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DIGITAL DIVIDE MATERIALS [3]

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TO: Jay Dunn Fax#: 456-1218

FROM: Dorothy Walsh dwalsh@corp.sbc.com
Phone: (202)326-8813 Fax: (202)408-4808

RE: Digital Divide

Comments:

Attached are some current SBC projects —

Dorothy

In case of erroneous transmission or technical trouble contact:
Nora Venegas, (202)326-8821

Closing the Digital Divide:

SBC Communications Commitment to Extending the Information Revolution to Underserved Communities

SBC Communications

Dorothy Walsh
202/326-8813

SBC Communications, Inc.

www.sbc.com

SBC is a telecommunications company that provides a w de variety of services:

- Through its *Southwestern Bell, Ameritech, Pacific Be l, Nevada Bell* and *Southern New England Telecommunications* subsidia ies, the company provides local telephone and other services to nearly 100 mllllc n Americans in 13 states. After completing its merger with Ameritech in Octobe , SBC announced plans to spend $6 billion to bring broadband Internet access tc 80 percent of these customers within three years.

- SBC provides wireless communications services to 1(.1 million people across the nation. Via *Cellular One, Ameritech Cellular, Paci c Bell Wireless, Southwestern Bell Wireless, Nevada Bell Wireless* anc *SNET Wireless,* the company serves 119 markets, including nine of the na ion's ten largest.

- In October 1999, the company created a new subsidia y, *SBC Telecom*, which will provide facilities-based communications services to the 30 largest metropolitan areas where it doesn't operate today. *SE C Telecom* will enter the Boston, Seattle and Miami markets first and be operat ng in all 30 no later than April, 2002. This initiative is historic; it is the first tim e a former Bell Operating Company will compete to provide local service on a n tional scale and against other local providers.

- SBC is a major American competitor in the internation al telecommunications marketplace. The company's international investment s are worth an estimated $22 billion in Asia, Africa, Europe, the Middle East and North America. SBC is the largest non-European investor in the European tel communications market.

- Over 200,000 men and women work for SBC and appr ximately __ percent are members of the Communications Workers of America and the IBEW.

- The company's workforce reflects the diversity of its c stomers and its commitment to diversity has been widely recognized. Most recently, the *Women's Business Enterprise National Council* name d SBC as one of the country's 15 top corporations who support women's b sinesses and *Fortune* magazine ranked it as among the "50 best companies for Asians, Blacks and Hispanics" to work.

- On October 28 1999, the *National Minority Supplier De elopment Council* named SBC as 1999 Corporation of the Year. In 1998, SBC sp nt $1.3 billion with minority, women-owned and disabled veteran-owned s ppliers. That figure represents more than 20 percent of the company's tota l procurement dollars, up from 14 percent in 1994.

SBC Global Network

Southwestern Bell · Ameritech · PACIFIC BELL · SBC Telecom · NEVADA BELL · SNET · CELLULARONE

Introduction

The burgeoning revolution in information technology offers new opportunity for America, from universal access to computers and telephones to the benefits of telemedicine and distance learning. Although technology has already revolutionized our economy, our educational system, and nearly every other aspect of society, recent data show that the promise of the Information Revolution is to a significant extent unavailable for large segments of the American population.

"Falling through the Net II: New Data on the Digital Divide," a report prepared in 1998 by the Department of Commerce at the request of Vice President Gore, found that the benefits of the Information Age are not being equally shared among all income levels and racial groups. That report built on the results of a 1994 Commerce Department report which first showed the disparity in access to telecommunications and computer services. Instead of revealing a narrowing "digital divide," however, the 1998 report found that "blacks and Hispanics lag even further behind whites in their levels of on-line access than they did in 1994."

In an economy that is increasingly dependent on information technology, the expanding digital divide threatens to leave large segments of the population without access to the engines that drive that economy. "The Emerging Digital Economy II," a report released in June of 1999 by Vice President Gore found that "since 1995, even though information technology industries make up less than one percent of all retailers, they account for fully one-third of our nation's economic growth." To realize the promise of the Information Age heralded in that report, SBC believes that the "emerging digital economy" must be open to all Americans.

SBC Communications shares the Administration's goal, as stated in "Falling through the Net II," to "connect all Americans to the information infrastructure" and has launched initiatives throughout its eight states of primary operation to close the digital divide. This report focuses on SBC's efforts in two of those states, Texas and California, and also includes a brief look at what SBC and Ameritech are doing in their other states. In Texas, SBC has committed to closing the digital divide by investing heavily in infrastructure improvements that will bring the Information Revolution to regions of the state that have too often been ignored. In California, SBC's investment in high-speed Internet facilities is paying dividends for community centers that bring high-technology to areas that most need it.

SBC and the Texas Rio Grande Valley: Partners in Progress

These are rosy days for the Texas economy. New jobs, business starts, and housing sales are watchwords in the Lone Star State. Unfortunately, the boom has not spread equally to every part of the state. While the good times are being felt in the Rio Grande Valley area of South Texas, for example, they are less pronounced than in other regions of the state.

The good news is that leaders in both the public and private sectors are meeting this challenge head-on. The state government is investing in new higher education facilities in the region, while major corporations, local economic development groups and factors like NAFTA-induced

trade increases are all combining to make sure that the economic expansion is broad, deep and lasting.

One of the key players in this effort is SBC's subsidiary Southwestern Bell Telephone Company, which is making major investments in the advanced telecommunications infrastructure that is so crucial to economic and social development today.

SBC has made significant investments throughout this historically underserved region. In the past few months alone, we installed a cutting-edge fiber optic network providing protected connectivity throughout the Rio Grande Valley for Asynchronous Transfer Mode (ATM) type services and for broadband services such as ADSL. In this project, we have placed more than 20 miles of fiber optic cable between Brownsville and Harlingen at a total cost of more than $1,000,000. This network will be utilized by Internet Service Providers to provide Internet access for individuals, businesses and schools, bringing the Information Revolution home to millions of families throughout this previously technology-poor area.

In 1998 and 1999, SBC replaced an antiquated network between San Antonio and Laredo with state-of-the-art fiber optics. Prior to the installation of this new network a cable cut anywhere along the 155-mile stretch between these two cities resulted in the isolation of not only Laredo, but also surrounding rural communities such as Eagle Pass, Cotulla and Encinal. Expenditures on new fiber and other equipment have exceeded $1,700,000, and we anticipate spending $700,000 more in other Border cities over the next two years.

We have also invested more than $22 Million in our Digital Switching Improvement Program to modernize service to all customers in the Valley. In 1998, advanced digital switches were placed in service in Harlingen, serving 49,000 customer lines, Pharr with 45,000, and Edinburg with 6,000 now and the remaining 38,000 customers in the year 2000. By September, the largest remaining analog switch along the border will be converted to new digital equipment in McAllen. At a cost of over $5.5 Million, 75,000 telephone lines will have state-of-the-art digital service. In the year 2000, SWBT Co will serve 100% of our Rio Grande customers with digital technology.

We have keep pace with the dynamic growth in the border city of Laredo. In 1998 and 1999 the investment in digital technology will exceed $10 Million. The addition of a $500,000 ATM data switch will provide for ATM and Frame Relay services to area schools and business, while a new Signaling System 7 (SS7) network will provide crucial back-up routing of call signals to improve network reliability. More than $3.2 million in new fiber optic and digital equipment not only provides for future growth, but also creates self-healing networks in the event of an equipment or cable failure. Our multi-million dollar investment in digital switches and new services such as ISDN also gives Laredo a premier telecommunications infrastructure for consumers and businesses.

We realize, of course, that not all of these investments will generate significant returns immediately, but SBC is committed to this region for the long term. We believe that the

economic and social well being of the Rio Grande Valley is growin g, and we are proud to be a part of that growth.

SBC and California – Bringing High Speed Internet Access to U nderserved Communities

SBC Communications is deploying throughout its operating territo ies an advanced new technology known as Asymmetrical Digital Subscriber Lines, or ADSL, that provides access to the Internet at speeds up to 50 times faster than traditional phone li es. Unlike traditional Internet access, which requires that a user dial the Internet on a ded cated line each time he or she wishes to gain access, ADSL is "always on," meaning users sin ply must turn their computer on to reach the Internet. ADSL is faster and more convenient than traditional modem service and promises to revolutionize the way people use the Internet. For he first time, ADSL and other high-speed technologies offer the chance to incorporate Intern et use into everyday life.

In California, SBC has targeted ADSL deployment to include tradit onally underserved communities such as Oakland and Compton. These communities h ve long been ignored by the Information Revolution, and SBC has committed to ensuring they d o not miss its next wave.

Simple deployment of ADSL facilities, however, does not in itself e nsure that underserved communities can access the Internet. As "Falling through the Net I ," found, low-income, central city, and Hispanic and African-American households lag be hind the national average in rates of *personal computer ownership.* Without a personal comput r, high-speed access to the Internet offers little benefit.

There is a solution. "Falling through the Net II" recognized the im ortance of Internet access and made policy recommendations for increasing it in underserved reas:

> The above data demonstrate that there are still pockets of "h ve nots" among the low-income, minorities, and the young, particularly in rural reas and central cities. Policymakers should continue to focus on connecting these populations so that they too can communicate by telephone or computer. Tl ese populations are among those, for example, that could most use electronic se vices to find jobs, housing, or other services. Because it may take time before these groups become connected at home, it is still essential that schools, libraries, and other community access centers ("CACs") provide computer access in order t connect significant portions of our population.

SBC agrees and has partnered with community access centers in Ca ifornia to provide Internet access to communities with low levels of computer ownership. In t e fourth quarter of 1998, SBC's Pacific Bell subsidiary identified three community-based or anizations in the San Francisco Bay Area and supplied them with ADSL and Internet acc ss at no cost for one year. These centers, which serve minority, disabled, low-income, and sen or communities in Berkeley, Oakland and Palo Alto, are described in detail below.

Eastmont Computing Center, Oakland, CA

The Eastmont Computing Center (www.eastmont.net) is an authoritative community resource on technology that maintains a commitment to providing universal access and employment focused, cutting-edge training. Through its partnership with SBC, it provides technology access to all segments of the local community by providing community assistance in three areas: free computer and Internet access at a local mall; employment-focused job-training and placement for youth; and technology resource assistance for local schools, libraries, and other non-profit organizations.

In addition to its work with SBC, the Eastmont Computing Center also partners with the Oakland Citizens' Committee for Urban Renewal (OCCUR), the East Bay Urban Church and Family Network, Youth Media, the FAITHS Initiative, and the Urban Technology Center Inc.

Plugged In, East Palo Alto, CA

SBC works with Plugged In (www.pluggedin.org) to bridge the gap between the digital "haves" and "have-nots" by bringing the benefits of computer and communications technologies to the entire community. Plugged In provides East Palo Alto organizations and families with access to computer technology and serves as a nationally recognized model for connecting low-income communities with the information economy. Community members of all ages use state-of-the-art computers to build their literacy skills, work on resumes, earn money through team enterprises, or build valuable computer skills through classes. Plugged In serves approximately 26,000 community members each year.

Center for Accessible Technology, East Berkeley, CA

The Center for Accessible Technology (www.el.net/CAT/) is a non-profit organization that works with children and adults with disabilities, their families, teachers, counselors, and employers to explore computer systems, adaptive devices and software. It assists people in gaining the knowledge and expertise needed to make the best decisions about selecting and using adaptive computer equipment. By partnering with SBC, it receives free high-speed Internet access that increases its ability to serve the community.

Conclusion

Unless the digital divide is closed, significant segments of American society will never realize the benefits of the Information Revolution and the new era it promises. Through efforts such as those outlined in this report, government and the private sector can work together to close the digital divide and extend the power of telecommunications and technology to all Americans. SBC Communications is committed to erasing the digital divide and will continue to answer the challenge set by President Clinton and Vice President Gore to spread the Information Revolution across the country. We look forward to continued cooperation with the Administration to achieve our shared objectives.

SBC: Closing the Digital Divide in the States

Texas

In addition to its efforts mentioned previously, SBC has undertaken numerous projects during the last few years in Texas to narrow the digital divide. During the last few years, SBC provided $277.7 million, assisting local communities by funding hundreds of school districts, grades K through 12, college campuses and public libraries to integrate the Internet with the classroom. SBC is currently providing more than $79 million to continue its efforts established over the past few years and primarily focusing on providing greater access to technology, particularly in rural and traditionally underserved areas.

In addition, SBC has made ISDN available to every customer in Texas and provided rural and low-income Texans access to advanced telecommunications services that compare reasonably in price and type to those available in urban areas. By keeping local rates well below the cost of service, especially in rural Texas, SBC is making it a top priority to narrow the digital divide and expand access to technology in Texas.

Projects

- Through its program to provide Internet Access for Secondary Public Schools, SBC provided $24 million to fund 111 school districts and campuses to integrate the Internet into the classroom.

- SBC provided $28 million to expand Internet Access for Rural Public Schools, funding 205 rural school districts for Internet connectivity in the classroom.

- SBC provided $57.6 to connect grades K-12 in Public Schools to the internet. This grant funded 630 school districts and campuses for Internet connectivity.

- SBC gave $15.4 million to connect 360 Public Libraries to the internet.

- SBC provided $15 million to fund 57 two-year community colleges in Texas to help upgrade educational facilities for student internet access.

- SBC provided $55.3 million in Technology advancement grants for public schools to 307 school districts and campuses and 70 higher education campuses.

- SBC provided $55.8 million to fund 1082 entities for a basic Internet package and/or funds for the expansion of an existing network or for basic distance learning equipment.

Arkansas

Southwestern Bell is committed to closing the digital divide for all Arkansans and ensuring they are not left behind. SBC has initiated programs in Arkansas designed to ensure access to members of all age and socioeconomic groups, particularly those that have been under-served.

Projects

- Through Operation SchoolNet, Southwestern Bell and the Telephone Pioneers of America have wired more than 900 classrooms in 100 Arkansas schools with Internet access.

- Southwestern Bell assisted the Arkansas Public School Computer Network in creating a statewide data network and established more than 600 Frame Relay Service links to Arkansas public school locations. An ATM video network (full-motion video) trial was begun between three cities (Arkadelphia, Hot Springs and Malvern). Advanced placement mathematics, language courses, and computer classes were successfully conducted over this network.

- SWBT offers Lifeline, Link Up America and prepaid services to low-income Arkansans to insure that everyone has access to telecommunication services.

- Through a grant from Southwestern Bell, University of Arkansas at Little Rock faculty, staff and students are working with inner-city youth in a new interactive learning environment provided at the Neighborhood Homework Center on Fairpark Blvd. near the UALR campus. Among other learning experiences, students have an opportunity to connect to the information superhighway by using computers at the center, which were provided by the $90,000 grant from SWB.

- Through the Seniornet program, Southwestern Bell has established technology centers in 11 Arkansas cities that provide a fun, comfortable environment for older adults to learn and use the Internet.

- SBC offers educational discounts up to 35% on selected products such as T-1 and 56kb frame relay.

Kansas

In Kansas, SBC is closing the digital divide by committing to aggressively deploy high-speed Digital Subscriber Line (DSL) service to 23 communities across the state. Southwestern Bell already provides DSL service to Kansas' three largest markets -- Kansas City, Wichita and Topeka and pending a few state regulatory issues, and once deployment is completed, 80 percent of Southwestern Bell's customers in Kansas will have access to high-speed DSL Internet services. Nearly every Kansan has had access to ISDN services since 1997.

Projects

- The Arts Council of Topeka will use laptop computers and software to teach computer graphics and design to at-risk youth. Students at the Topeka Juvenile Correctional Facility and four additional community centers in the Topeka area will use the computers to create artwork, Web pages and design projects. Work will be exhibited in the community by May 2000.

- Donnelly College and the Kansas City, Kan., School District will offer a youth mentoring program that gives inner-city high school students the opportunity for hands-on interaction with new technology. The partnership will expose urban students to the information superhighway through a variety of academic, social and cultural activities utilizing advanced technology. The program also will encourage participants to consider college, explore technology-related careers or earn job-training certification.

- The Southeast Kansas Greenbush Education Foundation, a collaboration between school districts in four counties in southeast Kansas, will bring remote learning experiences and education resources into classrooms, offering students the opportunity to interact with members of other communities through telecommunications, the Internet, and an Interactive Distance Learning Network.

- The Cerebral Palsy Research Foundation of Kansas is establishing an Adaptive Computer Training Center with multiple computer workstations, designed for wheelchair accessibility, to provide people with disabilities access to advanced computer technology. Workstations will be configured with state-of-the-art, adaptive equipment to accommodate individuals with a wide variety of disabilities.

- Sunflower Resource Conservation and Development Area provides information through the Grant Reference Library Assistance Program to eight rural south-central Kansas counties. The grant will be used to upgrade resource materials and establish a dedicated computer, making it easier for rural organizations to access funding sources, community education information and economic development information.

New project in Missouri Telecommunity Centers

Southwestern Bell

News Media Report

Publication / Statio: Neosho Daily News
Location: Neosho Page(s) 1 of 2 Date/Time: 11/19/99
Comments: Prepared by Jeff Leeka 417-625-8125

Neosho named Telecommunity;

PAT PAYNE
NEWS STAFF WRITER

Neosho residents will soon ve a place to go where they can arn all about computers and ftware, from turning one on to nfing the Internet or holding a deoconferenoe.

"We are going to teach everydy in town how to use a comiter," said Kay Hively, chairman a steering committee formed to tablish the center. "This is eosho's ticket to tomorrow. We ant everyone in Neosho to be mputer literate."

Jeff Leeka, area manager of ternal affairs for Southwestern el' g with members of the ca steering committee, nnounced the establishment of ie Neosho TeleCommunity enter Thursday at the Neosho ire Department. The fire depart-ent has donated space avail-ole to house the center.

The state-of-the-art center will provide free access to computers, the Internet, scanners, printers and videoconferencing equipment for use to the public. Southwestern Bell has donated 20 computers for use at the center, which is expected to open early next year.

Hively said those involved in developing the center want people who have never touched a computer to learn how to use one. There will be open labs and classes at no charge whatsoever." The only cost involved will be to those who use the videoconferencing system. They will be required to pay for use of a toll line for the conference, Hively said the TeleCommunity Center will be based on the principle of a library, with short-term classes in various aspects of computer use.

"It will not be like taking a semester of classes," she said. "It may be two hours."

Leeka said the new center is



Daily News photo/Pat Pa

Kay Hively, chairman of a steering committee to establish a Neosho TeleCommunity Center, talks to Carl Norman and Steve Kenny about the equipment being installed at the Neosho Fire Department and plans for the center.

Southwestern Bell

News Media Report

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Comments: Prepared by Jeff Leeka 417-625-8125

computer instruction to be offered

"truly a community effort."

Leeka said plans are to have the newest technology for the center, including a digital subscriber line. He said hopes are to have the fastest connection available for the center. Toward the effort to provide Missouri citizens with such access, Leeka said Southwestern Bell has committed $6 billion to bring DSL lines to 80 percent of its customers over the next three years.

"It is a place people can come and learn at the most basic level," Leeka said. "What is unique about it is that it is a community effort, and technical training will be provided by volunteers."

Leeka and Hively said the equipment at the center, if the committee had "started from scratch" to buy it, would have cost "many thousands of dollars." They estimated the cost of equipment to establish the center to be at least $50,000.

A steering committee made up of Neosho residents and business leaders began meeting in October to develop plans for the proposed TeleCommunity Center. Leeka serves as advisor to the TCC committee.

Work station furniture is being supplied by Scholastic, Inc. Southwestern Bell will work with the City of Neosho, the Neosho-Newton County Library Board and the Neosho Economic Development Council to provide assistance in training TCC volunteers, and will install equipment needed for browsing the Web, e-mail and videoconferencing capabilities. Training will be provided on facility software, Internet browsing, spreadsheet and database applications.

"This is an asset," said Sen. Marvin Singleton, who also attended the event. "It is good to see a private-public partnership that will benefit taxpayers.

TELECOMMUNITY, page 9A

TELECOMMUNITY:

Computer instruction to be offered

Continued from Page 1A

Anytime we can see movement to the future, it is wonderful. I congratulate Southwestern Bell on its efforts to establish a community service."

Southwestern Bell has started six TeleCommunity Centers in the state, starting just over three years ago to partner with local colleges and universities to develop the centers. Volunteer technical trainers have provided more than 4,500 free training sessions attended by more than 67,000 people.

Oklahoma

In Oklahoma, SBC has narrowed the digital divide by providing internet access to public and private high schools, colleges, universities, libraries and vocation-technical schools. It is our priority to do everything we can to ensure that every Oklahoman has access to the best technologies available.

Projects

- In 1995, Southwestern Bell teamed up with other companies and officials from Western Heights School to launch JetNet, a futuristic state-of-the-art telecommunications system at the Oklahoma City school. Recently, Microsoft founder Bill Gates described JetNet as "perhaps the leading technology-driven curriculum in the country." Teachers and students have access to Oklahoma's OneNet, the state's telecommunications network, or Southwestern Bell's Integrated Service Digital Network (ISDN) technology to get on-line or meet face-to-face through videoconferencing. Southwestern bell's Multipoint Video Service, an enhancement to ISDN, enables simultaneous, ongoing visual and audio contact among all participants, keeping up to five meeting locations in constant sight of each other.

- In 1996, Southwestern Bell provided free long-distance access to Internet connections for up to three years for public and private, a $30 million value, to public and private high schools, colleges, universities, libraries and vocation-technical schools.

- Beginning in 1996, Southwestern Bell contributed $1 million a year for three years to purchase services and equipment for distance learning.

- In 1996, Southwestern Bell provided $1.4 million for the establishment of at least 33 telecommunications centers in its territory as outlined in the Oklahoma Department of Commerce's proposal for the National Telecommunications and Information Administration.

- The Oklahoma Universal Service Fund ensures continued modern and affordable telecommunications services are available to all Oklahomans.

- The Oklahoma Telecommunications Technology Training Fund is used to train teachers to use telecommunications and distance learning technology to enhance education. The training enables educators to integrate technologies, such as the Internet and other high-tech tools, into their daily education process. The 60 original master trainers have shared their training with 290 educators in their regional consortia. Approximately 45,000 educators across the state are being provided the opportunity to receive this training over five years.

- Southwestern Bell provides each public school and public library in its service area with one line to access an Internet Service Provider or the equivalent dollar credit to offset the cost of such a connection.

- As part of SchoolNet, Southwestern Bell provided more than 1!0 Oklahoma schools with Internet access thanks to donations of money and time from SWB employees and retirees. SWB Internet Services is providing up to six dial-in Internet access accounts free of charge or dedicated access at a 40 percent discount for nine months to each participating school.

- SWB Internet Educational Discount provides a 20 percent discount for dedicated Internet access to all public and private schools in its Tulsa and Oklahoma City service areas that are not participating in SchoolNet.

- ClassLink is the in-building wireless service offered to schools by Southwestern Bell Mobile Systems. A wireless extension of the existing school phone system, ClassLink provides access to the Internet via wireless modems connected to phones and computers. SWBMS has teamed up with other telecommunications partners to donate a ClassLink system to an OKC school.

- Southwestern Bell plans to replace existing non-digital switches in its territory which would not otherwise be replaced. SWB's switching network will then be 100% digital. In addition, three digital switches will be upgraded to provide all optional services.

- SWB will invest in new high-speed Internet connections. This is a major infrastructure investment for DSL deployment to 20 non-metro exchanges and DSL expansion in Oklahoma City and Tulsa. Neither the non-metro exchanges nor the Oklahoma City and Tulsa expansion are currently included in SWB's business plan

- SWB will establish an education technology fund to provide high-tech tools for Oklahoma schools. This is in addition to the free line to access the Internet that SWB has made available to all schools in its territory since 1996.

- SWB will waive the monthly Oklahoma Universal Service Fund charge on each residential and business line for five years.

