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DIGITAL DIVIDE NEW MARKETS #1 [1]

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**EAST PALO ALTO
DIGITAL DIVIDE
APRIL 17, 2000**

GENE SPERLING
ASSISTANT TO THE PRESIDENT FOR ECONOMIC POLICY

659-5844

TK

NY Times -
WP -
~~USA Today~~ -
USA Today -
NewsJ

BOOK #1 – DIGITAL DIVIDE NEW MARKETS TRIP
East Palo Alto

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Frederick St April 11, 43

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Plugged-In

CTC - Funded seed fund Dept of Commerce TIAP
create first year

Plugged-in enterprise - Teams: Web Design

Small business

develop web page
cost products

Graphics + text - easy to navigate

Support for residents

Open-door - Adult keyboard class

\$25 mil.: \$23 mil. in EOA
\$2 mil. in AG > \$100 mil. long quarter

Remote

Some of tech - a certain distance
over telephone lines switch e/p-out

DSL - only works if distance

between home + Cable office

12-18 thousand feet

Rural density is a lot lower

invested

fixed costs

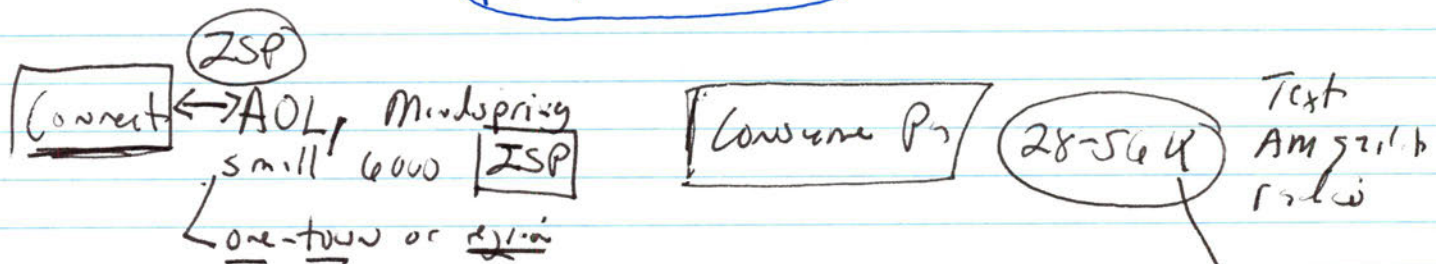
T-1 line: Service provided for bus
1.5 megabits
10x cost

Small Business: Urban \$200 -
Rural \$2000 - a month
\$24,000 vs \$2,700

Rural Services: Tax credit
(20% inv. tax credit)

RUS: Rural Utility Service - by gov

Universal Service Fund
Paid for cross-country



Business UUNET > target the business market
PSI

They also provide:
Backbone ⇒ very high-speed part of ZN

Bandwidth = Speed in

How much info can
you send + receive
a minute

1.5 Megabit - 1.5 million
64 kbit

Broadband → if cannot by low speed
+ Always on

Web Server: Any publicly

→ Exodus
reliability - uninterrupted power

Microsoft

2 Browser: Microsoft + Netscape ^{AOL bought}

Web Browser → Software - allows you to connect
→ WWW

comes pre-loaded

Browser: package incorporates the newest tech
Bundled with other

- + E-mail
- + net Newsgroups
- + Video-conferencing

Windows Operach Systm Operating Systems

2 Big ones: MS-DOS:

Apple: Graphical point + click

copy / save

Use Apple - by MAC

Microsoft - meer had een PC

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April 13, 2000

MEMORANDUM FOR THE PRESIDENT

FROM: GENE SPERLING
MARIA ECHAVESTE

SUBJECT: Overview of Your Digital Divide--New Markets Tour

The purpose of this memorandum is to provide you an overview of your Digital Divide trip. We will submit more detailed background material for each of your 3 stops before the trip begins on Monday.

As you know, you will travel to East Palo Alto, California and Shiprock, New Mexico on April 17th and Chicago, Illinois on April 18th. Members of Congress will accompany you on each portion of the trip. In addition, it is likely that Secretary Cuomo will join you in New Mexico and Secretary Daley in Chicago. Reverend Jesse Jackson, Rainbow Push; Yusef Jackson, One Net Now; Bob Johnson, Black Entertainment Television; and Raul Yzaguirre, National Council of La Raza will also accompany you on the entire trip.

This memorandum is divided into four sections. The first section provides a short overview of the message of the trip. The next three sections provide an overview of each stop on the tour – including the theme for each location, a tentative list of the CEOs/community leaders who will be in attendance, and the highlights of the corporate deliverables.

I. OVERVIEW OF THE MESSAGE

- As you know, this is your third New Markets Tour. On the first two, you focused on equity investments in underserved communities and how more could be done to bring the benefits of free enterprise and empowerment (new businesses, new jobs, education and training) to underserved communities.
- This trip focuses on a critical element—bridging the digital divide. Computers, the Internet, and the skills needed to use this technology can provide people with a chance to move themselves out of poverty, perhaps more quickly than ever.
- America has an important chance to make. We can allow unequal access to technology to further polarize American society, or we could use technology to grow the economy and generate social equity at a faster rate than ever before.

- As with other trips, highlighting that the government is doing its part is important. However, it is important to challenge the private sector to help ensure that no one is left behind in the 21st Century. This trip will allow you to highlight how the industry, community-based organizations and government can work together to expand access to the new opportunities of the Information Age.

FIRST STOP – EAST PALO ALTO, CALIFORNIA (Morning of Day One, April 17)

Message: Motivating Underserved Youth to “Get Connected.”

- The East Palo Alto stop is your kickoff event. It is a low-income urban community in the heart of the Silicon Valley. Over 80 percent of the students in local K-8 schools are eligible for free or reduced priced lunches. The latest data available indicates that 24 percent of East Palo Alto school children live below federally designated poverty level. Despite its geographic proximity to Silicon Valley, the center of the high-tech world, East Palo Alto residents are struggling. Much of the community lacks the skills necessary to succeed technology-based skills. Going to East Palo Alto would demonstrate that even in the shadow of Silicon Valley, there is still a substantial divide.
- The focus of the event is on the importance of motivating and inspiring underserved youth to “get connected”. During the NBA All Star Summit that Gene attended and our OPL briefings here at the White House, we consistently heard that even though there is an increased supply of computers and Internet access, not enough has been done to demonstrate why gaining access to technology is so important. This event will provide you with an opportunity to emphasize to young people, particularly in underserved communities, why technology is critical to their lives.
- In order to make this motivational message real and communicate it to young people across the country, we have built a PSA campaign that the Kaiser Family Foundation has agreed to coordinate. Magic Johnson, Rebecca Lobo (WNBA player for the NY Liberty) have agreed to appear in the ads and a number of networks, including NBC, ABC, CBS, BET, MTV and Fox, have agreed to air them. This PSA campaign establishes a longer-term vehicle for this message.

Overview of Events

- You will start the day with an OTR stop at College Track, non-profit organization for self-motivated students who are college bound. Thereafter you will arrive at Plugged In, a Community Technology Center in East Palo Alto, CA where you will provide brief remarks to an audience composed primarily of teenagers from East Palo Alto. **Note:** Plugged In received a 1995 grant from the Department of Commerce.
- You will be accompanied on stage by Magic Johnson, Rebecca Lobo, and a number of major high-tech CEOs that have made commitments to bridge the digital divide.

- This event will be an opportunity for you and the other stage participants to interact with the audience, answer their questions, and emphasize the importance for young people to become technologically literate. This event will also be Webcast on the Internet-- young people will be hooked up to the event from schools and community technology centers in other parts of the country -- and will be able to e-mail you questions.
- You will then go to the nearby Costano Elementary school where you will have a roundtable with a number of CEOs, senior executives and community leaders to discuss their efforts to bridge the digital divide.

CEOs

For this stop, in addition to the community delegation that will be traveling with you, some of the CEOs who will join you include Carly Fiorina, Hewlett-Packard; John Morgridge, Chairman of Cisco Systems; Henry Cisneros, Univision; Robert Knowling, Covad Communications; and Kaleil Tuzman, Govworks.

Highlights of Corporate/Private Sector Announcements

In addition to the numerous private sector announcements, there are public sector announcements that will be made at each site. Here are some examples of the commitments that companies have made that will be announced in East Palo Alto:

- **The Kaiser Family Foundation is taking the lead in developing, producing and distributing the PSAs to help bridge the digital divide.** As stated above, the Kaiser Family Foundation, represented by President and CEO Drew Altman, will develop, produce and distribute public service announcements to help motivate young people to “get connected” and take advantage of the economic opportunities in the IT sector. BET, MTV, NBC, ABC, CBS, NBC, TBS, TNT, UPN, Fox, the Disney Channel, the Cartoon Network, the Odyssey Network and the WB have all agreed to join this effort by airing the PSAs. The National Association of Broadcasters has also agreed to distribute the PSAs to 1,000 of their members. Magic Johnson and Rebecca Lobo have agreed to appear in the PSAs.
- **American Online Pledges 100,000 free AOL Accounts to Students and Volunteers at PowerUP Affiliate Sites.** AOL will provide 100,000 AOL accounts to PowerUp affiliate sites valued at \$26 million annually. With AOL’s donation, PowerUp will fund and equip each of the new sites in its effort to provide young people with access to the wide range of content and information on the Internet as well as assistance to develop the skills they need to succeed in the 21st Century.
- **QUALCOMM Commits \$6 million for Education Technology in Schools** QUALCOMM will commit to helping to close the digital divide by supporting deployment of education technology in the San Diego, CA area. Efforts will include: 1) support to High-Tech High – an innovative secondary school program with a focus on math, science and technology, 2) helping to connect a minimum of five San Diego schools to the Internet, 3) contributing a minimum of 200 PCs to area schools 4) providing teacher training and technical support so that these schools may fully utilize their new resources and 5) supporting the School of Education’s continued research and development efforts at the University of California at San Diego.

- **Gateway Commits to Train 75,000 Teachers.** Gateway has pledged to provide 75,000 teachers with technology training under the Teach America! Program. All 244 of East Palo Alto's teachers will be trained in the Teach America! program on ways to effectively utilize technology in the classroom.

III. SECOND STOP – The Navajo Nation in Shiprock, New Mexico (Afternoon of Day One, April 17)

Message: Providing Digital Opportunity to Native Americans.

- As you remember, you were the first President to visit a Native American reservation since President Franklin Roosevelt. You will be making a significant statement about your commitment to the Native American community by going twice in a 12 month period.
- The primary focus of the Shiprock stop will be to bring digital opportunity to Indian Country. As you know, Native American communities face major economic and social challenges. This stop in Shiprock will allow you highlight how private and public sector investments can help bring digital opportunity to Native Americans. This event will focus on access to technology as a vehicle for economic development, education and employment opportunities to Native Americans. New technologies could create “leapfrog” opportunities for Native American communities.

Overview of Events

- First, you will address an outdoor crowd of thousands of people at the Boys and Girls Club to announce the commitments that have been for Native American communities. You will be accompanied by the Navajo Nation Tribal President, Kelsey Begaj; Congressman Tom Udall and possibly Secretary Cuomo.
- You will then travel to the Diné Tribal College where you, along with a small group, will participate in a Webcast with 7th and 8th grade students from the Lake Valley School. There will also be students and teachers from the Boys and Girls Club at the Diné site.
- This webcast will be both a video and audio feed where you will be able to interact with the Lake Valley students who are located 1 hour and 45 minutes away from where you will be.

