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Folder Title:

Commencement 6/5/98 [MIT Cambridge, MA]

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Withdrawal/Redaction Sheet

Clinton Library

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002. note	Handwritten. Commencement. (8 pages)	04/1998	P5
003. note	Handwritten. Format Unclear. (1 page)	04/1998	P5

COLLECTION:

Clinton Presidential Records
Speechwriting
Jeff Shesol
OA/Box Number: 18672

FOLDER TITLE:

Commencement 6/5/98 [MIT, Cambridge, MA]

2006-0467-F

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RESTRICTION CODES

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- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Yadda Yucks for Gore

Commencement Speech Sheds Woodenness in Exploiting 'Seinfeld'

By BLAINE HARDEN
Washington Post Staff Writer

NEW YORK, May 14—Intent on proving he is not a graduate of the lumber yard school of public speaking, Vice President Gore went for Seinfeldian yucks before substance in a commencement speech today at New York University.

"After today, many of you will have to go out and find jobs. Just like the cast of 'Seinfeld,'" said Gore, who

CORRECTIONS

The play "Exile in Jerusalem" runs through May 24 at Theater J. A review in Wednesday's editions carried the wrong closing date.



An article in Sunday's Arts section gave incomplete information about admission charges at the Phillips Collection. The gallery charges admission fees on weekends: \$6.50 for general admission; \$3.25 for seniors and full-time students. It does not charge a fee during daytime hours Tuesday through Friday, but asks for a contribution of \$6.50 for general admission and \$3.25 for seniors. The gallery charges a \$5 admission fee from 5 to 8:30 p.m. on Thursdays, for those 19 and older. Members and those under 18 are admitted free at all times.

is under some pressure before his anticipated 2000 presidential run to neutralize his reputation for being wooden.

No less than 25 percent of Gore's speech, his second commencement address in the past week, was devoted to rim-shot zingers, many of them tied to tonight's broadcast of the final episode of "Seinfeld."

Finding heretofore unseen similarities between members of the NYU community and the cast of the top-rated TV sitcom, Gore singled out four students and faculty who share surnames with characters in the show—Kramer at the law school, Costanza at the credit union, Seinfeld at the school of social work and Newman, a graduating senior at the school of the arts—and wished each of them adieu.

The vice president saved Newman for last. In the same sneering, hateful tone that Jerry Seinfeld uses in the show when addressing his slothful postman nemesis, Gore curled his lip and barked: "Goodbye ... NEW-MAN!"

Judging by the laughter of 8,000 purple-robed graduates and their families spread across Manhattan's Washington Square Park on a splendid sun-dappled morning, the vice president proved that, at the very least, reports of his soporific speech-making are somewhat exaggerated.

As enthusiastic as the response was to the jokey part of his speech, Gore came nowhere near matching the standing-ovation electricity gen-

erated earlier in the ceremony when celebrated filmmaker, NYU graduate and "loyal Knicks fan" Shelton Jackson "Spike" Lee was awarded an honorary doctorate.

The substance of the vice president's speech concerned high-tech issues that he has come to be identified with—a call to protect consumer privacy from computerized invasion. Gore outlined what he called "an electronic bill of rights for the information age," the details of which were made available on Wednesday and which were published today in many newspapers.

In summary, Gore called for legislation to restrict electronic access to private medical records, announced the creation of a government Web site that allows people to prevent their personal data from being passed on by companies and said the Commerce Department would convene a summit in June on consumer privacy.

As the vice president soldiered through the substantive portions of his speech he seemed to slip back into his often-criticized rhetorical style, a painfully deliberate manner of speaking that is similar to the pedantic "Special English" short-wave broadcasts the Voice of America beams to Third World countries.

Oddly, in the joke-filled first quarter of his speech, Gore's comic timing was superb as he made wicked fun of the legendary meaninglessness of the vice presidency, of the stodginess of the men who have held the office (including himself) and of the danger



BY CLARK JONES—ASSOCIATED PRESS

Vice President Gore and movie director Spike Lee consult before graduation ceremonies at New York University, where the vice president delivered commencement address and Lee received an honorary degree.

of delivering a commencement speech that turns out to be a snoozer.

Quoting Vice President Thomas R. Marshall, who served under Woodrow Wilson, Gore said, "The vice president of the United States is like a man in a cataleptic state: He cannot speak; he cannot move; he suffers no pain; and yet he is perfectly conscious of everything that goes on around him."

"Which brings me back to my role at this commencement. Your great former governor, Mario Cuomo, once recalled the advice he was given the first time he was asked to speak at a graduation. Commencement

speakers, he was told, should think of themselves as the body at an old-fashioned Irish wake. They need you in order to have the party—but nobody expects you to say very much."

Gore, who has for some time been trying to inoculate himself against wooden-politician jibes, jabbed an ironic needle into his own vice presidential flesh.

He mentioned that in his reading on the history of the vice presidency, he learned that Vice President John C. Calhoun, who served under John Quincy Adams and Andrew Jackson, had earned a public-speaking reputa-

tion as the "Cast Iron Man."

"Could you imagine having a reputation of being SO STIFF they called you the 'Cast Iron Man'? I really don't know how he went on."

But Gore did go in that same vein for another five jokes before shifting to his vision for the 21st century and the problems of privacy in the information age.

The vice president's rhetorical transition between silly and substance was, as befits the momentousness of the day, Seinfeld-like.