Connecticut

In Connecticut, through our subsidiary SNET (Southern New Engl nd Telephone), SBC has given millions to help close the digital divide. Grants given to the Jniversity of Connecticut, community colleges, public libraries and schools, are evidence of S BC's determination to ensure that citizens of the nutmeg state are wired.

Projects

- Our most recent educational support is a $500,000 grant propo: al for CT higher-ed institutions known as "Closing the Digital Divide" (individual ; rants will range from $50,000 to $100,000). SNET has issued a grant RFP requesting proposals from colleges, universities, and two-year institutions to create programs to pro vide technology training to Connecticut.

- SNET donated $500K to the University of Connecticut's Engin ering program to create an "SNET Professor of Information and Communication Technolc gies" who will lead the SNET Program for Future Focus. With SNET's support, the Universit ' will recruit a top faculty member to conduct state-of-the-art research in information tech nology and train undergraduate and graduate research assistants. The new profes or will also direct the SNET Program for Future Focus, a new initiative to recruit young sch lars to information technology and to UConn's School of Engineering.

- SNET gives grants valued at $200,000/year (established 1996-9 7 school year and will continue through December 2001) to provide free Internet to all Schools and Libraries in Connecticut.

- In September 1996, SNET began providing a free 60 hour/mon 1 Internet account to all Connecticut schools and libraries as part of ConneCT 96 (the st tewide initiative to connect all schools to the Internet). At the beginning of the 1998/99 sch ol year, SNET announced that we would continue these accounts through December 2001. Of the approximately 1,600 schools and libraries in the state, 1,100 have already established a free Internet account. Based upon the 1997 Education Week's assessment of technolo y in schools, Connecticut was ranked 7th in Internet connectivity for K-12 schools with 8 :% of the schools reporting that they have Internet access.

- In November 1997 SNET announced that the company would b gin hosting school and library created WEB pages free of charge, a $50,000 grant. The offer becomes available in January 1998. The company views this as a significant enhance nent to the free Internet offer, which provides schools with a method to now publish on he Internet. All 1,600 schools and libraries in the state are eligible for this program. A s of the summer of 1999, approximately 160 institutions have established free web sites u der this program.

- Through the FCC's "E"ducational Rate Program (part of the Ur iversal Service Fund process), Connecticut schools have realized approximately $23 nillion in discounts for deploying technology ($9million – telecommunications service; ; $13 million – internal wiring; $1million – Internet services). As the leading telecomm unications provider in Connecticut, SNET has developed internal procedures to effect he process of providing discounts for SNET provided services to schools and libraries. n addition, SNET worked collaboratively with the Connecticut State Department of Educa tion, and the local educational agencies to educate school officials through worksh ops and promotional campaigns.

- SNET gave $30,000 to the Mystic Aquarium located in Mystic, CT recently opened a remote location in Hartford to provide opportunities for urban youth (fc cused on pre-K to 6th grade) to experience ocean centered displays and programs. The cente employs Hartford youth that maintain academic levels. SNET provided funding which supp(rts the telecommunications needs of the center. In December, SNET provided two videoco: iferencing units and operational expenses which will allow the Mystic site to interac with Hartford students in an effort to expand the center's reach to higher level students.

- Since 1985, SNET has given over $1 million to the Celebration of Excellence Program, recognizing teachers for their development of innovative and ex :mplary classroom projects. The projects encourage students to develop their potential and t(live and learn in this changing world. Since its inception, SNET has been a major fir ancial sponsor of this program ($1M +) which promotes and recognizes educational e: :cellence on a statewide basis.

- SNET has established programs to distribute over $200,000 wo: :h of surplus inventory of computer equipment, fax machines, and furniture. To be consid(red for adonation, organizations must qualify as not for profit and substantiate hov the donated items will be used.

- SNET provided $150,000 in funding to Amistad America, a nor -profit organization responsible for funding and overseeing the operation of the ship Amistad. The Amistad will be outfitted as a learning center and exhibit.

- SNET has given $150,000 to support senior citizens by helping hem enter the information age and establishing SeniorNet Learning Centers; Eleven (11) c(nters are in operation by year-end 1998 with funding, technical support and training prov ded for startup. This effort is in cooperation with the national SeniorNet program providing a model for self-sustaining centers, which have been adopted by over 125 centers as a vehic le to introduce seniors to the world of computers.

- This program promotes the study of geography by using the UC)NN basketball program as a basis. Teachers receive a master lesson plan at the beginning of the season and follow the UCONN team and their opponents through the season. Studyin(; geography during the

process. Over 605 classes, and 26,205 students have signed up for the second year of this program.

- 167 of Connecticut High Schools were awarded $1,000, for a total of $167,000. Grant monies were used to support band and music programs. This was the first time that SNET has offered a grant opportunity that did not support telecommunications technology and over 75% of Connecticut high schools participated in the program.

- Charter Oak State College received $25,000 to help establish Internet based training.

- SNET provided $20,000 to support the CT NASA Education Collaborative's effort to expand opportunities for CT teachers to use and access NASA material

- SNET provided $5,000 to the CT Academy for Math and Science to provide a high speed link to a centralized databank of information as part of a project effort to centralize data and make it easily available for educators.

- For the past three years, SNET has given $5,000/year and supported a statewide survey of schools which evaluates the current technology environment throughout the state. The survey is conducted by the CT Association of Boards of Education (CABE) and receives funding from the CT State legislature.

- In an effort to assist educators in the use of technology, the CT Educator's Computer Association holds a one-day fall conference featuring presentations by classroom teachers for classroom teachers. SNET donates $8,250/year to promote the sharing of information among the teachers of Connecticut.

- In 1998, SNET wireless deployed a wireless PBX to an elementary school in Rocky Hill in order to facilitate conversation among teachers and parents. Each teacher has been provided a wireless phone, which can be used from any location within the building or from any of the school grounds. SNET has donated a total of $50,000.

- SNET donates $10,000/year and created a five-member teacher team to evaluate and review telecommunications applications in the school environment. These teachers have been provided the opportunity to trial new technologies such as high speed Internet access and interactive desktop video teleconferencing. An example of their efforts is reflected in a program known as Rivers to the Sea which connects six school regions with interactive desktop video as a student tool to enhance interaction among the classes.

- As part of an effort to increase awareness and availability of the Internet to all Connecticut citizens, SNET donated $30,000 for a high speed Internet link to the Children's Science Museum Internet Computer Center. The link provides access to all computers located in a newly created computer lab, which can be used by school groups on both a daytime and evening basis.

- From 1987 through 1997, SNET provided $50,000 annually in a competitive grant program to allow classroom teachers to use telecommunications technology in the learning environment. This grant program has been cited by many teachers as their introduction to telecommunications technology as a real classroom tool.

- Bristol school system was awarded $10,000 to establish an interactive video connection between their two high schools. The facility should be operational in the fall of 1999.

PACIFIC BELL

Los Angeles, CA

In Los Angeles, SBC subsidiary Pacific Bell has worked to narrow he digital divide by providing millions to numerous schools, libraries and other commu ity centers.

Projects

- Since 1997, the Los Angeles External Affairs Group has contrib ted more than $400,000 towards educational programs.
- Through the Education First initiative, which concluded at the e d of '97, Pacific Bell contributed more than $240,000 in net-day kits, hardware and s ftware.
- Wired over 350 schools in the L.A. County area.
- Contributed more than $3.1 million in customer ISDN lines.
- Supported three Demonstration Sites in L.A. county for three ye rs ('95-'97) providing ISDN lines for Internet Access and videoconferencing, routers, email c apabilities, newsgroups, training support, and additional resources. The Pasadena Public Library, Los Angeles Harbor College, and the Manual Arts High School.
- Our Education Advocates have delivered customized workshop on technology to thousands of L.A., Ventura, and Santa Barbara educators. The value of th se workshops is more than $300,000.
- In 1992 Pacific Bell created the Los Angeles School Volunteer] rogram. This program reaches five schools and it works with schools in assisting them in their efforts to motivate students to work hard, set goals for their future and improve sel -esteem. Since 1992, Pacific Bell has contributed more than 50,000 volunteer hours serving r ore than 10,000 students, over $700,000 in employee volunteer time since 1992, and give more than $535,000 to operate the program.
- Pacific Bell contributed $100,000 to the Los Angeles County Li rary Foundation in 1999 to establish Homework Help Centers at libraries in Carson and No walk The libraries were targeted because of the minority and low-income population in t e communities neighboring the libraries. The centers have trained helpers to assist students n successfully completing homework assignments. Computers with Internet access also ar available for use by the students.

San Francisco, Ca

Pacific Bell is committed to ensuring that all Californians have acc ss to our state-of-the- art high-speed Internet service ADSL (Asymmetrical Digital Subscrib r Lines). We targeted our initial roll-out to include traditionally under-served communities su ch as Oakland and Compton. And in the 4th Quarter of 1998, Pacific Bell identified 3 community based organizations in the San Francisco Bay Area to receive ADSL and Internet access at no cost for 1 year. These organizations: Plugged In, The Center for Accessible Technology, and The Eastmont Computing Center serve underserved communities including the di abled, low-income, minority and senior communities in Berkeley, Oakland, and East Palo Alto.

Projects

- Plugged In helps bridge the gap by bringing the benefits of com puter and communications technologies to the entire community. Plugged In helps to prov de East Palo Alto organizations and families with access to computer technology, serving as a nationally recognized model for connecting low-income communities witl the information economy. Community members of all ages use state-of-the-art computers o build their literacy skills, work on resumes, make money in our team enterprises, or build valuable computer skills in its classes. Plugged In serves approximately 26,000 community members each year.

- The Center for Accessible Technology is a non-profit organizat on that works with children and adults with disabilities, their families, teachers, counselors, and employers to explore computer systems, adaptive devices and software. They assist p eople in gaining the knowledge and expertise needed to make the best decisions abo it selecting and using adaptive computer equipment. The Center empowers consume s by not prescribing aids, but by recognizing that each person has something to contribute to t ne successful implementation of a technological solution.

- The Eastmont Computing Center is an authoritative community resource on technology, with a commitment to providing universal access and employment fc cused, cutting-edge training. Programs will provide technology access to all segments of the ocal community including a special emphasis on employment focused training primarily to y outh. The Eastmont Computing Center is the product of a partnership between the O akland Citizens' Committee for Urban Renewal (OCCUR), the East Bay Urban Church and Family Network, and Family Netowrk, Youth Media, the FAITHS Initiative, and the Urban T echnology Center Inc. Eastmont Computing Center's programs focus on three areas: F ree computer and Internet access at a local mall; Employment-focused job-training and pla cement for youth and a technology resource for local schools, libraries, and other non-p ofit organizations.

- On November 18, SBC Communications Chairman Ed Whitacr delivered the first $10 million to the Community Partnership Agreement. The Commu ity Partnership Agreement is a collaboration between nine community coalitions statewide – epresenting 134 Latino, Asian American, African American, civil rights, and disability c rganizations – and Pacific

Bell. It is dedicated to bringing both existing and new commun cations technologies to traditionally disadvantaged communities.

- The $50 million Community Technology Fund, which will dist ibute at least $5 million each year through the next decade to the nonprofit Community Tech ology Foundation of California, is headed by community leaders who understand co: nmunity needs. The Fund received its first $10 million installment in a November 18th cer emony in Los Angeles.

- The Universal Service Task Force will focus on creative ways t) increase telephone subscribership to 98 percent in low-income areas and broaden c)mmunity access to advanced telecommunications technologies;

- A $1 million research initiative will complement efforts of the (ommunity Technology Foundation of California; The nine coalitions working with Pa ific Bell are African Americans for Telecommunications Equity; the Asian Pacific A merican Community Partnership; the Asian Pacific Islanders California Action Netw)rk; the Greenlining Coalition; the Hispanic Association on Corporate Responsibilit ; the Los Angeles Urban League; the Universal Service Alliance; the World Institute on))isability; and Public Advocates' clients, the Southern Christian Leadership Conferen :e, National Council of La Raza, Korean Youth and Community Center, Association of M(xican-American Educators, California Association for Asian-Pacific Bilingual Education, C alifornia Association for Bilingual Education, Filipino Civil Rights Advocates, Filipinos for Affirmative Action, Korean Community Center of the East Bay.

- Pacific Bell was named NAACP's corporation of the year beca se of our supplier diversity program.

- Pacific Bell donated $100,000 to two programs, the Mayfair Ne ghborhood and the Mexican Heritage Grant, benefiting the Latino community in East San Jo :e, funding a neighborhood revitalization project (in Cesar Chavez' neighborhood) and also a cultural center.

- The Pacific Bell Foundation recently announced a $75,000 gran to the Spanish Speaking Unity Council to fund the Pacific Bell Technology Center at the Fruitvale BART Transit Village. The Center will reach out to all members of the Fruitv le community, opening the gateway of the World Wide Web to all its residents. The Cente will feature bilingual software programs to allow computer use and Internet access in Spanish, as well as educational programs for literacy training and GED preparation In addition, the center will provide a job Readiness and Employment Program, Business A sistance, Homeownership Counseling, Mentoring of school-age students, and Head Start.

- The Northern and Central California Community Enrichment P))gram awards grants of up to $25,000 to local government and community-based organizatio s working to put today's technology where it's needed most. Awarding a total of $350,0(0 in 1998, the C.E.P. helped fund projects that brought Internet and computer training to emp loyment development efforts, opened new avenues of learning in rural schools, and br ught social service programs

closer to the clients they serve. The awards were spread throu hout Pacific Bell's 41-county Northern and Central California region, covering urban areas s ch as Sacramento and Fresno, as well as rural areas such as Shasta and Humboldt counties.

San Diego, Ca

In San Diego and southern California, Pac Bell is partnering with l ocal communities and providing computers for under-served populations and reaching ou to a diverse population speaking both English and Spanish.

Projects

- Pacific Bell, the San Diego Regional Technology Allicance anc ATCOM/INFO have partnered together to provide computers for five local commun ty centers which work with under-served populations. Through a competitive process the f ollowing centers were chosen as the first five recipients of the "Computers in Community Ce ters" program. They include the Urban Corps of San Diego, Jackie Robinson YMCA, YWC A Downtown San Diego, Chula Vista Public Library, San Diego Urban League.

- We also made a donation to the Council on Literacy to adminis er an education outreach program with San Diego County libraries. The program is focu sed on a literacy effort that is designed to reach all of the diverse communities of San Diego C ounty while strengthening local libraries.

- Pacific Bell also teamed with Casa Familiar, located in an extre nely poor and under-served community along the Mexican Border, on a project that provide s basic and computer literacy skills to at risk or drop out youth to better prepare them for scho ol and the job market. Our company provided computers and wiring for their new educatio n center.

- At the Center for Parent Involvement in Education, Pacific Bel 's contribution helped in providing for the "I'm going to College program." This progra n provides training on entering college for inner city parents and their children.

- Pacific Bell's role in its education outreach is its commitment tc curriculum, which is achieved by working closely with educators to provide technolc gy that supports what is being taught in the classrooms. Log Onto the Future, a landmarl partnership with the Classroom of the Future Foundation and the County Office of E ducation, brings high speed data transfer and video conferencing into the classroom and sup ports a math and science intensive curriculum. The 12 San Diego elementary, middle and high schools involved are linked via high-speed digital lines and allow the students to coll aborate on various projects ranging from building a station on Mars to exploring the ethical political and scientific implications of human cloning.

- Pacific Bell, working with the San Diego Padres baseball team, announced its Little Padres Program, a plan to build or refurbish 60 youth baseball fields lo ated in under-served communities through San Diego and the surrounding region, inc luding south of the border. The 60 Little Padres Parks, which will honor 60 years of profes ional baseball in San Diego, will be built

- Pacific Bell recently contributed $10,000 to this youth academi and job training program that focused on underserved communities. The grant will fund n educational computer repair class. In addition, Pacific Bell has contributed working c mputers used by Urban Corps participants, who as part of the academic part of the prog am, are completing their high school education.

AMERITECH

SBC's partnership with Ameritech will enable a pooling of resources to close the digital divide in the southwest and midwest regions in which they operate. Ameritech has also demonstrated a commitment to closing the digital divide by having programs operative in all states as well as specific programs designed to help local communities in their unique situations.

Efforts in the 5 States

- The Ameritech Economic Education Technology Project was developed through a grant to the National Council on Economic Education. Utilizing communications technologies such as the Internet and distance learning, the project provides economics education workshops and curricula to school districts, teachers, and students located in Ameritech's five-state region, including Illinois, Indiana, Michigan, Ohio, and Wisconsin.

- In 1997, Ameritech created the Ameritech Faculty Development Technology Program -- a program that brings faculty together from independent colleges in Illinois, Michigan, Ohio and Wisconsin to develop and implement technology training for teachers. Faculty from the four states who participate in the workshops have an opportunity to exchange best teaching and learning models through a regional toolbox posted on the world wide web.

- The Ameritech Partnership Awards for Independent Colleges were developed to encourage the innovative use of technology in higher education by private institutions in Ameritech's five state region. All accredited, degree-granting institutions that are members of the Midwest Partnership of Independent Colleges are invited to compete on a statewide basis. This years award winners include: North Park U. (Chicago, IL) Blackburn College (Carlinville, IL), Indiana Wesleyan U. (Marion, IN), Tri-State U. (Angola, IN), Madonna U. (Livonia, MI), Kalamazoo College (Kalamazoo, MI), Otterbein College (Westerville, OH), Oberlin College (Oberlin, OH), Carthage College (Kenosha, WI), Milwaukee School of Engineering (Milwaukee, WI).

- The Ameritech Technology Program for Arts & Culture is a competitive grant program for arts and cultural institutions in Ameritech's five-state region. The program is designed to bridge technology with art programs that are rich in cultural diversity, provide broad educational experiences and enhance the quality of life for customers, shareowners and employees. In 1997, more than $530,000 was contributed to five arts and cultural organizations in the five states including the Akron (OH) Art Museum, Chicago (IL) Children's Museum, Detroit (MI) Historical Society, Indianapolis (IN) Museum of Art, and Milwaukee (WI) Art Museum.

- For the second consecutive year, Ameritech has made nearly 45 000 copies of The Big Deal Book of Technology for K-12 educators available to superintendents, principals, and technology coordinators in its service area in the states of IL, MI, OH, and WI. The book is

designed to provide K-12 educators with some of the best buys and savings on technology-related products and services, including some offerings from Ameritech. The Big Deal Book of Technology serves as a semiannual resource. Approximately one-half of the book's pages provides access to some $300 million in grant opportunities, sources of free technology-related materials and more than 100 noncommercial websites for research and enrichments, many of which offer free lesson plans and teaching ideas.

- Over the past decade, Ameritech has strongly supported the national Reading is Fundamental (RIF) organization in Washington, DC. Through the Ameritech and RIF partnership, children and their families are inspired to read through planned reading-related activities and through a special book distribution program. Ameritech funds enable schools, libraries and other non-profits to partner with the RIF program to take advantage of various literacy programs and book supplier discounts.

Illinois

- Ameritech is Integrating Technology into the Curriculum by enabling dedicated teachers and students of the fourth and sixth grades to use a multimedia approach to address various extra-curricular proposals. The program helps students become comfortable using technology as a tool for research and instruction, which substitutes the paper and pencil tasks. The skills developed by the students in working on this program such as; identify, describe, investigate, collect, organize and analyze to name a few, will enable them far beyond the school walls.

- The WIU/Ameritech TechKnowledgy Project is a state-wide telecommunications-based staff development program for Illinois K-12 educators. Through a partnership with the Illinois State Board of Education, its seven regional Learning Technology hubs and WIU, the projects addresses Illinois' need for intensive, on-going teacher training in the effective use of communications technologies.

Michigan

- Ameritech funds the Detroit Area Pre-College Engineering Program for K-12 teachers in the Detroit Public Schools. As part of the learning process, teachers develop lesson plans which are posted on DAPCEP's web site to be shared with others. In addition to helping teachers in the use of technology, the grant also helps students research and complete their science fair projects using the Internet.

- The Learning Exchange for Teachers and Students through the Internet (LETSNet) project, funded by Ameritech, has developed resources for K-12 teachers on how the Internet can be used in their classrooms. This resource has been created by a collaboration between Michigan State University's College of Education and College of Communication Arts and Sciences. LETSNet encourages teachers to think about using the Internet in the classroom in terms of concepts already familiar to teachers, such as field trips, publishing, teamwork and research.

- The Electronic Generation Connection (Bloomfield Hills, MI) literally puts the students from Della Lutes Elementary School and Hickory Grove Elementary in communication with "students" from another generation. Fifth grade students work through varying stages of digital communication skills with senior citizens at three community senior citizens centers in Michigan. As the youngsters are learning from and sharing with unseen friends, they are concurrently studying reading, spelling, grammar, history, math, geography, and social studies. They generate maps, measure distances, compare and graph cost of goods over a period of time, carefully prepare and peer-edit questions, and use their "free" reading time to investigate unfamiliar terminology of references. They use computers, scanners, digitizing cameras, printers, modems, electronic bulletin boards, encyclopedias, CD-ROM, videodisks, and VCRs.

Wisconsin

- K-12 students can assess a statewide helpline to obtain teacher assistance after school hours. The helpline is an education/business partnership of the Wisconsin Cooperative Education Services Agencies Foundation (CESA), Ameritech, University of Wisconsin Eau Claire, Wisconsin Department of Public Instruction, Wisconsin Education Association Council and the Wisconsin Association of School Boards.

- The Student Information System program offers one-stop shopping for accessing information about the University of Wisconsin (UW) System and the Wisconsin Technical College System (WTCS). The program features: an on-line introduction to the UW System with descriptions of institutions, admission requirements, and academic programs, a UW System and WTCS telephone directory that provides ready access to all offices and individuals at every institution, an electronic application for admission to any UW System institution or any WTCS campus, on-line financial aid form, an electronic aid application form, and hypertext connections to advice on how families can save for college, on-line career advising services.

Indiana

- The Ameritech Hoosier Academic Super Bowl is a title sponsor partnership between Ameritech and the Indiana Association of competition for students in grades 9-12. The Super Bowl has separate competitions in English, fine arts, mathematics, science, social studies and interdisciplinary (a combination of the five subject areas). More than 5,000 students from 300 high schools are expected to take part in regional competition, during which 150 squads are expected to qualify for the state finals. Ameritech contributes $300 to the schools' media centers of 24 state champion teams in honor of their accomplishments. Ameritech also awards each champion team Olympic-style medals, plaques, banner and customized "road sign" that proclaim its champion status.

- A Community Safe Haven. Students at Crown Point High School (Crown Point, IN) have a greater awareness of the positive impact that technology makes possible. The school opened its doors and technology resources to students and adults after hours. This effort was an attempt made to reduce inappropriate behaviors after school behaviors and increase students'

educational achievement. As a result, the citizens of Crown Poi t now have a technology community resource center. This program registers successes of assisting the students to develop greater skills and self-esteem, and a community of life l ong learners. The Indiana Criminal Justice Institute Board of Trustees awarded Crown Poi nt Community School Corporation (CPCSC) a $35,000 Safe Haven grant.

Ohio

- The Ameritech Electronic Classroom at Kent State electronicall ' links with the University's eight-campus system and also with schools, communities and c(rporations worldwide. The classroom, a collaboration of teachers, supervisors and administ ators in Portage and Summit County's K-12 public and private schools, is designed for obser ation, field experience and experimentation about how K-12 students interact with and lear using interactive multimedia courses.

- The major goal of Snaps: A Special Needs Application of Probl m Solving was to apply scientific and technological principles to solve real world proble ns. This goal enabled the students to look beyond the classroom and work in the real worl l enhancing career exposure. SNAPS helped foster creativity, develop problem-solving techn ques, built communication skills and enable them to understand the interdisciplinary nature of the sciences. By use of e-mail, Internet home page, and computer video conferencing, the SNAPS teams hope to establish an electronic support group for others wishing to adapt this worthwhile project in their community.

