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EAST PALO ALTO DIGITAL DIVIDE 4/17/2000 [1]

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EAST PALO ALTO
DIGITAL DIVIDE
APRIL 17, 2000

GIGI-NATASHA-KENDRA

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Plugged In *Making
Connections*



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

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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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**PRESIDENT WILLIAM J. CLINTON
TALKING POINTS 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; Maria Echaveste; high-tech CEOs, civil rights leaders, and foundation directors; Julian Lacey, for helping us kick off our National Call to Action for Digital Opportunity; AOL, for webcasting today's event live; VP Gore, whose vision has guided every step this Administration has taken to close the digital divide.

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 not been blessed by this economy. Over the last year I have traveled on my New Markets tours 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 bring together the public, private, and nonprofit sectors to build new business, create new jobs, and make a real difference in people's lives.

On this, our third, New Markets tour, we are focusing on how we can help communities get access to the tools of the Information Age. 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. 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 good jobs that pay up 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 another dramatic economic transformation. At the time, it looked like this community was perfectly poised to take advantage of all the changes; Ravenswood was a good candidate to become the last stop on the transcontinental railway. 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.

The choice is in our hands: We can use these new technologies to extend opportunity to more Americans than ever before – or we could allow technology to heighten economic inequality and sharpen social divisions. We can accelerate the most powerful engine of growth and prosperity the

world has ever known – or allow that engine to stall. As every economist knows, new technologies will continue to drive economic growth only if they continue to spread to all sectors of our economy.

This is why I have made closing this digital divide a major priority in my budget. And this is why I have issued a National Call to Action to enlist the support of businesses, governments, community groups, foundations, schools, and volunteers in closing the digital divide. Already, more than 400 organizations have signed onto this Call to Action. And today I want to highlight some of their generous commitments.

Corporate commitments: 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. Novell will donate \$20 million in software for non-profit organizations devoted to helping underserved Hispanic organizations. HP will invest \$15 million in a new Digital Village initiative to help three underserved communities, starting with East Palo Alto. Qualcomm is giving back to the city where it is based, with a \$25 million commitment to San Diego – including \$7 million to improve math and science education.

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. AOL is going to provide 100,000 accounts for use at these PowerUp sites – a commitment worth \$26 million annually.

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 \$1.2 million to support the Academy of Information Technology, 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. People PC has agreed to donate 300 new multimedia computers to the East Palo Alto schools. I thank these corporations and their leaders 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.

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! But whatever your heart desires – whether it's finding a high-tech job or serving as a teacher or being a good parent – you need to know how to use this technology. I promise it will serve you well no matter what you do.

And now, I'd like to begin this discussion by throwing out a question to Magic Johnson and Rebecca Lobo...

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

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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
Reverend Jesse Jackson
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

- Rebecca Lobo, Reverend Jesse Jackson, 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 **Rebecca Lobo** a question to frame the discussion on motivating youth to become technologically literate. A suggested question could be:

“Many young people, here and across the country, look up to you, see the life you have and set their sights on professional sports. What do you say to kids like this who want to be like you as to why they should care about being technologically literate and mastering computers and the Internet?”

- YOU will then turn to **Reverend Jesse Jackson** and ask him a question. Suggested question:

Reverend, you have been working your whole life to inspire and motivate young people. Do you think that today’s youth are getting the message that seizing the opportunities of the information age is important? What kinds of messages are they getting from their communities, their role models, and the media?

- 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:

--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
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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.

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.

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"

REVEREND JESSE JACKSON Rainbow/PUSH Coalition
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Professional Background

Reverend Jesse Jackson is President and Founder of the Rainbow/PUSH Coalition, and one of America's foremost political figures. Over the past thirty years he has played a pivotal role in virtually every movement for empowerment, peace, civil rights, gender equality, and economic and social justice. Reverend Jackson has been called the "conscience of the nation" and "the great unifier," challenging America to establish just and humane priorities. He is known for bringing people together in common ground across lines of race, class, gender, and belief. He attended Chicago Theological Seminary until he joined the Civil Rights Movement full time in 1965.

Reverend Jackson began his activism as a student leader in the sit-in movement and continued as a young organizer for the Southern Christian Leadership Conference as an assistant to Dr. Martin Luther King, Jr. He went on to direct Operation Breadbasket and subsequently founded People United to Save Humanity (PUSH) in Chicago in 1971. PUSH's goals were economic empowerment and expanding educational and employment opportunities for the disadvantaged and communities of color. In 1984, Reverend Jackson founded the National Rainbow Coalition, a national social justice organization devoted to political empowerment, education and changing public policy. In September 1996, the Rainbow Coalition and Operation PUSH merged into the Rainbow/PUSH Coalition to continue both philosophies and maximize its resources.

Commitment to Youth: A hallmark of Reverend Jackson's work has been his commitment to youth. He has visited thousands of high schools, colleges, universities, and correctional facilities encouraging excellence, inspiring hope and challenging young people to award themselves with academic excellence and to stay drug-free. He has also been a major force in the American labor movement—working with unions to organize workers and mediate labor disputes. It is noted that, Reverend Jackson has probably walked more picket lines and spoken at more labor rallies than any other national leader.

About Rainbow/PUSH Coalition

The National Rainbow/PUSH Coalition (RPC) is a multiracial, multi-issue, international membership organization RPC is the merger of Operation PUSH (founded in 1971) and the National Rainbow Coalition (founded in 1985). One organization will more efficiently use financial resources, staff and leadership. Major accomplishments include registering hundreds of thousands of voters; assisting in the election of hundreds of local, state and federal officials; mediating labor disputes; challenging broadcast station licenses to ensure equal employment opportunities in the media; lobbying to include more minorities in all areas of the entertainment industry; negotiating economic covenants with major corporations resulting in hundreds of minority owned franchises and car dealerships and other business opportunities; influencing political policy in South Africa and Haiti; and helping increase the number of minority administrators in college and professional sports.