CEOs/Community Leaders

At this stop, in addition to those community leaders traveling, you will be joined by a number of CEOs, senior executives and community leaders. They include: Bruce Brooks, Director of Community Affairs, Microsoft [**Note:** he is the former deputy mayor of Seattle]; Robert Rutherford, Native American Systems; John Koehler, Tachyon, Inc.; Karen Smith, Executive Director, TechCorps; Susan Masten, President, National Congress of American Indians; and Kelsey Begaj, President, Navajo Nation.

Highlights of Corporate/Private Sector Announcements.

Here are some examples of the commitments that CEOs or Senior Executives will make about investments in Indian Country:

- **Microsoft to provide \$2.75 Million in New Grants to the American Indian Tribal College Program.** Microsoft, represented by Bruce Brooks, Director of Community Affairs, will provide eight American Indian Tribal Colleges with technology and training through its American Indian Tribal College Program, part of a continuing relationship with the American Indian Science and Technology Education Consortium. Microsoft will provide these tribal colleges with \$2.5 million in software and \$250,000 in technical assistance to ensure an increase in technical skills among students at tribal colleges. In addition, the program will include the tools necessary for the institutions to achieve Microsoft Certified Training Facility status.
- **Compaq will provide \$500,000 to the Techs4Schools Partnership with TechCorps which Will Be Available to all Navajo Nation Schools.** Compaq will announce a \$500,000 commitment to develop, pilot and support the national launch of the Techs4Schools program, an online mentoring program that uses the Internet to join students, teachers and volunteer technical experts together to advance the level of technological knowledge and support in our schools. Four Navajo Nation schools participated in the pilot of Techs4Schools, and following today's launch, Techs4Schools will be available to *all* Navajo Nation Schools and all K-12 schools nationwide.

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

- You will address the Comdex Conference that is a large computer conference in the U.S. and will be attended by representatives of every major computer and Internet company in America. This event will provide you with an opportunity to challenge the high-tech industry to work to bridge the digital divide.

Overview of Events

- You may first start with a tour of one of the exhibits on the floor of the Comdex trade show. You will then address a 4,000 person audience of Comdex attendees. As stated earlier, Secretary Daley may accompany you to this event.

Highlights of Administration's Announcements

- You will also announce the following Administration commitments. You should emphasize that corporations making contributions to both Community Technology Centers and Neighborhood Networks would be eligible for tax incentives proposed in your FY2001 budget.

- ✓ **FY2000 Community Technology Centers Awards.** The Department of Education will announce \$44 million in awards that will result in the creation of 214 new centers and the substantial expansion of an existing 136. This \$44 million will be awarded over three years and leverage \$42 million in state, local and corporate funding.
- ✓ **HUD will Double the Number of Neighborhood Network Centers to 1,000 Across the Country.** You will announce today that HUD will expand the number of Neighborhood Network Centers to 1,000 over the next two years. Neighborhood Network Centers are computer training facilities located in or near HUD assisted housing developments that offer computer access, staff assistance and a range of training resources to housing residents.
- ✓ In addition, the Deans of 200 colleges of education will be making a commitment to reach your goal of training new teachers to use technology in the classroom.

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THE CLINTON-GORE ADMINISTRATION RECORD TO HELP CLOSE THE DIGITAL DIVIDE

April 17, 2000

President Clinton and Vice President Gore Have a Strong Record of Working to Bridge the Digital Divide By Ensuring That Every Child is Technologically Literate. In 1994, President Clinton and Vice President Gore set the goal of connecting every classroom and library to the Internet. In 1996, President Clinton unveiled his Technology Literacy Challenge -- and has made a major commitment of resources to connect every classroom to the Internet, expand access to modern, multimedia computers; make high-quality educational software an integral part of the curriculum; and enable teachers to effectively integrate technology into their instruction

President Clinton Succeeded in Increasing Educational Technology Funding by Over 3,000 Percent -- From \$23 Million in FY94 to \$766 million in FY2000. This includes:

- \$425 million for the Technology Literacy Challenge Fund which helps states and local communities meet all four "pillars" of the President's educational technology initiative (computers, Internet access, teacher training, educational software).
- \$197 million for partnerships between local school districts and the private sector to develop innovative approaches to using technology in the classroom.
- \$75 million to help train all new teachers to use technology.

President Clinton and Vice President Gore Also Fought for the \$2.25 billion "E-rate" to Connect Schools ' Libraries to the Internet.

- The e-rate is providing 20 percent -- 90 percent discounts to connect schools and libraries to the Internet, with the deepest discounts going to the poorest schools that need it most.
- By the end of 2000, the e-rate will have funded \$6.25 billion of telecommunications infrastructure and services to schools and libraries. In 1999, 82 percent of public schools (over 78,000) and 51 percent of public libraries received public funding.

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

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

President Clinton and Vice President Gore are Building on Their Past Achievements Through a Number of New and Expanded Proposals this Year. Earlier this year, the President and Vice President announced specific proposals in their FY2001 budget to help create digital opportunity for more Americans, including:

- \$2 billion over 10 years in tax incentives to encourage private sector donation of computers, sponsorship of community technology centers, and technology training for workers.

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

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

- **Expand access to technology for people with disabilities.** President Clinton and Vice President Gore have been strong supporters of efforts to make technology more accessible for people with disabilities. Recent actions by the Federal Communications Commission will help ensure that telecommunications equipment, such as cellular phones, is designed to be accessible for people with disabilities.
- **Expand access to technology in under-served communities.** In addition to the Department of Education's Community Technology Center program, which provides computer access and educational services to communities around the country, the Department of Housing and Urban Development has created approximately 500 Neighborhood Network learning centers that bring state of the art technology to publicly-assisted housing across America. HUD's Neighborhood Networks are innovative private/public partnerships that establish computer-based multi-service centers to help people in publicly-assisted housing learn critical computer skills and prepare for 21st century jobs.
- **Ensure that the Administration makes closing the Digital Divide a top priority.** In December, 1999, President Clinton directed members of his Cabinet (Secretaries of Commerce, Education, Health and Human Services, Housing and Urban Development, and Labor) to take specific steps to close the Digital Divide, including:
 - ✓ Continuing to measure the nature and extent of the digital divide by examining the importance of income, education, race, gender, geography and age to Americans' access to Information Age tools;
 - ✓ Expanding the network of Community Technology Centers to provide access to technology for those American who can't afford it;
 - ✓ Promoting applications of the Internet that will empower low-income families, such as the ability to start their own business; and
 - ✓ Upgrading the IT skills of workers in low-income communities.

THE IMPORTANCE OF BRIDGING THE DIGITAL DIVIDE AND CREATING DIGITAL OPPORTUNITY FOR ALL AMERICANS

April 17, 2000

- Access to computers and the Internet and the ability to effectively use this technology are becoming increasingly important for full participation in America's economic, political, and social life. In recent years, access to computers and the Internet has exploded. Unfortunately, there is strong evidence of a "digital divide" -- a gap between those individual and communities that have access to these Information Age tools and those who don't.
- Ensuring that more Americans have high-tech skills is important, since jobs in the IT sector pay almost 80 percent more than the private sector average. (Dept. of Commerce, Emerging Digital Economy II, June 1999).

Better-educated Americans are more likely to be connected.

- 69 percent of households with a bachelor's degree or higher have computers, compared to 16 percent of those households that have not completed high school. (Dept. of Commerce, "Falling Through The Net," July 1999).
- 45 percent of households with a bachelor's degree or more have Internet access in the home, compared to 4 percent with no high school education. (Dept. of Commerce, "Falling Through The Net," July 1999).

The divide between high and low-income Americans is significant.

- 80 percent of households with an income of \$75,000 or above have computers, compared to 16 percent of households earning \$10,000 - \$15,000. (Dept. of Commerce, "Falling Through The Net," July 1999).
- 60 percent of households with incomes of \$75,000 or above have Internet access, compared to 12 percent earning \$20,000 - \$25,000. (Dept. of Commerce, "Falling Through The Net," July 1999).

Whites are more likely to be connected than African-Americans and Hispanics.

- 47 percent of white households have computers, compared to 23 percent of African-American and 26 percent of Hispanic households. (Dept. of Commerce, "Falling Through The Net," July 1999).
- 53 percent of white, two-parent households with children earning more than \$35,000 have Internet access in the home, compared to 31 percent of African-American and Hispanic households. (Dept. of Commerce, "Falling Through The Net," July 1999).
- However, there is virtually no gap in computer ownership between white and African American households earning more than \$75,000. (Dept. of Commerce, "Falling Through The Net," July 1999).

Wealthier schools are more likely to be connected to the Internet than poorer schools

- In wealthy schools (less than 11 percent of students eligible for free or reduced-price school lunch), 74 percent of classrooms are connected to the Internet, compared to 39 percent for the poorest schools (71 percent or more of students eligible for free or reduced-price school lunch). (Fall 1999 data, Dept of Education, National Center for Education Statistics, "Internet Access in U.S. Public Schools and Classrooms," February 2000).

People with disabilities are less likely to have access to technology.

- 11 percent of people aged 15 and above with a disability have access to the Internet at home, compared to 31 percent of people without disabilities. (Current Population Survey, 1998 Computer and Internet Use Supplement, as cited in H. Stephen Kaye, Computer and Internet Use Among People with Disabilities, Disability Statistics Center, March 2000).

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April 16, 2000

REMARKS TO EAST PALO ALTO COMMUNITY AT PLUGGED IN

DATE: April 17, 2000
TIME: 8:35-10:05 am
LOCATION: Plugged In, East Palo Alto, California
FROM: Gene Sperling
Mary Beth Cahill

I. PURPOSE

The focus of the event is on the importance of motivating and inspiring underserved youth to “get connected.” During the NBA All Star Summit that I attended and OPL briefings at the White House, there was a consistent theme--even though there is an increased supply of computers and Internet access, not enough has been done to demonstrate why gaining access to technology is so important.

This event will provide you with an opportunity to emphasize to young people, particularly in underserved communities, why technology is critical to their lives. You will be addressing an audience of 250 people, many of whom are youth from the East Palo Alto Community.

II. BACKGROUND

The East Palo Alto stop is your kickoff event. It is a low-income urban community in the heart of the Silicon Valley. Over 80 percent of the students in local K-8 schools are eligible for free or reduced priced lunches. The latest data available indicates that 24 percent of East Palo Alto school children live below federally designated poverty level. Despite its geographic proximity to Silicon Valley, the center of the high-tech world, East Palo Alto residents are struggling. Much of the community lacks the skills necessary to succeed in the technology-based economy. Going to East Palo Alto demonstrates that even in the shadow of Silicon Valley, there is still a substantial divide.

Members of Congress attending this event will be interspersed in the first two rows of the audience. The following Members of Congress will be attending this event:

Sen. Robert Bennett (R-UT)
Rep. John Conyers (D-MI)
Rep. William Jefferson (D-LA)
Rep. Zoe Lofgren (D-CA)
Rep. Silvestre Reyes (D-TX)
Rep. Stephanie Tubbs Jones (D-OH)
Rep. Tom Udall (D-NM)

This event will also be Webcast on the Internet-- young people will be hooked up to the event from schools and community technology centers in other parts of the country -- and will be able to e-mail you questions.

Upon arrival at Plugged In, YOU will immediately be greeted by Magda Escobar, Executive Director of Plugged In.

