policy Priorities and other organizations with which we have worked in the past.

The *Citizens' Guide* is intended to work in concert with efforts to bridge the digital divide. It aims to serve people in need, the neighborhoods in which they live, and the community-based groups who serve them. A large portion of these target audiences lack information about public programs and services that are available to help and also lack the resources to use the Internet. Consequently, the *Guide* will be made as accessible and easy to use as possible. Site content will be written with the general reader in mind, not the policy specialist, and at an appropriate reading level for the intended audience. Every effort will be made to keep relevant information only three clicks away from the opening interface and to move to additional languages beyond English as quickly as possible.

The *Guide* will be equipped with a tutorial program, located on the front page, which will walk the user through the various elements of the site, help them become more familiar with its features and with Internet navigation. Visitors to the *Guide* will be able to navigate by subject area, by zip code or by searching the entire site to find what they need.

The *Citizens' Guide* is intended to help local residents find information about public programs in their area and help service providers and community groups to better understand how they can tailor government to meet community needs. The *Citizens' Guide* would also serve to increase the accessibility and accountability of public services; foster communication among service providers; help shape more effective services, and help ensure that vital community and personal needs are met.

These purposes relate directly to federal policy, and the project connects quite closely with efforts to bridge the digital divide – efforts in which you continue to play a leading role. We do hope we are successful in our application for the NTIA grant and that the process will be swift enough to enable us to move forward quickly on making the *Citizens' Guide* operational.

I am in Washington often and, along with David Wright, would very much like to talk more about this in person or on the phone. I will call soon to follow up.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Richard P. Nathan", with a long horizontal stroke extending to the right.

Richard P. Nathan
Director

cc: David Wright

Natasha F. Bilimoria

04/08/2000 01:06:07 PM

Record Type: Record

To: Gigi E. Georges/OPD/EOP@EOP, Jason Furman/OPD/EOP, David Tseng/OPD/EOP@EOP

cc:

Subject: National Urban League's April "Who Gets It Column on March Employment Numbers"

FYI

----- Forwarded by Natasha F. Bilimoria/OPD/EOP on 04/08/2000 01:02 PM -----


Jena V. Roscoe

04/07/2000 07:30:12 PM

Record Type: Record

To: See the distribution list at the bottom of this message

cc: Christine A. Stanek/WHO/EOP@EOP

Subject: National Urban League's April "Who Gets It Column on March Employment Numbers"

Here's an interesting update on this week's White House Conference on the New Economy. Please thank Mr. Podesta, Ms. Echaveste, Mr. Sperling, and Mr. Reed for making sure people like Dr. Spriggs were able to attend the event. I spoke with him and Hugh. They were both pleased. Spriggs even got a chance to ask a question and POTUS responded rather well! I thought the conference was quite successful!

Dr. Spriggs sends out a monthly column called "The Economy and African Americans" to the African American press and key African American leadership. As relevant ones come in, I'll be sure to forward to you.

----- Forwarded by Jena V. Roscoe/WHO/EOP on 04/07/2000 07:25 PM -----



William Spriggs <wspriggs@NUL.org>

04/07/2000 11:56:00 AM

Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: April Who Gets It Column on March Employment Numbers

Who Gets It?

The Economy and African Americans

By

William E. Spriggs
Director, Research and Public Policy
National Urban League, Inc.

Black Unemployment Rate Reaches Record Low

Economics is the study of who gets what. One of the important "whats" is who gets a job; since most Americans need a job for the income to pay rent and buy food.

The first Friday of each month, the U.S. Bureau of Labor Statistics, a branch of Secretary Alexis Herman's Department of Labor, releases the Employment Situation for the previous month. So, this past Friday, the unemployment numbers for February were released.

The unemployment rate for African Americans reported by the Bureau of Labor Statistics decreased to a record low of 7.3 percent in March, from 7.8 percent in February.

In May and June of last year, the unemployment rate fell to 7.6 percent. After that the unemployment rate has climbed as more African Americans entered the labor market looking for jobs. In February the labor force participation rate for African Americans peaked at a record high of 66.9 percent, but fell off slightly last month to 66.0 percent. So, two of every three African Americans of working age (that is over 16) was either employed or actively looking for work.

The slight dip in the African American labor force appears to have been people moving from looking for jobs to dropping out of the labor force. This is because the number of unemployed African Americans dropped from 1.3 million to 1.2 million. The drop in the African American labor force was from 16.8 million to 16.6 million. So, about half the roughly 200,000 drop in the labor force could have been the net drop of 100,000 in the number of unemployed African Americans.

The Census, whose numbers help to shape the monthly Current Population Survey, and provide the numbers used to figure out the relationship between the monthly sample and how those numbers describe the whole population, concluded the mail-in response phase this week. Now, Census counters will go to find information on those who did not mail in their form. The Census also directly affects the labor numbers. An estimated 117,000 temporary census workers contributed to a large 416,000 growth in jobs reported with payroll data. Of course, many census workers hold other jobs, and so the unemployment rates were not affected by the surge in employment.

There remained little sign that this long period of low unemployment was causing any pressure to raise wages. Over the year, wages grew by 3.7 percent, roughly the same rate that productivity has been increasing.

On Wednesday, April 5, President Bill Clinton convened a Conference on the New Economy. Many African American economists were present in the audience, and participated in the conference, including Georgetown professor Susan Collins, who participated on one of the smaller panels, and former Federal Reserve Board governor Andrew Brimmer, who asked a question of the panelists. Also in attendance was William Rodgers, III, the Chief Economist for the U.S. Department of Labor. The President's team of advisors was also present, including Secretary of Transportation Rodney Slater and Secretary of Labor Alexis Herman.

Obviously, as this column has shown, there is much to celebrate in the New Economy. Each month brings a new record for African Americans in the labor market. And the President's economic team was taking a deserved

bow for how the economy is performing better than anyone dreamed possible eight years ago.

Still, in discussing the New Economy, only a few economists were willing to go as far as one panelist, Professor James Galbraith of the University of Texas, who was more optimistic that unemployment could remain at its current low level, or be pushed down even more. Not surprisingly, those economists who represented financial interests were more concerned about the potential for the economy to "overheat" and start prices rising ever higher.

The President, who was an active participant in the Conference, showed concern about insuring that low-income families, especially welfare mothers, would be able to receive income support if there was a recession. He said welfare reform would look different if the labor market changed and large numbers of people could not find jobs.

Unfortunately, those risks did not seem to weigh heavily on the minds of most of the participants of the conference. And so, a misstep of economic policy from the Federal Reserve to give too much weight to people who fear inflation, over the concerns of those who fear communities being pushed back to economic chaos, could put welfare reform to the test. Fortunately, Federal Reserve Board Chair Alan Greenspan voiced a new note of confidence that the New Economy, and the power of the computer and the Internet, had in fact increased productivity in an irreversible way. So, there remains hope that sanity will prevail.

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