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.
John Doerr, Kleiner Perkins
Carly Fiorina, President & CEO, Hewlett-Packard Company
Rae Grad, CEO, Power Up
Nick Grouf, Chairman & CEO, PeoplePC
Rosalind Hudnell, Vice President, Intel Corporation
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

Clinton Presidential Records Digital Records Marker

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JAMES MARTIN

America Online

Professional Background

James Martin is Senior Vice President and General Manager, Netscape Netcenter, America Online, Inc. He is responsible for growth and strategy of Netscape Netcenter, Netscape/America Online's leading portal site. His responsibilities include overseeing content programming, product and service development, operations, as well as sales and marketing. Martin's background includes 15 years with International Data Group heading up several business units, including serving as President and CEO for Computerworld, Inc., InfoWorld Media Group, and Macworld Communications, Inc. During his tenure with IDG, Martin was successful in growing IDG's businesses including revenue and profit growth, customer acquisition and retention, and the worldwide growth and proliferation of IDG's leading brands. Recognizing the importance of interactive media and communications, Martin was an early adopter of multimedia technology and took on an advocacy role in the development and growth of the popular daytime business destination sites InfoWorld Electric and Computerworld online, as well as IDG's strategic alliance with CNN. Prior to IDG, Martin was with Ziff-Davis and before that, spent time in the consumer publishing, advertising and broadcasting industries.

About America Online

Founded in 1985, America Online, based in Dulles, Virginia, is the world's leader in interactive services, Web brands, Internet technologies, and e-commerce services. America Online's AOL Internet service has more than 22 million members. America Online is the world's first \$4.7-billion multi-brand new media company.

America Online and the Digital Divide

PowerUP: PowerUP is an effort of the Case Foundation and other nonprofit organizations, major corporations and federal agencies designed to ensure that America's underserved young people acquire the skills, experiences and resources they need to succeed in the digital age. PowerUP's national partners include the Waitt Family Foundation, the Corporation for National Service/AmeriCorps*VISTA, and YMCA of the USA, Boys & Girls Clubs of America, Communities in Schools, Family Education Network, Gateway, National Urban League, PowerBar, Inc., Save the Children, Sun Microsystems, and the U.S. Dept. of Education.

Digital Divide Network: An initiative launched by the AOL Foundation and the Benton Foundation, the Digital Divide Network is a comprehensive clearinghouse for planning and information sharing among all industry, nonprofit and government organizations working to bridge the Digital Divide.

Digital Opportunity Partnership: This initiative, in partnership with the Leadership Conference on Civil Rights, is a broadbased education campaign that focuses on bringing the issue of access to the Internet to the top of the social and political agenda across the civil rights community.

Commitment to the Digital Divide Trip

The PowerUp program will announce an effort to expand its successful educational technology program to more than 250 new communities across the country. AOL will provide 100,000 AOL accounts to these PowerUp affiliate sites valued at \$26 million annually.

JAMES MORGAN

Applied Materials

Professional Background

Jim Morgan has been Chief Executive Officer of Applied Materials since 1977 and Chairman of the Board since 1987. Prior to joining Applied Materials he was a senior partner with WestVen Management, a private venture capital partnership affiliated with the Bank of America Corporation. Prior to WestVen, he was with Textron, a leading diversified manufacturing company. He earned a B.S.M.E. and a M.B.A. from Cornell University. He was named "International Citizen of the Year" by the World Forum of Silicon Valley (1995) and serves as board member of the Congressional Economic Leadership Institute (CELI) and the National Center for APEC (Asia-Pacific Economic Cooperation). From 1996 to 1997, he served on the Commission on United States-Pacific Trade and Investment Policy which advised President Clinton and Congress on steps the United States should take to achieve significant additional market access and improve trade relationships in the Asia-Pacific region.

About Applied Materials

Applied Materials is a Fortune 500 global growth company providing core capabilities that enable the emerging Information Age. The Company is the largest producer of wafer fabrication systems and services for the worldwide semiconductor industry. Applied Materials manufactures systems that perform chemical vapor deposition (CVD), physical vapor deposition (PVD), epitaxial and polysilicon deposition, rapid thermal processing (RTP), plasma etching, ion implantation, metrology, inspection and chemical mechanical planarization (CMP).

Applied Materials in the Community

Housing Trust Fund: Committed \$1 million to the Housing Trust Fund of Santa Clara County, which aims to increase the amount of affordable housing in Santa Clara County. The Trust Fund will initially assist 5,000 families in three critical-need categories: first-time homebuyers, affordable rental homes and homeless shelters and assistance.

Human Race: Applied Materials underwrites the cost of the Human Race, 10K run and 5K walk that the company has been sponsoring for 6 years. Their sponsorship allows the entire entry fee to go toward the participant's choice of area volunteer centers.

Commitment to the Digital Divide Trip

Applied Materials pledges \$1 million for digital divide initiatives – including a partnership with the Rainbow/PUSH Coalition to create a high-tech job-training center in East Palo Alto.

ROBERT L. JOHNSON BET Holdings, Inc.

Professional Background

Robert Johnson is Founder and Chief Executive Officer of BET Holdings, which was founded in 1980 as an African-American focused television network with a \$500,000 loan from John Malone (TCI, Inc.) and two-hours of programming on Friday nights. Johnson has built BET into a black-managed media empire. He is a graduate of the University of Illinois and holds a master's degree in International Affairs from the Woodrow Wilson School at Princeton University. From 1976 to 1979, Johnson served as vice president, Government Relations for the National Cable Television Association (NCTA). He has also served at the Washington Urban League and the Corporation for Public Broadcasting. He also serves on the board of US Airways, Hilton Hotels, General Mills and UNCF.

About BET Holdings, Inc.

Black Entertainment Television (BET) was established in 1980. The initial objective was to create an African-American focused television venue. Today, BET Holdings, Inc. is worth \$2 billion, operates 24 hours a day and is broadcast to more than 60 million households in the US, Africa, Asia and Europe. BET Holdings now includes five cable networks, online services (BET.com, MSBET.com), restaurants, movies, books and magazines. Key initial investors in BET include TCI, Inc. Taft Broadcasting and HBO. In 1991 BET went public, selling 21% of the company for \$72 million. This move helped to infuse capital into several projects such as the BET publishing efforts and online service.