"Or to put in another way: yadda, yadda, yadda," the vice president said.

Berliners, U.S. Veterans Cheer A Shared '48 Airlift to History

By DAN BALZ
Washington Post Staff Writer

BERLIN, May 14—Gail Halvorsen was a young pilot when the United States and other Allies launched the Berlin Airlift in the summer of 1948 to break a Soviet blockade of the city. "I thought it would be over in a few weeks," he said.

Instead of a few weeks, the blockade lasted 11 months, and the airlift continued for 15. During that time, Allied airplanes flew more than 278,000 sorties into Berlin. Halvorsen flew 190 of those himself and was back in Berlin today to commemorate the 50th anniversary of one of the boldest chapters in U.S. and European history

and one of the most audacious examples of air power ever seen.

If it was a month short of the real 50th anniversary, no one seemed to mind. President Clinton joined German Chancellor Helmut Kohl at Berlin's Tempelhof Airport to praise both the courage of crews that kept the city alive and the spirit of the people in Berlin in the face of Soviet aggression.

The cooperation between the Allied military forces and the people of Berlin made the city a symbol of resistance to Soviet expansionism and a beacon of freedom around the world. The airlift also helped transform German-American relations in the after-

See BERLIN, A34, Col. 1

BERLIN, From A29

math of World War II.

As Clinton put it today, "Western Allies became protectors, instead of occupiers, of Germany."

Clinton and Kohl were joined by some of the veterans of the airlift and by thousands of Berliners who cheered the contribution of the American pilots and their own spirit of determination to survive.

Clinton called Tempelhof Airport "the first battlefield of the Cold War." On the tarmac was a little C-54 cargo plane that Western pilots used to ferry flour and coal, food and medicine, into Berlin around the clock for those 15 months, landing every 90 seconds at the operation's peak. Hovering over the C-54 was a huge, modern C-17 cargo plane, christened by Clinton and Kohl as "The Spirit of Berlin."

Kenneth Herman was one of the American veterans on hand for the events today. He was 25 when the airlift began and over the next 15 months flew 190 sorties. "We knew we were tasked to keep the Russians from forcing the Allies out of Berlin," he said. "We were not about to allow a repression-type government such as the Communists take over all of Berlin."

Halvorsen, whom Clinton mistakenly referred to as "she" in his speech, talked about the scariest moment of his airlift experience, the day in August 1948 when air traffic controllers in Berlin lost control of the planes supplying the city. Halvorsen was at 10,000 feet when suddenly another plane appeared at the same altitude. "We came head on," he said. "We just missed by a few feet."

Mercedes Wild, who at the time was a little girl longing to receive

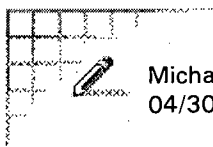
candy dropped from Allied planes, told the audience that the Allied planes were bringing not only supplies but also "the hope of freedom" to the residents of Berlin.

Both Clinton and Kohl used the memories of the airlift to encourage the same kind of resolve and determination in the reshaping of Europe in the wake of the Cold War. "I hope both Americans and Germans will always remember the lesson of what happened here 50 years ago," Clinton said. "We cannot relinquish the responsibilities of leadership, for the struggle for freedom never ends."

Later, Clinton and Kohl left Berlin for Eisenach, a small city in the former East Germany that was once home to both Johann Sebastian Bach and Martin Luther but which is now in an area of Germany suffering economically.

The Washington Post

FRIDAY, MAY 15, 1998



Michael Waldman
04/30/98 09:15:04 AM

Record Type: Record

To: Lowell A. Weiss/WHO/EOP, Jeffrey A. Shesol/WHO/EOP

cc:

Subject: fyi

I'm checking w/ Podesta what & how to deal with this ... mw

White House To Release Web Plan

ASSOCIATED PRESS

WASHINGTON (AP) -- The Clinton administration's final plan to turn over management of the Internet to an international non-profit group will likely be released within the next two weeks, the White House official in charge of the project said Wednesday.

The plan will radically change how the burgeoning Internet is organized and effectively end the U.S. government's role as a data traffic cop.

At best, the changes would be virtually transparent to users. At worst, they could result in chaos and raise serious questions about the stability of the Internet, which has become a vital conduit for information and commerce.

Ira Magaziner, the White House senior policy adviser responsible for the changeover, told an Internet conference in New York on Wednesday he expects the final proposal to be finished within two weeks. But he's also told industry insiders recently the paper may be completed as early as next week.

A deadline looms. The government's contract with Network Solutions Inc., the Herndon, Va.-based company that currently assigns addresses on the World Wide Web, expired March 31 and was extended six months, until the end of September. But there are no provisions for another contract extension.

"At that point, things have got to be clear, up and functioning, or it could be a little questionable about what happens," said Don Heath, president of the Internet Society, who met with Magaziner earlier this week.

Heath said he expects the administration will immediately

suggest three new Web address suffixes, called domains. Current domains include .com, .net and .org. The administration hasn't described what new domains it might suggest, but proposals have included .firm, .web, .arts., .nom, .rec, .info and .store.

The new suffixes would greatly expand the Web's current 1.6 million estimated addresses. Critics contend that the landslide of possible new site names could make it even more difficult to find information on the Internet and create headaches for companies trying to protect their trademarks. But Supporters argue that the new domains could help organize the Web, which can be chaotic for newcomers.