III. PARTICIPANTS ON STAGE

YOU

Mayor of East Palo Alto, Sharifa Wilson
Magic Johnson
Rebecca Lobo, WNBA player from the NY Liberty
Carly Fiorina, CEO of Hewlett-Packard
Robert Knowling, CEO of Covad Communications
Magda Escobar, Executive Director of Plugged In

IV. SEQUENCE OF EVENTS

- Magic Johnson, Rebecca Lobo, Carly Fiorina and Robert Knowling will be announced off-stage and will be seated on stools on stage.
- YOU will be announced off-stage accompanied by Mayor Sharifa Wilson and Magda Escobar
- Mayor Wilson will make brief welcoming remarks and will introduce Magda Escobar.
- Magda Escobar will make brief remarks and introduce YOU (Mayor Wilson will leave the stage prior to your remarks and will be seated in the front row).
- YOU will make remarks and proceed to a your stool on stage.
- YOU will then ask **Magic Johnson** and **Rebecca Lobo** a question to frame the discussion on motivating youth to become technologically literate. A suggested question could be:

How do we get more young people inspired and motivated to embrace information technology -- not only as a user of the technology but as high-tech workers and entrepreneurs? What's the message that you think would be most effective?

- YOU will then turn to **Carly Fiorina** and ask her a question. Suggested questions:

Currently, only 20 percent of information technology professionals are women. If we're going to meet the growing demand for workers with IT skills -- we clearly need to get more women involved in the field. Do you have any ideas for how we might accomplish this? **OR**

Clearly, bridging the digital divide in communities like East Palo Alto isn't going to happen over night. What do you think are the right kinds of long-term relationships between a company and underserved communities that we should be encouraging?

- YOU will then turn to **Robert Knowling** and ask him a question. Suggested question:

What kind of jobs are available to young kids who are willing to devote the time to gaining IT skills?

- YOU will then proceed to open up and moderate an interactive discussion with the young people in the audience.
- There will be Plugged In staff in the audience and they will call on youth with questions for YOU, the stage participants, CEOs and community leaders on stage.
- YOU should call on the following people to help answer audience questions:
 - Reverend Jesse Jackson
 - Eric Schmidt, CEO Novell
 - Dr. Irwin Jacobs, CEO QUALCOMM
- YOU will turn to Magda and ask her if there is a question from our Internet audience.
- When it is time, Magda will announce to the audience that YOU have time for one more question.
- After this time, YOU will then close the discussion.
- YOU will work a rope line and depart the stage.

- YOU will then meet (site-TBD) briefly with the following people:

Larry Irving, Irving Communications

John Doerr, Kleiner Perkins

Kim Smith, New Schools Venture Fund

Matt James, Kaiser Family Foundation

Vicki Rideout, Kaiser Family Foundation

Wade Randlett, Red Gorilla

Beth Inadomi, Podesta Associates

Garrett Gruener, Alta Partners

Charmin Smith, Seattle Storm, WNBA (Played for Stanford)

Kate Starbird, Utah Starzz, WNBA (Played for Stanford. She has recently launched a start up computer graphics firm based in Palo Alto, CA)

Ruthie Bolton-Holifield, Sacramento Monarchs, WNBA (1996 Gold Medal winner, is on the 2000 Olympic team, visited White House and met YOU just prior to the 1996 Atlanta Olympic Games)

V. COMMITMENTS FOR EAST PALO ALTO

The following are some of the key deliverables that you will be announcing in your remarks:

- The Kaiser Family Foundation And Black Entertainment Television will develop and produce Public Service Campaigns featuring celebrities and role models who will highlight their connections to technology and encourage young people to recognize ways that becoming technologically literate can open doors to them. Magic Johnson and Rebecca Lobo are the first celebrities to agree to appear in the PSA campaign. BET, MTV, NBC, ABC, CBS, TBS, TNT, UPN, Fox, the Cartoon Network, the Odyssey Network, the Disney Network and the WB have all agreed to join this effort by airing the PSAs.
- BET.com will produce and air on the BET Cable Network and the BET on Jazz Network PSAs encouraging African Americans to use the Internet and participate in the digital economy.
- Hewlett-Packard HP will invest up to \$15 million in products, partnerships and people in 3 underserved communities -- starting in East Palo Alto. HP's initiatives will focus on programs that serve adults and kids at home, in school, and through community centers. The HP @ School program will emphasize enhancing K-12 education through the use of technology. The HP @ Neighborhood Community Centers will help adults and kids before and after school to learn, communicate and explore using the Internet. And, the HP @ Home initiative will help families learn and grow together.

- Gateway Computers will announce the launch of its Teach America! program which pledges to train 75,000 teachers in technology literacy. Gateway will provide this training to all teachers in the East Palo Alto community.
- QUALCOMM has pledged \$25 million for digital divide projects. This commitment includes \$7 million to improve math and science education in San Diego schools through investments in educational technology and enhancing the math and science instructional skills of K-12 teachers.
- The PowerUP program will announce a major expansion of its successful program to give underserved youth access to technology and guidance on how to use it. PowerUP will have 250 new, fully-equipped and staffed sites by the end of 2000 with major support from AOL (100,000 free AOL accounts valued at \$26 million) and the Waitt Family Foundation (50,000 computers).
- Novell will donate \$20 million in software to non-profits devoted to helping underserved Hispanic populations.
- Applied Materials has pledged \$1 million to help provide "information for everyone", starting with the development of a high-tech job training center for the people of East Palo Alto in partnership with local government and Reverend Jesse Jackson's Rainbow/PUSH Coalition.

V. PRESS COVERAGE

Open

VI. REMARKS

To be provided by speechwriting.

VII. ATTACHMENTS

Biographies on Stage Participants
 List of CEOs and Community Leaders on Stage
 Draft Press Paper for East Palo Alto, California

MAGDA ESCOBAR Plugged In

Professional Background

Magda Escobar is the Executive Director of Plugged In. She started her work at Plugged In in 1996 as Development Director. In February 1998, she became Co-Executive Director and was responsible for managing Plugged In. Magda started her career as a Team Leader at City Year Boston after graduating from Stanford in 1992. She consulted to the Commission on National and Community Service researching effective models for delivering technical assistance and training to national service programs around the country. She continued her work in national service by becoming the National Program Director at Public Allies in Washington DC. While there, she helped expand the program from two to six cities across the United States.

About Plugged In

Plugged In, established in 1992, is a community technology center with a mission to ensure that everyone in East Palo Alto California has the opportunity to fully benefit from all that the information revolution has to offer. Plugged In operates three programs: Plugged In Enterprises, Plugged In Greenhouse, and the Technology Access Center.

Plugged In Enterprises trains teenagers in the latest web design technology. The teenagers use their skills to operate a web design business that creates web pages for community members and paying commercial clients. Clients include Pacific Bell, OICW, and Sun Microsystems.

Plugged in Greenhouse is a creative arts and technology studio for the ideas and dreams of East Palo Alto children. It houses a variety of activities including an after-school program, classroom partnerships, and special projects based on educational themes.

The Technology Access Center is the community production studio, copy center, cyber-library, self-paced learning studio, and telecom center for East Palo Alto. It provides community members with access to computers, the Internet and information that helps them "get things done."

CARLY FIORINA Hewlett-Packard
--

Professional Background

Carly Fiorina is President and Chief Executive Officer of Hewlett-Packard. She is the first outsider ever brought in to run HP. Fiorina spent 20 years at AT&T and Lucent. Fiorina is an innovative manager who has refocused HP since joining the company in June, 1999. She has a bachelor's degree in medieval history and philosophy from Stanford University; a MBA from University of Maryland at College Park, Md.; and a Master of Science degree from MIT's Sloan School. Fortune recognized her as the "Most powerful woman in business" (1999). She is a member of the board of U.S. China Board of Trade and PowerUP.

About Hewlett Packard

Founded in 1939 by Bill Hewlett and Dave Packard (in their garage), Hewlett Packard is a leading global provider of computing and imaging solutions and services. The company has 83,200 employees worldwide and had \$42 billion in sales last year. In 1999, the company was ranked 13 on the Fortune 500. Ms. Fiorina has said there are changes needed in Hewlett Packard's traditional culture to be made to maximize its opportunities and has launched a marketing campaign, the company's first in ten years, to address the problem of Hewlett Packard's "fragmented" marketing. The campaign is aimed at increasing awareness of the Hewlett Packard brand, which she said had been neglected in recent years. Ms Fiorina has also moved swiftly to install more incentives in the compensation system. A new system was put in place for the company's top 100 employees, linking their pay more closely to revenue and profit growth and total shareholder return.

HP and the Digital Divide

Traditionally, they have been committed to philanthropic efforts that incorporate their commitment to bolstering math and sciences in the classroom. Specifically their primary focus with respect to their national grants is on math and science literacy and increasing opportunities for women and minorities. HP's vision is to help students be prepared to succeed in the workforce of the future by making math and science exciting and meaningful, giving all students the opportunity to succeed, and helping every child enter school ready to learn.

Commitment to the Digital Divide Trip

HP will announce an investment of up to \$15 million in products, partnerships and people in 3 underserved communities -- starting in East Palo Alto. HP's comprehensive approach will focus on programs that serve adults and kids at home, in school, and through community centers.

EARVIN "MAGIC" JOHNSON

Professional Background

Since ending his professional basketball career, Magic Johnson has been dedicated to his vision that business ventures must have a redeeming social value.

Basketball achievements: Leading the Lakers to five NBA Titles; playing in 11 all-star games; and, playing with the original Dream Team that won a gold medal at the 1992 Olympics in Barcelona.

Magic Johnson Enterprises: This growing business empire includes Johnson Development Corporation, Magic Johnson Theatres, Magic Johnson All-Star Camps, Magic Johnson T's, and Magic Johnson Entertainment.

Johnson Development Corporation: This venture devotes its efforts toward revitalizing urban shopping centers by bringing employment opportunities and stimulating economic growth for future economic investment.

Magic Johnson Theatres: In partnership with Sony Retail Entertainment, has opened state-of-the-art multiplex screens in Los Angeles, Atlanta and Houston with others planned in New York, Chicago, Detroit, Cleveland, New Orleans, San Diego and Washington, DC.

About the Magic Johnson Foundation

In 1991, the Foundation was established to raise funds for community-based organizations that deal with HIV/AIDS educational and prevention programs. The Foundation now awards grants to community-based organizations that deal with educational, health and social programs for America's youth. The Magic Johnson Foundation supports community-based organizations serving the health, educational and social needs of children residing in inner city communities. The foundation works to counteract the inner city cycle of desperation, poverty, violence and lack of personal skills that can destabilize a community.

The Youth Entrepreneurial Project: This initiative targets inner city youth who will intern with Earvin Johnson's existing companies through Magic Johnson Enterprises. These internships include working in the entertainment management company, the sports management company, the commercial development enterprise, the film and television division, boxing promotion, and concert promotion.

The Education Program: This after-school project provides tutoring and computer education at centers in cities where Magic Johnson Theaters exist. The program also focuses on projects that teach history and culture to young people bereft of a sense of history.

ROBERT KNOWLING Covad Communications

Professional Background

Robert Knowling is Chairman, President and Chief Executive Officer of Covad Communications. He is the former Executive Vice President of US West where his 30,000 member Operations and Technologies team provided quality communications services for more than 25 million customers in 14 states. Knowling was recruited in July 1998 to run Covad. He became one of the few African-American CEOs in Silicon Valley. During the past 18 months, he has guided the company through a major expansion and an initial public offering. He also serves as chair of the Information Technology Association of America's Industry Committee. Through the committee, Knowling has been leading efforts to bring more diversity to the information-technology workforce by developing internship programs, getting hiring commitments from employers and creating new outreach and educational programs that target minorities. He sat in the First Lady's box for SOTU 2000.

About Covad Communications

Covad is the leading national Digital Subscriber Line (DSL) broadband provider. The company's technology provides "always on" broadband Internet access. Covad's network currently covers more than 25 million homes and businesses in major metropolitan areas.