Background on BET.com

BET Holding Partners launched BET.com on February 7, 2000 to create an on-line portal for African Americans. In partnership with Microsoft Corporation, Liberty Digital, News America Inc., and USA Networks, BET.com is believed to be the largest investment in an African-American Internet venture. The site is designed to target African Americans of all ages and walks of life. It offers a broad array of content covering topics such as news, education, health, entertainment, sports, family, finance, careers, and technology. The site offers free email and diverse interactive chat rooms and serves as a direct online retailer of products and services that appeal specifically to the African American market (i.e. urban apparel, books, music, health care, etc). BET Holdings along with its partners provided the initial capital investment of \$35 million as well as in-kind contributions for marketing and promotion of the website.

Commitment to Digital Divide Trip

Black Entertainment Television has agreed to televise the public service campaign to motivate young people to "get connected" and become technologically literate.

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.

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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.

JOHN MORGRIDGE

Cisco Systems

Professional Background

John Morgridge is Chairman of the Board of Cisco Systems. He joined Cisco in 1988 as President and CEO, growing the company from \$5 million in sales to over \$1 billion. In 1990, he took Cisco public and in 1995 was appointed chairman. As chairman he dedicates his time to Cisco's education and government initiatives and teaches part time at Stanford University's Graduate School of Business. He holds a BBA from the University of Wisconsin and an MBA from Stanford University. He is a member of the 21st Century Education Board and the Wisconsin Alumni Research Foundation (WARF).

About Cisco Systems

Cisco is the worldwide leader in networking for the Internet. The heart of company's business is selling equipment that directs data around big corporate networks. Cisco is dedicated to empowering the Internet generation. Recently Cisco became the most valuable company in the world. When the NASDAQ closed on March 27, 2000 Cisco had a market value of \$555.5 billion compared with \$541.6 billion for Microsoft, based on the number of basic shares outstanding.

Cisco and the Digital Divide

City Year-Boston Tech Team The program consists of 15 corps members who receive basic computer skills training from volunteers and fellow corps members in a Cisco-sponsored computer lab in Boston's South End. The program fuels community activism through a technology initiative and community service.

Cisco Network Academies This is a complete, four-semester program on the principles and practice of designing, building, and maintaining networks capable of supporting national and global organizations. Network Academies operate in all 50 states and around the world. Cisco Also working with Asia Pacific Development Information Program (APDIP) to jointly fund and set up ten Cisco Networking Academies in Asia to create a qualified talent pool for building and maintaining networks.

NetAid This is a partnership between United Nations Development Program (UNDP) and Cisco Systems to create, a global project that harnesses the Internet to battle extreme poverty in the world.

NextDay Worked with a number of schools in Empowerment Zones as part of NextDay-- a program of NetDay, which was launched in early 1999 to help bring information technologies and resources to K-12 schools in poor communities.

Commitment to the Digital Divide Trip

Cisco Systems, in conjunction with HUD and Communities in Schools, will establish 10 Cisco Networking Academies in underserved communities. The Cisco Networking Academy Program teaches students to design, build and maintain computer networks.

DARIEN DASH Digital Mafia Entertainment (DME)
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Professional Background

Darien Dash is Founder of Digital Mafia Entertainment (DME). Dash has more than seven years experience in the recording and technology industries. Before founding DME, Dash was the eastern region marketing and sales director of Digital Music Express, a division of International Cablecasting Technologies owned by TCI. He was responsible for marketing and sales of the first digitally compressed music service delivered by this cable giant. Dash received a BA in Political Science and Leadership from the University of Southern California. He served as an adviser to President Clinton and Department of Commerce Secretary Daley on minority Internet use. He also serves as technology chair for District 5 in Harlem.

About Digital Mafia Entertainment

DME is an advanced technologies company that provides products and services that enhance the sales, productivity and competitiveness of clients. Formed in 1995, DME is a pioneer in the interactive new media industry; the company offers website development, custom electronic sales solutions, on-line advertising and software development. DME is the first publicly traded African-American owned advanced technology agency. Digital Mafia Entertainment is dedicated to "Expanding the Hardware and Software Infrastructure in Minority Communities."

DME and the Digital Divide

Places of Color: This is an urban branded Internet Service Provider (ISP) that is being developed with AOL and CompuServe to create a service that is relevant for African Americans and Hispanics. It is built around the ideas of training, distance learning, certification and job placement. As part of the deal, AOL bought a minority equity stake in DME (less than 5%). DME hopes to build a subscriber base of between 3 million and 5 million users in the next year.

Partnership with Oracle's Promise: DME is putting networked computers on desktops in Harlem's district five in an effort to ensure that these students benefit from the most up-to-date software and that the hardware does not become obsolete.

DAVID ROBINO

Gateway

Professional Background

David Robino is Vice Chairman of Gateway. Robino joined the company in January 1998 as executive vice president and chief administrative officer. Promoted in January, 2000, Robino's new role of vice chairman gives him additional responsibility for corporate strategy and new ventures. Before joining Gateway, Robino was with AT&T, where he was most recently a vice president in its \$24 billion Business Markets Division. At AT&T, his responsibilities included cultural transformation, organizational consulting, learning, staffing, planning, recruiting and reward systems for more than 40,000 employees. Robino earned a bachelor's degree from Graceland College and a master's of science degree in Industrial Relations from Iowa State University. He is a member of the Board of the University of California, San Diego Foundation.

About Gateway

Gateway is the leading manufacturer of personal computers. The company is dedicated to making the personal computer relevant to people and committed to its vision of "humanizing the digital revolution." Gateway's customer representatives are known to be some of the most knowledgeable and personable in the industry. Their Gateway Country Store model is one in which retail showrooms are created in an effort to showcase products and educate the consumer; these stores carry no inventory, instead the customer explores the product in this environment and makes his purchase over the phone or Web.

Gateway and the Digital Divide

Waitt Family Foundation Technology Resource Center: Established to research and develop programs that will provide communities with the ability to participate in today's information-driven society. Gateway and the Waitt Family Foundation are donating 50,000 computers to the computer training effort, PowerUP.