The administration released a draft of its plan in January, then asked for public comment before rewriting it. More than 430 people and organizations responded.

Heath said the administration has heeded criticisms from overseas that, even under the new plan, the Internet would still be too U.S.-centric, largely because the yet-to-be-formed international non-profit group would be based in the United States.

"A lot of the decisions for the future will come out of this," Heath said. "That's appropriate for the new Internet. It puts it out the hands of the U.S. government and in the hands of the Internet's self-governing mechanism."

"I anticipate (Magaziner) has heard the international community loud and clear," he added.

In reviewing the public comments, the administration noted the "principle of globalism received strong support" and said many people wrote that "the Internet has grown from its U.S. roots into a global medium."

Earlier this year, Network Solutions announced that Internet address registrations outside the United States represented about one-fourth of website name requests.

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Nevada's largest website

THE WHITE HOUSE
WASHINGTON

Greenspan speech (Raines)

Information Economy

Goals/Challenges

Inequality

Privacy

Competition

[Community / social cohesion

Political participation

Civil discourse

] Citizenship /
Civil society

Econ.

Soc.

Pol.

Competition

Productivity

Skills/trg.

Concentration

Inequality

Privacy

Community

discourse

participation

activism

transparency

citizenship

Disruption → break up old patterns →
new ones

- making change our friend

THE WHITE HOUSE
WASHINGTON

Inequality / opportunity - only

Penn.-tested proposals

a) - computer every classroom.
Ed rept

b) teacher trng. in computers

c) req. computer class as condition
of grad.

- polled well

- but what does this mean?

Class issue

mid-class - want job at Digital

upper-class - read Shakespeare

Focused approach

on upward mobility
to max. potential
+ min. inequality

THE WHITE HOUSE
WASHINGTON

Opportunity
= access - disabilities
- distance learning
= skills - trng.
- schools

How to use infotech to empower
those who today are held back
by physical distance or disability
or the culture of poverty?

Policy areas

- 1) Democratization of Internet (equity / access)
 - 2) Democratization by Internet (values)
after complete pd. of trans. - where is nation?
- one policy in each
- information technology
coin a term?

Access - to hardware
- to skills - trg. - hands-on - content
(ie, Smithsonian on-line)

→ Tech Corps

- After school computer
- Community Tech Centers
- Smithsonian Online
every book, every symphony, every ptg.

Values - citizenship - commercializ.

- Stimulus to community activism
service - nat'l database of service opp.
ie. DC Cores
- enlist yahoo
 - political activism
- help not as end in itself
but as means to end
- ie. Tom / Merc.
- transparency; activism

Read some big think pieces

- Drucker
- Negroponte

Killer apps

community service - Stand

Publ/pur. partnerships

AmeriCorps - Tech Corps?

- credits toward college
- certificate

Democracy

project vote smart - issues info.

Internet as means to engagement in arena

Sociological impact

MEMORANDUM

Monday, April 20, 1998

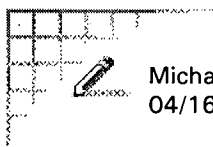
TO Michael Waldman
Lowell Weiss

FROM Jeff Shesol

RE: Nicholas Negroponte *Being Digital*

Nicholas Negroponte is Professor of Media Technology at MIT and Founding Director of the MIT Media Lab. His book, published in 1995, is already a bit of an anachronism and is filled with the sort of loopy utopianism that characterizes writing of this sort. *Being Digital* is highly effective as a primer on the technology itself, but will be of limited use in writing a "Big Picture" speech. Perhaps predictably he is something of a libertarian, reflexively hostile to government, regarding it as little more than meddlesome. Still, Negroponte makes a point or two worth considering:

- It was Thomas Jefferson who advanced the concept of lending libraries, though he "never considered the likelihood that 20 million people might access a digital library electronically and withdraw its contents at no cost." (4) Seen in this context, a Universal Digital Library could be posited as the fulfilment of Jefferson's legacy.
- "Computing is not about computers any more. It is about living." (6) Accordingly, there's little news in a commencement speech about the wonders of computer technology, about neat stuff that your 21st toaster will be able to do. Far more interesting, and far more befitting a President, is a speech that tells us something fundamental about the impact of that technology on the shape of our society and our lives, as well as our sense of ourselves as a nation.
- Negroponte envisions a world in which geographical boundaries and artificial constructs like "nation-states" have simply dissolved.



Michael Waldman
04/16/98 04:35:59 PM

Record Type: Record

To: Jeffrey A. Shesol/WHO/EOP, Lowell A. Weiss/WHO/EOP

cc:

Subject:

The Web That Knew Too Much:
FTC Seeks New Ways to Protect Users' Privacy
10.00 a.m. ET (1400 GMT) April 16, 1998

By Amanda Onion, Fox News

Consider this: A video camera tracks your every move as you stroll through a mall. It sees you leafing through new releases in a bookstore, buying a new pair of cargo shorts and breezing through the jazz section of a music store.

The next time you visit the mall, store clerks, armed with footage from that spy camera, beckon you to buy new fiction, travel wear and John Coltrane collections.

Too close for comfort? That's everyday practice on the Web.

A Business Week/Lou Harris poll reported last month that privacy has become the primary worry of would-be Web users. Compiling information about users by monitoring which sites they visit, where they make online purchases and what news they like to read is the latest way the industry has begun to generate angst.