2ND STORY of Level 1 printed in FULL format.

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October 9, 1998 Friday ALL EDITIONS

SECTION: NEWS; Pg. 014

LENGTH: 436 words

HEADLINE: VP's in Hub to check out unique computer program

BYLINE: By DARRELL S. PRESSLEY

BODY:

Vice President Al Gore will get a glimpse today of Boston's landmark initiative to link teachers to technology through innovative training.

"He sees us as being ahead of the other urban school districts around the country in technology," Steve Gag, technology adviser to Mayor Thomas M. Menino, said yesterday.

Gore will first visit Peabody for a "Get Out the Vote" event and then head to **HiQ** Computers in Boston to welcome the new company into the city's empowerment zone.

Gore also will be introduced to Boston's partnership with **HiQ**, where teachers are receiving free technology lessons through an innovative teacher training institute.

"They have two large training labs open to teachers all hours of the evening, with new computers. And more importantly, they have provided three free trainers for three years," Gag said.

The institute - which may be the first of its kind in the country - is a project that could have cost Boston about $ 1 million, he said.

Boston Public Schools has 7,500 networked computers able to access the Internet, use e-mail and connect with other computers. By June 1999 the city will have 11,000 computers in the system, Gag said.

However, "All the access (to computers) in the world doesn't mean a thing; unless the teachers have the training, they're going to sit there as doorstops and collect dust."

Alma Wright, who teaches first- and second-graders at William Trotter Elementary, said she uses her computers to teach every day.

"I feel I can't teach if I can't turn my computer on," said Wright, who uses computer software to teach writing, math and phonics.

Wright, a 34-year veteran, is considered a pioneer technology teacher with her experience on Macintosh computers, and is training other first-grade teachers to integrate computer software into their teaching.

In 1996, Menino called for the city to have one computer for every four students by 2000. At that time the system was at one computer for every 63 students, Gag said.

The ratio today is one computer for every 10 students and by the end of the school year will improve to one for every seven kids, he said.

The city plans to purchase 20,000 new computers by 2001.

"That gets us to a ratio of one computer to every four students and one computer for every teacher," Gag said.

Echo **Tsai,** CEO of **HiQ** Computers, said she is thrilled to be able to give back to Boston's teachers and students through the institute. "It's really the commitment that we have to children, to link the future to technology," **Tsai** said.

Photo Caption: GORE: Will see innovative training program during tour.

LOAD-DATE: October 09, 1998



Digital Divide Help Foundation

TO: Gigi Georges, Special Assistant to President Clinton

FAX: (202) 456-2223, OEOB, Room235
Time: 11:10AM PST Pages: 5 Date: February 2, 2000

FROM: **DIGITAL DIVIDE HELP FOUNDATION**

RE: **PRESIDENT CLINTON's "New Markets" Spring Tour.**

Dear **Ms. Gigi Georges,**

Within the next several weeks I will be in Washington, DC visiting with Congressional Staff for the purpose of discussing specific methods to bring substantial new capital into **President Clinton's "New Markets"** initiative. The **DIGITAL DIVIDE HELP FOUNDATION** realizes that there is a gap in the disparity in academic performance among students of different racial and ethnic backgrounds (see attached article "Test show **Racial Divide**"). The **Digital Divide Help Foundation** has been working with new start-up technology firms which offer a whole new set of solutions to the Digital Divide issues. Several of the CEO's and CTO's sit on our board of directors. This new technology delivers high end connection and access that can be offerred to low-income families **without** the need for them to be equiped with a **Computer!** In addition the absence of complex hardware means **Less Training** for the consumer or teacher to achieve the maximum information technology benefits. The **Digital Divide Help Foundation** is confident that we can bring valuable new solutions to the issues that can substantially **reduce** the **costs of equipment, increase quality of services and greatly reduce training expenses.** I am available to answer your questions in greater detail at your convenience. The **Digital Divide Help Foundation** will bring substantial value in helping to assist **President Clinton** with his **"NEW MARKETS"** initiative and therefore, would further showcase valuable solutions to the issues during **President Clinton's** tour. I will call you to see when would be a convenient time to answer your questions in greater detail.

Thank You,

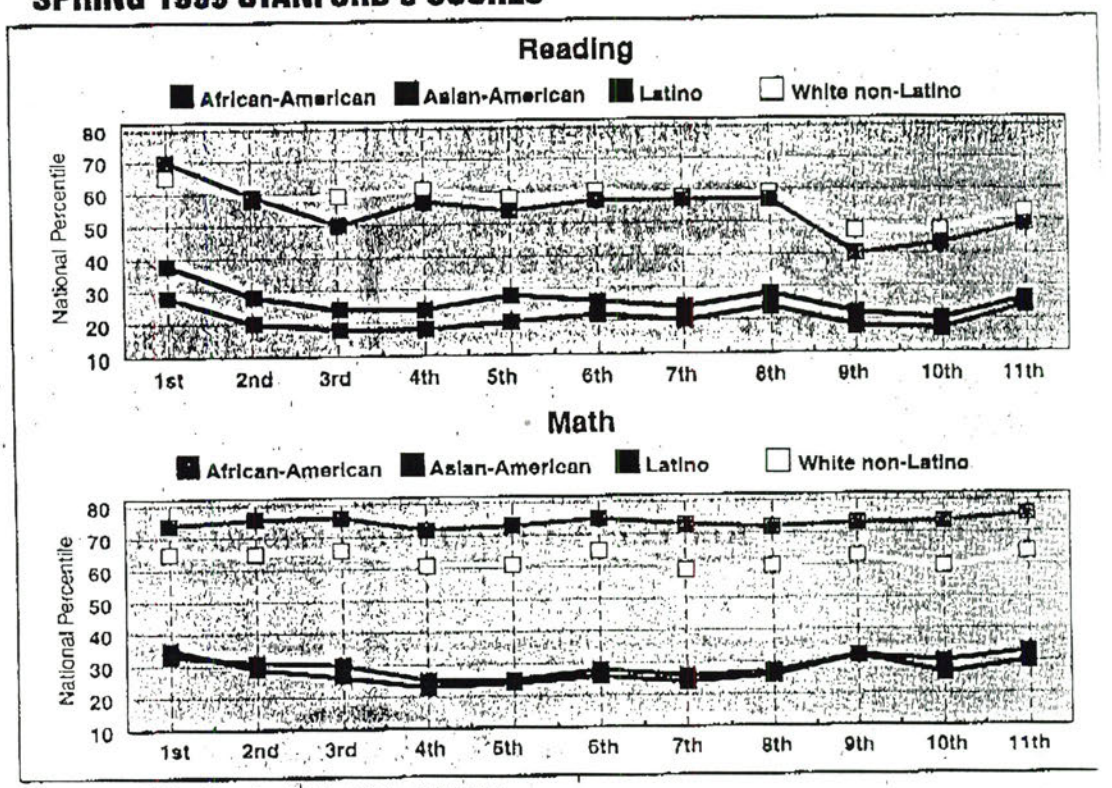
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FEB-02-2000 11:10 AM STEVEN TANGHERLINI CO 805 5292228 P.02

Tests show racial divide

SPRING 1999 STANFORD 9 SCORES



SOURCE: Los Angeles Unified School District

Scores reflect ethnic divide

Schools aim to close gap

By David R. Baker
Staff Writer

Sunday, January 30, 2000

Tests show racial divide

By David R. Baker, Staff Writer

Even at Camino Real High School in Woodland Hills -- one of the best schools in the state -- the maddening disparity in test scores among different racial and ethnic groups persists.

The poor performance of African-American and Latino students at El Camino when compared with whites and Asian-Americans on the Academic Performance Index released last week highlights an important new state education rule.

If any racial or ethnic group in a school fails to meet improvement targets set by the state on the next round of index scores, the whole school fails. The index, which ranks every California public school based on student achievement, was designed in part to shine a steady light on the problem.

In The News

- Lottery money buys few books
- Interest in river finally flowing
- Davis accused of inaction
- Pets often abandoned at Encino animal playground
- Tests show racial divide
- New dollar coin ready
- New laws could take away profits from killer goods
- Developers see hotel opportunity
- Ex-military brothers disarm man aiming gun
- Cheaters sentenced for law exam scam

"There's a huge gap," El Camino Principal Ronald Bauer said of the disparity in academic performance among students of different racial and ethnic backgrounds. "We think we have an attitude of success where kids are expected to succeed. On the other hand, we have about a thousand kids who are not performing as well as they have to."

With the release of the new school ratings, Bauer and many other principals now have the chance to bring in extra resources and seek new solutions to the problem of low-achieving groups.

"For too long, excuses have been made for students with low academic performance," said Ann S. Bancroft, spokeswoman for California's secretary of education.

But highlighting the problem and agreeing on its cause -- and solutions -- are very different issues.

Some educators have argued for years that the standardized tests at the heart of the index are biased against racial or ethnic minorities. Others point to the lack of textbooks and experienced teachers in minority neighborhoods.

Still others argue that white teachers may harbor stereotypes that lead them to demand less from African-American or Latino youngsters.

Valley statistics

"I'd say expectation is a big part of it," said Melinda Lewis, chairwoman of Advocates for Valley African-American Students. Her group spent the last year compiling statistics on the performance of African-American students in San Fernando Valley schools and has found their scores lag behind those of

other children on most campuses.

"Even from personal experience, I've had teachers assume my child was bused in from L.A.," said Lewis, who lives in North Hills. "We're naive to assume that what we are as a society isn't reflected in the classrooms."

Although individual schools received racial and ethnic results on the index last week, the Los Angeles Unified School District has not yet compiled districtwide data. School board members have requested the information and will likely get it in the next two months, Assistant Superintendent Judy Burton said.

But other test scores from the district reveal substantial gaps among student groups. The Stanford 9 exams on which last week's index results were based showed white students in most grades scoring near the 60th percentile nationwide on reading while African-Americans ranked about 30 percentile points lower. Latino students performed even worse.

While many Latino students start out as youngsters struggling with the English language, others do not. And while language becomes less of a problem for non-native speakers in the high school grades, their scores on reading and math continue to slip.

School Board President Genethia Hayes attributed much of the difference to the lack of resources at many schools in poor and working-class minority neighborhoods.

Newer teachers

Such schools often rely on teachers just entering the profession. Their inexperience might not pose such a problem in affluent neighborhoods where parents have more free time to spend helping children learn, Hayes said. But it can be disastrous in less-prosperous areas.

"It's not that we're saying these young (teachers) aren't bright and extremely well-motivated, but if they don't have the training and we put them in with children who need them the most, what do we expect the results to be?"

Hayes said the district may need to find ways to place its best teachers in such schools as a way to erase the gap. She doesn't expect it to be an easy change to make.

"You need to bite the bullet and figure out the bottom-line resources those children need," she said. "And that's going to be an extremely contentious discussion, because some of these schools will have to get more."

Using federal funds

She also said she wants the district to examine how federal funds given to schools in poor neighborhoods are spent.

But disparities in academic performance among students of different races and ethnicities also exist on campuses in middle-class neighborhoods.

El Camino scored 716 out of a possible 1,000 on the Academic Performance Index. White students scored 780, African-Americans 580. Latino students

at the school scored 575.

At Granada Hills High School, another academic powerhouse, the gap was less pronounced but still noticeable. White teens scored 770, while African-Americans hit 602 and Latinos 606.

Granada Hills Principal Mary Kathleen Rattay blamed part of the difference on the isolation that some African-American or Latino students feel when most of their classmates are white.

"If they're isolated in the classroom, it's harder," she said. "It's easier for them to hang back."

Not prepared

Bauer said many of his African-American students come from the central city and attended middle schools that didn't adequately prepare them for high school.

"Sometimes we'll get kids who have trouble with math who've been having trouble for seven years," the ECR principal said. "Our approach is to push as hard as we can to encourage them to go into the hardest classes possible."

Interim Superintendent Ramon Cortines said the state's new rankings will force schools and parents to finally deal with the issue.

"That's not going to go away," he said. "Teachers and principals and parents -- we're not going to be able to say there's nothing we can do."

Cortines has proposed splitting LAUSD into 11 semiindependent districts, a change supporters say may help schools focus on the unique educational problems of different groups of students. If the school board approves the change, Cortines said he will insist that the administration of each mini-district take the new state data and devise strategies to help each group improve.

Hayes said closing the performance gap among racial and ethnic groups should be the district's top priority. And she wants parents to force the issue by talking about it among themselves and in the schools.

"You've got to say it," Hayes said, "and you've got to encourage the community to keep coming down here and hitting us in the face with it."



Carol W. Wilner
Vice President – Executive Branch Advocacy
Federal Government Affairs

February 4, 2000

To All:

Attached are materials we have sent to the Hill regarding AT&T's efforts to support the Digital Divide. The materials include:

(1.) Letter to Congress (1/27/00)

(2.) Outline of AT&T's Support

(3.) AT&T Press Release (12/9/99)

(4.) C. Michael Armstrong's comments at the Digital Divide Summit (12/9/99)

Please call with any questions.

Carol

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Washington, DC 20036
202 457-7435
FAX 202 457-2258
cwilner@att.com

January 27, 2000

Dear :

As Congress returns this month, one of the telecommunications issues that it will face is how to ensure all Americans benefit from the rapid and ongoing nationwide deployment of advanced digital services.

To reach this goal, AT&T is investing over a hundred billion dollars to bring telephony and high-speed Internet services to consumers through cable and fixed wireless systems. AT&T is also continuing to invest millions of philanthropy dollars to bring the benefits of advanced digital services to underprivileged communities working with national and community-based partners like the NAACP, National Urban League, the PUENTA Learning Center and others.

AT&T is proud of its legacy of support for underprivileged communities. Our support goes well beyond our business investments because we think it takes more than just providing access to the technology to bridge the "digital divide." We believe that helping people understand how to effectively use technology for teaching and learning is the key to successfully solving this issue. The "digital divide" is receiving significant attention and I thought it would be timely to share with you information regarding AT&T's ongoing philanthropy and employee volunteer efforts targeted to addressing this issue.

AT&T's CEO Michael Armstrong launched AT&T's newest education commitment, the *Technology Leadership Program*, at the Digital Divide Summit held in Washington last month. This $1 million education and training initiative will help bridge the "digital divide" in ten underprivileged communities by providing training for teachers, community members, and young people to allow them to become technology leaders capable of using technology and teaching others to do the same. Enclosed is our press release announcing this program and a copy of Mike's comments at the summit. Also enclosed is a snapshot of other programs supported by AT&T, including the following:

♦ AT&T Cable Services offers free high-speed cable modem and Internet access to all schools and libraries in its area of service, and supports *Cable in the Classroom,* providing a free cable connection and over 540 hours per month of commercial-free educational programming to schools, touching more than 8.8 million students in our area of service.

♦ AT&T has invested more than $600 million in cash and in-kind support of education since 1984 because we believe that learning is a lifelong process and that learning how to learn is an essential skill for helping individuals fully participate in a global economy. Through the

AT&T Learning Network Program, we are providing free online resources to help families, schools and communities use technology effectively to enhance teaching and learning.

♦ AT&T contributed $1.25 million in technology education in 1999 through initiatives with the *Edison Job Corps Program, Leadership Conversations for the Next America* and the *Academy of Information Technology.* Our support will give urban youth new opportunities to obtain training in technology to help chart their careers.

♦ AT&T contributed $1.42 million in 1999 to invest in the development of Internet-based "community technology centers" to further technology education to underserved communities. The centers are located across the country and are supported by leading nonprofit organizations including the National Urban League, NAACP, PUENTA Learning Center, Magic Johnson Foundation and the L.A. County Office of Education.

♦ AT&T's employee and retiree volunteers have contributed more than 1.5 million hours of community service since 1996. Their spirit of service has supported numerous community projects including wiring schools for access to the Internet, tutoring students in math and science, and refurbishing and renovating schools and youth recreational facilities.

As Mike Armstrong said at the Washington summit, "...we don't have any illusions about closing the digital divide single-handedly. Because make no mistake: closing the digital divide is a big job for this country. At the same time, it's not unlike challenges we've faced and overcome in the past...At AT&T, we think we can help."

Please let me know if you have any questions, or if you'd like additional information.

Sincerely,

Attachments

AT&T

AT&T's SUPPORT FOR BRIDGING THE "DIGITAL DIVIDE"

AT&T believes in the power of communications technology to connect all Americans. Through its business, philanthropy and people, AT&T is committed to bringing the benefits of technology to all communities, including those that need special attention to overcome economic and geographic boundaries.

AT&T's commitment to communities and education and training is rooted in the value AT&T places on treating all people with respect and dignity while honoring their individual and cultural differences. Our support is designed to promote a spirit of community, diversity, and equal opportunity, and to help individuals have access to the technology, education and training resources they need in order to fully participate in a global economy.

Here are some examples of AT&T's support for business and communities:

Minority- and Women-Owned Businesses – AT&T does business with more than 1,900 minority- and women-owned enterprises purchasing more than $10 billion in goods and services since 1968. In 1999, AT&T's purchases were more than $1.1 billion, a 32% increase in purchases in 1998 of more than $891 million.

National Minority Supplier Development Council – AT&T's more than $1.2 million in support to the National Minority Supplier Development Council provides the opportunity to teach technical and entrepreneurial skills to minority-owned companies to assist them in expanding their business to high-tech markets.

Merrill Lynch – AT&T is working with Merrill-Lynch to make $60 million in credit available to minority- and women-owned suppliers for capital to assist them in putting their ideas to work.

Cable Services – AT&T Broadband and Internet Services offers free cable modem and service to every school and library in its area of service, and through its support for Cable in the Classroom, provides a free cable connection and over 540 hours per month of commercial-free educational programming to schools. (http://www.ciconline.org, http://www.att.com/learningnetwork)

AT&T Learning Network Program – A multi-million dollar K-12 education program that offers free online resources to help families, schools and communities use technology effectively to enhance teaching and learning.

Technology Leadership Program – AT&T's Learning Network is investing $1 million to develop a new training and education initiative, "Technology Leadership Program," to help bridge the digital divide in ten underprivileged communities. The program will provide training for teachers, community members, and young people to allow them to become technology leaders capable of using technology and teaching others to do the same.
(http://www.att.com/learningnetwork)

AT&T CARES Employee/Retiree Volunteer Program – AT&T's employee and retiree volunteers have contributed more than 1.5 million hours of community service since 1996. Their spirit of service has supported numerous community projects including wiring schools for access to the Internet, tutoring students in math and science and refurbishing and renovating schools and youth recreational facilities.

Leadership Conversations for the Next America – AT&T is committing $250,000 to launch "Leadership Conversations for the Next America" to bring together high school students with local, state and national policymakers to discuss economic opportunities, education, job skills and leadership for the 21st century.

Academy of Information Technology – AT&T is supporting the development of the Academy of Information Technology, a high-school level curriculum designed to prepare young students for the information technology workplace.

Edison Job Corps Program – AT&T is investing $850,000 in the Edison (N.J.) Job Corps program to develop a three-year initiative to address the shortage of skilled workers in the information-technology industry. The program will include paid internships for training program graduates, mentors, equipment and materials.

NAACP and the National Urban League – AT&T is contributing more than $500,000 to both the NAACP and the National Urban League in seven states and the District of Columbia to give under-resourced communities access to technology by investing in Internet-based "community technology centers" to provide hands-on skills training.

Los Angeles County Office of Education – AT&T grants of more than $1.25 million support the L.A. County Office of Education's Technology for Learning Initiative to establish 25 neighborhood-based technology centers. AT&T also supports LACOE's partnership with the Greenlining Institute, a multi-ethnic advocacy center, to help reach communities of color and other under-served groups.

Puente Learning Center – AT&T is contributing $50,000 to support The Puente Learning Center in South Central Los Angeles to help provide free computer-based education programs to children, youth and adults, and to encourage other community agencies to do the same.

United Neighborhood Houses – AT&T helps settlement houses in New York City serve as centers where technology resources can be accessed, shared and used by settlement staff, community residents and program participants.

Safe School Program – AT&T's Safe School Program provides free AT&T Wireless service and Ericsson wireless phones to selected schools to support school safety efforts.

Digital Divide Network – An industry-led initiative launching a comprehensive Web-based resource to coordinate information, strategies and efforts targeting solutions to the digital divide issue. The Digital Divide Network will be operated and managed by the Benton Foundation with support from the National Urban League.

GetNetWise: You're One Click Away – AT&T is a founding sponsor of *GetNetWise: You're One Click Away,* a comprehensive Web-based resource designed to ensure parents and families have the technology tools and tips, safety referral contacts and suggestions on quality content they need to help kids have safe and enriching experiences online. (http://www.getnetwise.org)

News Release

For further Information:

Jeff Roberts
212-387-6289
Pager: 800-381-3860

Rochelle Cohen
202-457-3933
Pager: 888-602-5489

FOR RELEASE THURSDAY, DECEMBER 9, 1999

AT&T Helps Bridge "Digital Divide" with Million Dollar Grant for Technology Leadership Program

WASHINGTON – AT&T today announced a $1 million grant in support of a new initiative to help bridge the "digital divide" in underpriviledged communities in Atlanta, Boston, Chicago, Los Angeles, the Mississippi Delta, New York City, Oakland, Pittsburgh, the Rio Grande Valley, and Washington, D.C. The program will provide training for teachers, community members, and young people to allow them to become technology leaders in their communities, capable of using technology and teaching others to do the same.

AT&T Chairman and CEO C. Michael Armstrong made the announcement at the Digital Divide Summit hosted by U.S. Department of Commerce Secretary William M. Daley. "Job skills are changing nearly as fast as technology," Armstrong said. "We all have to learn the language of technology and the Internet in order to bridge the digital divide."

The funds will be used by the Education Development Center (EDC), a nonprofit education and research development association, to develop and deliver a three-pronged training program:

- For Teachers: EDC will develop an Online Professional Development Institute, a program to train teams of teachers to use technology to improve teaching and learning. These teams will become leaders in their school districts and train other teachers in the use of technology.

- For Community Members: The programs will provide technology training for community members; these community members will become leaders in the use of technology and help train other community members to use technology.

- For Young People: EDC will develop a technology and leadership training program for high school students; these students will provide technical assistance and support in schools and community technology centers, and provide leadership in their schools and communities on issues related to education, technology and economic opportunity.

The **AT&T Foundation** invests globally in projects that address a range of public concerns. More than half of AT&T's philanthropy is used for education projects. In 1995, AT&T created the AT&T Learning Network,® a $150 million corporate commitment to support the education of children in schools (grades K-12) across the United States by providing the latest technology and cash grants to schools and communities. AT&T Learning Network resources and grants are designed to help teachers, students, parents and communities link to the technology tools and support they need to help improve teaching and learning.

# # #

AT&T

Digital Divide Summit
U.S. Department of Commerce
December 9, 1999

Comments by
AT&T Chairman and CEO Michael Armstrong

Thank you, Secretary Daley.

It's clear from everything we've heard today that America is threatened by a digital divide. Access to technology will help bridge the gap. But people also need the training and education to put technology to work.

When I was 16 years old, my father finally handed over the keys to the family car. I felt like the most empowered kid in the state of Michigan. That's because he didn't just hand over the keys, he also taught me how to drive.

So it's great to wire every library and school in America for the Internet. At AT&T, we've been proud to support that effort. Now we're putting the same kind of energy into education and training. Because that's where the need is greatest.

AT&T has a rich history of involvement in education and training. Five years ago we launched the AT&T Learning Network. It teaches teachers how to use the Internet as a learning tool. And it lets them take on-line courses from leading universities -- whether they're in Southeast Washington or Snohomish, Washington.

It's never been more obvious that learning goes on long after we leave school. Job skills are changing nearly as fast as the technology. So we're working with schools to identify the skills we'll be looking for 5, 10, and 15 years from now. And to develop courses of study that will build those skills.