Covad services are available across the United States in 56 of the top Metropolitan Statistical Areas (MSAs). By the end of 2000, Covad services will be available in 100 MSAs. At that time, Covad's digital network will reach more than 40 percent of all US homes and 45 percent of all US businesses.

Covad provides the "back-bone" that supports Internet Service Providers (ISPs) who offer DSL service commercially. Covad's flagship services, TeleSurfer for residential customers and TeleSpeed for small businesses, are readily available to consumers and businesses through a host of 250 leading ISPs.

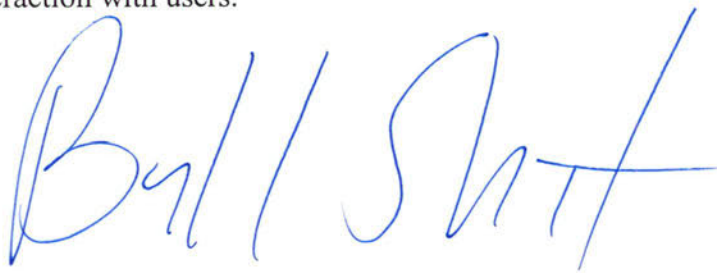
REBECCA LOBO WNBA – New York Liberty

Professional Background

Rebecca Lobo is one of the most recognizable women's basketball players in the country. She was a star player for the Connecticut Huskies during 1995, their undefeated NCAA Championship year. Lobo now plays with the WNBA's New York Liberty. She also played on the gold medal-winning 1996 USA Women's Olympic Team in Atlanta. She has made appearances at the White House, in Southwick, Mass. for the dedication of "Rebecca Lobo Way," and on The Late Show with David Letterman. She is a strong supporter of efforts to raise awareness about breast cancer, a disease that struck her mother, RuthAnn, during Lobo's junior year at the University of Connecticut. Lobo was a member of the 1998 WNBA Touring Team. In addition, Lobo was named one of USA Weekend's Most Caring Athletes in recognition of her charitable work.

Rebecca Lobo and the Digital Divide

Rebecca Lobo is one of the WNBA's most community active players. As a part of this commitment, she has focused on motivating young people to "get connected" to technology. Ms. Lobo has her own youth-oriented website, www.rebeccalobo.com that encourages interaction with users.

A handwritten signature in blue ink, appearing to read "RuthAnn", is positioned below the text of the "Rebecca Lobo and the Digital Divide" section.

SHARIFA WILSON Mayor, City of East Palo Alto

Professional Background

Sharifa Wilson is currently the Mayor and Vice-Chair of the Redevelopment Agency for the City of East Palo Alto. She was elected to the City Council in 1990 and has created strategic alliances with local, state and federal agencies, the business community and residents of the city. As Mayor she initiated a community Taskforce on AIDS, chairs the San Mateo County Community Development Block Grant Committee, and is a member of the Joint Ventures Silicon Valley Digital Divide Advisory Group. She is also responsible for the implementation of the City's three highly visible redevelopment projects: the 101 Ravenswood Center, a major mixed-use project including big box retail, community retail and residential housing; University Circle, a planned office and hotel project; and the Ravenswood Technology Park, a planned major office/ industrial business park. Mayor Wilson holds a B.S. from New York University, where she was awarded the Martin Luther King Scholarship for four consecutive years. She was profiled in "African-American Voice of Triumph: Leadership"

CEOS AND COMMUNITY LEADERS ON STAGE
--

Dr. Drew Altman, President & CEO, The Henry J. Kaiser Foundation
Henry Cisneros, President & COO, Univision Communications
Darien Dash, Chairman & CEO, DME Interactive Holdings, Inc.
Carly Fiorina, President & CEO, Hewlett-Packard Company
Rae Grad, CEO, Power Up
Nick Grouf, Chairman & CEO, PeoplePC
Rosalind Hudnell, Vice President, Intel Corporation
Yusef Jackson, Chairman, One Net Now
Rev. Jesse Jackson, Rainbow PUSH
Dr. Irwin Jacobs, Chairman & CEO, QUALCOMM
Carlton Jenkins, CEO, One Net Now
Magic Johnson, Magic Johnson Enterprises, Inc.
Robert Johnson, Chairman & CEO, Black Entertainment Television
Roberta Katz, President & CEO, TechNet
Robert Knowling, Chairman, President & CEO, Covad Communications
Rebecca Lobo, New York Liberty (WNBA)
Kenneth McNeely, Vice President, AT&T
Jim Martin, Senior Vice President, AOL
James Morgan, Chairman & CEO, Applied Materials
John Morgridge, Chairman of the Board, Cisco Systems
David Robino, Vice Chairman, Gateway
Eric Schmidt, Chairman & CEO, Novell
Srinija Srinivasan, Vice President & Editor-in-Chief, Yahoo!
Kaleil Tuzman, CEO, GovWorks
Raul Yzaguirre, President, NCLR

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Divider Title: _____

April 15, 2000

ROUNDTABLE WITH CEOs

Date: April 17, 2000
Time: 10:30 a.m.
Location: Costano Elementary School
East Palo Alto, California
From: Gene Sperling
Mary Beth Cahill

I. PURPOSE

You are meeting with CEOs and senior executives of the nation's leading information technology companies to informally discuss the economic and social challenges presented by the digital divide. The companies represented in this meeting have a sustained commitment to providing digital opportunities to the most underserved areas of the country.

II. BACKGROUND

This roundtable discussion is an opportunity to discuss the opportunities and challenges presented by the digital divide with CEOs of the leading IT companies, civic leaders and members of Congress. The executives in this room have pledged their companies to engage in campaigns to bring access and training to East Palo Alto and similar underserved areas around the nation. In an informal discussion, you will have an opportunity to review the continued efforts of the industry to bridge the divide and discuss further actions that could be taken in partnerships between companies, non-profit groups and the government.

Cisco Systems Chairman John Morgridge will open the roundtable discussion. When Cisco Systems' original headquarters was located across the street from Costano School, the company "adopted" Costano and provided structural and financial support to the school. In addition, they also provided academic and technological assistance, texts books and computer facilities. The relationship continues today. Next month, Morgridge will be "principal for a day" at Constano.

III. PARTICIPANTS

YOU

Dr. Drew Altman, President & CEO, The Henry J. Kaiser Foundation
US Senator Robert Bennett (R-UT)
Mary Beth Cahill, Assistant to the President and Director of Public Liaison
Henry Cisneros, President & COO, Univision Communications
US Rep. John Conyers (D-MI)
Secretary Andrew Cuomo, Department of Housing and Urban Development
Darien Dash, Chairman & CEO, DME Interactive Holdings, Inc.
Maria Echaveste, Deputy White House Chief of Staff
Magda Escobar, Executive Director, Plugged In
Carly Fiorina, CEO, Hewlett Packard
Rae Grad, CEO, Power Up
Nick Grouf, CEO, People PC
Marthelia Hargrove, Principal, Costano Elementary School
Rosalind Hudnell, Vice President, Intel Corporation
Rev. Jesse Jackson, Rainbow PUSH
Yusef Jackson, Chairman, One Net Now
Dr. Irwin Jacobs, Chairman & CEO, QUALCOMM
Rep. Stephanie Tubbs Jones (D-OH)
US Rep. William Jefferson (D-LA)
Carlton Jenkins, CEO, One Net Now
Earvin "Magic" Johnson
Robert Johnson, Chairman & CEO, Black Entertainment Television
Roberta Katz, President & CEO, TechNet
Bill Kennard, Chairman, FCC
Robert Knowling, CEO, Covad Communications
Rep. Barbara Lee (D-CA)
Rebecca Lobo, New York Liberty
US Rep. Zoe Lofgren (D-CA)
Jim Martin, Senior Vice President, America Online
Kenneth McNeely, Vice President, AT&T
James Morgan, Chairman & CEO, Applied Materials
John Morgridge, Chairman of the Board, Cisco Systems
US Rep. Silvestre Reyes (D-TX)
David Robino, Vice Chairman, Gateway
Eric Schmidt, Chairman & CEO, Novell
Srinija Srinivasan, Vice President & Editor-in-Chief, Yahoo!
Gene Sperling, Assistant to the President and Chair, National Economic Council
Kaleil Tuzman, CEO, GovWorks
Mayor Sharifa Wilson, East Palo Alto, CA
Raul Yzaguirre, President, NCLR

IV. SCHEDULE OF EVENTS

- YOU proceed into Cisco Auditorium and are seated.
- YOU will turn to John Morgridge, Chairman of Cisco Systems, and ask him a question to open the roundtable discussion. A suggested question could be:

John, you have worked on this issue for an extended period of time and have had a long-standing relationship with the Costano School. How do we sustain interest in bridging the digital divide over the long-term?

- After an hour of discussion, John Morgridge will end the roundtable by thanking YOU.

V. PRESS

This event is CLOSED PRESS.

VI. ATTACHMENTS

List of proposed discussion questions for roundtable
Seating Chart

Suggested Questions for Roundtable

- I believe that information technology could empower more Americans -- and people all over the world -- to lift themselves out of poverty. But the kind of applications that could help do this -- like adult literacy software -- may not be the most lucrative market. How could we combine the best of social equity and private sector entrepreneurship?

[Example: We are starting to see the emergence of "social venture capital firms" that evaluate both public and private rates of returns.]

- All of you have demonstrated incredible leadership on this issue. What could we do together to convince more companies and individuals to make bridging the digital divide a top priority?
- Some communities -- like Boston -- have really gotten organized around this issue and have developed a comprehensive strategy for digital opportunity that involves schools, technology centers, home access, and IT training. Do you think high-tech companies would be willing to help other communities get organized to that extent?
- One of the most important powers that a President has is to set national goals, shape the national agenda, and to call attention to important issues. Are there important goals and issues that you think we are not paying enough attention to?

PRESIDENT WILLIAM J. CLINTON
OPENING REMARKS ON SEIZING DIGITAL OPPORTUNITIES
EAST PALO ALTO, CA
April 17, 2000

Acknowledge: Costañó Elem. School Choir; Mayor Sharifa Wilson; Plugged In Exec. Dir. Magda Escobar; Sec. Cuomo; FCC Chairman Bill Kennard; Magic Johnson; Rebecca Lobo; Rev. Jesse Jackson; Sen. Robert Bennett; Reps. John Conyers, William Jefferson, Barbara Lee, Zoe Lofgren, Silvestre Reyes, Stephanie Tubbs Jones; Gene Sperling; high-tech CEOs, civil rights leaders, and foundation directors; Julian Lacey, the manager of Plugged In Enterprises, who came to the White House to help us kick off this tour; VP Gore, whose vision has guided every step this Administration has taken to close the digital divide. I also want to thank AOL for broadcasting today's event live on the Internet.

This is a fortunate time for the United States. We have the strongest economy in our history; the lowest African American and Hispanic unemployment rates on record; the lowest female unemployment rate in 40 years. But we all know there are people and places that have been left behind. Over the last year I have traveled to many of these places – from hard-pressed rural areas in Appalachia and the Mississippi Delta, to the inner cities of Watts and Newark, to the Pine Ridge Indian Reservation in South Dakota. Each place I have gone, I have seen how we can combine forces with the private sector and community organizations to build new business, create new jobs, and make a real difference in people's lives.

On this New Markets tour, we are starting here in East Palo Alto and then traveling to a remote town in the Navajo Nation, to the influential Comdex trade show in Chicago, and to rural North Carolina. We are focusing on how we can help communities get access to the tools of the Information Age – and how we can help people understand how powerful these tools really are.