The Federal Trade Commission, concerned that privacy issues are slowing e-commerce, has begun a three-month-long survey of the 1,200 top Web sites to analyze how invasive their data-gathering practices are.

Their aim is to learn whether self-regulation has worked to protect privacy and, depending on what they learn, to recommend that Congress either pass or drop the 32 pending pieces of legislation designed to control privacy on the Web. The FTC will report its findings in July.

One of the main items the FTC is now looking for is privacy policy statements that inform readers what information is being selected from them, how it is used and whether it is secure.

"I think a lot of companies don't have any idea who has access to information, what's being done with it and who it's being shared with," said Susan Scott, executive director for TRUSTe, a nonprofit organization that promotes privacy policies among Web companies, helping them draft rules and then monitoring sites

to make sure they abide by their own guidelines.

"There's nothing wrong with gathering information," clarified David Medine, associate director at the Bureau of Consumer Protection for the FTC, "as long as you give the consumer some notice and choice about it."

The problem is, posting privacy policies hasn't exactly caught on. Only slightly more than 100 companies have signed on and adopted the TRUSTe seal. The fact that a handful of fairly large Web sites have invited TRUSTe's auditing — including Excite, C-Net and Land's End — suggests that more could follow. But the list of online companies offering privacy policies still represents a minuscule portion of the nearly 30 million sites now making up the vast, nebulous world of the Web.

What's more, privacy policies may inform the user, but they usually can do little to stop a site from culling personal data. One of the most common ways sites collect data from a reader is through what the tech world calls "cookies." As Scott says, "Any time you try and explain a cookie, it starts getting really creepy."

Cookies are small data files planted in a new visitor's hard drive. Whenever a user returns to that site, the host's server can read the data from the cookie. Even if a Web site explains how they may use information, by the time a "Netizen" clicks on the privacy policy, a cookie may already be planted in her computer. The easiest way to block cookies is by turning off the cookie mechanism in a browser (under "preferences"), but many users don't realize this option exists.

The way Web hosts use cookies is, for the most part, completely benign and even beneficial. For example, Fox News Online uses software called Net Gravity, which employs cookies to ensure readers don't see the same ads too many times. The mechanism also helps readers remember where they've been on the site by changing the color of links they've already clicked on.

Some, however, take the technology a step further. Advertising programs like Double Click and Adfinity use cookies to amass detailed profiles of Netizens by monitoring where they surf. These profiles are then offered to companies interested in pitching ads to certain target consumers.

"Clicking on a link can be very revealing," said Deirdre Mulligan, staff counsel for the Center for Democracy and Technology. "It can reveal the intimate likes and dislikes of a user."

Personal data, like age, gender or address, can also be collected when a person registers at a Web site, like The New York Times. Hosts usually use this kind of culling to help cater the site to each reader's interests. TV Guide Entertainment Network, for example, asks readers for their zip codes so that each time they visit the site, their personal local television listings automatically appear.

There may be nothing wrong with catered advertising, or personalizing a Web site to the user, but some fear that a single piece of information about readers, like the fact that they frequent sites about AIDS or tobacco, could prove harmful if it managed to land in the wrong hands — like an insurance company.

"The Web is a vague place," said Mulligan. "You never know exactly who is on the receiving end."

But others believe this kind of fear amounts to nothing but undue paranoia. Fred Cate, a law professor at Indiana University School of Law, has argued before Congress against Federal regulation. He contends that people simply need to be aware that the Web is not private terrain.

"The same way communication is not private elsewhere in society, there's no promise of confidentiality on the Web," he said.

Leave the Web alone, Cate argues, and industry will find its own solutions. So far industry's most promising solution lies in privacy platform, or "passport," technology. This software would permit users to control exactly how private their Web experience will be. Using a browser equipped with this technology, a user could, for example, choose not to visit sites that employ cookies.

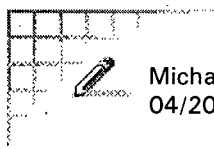
Last week, Microsoft bought Firefly, one of the leading companies specializing in passport technology.

Speed is a key issue for both government and industry in the effort to improve privacy on the Web. Multinational businesses are anxiously counting the days until October, when a new policy from Europe takes effect. The European Directive calls for an end to Web communication to any site beyond the EU that shows "inadequate" privacy protection. The policy could prove crippling to U.S. businesses in Europe that depend on electronic communication to transfer data to home branches in the U.S.

"Companies are more concerned about doing business with Europe than they are about the Web right now," said Cate. "That's what's driving this in a lot of ways."

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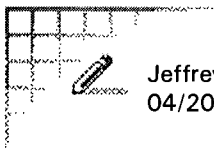


Michael Waldman
04/20/98 08:57:04 AM

Record Type: Record

To: Jeffrey A. Shesol/WHO/EOP, Lowell A. Weiss/WHO/EOP
cc:
Subject: mit speech

----- Forwarded by Michael Waldman/WHO/EOP on 04/20/98 08:58 AM -----



Jeffrey M. Smith
04/20/98 08:24:35 AM

Record Type: Record

To: Michael Waldman/WHO/EOP, Thomas A. Kalil/OPD/EOP, Jim Kohlenberger/OVP @ OVP
cc:
Subject: mit speech

Mike, Tom, Jim -- here are some thoughts -- FYI -- from Neal Lane on the MIT speech...