Community Empowerment Program: Focused on developing the components of a "virtual toolbox" that will allow community groups to build successful programs based upon their ability to select components that uniquely address their own needs.

NAFEO: Gateway partnered with The National Association for Equal Opportunity in Higher Education (NAFEO) to bring technology, scholarships and job opportunities to the organization's members. NAFEO is comprised of 119 Historically Black Colleges and Universities, their students, faculty and alumni.

Commitment to the Digital Divide Trip

Gateway will announce a commitment to provide 75,000 teachers with technology literacy training under its Teach America! Program. All teachers in East Palo Alto will be trained in the program.

KALEIL TUZMAN govWorks, Inc.

Professional Background

Kaleil Tuzman is Co-founder, Chairman and CEO of govWorks. He is recognized as a leader and expert in the “e-government” space. Tuzman has extensive experience in the financial world and has raised \$60 million in venture capital for the company. He graduated from Harvard University with a degree in Government and a certificate in Latin American studies. Serves on Alumni Steering Committee of Sponsors for Educational Opportunity (SEO), a group that places minority college students in corporate internships.

About govWorks

Founded in 1998 by George Featherlee and Kaleil Tuzman, govWorks is a private company that collaborates with government to provide a wide variety of Internet-based services that enhance interactions with other government agencies, citizens and businesses.

- ✓ Though still a private company, in the last ten months govWorks has grown from 3 to 180 employees and has raised \$50 million.
- ✓ Provides secure and efficient means for governments to provide better services, lower costs, increase revenues and free up resources that can be used to address other needs.
- ✓ Citizens and businesses benefit from 24-hour, 7 days a week access to enhanced government services. You can pay bills or taxes online. look for government jobs, access government resources, communicate with local officials, etc.

govWorks and New Markets

Due to the explosive growth of the company, govWorks is in the process of purchasing and renovating the Blumstein Building, a 150,000 square foot building located on 125th Street in Harlem. This move will represent the largest move ever by a technology company into Harlem. The goal is for govWorks to anchor an “Internet/technology cluster” in Harlem, and to help attract several other technology companies to the area. The company is focused on local hiring for the Harlem project and they are adopting a school in Harlem to provide its students with computer and Internet skills and motivation tools.

govWorks and the Digital Divide

GovGive is the company’s on-line commitment to nonprofit organizations and volunteers; they offer a free database enabling organizations and donors to exchange information and ideas, and allowing users to make donations and locate volunteer opportunities across the country.

Adopt a School: govWorks also adopted Public School 126 in downtown Manhattan through Junior Achievement Partnership.

Commitment to the Digital Divide Trip

govWorks will launch its Community Commitment program to reinvest a portion of its revenues in local communities to purchase computers, high speed Internet access and technology training. The materials will be donated to public spaces including libraries, public schools, and community centers.

CARLY FIORINA Hewlett-Packard
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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.

DR. DREW ALTMAN The Henry J. Kaiser Family Foundation
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Professional Development

Drew Altman is President and CEO of the Kaiser Family Foundation. In 1991, Dr. Altman directed a complete overhaul of the Foundation's mission and operating style. He received his Ph.D. in political science from MIT, where he taught graduate courses in public policy. Dr. Altman did his post-doctoral work at the Harvard School of Public Health and is a leading expert on national health policy. He is former Commissioner of the Department of Human Services for the state of New Jersey (1986-1989) and former Director of the Health and Human Services program at the Pew Charitable Trusts.

About The Henry J. Kaiser Family Foundation

The Henry J. Kaiser Family Foundation is an independent philanthropy focusing on the major health care issues facing the nation. The Foundation is an independent voice and source of facts and analysis for policymakers, the media, the health care community, and the general public. The foundation is also part policy institute with substantial in-house analytic capacity.

Health Policy program: Kaiser Family Foundation provides facts, analysis, and explanation on health policy issues to policymakers, the media and the public. They provide information and analysis on a broad range of policy issues, emphasizing those that most affect low-income and vulnerable populations. Major initiatives and focus areas include the Kaiser Commission on Medicaid and the Uninsured, the Medicare Policy Project, the Changing Health Care Marketplace Project, minority health, HIV, and women's health policy.

The Foundation has media partnerships with Washington Post and U.S. News and World Report, to ABC and NBC, to MTV and Glamour magazine. In addition, Kaiser Family Foundation is working in South Africa to help develop a more equitable health care system and a successful democracy. Their South Africa enterprise receives about one-fifth of their funds.

Commitment to the Digital Divide Trip

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 can open doors to them. Magic Johnson and Rebecca Lobo will appear in the PSAs, which will be aired on 13 major networks.

ERIC SCHMIDT Novell



Professional Development

Dr. Eric Schmidt joined Novell in April 1997 as Chairman of the Board and Chief Executive Officer. He came to Novell from Sun Microsystems, Inc., where he was Chief Technology Officer and Corporate Executive Officer. In his 14 years at Sun, Dr. Schmidt held a range of executive positions, where he earned international recognition for his contributions to the development of the Internet as a tool for building digital communities in business, government, education, science and culture. Dr. Schmidt holds a Ph.D. in computer science and a master's degree in electrical engineering from the University of California at Berkeley. He received his bachelor's degree in electrical engineering from Princeton University.

About Novell

Founded in 1983, Novell is the largest software company in the world focused on Net services. With headquarters in Provo, Utah, Novell has 5400 employees. The company is the broadest supplier of Net services products on the market - - all supporting e-business solutions. A \$20 billion dollar network economy relies on Novell software. Novell's key partnerships include: 3Com, AOL, Broadvision, Cisco, Compaq, Dell, enCommerce, HP, IBM, Lucent, Network Associates, Oracle, PeopleSoft, Perot Systems, Sun Microsystems.