I wanted to start here in East Palo Alto because people around the country need to understand that even in Silicon Valley there are many people who could be left behind as we race forward in the Information Age. At the same time, I don't think there's a better place in America to show what can be done to reach out to those at risk of falling behind and help them share in the rewards of this incredible age. We can see that here at Plugged In, at the Silicon Valley Project, at the new Cisco-Sun Academy, where graduates are virtually assured jobs that pay \$55,000 to \$70,000 a year. And in a few minutes, I will announce many other ways the corporate leaders here today are prepared to help this "city on the move" move forward even faster.

But before I do, I want to look at history to show what's really at stake here. A hundred and fifty years ago, when East Palo Alto got its start as Ravenswood, America was in the midst of a dramatic economic transformation. At the time, many people believed that this community was perfectly poised to take advantage of all the changes. After all, it looked like Ravenswood was going to become the last stop on the transcontinental railway, perhaps the most important route of commerce ever proposed. Unfortunately, the plans changed and the railroad bypassed Ravenswood altogether. It was a decision that had real repercussions for a century or more.

Today, we face another time of fundamental transformation, but we have a chance to do it very differently. Unlike the railroads of the Industrial Age, the trade routes of the Information Age

can run through every city, every town, every community in America. No one has to get bypassed this time around.

But let me be clear: The choice is in our hands: We can use these new technologies to extend opportunity to more Americans than ever before – or, if we’re not careful, we could allow technology to heighten economic inequality and sharpen social divisions. By the same token, we can accelerate the most powerful engine of growth and prosperity the world has ever known – or allow that engine to stall. As every economics textbook will tell you, new technologies will continue to drive economic growth – but only if they continue to spread to all sectors of our economy and civic life.

These are the reasons why I have devoted this New Markets tour to bringing the attention of the nation to this crucial issue for our cities, our rural areas, and Indian Country. This is why I have made closing this digital divide a major priority in my budget – with \$2 billion in tax incentives for private sector efforts, with \$150 million for training all new teachers in how to use technology effectively in the classroom, and with \$100 million to help create 1,000 community technology centers across the country.

This is also why I have issued a National Call to Action for Digital Opportunity – to enlist the support of businesses, governments, community groups, foundations, schools, and volunteers. Together, we want to bring 21st century technology into every school and every community. Today, I want to highlight some of the remarkably generous and forward-thinking commitments we have already received.

Applied Materials has pledged \$1 million for projects such as a new high-tech job training center for the people of East Palo Alto, in partnership with this city and Jesse Jackson’s Rainbow-PUSH Coalition. AT&T is committing \$1.25 million to support the new Academy of Information Technology in Oakland, dedicated to helping high school students prepare for high-paying jobs in the high-tech industry. Cisco will invest \$1.4 million to expand its Cisco Network Academy program to 10 more underserved communities.

PowerUp, a partnership that brings technology to young people in schools and community centers, will expand from 19 to 250 sites nationwide. AmeriCorps is a strong supporter of PowerUp’s efforts and will assign 400 members to work in PowerUp sites. And AOL is going to provide 100,000 accounts for use at these PowerUp sites – a commitment worth \$26 million annually. And the Waitt Family Foundation is donating 50,000 Gateway computers to these sites.

HP will invest \$15 million in a new Digital Village initiative to help three underserved communities, starting with East Palo Alto. Novell will donate \$20 million in software for non-profit organizations devoted to helping under-served Hispanic organizations. Qualcomm is giving back to the city where it is based, with a \$25 million commitment – including \$7 million to improve math and science education in San Diego-area schools. Gateway will provide technology training to 75,000 teachers – including every single teacher here in East Palo Alto – to help them learn how to make the best use of technology in the classroom. People PC has agreed to donate 300 new multimedia computers to the East Palo Alto schools. I thank all of these corporations for all of these new commitments. And I thank Covad for leading an effort to increase minority participation in the high-tech industry.

Corporate and government commitments are only part of the equation. The other part – an enormous part – is motivation. And that’s what I want all of us to focus on for the rest of this session. Because, frankly, all the computers and software and Internet connections in the world will do very little good if young people don’t understand that access to new technology means access to new learning opportunities, new job opportunities, new entrepreneurial opportunities. In short, it means access to the new economy.

That’s why I’m so pleased that the Kaiser Family Foundation will create a major public-service campaign to inspire young people to get on computers and get online. The ads will air on NBC, ABC, CBS, Fox, BET, Univision, MTV, the Cartoon Network, and other major channels. They will feature Magic Johnson and Rebecca Lobo, who will highlight that new technologies are not only fun – they can open a lot of doors in life. BET.com will also air their own PSAs encouraging African-Americans to use the Internet and participate in the digital economy.

As we’ve already heard, Plugged In is an incredible place for young people to go. And yet a lot of students have never come by and seen what it has to offer. I want people to know that places like Plugged In can change lives forever. You come in and learn how to design web pages or set up networks or just how to use the Internet as a powerful tool for discovery, and you’re golden. You’ve got the power to control your future.

Just take a look at the classifieds from yesterday’s *Merc*. There are 10,000 technology-related jobs in this paper. Ten thousand! The future is yours. We want to help you reach out and grab it. That’s the best way we can all ensure that prosperity will not bypass this city ever again.

And now, I’d like to begin this discussion by asking a few questions...

[After the Q&A, you will close out the session with brief concluding remarks.]

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**THE PRESIDENT'S NEW MARKETS TRIP:
FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY
Motivating Young People to "Get Connected" in East Palo Alto
April 17, 2000**

TODAY, PRESIDENT CLINTON WILL KICKOFF HIS DIGITAL DIVIDE NEW MARKETS TRIP IN EAST PALO ALTO, CALIFORNIA TO HIGHLIGHT THE IMPORTANCE OF ALL YOUNG PEOPLE HAVING THE OPPORTUNITY AND THE MOTIVATION TO "GET CONNECTED." President Clinton will kick off his third New Markets trip in East Palo Alto, CA, where he will hold a discussion with Magic Johnson, New York Liberty star Rebecca Lobo, high-tech CEOs, community leaders and young people from East Palo Alto. His discussion will center on motivating and inspiring all young people to "get connected" and become technologically literate as a means to increasing their future economic potential. The President will emphasize how critical information technology skills are to competing for the high-tech, high-wage jobs of the 21st century. The discussion will be webcast on the Internet, giving young people across the country an opportunity to email questions to the President.

President Clinton will announce several private and public sector commitments that expand "digital opportunity" for underserved communities, families and youth. He will then participate in a roundtable with corporate and community leaders, focusing on the importance of closing the digital divide.

Today's visit comes two weeks after the President issued his "National Call to Action" with two major national goals:

- Provide 21st Century Learning Tools for Every Child in Every School. To reach this goal, America needs to connect every classroom to the Internet, provide all students with access to computers, train teachers to integrate technology into the curriculum, and provide high quality educational content and software.
- Create Digital Opportunity for Every American Family and Community. For all families and communities to benefit from the New Economy, we must ensure that all Americans have access to technology and the skills needed to use it. We must work to make home access to the Internet universal, bring technology to every neighborhood, empower all citizens with IT skills, and motivate young people to "get connected."

EAST PALO ALTO HAS NOT FULLY SHARED IN THE NATION'S DIGITAL REVOLUTION

Though it is in the heart of Silicon Valley, East Palo Alto has not shared equally in the region's phenomenal economic expansion. While progress has been made, the city still faces significant economic challenges.

- High Poverty Over 24 percent of local K-8 students live in poverty and over 80 percent are eligible for the free lunch program (Census Bureau, 1997; CA Dept. of Finance, 2000).
- Lack of Education Technology East Palo Alto schools have a 28 to 1 student/ computer ratio, limiting the ability of teachers to use technology in the classroom. (CA Dept. of Ed., 1999).

PRESIDENT CLINTON, AND CORPORATE AND COMMUNITY LEADERS WILL ANNOUNCE KEY INITIATIVES TO BRING DIGITAL OPPORTUNITY TO YOUTH FAMILIES AND COMMUNITIES:

- The Kaiser Family Foundation Commits to a Media Campaign to Motivate Young People to "Get Connected." Magic Johnson and Rebecca Lobo Will Star in the Public Service Announcements that Will Air on 13 Major Networks. BET Will Also Produce and Air PSAs to Encourage African-Americans to Participate in Digital Economy.
- HP Announces \$15 Million Partnership to Expand Digital Opportunity in 3 Communities, Including East Palo Alto
- Gateway Launches Program for Technology Training for 75,000 Teachers -- Including All East Palo Alto Teachers
- QUALCOMM Commits \$25 Million to Bridge the Digital Divide in San Diego -- Including \$7 Million for Math and Science Education
- PowerUP Commits to Expanding to 250 Technology Centers for Underserved Youth Across the Country - With Major Support from AOL (100,000 Free Accounts Valued at \$26 Million) and Waitt Family Foundation (50,000 Gateway Computers)
- Novell Will Donate \$20 Million in Software to Non-Profits Devoted to Underserved Hispanic Populations
- Cisco Systems Pledges \$1.4 Million to Develop 10 Pilot Networking Academies
- Applied Materials Pledges \$1 Million for Digital Divide Projects -- Including a Partnership with the Rainbow/ PUSH Coalition to Create a High-Tech Job Training Center in East Palo Alto
- AT&T Pledges \$1.2 Million to The Academy Of Information Technology
- PeoplePC Will Provide 300 Computers and Internet Access to Schools in the East Palo Alto Community
- govWorks's Community Commitment Program Will Donate Computer Equipment to Communities it Serves

A COMPLETE LIST OF PRESIDENT CLINTON AND THE PRIVATE SECTOR'S INITIATIVES TO BRING DIGITAL OPPORTUNITY TO YOUTH, FAMILIES AND COMMUNITIES

- The Kaiser Family Foundation And Black Entertainment Television Announce Public Service Campaigns to Motivate Young People to Participate in Technology. President Clinton will highlight the efforts of the Kaiser Family Foundation and Black Entertainment Television (BET) to help motivate young people to "get connected" and raise public awareness about the digital divide. The Kaiser Family Foundation will produce public service announcements (PSA) featuring celebrities and role models who will highlight their connections to technology and encourage young people to recognize ways that becoming technologically literate can open doors to them. Magic Johnson and Rebecca Lobo are the first celebrities to agree to appear in the PSA campaign. ABC, CBS, NBC, Fox, BET, MTV, TBS, TNT, UPN, The Cartoon Network, Odyssey, The Disney Channel, Univision and the WB will all air the PSAs. The National Association of Broadcasters will distribute the PSAs to their 1,000 members. The Leadership Conference on Civil Rights, the American Library Association and the Digital Divide Network have also agreed to support this effort.