-- Jeff Smith

----- Forwarded by Jeffrey M. Smith/OSTP/EOP on 04/20/98 08:22 AM -----



Neal Lane <nlane @ nsf.gov>
04/18/98 08:13:32 PM

Record Type: Record

To: Jeffrey M. Smith/OSTP/EOP
cc: Kerri A. Jones/OSTP/EOP, Holly L. Gwin/OSTP/EOP, nlane @ nsf.gov
Subject: mit speech

Jeff:

I spoke with Tom Kalil yesterday. He mentioned the MIT speech. He said the debate was between a single theme, e.g., "universal digital library" and several, e.g. "must sustain the investment in computation and communication technology to assure benefits; must assure citizens receive the broader benefits to enhance their health, quality of life, etc.; must minimize the

downside, e.g. address issues such as privacy, etc". I think I got this roughly right. I believe you have been in the meetings. (one of the big downsides is the possibility of widening the gap between 'haves' and 'havesnot' (see Jamie's suggestion below.)

I think the 'information technology' theme is sufficiently broad to enable delivery of several important messages. If indeed the speech focuses on infotech, it would be important to get a comment in about the interdependence of many areas of science and engineering, e.g. fiber optics communication came out of materials research. etc. -- the point being that you get breakthroughs in important technologies like infotech and biotech by maintaining a strong research program in all important fields of science and engineering. It would also be important to acknowledge MIT's role in boosting the economy by turning out many of the brightest and most innovative scientists/engineers in the world. (recall, the MIT report on MIT's contribution to the GDP.

Best wishes,
Neal

Idea (below) suggested by Jamie Rubin:

"Dr. Lane: Another thought, inspired by today's newspaper. You may have noticed the report that came out in this month's Science mag. about African-American access (or lack thereof) to computers and the internet. This was an angle we worked quite successfully during the battle to implement the Schools and libraries Provision of the Telecom Act. There were some studies we were able to cite identifying racial and socioeconomic gaps in access to advanced telecommunications. Since the statistics on employment in the hard sciences reflect the same gaps, it isn't hard to make a credible argument that the two are related and will only get worse. I think there's a real opportunity for the Vice President to link technological and social goals here. So, a suggestion: invite the authors of the latest study to a public forum on the subject with the Veep, the current Chairman of the FCC (an African American, by the way), and others. I'm guessing Chairman kennard would be receptive."

Title:

search

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Business & Stocks

Posted at 11:08 p.m. PDT Wednesday, April 15, 1998

Web offers details on companies' pollution

transparency

BY PAUL ROGERS

Mercury News Staff Writer

In one of the most far-reaching marriages of computer technology and environmental activism yet, a Web site unveiled Wednesday allows anyone in the United States with Internet access to locate polluting industries in their neighborhood, research the amount of chemicals being released and learn the risk with a few clicks of a mouse.

The new site was assembled by the Oakland offices of the non-profit Environmental Defense Fund at a cost of more than \$1 million and a year of work. With Oracle Corp. of Redwood Shores donating rights to use its software, the site combines more than 150 government and university databases onto a single location.

"The environmental movement has to get more creative with our approaches," said Fred Krupp, executive director of the Environmental Defense Fund, based in New York City. "We're trying to harness the information revolution and empower citizens."

"Sunshine is a powerful disinfectant."

If the first day of the Web site's operation is any indication, there is great interest in the pollution data. During its first five hours online, the site received 300,000 hits -- causing a temporary overload to the server.

Statistics accessible

The new approach, which could lead to increased corporate accountability, demystifies the national statistics that reveal who's polluting and who's not.

Since 1988, the U.S. Environmental Protection Agency has required all companies that emit pollutants into the air, water and solid waste systems to submit annual reports totaling the

[Cheryl Shavers](#)[Contact Us](#)[About this page](#)

amount and type of emissions. That list, which includes 31,000 manufacturing plants and more than 700 chemicals, has been largely overlooked by the general public.

Fairly complex and esoteric, the list, called the Toxic Release Inventory, has been mostly studied by environmental groups, journalists, business interests and government regulators.

The new Web site delivers the information in a more user-friendly package.

For example, users can enter the name of any company in the United States and see whether it has released significant amounts of pollutants. They can call up maps showing where all major toxic polluters are in their towns, counties and states.

They also can access rankings of the largest polluters by any region, and link to peer-reviewed studies spelling out the health risks of chemicals being released, and what type of government rules affect those chemicals.

For major polluters, the user can click on a form letter that sends a free fax to the company's plant manager, informing the firm that the user is aware of the amount of pollution being put out and requesting that those levels be reduced.

"For years, all this information has been sitting in EPA files," Krupp said. "It's very powerful. We hope this will help communities work with plant managers to further reduce emissions."

Big industry, which at first fought the law that created the Toxic Release Inventory program, has dramatically reduced its pollution levels over the past decade. That's in part because of accountability: The public and government officials have been better able to rank the most serious polluters.

"It's clear that things are getting better. We are doing the right things," said Theresa Larson, director of environmental quality for the National Association of Manufacturers.

Down since '88

Nationwide since 1988, for example, total toxic emissions have fallen 61 percent, from 5.6 billion pounds to 2.2 billion pounds.