Novell in the Community

CYBERgrant program. Novell will donate more than \$250,000 (cash and in-kind) to selected non-profit organizations that submit the most creative concepts for integrating technology into community-building initiatives. Through this program, Novell funds organizations that focus on the homeless, arts and culture, and education



InnVision. Novell supports InnVision, the largest year-round provider of shelter services for San Jose's homeless and at-risk residents. The organization's goal is to break the cycle of poverty and despair and to help people begin self-sufficient lives. Novell's gifts to InnVision provide childcare for working mothers, food to homeless children, computer training, and much more.

Newspaper in Education. Novell provides funding for Newspaper in Education (NIE), which is designed to help schoolteachers implement newspaper reading as part of a child's learning experience. Children learn about current events, as well as how to read through a newspaper.

Commitment to the Digital Divide Trip

Novell will donate \$20 million in software to non-profit organizations devoted to underserved Hispanic populations.

HENRY CISNEROS

Univision

Professional Background

Henry Cisneros is President and CEO of Univision, Inc. Mr. Cisneros joined the company in January of 1997. From January 1993 through January 1997, Mr. Cisneros was the Secretary of the U.S. Department of Housing and Urban Development. Prior to joining the cabinet, he was Chairman of Cisneros Asset Management Company, a national fixed income money management firm. In 1981, Mr. Cisneros became the first Hispanic mayor of a major U.S. city when he was elected Mayor of San Antonio, the nation's 10th largest city. As a four-term mayor--from 1981 to 1989--Mr. Cisneros rebuilt the city's economic base and created jobs through massive infrastructure and downtown improvements in San Antonio. Mr. Cisneros has served as President of the National League of Cities, Chairman of the National Civic League, Deputy Chair of the Federal Reserve Bank of Dallas, and as a board member of the Rockefeller Foundation.

About Univision

Univision is the leading Spanish-language television broadcast company in the United States, reaches 93 percent of U.S. Hispanic households through its 18 owned and operated stations, 32 broadcast affiliates and 939 cable affiliates nationwide. The Company's operations include Univision Television Network, the most-watched Spanish-language television network in the U.S.; Univision Television Group, which owns and operates 11 full-power and 7 low-power television stations, including full-power stations in 11 of the top 15 U.S. Hispanic markets; and Galavision, the country's leading Spanish-language cable network. Univision is headquartered in Los Angeles, with network operations in Miami and television stations and sales offices in major cities throughout the United States.

NICK GROUF

PeoplePC

Professional Background

Nick Grouf is Founder, Chairman and CEO of PeoplePC. Prior to founding PeoplePC, Grouf was the founder, president and CEO of Firefly Network, Inc, which was acquired by Microsoft in April 1998. Firefly was the leading provider of personalization technologies for the Internet, and pioneered the P3P privacy standard, which has been universally adopted by the governments of the United States, European Union and the Major Pacific Rim countries. Grouf spent his early career with McKinsey & Co. in their New York office where he focused on Media and Technology companies, as well as Goldman Sachs where he worked in the Mergers and Acquisitions Group. A native New Yorker, Grouf holds an MBA from Harvard and a BA degree from Yale, where he won the Norman Holmes Pearson Prize for Best Thesis.

About PeoplePC: .

San Francisco-based PeoplePC provides middle-class families with a full-capability PC and unlimited Internet access for \$25 a month and a \$300 deposit. Bringing together the buying power of a large number of consumers allows them to arrange relationships with leading computer manufacturers, a top-tier Internet service provider, and many other merchants and partners. PeoplePC use the collective buying power of the PeoplePCSM membership to arrange unusual deals and special values. PeoplePC offers:

- ✓ A Toshiba computer replaced every three years with a new, up-to-date model while the old model is donated to a needy school or charity.
- ✓ Unlimited internet access with UUNET, an MCI Worldcom company.
- ✓ A relatively strong warranty and solid tech support policies.
- ✓ An array of companies offers discounts, free gifts, bonuses and cash savings for PeoplePC members

PeoplePC and the Digital Divide

Delta Air Lines announced that Hewlett-Packard and IBM will supply computers for its "Wired Workforce" program in which computers are made available for all Delta employees at a substantial discount through PeoplePC. Ford followed suit, announcing a three year deal with PeoplePC in February that would provide Ford's 350,000 employees worldwide personal computers for home use. The computer package would include a printer and Internet access, all for \$ 5 a month.

Commitment to the Digital Divide Trip

PeoplePC will provide the schools of East Palo Alto 300 new multimedia computers. Currently, many schools in East Palo Alto have a student-to-computer ratio of 28:1 making it difficult for computers and Internet to be used effectively in the classroom.

IRWIN JACOBS QUALCOMM

Professional Background

Irwin Jacobs is Chairman and CEO of QUALCOMM. He founded QUALCOMM in 1985 and has built the company into a firm with international activities in digital wireless telephony, mobile satellite communications and Internet software. Jacobs has taught computer science and engineering at MIT and UCSD. He received the B.E.E. degree from Cornell University and the M.S. and Sc.D. degrees in Electrical Engineering from the Massachusetts Institute of Technology. He was awarded the Ernst & Young Information Technology Award for Global Integration by the Computerworld Smithsonian Award Program for outstanding contributions to global integration through the use of information technology (1999).

He received the National Medal of Technology Award for extraordinary achievements in the commercialization of technology and the development of human resources that foster technology commercialization.

He is personally very active in philanthropic activities. He and his wife, Joan, gave \$15 million to the UCSD School of Engineering in March 1998.

About QUALCOMM

QUALCOMM is a leader in developing, delivering, and enabling innovative digital wireless communications products and services based on the Company's digital technologies.

The company pioneered Code Division Multiple Access (CDMA), the technology of choice for next-generation wireless communications, which has been licensed to over 65 leading communications manufacturers worldwide. And due to its unsurpassed voice quality, system capacity, privacy and flexibility, CDMA is the recognized global standard for next-generation, digital wireless communications products and services.

QUALCOMM and the Digital Divide

Teaching and Educating Children by Helping Schools (TECHS): Grant program that provides QUALCOMM hardware, networking and wiring grants and support to make technology more accessible to students, teachers, schools and other educational organizations.