But, Mr. Secretary, as you well know, closing the digital divide is a job that goes well beyond college campuses. So we jumped at the chance to support the Administration's New Markets Initiative. We were especially pleased last summer to make a 1.4-million-dollar contribution to help underserved communities in Southern California, and a similar contribution last month in Newark, New Jersey.

In the telecommunications industry, we're proud that America has enjoyed universal telephone service for generations. We look forward to the day when advanced digital services will be just as widely available, and at a cost that's just as affordable.

We're moving that day closer by investing hundreds of billions of dollars to bring high-speed Internet services to consumers. We're investing in cable systems that offer broadband services. And in fixed wireless systems to go where cables don't.

We're also joining with the NAACP and the National Urban League to bring computer and Internet technology to communities where people need them most. And we're investing in Internet based "tech centers" that provide hands-on training for low-income neighborhoods in seven states, as well as here in the District.

Today, the AT&T Learning Network is launching a new Leadership in Technology initiative. It's a technology initiative that runs on people power.

We'll be investing more than one million dollars in programs to train teachers, community members, and young people to become technology leaders.

But we don't have any illusions about closing the digital divide single-handedly. We hope to be joined by lots of other businesses – big businesses, medium-size businesses, small businesses. We invite them to join us in this effort.

Because make no mistake: closing the digital divide is a big job for this country. At the same time, it's not unlike challenges we've faced and overcome in the past.

During the great wave of immigration at the end of the last century, newly arrived children came to the public schools and learned English. That was their ticket to success in the new world. That was the basis of the social and economic mobility that many of their parents never got.

As we get ready for the turn of this century, in a sense we are all immigrants. We are all arriving in a new world created by technology. We all have to learn the language of the technology and the Internet.

At AT&T, we think we can help.

* * *

THE PRESIDENT HAS SEEN
2-4-00

Copied
Sperling
Podesta

Guess
possible
new Wardrobe
feature
Pantsuit

THE PRESIDENT HAS SEEN

THE WHITE HOUSE

WASHINGTON 2-4-00

Mayor Bill Hanna

The program is put together by Hi Q Computer. It is owned by Echi Tsai — a woman who came to the country 15 years ago from Taiwan.

She committed 1000 computers to families of low-economic level.

She trains the parents and the children. And then retrains them every six months.

Good Luck.

Tom Fleming

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

ID# 408886
PAGE 1

DATE RECEIVED: 01/14/2000

NAME OF CORRESPONDENT: THE HONORABLE THOMAS M. MENINO

SUBJECT: INVITES THE PRESIDENT TO VISIT BOSTON SO THAT HE CAN SEE THE INNOVATIVE PROGRAMS THAT THEY HAVE DEVELOPED TO "BRIDGE" THE DIGITAL DIVIDE

		ACTION		DISPOSITION		
ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACTION CODE	DATE YY/MM/DD	TYPE RESP	C D	COMPLETED YY/MM/DD
SCHEDULING AND ADVANCE	CARRIE STREET	ORG	2000/01/14			
ACTION COMMENTS	OPEN					
INTERGOVERNMENTAL AFFAIRS	MICKEY IBARRA	RSI	2000/01/14			
ACTION COMMENTS						
			/ /			/ /
ACTION COMMENTS:						
			/ /			/ /
ACTION COMMENTS:						

Bruce/Jane -
This sounds terrific!
Thanks
Mickey

COMMENTS CC: IBARRA

ADDITIONAL CORRESPONDENTS: 0 **MEDIA:** LETTER **INDIVIDUAL CODES:**

REPORT CODES: **USER CODES:**

cc. Rahm
1-17-00

ACTION CODES:
A - APPROPRIATE ACTION
C - COMMENT/RECOMMENDETION
D - DRAFT RESPONSE
F - FURNISH FACT SHEET
I - INFO COPY/NO ACT NECCESSARY
R - DIRECT REPLY W/ COPY
S - FOR SIGNATURE

DISPOSITION CODES:
A - ANSWERED
B - NON-SEPC-REFERRAL
C - COMPLETED
S - SUSPENDED

OUTGOING CORRESPONDENCE:
TYPE RESP = INITIALS OF SIGNER
CODE = A
COMPLETED = DATE OF OUTGOING

REFER QUESTIONS AND ROUTING UPDATES TO RECORDS MANAGEMENT (ROOM 72, OEOB) EXT-62590
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS MANAGEMENT.

Scheduler
Open
cc: Sharon

408886

CITY OF BOSTON • MASSACHUSETTS

OFFICE OF THE MAYOR
THOMAS M. MENINO

December 31, 1999

President Bill Clinton
White House
Washington, D.C. 20500

Dear President Clinton:

I am pleased to hear that you and Commerce Secretary Daley will be conducting a "Digital Divide" tour of the country this spring. I would like to invite you to visit Boston so that you can see the innovative programs that we have developed to "bridge" the digital divide. Boston is leading the nation in developing a comprehensive approach to spanning the digital divide - in our schools, our community centers and our libraries. It is our hope that our innovations might help other cities facing the same challenges.

Our city mirrors what is occurring in other large urban areas in that very few low-income and minority families have access to technology. Only one in ten Boston Public School students has a home computer, 75% of our students qualify for the free and reduced school lunch program and over 85% are minorities.

We are making major strides to insure that every student and family member has access to technology and training in schools, libraries, community centers and in their homes.

- In our schools, my **Kids Compute 2001** program has reduced the ratio of students to computers from 63:1 in 1996 to 7:1 in 1999 and by 2001 the ratio will be 4:1. We were the first urban school district to have all our schools networked with high-speed connections to the Internet. Over 40% of our teachers have computers in their classrooms and these same teachers have at least 50 hours of technology training.

- Boston has the highest concentration of **community technology** centers with over 80 technology centers and 26 branch libraries with computers and high speed Internet access. 20 centers in the poorest neighborhood in Boston will receive 20 years of technology and software upgrades through our Timothy Smith fund.

- Our **TechBoston** program provides high tech skills for middle and high school students that lead to certification in five different areas of study. In just our second

JAN 10 2000

year we are already serving 675 students and within three years we expect to enroll over 5,000 students (20% of the students in the top six grades). Because we have over 100 high tech partners from around the country, we are insured of having an up-to-date curriculum, job opportunities and internships for our students.

(who are their partners?

- Private sector partners have also helped create **Technology Goes Home,** a program that aims to provide computers and high tech training for 1,000 low-income families. Local community organizations provide the training and technical support for families.

- In order to tie all of these initiatives together, in early 2000, I will be announcing the creation of the **Digital Bridge Foundation**. The foundation is a privately funded 501(c)(3) corporation with a board of directors composed of high technology firms and executives. It will be the gathering point for high technology efforts throughout the city including K-12 school technology, community technology, adult technology education and partnerships with local, regional and national high technology firms. $3 million has already been contributed or committed from HiQ Computers, 3Com, Cisco, Microsoft, ATT, Keane Software and others. Another $25 to $50 million will be raised from high technology companies to endow the foundation for staff and operating expenses.

Please put Boston on your spring Digital Divide itinerary. You will witness a city that is a leader in 21st century technology efforts, not only as an incubator for many intelligence-driven "dot com" companies, but also as a generator of many innovative programs that bring access and skills to the technology "have nots."

Sincerely,

Thomas M. Menino
Mayor of Boston

Cc: William M. Daley, Secretary of Commerce

Lehigh Valley

- Lucent > Training
- Q'ED

- Ben Franklin → State Run Business Inc.

Safeguard Scientifics
- Penn Early Stage Partners – State VC Fund (2nd fund valued at $100M under dev.)
↳ depending on when it could announce

Lehigh Valley Economic Development Corp - possible EDF

Bethlehem Economic Development Corp.

CLINTON LIBRARY PHOTOCOPY

MEMORANDUM
January 31, 2000

TO: Natasha Bilimoria

FROM: Joshua Weinstein

RE: Bethlehem, PA

Background

- Bethlehem Steel employed 30,000 people over 5 mile stretch at its peak
- Area not known for technological advancement; still has rich history:
  1892 – oldest biomedical research in nation, founded in Philadelphia
  1946 – world's first computer developed at University of Pennsylvania
  1951 – first transistor manufactured in Allentown
- Unemployment has dropped: 12% in 1982; 7.7% in 1995; 3.7% in 1999
- 40% of Pennsylvania's exports come from high tech companies

Current Situation

- 65 companies have been founded in the area since 1995
- 38,500 jobs have been created; represents 12% of employment in the area
- Need to create a community of high tech firms to effectively attract talent
- Pressure to provide good education at all levels – jobs currently available require much more sophisticated skills
- Fighting flight of young people from the area

Investing in the Future

1) Corporate

Lucent Technologies

- 5000 jobs in region, 1996, increased to 5600, 1999
- Planning $165 million divisional headquarters in Allentown by 2001
- Ran billboard campaign reading "Move over, Silicon Valley, here comes Lehigh Valley"

2) Venture Capital/Business Incubators

Benjamin Franklin Technology Center (www.bfp.org)

- 4 regional centers in PA
- Links companies with universities, funding and other resources
- Northeastern region located on Lehigh University campus

Pennsylvania Early Stage Partners (www.paearlystage.com)

- Has financed 22 companies, initial fund of $50 million
- $100 million second fund under development

3) Lehigh University

- Relationship between academic community and technological advancement
- Intellectual capital is important; alumni continue to start companies

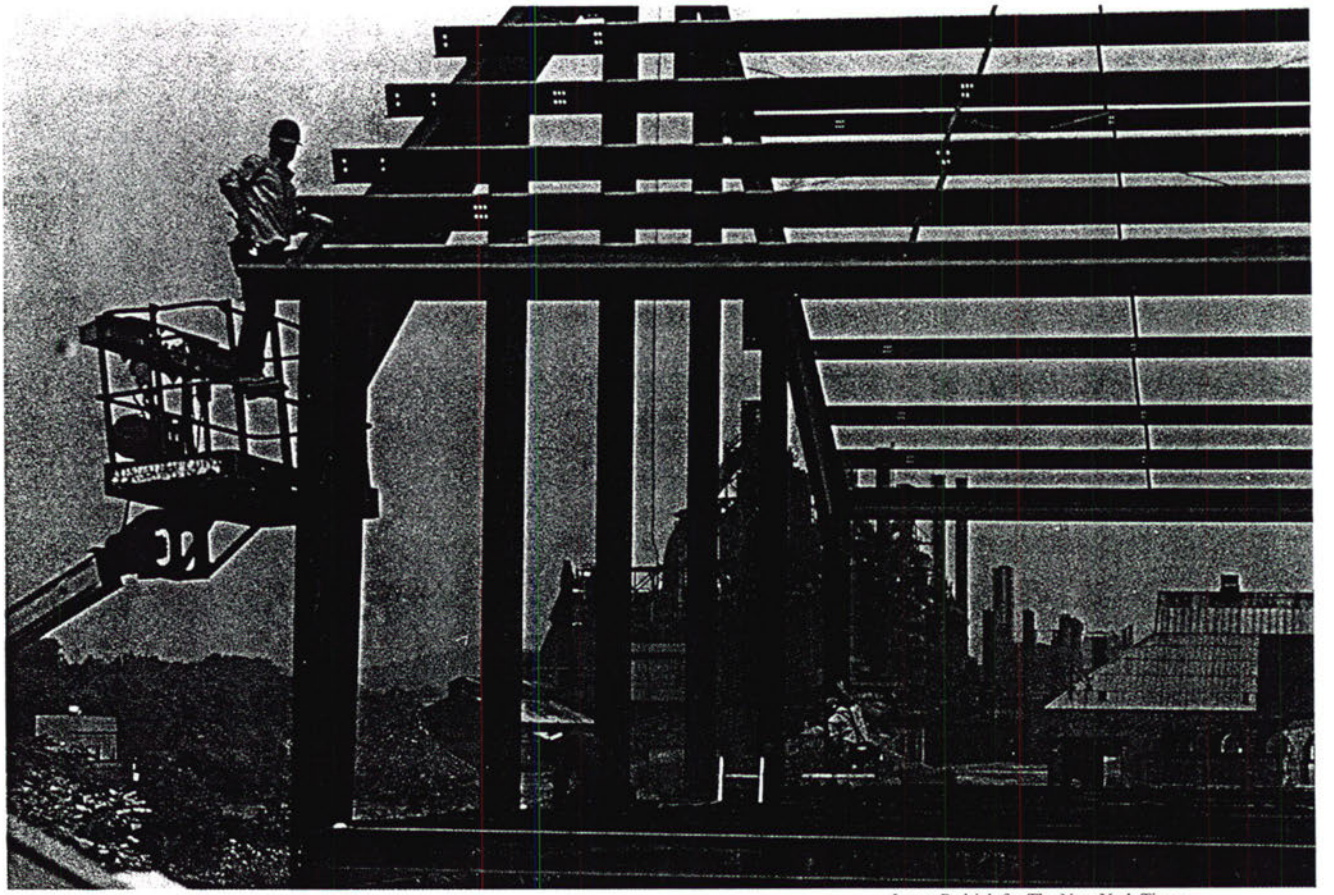
Looking Forward

- Gov. Tom Ridge created Pittsburgh Digital Greenhouse (June 1999); $13 million over 3 years; hope for 1500 new high tech jobs
- Bethlehem Mayor Don Cunningham participated with President Bill Clinton in an "online town meeting"

Attachments: Lehigh Valley turns high-tech (AP – 12/12/99)
Bethlehem and WTO (The Morning Call – 12/3/99)
Ben Franklin Technologies Partners (PR Newswire – 12/20/99)
Cultural Development in Bethlehem (Philadelphia Enquirer – 12/24/99)
Predicting the future of the Valley (The Morning Call – 12/19/99)
Excerpts from City of Bethlehem website (www.cityofbethlehem.org)
Background info on Ben Franklin Technology Partners (www.bfp.opg)
Excerpt from Lucent Technologies Annual Report 1999
SyllogisTeks press release, re: presence in the region

AS SEEN IN

The New York Times



Laura Pedrick for The New York Times

Thursday, October 7, 1999

Lehigh Phoenix Rises From Big Steel's Ashes

Eastern Pennsylvania Region Recovers By Turning to Technology Companies

By CLAUDIA H. DEUTSCH

BETHLEHEM, Pa.

When Christopher Reed left here nine years ago to study engineering at Penn State, he assumed he was gone for good.

A steelworker's son, he had had firsthand experience with the havoc that the steady decline of Big Steel had wreaked on the area's job market. "I figured I'd be in California by now," Mr. Reed said.



N.Y. Times News Service

A shuttered steel plant is the backdrop for a high-technology company's building going up in Bethlehem, PA. The map shows the Lehigh Valley region.

The Lehigh Valley is Making a Recovery

Mr. Reed came back when he graduated in 1994, but only to use his parent's home as a base for job hunting. Five months later, though, he was working at QED, a Bethlehem company that makes gallium arsenide wafers for the semiconductor industry.

"I couldn't believe something like QED existed in my backyard," Mr. Reed, a systems engineer, said. "I just never thought of this as a high-tech area."

So much for the persistent perception of the Lehigh Valley - where the economic woes were immortalized by Billy Joel in his angry 1982 ballad "Allentown"—as a place whose time has come and gone. Just drive through the area, visit its schools, talk to its entrepreneurs. **Lucent Technologies** has even gone so far as to put up a billboard over nearby Route 22 proclaiming, "Move over, Silicon Valley, here comes Lehigh Valley."

That's certainly an exaggeration. Still, slowly but steadily, a high-technology phoenix is rising on the steel shards of Easton, Bethlehem and Allentown, the towns that make up the Lehigh Valley. The region's unemployment rate, which four years ago was 7.7 percent, is now only 3.7 percent, according to the August data. Some 65 high-technology companies have moved into the valley or been founded there in the last five years, representing 38,500 jobs—or about 12 percent of the area's total employment. It is a striking example of the extent to which high technology is transforming some of the most damaged areas of the Rust Belt's industrial economy.

"We're getting past the stigma of the Billy Joel song," said Thomas A. Kucharski, president of the Lehigh Valley Economic Development Corporation. "We're breaking through the perception that this area is coal and cows, and gray and brown."

A survey by a state-financed economic agency indicates that technology companies accounted for 3,500 new jobs in the valley last year, and are expected to create another 4,000 over the next two years.

Lucent, the communications equipment maker that is the area's biggest technology employer, has gone from 5,000 jobs in the region in 1996 to 5,600 today. It will have 5,900 here after it finishes expanding a plant in nearby Breinigsville and completes a $165 million divisional headquarters complex in Allentown in 2001.

Newcomers include **Computer Aid**, a computer software developer with 1,200 employees; **AANetcom**, a small chip maker founded two years ago by a former Bell Laboratories scientist; **STC Technologies**, a developer of medical products for testing immune-system problems, which employs 85 people, and **Applied Separations Inc.**, a producer of advanced biotechnology laboratory equipment, with 62 employees.

But the drawn-out erosion of the steel industry has left its scars. At its 1950's peak, **Bethlehem Steel** employed 30,000 people in a five-mile stretch of steelmaking plants here. When it closed its last local plant last year, the work force had dwindled to 800. Many of the workers found jobs with other local companies, but the pay was nowhere near the $30 an hour they had made with Big Steel, let alone the 13 weeks of paid vacation and full package of health benefits they had once had.

Steel's demise meant the end of a way of a life. By the early 1980's, for the first time in more than 100 years, sons could no longer follow fathers into the steelworker's life.

"There was a noticeable and painful flight of young people from this entire area," recalled Bruce E. Davis, a former Bethlehem Steel lawyer who is now in private practice.

Many of those who returned still feel pangs for the old days. "I look at the blast furnaces now, and what strikes me most is the eerie silence," said Jeffrey Lowmaster, a 41-year-old former steelworker who left the Lehigh Valley when he was laid off in 1982, got some technology training, and returned last year to a technician's job at QED.

He is not alone. Last month a local theater group used the skeleton of an old steel mill as the backdrop for a play called "Steelbound," which dramatized how widespread the longing for the old life was.

"Seeing the plant as a ghost town, flat tracts and rubble where buildings used to be, was even sadder than the day we closed the forge," said Leonard Christman, a former steelworker who acted in the play.

But, Mr. Christman noted, the play ended with a strong message: "It's time to stop looking back, and to move on."

And that, clearly, is what the region is doing. "We saw high, we saw low, and now we're seeing high again," said David Hartzell, a 26-year-old steelworker's son who is director of operations for QED, which employs 70 people.

The change is tangible. Easton is metamorphosing into an art and tourist center, home to several galleries and two interactive children's museums. Allentown, which has suffered badly from middle-class flight to the suburbs, is being reborn as a government and financial center, with a large dab of high technology.

And, of course, there is Lucent's planned new group headquarters.

"We've been adding people for the last few years, and we're finally ready to put down bricks and mortar," said John T. Dickson, the president of Lucent's $3 billion Microelectronics Group, the division that makes electronic components here. The region's drawing cards, Mr. Dickson said, include scenic countryside and affordable housing. And Lucent's Route 22 billboard notwithstanding, Mr. Dickson sees benefit in the fact that the Lehigh Valley does not really rival other high-technology centers.

"We couldn't attract good people if we were the only high-tech company in town," he said. "But it's still harder for our talent to walk out the door to a new job than it would be in Silicon Valley."

The renaissance is most apparent in Bethlehem, once the heart of the steel district. New restaurants and boutiques are replacing ramshackle businesses on Third Street, the main drag. And it is not possible to eat at the Apollo Grill, a new midpriced trendy restaurant, without a reservation. "In the old days, it would have opened and closed in a week," said Donald T. Cunningham Jr., Bethlehem's Mayor and a steelworker's son.

›y Turning to High Technology

A region decided it was time to stop looking back and to move on.

Bethlehem Steel still makes its world headquarters here, even though its closest steel mill is now in Steelton, Pa., about 100 miles west. Meanwhile, the old steelmaking site - at 1,800 acres, the largest singly owned "brownfield," or environmentally troublesome site, under redevelopment in the country—is being reincarnated.

The company has spent nearly $25 million on cleaning up and marketing the site, but has priced the parcels low enough so that they are selling quickly. "We're not trying to profit from redevelopment; we'd love it if we break even," said Curtis H. Barnette, the company's chairman since 1992. "Our goal is to bring our site back to decent use."

The new uses include a museum of ...dustry run by the Smithsonian Institution, an entertainment park with skating rink and swimming pool, a transportation center where shipments are switched between trucks and rail cars, a hotel and conference center, and a commerce center for light manufacturing.

Mr. Barnette said he expected the various operations that occupy the old steelmaking site to eventually provide 10,000 jobs.

Separately, the company has helped finance five industrial parks on Bethlehem's outskirts that have become homes to some 400 small businesses, and to a mix of 14,000 technology and nontechnology jobs. A sixth industrial park is under construction.

All along the valley, meanwhile, dozens of companies with ties to the fast-growing semiconductor chip industry have sprung up. Many have been helped along by the state-financed Ben Franklin Technology Center, an incubator for new companies and a ...rer for small ones trying to grow

"Without Ben Franklin's help, we'd have never found financing to get started," said William H. Weisbecker, a co-founder of QED, which recently merged with a Welsh company to form a $35 million multinational called **IQE** P.L.C., whose stock trades on the Brussels exchange.

The Ben Franklin Center was one of various initiatives promoted in the early 1980's by Pennsylvania's Republican Governor at the time, Richard L. Thornburgh. While it was clear that steel was on the way out, Governor Thornburgh defied the conventional wisdom by refusing to woo other types of heavy industry with the promise of tax breaks and land, concentrating instead on attracting small companies with growth potential.

"He said, 'Let's not chase smokestacks, let's turn our resources into something with a future,' " said Mark Lang, the Ben Franklin Center's executive director.

High technology was not an outlandish choice. The first transistor was manufactured in Allentown in 1951 by Western Electric, the old **AT&T** manufacturing arm, which originally came to the area because of its proximity to New York and Philadelphia and to AT&T's Bell Labs, 60 miles away in Murray Hill, N.J. And there was Lehigh University. Today, many of the current start-ups are run by Lehigh alumni.

"It made sense to set up near a high concentration of technical talent," said John F. Plunkett, a Lehigh graduate and a co-founder of **Millbrook Inc.**, a new Bethlehem company that provides software to the insurance industry. Millbrook rents office space from Lehigh, and employs many Lehigh students as interns.

Lehigh University itself is undergoing a transformation of sorts. To counter its lingering reputation as a bastion of manufacturing skills, it is beefing up its liberal arts offerings, and will soon introduce a bioengineering course. It also is setting its students up with internships and consulting jobs at local technology companies. "Most of our graduates still don't stay in the area, but we'd like them to," said Gregory C. Farrington, Lehigh's president.

The changes in Bethlehem's local schools are more dramatic. The school district was never particularly starved for cash, since Bethlehem—unlike Allentown and many other American cities—has put its affluent suburban and inner city schools under the same district umbrella. But, in the steel-supremacy days, it was not under pressure to provide a good education.

"Everyone knew you could be a high school dropout and have a middle-class life style, that you could lean on a broom and make $15 an hour," said Thomas Doliusio, the district superintendent for the last 13 years. "Our minimum requirements for graduation were too minimum."

Not anymore. Three years ago Mr. Doliusio began what he calls an "international benchmarking" project, to glean educational tips from Japan and other countries. He has since introduced new ways to teach English and math, as well as intensified reading skills programs. He has instituted a stringent code of conduct that has resulted in the expulsion of 100 children "whose behavior interfered with our efficiency," he said.

The cost has been high. "Many teachers retired, and we've spent millions to train others," he said. "And we've had to de-emphasize social studies and science and music. But gosh darn it, our kids will know how to read!"