The numbers are even better in California, where total toxic emissions have dropped 64 percent.

A quick search of the site shows that California ranks 19th among the states for most toxic emissions. Texas, Louisiana and Ohio top the list for most pollution put out. Vermont and Hawaii are at the bottom.

Locally, Santa Clara County ranks eighth of California's 58

counties for total pollution reported under the law. Los Angeles reported the largest amounts. Alameda County was fifth, Santa Cruz County 29th and San Mateo County 32nd, in 1995, the most recent year for which EPA has data.

The new Web site is almost certain to put more pressure on industry to reduce pollution levels further.

Larson said that although most big companies have not studied the new Web site, they might be concerned -- as they have in the past -- that the public could misinterpret the data. Many types of garbage or air emissions pose little or no health risks, she noted, while others can pose serious threats, depending on the type of chemical.

"We don't want people to be needlessly alarmed," she said. "More doesn't necessarily mean more risk. There are high volumes of things with low toxicity."

The Web site was assembled by a team of 12 Environmental Defense Fund staff members, including physicians, computer programmers and toxicologists, under the direction of toxicologist William Pease, formerly with the University of California-Berkeley School of Public Health.

Officials at Oracle gave the group a license -- worth \$40,000 -- to use the high-octane software that helped create the site.

Government officials were withholding judgment Wednesday.

"In general, we support any project that provides accurate environmental information to the public," said Lois Grunwald, a spokeswoman at the EPA regional office in San Francisco.

"But it is premature," she said, "for EPA to comment about this Web site until we've had time to take a close look at it and get a good sense of its scope and accuracy."

The Environmental Defense Fund has 300,000 members, one-fifth of them in California. The group was founded in 1967 by a group of scientists and lawyers in Long Island, N.Y., working to ban DDT.

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001. note	Handwritten. (1 page)	04/1998	P5

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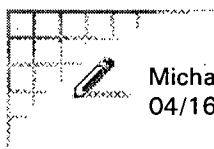
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Michael Waldman
04/16/98 10:48:28 AM

Record Type: Record

To: Lowell A. Weiss/WHO/EOP, Jeffrey A. Shesol/WHO/EOP, Laura K. Capps/WHO/EOP, Arkadi M. Gerney/WHO/EOP

cc:

Subject: fyi re privacy

Getting To Know Your Audience

By Daniel Bennett
© National Journal's Cloakroom
Thursday, April 16, 1998

Cookies are the ultimate sales device. Not the kind of cookies that crumble, but rather the kind that compute. And whether you're a consumer surfing the Web or a politician pushing an issue, it's time to start thinking about what this can mean.

Cookies came about when Netscape created a system for Web sites to deposit information on the client's computer, to be accessed the next time the site is visited. Simply put, this gives a Web browser a memory -- for passwords, your favorite news subjects, the number of chocolate chips you will order -- anything. This and similar technologies have revolutionized the possibilities of advertising, making the Web the ultimate marketing tool.

Forget such recent innovations as Net ratings and data mining. Both depend on averages and are predictors of future behavior. Cookies allow real-time, individual measures of each and every user. Where, when and how often a person peruses web pages can be recorded and analyzed. (For a demonstration, go to the Center for Democracy and Technology.) Pair that with information on who the visitor is and the Web becomes the heaven of advertising -- privacy rules and policies notwithstanding.

Commercial organizations are leading the way in developing and exploiting this brave new world, but politicians and their

consultants will have to learn to operate in it. Simply creating a Web site or buying banner advertising on highly trafficked sites is not enough -- this is learning how to relate one-to-one with a potential audience of millions. Right now, companies like Yahoo! and Amazon Books are pioneering new methods of creating a one-to-one relationship with consumers.

One-On-One For Everyone

Advertising is no longer constrained to general ratings, but to actual real-time behavior. Searching for Web sites related to Florida? You should expect travel ads to pop up on the search engine. Want free e-mail? Hotmail will supply it for you - in exchange for a personal profile so you can be peppered with properly targeted advertising. "Surfing the Web" once meant sifting through disparate sites -- now Web sites can surf you, anticipating your every need and desire. It's as if ABC could monitor your use of the TV remote.

Currently, political campaigns have trouble buying advertising that targets only voters in that state or district. In the not-so-distant future, Web ads will be tailored not only to the right ZIP codes, but focused to reach only individuals who meet certain criteria-and reach them when they are most receptive to a particular message.

For example, a Republican candidate could buy ad space on a tax preparation Web site where the ad itself would vary based on the income level of the individual. Enter a high income while computing your returns, and the ad becomes a tax calculator that shows the savings a proposed tax cut would have. Enter a medium income, and the ad details how much the government spends per capita on the poor and elderly. Enter a low income and a PSA would remind them not to miss voting next Wednesday. All of this without actually gathering private information -- just reacting to it.

This new technology could make even very targeted radio campaigns seem grossly imprecise. Online campaigns could use all the glitz of television, but not be scattershot and impersonal. Combine it with good poll data, and online politics could be as focused and finely tuned to the audience as an old-fashioned town meeting.

Ads Are Only The Beginning

It's not just campaigns, of course. Constituent services, issue polls, support for legislation -- all stand to benefit from smart, focused ads and Web pages that tailor themselves to the audience.