Teacher Tech Day: Opportunity for San Diego educators to learn about QUALCOMM's education programs and efforts technology in the classroom; science and math curriculum best practices; and local educational resources

High Tech High: As a new, tuition-free, public charter school with a national profile, High Tech High will pursue the integration of intellectual and technical endeavors. Projects flow from industry need and student interest and learning through internships and mentor relationships is encouraged.

Commitment to the Digital Divide Trip

QUALCOMM will support the deployment of educational technology in the San Diego area by helping connect five schools to the Internet; contribute a minimum of 200 PCs to area schools; provide teacher training; and support the UC San Diego School of Education continued research and development efforts.

ROBERTA KATZ TechNet

Professional Background

Roberta Katz is President and CEO of TechNet. She was a panelist at the December digital divide event.

About TechNet

TechNet is a national political organization that builds bipartisan support for policies that strengthen America's leadership of the New Economy. It is the premier political organization for the high-tech world in Silicon Valley. TechNet members play an active role in education and training initiatives, financial accounting standards, and national research and development.

Research and Development TechNet lobbied for the enactment of a long-term extension of the Research and Development Tax Credit and championed increased funding for science and technology research, particularly at the National Science Foundation

H1-B TechNet is developing an education and training component to the H-1B non-immigrant visa program that will address today's serious shortage of skilled American professionals.

TechNet and the Digital Divide

Education TechNet is developing successful education and training programs, ranging from scholarships which are encouraging young people to pursue careers in engineering and computer science to in-house training programs that prepare current employees for the challenges of the future

Commitment to the Digital Divide Trip

TechNet will collaborate with NetDay to develop an Internet database of quality educational training tools and information for principals, teachers, parent support groups and community members. This one-stop shop will serve as a clearinghouse for professional development resources, education discussion groups and online training materials.

KWEISI MFUME NAACP

Professional Background

Kweisi Mfume President and CEO of the NAACP. Mr. Mfume gave up his Congressional seat in the United States Congress where he had, for ten years, represented Maryland's 7th Congressional District to assume the NAACP presidency. He graduated magna cum laude from Morgan State University in 1976 and later returned as Adjunct Professor, teaching courses in political science and communications. Several years later he earned a Masters degree in liberal arts, with a concentration in International Studies, from Johns Hopkins University. As a Member of Congress, Mfume served two successful years as chairman of the Congressional Black Caucus and later served as the Caucus' Chair of the Task Force to Preserve Affirmative Action. He presently serves on the Morgan State University Board of Regents, the Senior Advisory Committee of the Harvard University John F. Kennedy School of Government, the Meyerhoff National Advisory Board of the University of Maryland, and The Board of Trustees for The Enterprise Foundation.

About National Association for the Advancement of Colored People (NAACP)

The NAACP is the oldest, largest and strongest civil rights organization in the United States. The principal objective of the NAACP is to ensure the political, educational, social and economic equality of minority group citizens of the United States. The NAACP was formed in 1909 in New York City by a group of black and white citizens committed to social justice. The NAACP network covers more than 2,200 branches in all 50 states, the District of Columbia, Japan and Germany. They are divided into seven regions and are managed and governed by a National Board of Directors. The NAACP is headquartered in Baltimore, Maryland. Total membership exceeds 500,000.

KENNETH MCNEELY AT&T

Professional Background

Kenneth P. McNeely is Vice President of AT&T Law and Government Affairs. He leads AT&T's advocacy before legislative and regulatory bodies. McNeely serves as AT&T's community relations and employee volunteer leader. He joined AT&T in Atlanta in 1991 as a regulatory attorney. Before joining AT&T, he clerked for the Supreme Court in North Carolina. McNeely graduated from University of North Carolina, Chapel Hill in 1984 and earned his law degree at Howard University.

About AT&T

AT&T is one of the world's premier voice and data communications companies, serving more than 80 million customers. The company has annual revenues of more than \$64 billion and 151,000 employees.

AT&T and the Digital Divide

AT&T Learning Network: This is a \$150 million corporate commitment to support the education of children in schools (grades K-12) across the United States by providing the latest technology and cash grants to schools and communities. Resources and grants are designed to help teachers, students, parents and communities link to the technology tools and support they need to help improve teaching and learning. This joint business and philanthropic initiative represents AT&T's single largest commitment to education to date.

Community Technology Centers: AT&T is collaborating with the NAACP, the National Urban League and the Community Technology Centers' Network to give underserved communities access to technology.

Cable in the Classroom Program: AT&T Broadband and Internet Services offers free cable modem and service to every school in its area of service, and through its support for Cable in the Classroom, provides a free cable connection and over 540 hours per month of commercial-free educational programming to schools across the country.

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

Supporting Teachers: AT&T supports teachers through its Teachers & Technology Institute, a two-week intensive program pairing math and science teachers with AT&T scientists and managers. The company also created the AT&T Teachers for Tomorrow program, a demonstration project to better prepare teachers for today's urban classrooms.

Commitment to the Digital Divide Trip

AT&T will support the Academy of Information Technology with \$1.5 million to develop a high school curriculum that will prepare students for jobs in the IT industry. This effort is in collaboration with the National Academy Foundation and several other corporate partners. In addition, AT&T will commit \$250,000 to develop a national forum series for underserved communities to engage high schools students and policymakers in a dialogue about economic opportunities, education, job skills and leadership for the 21st century.

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.

RAUL YZAGUIRRE National Council of La Raza

Professional Background

Raul Yzaguirre is President of the National Council of La Raza (NCLR). He is one of the most widely recognized leaders in the Hispanic community. A lifelong community activist, he began his civil rights career at the age of 15 when he organized the American G.I. Forum Juniors, an auxiliary of the American G.I. Forum, an Hispanic veterans organization. Yzaguirre served in the U.S. Air Force Medical Corps and in 1964, he founded NOMAS, the National Organization for Mexican American Services. A proposal he wrote for NOMAS led to the creation of what is now NCLR. In 1969, Mr. Yzaguirre founded Interstate Research Associates (IRA), the first Mexican American research association, which he built into a multimillion-dollar nonprofit consulting firm. He received his B.S. from George Washington University. He is the first Hispanic to receive a Rockefeller Public Service Award for Outstanding Public Service from the Trustees of Princeton University.