BET will produce and air the PSAs on the BET Cable Network, encouraging African- Americans to use the Internet and to participate in the digital economy. The PSA's will feature major African-American celebrities from the music, sports and film industries explaining the importance of African-American participation in the digital economy, as consumers, employees and entrepreneurs. In addition, BET.com and BET Holdings will sponsor an online celebrity auction to benefit efforts to address the digital divide.
- Hewlett-Packard Announces a \$15 Million Digital Village Initiative -- New Program To Start in East Palo Alto. HP will invest up to \$15 million in products, partnerships and people in 3 underserved communities -- starting in East Palo Alto. HP's comprehensive approach will focus on programs that serve adults and kids at home, in school, and through community centers:
 - HP @ Home will help families learn and grow together;
 - HP @ School will emphasize enhancing K-12 education through the use of technology; and
 - HP @ Neighborhood Community Centers will help adults and kids to learn, communicate and explore using the Internet, both before and after school.
- Gateway Launches Teach America! and Commits to Training 75,000 Teachers -- Including All East Palo Alto Teachers. Gateway has pledged to provide 75,000 teachers with technology literacy training under the Teach America! program. This effort will provide teachers with hundreds of courses to increase their use of the Internet and multimedia applications. All East Palo Alto's teachers will be trained in the Teach America! program on ways to effectively utilize technology in the classroom.
- QUALCOMM Commits \$25 Million to Bridge the Digital Divide in San Diego -- Including \$7 Million for K-12 Math and Science Education. QUALCOMM will help to close the digital divide with a \$25 million commitment -- including \$7 million to improve math and science education in San Diego schools through investments in educational technology and enhancing the math and science instructional skills of K-12 teachers.
- PowerUP Unveils 250 New Sites in 43 States Across the Country. The PowerUp program will announce a major expansion of its successful program to give underserved youth access to technology and guidance on how to use it. PowerUP will have 250 -- up from 19 -- new, fully-equipped and staffed sites by the end of 2000. PowerUP is comprised of more than a dozen non-profit organizations, major corporations and federal agencies. The federal AmeriCorps program is a strong supporter of the PowerUP effort and has assigned 400 members to work in PowerUP sites. Partners that have contributed to the launch of the first 250 sites include America Online, Gateway, Hewlett-Packard, Microsoft, Sun Microsystems, America's Promise, the Steve Case Foundation, the Waitt Family Foundation, Americorps*Vista, Boys & Girls Clubs, Communities in Schools, National Urban League, Save the Children, YMCA and the Department of Education.
- American Online Pledges 100,000 Free AOL Accounts to Students at PowerUP Sites, Waitt Family Foundation Providing 50,000 Computers Worth \$30 Million. The expansion of the PowerUP is made possible because of commitments from a number of organizations -- including a pledge by AOL to provide 100,000 AOL accounts to PowerUP sites, valued at \$26 million annually, and a donation of 50,000 Gateway computers by the Waitt Family Foundation.

- Novell Will Donate \$20 Million in Software to Non-Profits Devoted to Helping Underserved Hispanic Populations. Novell is expanding its software donation program to include non-profits that help underserved Hispanic populations. The donated software has a retail value of \$20 million. Currently, many non-profits are lagging behind the private sector in their use of the Internet and information technology.
- Cisco Systems, HUD and Communities In Schools Announce 10 Pilot Networking Academies. Cisco Systems, Inc., the Department of Housing and Urban Development, and Communities In Schools will announce a program valued at \$1.4 million to establish 10 Cisco Networking Academies in underserved communities. The Cisco Networking Academy Program teaches students to design, build, and maintain computer networks through a 280-hour web-based curriculum and hands-on laboratory exercises on real networks. HUD, Cisco and Communities In Schools are also establishing internship opportunities so that Academy students graduate not only with a marketable skill, but also with on-the-job experience. Academy graduates who pass the industry standard Cisco Certified Network Associate exam are immediately eligible for information technology jobs with high starting salaries.
- Applied Materials Pledges \$1 Million and Partners with the Rainbow/ PUSH Coalition to Create a High-Tech Job Training Center. Applied Materials has pledged \$1 million to help provide "information for everyone," starting with the development of a high-tech job training center for the people of East Palo Alto, in partnership with local government and Reverend Jesse Jackson's Rainbow/PUSH Coalition.
- Semiconductor Equipment and Materials International (SEMI) Will Pledge \$1 Million to Reduce the Digital Divide in Silicon Valley. SEMI, the global trade association for the semiconductor equipment and materials industry, is pledging \$1 million dollars to five workforce development programs focused on reducing the digital divide. The organizations that will receive \$200,000 each are: Workforce Silicon Valley; Industry and Technology Outreach Foundation; Jose A. Valdez Math Institute; and the Charitech Civic Venture Fund.
- AT&T Announces a \$1.2 Million Commitment to the Academy of Information Technology. AT&T will support the Academy of Information Technology with \$1.2 million to develop a high school curriculum that will prepare students for jobs in the IT industry. In addition, AT&T will commit \$250,000 to develop a national forum series for underserved communities to engage high school students and policymakers in a dialogue about economic opportunities, education, job skills, and leadership for the 21st century.
- PeoplePC Commits to Providing Multimedia Computers to the East Palo Alto Community. The President will announce a pledge by PeoplePC to provide the schools of East Palo Alto with 300 new brand name computer systems and unlimited Internet access. Currently, the elementary schools in East Palo Alto have a student-to-computer ratio of 28-to-1, making it difficult for computers and the Internet to be used as powerful tools for learning in the classroom.
- govWorks, Inc., Announces the Community Commitment Program to Reinvest in Communities Around the Country. govWorks, Inc. will announce the launch of its Community Commitment program to help communities across the country address the digital divide. govWorks will reinvest a portion of its revenue in local communities to purchase computers, high-speed Internet access and technology training, which will be donated to libraries, public schools, and community centers. It will launch a pilot of its Community Commitment program this week by donating computers and a year's supply of high speed Internet access to the Thomas Creighton Elementary School in Philadelphia, PA and to Nora Navara Public Library in New Orleans, LA. Additionally, govWorks plans to provide the school and library staff with computer and Internet training. govWorks expects to roll out its Community Commitment program in 50 cities by the end of the year.
- NetDay and TechNet "One-Stop-Shop" for Educational Technology. The President will announce a commitment from NetDay and TechNet to develop an Internet-based "one-stop-shop" of information on educational technology, including technology planning, hardware, educational software, professional development, and sources of financial support. The database will be designed for principals, teachers, parent support groups, and community members.

- The ThinkQuest® Program Bridges the Digital Divide by Reaching Out to Underserved Students. ThinkQuest, a non-profit Internet-based education initiative, will announce a partnership with the Department of Education's TRIO and Community Technology Center programs, HUD's Neighborhood Network centers and ABILITY Awareness to bring ThinkQuest's award-winning program to the large number of students in underserved schools and communities as well as to students with disabilities. The ThinkQuest program guidelines promote teams that include members from diverse levels of computer competency who come from various cultural, ethnic and socio-economic backgrounds. To date more than 50,000 students and educators from 100 countries have participated in ThinkQuest.
- The Department of Education Announces Technology Innovation Challenge Grants The Department of Education will announce three new Technology Innovation Challenge Grants (TICG) totaling \$24 million over 5 years. In-kind contributions to these Technology Innovation projects will total more than \$67 million. This program serves as a catalyst for positive change for schools. It supports educators, industry partners, communities, parents, and others who are using new technologies to help bring high quality education to every classroom and neighborhood. Effective use of new technologies in these communities will contribute to improved student achievement in reading, writing, science, mathematics, history, the arts and other disciplines. Each project will support training for teachers and promote greater parent and community involvement in education.
- The National Endowment for the Humanities Announces \$1.45 Million In Schools for a New Millennium Projects The National Endowment for the Humanities announces \$1.45 million in Schools for a New Millennium projects designed to train humanities teachers to integrate technology tools into their classroom teaching. Schools for a New Millennium projects include teachers, university scholars, technology experts, local museums and libraries, parents and school administrators committed to bringing digital opportunity into the classroom.

IN EAST PALO ALTO PRESIDENT CLINTON WILL BE JOINED BY HIGH-TECH AND COMMUNITY LEADERS TO ANNOUNCE NEW PARTNERSHIPS TO BRIDGE THE DIGITAL DIVIDE

The President will participate in a roundtable discussion with CEOs from the technology industry and leaders of the civil rights community and non-profit organizations. The President will lead a discussion on concrete steps that industry, community organizations and government can take to bridge the digital divide. Participants in the roundtable will include:

Dr. Drew Altman, President & CEO, The Henry J. Kaiser Foundation

Henry Cisneros, President & COO, Univision Communications

Darien Dash, Chairman & CEO, DME Interactive Holdings, Inc.

Magda Escobar, Executive Director, Plugged In

Carly Fiorina, CEO, Hewlett Packard

Rae Grad, CEO, Power Up

Nick Grouf, CEO, People PC

Rosalind Hudnell, Vice President, Intel Corporation

Rev. Jesse Jackson, Rainbow PUSH

Yusef Jackson, Chairman, One Net Now

Irwin Jacobs, Chairman & CEO, QUALCOMM

Carlton Jenkins, CEO, One Net Now

Robert Johnson, Chairman & CEO, Black Entertainment Television

Roberta Katz, President & CEO, TechNet

Robert Knowling, CEO, Covad Communications

Jim Martin, Senior Vice President, America Online

Kenneth McNeely, Vice President, AT&T

James Morgan, Chairman & CEO, Applied Materials

John Morgridge, Chairman of the Board, Cisco Systems

David Robino, Vice Chairman, Gateway

Eric Schmidt, Chairman & CEO, Novell

Srinija Srinivasan, Vice President & Editor-in-Chief, Yahoo!

Kaleil Tuzman, CEO, GovWorks

Raul Yzaguirre, President, National Council of La Raza

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BACKGROUND ON THE DIGITAL DIVIDE AND EAST PALO ALTO, CALIFORNIA

APRIL 17, 2000

THE DIGITAL DIVIDE: 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. Unfortunately, unequal access to technology and high-tech skills by income, educational level, race, and geography could deepen and reinforce the divisions that exist within American society.

The Gap Between High and Low Income Americans is Increasing Urban households with incomes of \$75,000 or higher are more than twenty times more likely to have access to the Internet than rural households at lower income levels (Dept. of Commerce, 1999).

Better Educated Americans More Likely to Be Connected 69 percent of households with a bachelor's degree or higher have computers, compared to 16 percent of those households that have not completed high school (Dept. of Commerce, 1999).

Whites More Likely to be Connected than African-Americans and Hispanics. 47 percent of white households have computers, compared to 23 percent of African-American households and 26 percent of Hispanic households (Dept. of Commerce, 1999).

SILICON VALLEY: In the past 20 years, Silicon Valley has played a leading role in fostering the digital revolution that is sweeping the globe. This revolution has led to the productivity gains that have helped create the longest economic expansion in U.S. history. The Silicon Valley has profited handsomely from the innovation of its residents; the region has become one of the most prosperous communities in our nation.

- Silicon Valley has created more than 275,000 new jobs since 1992 (CA Employment Development Dept, 1999).
- Median family income has soared to \$87,000 per year – the third highest in the country (Dept of HUD, 2000).
- The median price of a house in the Silicon Valley is \$410,000, more than twice the median price in rest of the country (California Real Estate Association, 1999).

EAST PALO ALTO: East Palo Alto has missed out on much of this prosperity. While there has been progress and the city is working to attract employers, East Palo Alto continues to struggle with a relatively high poverty rate, the largest high school dropout rate in the Bay Area, and the lowest property values in San Mateo county (Association of Bay Area Governments, Projections, 1998).

Demographics: With a population that is 53 percent Hispanic, 36 percent African-American, 12 percent white, and 8 percent Asian and Pacific Islander, East Palo Alto celebrates its diversity (Claritas, 1999). The Hispanic population has grown rapidly in the last 10 years with Latinos comprising 64 percent of the school-age children (California Dept. of Education, 1999).

Economic Vitality: The City is engaged in an ambitious redevelopment initiative. Nevertheless, there is only one large employer in the community, a situation that narrows the tax base and obliges many residents to make long commutes to work each day. There is no bank, major supermarket, and other key service-oriented businesses in the city (City of East Palo Alto, 1999).

Poverty: Over 24 percent of local K-8 children live below the poverty line and over 80 percent are eligible for free or reduced-price lunches (Census Bureau, 1995; California Dept. of Education, 1999).

Education: There is only one computer for every 28 students in East Palo Alto schools, as compared to the 1-to-9 ratio for the entire state. Only 60 percent of residents have a high school diploma or its equivalent (California Dept. of Education, 1999; City of East Palo Alto, 1999).