And this is only the beginning. As more and more is done on the Web, from calculating tax returns to calling friends to watching movies, the Web will start to watch us. This all may seem like the telescreen in Orwell's 1984, but it is coming, and it may even make sense. Why sit through a haphazard blizzard of commercials

-- regardless of whether they are for politics or Polident -- when you can see only what you might want or need?

On the other hand, understand that people may rebel and demand anonymity. The trick -- regardless of whether you're a Hill staffer, campaign consultant or plain old private citizen -- is to strike that balance between privacy and personalization, utility and respect for the user.

And while you're working on that, you might also want to wipe away those cookie crumbs on your cheek-no, the other side.

About This Column: Written by Daniel Bennett and James M. Smith -- both of whom are campaign and Capitol Hill veterans -- Capitol Hypertext is a weekly look at the changes being wrought on the Hill by technology. It is intended to highlight innovations, opportunities and missteps on both sides of the aisle.

April 13, 1998

MEMORANDUM TO MICHAEL WALDMAN

FROM: GENE SPERLING
 TOM KALIL

SUBJECT: MIT Speech

I think that there are at least four exciting topics that the President could use in this commencement address that would advance his overall agenda and support many of his policies.

1) Science and Technology in the 21st Century--the President could make the case for his increased investments in biomedical research (NIH) and for investment in science and technology more broadly. Biomedical research has the potential to save lives and money through earlier detection and prevention of diseases, and is a legitimate use of the tobacco revenues. Biomedical research depends on advances in other areas -- (e.g. physics for CAT scans, computers for medical imaging) -- so it is important to make across-the-board investments in science and technology (e.g. National Science Foundation).

2) Protecting Privacy in the Information Age--The President could announce Administration initiatives to protect privacy - including (1) meaningful industry self-regulation; (2) establishing a focal point for privacy issues within the federal government; and (3) initiatives or legislation that are designed to target specific aspects of the privacy problem (e.g. medical records, kids, companies that develop "electronic dossiers" on millions of Americans). The President could also discuss the need to explore the ethical, legal, and social dimensions of the Information Revolution in the same way that we have done as part of the Human Genome Project.

3) Diffusion/Benefits of Technology--The President could discuss the importance of the broad diffusion of technology throughout society. As Alan Greenspan has stated, economic growth and productivity increases come from the widespread adoption and diffusion of technology. Innovation is necessary but not sufficient. The president could also discuss specific benefits and applications of technology that will become possible as it becomes more widely available.

4) Equity-- New developments in technology can either bring society together or divide a society. The President could discuss the need to make Technology a priority by highlighting his Education Technology Initiative. He is committed to not only wiring every classroom and increasing the number of computers -- but ensuring

that teachers can use technology effectively in the classroom. If only the rich have access to technology, it will further the divisions among race and class that already exist in American society. This theme could amplify the President's Race Initiative.

April 13, 1998

MEMORANDUM FOR THE PRESIDENT

FROM:

RE: MIT COMMENCEMENT ADDRESS

I. Summary:

- We think that your June 5th MIT address might be an opportunity to give a major policy address on the Information Revolution and its implications for all Americans.
- This speech would differ from your July 1997 address on the Internet and global electronic commerce because it would focus more on the social dimensions of the Information Revolution -- and concrete steps that government, industry and academia can take to promote the **benefits and applications** of information technology that go beyond buying and selling on the Internet -- and address the problem of "**information haves and have-nots.**" The theme would be "Putting People First in the Information Age."
- The speech would spell out a three-part agenda:
 - Continuing to invest in the long-term research and development that will sustain the Information Revolution.
 - Promoting applications of information technology that benefit real people, and help prevent America from being divided into information "haves" and "have-nots."
 - Take steps to address the potential downsides of the Information Revolution -- such as an erosion of personal privacy, and create an initiative that would explore the ethical, legal, and social implications of the Information Revolution.
- Given the leadership role that the Vice President has played in these issues, we would want to work closely with him before presenting you with a final proposal.

II. Why focus on the Information Revolution?

We believe that focusing on the Information Revolution is appropriate because of (1) the rapid pace of change of the technology; (2) the expanding utilization of information technology by more and more Americans; and (3) its pervasive impact on virtually all aspects of our economic and social life. For example:

- Our ability to store, process, and transmit information is continuing to improve at exponential rates. The semiconductor industry is already developing the technology that will allow them to put billions of transistors on a single integrated circuit. Fiber optics technology will eventually allow us to transmit all of the phone traffic on Mother's Day on a single strand of fiber.
- The Internet, which connected 2,000 computers in 1985, now connects 30 million computers, and is continuing to double in size every year. Forty-two percent of all households now have personal computers.
- Satellite and wireless systems will soon provide users with "anytime, anywhere" communication.

III. What are some of the specific applications of information technology that can improve our quality of life?

Your speech might discuss steps we can take to promote the use of information technology in ways that will improve the quality of life for all Americans. Some examples are:

- **Life-long learning:** A growing number of working Americans would like to upgrade their skills but find it difficult to participate in traditional campus-based instruction. By allowing adults to learn at a time, place and pace that is convenient for them -- distance learning can make it easier for them to upgrade their skills and compete for the jobs that the New Economy is creating.
- **Empowering low income Americans:** Many applications of information technology could empower low income Americans, including:
 - Community Technology Centers that would make it easier for people without access to computers to acquire information technology skills.
 - The President's Educational Technology Initiative is designed to ensure that all schools -- not just wealthy schools -- have access to computers, the Internet, and teachers that can use technology effectively in the classroom.