About the National Council of La Raza

National Council of La Raza, was established in 1968 and is the largest constituency-based national Hispanic organization and leading Hispanic “think tank.” As a principally Latino advocacy group, La Raza seeks to reduce poverty and discrimination, and improve life opportunities for Hispanic Americans. There are 230 formal affiliates who together serve 39 states, Puerto Rico, and the District of Columbia — and a broader network of more than 20,000 groups and individuals nationwide — reaching more than three million Hispanics annually.

REVEREND JESSE JACKSON Rainbow/PUSH Coalition
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Professional Background

Reverend Jesse Jackson is President and Founder of the Rainbow/PUSH Coalition, and one of America's foremost political figures. Over the past thirty years he has played a pivotal role in virtually every movement for empowerment, peace, civil rights, gender equality, and economic and social justice. Reverend Jackson has been called the "conscience of the nation" and "the great unifier," challenging America to establish just and humane priorities. He is known for bringing people together in common ground across lines of race, class, gender, and belief. He attended Chicago Theological Seminary until he joined the Civil Rights Movement full time in 1965.

Reverend Jackson began his activism as a student leader in the sit-in movement and continued as a young organizer for the Southern Christian Leadership Conference as an assistant to Dr. Martin Luther King, Jr. He went on to direct Operation Breadbasket and subsequently founded People United to Save Humanity (PUSH) in Chicago in 1971. PUSH's goals were economic empowerment and expanding educational and employment opportunities for the disadvantaged and communities of color. In 1984, Reverend Jackson founded the National Rainbow Coalition, a national social justice organization devoted to political empowerment, education and changing public policy. In September 1996, the Rainbow Coalition and Operation PUSH merged into the Rainbow/PUSH Coalition to continue both philosophies and maximize its resources.

Commitment to Youth: A hallmark of Reverend Jackson's work has been his commitment to youth. He has visited thousands of high schools, colleges, universities, and correctional facilities encouraging excellence, inspiring hope and challenging young people to award themselves with academic excellence and to stay drug-free. He has also been a major force in the American labor movement—working with unions to organize workers and mediate labor disputes. It is noted that, Reverend Jackson has probably walked more picket lines and spoken at more labor rallies than any other national leader.

About Rainbow/PUSH Coalition

The National Rainbow/PUSH Coalition (RPC) is a multiracial, multi-issue, international membership organization. RPC is the merger of Operation PUSH (founded in 1971) and the National Rainbow Coalition (founded in 1985). One organization will more efficiently use financial resources, staff and leadership. Major accomplishments include registering hundreds of thousands of voters; assisting in the election of hundreds of local, state and federal officials; mediating labor disputes; challenging broadcast station licenses to ensure equal employment opportunities in the media; lobbying to include more minorities in all areas of the entertainment industry; negotiating economic covenants with major corporations resulting in hundreds of minority owned franchises and car dealerships and other business opportunities; influencing political policy in South Africa and Haiti; and helping increase the number of minority administrators in college and professional sports.

SRINIJA SRINIVASAN Yahoo! Inc.

Professional Background

Srinija Srinivasan is Vice President and Editor-in-Chief of Yahoo! She is the driving force behind Yahoo!'s team of human editors and is responsible for the development of original content throughout Yahoo!'s global network of properties. In particular, Srinivasan directs the design and maintenance of Yahoo!'s overall classification and organization scheme, making it an highly intuitive, expandable and efficient guide for online information and discovery. Srinivasan has extensive educational and practical experience in information organization and artificial intelligence. Prior to joining Yahoo! Srinivasan was involved with the Cyc Project, a ten-year artificial intelligence effort to build an immense database of human common sense knowledge. Srinivasan holds a B.S. with distinction from Stanford University in Symbolic Systems.

About Yahoo!

Yahoo! Inc. is a global Internet communications, commerce and media company that offers a comprehensive branded network of services to more than 145 million individuals each month worldwide. As the first online navigational guide to the Web, www.yahoo.com is the leading guide in terms of traffic, advertising, household and business user reach, and is one of the most recognized brands associated with the Internet. The company also provides online business services designed to enhance the Web presence of Yahoo!'s clients. The company's global Web network includes 22 local World properties outside the United States. Yahoo! Has offices in Europe, the Asia Pacific, Latin America, Canada and the United States and is headquartered in Silicon Valley.

Yahoo! and the Digital Divide.

As a formal practice, Yahoo! does not provide nonprofit organizations with cash grants or financial scholarships. Instead, all of Yahoo!'s contributions come in the form of free online advertising (online media sponsorship). Camp Yahoo! is the only exception to this practice.

Believing that the digital divide is largely a product of a lack of training and user education, Yahoo has created the Camp Yahoo! Program. Yahoo! is dedicating \$1.5 million to educational software and Yahoo! brand materials to community groups, libraries and other local organizations to develop locally directed Camp Yahoo! programs. The 4-year goal is to train more than 75,000 Camp Yahoo! Counselors, to serve as Internet trainers.

Commitment to the Digital Divide Trip

During the Digital Divide kick-off event you announced an Yahoo! commitment to the AmeriCorps. Yahoo! will provide \$1 million in internet advertising to enlist high tech volunteers to AmeriCorps' digital divide initiative. The Yahoo! banner ads will help AmeriCorps meet the challenge of recruiting volunteers with high tech skills to work on technology-related projects.

ROSALIND HUDNELL

Intel Corporation

Professional Background

Rosalind Hudnell is Vice President of Worldwide Community Education for Intel Corporation. This is a new role for Hudnell and she will direct the implementation of the Intel Computer Clubhouse Network a program for underserved youth and communities. She joined Intel three years ago and most recently served as the Public Affairs Manager for the Intel's Folsom site managing workforce development, employee volunteer programs, charitable contributions and community relations. Prior to joining Intel, she served as the Vice President of the Sacramento Urban League where she oversaw the development of a community technology center. She was instrumental in implementing a variety of technology training programs funded through the California Employment Training Panel, the Department of Labor and numerous private sector corporations. She serves on the advisory committee for the Digital Divide Clearinghouse. She is a graduate of St. Mary's College.