Housing: Although East Palo Alto has not shared equally in the region's phenomenal economic expansion, it suffers from Silicon Valley's skyrocketing housing prices. Since 1997, rents have increased by 29 percent in East Palo Alto to an average of \$1450 for a two-bedroom apartment. In part, these increases have been fueled by a lack of new housing development despite the city's growing population. Only 94 new housing units have been built in East Palo Alto since 1990 (Dept. of HUD, 1999).

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Schools and Community Technology Centers To Participate in Web Chat

In East Palo Alto, California, the President will participate in an event with CEO's from leading technology companies, celebrities, young people and others at the Plugged In community technology center. This event will be webcast live to young people involved in computer technology at 11 locations – schools and community technology centers – across the country. The President will lead a discussion with the youth in the audience and on-line on the need to overcome the digital divide and create digital opportunity for youth, families, and communities across the nation. Below are the schools and community technology centers participating in the live webcast and discussion.

1) Christopher Columbus Middle School
1500 New York Avenue
Union City, NJ 07087
Principal: Frank Acinapura
(201) 271-2084

At Christopher Columbus Junior High School, 12-14 children, ages 11-13 will participate in a web chat with the President. Also joining will be Principal Frank Acinapura, Jorge Diaz, technology teacher. At Christopher Columbus School, students learn a multi-faceted technology curriculum, ranging from website design to PowerPoint presentations. The school has a 1:3 ratio of computers to students. To help defray the costs of providing Internet access to its students, Christopher Columbus Junior High School receives the E-Rate discount on its telecommunications costs. Since the school has had Internet access, many new opportunities have opened up to both teachers and students for both learning and teaching.

On February 15, 1996, the President participated in a roundtable discussion on education technology with students, teachers, and business leaders at Christopher Columbus School and announced a \$2-billion Technology Literacy Challenge. This Challenge helps to close the digital divide by providing states and local communities with resources to acquire computers and Internet access and improve teacher quality in schools.

2) Merriwether Elementary School
P.O. Box 7190
N. Augusta, South Carolina 29841
(803) 279-9993
Principal: Gene Huiet
Teacher: Kim Wells

The students in Kim Wells' 5th grade class of Merriwether Elementary School will join the President for a web chat. This year, Ms. Wells' class wrote a series of letters to their Superintendent, Dr. Sharon Keesley, to demonstrate their support of the integration of technology into their curriculum. As a result of these letters, Dr. Keesley had the

classroom equipped with new audio and video computer capabilities, and now Mrs. Wells is enhancing her instruction by incorporating the web cam into her curriculum. Merriwether Elementary is receiving a federal Technology Innovation Challenge Grant, which is being used to increase student achievement in reading and writing through the use of enhanced by technology. The funds are also used to develop curriculum, model lessons, on-line quizzes, training modules and professional development standards.

3) Mainland High School
125 S. Clyde Morris Blvd.
Daytona Beach, FL 32114
Phone: 904-226-0355 Challenge Grant Director
904-226-0300 Main Office
904-226-0332 FAX
Principal: Patricia Graham.

Derrick Henry's 10th grade American History class at Mainland High School will join the President for the Web Chat. Both Mr. Henry and his students use computers and the Internet in their studies, primarily for research and reporting. Mainland School receives part of a federal Technology Innovation Challenge Grant, which is being used to partner the school with software developers and others to create three dimensional software that immerses students in a virtual reality learning environment, through the "Career Connection to Teaching with Technology."

4) Mountain View Elementary School
5464 Mountain View Rd.
Hays, NC 28635
Phone: (336)696-2727 or (336)696-5512
Principal: Dr. Frances Tharpe

Teachers Vicky Lyck and Sabrina Bell's 5th grade class of Mountain View Elementary School will participate in the Web Chat with the President. The school offers workshops for teachers to learn how to integrate technology in the classroom. Mountain View Elementary School receives part of a federal Technology Innovation Challenge Grant, which is used to help teachers integrate technology into classroom instruction to improve the achievement levels of the lowest performing students in math, reading, and writing at grades 3-8.

5) Whittier School
P.O. Box 638
Whittier, Alaska 99693
Chugach School District
(907) 472-2575
Principal/Head Teacher: Doug Penn
Richard Delorenzo, Superintendent, (907) 522-7400

The Whittier School is located in a remote town on the Prince William Sound, in Whittier, Alaska. Currently 25 students are enrolled in the school, in grades K-12. Ten Whittier students, ages 10-17, along with Principal Doug Penn, will join the President for the Web Chat. Last February, at Ballou High School in Washington, D.C., President Clinton referenced in his speech Victor Chen, a young student aspiring to be a mathematician.

Given the remoteness of Whittier, Victor is unable to take college-level calculus despite his academic ability. Because of Whittier's connection to the Internet, Victor is able to receive this training on-line.

Whittier students must achieve proficiency in a number of academic subject matters, including technology, in order to graduate. As part of their technology training, students must create personal electronic portfolios with audio and video components to be used for job and/or university placement. Students also must learn how to create graphs, use various forms of multimedia and master the Internet. The School has a website -- created and maintained by the students -- that is used to inform parents, teachers and students of upcoming events and activities. The Whittier School receives a 79% discount through the E-Rate on all of its telecommunications bills. Whittier also receives part of a Technology Innovation Challenge Grant through the Chugach School District, which facilitates the application of technology as a tool for change in the classroom and improves the way teachers teach and students learn.

6) Smitha Middle School
2025 Powder Springs Road
Marietta, GA 30064
770-429-5840 or 678-361-8883
Principal: Cris Scopa

At Smitha Middle School, Ms. Linda Trawick's 8th Grade Science class, Ms. Joanna Poynton's 7th Grade Social Studies class and Ms. Cissi Knight's 6th and 8th Grade Extended Enrichment Initiative class will join the President for the web chat. These teachers have created and implemented technology-rich curriculum designed to give students the skills and knowledge necessary to succeed; involve themselves in their communities; and make good decisions to prepare them for the future. Each of these classrooms have five networked computers and one laptop, and the school is served with a T-1 line. Smitha Middle School receives part of a Technology Innovation Challenge Grant, which is used to develop technology-rich K-12 learning materials. To reduce the costs of providing Internet access to students, Smith Middle School receives a 50% federal E-Rate discount totaling \$6,855 on its telecommunications costs.

7) Jefferson Elementary
4440 Jefferson Highway
Jefferson, LA 70121
Telephone: (504) 733-9461
Fax: (504) 733-8177
<http://www.gnofn.org/~jeffelem/>

Principal: Carolyn Sanders O'Hare
Carol Wells <cwells@gnofn.org>

The 4th & 5th Grade Gifted and Talented Classes of Jefferson Elementary School, taught by Debbie Fox and Carol Wells, will join the President for the online web chat. Jefferson Elementary School is proud of its commitment to provide leading edge educational technology for students in kindergarten through fifth grade. The school has an array of educational technology, including an IBM Computer Learning Center, a Local Area Network, and a school wide television station, WJES, with daily student broadcasts. As a pilot site for the Greater New Orleans Free-Net, faculty and students have e-mail accounts and global electronic access to exciting places and unlimited sources of information. Jefferson Elementary receives funding through the Technology Innovation Challenge Grant, which are used to increase achievement in: professional development; parent involvement; school-to-work transitions; and life-long learning. Jefferson Elementary receives the federally-funded E-Rate discount, which helps to defray the costs of providing Internet access to its students.

8) Street-Level Youth Media

Tony Streit
1856 W. Chicago / P.O. Box 578336
Chicago, IL 60657
773-862-5331
773-862-0754
livewire@charlie.acc.iit.edu
<http://www.iit.edu/~livewire/>

Street-Level Youth Media is a non-profit community technology center, which serves urban youth in Chicago. The organization offers a variety of services including training and access in media technology, computer classes, school-age education, video and audio production, and digital publishing. Street-Level Youth Media also offers youth employment opportunities on special production projects such as website design and video production for local organizations. The organization is partnered with the Chicago Public School System and thereby receives part of a federal Technology Innovation Challenge Grant to 1) assist teachers to integrate technology and media into curriculum and 2) create "round the clock" learning environments for youth. Director Tony Streit and 20-30 youth, ages 8-22, will join the President for the web chat.

9) Austin Learning Academy

Tony Williams, Executive Director
512-657-9287

The Austin Learning Academy (ALA), a community technology center for disadvantaged youth, offers: basic training on Internet/Web page development; intensive training and mentor relationships for small groups of teens; and internships with local companies. Eight high school students from East Austin, along with Tony Williams, Executive Director of the ALA, Dale Thompson of Austin Free Net, and others, will join the

President for the web chat. These eight children are participating in a family literature program at the ALA, where they are using the Internet to expand their scope of study of literature by communicating with authors and others interested in literature to share their opinions and ideas. The ALA incorporated technology into its programming when a local organization, Austin Free-Net, agreed to work with ALA to provide computers and Internet access to the Center. Austin Free-Net, a non-profit corporation working to provide public access to the Internet for all Austin residents, began its work with the help of a funding from the federal Telecommunications and Infrastructure Assistance Program.

10)Leadership, Education, and Athletics in Partnership (LEAP)

Esther Massie, Brad Williams

31 Jefferson Street

New Haven, CT 06513

203-773-0770

203-773-1695

esther@leap.yale.edu

<http://leap.yale.edu/lclc>

Eight teenagers, ages 12-14, from New Haven, Connecticut along with Counselor Kim Beard, Counselor Darnell Johnson and Stefanie Nicholas, LEAP Computer Learning Center Coordinator, will join the President from the LEAP Community Learning Center. LEAP -- a non-profit organization that operates in five Connecticut cities: New Haven, ~~Hartford~~, New London, Waterbury, and Bridgeport -- recruits young adults to serve as mentors to disadvantaged youth (ages 7-14) in the urban communities of Connecticut. A major component of LEAP's efforts is to incorporate technology into the academic studies of the children. Twice a week LEAP children visit the Community Learning Center and have the opportunity to use a variety of hardware and software to develop their technology skills and expose them to the opportunities of the Internet. As the largest Americorps-funded program in Connecticut, LEAP recruits staff and volunteers from the Americorps program. LEAP also receives funding from the U.S. Department of Education from the Community Technology Centers program, roughly 40% of the budget for the LEAP Computer Learning Center.

11)PowerUP site

Gum Springs Community Center/Computer Clubhouse

Lee Betton Clubhouse Manager, Vera Slaughter Center Director

8100 Fordson Road

Alexandria, VA 22306

703-360-6088

gumspringscc@aol.com

<http://www.computerclubhouse.org/satellites/gum/clubhouseweppage1.htm>

The Gum Springs Community Center provides free sports and recreation activities, arts and crafts, community support and computer learning opportunities to underserved residents of Gum Springs, VA. The Center also operates the Computer Clubhouse, which

is dedicated to providing a creative and safe after-school learning environment for young people. At the Clubhouse, mentors work with young people to develop skills and build confidence through the use of technology. The Clubhouse works to provide resources, skills, and experiences to youth to help them succeed in their careers and contribute to their communities. The Center was created out of a collaborative effort between the Fairfax Community and Recreation Services, the Fairfax County Public Library and the Northern Virginia Technology Council (NVTC) to ensure that children without computers in their homes have access to the Internet and other technologies.

12) PowerUP site

Holly Oak

2995 Rossmore Way, San Jose, CA 95148

408-270-4975

Contact: Ameya Bijoor. ameyabijoor@hotmail.com

Ninety students who participate in the PowerUP program at Holly Oak Elementary School and Principal Mercedes Boles will join the President for the web chat. A PowerUp school, Holly Oak offers its students after-school technology programs. Students learn how to use computer technology, and how it can open up new doors and change their lives for the better. The after-school program began in December 1999 with 30 kids and now has grown to 90 children.