- High-quality software for adult basic education (English as a Second Language, GED equivalence, adult literacy, remedial math) could help advance our Welfare-to-Work initiative.
 - Public health networks that seek to increase childhood immunization rates in our inner cities by generating automatic reminders to doctors, parents, and school principals.
 - "Neighborhood Early Warning Systems" that give advance warning when communities are headed for trouble (based on vacancies, loan delinquencies, etc.)
- **Curbcuts on the Information Superhighway:** Information technology can make it easier for more than 50 million Americans with disabilities to participate in the workplace and increase their independence -- but only if information technology is designed from the beginning to be usable by all Americans. For example, speech recognition technology can allow people with disabilities who can not use a keyboard to use a computer. By converting "text to speech" -- technology can dramatically increase the information that people who are blind or low vision have access to.
 - **Health care:** Personal health information systems can allow people to make more informed decisions about their health care needs. Telemedicine can improve the quality of care in rural areas by giving patients access to the best specialists in the country.
 - **Crisis management/public safety:** Improvements in supercomputer technology will increase our ability to predict tornadoes and other natural and man-made disasters, and respond to them once they have occurred.
 - **Delivery of government services:** Information technology can make the government more responsive, user-friendly, and transparent. The use of information technology has been a cornerstone of the Vice-President's National Performance Review.

IV. Potential risks of the Information Revolution such as privacy

In recent years, Americans have become increasingly concerned about their privacy. In a recent Louis Harris poll, eight out of ten Americans surveyed agreed that "consumers have lost all control over how personal information about them is circulated and used by companies." Earlier this year, a three-part, front page *Washington Post* series highlighted a number of examples of the growing erosion of personal privacy, including sales by state governments of personal information.

Clearly, new technologies have made it easier to create, manipulate, store, transmit, and link digital personally identifiable information. People may disclose personal information about themselves as they travel, fill a prescription at the drug store, visit a Web site, call a 1-800 number, send an e-mail, use a credit card, or purchase groceries using a discount card. Information about these individual transactions may be bought and sold - and companies are now assembling giant "data warehouses" that contain electronic dossiers on the needs, lifestyles, and spending habits of millions of Americans.

These concerns are not just hypothetical. Beverly Dennis, a woman in Massillon, Ohio, received a 12-page letter containing an intimately threatening sexual fantasy from a stranger who knew her birthday, the names of her favorite magazines, the fact that she was divorced, and the kind of soap she used in the shower. The letter was written by a convicted rapist serving time in a Texas state prison, who had been entering information for Metromail, a direct marketing firm with detailed databases on more than 90 percent of American households. Dennis' suit disclosed that Metromail had 900 pieces of information on her going back to 1987, including not only her income, marital status, hobbies, ailments, but whether she had dentures, the brands of antacid tablets she had taken, and how often she had used room deodorizers, sleeping aids, and hemorrhoid remedies.

The NEC and DPC are reviewing options to strengthen privacy protection, including: (1) meaningful industry self-regulation; (2) establishing a focal point for privacy issues within the federal government; and (3) initiatives or legislation that are designed to target specific aspects of the privacy problem (e.g. medical records, kids, companies that develop "electronic dossiers" on millions of Americans).

It may also make sense to establish an initiative that looks at the broader ethical, legal, and social implications of the Information Revolution. Currently, there is no equivalent in the information technology area of the ELSI (Ethical, Legal and Social Implications) Research Program of the National Human Genome Research Institute. ELSI supports basic and applied research that identifies and analyzes ethical, legal and social issues surrounding human genetics research, such as: discrimination in insurance and employment based on genetic information; when and how new genetic tests should be integrated into health care services; and informed consent in genetics research.

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002. note	Handwritten. Commencement. (8 pages)	04/1998	P5

COLLECTION:

Clinton Presidential Records
Speechwriting
Jeff Shesol
OA/Box Number: 18672

FOLDER TITLE:

Commencement 6/5/98 [MIT, Cambridge, MA]

2006-0467-F

vz1276

RESTRICTION CODES

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as text,
not attachment

602807

NEC

mawaldiman@aol.com
shesol@aol.com

NEC Meeting 4/23

mw:

4 major challenges of Info Age

- equality
- privacy
- democracy / citizenship
- competition

Making new tech work for old values

GS: something compelling, provocative
smaller elements that may give sp weight (Kelid memo)

Themes:

1) tech diffusion

things happening in econ unexplainable by old models
but tech diff. happened in funny ways

- give every machine its own little motor / ie, ~~not~~ no longer one central

2) computer diffusion

how you org. knowledge - TJ cd read all there was to read
but by end 19thc. books just piled up in stacks

→ had to invent Dewey

(see Rudenine sp. on whole new approach to

3) opportunity

Duchet - greatest opp to ↑ equality is when you have disruption
ie, auto mechanic has to start from scratch to learn computers
opp to fall behind but also opp to leap fwd

were pushing 1) + 2) + ~~were~~ since 1993 we've been preparing people
for new econ, new challenges - fits w/ agenda

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10:30 Reagan - NATO "victory lap"
sign NATO ?



Radio address

Statistics

or **IRS**

Jordan shipped town +
left me w/ this
radio address

Child letter or
parent letter