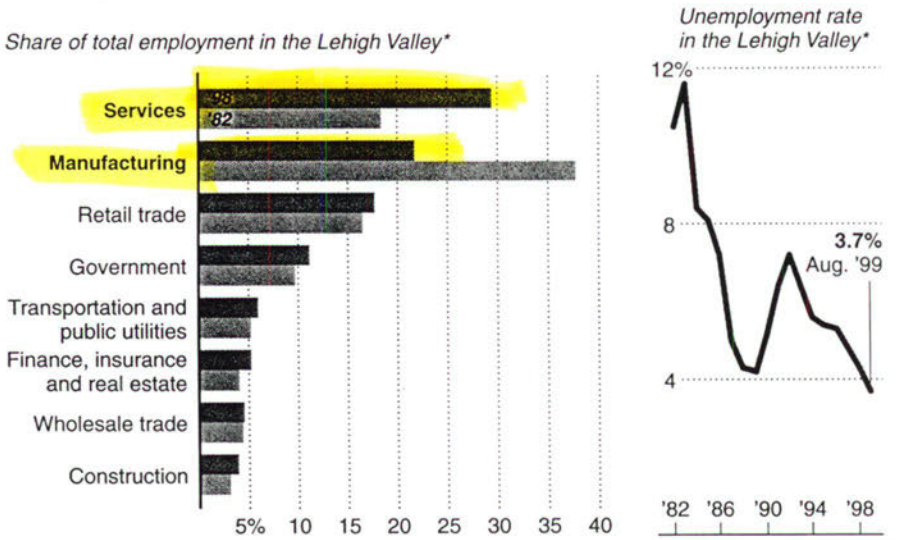
Such pragmatism notwithstanding, the area's transformation is far from complete. Mr. Barnette, the Bethlehem Steel chairman, says it will take more than a decade to complete all of the changes planned for his shuttered plants. There are still many rutted, muddy roads on and around the site.

And, according to Mayor Cunningham, while enough companies have come in to keep the tax base from declining, "it's stayed flat when our expenses have kept going up."

Indeed, even as he stood at the window of his office and surveyed the reborn town of Bethlehem, there was an air of nostalgic wistfulness in Mayor Cunningham's voice. "My job would be a lot easier," he conceded, "if there were a working steel plant out there."

On the Rebound

The Lehigh Valley, once thought to be irretrievably damaged by the collapse of steelmaking in the area, is on the rebound due in part to an influx of new high-technology operations and an expansion of business services.



*Lehigh and Northampton counties, which include Allentown, Bethlehem and Easton

Source: Leheigh Valley Economic Development Corporation

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The Associated Press State & Local Wire

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December 12, 1999, Sunday, AM cycle

SECTION: State and Regional

LENGTH: 868 words

HEADLINE: Lehigh Valley turns **high-tech** after steel's downfall

BYLINE: By GENARO C. ARMAS, Associated Press Writer

DATELINE: BETHLEHEM, Pa.

BODY:

The giant smokestacks of the abandoned **Bethlehem** Steel plant are a silent reminder of this city's blue-collar past.

Just out of the plant's shadows, across another abandoned lot overgrown by weeds, rises the steel skeleton of a building officials hope represents the city's high-technology future.

The Benjamin Franklin Technology Center II dwarfs in comparison to the smokestacks and blast furnaces along the Lehigh River that were used in steel production. But it is a sign of the times for an area trying to get over the hangover of losing the mighty steel plants.

"I have a great loss. I was personally involved and did everything that I could to maintain the level of steelmaking here," said Hector Nemes, who worked in the steel mills for 32 years and was a union leader before taking a job as an aide in the **Bethlehem** mayor's office.

"But it's time to get beyond that," he said.

To do that, the Lehigh Valley has been enveloped by a wave of high-technology development over the last decade, with steelworking jobs being replaced by electrical engineers and computer chip-makers.

At its peak, 30,000 employees walked through the gates of the **Bethlehem** Steel plant. But as steel declined, unemployment grew. By 1982, 12 percent of the workforce in Lehigh and Northampton counties, which comprise the Lehigh Valley region, was unemployed, according to the Lehigh Valley Development Corp.

By 1998, unemployment fell to 4.3 percent, bolstered by the startup or relocation of 65 **high-tech** companies leading to 38,000 new jobs - about 12 percent of the area's total employment.

Area officials are not ready to call it "Silicon Valley East" just yet but feel that the Lehigh Valley can create a comfortable niche of its own in the competitive **high-tech** world.

Lucent Technologies has led the charge in recent years, planning to build a $165 million facility to complement its Microelectronics Groups headquarters in Allentown. It is expected to eventually house 2,300 workers in eight years. Lucent is already the area's second-largest employer with 5,600 workers, behind only Lehigh Valley Hospital.

"Why pick the Lehigh Valley? Its good location; it had a good, solid, dependable workforce; also it is fairly close to Bell Labs in New Jersey," Lucent spokesman Jack Molets said. "We're a global business.

Why is there a need to move?"

That initiative is paying off for the state-backed Franklin Center, which helps fledgling companies take flight in its incubator and helps established **high-tech** companies grow bigger. Since 1983, center director Mark Lang said it has started 256 companies and created or retained 15,661 jobs.

In 1951, the first general production of the transistor occurred at Lucent's Allentown office, which originally operated under the banner of Western Electric. The company's decision to stay and eventually expand during the lean years helped spur growth today, Lang said.

"The more momentum you build, the easier it is going to be to grow," Lang said. "Startups tend to attract more risk-taking individuals."

Count Tom Hierl among those individuals. Hierl, 47, was one of the first entrepreneurs to come to the Franklin Center, looking for help in 1989 to start a company that makes gallium arsenide wafers for the semiconductor industry. The items are used in such products as cellular phones and two-way pagers.

Today, Hierl's company, QED, is the anchor tenant in the Franklin Technology Center I building, next door to the new structure, employing 70 people and hoping to expand to 125 by next year.

"We could have started elsewhere, but we felt there was very aggressive microelectronic development in the Lehigh Valley," Hierl said.

That has led people like Christopher Reed to return to an area he thought he would never come back to when he left for college.

A **Bethlehem** native, Reed's father and grandfathers all worked in the steel mills. He majored in electrical engineering at Penn State University and thought he would head to Silicon Valley after graduating.

He ended up taking a job as a production engineer at QED.

"I think there's a better vibe in this area," said Reed, 26. "But I wasn't in a family that was hurt as much by the downfall of steel. There were people who stayed here all their lives."

And because of that, steel will remain an integral part of this region's identity, even if the mills do not buzz with activity anymore.

Officials continue to promote vocational training to educate steelworkers, many of whom had no more than a high school education, for other jobs. Most do not qualify for the new **high-tech** jobs open here.

Bethlehem Steel, meanwhile, is in the middle of an ambitious new project called **Bethlehem** Works to redevelop the old steel plant site with a new hotel and science center. Structures such as the smokestacks and ore bridge will remain to maintain historical perspective.

"I still (believe) that students want to get away from this town when they graduate," said Molly Burkhardt, a 22-year-old graduate student at Lehigh University. "I'm also sure that more people have stayed than in the past. In the past they went to the steel mills, now they go to Lucent."

GRAPHIC: AP Photos PX509 of Nov. 29; AP Graphics PA-MIL IND LV, PA-MIL IND

LANGUAGE: ENGLISH

LOAD-DATE: December 13, 1999

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The Morning Call (Allentown)

December 3, 1999, Friday, EIGHTH EDITION

SECTION: NATIONAL, Pg. A11

LENGTH: 529 words

HEADLINE: ATTENDEE PUSHES VALLEY'S INTERESTS;
* **BETHLEHEM** CITY COUNCILMAN JOHN CALLAHAN SAYS EXPANDING WORLD TRADE WILL HELP;
AREA.

BYLINE: MATT ASSAD; The Morning Call

BODY:

The mayhem in Seattle may be 2,500 miles away, but anyone who thinks that global trade has no effect on **Bethlehem** and the rest of the Lehigh Valley is fooling himself, said **Bethlehem** Councilman John Callahan.

Callahan arrived at the World Trade Organization convention Wednesday hoping to erase the myth that **Bethlehem** is a dying rust belt town and to mark the city's place in the world market.

Other delegates from the Valley were **Bethlehem** Steel Corp. Chief Executive Officer Curtis "Hank" Barnette and U.S. Rep. Pat Toomey, R-15th District.

"The night is a little spooky," Callahan said. "It was kind of surreal. You have people Christmas shopping in the midst of police with tear gas and thousands of protesters."

Callahan, who was a delegate for the Democratic Leadership Council, made a five-minute presentation on the local benefits of globalization at the Harbor Club Seattle.

Painting a rosy picture of **Bethlehem's** survival after Steel's demise, Callahan told delegates from around the world of the **Bethlehem** Works and Commerce Center developments and why even small cities will feel the impact of the policies being set by the WTO.

TAPE

"You don't have to be a port town to take advantage of trade," Callahan said. "Our railroad is our port. If this (trade gate) opens and we're not part of it, then we're going to miss out and our businesses will be the ones who suffer."

The WTO convention is a meeting of 135 member countries seeking to establish policies to expand international trade.

Callahan cited Ben Franklin Technology Center graduates and the companies making **high-tech** products in Technology Center I as prime examples of local enterprises that would benefit from lower trade barriers.

Also, the new railroad transfer center that city officials are counting on to be the catalyst for a $ 550 million business and industrial park will rely on increasing international freight, Callahan said.

But even as technology and global market companies applauded the WTO, some Lehigh Valley people fear its impact.

Gary Olson, a Moravian College professor of political science and chairman of the local chapter of the

Labor Party, fears that the WTO is too powerful and concerned only with ballooning the profits of big businesses.

"Their aim is to be a de facto world government without any democratic accountability," Olson said. "It's not about free trade. It's about corporate-managed trade. They want to be a global enforcer of a corporate agenda."

Callahan said he doesn't entirely disagree with Olson's concerns. Many of the delegates at the conference expressed the same concerns about accountability and the need to discourage other countries from breaking environmental laws and using child and prison labor.

But Callahan said being at the meetings gave delegates an opportunity to see that better policies are written.

"Labor in **Bethlehem** has some very legitimate concerns," Callahan said. "But if we're not involved in these meetings and the WTO, then it's going to happen without us and we're not going to be able to take advantage of the benefits. This is just a place where everyone can air their differences."

LOAD-DATE: December 4, 1999

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December 20, 1999, Monday

SECTION: DOMESTIC NEWS

DISTRIBUTION: TO TECHNOLOGY, BUSINESS AND NATIONAL EDITORS

LENGTH: 686 words

HEADLINE: Ben Franklin Technology Partners Announces Findings of First Time **High Tech** Survey for Northeastern Pennsylvania

DATELINE: BETHLEHEM, Pa., Dec. 20

BODY:

Northeastern Pennsylvania's **high- tech** employment base is made up of a mix of technology-driven manufacturers and cutting-edge information technology and bio-technology companies, more than a third of which have been established within just the past 10 years.

Technology-driven companies in northeastern Pennsylvania generate annual revenues of $17 billion and employ more than 151,000 people. More than 40% are planning to expand their operations in the region within the next five years with the greatest portion of that expansion taking place over the next two years.

That's a quick snapshot of input from respondents to a first time **high tech** survey of companies in northeastern Pennsylvania to identify the role technology plays at regional companies and to assess the impact of technology on the region's economy. The survey was conducted by the Ben Franklin Technology Partners of Northeastern Pennsylvania (BFTP). The results will be used to build a definitive database of technology-based companies in the region, and to guide efforts to provide needed infrastructure support and services to help accelerate the growth of **high tech** companies across northeastern Pennsylvania.

A total of nearly 1,000 companies took part in the survey, which was conducted by Survey Information Systems under the direction of Shaeffer & Associates, the Philadelphia-based public relations firm retained by Ben Franklin to provide support services as part of BFTP's long-range initiative to promote the region's transformation into a preferred location for **high tech** companies. The accelerating growth of the region's technology-based economy recently captured the attention of The New York Times and CNN, both of which ran extensive features on the area, as well as regional media, which has given extensive coverage to the economic transformation.

Key Findings

-- Based on respondents' input, there are a total of 1,396 technology-driven companies in Northeastern Pennsylvania.

-- The number of companies within Northeastern Pennsylvania is growing. 35% of responding companies were established during the 1990s.

-- 41% of respondents said they are planning to expand their facilities in the region within the next five years. The largest percentage of that planned expansion (68%) is targeted for the next two years.

-- 63% of responding companies have added jobs within the past 12 months. 73% of the companies plan to add new jobs over the next two years.

-- 75% of survey respondents say technology is extremely or moderately important to their achieving a competitive advantage. Most of this technology appears to be used for process automation.

-- The majority of companies surveyed consider the technical and financial support available from BFTP and area colleges and universities to be important.

-- Asked to cite the most compelling reasons for being in Northeastern Pennsylvania, quality of life was the most popular response followed by close proximity to major cities.

why the area?

-- The survey also looked at the cost of living in Northeastern Pennsylvania as compared to other **high tech** markets. It found the cost of living in Boston to be more than 36% higher, San Francisco to be more than 52% higher and New York City to be over 130% higher.

cost of living

This new Northeastern Pennsylvania **High Tech** Survey will provide the basis for a first time Technology Company Directory, which will be available in early 2000. As a result of the survey, BFTP plans several new initiatives focused on the interests of technology companies.

should find out what they are planning — maybe incorporate in Sip.

SOURCE Ben Franklin Technology Partners of Northeastern Pennsylvania

CONTACT: Bruce Shaeffer of Shaeffer & Associates, 215-546-1660, or bruce@sapr.com, for Ben Franklin Technology Partners of Northeastern Pennsylvania; or Laura Eppler of Ben Franklin Technology Partners of Northeastern Pennsylvania, 610-758-5237, or leppler@nep.benfranklin.org

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The Associated Press State & Local Wire

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December 16, 1999, Thursday, AM cycle

SECTION: State and Regional

LENGTH: 1037 words

HEADLINE: In Pennsylvania, **high-tech** fills void left by heavy industry's demise

BODY:

EDITOR'S NOTE: With the decline of steel, coal and other heavy industries in Pennsylvania, labor experts say high technology will help fill the void in the state's economy in the 21st century. Already, the state ranks eighth nationally in terms of **high-tech** employment, and the impact of pharmaceuticals, microelectronics and other **high-tech** industries will only continue to grow. This is the sixth in a seven-part series exploring Pennsylvania's industrial history and the businesses that will drive the state's economy in the next millennium. By MICHAEL RUBINKAM
Associated Press Writer

PHILADELPHIA (AP) - Jeffrey Lowmaster was there when the steel industry collapsed. Now, nearly 20 years later, he is witnessing the birth of a **high-tech** boom.

Lowmaster, 41, is a former **Bethlehem** Steel employee who was laid off in 1982, left Pennsylvania in search of a job and returned last year to work for QED, a **Bethlehem** company that makes gallium arsenide wafers for the semiconductor industry.

The former steelworker says a lot has changed in the last two decades.

"Twenty years ago, the outlook was really bleak. I come back now, and I see **Bethlehem** as truly trying to rebuild itself," Lowmaster said. "It's kind of exciting to be part of that, how the little pieces of the puzzle that came together for me have led me back."

Pennsylvania was once an important center of heavy industry. But industries such as steelmaking and coal mining, which provided hundreds of thousands of jobs, are no longer the giants they once were.

High-tech is beginning to fill the void.

In the Philadelphia region, biotechnology firms and pharmaceuticals predominate. In north-central Pennsylvania, it is powder metals; and in the northwest, precision machining and plastics. Microelectronics, robotics and human-tissue engineering can be found in the Pittsburgh region.

All told, technology companies employ 225,000 people in Pennsylvania, eighth in the nation. And **high-tech** firms account for more than 40 percent of Pennsylvania's exports.

Arthur Shostak, director of the Center for Employment Futures at Drexel University, called **high-tech** a "small cog" in Pennsylvania's economic machine. But he predicts that by 2010, it will be an "increasingly significant component of the economy."

The story of **high-tech** in Pennsylvania is older than the commonwealth itself, beginning in 1752, when Benjamin Franklin used a kite and a key to discover that lightning is a form of electricity.

The oldest biomedical research center in the nation was founded in Philadelphia in 1892; the world's first computer, ENIAC, was developed at the University of Pennsylvania in 1946; and the first transistor was manufactured in Allentown in 1951.

More recently, in 1983, the state started a business incubator called Ben Franklin Technology Partners that pledged to nurture promising technology companies.

"Ben Franklin was started in part to respond to the decline in the state's traditionally important manufacturing industry," said state coordinator Susan Rhoads. "We've seen great expansion in the **high-tech** sector in the state since that period."

In its 16 years, the organization has helped to establish and grow 1,400 companies and create 53,000 jobs. Between 1989 and 1996, Ben Franklin generated nearly $3 billion for the state economy, a 14-to-1 return on the state's investment in the program.

In the Pittsburgh area, the birth of **high-tech** can also be traced to 1983, when corporate leaders concluded that the steel industry could no longer support the regional economy.

"The Japanese were eating our lunch. They were making it better, faster, cheaper," said Kevin Lane, a spokesman for the Pittsburgh Technology Council.

The executives decided that **high-tech** might be a natural fit, given the large number of engineers in the region. They inaugurated the Pittsburgh Technology Council to foster the development and growth of tech companies.

At the same time, Carnegie Mellon University was churning out large numbers of computer science graduates, many of whom stayed in the region and opened their own businesses.

Today, technology companies in southwestern Pennsylvania represent about 7 percent of the total number of firms, but account for more than 10 percent of the region's workforce and nearly 20 percent of the payroll.

In June, Gov. Tom Ridge unveiled an initiative, dubbed the Pittsburgh Digital Greenhouse, to invest up to $13 million over three years to lure electronic chip designers and their companies to the Pittsburgh region and create 1,500 **high-tech** jobs. The goal: to transform the Steel City into the Silicon Valley of the Northeast.

"We haven't arrived, quite honestly," Lane said. "It is still emerging."

The Ridge administration has placed a premium on attracting **high-tech** companies throughout the state. It passed a research and development tax credit, offered low-interest machinery and equipment loans, and worked with universities on curriculum changes meant to accommodate the needs of **high-tech.**

In partnership with Safeguard Scientifics, the state also started a venture capital fund called Pennsylvania Early Stage Partners in January 1998. It has helped 22 companies. A second fund, valued at $100 million, is under development.

"There's just so many entrepreneurs out there today with just an abundance of new technological developments or new business paradigms they want to capitalize on," said Michael Bolton, senior vice president of Safeguard Scientifics and managing director of the venture fund.

Mike Gausling, a co-founder of STC Technologies in **Bethlehem,** is one of those entrepreneurs.

Gausling and his three partners started their company 11 years ago with the idea of putting sunscreen on towelettes. Over the years, the company morphed into something "radically different," he said, and now makes advanced clinical diagnostic products and medical instruments. It expects to go public within the next few years.

"We have no local customers." Gausling said. "You could take our business and set it down anyplace in the world, and we could still service our customers. But we started here, and we will continue to grow here."

GRAPHIC: AP Photo PX523 of Nov. 30; AP Graphic PA-MIL IND LOGO of Nov. 29

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The Philadelphia Inquirer

December 24, 1999, Friday

CULTURAL DEVELOPMENT

SECTION: DOMESTIC NEWS

KR-ACC-NO: K3215

LENGTH: 1335 words

HEADLINE: Plant long closed, a former steel town forges ahead

BYLINE: By Sandy Bauers

BODY:

BETHLEHEM, Pa. _ The strongest steel left in this town may be in its backbone. For proof, snoop around:

It's in Squire's Herbary & Tea Pub, an epicurean boutique stocked with 200 blends.

In the Silva Volat Gallery, purveyor of harps.

In the streets lined with tour buses drawn to world-class art and music festivals and, at the moment, the legendary Christmas lights.

It's even in the office of the 33-year-old mayor, who says his winning platform was simply, "Hey, there has to be a life after steel."

Bethlehem has indeed found one _ as a cultural mecca.

That is about as far as you can get from the dirt-under-the-fingernails industry that kept this city of 75,000 alive for generations and then, in the 1980s, started pulling out.

At its peak in World War II, **Bethlehem** Steel employed 30,000 people. On March 31, 1998, the 800 plant workers who remained punched out for the last time.

Facing a future straight out of a Billy Joel lyric, **Bethlehem** picked itself up and retooled for tourism.

"Three new upscale restaurants just went in," said Mayor Don Cunningham, son of a steelworker. "We have a cigar bar ... all that stuff that moves in with a different demographic _ urban, professional, with more disposable income."

The jobless rate, which hit 14 percent in the 1980s, now stands at 4.4 percent _ a hair below the state average. **High-tech** and service industries have set up shop; two new technology centers occupy a corner of the old plant property on the south side of the Lehigh River.

But that is only part of the story. As Cunningham gleefully points out, "We've become the city of festivals!"

Those celebrations alone bring an estimated $75 million into the community annually.

May brings the shad festival, the Bach festival and the Dutch Feestelijk. June has the rock music festival and the vintage auto festival. Each September, the Celtic festival takes over the town for several days of concerts and games, capped by a Gaelic ball.

The oldest draw, though, is the Christmas blitz.

Founded on Christmas Eve 1741 by Moravians seeking to convert Indians, **Bethlehem** was almost two centuries old before the **Bethlehem** Chamber of Commerce declared it "Christmas City U.S.A."

The seasonal blowout, which attracts about 150,000 sightseers, still consists of the standard fare: intricate nativity scenes assembled by Moravian churches; concerts; and light displays.

What has changed is the scale.

Tradition dictates that the lights on the north side of the Lehigh burn white; those in multiethnic South **Bethlehem** are multicolored. Now, so much electricity is consumed that the chamber of commerce sells Christmas seals to help pay the city's share of the bill.

A live nativity pageant that began 21 years ago has grown into a two-night spectacle with sheep, a camel caravan and dozens of townsfolk dressed as shepherds, angels and soldiers.

One recent addition is Christkindlemart, patterned after the centuries-old German tradition of selling holiday goods in central marketplaces. Every December weekend in downtown **Bethlehem,** 75 crafters, fine artists and specialty retailers hawk their objets d'art in heated tents.

Sherry and Jeff Roberts came from Lambertville, N.J., recently in search of crafts. "It's nice to see (**Bethlehem)** rejuvenated," she said. "It's inspiring."

In terms of crowds, though, Christmas in **Bethlehem** cannot hold a candle to Musikfest.

During 10 days each August, 1 million people, give or take, rush the town for one of the largest music festivals in the country.

More than 600 performing groups _ from Hootie & the Blowfish to Al Jarreau, classical duos to folk guitarists _ wander the streets troubador-style or take to stages.

About 2,000 volunteers are needed for that event.

Musikfest was started in 1984 by a small band of residents who had concluded that "The Steel" wouldn't be around forever. A few years ago, the organizers bought an old banana-distribution warehouse in South **Bethlehem** and remodeled it as a community cultural center. The Banana Factory has 23 artists' studios, and a waiting list.

One of the occupants is photographer and former steelworker Bruce Ward. In 1973, he started in the beam-processing yards, known with perverse affection as "the butcher shop" because of the injuries sustained there. He worked with third- and fourth-generation steelworkers _ among them a father and eight sons with a total of 365 years at the plant.

When Ward saw the end coming, he began furtively carrying a small camera to work. "I was compelled to do this," he said.

"The Steel" is gone, but Ward has 600 photos of life there, including portraits of buddies with names such as Pinky and Fritzi. He's not sure what he'll do with them, or where photography will take him. But as a reminder of where he was, he keeps his rigger's tools, tucked in their leather bag, in a corner of his studio.

It's not unusual for people to use art to explore uncomfortable feelings, said Deni Thurman-Eyer. The 20-year-old Touchstone Theater, where she is managing director, has been helped by that process.

Since the steel mills closed, she said, "community-connected arts organizations are thriving because they're touching people in a way that has never happened before."

In September, Touchstone sponsored a "steel festival." All eight performances of a play about the mills _ with a cast of former steelworkers _ sold out.