About Intel Corporation

Intel Corporation is the world's largest micro-chip maker. Intel supplies the computing industry with the chips, boards, systems and software that are the "ingredients" of computer architecture. The company employs more than 65,000 people. Note: Intel makes the "Pentium" processor that powers Gateway computers. They also make a lower-end product called "Celeron."

Intel and the Digital Divide

Intel has two major initiatives that focusing on bridging the digital divide and improving educational opportunities for underserved communities.

Computer Clubhouse Intel is planning to establish 100 Intel Computer Clubhouses in under-served communities worldwide. The goal of the Intel Computer Clubhouse Network is to proliferate the highly successful Clubhouse learning model (15 Clubhouses exist today) and establish it as a replicable model for technology learning. Clubhouse's will offer safe after-school learning environments where students can work with adult mentors – create their own Web sites, computer-generated art, and scientific simulations. Intel has partnered with the MIT Media Lab and Museum of Science, Boston, to create initial clubhouse in Boston. This year clubhouses will open in Albuquerque, Atlanta, Boston, Los Angeles, Phoenix, Portland, Sacramento, San Jose and Santa Clara and Seattle.

Teach To The Future This is a worldwide initiative to address barriers to technology for teachers. Over the next three years, **Intel will invest \$100 million** in cash, equipment, curriculum development and program management to train more than 400,000 (100,000 in U.S.) classroom teachers in 20 countries. Total worth of project (with other corporate support) is nearly half a billion dollars. Teach to the Future is part of Intel's commitment to America's Promise. **Microsoft contributed \$344 million in software and program support to this program.**

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.

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"

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."

RAE GRAD PowerUP

Professional Background

Rae Grad is the CEO of PowerUP. She formerly served as Senior Vice President with America's Promise: The Alliance for Youth, the initiative led by General Colin Powell to secure the "five promises" for youth to succeed. Ms. Grad has also served as Executive Director of the National Commission to Prevent Infant Mortality, a congressional commission dedicated to promoting the health and well-being of mothers and children. She also served as the Executive Director of the South Governors' Association. Ms. Grad is a registered nurse with a Ph.D. in Health Education.

About PowerUP

PowerUP: Bridging the Digital Divide is comprised of more than a dozen nonprofit organizations, major corporations and federal agencies that have joined together to launch a major new multimillion dollar initiative to help ensure that America's underserved young people acquire the skills, experiences and resources they need to succeed in the digital age. The goal of PowerUP is to use innovative approaches to bridge the digital divide that separates the "haves" and "have-nots" in their access to computers, technology and online resources.

YUSEF JACKSON OneNetNow.com
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Professional Background

Yusef Jackson is the Co-Chairman of the Board of OneNetNow.com. He also serves as President and owner of River North Sales & Service, LLC, an exclusive Anheuser-Busch, Inc. beer distributorship serving the Chicago market. In addition, Mr. Jackson serves as an active board member of the Rainbow/PUSH Coalition and legal counsel to the Citizenship Education Fund's Wall Street Project. Previously, Mr. Jackson was an associate at Mayer, Brown & Platt, the largest law firm in the Chicago area and the sixth largest in the country. He is the son of Rev. Jesse Jackson.

About OneNetNow.com

OneNetNow.com is an online community Web site specifically designed to provide relevant content, community and e-commerce for the multi-ethnic user. OneNetNow.com utilizes its unique resources to proactively cultivate the African-American and Latino communities left behind in the technological revolution. It is a dynamic, culturally diverse online community that allows its members to connect through common interests, original content and create interactive dialogue. The site features free email, online events and chat rooms, relevant content, online publishing tools.



CARLTON JENKINS OneNetNow.com
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Professional Background

Carlton Jenkins is CEO of OneNetNow.com. Prior to this role, he served as Chairman, President and CEO of Founders National Bank of Los Angeles, the first African-American owned Commercial Bank in Los Angeles since the early 1970s. Mr. Jenkins brings over 15 years of banking experience to OneNetNow.com having held positions at several local banks in the Los Angeles area. He is also socially and politically active, serving as a mayoral appointee to the Los Angeles Local Development Corporation Board of Directors. In February of 1999, he was appointed by Governor Gray Davis to serve as a member of the California State Board of Education. Additionally, Mr. Jenkins serves as a member of the Board of Directors of The Kroger Corporation, the nation's largest grocery store chain. He is a graduate of Dartmouth College, where he majored in Government.

About OneNetNow.com

OneNetNow.com is an online community Web site specifically designed to provide relevant content, community and e-commerce for the multi-ethnic user. OneNetNow.com utilizes its unique resources to proactively cultivate the African-American and Latino communities left behind in the technological revolution. It is a dynamic, culturally diverse online community that allows its members to connect through common interests, original content and create interactive dialogue. The site features free email, online events and chat rooms, relevant content, online publishing tools.



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?

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THE WHITE HOUSE
WASHINGTON

April 15, 2000

ROUNDTABLE WITH CEOs

Date: April 17, 2000
Time: 10:30 am—11:30am
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 Costano.

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.
John Doerr, Kleiner Perkins
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 open the roundtable by asking a question. A suggested question could be:

The VP and I have been working on this issue for a long time—with initiatives such as the E-Rate and the Technology Literacy Challenge. All of you have made significant private and community contributions to help bridge the digital divide. Recently, I announced a National Call to Action to bring the most up to date technology and learning tools for every child in every school and create digital opportunity for every family and community. I need your help to meet these goals. How should we work together to ensure that we reach these goals?

- YOU could turn to John Morgridge, Chairman of Cisco Systems, to respond first to this question.
- After an hour of discussion, John Morgridge will end the roundtable by thanking YOU.

V. PRESS

This event is CLOSED PRESS.

VI. ATTACHMENTS

Biographies of Roundtable participants
List of proposed discussion questions for roundtable
Seating Chart

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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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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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"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

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HP Corporate Communications
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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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Proposal of QUALCOMM to Help Close the Digital Divide

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