13) Libraries for the Future / Access Newark

50 Hayes Street

Newark, NJ 01703

973-733-4326

212-352-2342

Shavonne Jones

sjones@lff.org

<http://http://www.lff.org/demo/access/access.html>

Libraries for the Future (LFF), founded in 1994, is a national organization dedicated to information equity, literacy and the preservation and renewal of libraries as essential tools. LFF engages in three main lines of activity: education, advocacy, and the operation of a national network of ACCESS demonstration projects.

14) National Indian Telecommunications Institute

110 North Guadalupe, Suite 9

Santa Fe, NM 87501

505-986-3872

505-989-4271

Lisa Nelmidia, Karen Buller

lisa@niti.org

<http://www.niti.org>

The National Indian Telecommunications Institute (NITI) is a private non-profit organization that is minority and woman-owned and operated. Founded in 1994, NITI's mission is to employ advanced technology to serve Native Americans, Alaskan Natives, and Native Hawaiians in the areas of education, economic development, language and cultural preservation, tribal policy issues and self-determination. Initial funding for NITI was provided by the National Science Foundation and NASA. NITI services include on and off-site technology assessment and training and culturally based curriculum for Native American communities and teachers at tribal schools. NITI has introduced advanced technology to fifteen Native American students through its hands on internship program.

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**EMBARGOED FOR RELEASE UNTIL:
8:00 a.m. PDT, Monday, April 17, 2000**

Caty Borum (x235)
Amy Weitz (x211)

New Public Service Ads to Help Disadvantaged Youth Bridge the Digital Divide

Part of National Initiative Announced Today at East Palo Alto Event Hosted by President Clinton

All Major Broadcast and Many Leading Cable Networks Have Agreed to Run PSAs

EAST PALO ALTO, CA – To help connect youth in underserved communities with technology resources and training, the Kaiser Family Foundation announced today that it will develop new television and radio public service ads (PSAs). The campaign is among the initiatives to be unveiled today by President Clinton in East Palo Alto as part of a larger effort to address the nation's "digital divide."

The new PSAs will help connect young people with resources in their communities to learn more about computers and the Internet. The Digital Divide Network, a coalition of corporate and non-profit organizations, will coordinate efforts with the American Library Association and Power Up to develop a national database of youth-oriented community technology centers that will be available in libraries across the country. The Leadership Conference on Civil Rights has also lent its support to the public education effort, and Magic Johnson and WNBA star Rebecca Lobo, who will participate at the event today, have agreed to appear in the PSAs.

All of the major broadcast and many of the leading cable networks have agreed to air the PSAs once available later this summer: ABC, CBS, Fox, NBC, Univision, UPN, The WB, BET, Disney Channel, The Cartoon Network, MTV, Odyssey, TBS, and TNT. The National Association of Broadcasters will also distribute the PSAs to its membership, local television and radio stations nationwide.

"We know from our research and that of others that disadvantaged youth lag behind their wealthier counterparts when it comes to using computers," said Drew E. Altman, Ph.D., President, Kaiser Family Foundation, who participated in today's event. "Without equal access these young people are almost certain to suffer both in school and in the years ahead."

The Digital Divide. Recent studies by the Kaiser Family Foundation show significant disparities by income when it comes to young people's access to computers and the Internet. The Foundation's November 1999 study *Kids & Media @ The New Millennium* found that in a typical day, half (50%) of children from upper income areas will use a computer, compared to less than a third (29%) of children from lower income communities. The Kaiser study found that this disparity is largely due to differences in home ownership of computers: about half (49%) of children from lower income communities have a computer at home, compared to 81% of kids in higher income areas, although children from all communities were equally likely to use a computer in school (according to the study, in a typical school day, 29% of students use a computer in the classroom). A February 2000 study conducted by the Foundation, National Public Radio and the Harvard Kennedy School of Government shows that children who don't have a computer at home are twice as likely as adults to say not having a computer is "a problem," and are more likely to feel left out because they don't have a computer (37% vs. 17%).

The Kaiser Family Foundation, based in Menlo Park, California, is an independent national health care philanthropy and is not associated with Kaiser Permanente or Kaiser Industries.

Summary of BET.com Initiatives to Address the Digital Divide

Free BET.com- Branded Internet Service Provider

BET.com will launch a free BET.com-branded Internet Service Provider ("ISP") targeted to the African American community. This free ISP will feature rich content, robust communities, communication features and commerce tailored to African Americans' interests and preferences. The service will be marketed across BET Holdings' media properties, including its cable networks, magazines and web site. With over 95% brand recognition in the African American community and aggressive marketing of the free service via BET Holdings' media properties, the BET.com branded ISP will increase African Americans' awareness of, and access to, the Internet.

Celebrity Public Service Announcements

BET.com will produce and air on the BET Cable Network and the BET on Jazz Network Public Service Announcements ("PSA") encouraging African Americans' use of the Internet and participation in the digital economy. The PSA's will feature major African American celebrities from the music, sports and film industries explaining the importance of African American participation in the digital economy, as consumers, employees and entrepreneurs. BET.com will ensure substantial celebrity participation in the PSA's by capturing testimonials from the celebrities attending BET Holdings' 20th Anniversary Gala on May 6, 2000.

Celebrity Auction to Benefit Efforts to Close the Digital Divide

BET.com will host an online celebrity auction to benefit efforts to address the digital divide. The auction, to be hosted on BET.com's web site, will feature items donated by African American celebrities. BET Holdings will leverage its extensive relationships in the entertainment industry to secure valuable and interesting contributions from prominent celebrities. All of the proceeds from the auction will be applied to funding efforts to address the digital divide.

In addition to generating proceeds, the publicity and excitement surrounding a major, online African American celebrity auction will increase African Americans' awareness of, and interest in the Internet. BET Holdings will aggressively promote the celebrity auction across all of its media properties.

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Divider Title: _____



"WINTER,GREG (HP-PaloAlto,ex1)" <greg_winter@hp.com>
04/15/2000 12:52:23 AM

Record Type: Record

To: Thomas A. Kalil/OPD/EOP
cc: "FAZZINO,GARY (HP-PaloAlto,om13)" <gary_fazzino@hp.com>
Subject: HP announcement paragraph

Tom --

We're able to roll out our new program (Digital Village Program) in time to announce on Monday. Following is a brief paragraph description on our \$15 million commitment to 3 underserved communities over the next 3 years. East Palo Alto will be the first recipient community. The other two will be announced at a later date. Gary Fazzino is going to call you to discuss further. I will be working over the weekend if you need to speak with me directly. greg

HP's Digital Village Program

On April 17, HP will announce plans to work with three underserved communities in the US, investing up to \$15 million in products, partnerships and people over the next three years. HP's Digital Village program builds on the company's long-standing commitment to support and promote life-long learning through technology, philanthropy and community outreach. HP's program, initiated in East Palo Alto, will focus on programs that serve adults and kids at home, in school, and through community centers.

HP @ School -- emphasis on K-12

HP @ Neighborhood Community Centers -- helping adults and kids before and after school to participate in learning, communicating, and exploring via the Net

HP @ Home -- helping families learn and grow together

Gregory Winter
HP Corporate Communications
(650) 857-4854
greg_winter@hp.com

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Monday, April 10, 2000

MEMORANDUM TO GENE SPERLING

FROM: KENDRA PROCTOR GOLDBAS

SUBJECT: BACKGROUND ON GATEWAY COMMITMENT

Gateway's Teach America! Program. Gateway has pledged to provide 75,000 teachers with technology literacy training under the Teach America! Program. This effort by Gateway brings teachers hundreds of courses to address their increased usage of the Internet and multimedia applications. Gateway supports bring digital opportunity to all Americans through ensuring that technology is relevant and useful in education tomorrow's leaders.

- ✓ Gateway is committing to training all 244 of East Palo Alto's public school teachers under this initiative.

About Gateway. Gateway is a \$8.6 billion, Fortune 250 company that employs 20,000 people around the world. It was founded in 1985 by Ted Waitt (Chairman of the Board) and Mike Hammond (Senior VP for Manufacturing).

- ✓ Gateway ranked number one in U.S. consumer PC revenue in the first, second and third quarters of 1999 (1) and was rated among the top ten best corporate reputations in America according to a survey conducted in August of 1999 by Harris Interactive and the Reputation Institute and published in The Wall Street Journal.
- ✓ Gateway had total global revenue of \$8.65 billion in 1999 and shipped 4.68 million systems.

Gateway and the Digital Divide. In addition to Teach America! Gateway – Gateway is focusing on bridging the digital divide through several initiatives of the Waitt Family Foundation Technology Resource Center:

- ✓ **Contributions to PowerUP.** Gateway and the Waitt Family Foundation are donating 50,000 computers to PowerUP sites over the next three years.
- ✓ **The Community Empowerment Program.** Over the next two years the Technology Resource Center will focus on developing the components of a modular "virtual toolbox" to allow community groups to build successful programs based on their ability to select components that uniquely address their own needs.
- ✓ **A Partnership with the National Association for Equal Opportunity in Higher Education (NAFEO)** – an organization comprised on 119 Historically Black Colleges and Universities. Gateway works with NAFEO to provide members with discounted technology, scholarship funding, and employment and internship opportunities at Gateway's corporate offices and 240 stores nationwide.
- ✓ **Quepasa.com** Gateway purchased an equity stake in the premier online service for the Latino community. Gateway will be the exclusive provides of computer products to the quepasa.com community of users and quepasa.com will share in the revenue stream generated when Gateway's products are purchased through the site.

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450 493 2914

Proposal of QUALCOMM to Help Close the Digital Divide

202 255-1857

New Investments In Internet Access Technology:

High Data Rate Technology for Internet Access: (Eight HDR deployments over two years) QUALCOMM recently demonstrated a new wireless Internet technology that can deliver data at peak speeds of 2.4 Mbps (Megabits per second). This data rate is sufficient to provide the user an Internet experience that is comparable to DSL and cable modems. The HDR device uses only 1.25 Mhz of spectrum within the current PCS spectrum allocation. QUALCOMM's HDR modem is a small, portable unit that contains its own antenna and may be used to provide Internet connectivity for PCs and many other devices. Over the next 2 years, QUALCOMM will deploy HDR in a minimum of eight rural/underserved communities. Each of these deployments will serve a minimum of 10 square miles and provide broadband wireless access for a minimum of 100 PCs.

New Investments In Education:

UCSD: (\$15M spread equally over 5 years). All of this investment would be targeted to support research and development in the high-tech and telecommunications sector, with a specific focus on wireless communications. In collaboration with Chancellor Dynes and Dean Conn we will appropriately invest the dollars for chairs, professorships, fellowships, scholarships, etc. mainly in the Jacobs School of Engineering.

SDSU: \$6M spread over 3 years. About half of this investment will go to the Entrepreneurial Management Center (EMC) of the School of Business and the other half to the School of Education to support improving the math and science instructional skills of K-12 teachers.

San Diego Unified School District: \$3M over 3 years. These funds will support improvements in math and science education.

Cal State San Marcos: \$1M over 2 years. Although new, San Marcos is increasingly playing an important role in our region. They are still building their infrastructure, so we will invest in their library and media center (associated communications equipment) and professorships and fellowships with a focus on math and science education.

Therefore, QUALCOMM's total investment in programs to help close the digital divide would be spread as follows:

FY01: \$6.5M
FY02: \$6.5M
FY03: \$6.0M
FY04: \$3.0M
FY05: \$3.0M
Total: \$25.0M