The intent, she said, was "to create a ritual for the community, to bring together the arts and the energy and the emotions ... to say good-bye" to steel as an industry.

Or how about hello to steel as entertainment?

Within the next few years, 163 acres of the former plant property will be transformed into the "Fundry at **Bethlehem** Works." Its developers envision a 32-lane bowling alley, a miniature golf course, movie theaters, a hotel conference center, ice rinks and restaurants.

The No. 2 machine shop and the blast furnaces are to become the National Museum of Industrial History, affiliated with the Smithsonian Institution. It will hold one of the nation's largest collections of industrial artifacts.

Last week, Gov. Ridge visited the site to kick in $4.5 million in state funds for a museum preview center.

"When 'The Steel' closed, the community could have rolled over, and lamented its loss," Ridge said. "But that was never an option for the men and women of the Lehigh Valley. Instead, they have developed what is sure to become a world-class venue for years to come."

Bethlehem Steel, which has maintained corporate headquarters here, still owns the mill property and is shepherding the reclamation effort. The land stretches 41/2 miles along the river and accounts for 1/12th of the area of the city.

Already, 1,600 acres of it has been renamed the **Bethlehem** Commerce Center. An intermodal shipping terminal, linking rail and truck lines, opened in August.

The steel company plans eventually to sell all the land to the businesses that will occupy it and turn the streets over to **Bethlehem.**

When the transformation is finished _ perhaps decades from now _ the reborn site will have generated an estimated $1 billion in investments. It is expected to add 10,000 jobs and bring in $70 million a year in tax revenues.

In South **Bethlehem,** banners hanging from lampposts read, "Forging a Bright Future."

Beneath one is Sally Handlon's shop, Legends, Traditions & Friends, "celebrating the uniqueness of the greater Lehigh Valley _ our spirit, our culture and the regeneration of our community." She sells fine arts and local creations, including the photography of Peter Treiber, who worked in **Bethlehem** Steel's advertising department.

The pictures show nothing more remarkable than steel in the making.

Mounted and framed, they cost as much as $450 each.

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The Morning Call (Allentown)

December 19, 1999, Sunday, SECOND EDITION

SECTION: BUSINESS, Pg. D1, SHOPE

LENGTH: 764 words

HEADLINE: PREDICTING THE FUTURE OF THE VALLEY

BYLINE: DAN SHOPE; The Morning Call

BODY:

"Imagine, if you can, the Lehigh Valley without **Bethlehem** Steel Corp. or Mack Trucks Inc.

"Or try to envision the new Interstate 78 as a corridor lined with Bell Laboratories and numerous other **high-tech** industries -- the Lehigh Valley as Silicon Valley.

"None of these things may ever happen. On the other hand, no one really knows for sure what lies ahead."

-- Morning Call reporter Ron Devlin, March 11, 1984.

* *

Devlin was remarkably accurate when he predicted the future 15 years ago. He had been rubbing elbows with folks from the newly formed Lehigh Valley Futures Forum, created to stimulate thinking about the region's future.

"If you encourage people to discuss the future, to attempt to understand its uncertainty, you're going to have an improved community," said Charles E. Anderson, a corporate planner for Air Products and Chemicals Inc. at that time.

But Anderson, who is still with the Trexlertown company, warned, "If there's anything certain about the future, it's that it is uncertain."

The Futures Forum, which included about 30 people, was run by a volunteer management board representing the public and private sector.

Its co-founders were Anderson and Thomas Shaughnessy, former PP&L Resources Inc. community planner and currently vice president of business development for the Lehigh Valley Economic Development Corp.

It was was founded on the fear that the area might be shocked by unpredicted economic storms, such as the oil shortages, interest rate hikes and recession that struck in the 1970s and early 1980s.

"After the oil embargo, there was great interest in the next discontinuity," forum member Francis "Bud" Hackett, a former PP&L area manager now employed for developer Cutler Associates Inc., recalled last week.

The forum died in the early 1990s because a robust economy had fewer people concerned about the future.

"Things were going so well, and people got that much busier," said Nils Hovak, a sociology professor at

Lehigh Carbon Community College and a member of the forum.

True, there were some negatives. Allentown-based Mack moved one of its two truck assembly plants to South Carolina in the late 1980s. And **Bethlehem** Steel was in the process of closing its production facilities in the Lehigh Valley.

But a former AT&T Corp. subsidiary, Lucent Inc., brought production of computer chips to the Lehigh Valley. Lucent has advertised on billboards that the Lehigh Valley is becoming another Silicon Valley.

* *

Before it dissolved, the forum developed three scenarios for 2010, and released them in 1987:

* A contracting economy: "The shift of jobs from the manufacturing sector and into the service sector causes increased unemployment, de-skilling of jobs, community and family disruptions. ... The middle class in the region all but disappears."

* Middle-of-the-road: "Over the 25 years, the Valley develops no identifiable flavor. It continues to be just plain vanilla. ... There are increased pressures on public services such as roads, water and sewerage, police and fire protection, education."

* Boom: "The nation and state experiences growth between 3 to 5 percent with a jobless rate under 6 to 7 percent and an inflation rate of less than 4 percent.

"Economic development in the region is exceptionally successful. The abandoned manufacturing facilities are refurbished or replaced. They form the anchor that drew additional entrepreneurs, thereby reducing unemployment to the lowest level of the century.

"The public-private partnership also addresses the difficult problem of trying to develop the region economically while preserving its character."

* *

At the turn of 2000, the Lehigh Valley is doing even better than the forum's "Boom."

The nation's growth rate was 6 percent in the third quarter, the area's jobless rate was 4 percent in October and inflation was at 0.6 percent through September.

"The Internet was the main surprise," Hovak said. "We never saw that. We were pleasantly surprised by the look for more regionalism.

But, he added, "Our disappointments were the closing of Hess's and Leh's department stores, and the continued lack of a convention center."

Dan Shope can be reached at The Morning Call, 101 N. 6th St., Allentown 18105 or send e-mail to dan.shope@mcall.com or call (610) 820-6530.

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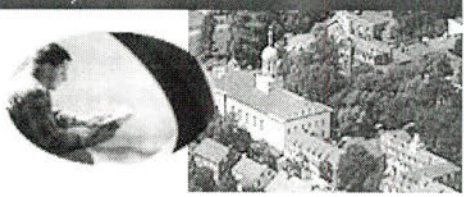
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City Of Bethlehem

WELCOME TO BETHLEHEM, PENNSYLVANIA



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About Bethlehem

News Releases

Mayor Cunningham to join President Clinton for "online town meeting"

Mayor Don Cunningham will participate with President Bill Clinton in an "online town meeting" from 7 p.m. to 8:30 p.m. Monday, November 8.

Cunningham is one of five Democratic elected officials who will join Clinton for an online discussion of "The New Politics of the Information Age." The event is sponsored by the Democratic Leadership Council and Excite@Home.

Clinton and the other Democrats will discuss "New Democratic" values and priorities in an online forum. Internet users will have an opportunity to submit questions to Clinton and the other participants while watching the event live via computer.

Clinton will participate in the event from Washington, D.C., with Cunningham and the other participants joining from their hometowns. Cunningham will participate from a computer terminal in Lehigh University's Rauch Business Center.

The other participants are New Hampshire governor Jeanne Shaheen, Maryland lieutenant governor Kathleen Kennedy Townsend, San Jose (California) mayor Ron

Gonzales, and Wisconsin state representative Antonio Riley.

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Business

Bethlehem Economic Development Corporation (BEDCO)

The City of Bethlehem is steeped in rich tradition. We are a solid business and family oriented community that has thrived for over 200 years. Now, we're reinventing that tradition. With newfound energy, creativity and commitment, we're embarking on a bold new beginning for Bethlehem... On reclaimed industrial land, creative new ventures are taking shape. From the shadows of longstanding, historic buildings in the heart of the city, new businesses are coming to light. From the citizens and the business leaders of Bethlehem, new ideas are rising up to swell the tide of progress. A dynamic new composition to Bethlehem's growing business community can be seen on the streets, in the shops, and in the industrial parks. Behind these - and other - bold steps into the future, are people taking risks and moving ahead. We are daring to dream of a better place. Be a part of Bethlehem's new beginning. Come grow with us.

Our Mission is to be a catalyst for change by enhancing the economic and business climate in the Bethlehem community.

Our purpose is to:
Create new employment opportunities.
Retain and expand Bethlehem businesses.
Secure federal and state funding.
Revitalize urban areas.
Build public/private partnerships.

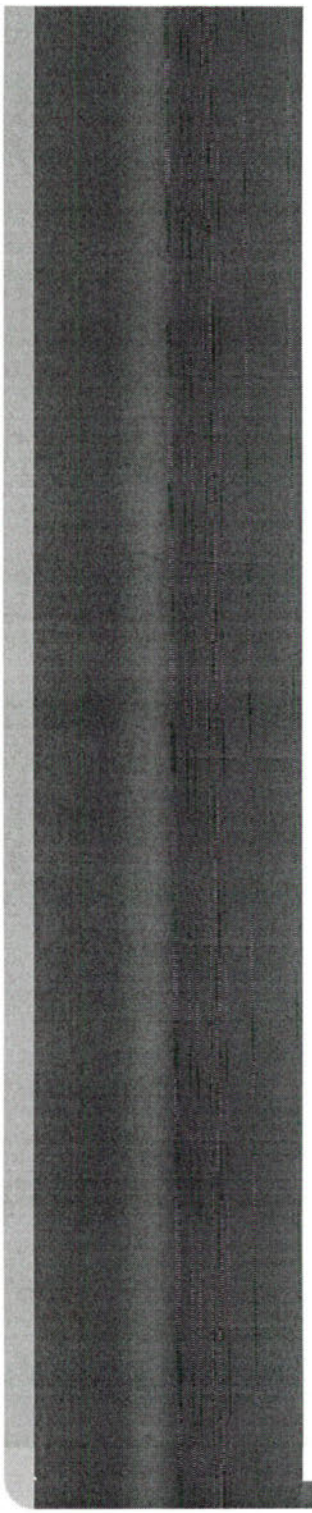
Several of our programs and services offered include:
Low-interest loans · Tax abatement programs · Enterprise zone incentives · Available property inventory · Liaison between businesses, community and City Officials.

To find testament to our efforts and its partners, one need only drive through the streets of Bethlehem. Look at the activity. See the pride we are taking in our city. Evidence of our involvement is there in the new store-fronts, the restored buildings and the growing businesses.

CAN BEDCO HELP YOUR COMPANY?
BEDCO Loan Pool - Sub prime interest rate financing for businesses looking to locate, expand or remain in Bethlehem. May be used for new construction, property acquisition, building renovation or rehabilitation, and purchase of machinery and equipment.

Fund for Revitalization & Economic Development (FRED) - Low interest rate "gap" financing to firms that will create and/or retain employment opportunities for low to moderate -income residents or remove slum and blight in Bethlehem.

Local Economic Revitalization Tax Assistance (LERTA)



Local Economic Revitalization Tax Assistance (LERTA) - Property tax abatement program that creates a graduated increase in the payment of taxes on improvements and new construction to commercial, industrial and other business property located within Bethlehem's state- designated Enterprise Zone and Northside Central Business District.

Facade Program - No interest 15-year loan for the purpose of improving facades and restoring storefronts of businesses in the Northside and Southside Central Business Districts.

Enterprise Zone Incentives - A certain district targeted by the Pennsylvania Department of Community & Economic Development to encourage private investment and promote job growth and economic development is known as an Enterprise Zone. The Department authorizes tax credits against certain specified Pennsylvania taxes to private companies that make qualified investments to promote economic development by rehabilitating, expanding or improving buildings or land in an Enterprise Zone.

State loans - Available for property and building acquisition, renovation and machinery and equipment purchase carry an interest rate of 3.75% for businesses located within the Enterprise Zone.

Site Location Assistance - BEDCO has an inventory of available land and buildings within the City of Bethlehem. Technical Assistance BEDCO can act as a liaison between the business community and federal, state and city officials regarding available financing for projects and other related development matters.

WHY BETHLEHEM?
The following characteristics make Bethlehem an ideal choice for business to locate and expand: Historic and vibrant city centers. Skilled labor pool. Access to major highways, linking the Lehigh Valley to the north, south, east and west. Railway connections. Respected school system and institutes of higher education. High-quality hospitals and health care. Well-developed and efficient infrastructure. Affordable and convenient utilities, water and sewer. Safe, comfortable, well planned communities.

If you have questions or concerns click here to send an email.

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Business

Properties

Commercial/industrial real estate opportunities in Bethelehem

Bethlehem - a center of business and industry for more than 250 years - is experiencing a commercial renaissance with over $225 million in economic development projects proposed in the past two years alone.

Here are brief summaries of the city's major development opportunities. If you are interested in receiving more information about any project, please click here to send an e-mail message to the city's economic development team.

For a full listing of commercial/industrial opportunities in and around Bethlehem, please visit the real estate section of the Lehigh Valley Economic Development Corporation's web site.

The **Bethlehem Commerce Center** consists of 1,600 acres of prime industrial-zoned property in the heart of the Lehigh Valley on the site of Bethlehem Steel's former hometown plant. The development is the largest rail-served industrial park in the region and one of few new heavy-industrial projects in the entire area. The Commerce Center is already home to the BethIntermodal Terminal, one of the largest new rail-to-truck facilities in the nation. With easy access to Interstate 78, the Commerce Center will include a gateway corporate office campus leading into a sprawling industrial park featuring warehouse, distribution, and light- and heavy-manufacturing facilities. Owner: Bethlehem Steel Corporation and Bethlehem Development Corporation; representative: Enterprise Real Estate Services, Inc.

Bethlehem Works is a 160-acre mixed-use development that will feature family entertainment, museums, retail, and hospitality facilities. The riverfront development, built on the site of Bethlehem Steel's former hometown plant, will be home to the proposed 330,000 square-foot National Museum of Industrial History. "Beth Works" will retain the existing historic industrial character of Bethlehem's South Side while adding more than a million square feet of shopping and entertainment space. Owner: Bethlehem Steel Corporation and Bethlehem Development Corporation; representative: Enterprise Real Estate Services, Inc.

Ashley Development's "Broad and Main" project is a 118,000 square-foot office/retail building planned for the heart of Bethlehem's historic downtown shopping district. The proposed facility will include 45,000 square feet of ground-level retail/office space and 73,000 square feet of Class A professional office space (divisible from 2,500 to

24,370 square feet). The facility - located at the corner of Broad and Main streets on Bethlehem's north side - will also include an attached 800-car public parking garage. Representatives: Ashley Development and Cushman & Wakefield.

The landmark **Flatiron Building** is one of Bethlehem's most historic professional buildings and underwent full restoration in 1999. Office and commercial suites are now available featuring high ceilings, dual elevators, garage parking, and refurbished amenities. Located at 301 Broadway on Bethlehem's historic South Side, the Flatiron includes on-site First Union banking facilities. Representative: Deauville Group.

City Line Plaza is a new three-story Class A office building under construction in the heart of the Lehigh Valley. Located at City Line and Schoenersville roads in Lehigh Valley Industrial Park I, the 65,000 square-foot facility features a business-park setting, easy access to major highways, and a two-minute trip to Lehigh Valley International Airport. City Line Plaza will be highlighted by innovative design, flexible floor plans, and an atrium lobby. Representative: Summit Management & Realty Company. 65

East Elizabeth Avenue is one of Bethlehem's most prominent professional buildings with available office space. Located close to Bethlehem's historic downtown, this 10-story facility features spectacular views, plenty of surface parking, on-site banking, and easy transportation access. Representative: Summit Management and Realty Company.

Bethlehem Industrial Plaza features 180,000 square feet of heavy-industrial space in one existing building. The 4.5-acre facility is located at Second and New streets on Bethlehem's historic South Side. Owner: Johnson Machinery Company; representative: Weichert Commercial Realtors.

The Union Station building is a former train depot in the historic industrial section of Bethlehem's South Side. Located at 5 West Third Street, Union Station features a riverfront location, 15,000 square feet of space, and a wide range of potential future uses. Owner: Bethlehem Economic Development Corporation (BEDCO).

Ben Franklin Technology PArtners

Northeastern Pennsylvania

Helping Businesses to Prosper and Gain Advantage in the Marketplace Through Innovation.

We help our manufacturing customers use innovation to:



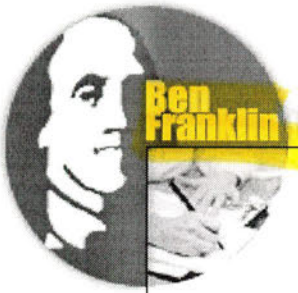
Established in 1983, the Ben Franklin Technology Partners of Northeastern Pennsylvania (BFTP/NP) is one of four Ben Franklin Centers located in the Commonwealth of Pennsylvania . The Ben Franklin program links Pennsylvania companies with universities, funding, and other resources to help them prosper in today's knowledge-based economy through innovation. BFTP/NP's strategy encompasses three key areas: developing early-stage, technology-oriented manufacturers; helping established, small to medium-sized manufacturers creatively apply new technology and business practices; and promoting community-wide initiatives that foster a favorable business environment for high-growth companies.

The Ben Franklin Technology Partners of Northeastern Pennsylvania is located on the campus of Lehigh University in Bethlehem.

Click for more information on specific Ben Franklin activities:

Growing **Early-Stage** Firms (Entrepreneurs)

Transforming Established **Manufacturers**



Ben Franklin Technology Center of Central & Northern PA *Frequently Asked Questions*

Home
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This page provides General Information about the Ben Franklin Partnership Program. Frequently asked questions and answers about our program are provided and they are intended to give you an overall appreciation of our program. If you still have more questions about this information or other program details, you should contact the Ben Franklin office nearest you for assistance.

What is the Ben Franklin Partnership Program?
Which companies are eligible to receive Ben Franklin money?
What primary investments can the BFTC/CNP make?
What investments are and are not eligible for BFP funding?
How does the Ben Franklin application process work?
What does the term "Matching Funds" mean?
Does a university have to be involved in the project?
Who owns the technology that is developed?
How much money can I get from Ben Franklin?
How do I apply?
How is my proposal evaluated after I submit it to Ben Franklin?

1. What is the Ben Franklin Partnership Program?

The Ben Franklin Partnership Program (BFP) is an economic development program funded by Pennsylvania's Department of Community and Economic Development. The program, through four regional technology centers, invests matching funds in the development of new technologies, products, and processes in Pennsylvania's manufacturing and technology-based firms.

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2. Which companies are eligible to receive Ben Franklin money?

Throughout the Central and Northern Pennsylvania service territory, the BFTC/CNP is focused on directly investing in small to medium-sized manufacturers and technology-based companies that are interested in developing new products and processes. Larger companies are eligible to participate in the program through the BFTC/CNP's university-based research investment.

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3. What primary investments can the BFTC/CNP make?

The BFTC/CNP has two primary types of research investments: the company-based Challenge Program, invests directly into the participating company to cover direct costs (salaries, consultants, subcontractors, and

materials) of the development work; and the university-based Challenge Program, in which a company is teamed with a university researcher to complete the development work.

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4. What investments are and are not eligible for BFP funding?

BFP funds can be used for project direct costs only. They may be used to cover direct labor costs and appropriate fringe benefit costs, travel, material, communication, etc. All expenditures must occur within the project time period. Equipment purchases are allowed only for university-based projects and are restricted to scientific and laboratory equipment to be used on the project which then will become the property of the university.

The BFP funds cannot be used for working capital, buildings and expenses, infrastructure projects, overhead, and other business capital.

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5. How does the Ben Franklin application process work?

In consultation with a BFTC/CNP staff member, the company or company/university team develop an application for funding which includes a description of the opportunity, the technical work to be undertaken, the market need for the development, and a budget. This application is submitted to the BFTC/CNP where it undergoes both a technical and business review in competition with other proposals. Confidentiality is always maintained throughout the process.

Proposals receiving favorable reviews are forwarded to the BFTC/CNP Board of Directors for final approval. Those projects approved receive a contract from the BFTC/CNP. The typical turnaround time for an application from initial submission through approval is 60 days.

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6. What does the term "Matching Funds" mean?

The BFP program is a matching funds investment program. This means that for every dollar that the BFP program invests in a new product or process development, the partners are required to share the cost of the development. The company's contribution or "match" can consist of cash being devoted to the project as well as "in kind" match such as use of equipment, staff time, materials and supplies, and other internal resources.

When using matching funds, the applicant should consider the following minimum requirements:

- Matching funds must be used during the same period of performance as the proposed project time frame.
- ï The minimum matching funds ratio of company funds to BFP funds is 1:1, but a competitive match is 3:1.
- ï Matching funds can only be used on one BFP project at a time.

- ï When using matching funds, periodic financial verification will be required during the project time frame.

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7. Does a university have to be involved in the project?

No. A university can be a partner in a research project if the university researcher can add to the knowledge base and capabilities of the company to make the project a success.

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8. Who owns the technology that is developed?

The BFP program does not take any ownership position in either the technology or in the company receiving a BFP investment.

If a technology is developed at a university, the company and the university must reach an agreement on the ownership and any royalty required from the development. In a company-based Challenge project, the company retains all rights to the development.

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9. How much money can I get from Ben Franklin?

BFP research investments typically range between $5,000 and $100,000. The average award is usually about $50,000.

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10. How do I apply?

Contact the BFTC/CNP at one of our three convenient locations so that we can discuss your concept or idea.

State College 814/863-4558
Harrisburg 717/948-6339
Erie 814/898-6114

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11. How is my proposal evaluated after I submit it to Ben Franklin?

When your proposal is delivered to the BFTC/CNP, it proceeds through an extensive and fair review process. Confidentiality is maintained at all times. As we review your proposal, we continually ask ourselves the questions, "How will this project benefit the applicant and create/retain jobs in Pennsylvania?" Minimum criteria that we use to evaluate all proposals include:

- Is this concept technically feasible?
- What is the potential for near term commercialization?

- Are the key people in this project qualified to do the work?
- What is the expected economic impact?
- How much "matching funds" is the applicant committing?

If your proposal makes it through the review process, we will recommend it to the BFTC/CNP Board of Directors for final approval. If approved, you will be notified of approval along with a contract agreement. Funding will start after you sign and return the contract agreement. All contracts end on June 30th of each year. We can fund a project up to three years; however, we can only award funding one year at a time. Each year you will need to resubmit a new proposal for review which will compete with other proposals. If your proposal is not approved, you will receive a letter stating why it was rejected.

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Phone: 814/863-4558 Fax: 814/865-0960

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Last updated on 2/10/99.

Communications Networks for the **Next Generation**

1999 Annual Report

Lucent Technologies
Bell Labs Innovations

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- recent acquisitions
- financial highlights
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1999 financial review

for our investors

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SOCIAL RESPONSIBILITY

Serving Our **Communities**

Lucent Technologies Foundation
The Lucent Technologies Foundation, with a budget of $50 million for 2000, helps young people around the world realize their highest potential. In 1999, major initiatives of the Foundation included:

- Project GRAD (Graduation Really Achieves Dreams), the cornerstone of our $6 million commitment to the city of Newark, N.J. GRAD aims to raise student achievement in reading, writing and math, and increase the number of high school graduates and college enrollees.
- The Lucent Universal Preschool Initiative, which provides young children with access to quality early childhood education, connecting teachers, parents and caregivers with the resources they need to deliver developmentally appropriate care.
- Outreach programs at 13 science museums in the United States, China, France and Canada aimed at sparking students' interest in and enhancing their learning of science.
- A global grants program in partnership with the International Youth Foundation to support youth development in 10 countries.
- Lucent Links, a global initiative to help young people better understand themselves and others who are different from them.
- Our matching gifts program, which provides a dollar-for-dollar match for gifts employees make to education and disaster relief around the world, and to arts and culture organizations in the United States.

Diversity
Lucent creates and actively supports an environment where different ideas and diverse opinions are valued. This fosters innovation and taps into the creative energy of our global work force. We provide maximum opportunity to qualified minority- and women-owned businesses to participate as suppliers, contractors and subcontractors of goods and services through our Minority and Women's Business Enterprises (MWBE) initiative. To view Lucent's latest MWBE report, simply go to www.lucent.com/news/pubs/mwbe.

Environment, Health and Safety Goals



As part of Lucent's fourth annual Global Days of Caring, 90 employees and family members from Lucent Technologies and Tata Lucent Technologies, Ltd. entertained the residents of St. Mary's Home for the Aged in New Delhi, India. Nivedita Bajpai, wife of Prakash Bajpai, sales and marketing vice president at Tata Lucent, shared a smile and a warm moment with one of the home's residents. Almost 16,000 Lucent employees and family members volunteered at 450 projects around the world.



In July 1999, Lucent hosted the first worldwide summit of the Lucent Global Scholars Program, a talent competition focused on supporting students around the world who are interested in information technology. The meeting, which included 80 of the world's brightest students from nine countries,

Environment, Health and Safety Goals
Lucent is dedicated to meeting the following goals by 2000:

- Have in place environment, health and safety management systems, based on recognized standards, for at least 95% of our products, services, operations and facilities.
- Reduce our lost workday accident rate by 30%.
- Develop and apply Design for Environment criteria to produce competitive, environmentally preferable products and services.
- Prevent the emission of at least 135,000 metric tons of greenhouse gases.
- Recycle at least 70% of our waste paper.
- Continue to reduce manufacturing waste disposal and reportable air emissions as we expand our business globally.

For more information, please go to www.lucent.com/environment.

from nine countries, inaugurated a 10-year-program that is the largest science scholars program in the world in terms of the number of participants and Lucent's $10 million funding commitment.

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SyllogisTeks Opens Branch Office in Lehigh Valley, Pennsylvania Led by Native Son

SyllogisTeks Opens Branch Office in Lehigh Valley, Pennsylvania

Led By Native Son

For Information Contact:

Lisa Schlueter, (636) 681-2100, ext. 247

For Immediate Release

ST. LOUIS, MO – SyllogisTeks, a St. Louis-based information technology (IT) services, software development and internetworking firm, has opened a branch office in Lehigh Valley, Pennsylvania led by Robert Schoenberger, Jr., a native of the area.

SyllogisTeks, a 2-time Deloitte & Touche regional Fast 50 Technology winner, opened in St. Louis, Missouri in 1992. Schoenberger joined the staff as a networking consultant working off-site at one of the company's many client sites in August 1996. He joined SyllogisTeks' office staff as a Technology Infrastructure Manager in July 1998. In that capacity he

was responsible for establishing new contacts and providing networking services to a variety of companies. In the year he served as SyllogisTeks' Technology Infrastructure Manager in St. Louis he more than quadrupled its networking client base and provided superior customer service as well as excellent technical support to every client. Schoenberger, a 1988 Nazareth graduate, returned to the Lehigh Valley to become the branch manager on November 1, 1999.

- More -

SyllogisTeks/2

In his new position, Schoenberger will be responsible for establishing local contacts to build SyllogisTeks' staffing services and internetworking divisions. His extensive experience in both areas provides him with the necessary tools to build an impressive client base in the Lehigh Valley region and to help establish SyllogisTeks as a national resource for IT solutions.

"Bob's commitment to quality and excellent customer service made him the perfect choice for this new venture. His dependability and strong work ethic ensure that this branch office will be a success. This is an exciting time for SyllogisTeks and we hope this is just the first step to becoming a national solution for any business' Information Technology needs," said Maurie Smith, President of SyllogisTeks.

Established in 1992, SyllogisTeks is a software development, systems integration and professional services firm. It helps organizations improve their efficiency and management processes through the practical application of information technology. SyllogisTeks simplifies business with technology.

###

Clinton Presidential Records
Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a tabbed divider. Given our digitization capabilities, we are sometimes unable to adequately scan such dividers. The title from the original document is indicated below.

Divider Title: 7 _____

AGENDA FOR INTER-AGENCY DIGITAL DIVIDE MEETING

March 6, 2000
1:00-2:00pm
Room 231--OEOB

I. **OVERVIEW ON THE DIGITAL DIVIDE TRIP TIMELINE AND ASSIGNMENTS**
- Committments/Deliverables both Public + Private Partnerships -> Friday Mar
- Help to get groups to sign on Call To Action

II. **SIGN ON TO THE CALL TO ACTION DOCUMENT**
Add this to website + other paper

III. **SITES AND EVENT IDEAS**

IV. **QUESTIONS**

AGENDA FOR INTER-AGENCY DIGITAL DIVIDE MEETING

March 6, 2000
1:00-2:00pm
Room 231--OEOB

I. OVERVIEW ON THE DIGITAL DIVIDE TRIP TIMELINE AND ASSIGNMENTS

II. SIGN ON TO THE CALL TO ACTION DOCUMENT

III. SITES AND EVENT IDEAS

IV. QUESTIONS

FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNTY

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.

Connecting Every Classroom and Library to the Internet

- Continue support for the E-rate

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

- ✓ E-Rate has provided $3.65 billion in support Internet connections in schools and libraries over the last two years -- with the deepest discounts to the poorest schools that need it most.

- Continue volunteer efforts such as NetDay, TechCorps, and the "High Speed Education Connection" of the cable TV industry.

Providing Schools with the Computers they Require

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

  - ✓ The Administration is extending and expanding an enhanced tax deduction to allow companies to deduct more than the cost of their donation.

Training Teachers to Use Technology Effectively in the Classroom

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

  - ✓ The Administration has set a goal of training all new teachers to use technology, and has proposed $150 million to help meet this goal, which companies can support by partnering with schools of education.

  - ✓ The CEO Forum has developed a detailed set of goals for how schools of education and states can work to ensure that all teachers are prepared to teach using technology.

  - ✓ Several companies (e.g. Intel, Microsoft, AT&T) are also devoting significant resources to training existing teachers with summer academies, and follow-up support during the course of the school year.

Providing Compelling Content

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

  - ✓ The Administration is proposing $41 million for an initiative to expand access to high-quality Internet-based educational resources, and to make it easier for parents, teachers and students to find compelling content by grade level and subject area.

  - ✓ Several companies (e.g. Ameritech, MCI WorldCom) have partnered with government agencies to offer intensive training to teachers so they can develop content, and have provided grants to institutions to digitize special collections (such as the Library of Congress "American Memory" project).

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

- Motivate and train youth for careers in information technology

  - ✓ Companies such as Cisco, 3Com and Novell have launched programs which help prepare students for high-paying jobs in the IT sector.

- Develop Public Service Announcements with celebrities

- ✓ Sports and entertainment stars can agree to do PSAs showing them using the computers and explaining why they are excited about the Internet, and why mastering these new tools is so important.

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

- ✓ This kind of campaign would also be important for adults -- many of whom might be afraid to admit that they don't know how to use technology.

GOAL 2: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY

Expanding Home Access

- Provide computers and Internet services to your employees and their families.

  - ✓ Leading U.S. companies such as Ford and Delta have determined that providing their employees with computers and Internet access at reduced rates is critical to upgrading the skills of their employees.

  - ✓ The Administration has proposed $50 million for a pilot project to expand home access for low-income families. Companies can support local projects through free or discounted hardware, software, Internet access and training. Pilots are being supported by Computers For Youth, Microsoft, Bell Atlantic, IBM, and "Clickstart."

Creating more Community Technology Centers

- Donate all aspects of technology to help provide national coverage through Community Technology Centers (CTCs). CTCs provide children and adults a place to go where technology and assistance is available to them—including everything from conducting job searches to finding child care to providing children with structured after-school programs.

  - ✓ The Administration is proposing to expand its investment in CTCs from $32.5 million to $100 million- to create up to 1,000 new centers.

  - ✓ By extending and expanding an enhanced tax deduction, the Administration encourages companies to donate equipment, software, Internet access, support and instructors to expand the number of CTCs.

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

- Offer training and internships to prepare more minorities and low-income workers for IT sector jobs

  - ✓ Information Technology Association of America is leading efforts to expand the number of minority internships in IT companies. Other companies and non-profits are getting positive results by providing IT training to people who are unemployed, on welfare, or holding minimum-wage jobs.

- ✓ One California-based non-profit (OpNet) has been able to help people who were unemployed or making an average of $6 per hour compete successfully for jobs paying up to $45,000 year. Another consortium of Northern California companies has launched a project called "Welfare-to-Web" to provide the training people need to make the transition from welfare to high-tech jobs.

- Provide Basic Technology Training to Workers

  - ✓ Companies can take advantage of the President's tax credit and provide their employees with basic computer training, workplace literacy or other basic education.

- Increase access to "information literacy" skills

  - ✓ According to the American Library Association, an information literate person is "able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively." Companies can donate the computers and Internet access that librarians need to provide people with these skills.

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

- Develop content to help families access quality information and resources to meet their everyday needs

  - ✓ Examples might include compelling courseware for adult literacy, adult basic education, English as a Second Language, or the skills needed to start a "micro-enterprise."

  - ✓ Companies, state and local government agencies and non-profits can also collaborate to develop "portals" that would provide one-stop access to content particularly relevant to the needs of low-income families — such as child care, transportation, employment opportunities, and social services.

  - ✓ The Administration is proposing to triple its investment in the Technology Opportunities Program (to $45 million), which has supported many innovative applications of information technology.

Bringing Advanced Technology to Isolated Rural Communities and to Indian Country

- Ensure that Native Americans participate in the New Economy. The Native American community can benefit from training for IT jobs, access to broadband networks that can help bring technology-related employment, e-commerce solutions for Native American small businesses, and the use of technology to preserve and share Native American culture.

  - ✓ The Administration proposes $10 million for grants to tribal colleges for networking and access; course development; student assistance; and capacity building.

- Develop innovative business models and new technologies to deploy advanced services to rural America.

  - ✓ The Administration has proposed several hundred million in loan guarantees to accelerate the deployment of broadband wireline and wireless networks to rural America.

  - ✓ Companies are developing broadband technologies that can be cost-effectively deployed.

  - ✓ Companies are exploring ways to bring fiber optic networks to rural states if users can pool their purchasing power.

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

Make the Web and information technology accessible for people with disabilities.

- ✓ The Administration and Internet companies are co-funding the "Web Accessibility Initiative" through the World Wide Web Consortium (W3C). Internet and e-commerce companies can move to adopt Web accessibility standards being developed by the W3C for Web content, browsers and authoring tools.

- ✓ Many telecommunications companies are working to enhance the accessibility of their products to meet the requirements of Section 255 of the Telecommunications Act of 1996.

- ✓ The Administration is proposing increased funding to improve the state-of-the-art of assistive technology, and to make it more affordable for people with disabilities.

FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNTY

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

Connecting Every Classroom and Library to the Internet

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

Providing Schools with the Computers they Require

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

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

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

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Expanding Home Access

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

Creating more Community Technology Centers

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

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

- Provide training and internships to prepare minorities and low-income workers for IT sector jobs.

- Provide basic technology training to employees to expand computer expertise and workplace literacy.

- Donate computers and Internet access to libraries to help more Americans develop "information literacy" skills – so that they can more effectively locate, evaluate, and use the information they need.

Motivating People to Learn and Use Technology to its Fullest Potential

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

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

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

Bringing Advanced Technology to Isolated Rural Communities and to Indian Country

- Provide Native Americans with training for IT jobs, access to broadband networks, e-commerce solutions for small businesses, and the use of technology to preserve Native American culture.

- Develop innovative business models and broadband technologies to deploy advanced services to rural America.

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

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

February 25, 2000

TO: NATASHA BILIMORIA
GIGI GEORGES
TOM KALIL

FROM: RACHAEL GOLDFARB

RE: Minutes from New Markets Interagency Meeting

GS: Important to understand where NM has been successful and where they haven't been.

Good: Hastert made sincere pledge.
Not Good: There has not been a really clear easy sense of how to participate. Decision was to focus on single issue. There hasn't been public rallying of private sector. GS then went through list of dramatic contributions. Still, GS pointed out, the NMI is still relatively idiosyncratic, not unified, and very much all over the map. We need to give people a clear formula on how to participate.

Distributed the three page summary of what's happened so far. GS explained that with this trip we want to have a national call to action, with the notion of bringing the digital opportunity to every home. The internet, GS argued, should be viewed as the equivalent to the phone.

GS wants to encourage people to be substantively involved with this – not just an effort to get people on Air Force One, or mentioned in the President's speeches.

GS outlined a timeline:

March – a call to action
June – a report from the President on what people have done
And the trip takes place inbetween

This is an industry that is highly individualistic, competitive, entrepreneurial. We add value in providing information and matchmaking people with particular industries.

GS encouraged people to coordinate with Jay and OPL in bringing people into this effort. He also encouraged that people get involved with the legislative proposals and potential deliverables.

Where do we go?
This is a very difficult question because more people are pressuring us to go places. People should not make any promises.

Things to consider:

1. How do we display technology in events?
   POTUS and CEO's do an internet with ten really poor schools that are wired well. Interaction, good content, five people could have a role with POTUS and ten communities can participate – thus dramatic display of what we can do.

2. Don't forget that this is about economic development and not just education and schools.
   Possible event ideas include people who are making a living off internet because they are disabled and raising awareness about closing the skills gap.
   POTUS and VP have digital divide b/w them. POTUS has credibility talking to people who are scared of the internet.
3. What are the site trip ideas that we ought to be doing? Branching beyond the use of the internet to optical and other innovative technologies.

GS urged people to make decisions no later than Mar 14 or Mar 15th. He suggested that there may be as few as four or five cities with hookups to forty cities. Also encouraged people to communicate "up the chain."

Tom went through the paper on agency participation.

Meeting end: 5:50 pm.

Clinton Presidential Records
Digital Records Marker

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a tabbed divider. Given our digitization capabilities, we are sometimes unable to adequately scan such dividers. The title from the original document is indicated below.

Divider Title: 8 _____

Membership
- About ASTD
- Members Only Area
- Get User Name & Password
- Local Chapters
- Member Discounts

Products & Services
- ASTD Press Books
- *T&D* Magazine
- *Learning Circuits*
- Buyer's Guide
- *Info-line*
- *Technical Training*
- Audio/Video Catalogue
- Software
- HRDQ
- Advertising Opportunities
- Non-Member Services

Conferences & Education
- IM2000
- ASTD 2000
- HPI Certificate Program

Career Center
- Job Bank
- Seminar Agent
- Career Q&A

Learning Communities
- Consulting Practice
- Evaluation & ROI
- Learning Technologies
- Management Development
- Managing Training
- OD
- Performance Improvement
- Technical Training
- Training Basics

Research
- Benchmarking Forum
- Benchmarking Service / Measurement Kit™
- What Works Online

Enterprise Solutions

International Visitors

Library Services
- Trainlit
- Non-Member Services
- Industry Links

Public Policy

Press Room

What's New at ASTD!

February 18, 2000

Interactive Multimedia 2000

February 21-25, 2000. Get on the leading edge of the training industry in a conference devoted entirely to digital learning from ASTD and Society for Applied Learning Technology (SALT).

Today's Question

What skills do you think managers will need in 2010?
Add your response!



Buyer's Guide 2000 Released

The online version of the *ASTD Buyer's Guide 2000* includes more than 400 listings and is searchable by subject matter, company, and location.

New Member Discount Programs

In addition to Professional Liability Insurance, **YouDecide.com** is now available. YouDecide.com is an e-commerce platform for ASTD members to access

- auto financing and insurance
- home financing and insurance
- long-term care
- vision care
- credit cards
- legal services.

YouDecide.com™

ASTD2000

May 19-25, 2000. Here's the first information on the ASTD International Conference & Exposition - the world's premier event in workplace learning and performance - to be held in Dallas, Texas, USA.

New Issue of ASTD *Learning Circuits* Webzine

Learning Circuits is ASTD's monthly, Web-based magazine covering the burgeoning field of digital learning. Read our February issue now!

February Issue Career Q&A

ASTD and career coaches, Annabelle Reitman and Caitlin Williams, have released the February issue of our interactive career coach column dedicated to HRD and training concerns. Check it out in our Career Center today!

ASTD's State of the Industry Report Released

Investments in workplace learning continue to climb, while learning technology use levels off. Learn all about these and other key industry trends in the 2000 ASTD State of the Industry Report. Members, click here to view an electronic copy of the report (you will need Adobe Acrobat Reader). Non-members may purchase copies of the report at +1.703.683.8100 (mention Order Code: 00ASTDIR).

New Issue of What Works Online

Ever wonder if there's a better way to develop your employees than having them spend their valuable time in a classroom? There is and it's called **Action**

Learning! Learn from leading research and interact with recognized action learning experts about how to make action learning really work on What Works Online.

***Info-line* Questionnaire**
Subscribers!! We need your help! The *Info-line* editorial staff wants to ensure that you continue receiving issues on topics that interest you in a format you like. So, help us by filling out our questionnaire.

New Research Service!
Let ASTD's expert searchers save you time by researching your training topic for you...or buy one of our ready-to-go hot topic reading lists!



Membership 2000
ASTD is changing with the times to make you the best you can be! Give us your feedback.

Malcolm Baldrige Award Winners Announced
The Baldrige National Quality Program (BNQP) has announced its upcoming conferences for 2000 showcasing the 1999 Award recipients:
- STMicroelectronics, Inc
- BI
- The Ritz-Carlton Hotel
- Sunny Fresh Foods

New Online Store!
Search ASTD catalogs and order books, *Info-lines*, and software directly from the Web!

HRDQ On-line Access
Subscribers can now read HRDQ online with Adobe Acrobat Reader.

Learning Technologies Study
ASTD and The MASIE Center partner on new study--expected to launch in November--focused on how organizations can increase learner use and acceptance of learning technologies.

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Welcome! You have just accessed the Website of the world's premier professional association in the field of workplace learning and performance--the American Society for Training & Development (ASTD). ASTD's mission is to provide leadership to individuals, organizations, and society to achieve work-related competence, performance, and fulfillment.

Founded in 1944, ASTD represents more than 70,000 members in the field of workplace learning and performance, who come from every area of the growing industry and from more than 150 countries across the globe. Our leadership and members work in multinational corporations, small- and medium-sized businesses, government agencies, colleges, and universities.

To assist both members and non-members with their professional development, ASTD convenes a number of specialized events throughout the year which bring together leading industry professionals. We also provide a myriad of valuable products and services. And as one of the largest publishers in training, learning, and performance, we offer a wide selection of periodicals, books, newsletters, research reports, and videotapes.

ASTD provides training professionals several opportunities to network and share specialized information with their colleagues, especially through our 47 special interest groups (or "forums"), local chapters, volunteer opportunities, and this online virtual community. In addition, ASTD honors individuals, teams, and organizations for exemplary contributions to the profession through our awards program.

ASTD leads the field by providing statistics and reports through our research department and Benchmarking Forum, and by promoting public policies which support training and development to the U.S. Congress, administration, and state governments. Find out about our latest endeavors in our press release archive.

You are encouraged to surf our Website, participate in our virtual community, and learn about the vast network of services that will give you the crucial competitive edge in today's rapidly changing business environment.

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Children First
The web site of the National PTA

Search the site!

Full Text with Hits Highlighted Page

Query ***"digital divide"*** against document
/events/legconf/99/bberate.htm

Go back to Search Page

National PTA Legislative Conference 1999 | Background Brief E-Rate
Telecommunications Discounts for Schools and Libraries (E-Rate)

Background
Under the Telecommunications Act of 1996, universal service, which was originally designed to ensure affordable consumer access to basic telephone service, was expanded to provide schools, libraries, and rural health-care facilities discounted access to telecommunications services, such as Internet access. The decision to expand universal service was the culmination of a lengthy, inclusive, and bipartisan process in which the public and the telecommunications industry participated through numerous public meetings and hearings. This expanded discount is known as the education rate, or E-rate for short.
For More Information on Funding for E-rate, see the Technology Issues Page.
The Federal Communications Commission adopted recommendations proposed by a bipartisan board designated by Congress: It set a sliding scale of discounts, from 20 percent to 90 percent based on need; determined that the discount would apply to telecommunications services such as telephone, Internet access charges, and the internal wiring needed to provide such services; and set an annual cap of $2.25 billion on the amounts that may be spent from the universal service fund to reimburse telecommunications providers for the discounts they provide to schools and libraries. The Telecommunications Act of 1996 included cost reductions for telecommunications companies more than sufficient to compensate them for their contribution to this expansion of the universal service program, so there would be no need to pass the cost through to consumers.

The telecommunications industry nonetheless protested to supporting universal service, and with help from certain members of Congress, pressured the FCC, in June 1998, to reduce the annual amount available for telecommunications reimbursements to $1.3 billion. At that time, more than 30,000 applications for E-rate funding had been submitted, seeking funds in excess of $2.02 billion. The decision to reduce funding thus threw the budgets of many applicants into disarray.

On November 23, 1998, the Schools and Libraries Corporation began issuing funding commitment decisions to applicants. While not all applications could be fully funded, due to the above-referenced reduction in the amount available, the program did have an enormous impact, providing almost $2 billion in discounts to help up to 40,000 public schools begin the journey to the 21st century.

Telecommunications services, particularly Internet access, are becoming essential components of a quality education. They enable distance learning opportunities, advanced research, and mentoring for both students and teachers, among other programs, and also facilitate parent involvement. Yet among public schools, only 27 percent of instructional classrooms a figure that drops to 14 percent for poor and minority classrooms have Internet access.

Because E-rate discounts are available on a sliding scale, with needier schools qualifying for higher discounts, the program can help close that "<< digital divide>> ."

The E-rate is also good for the economy. According to the U.S. Department of Commerce, information technology industries are growing at twice the rate of the overall economy. The U.S. Bureau of Labor Statistics reports that an additional 2 million technical workers will be needed over the next 10 years. By the year 2000, 60 percent of U.S. jobs will require computer skills, according to the June 1995 KickStart Initiative. Yet employers are having trouble filling such positions. Continued economic growth depends on our ability to produce citizens who are technologically proficient.

National PTA Positions
National PTA is committed to the accessibility of telecommunications and technology as a resource in the education and development of America's children and youth. National PTA believes that all students should have equal access to computer literacy training. The mere presence of a computer or student access to the Internet, however, will not automatically improve student achievement. Parents need to be involved in the development of technology policies; teachers and school districts need to be trained in how to effectively incorporate technology into their curriculum; and parents need to be trained and involved in the use of the technology at home.

Other Voices on E-Rate
"America's children, especially low-income and rural children, need access to today's technology if they are to compete in tomorrow's workforce. To do this, we need discounts to hook up classrooms and libraries to the Internet."

William Kennard, Federal Communications Commission chair

"One of the most important steps we can take to bridge the "<< digital>> << divide>> " is to provide schools, libraries, and rural health-care centers with affordable access to the Internet and telecommunications services…Proceeding with the E-rate will widen the circle of opportunity-delaying it or undermining its effectiveness will heighten the risk of economic inequality and social division."

U.S. Secretary of Education Richard Riley
U.S. Secretary of Commerce William Daley
U.S. Secretary of Agriculture Daniel Glickman
U.S. Secretary of Health and Human Services Donna Shalala

"I say we cannot afford not to have an E-rate. Thousands of poor schools and libraries and rural health centers are in desperate need of discounts. If we really believed that we all belong in the Information Age, then, at this sunlit moment of prosperity, we can't leave anyone behind in the dark."

President Bill Clinton
Contact Susan Nogan
February 1999
welcome | agenda | workshops | speakers news | awards | interact | homework
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/programs/bberate.htm

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National PTA | Background Brief: E-Rate

National PTA Background Brief: E-Rate
Background | National PTA Position | Other Voices
Background

Under the Telecommunications Act of 1996, universal service, which was originally designed to ensure affordable consumer access to basic telephone service, was expanded to provide schools, libraries, and rural health-care facilities discounted access to telecommunications services, such as Internet access. The decision to expand universal service was the culmination of a lengthy, inclusive, and bipartisan process in which the public and the telecommunications industry participated through numerous public meetings and hearings. This expanded discount is known as the education rate, or E-rate for short.

The Federal Communications Commission adopted recommendations proposed by a bipartisan board designated by Congress: It set a sliding scale of discounts, from 20 percent to 90 percent based on need; determined that the discount would apply to telecommunications services such as telephone, Internet access charges, and the internal wiring needed to provide such services; and set an annual cap of $2.25 billion on the amounts that may be spent from the universal service fund to reimburse telecommunications providers for the discounts they provide to schools and libraries. The Telecommunications Act of 1996 included cost reductions for telecommunications companies more than sufficient to compensate them for their contribution to this expansion of the universal service program, so there would be no need to pass the cost through to consumers.

The telecommunications industry nonetheless protested to supporting universal service, and with help from certain members of Congress, pressured the FCC, in June 1998, to reduce the annual amount available for telecommunications reimbursements to $1.3 billion. At that time, more than 30,000 applications for E-rate funding had been submitted, seeking funds in excess of $2.02 billion. The decision to reduce funding thus threw the budgets of many applicants into disarray.

Under the E-rate, telecommunications companies offer low rates and discounts to schools and libraries. This discount is offset by reduced access charges paid by long distance companies to local phone carriers. The E-rate thus costs the telecommunications industry nothing.

On November 23, 1998, the Schools and Libraries Corporation began issuing funding commitment decisions to applicants. While not all applications could be fully funded, due to the above-referenced reduction in the amount available, the program did have an enormous impact, providing almost $2 billion in discounts to help up to 40,000 public schools begin the journey to the 21st century.

Telecommunications services, particularly Internet access, are becoming essential components of a quality education. They enable distance learning opportunities, advanced research, and mentoring for both students and teachers, among other programs, and also facilitate parent involvement. Yet among public schools, only 27 percent of instructional classrooms—a figure that drops to 14 percent for poor and minority classrooms—have Internet access. Because E-rate discounts are available on a sliding scale, with needier schools qualifying for higher discounts, the program can help close that "<< digital divide>> ."

The E-rate is also good for the economy. According to the U.S. Department of Commerce, information technology industries are growing at twice the rate of the overall economy. The U.S. Bureau of Labor Statistics reports that an additional 2 million technical workers will be needed over the next 10 years. By the year 2000, 60 percent of U.S. jobs will require computer skills, according to the June 1995 KickStart Initiative. Yet employers are having trouble filling such positions. Continued economic growth depends on our ability to produce citizens who are technologically proficient.

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Other Voices on Funding

"America's children, especially low-income and rural children, need access to today's technology if they are to compete in tomorrow's workforce. To do this, we need discounts to hook up classrooms and libraries to the Internet."

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—U.S. Secretary of Education Richard Riley
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—President Bill Clinton
Susan Nogan
February 1999
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Email Gary w/ additional folks

About The PTA

Board Information

Virginia Markell, National PTA President



Virginia (Ginny) Markell of Clackamas, Oregon, serves as president for the National PTA. Comprised of nearly 6.5 million members, the National PTA is the largest volunteer child advocacy organization in the United States. Markell's two-year term will focus on effective parent and family involvement and enhancing the home-school-community connection.

Markell served previously as the president- elect and vice president of programs for the National PTA. In 1999, she completed her chairmanship of the Learning First Alliance, a consortium of 12 education groups and associations, dedicated to improving student learning in America's public schools.

She serves as one of five non-industry representatives appointed to the TV Parental Guideline Oversight Monitoring Board.

Markell is director of the North Clackamas School District Family Resource Center, facilitating parent education and parent involvement programs. She is a former health science teacher. She is a registered nurse graduating from Good Samaritan Hospital School of Nursing and holds a bachelor of arts degree from Linfield College and a master's degree in education from Portland State University.

Markell and her husband, Ed, have two sons.

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About The PTA

Board Information

Shirley Igo, National PTA President-Elect



Biographical Information

Shirley Igo, National PTA president-elect, currently serves under and in cooperation with the president, chairs selected committees, and performs other duties as assigned, including representing the association before other groups and the media.

Currently she chairs the association's Communication/Marketing Committee, Strategic Planning Committee and Screening Committee, and serves on the Headquarters Committee. She also serves ex-officio on the Legislative Program Committee, Convention Management Committee and Budget and Finance Committee.

Her prior experience on the National PTA Board of Directors includes service as vice president for legislation 1995-1999. During that tenure she directed the legislative and advocacy efforts of the association, providing written and oral testimony to Congress and federal agencies, implementing the legislative priorities of National PTA, and planning and directing the annual PTA Legislative Conference. As Region 6 Vice President, 1993-1995, she provided leadership training and field service to states and chaired the committee which developed a National PTA Leadership Training Manual. She also served on the Budget and Finance Committee, the Communications/Marketing Committee, and the On-Line Services Task Force. She received the Advocates Award from Phi Delta Kappa for her work on the PTA/PDK national Education Forums.

She served as president of Texas PTA 1990-1992, completing 10 years of service on that Board. She has been recognized for leadership at the state level, having received the Texas Governor's Outstanding Volunteer in Education Award, the Texas Juvenile Justice Coalition Outstanding Services Award, and the Texas State Board of Education Heroes for Children Award.

Other areas in which she has been active include Texas Library Association, Girl Scouts, Boy Scouts, 4-H, Chamber of Commerce and United Way. She lives in Plainview, Texas, where she is involved with her family in farming and agriculture business interests.

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National PTA Fast Facts 1999–2001

National PTA is the largest volunteer child advocacy organization in the United States. A not-for-profit association of parents, educators, students, and other citizens active in their schools and communities, PTA is a leader in reminding our nation of its obligations to children. PTA has nearly 6.5 million members working in 26,000 local chapters in all 50 states, the District of Columbia, the U.S. Virgin Islands, and in the Department of Defense schools in the Pacific and Europe.

National PTA
330 N. Wabash Ave., Suite 2100
Chicago, IL 60611-3690

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Phone: (312) 670-6782
Fax: (312) 670-6783

Website: www.pta.org
E-mail: info@pta.org
Subscribe to *Our Children* Magazine

National PTA Mission

The mission of National PTA is threefold:

- to support and speak on behalf of children and youth in the schools, in the community, and before governmental bodies and other organizations that make decisions affecting children;
- to assist parents in developing the skills they need to raise and protect their children; and
- to encourage parent and public involvement in the public schools of this nation.

National PTA President

Ginny Markell, Clackamas, Oregon

President's Message
During the past 100 years, whenever children's health, safety, or well-being has become jeopardized, National PTA has responded promptly, taking a leading role in identifying solutions, advocating for necessary institutional changes, and giving communities tools to address the situation. PTA has long known the benefits of parent involvement. That's why parent involvement is central


Ginny Markell

Download President's Brochure 1999-2001 (PDF)

Message from the President and highlights of the National PTA's functions and programs.

to all National PTA programs. For years, the organization has advocated for schools, communities, and the nation to implement programs and policies aimed at helping parents become more effectively involved in their children's development.

With this purpose in mind, National PTA has established the National Standards for Parent/Family Involvement Programs. These standards are the foundation for National PTA's Building Successful Partnerships guide and workshops, which assist communities in implementing parent involvement programs that get to the core of student development and success. Through these types of parent involvement efforts, National PTA will address youth violence prevention in schools and communities.

Even with youth violence against schoolmates at the forefront of parents', teachers', and students' minds, schools remain a safe haven for students. Still, youth violence is an issue that society as a whole must address quickly, and parent involvement is key to curbing its proliferation. That is why National PTA is dedicated to meeting this objective through PTA programs and initiatives that promote parent involvement and violence prevention.

Ginny Markell
National PTA President, 1999-2001

Convention Dates

June 24-26, 2000 Chicago, Illinois
June 23-26, 2001 Baltimore, Maryland
June 22-25, 2002-San Antonio, Texas
June 19-22, 2003-Charlotte, North Carolina

Legislative Program

With nearly 6.5 million members, National PTA provides parents and families with a means and a voice to be heard—whether it's in the classroom, in their communities, or on Capitol Hill. Any local unit, council, district/region, or state PTA may bring matters of legislative concern to the attention of National PTA.

Legislative directives of National PTA are based on policy statements, resolutions, and position statements of the organization. Directives place before the association the legislative issues that are most likely to affect children's education and programs in the current congressional session. The current legislative directives are support of public education, increased parent involvement, adequate funding for education and child-related programs, and support of the reauthorization of the Elementary and Secondary Education Act (ESEA).

Parent Involvement	ESEA	Funding	Public Education

Program Initiatives and Resources 1999-2001

Download 1999-2001 Program Initiatives and Resources PDF file

Arts in Education Program
The *Reflections Program* is National PTA's arts recognition and achievement program involving nearly 700,000 students per year. The Mary Lou Anderson *Reflections Arts Enhancement Grant Program* offers funding to local PTA units for local arts programs. National PTA is also involved in other activities and partnerships in support of arts education and arts advocacy programs and is a member of the Arts Education Partnership, a group of education, arts, and business organizations working together to ensure quality arts education.



Awards
National PTA recognizes local PTA units that demonstrate a commitment to the Objects and promote the Mission of the PTA through the Outstanding Unit for Parent Involvement Award. Through the Phoebe Apperson Hearst Outstanding Educator Award, the association also recognizes, locally and nationally, outstanding educators who demonstrate professional excellence and commitment to the Objects of the PTA.

Education and Health/Safety Issues
National PTA reviews current issues arising in education, parent/family involvement, and health and makes recommendations to National PTA leadership for position statements and updates.

Health and Safety Programs
Violence Prevention and Safe Schools are priority issues for National PTA. Leaders of the organization have participated in several teleconferences, forums, and town hall meetings on safeguarding children and youth from violence, as well as reviewed and developed numerous publications (*Early Warning Signs, Timely Response: A Guide to Safe Schools; Kids Need a Future, Not Funerals; Safeguarding Your Children*). National PTA held a town hall meeting and surveyed convention delegates on the issues of greatest importance and will continue to work to address those issues.

The Family and Community Critical Viewing Project is a partnership project launched in 1994 with the National Cable Television Association and Cable in the Classroom. The project teaches PTA leaders and cable representatives how to conduct critical viewing workshops with resources developed by the partnership. The project also addresses educating parents and families on the new TV ratings system.



Environmental issues are addressed through a program funded by a four-year cooperative agreement launched in 1995 (currently in year four) with the U.S. Environmental Protection Agency. Activities include publication of *Our World* newsletter, developing environmental resources and Earth Week activities, and providing mini-grants to state PTAs. The final year of the agreement will focus on lead, indoor air quality, and water quality.

Can We Talk? Families Talk About Self-Esteem, Sex, and *Peer Pressure* is a project in collaboration with the National Education Association (NEA), launched in 1999. Communities interested in developing school health councils will be supported in their efforts by members of NEA and NASN (National Association of School Nurses) as well as representatives from the local

departments of health and education and local business, faith, and community-based organizations. Three states-Oregon, South Carolina, and Texas-have been selected as pilot states.

Be Cool, Follow the Rules, developed by Navistar Corporation and National PTA, is a 10-year partnership project focused on school bus safety. The project includes a packet of materials that are mailed each fall to PTA leaders, television and print PSAs, and an award-winning video, *Operation School Bus Safety*.

Parent and Family Involvement Programs

National Standards for Parent/Family Involvement Programs were developed by National PTA and released in a guidebook in January 1997, then reprinted in May 1998. To date, nearly 250,000 copies have been distributed. This guidebook includes quality indicators of successful programs, helps educators and program administrators effectively include parents in their child's learning process, and has received the support of more than 40 national education, parent involvement, and health organizations.



Building Successful Partnerships is a multifaceted program focused on increasing awareness and implementation of the *National Standards for Parent/Family Involvement Programs*. A training program for national board members and select state leaders was launched in August 1999 on *Building Successful Partnerships: A Presentation Kit on Parent Involvement*. By the fall of 1999, almost 200 PTA leaders will be available to conduct workshops and presentations on parent involvement and the National Standards. In early 2000, the book *Building Successful Partnerships: A Guide to Parent Involvement* will be published by National Education Services Inc. The book is a comprehensive implementation guide on the National Standards.

America Goes Back to School: Get Involved!, supported by the U.S. Department of Education, is an effort that encourages Americans to improve education in their local communities. For the past four years, National PTA's president has served as a co-chair with Tipper Gore.

Examining Education Today teleconference series was developed by the Satellite Educational Resources Consortium (SERC), Kentucky Education Television (KET), and WYCC-Channel 20 in Chicago, with National PTA as consultant. Six 90-minute satellite teleconferences in support of the *National Standards for Parent/Family Involvement Programs* are being produced and promoted to educators, school administrators, community members, and PTAs throughout the country.

*Public education forum*s have been held by state PTAs since 1996 as a result of the National PTA, Phi Delta Kappa, and The Center on Educational Policy project. Since the project's launch, more than 60 forums on public education have been held throughout the country. In 1999, National PTA funded 15 states to hold public education forums in partnership with state representatives of Phi Delta Kappa.



The *Parent and Family Involvement Teacher Training Pilot Project* was launched in 1996 in partnership with the American Association of Colleges for Teacher Education (AACTE) to explore effective ways to increase training in parent and family involvement for preservice and inservice teachers. This collaboration between pilot state PTAs,



AACTE representatives, and select state colleges and universities addresses this need at the local level. Alabama, Florida, Indiana, and Pennsylvania are currently involved as pilot states in the partnership project.

Urban Initiatives
A task force was formed in 1997 to increase parent involvement and increase PTA presence in targeted urban public school systems. Cities in the states of Michigan and Minnesota have been targeted along with New York City, Philadelphia, and Boston. Meetings with key educational leaders have resulted in increased dialogue and inclusion of PTA in collaborative activities within the school districts of the three original targeted cities.

Youth Members
National PTA has two youth members on its board of directors to provide the youth perspective on the issues, programs, and resources of the association.

Resources for National PTA Programs

- *Building Successful Partnerships: A Workshop Presentation Kit for Parent Involvement* is provided to board members and select state PTA leaders who attend a comprehensive training program. By fall 1999, almost 200 PTA leaders will be trained to give presentations on the National Standards for Parent/Family Involvement Programs. Contact your state PTA to request a presenter.

- *Common Sense: Strategies for Raising Alcohol- and Drug-Free Children* is a website created by National PTA and GTE Corporation to provide strategies for PTA leaders and parents on how to raise alcohol- and drug-free children.

- *Continuity for Success Transition Planning Guide*, produced in partnership with the National Head Start Association (NHSA), is a planning tool for establishing Head Start/PTA partnerships, building effective transition practices, and promoting continuity in parent and family involvement. Copies of the guide were distributed in the fall of 1999 to all state offices. The full guide can be downloaded from National PTA's website or ordered from NHSA at (800) 687-5044.

- *Ebony/National PTA Guide to Student Excellence* is a video and parent guide created by National PTA, in collaboration with Johnson Publishing and Conrad Productions, to encourage young students of color to develop greater academic readiness, self-esteem, and ethnic pride. The video was funded by Sprint, Kellogg's, and State Farm Insurance. The video features parents from local PTA units as well as interviews of prominent African-American and Latino educators and leaders. To order, call Johnson Publishing Company at (800) 270-5853. The video is $14 plus $5.95 for shipping and handling when you identify yourself as a PTA member (for nonmembers the price is $24.95 plus $5.95 for shipping and handling).

- *The Family Nest (El Nido de La Familia)* is a Spanish-language video on parent involvement in Hispanic communities. The video was developed by National PTA in collaboration with ASPIRA and the Mexican American Legal Defense Fund (MALDEF) and was funded and produced by JC Penney. The video tells the story of how Hispanic families support and participate in their children's education. The video package includes a reproducible tip sheet in

English and Spanish that lists 10 ways parents can be involved in their children's education. Contact your state PTA office for more information.

- *Kids Need a Future, Not Funerals: Community Violence Prevention Kit* is an informational kit that includes steps necessary to organize a community forum, a community needs assessment checklist, and a host of resources on conflict management, safe schools, child abuse, and other violence prevention issues.

- *Mirrors: A Film About Self-Esteem* is an award-winning video that illustrates how parents directly influence the development of their children's self-image. To order, contact Modern Sponsored Marketing Services, 3645 Crooks Road, Troy, MI 48084; (800) 243-6877. The video is $27.11 including shipping and handling.

- *National Standards for Parent/Family Involvement Programs* is a publication on the standards developed by National PTA to guide parent involvement programs and evaluate their quality and effectiveness. The guidebook was designed to help educators and program administrators effectively include parents in their child's learning process. Booklets cost $2 each for 1-10 copies, plus $5 for shipping and handling. Discounted pricing is available for larger quantities. To receive an order form, write to National PTA, Customer Service, 330 N. Wabash, Suite 2100, Chicago, IL 60674-1927; fax (312) 670-6783; or follow the instructions online at http://www.pta.org/programs/standaform.htm.

- *Operation School Bus Safety* is an award-winning video to help teach children the rules of school bus safety. Ideal for grades K-4, this first place Telly Award-winning film demonstrates safe conduct on and around the school bus and includes instruction on emergency evacuation. To order the video or additional materials, you may use the order form enclosed with the kit or go to http://www.pta.org/pubs/videos.htm. All materials are free, except for shipping and handling charges.



- *The Parents' Guide to the Information Superhighway* provides a simple step-by-step introduction to parenting in an online world and offers rules and tools to help children and families at home, at school, and in the community. The guide was developed by the Children's Partnership in conjunction with National PTA and the National Urban League, with advisors from the American Library Association. To order a copy, send $5 to the Children's Partnership, 1351 3rd St., Santa Monica, CA 90401. The guide is also available online at http://www.childrenspartnership.org.

- *Programs and Resources Workshop Presentation Kit* is provided to each board member to give presentations on the programs and resources of National PTA.

- *Safeguarding Your Children* is a violence prevention resource developed by National PTA with funding from the Allstate Foundation, to increase parent involvement in violence prevention initiatives in schools and the community.

- *Taking Charge of Your TV* is a video hosted by talk-show personality Rosie O'Donnell. The video, produced by HBO for National PTA and the cable television industry, provides parents with skills and strategies to use with their

children to help them become smarter television viewers. The video is free through local cable companies or by writing the National Cable Television Association, Public Affairs Department, 1724 Massachusetts Ave. N.W., Washington, DC 20036.

- Tools to Use to Help You Choose video, brochure, and remote control sticker are the result of a collaborative effort between the cable television industry and leading children's advocacy organizations, to provide parents with a guide to the television ratings system. The nine-minute video is hosted by the original Captain Kangaroo, Bob Keeshan, and is free through local cable companies or by writing the National Cable Television Association, Public Affairs Department, 1724 Massachusetts Ave. N.W., Washington, DC 20036.

Children First website—www.pta.org
Children First, National PTA's website, contains a wealth of information, news, services, and resources about children, education, and parenting issues. Children First is the one place to find PTA information, get in touch with other parents, and find dependable parenting advice on a wide variety of topics. Whether you're looking for information on helping children with homework, discussing school violence, or boosting your child's self-esteem, Children First contains dozens of libraries and hundreds of free documents for parents and educators.

***Our Children* magazine**
National PTA's award-winning magazine, Our Children, is filled with entertaining features, practical tips, and great information on child development, parenting, and today's education and legislative issues. Published nine times per year, each 40-page issue is packed with full-color articles on health, safety, and school-related topics as well as news from National PTA and highlights of the exciting work being done by PTAs across the country.

Joining the PTA

National PTA is the largest volunteer child advocacy organization in the United States. A not-for-profit organization of parents, educators, students, and other citizens active in their schools and communities, PTA is a leader in reminding our nation of its obligations to children. Membership in National PTA is open to anyone who is concerned with the education, health, and welfare of children and youth. For more information on National PTA membership, please call the Membership Department at (800) 307-4PTA (4782), or visit the National PTA's website at www.pta.org.

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State PTA Presidents

Please click on the state name for the PTA state office address and phone number.

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Alabama	Larry Hooks
Alaska	Janice Louden
Arizona	Terrie Minnick
Arkansas	Betty Jacobs
California	Lavonne McBroom
Colorado	Jody Townsend
Connecticut	Deborah Walsh
Delaware	Mary Ellen Sparks
District of Columbia	Linda H. Moody
European Congress	Alyce A. Stewart
Florida	Latha Krishnaiyer
Georgia	Valerie K. Martin
Hawaii	John Friedman
Idaho	Pam Glenn
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Indiana	Barbara Eager
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Mississippi	Yvonne Steadman
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New Mexico	Carol Lee O'Keefe
New York	Jane Bernhard
North Carolina	Tannis Nelson
North Dakota	Katy Gulya
Ohio	Valerie Federico
Oklahoma	Jo McCord
Oregon	Kathryn Firestone
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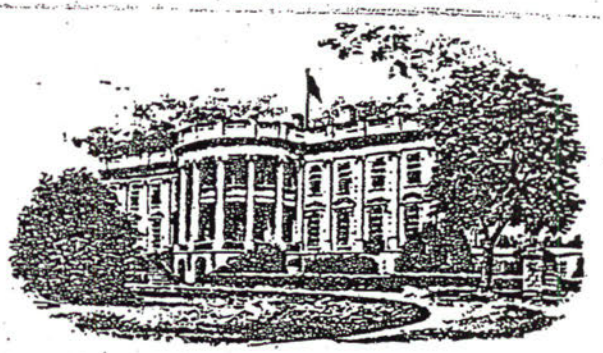
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ADDITIONAL COMMENTS:

Thanks! Jeffrey

[redacted]

& Pam/Jeffrey



THE TELECOM OPPORTUNITY INSTITUTE

Connection to Success

Anthony R. Chase
President and CEO

January 12, 2000

The Honorable William Jefferson Clinton
President of the United States
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mr. President:

Subject: New Markets Initiative – The Telecom Opportunity Institute

I enjoyed the opportunity to visit with you and Senior Aide John Podesta yesterday regarding the exciting things happening with the New Markets Initiative and The Telecom Opportunity Institute (TTOI). It was founded and initially funded by SBC Corporation, a global telecom service provider, and ChaseCom, one of our nation's largest minority telecom firms. As we discussed, bridging the "digital divide" between the information haves and have nots is a key component to insuring investment in our cities has the desired impact.

TTOI is a national not-for-profit organization committed to bridging the "digital divide" by working directly with children, parents and families to teach them about computers, the Internet, and the Information Superhighway. TTOI staff and volunteers have partnered with other community-based organizations to bring technology and technical expertise where it is most needed.

In 1999 we deployed Computer Use and Internet training courses and/or TTOI Professional Development series at the following schools and community centers in both Houston and Los Angeles:

- Sharpstown High School - Houston
- Self-Help for African People through Education (SHAPE) Community Center – Houston
- Susan M. Dorsey High School – Los Angeles
- Community Build, Inc. – Los Angeles

In 2000, we continue in our commitment to positively impact the under-served with technology by expanding our programs to additional high schools, and community centers across Texas and California. Our geographic expansion includes a commitment to expand the diversity of TTOI beneficiaries to other groups who are impacted by the "digital divide". Our plans call for TTOI programs to impact Korean youth as well as an Indian Reservation later this year.

I believe our mission and the work that TTOI is doing in our cities greatly complements the work you are doing with the New Markets Initiative. We would welcome the opportunity to become involved in the activities that we discussed. I would be glad to coordinate directly with John Podesta to work out the specific details.

Sincerely,

Tony Chase

Anthony R. Chase

cc: John Podesta, Chief of Staff
The White House

Ed Whitacre, Chairman
SBC Communications, Inc.

Karen Jennings, Senior Executive Vice President
SBC Corporation

Brian Stephens, Executive Director
The Telecom Opportunity Institute