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002. paper	Personal (Partial) (1 page)	n.d.	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
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FOLDER TITLE:

Literacy File: Check Into Literacy

2013-0371-S

ms652

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
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]

C. Closed in accordance with restrictions contained in donor's deed of gift.

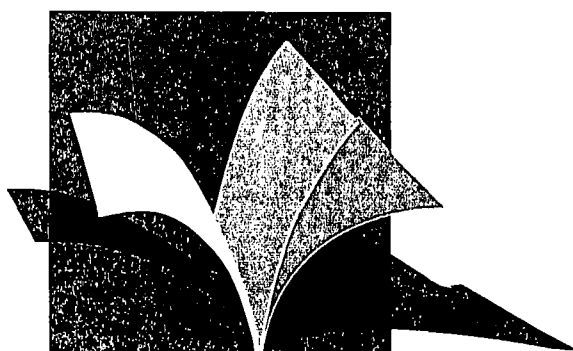
PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
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]

Check into Literacy!



GTE Reads

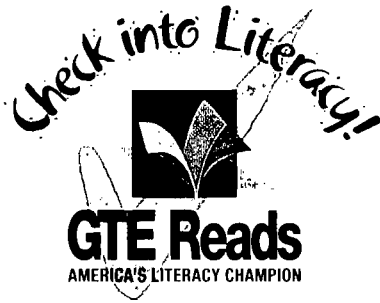
AMERICA'S LITERACY CHAMPION

CLINTON LIBRARY PHOTOCOPY

Check into
Literacy!



GTE Reads
AMERICA'S LITERACY CHAMPION



GTE AND ITS SUPPORT OF LITERACY

Overview

GTE has long believed that the ability to read, write, and communicate is the foundation for success in life. It is the key to individual freedom and, as such, is critical to America's democracy and free enterprise system.

For the 40 million Americans with very low literacy skills it is a struggle to read to their children. They cannot understand instructions on an appliance warranty or find an intersection on a street map. Equally disturbing are the facts that 43 percent of those with the lowest literacy skills live in poverty and nearly one-third of prison inmates have very low literacy skills.

That is why GTE has been singularly committed to boosting literacy levels in America for the better part of a decade. The company supports adult, child, and family literacy programs nationwide through a number of initiatives. (Read about our activities online at www.gtereads.org.)

GTE's championing of the literacy cause, however, exceeds the traditional bounds of corporate philanthropy. In order to boost awareness and funding for literacy organizations across the country, GTE has marshaled a compelling lineup of resources. The lineup includes corporate partners, several noted celebrities, the leading literacy organizations in the country, and 90,000 GTE employees nationwide.

And in what is perhaps an unprecedented move, the company has established a means of reaching out to its 16 million telephone customers nationwide and enlisting their help in the effort.

All of GTE's literacy initiatives are listed below:

GTE's Customer Literacy Donation Program: "Check Into Literacy!"

The centerpiece of GTE's literacy efforts is a bill donation system that is perhaps the first of its kind. Beginning around November 1, each of GTE's 16 million telephone customers across the country will be eligible to donate \$1 per month to literacy programs in their region via a simple check-off box on their telephone bills. The money will go to a newly formed public charity, GTE Reads, which will distribute the funds to existing national, state, and community-based literacy organizations.

GTE's Literacy Support in Its Communities

GTE is an active participant in the fight against illiteracy, through financial contributions as well as through meaningful programs. GTE works with various national and community organizations to develop programs that will better promote the literacy cause and connect literacy providers to students in need.

- ***GTE Family Literacy Program.*** GTE and Literacy Volunteers of America (LVA) have partnered to establish the GTE Family Literacy Program, a center providing technology-assisted learning applications to local LVA affiliates, libraries, homeless shelters, and educational institutions. GTE also is working with LVA to establish computer learning centers across the country. In 1998, LVA, along with the National Institute for Literacy (NIFL), the National Alliance of Urban Literacy Coalitions (NAULC), and the Houston READ Commission, honored GTE Chairman and CEO Chuck Lee with the Literacy Leadership Award for his commitment and leadership in the literacy effort. To learn more about LVA, please visit www.literacyvolunteers.org.
- ***National Institute for Literacy.*** GTE works closely with the National Institute for Literacy (NIFL) on all its literacy initiatives. GTE Chairman and CEO Chuck Lee currently serves as the national spokesperson for NIFL and is featured in public service announcements for the organization. GTE has also provided support to NIFL's four hub sites, which support numerous communities in their regions of the country. To learn more about projects being developed at the four NIFL hub sites, please visit the organization online at www.nifl.gov.
- ***DallasReads.*** GTE is working with DallasReads to develop a Web-based program that links literacy providers in the Dallas/Fort Worth Metroplex through the Internet. The program will help establish standards and guidelines for hundreds of literacy providers in the Dallas/Fort Worth Metroplex. GTE is working to provide Internet connectivity to every literacy provider in the area. To learn more, visit www.DallasReads.dallas.tx.us.
- ***Tampa Bay Reads.*** GTE is currently helping to develop Tampa Bay Reads, a literacy organization whose goals are to increase community awareness of literacy, enhance literacy opportunities for students and educators, provide opportunities for community members to support literacy, and serve as a catalyst to encourage collaboration among literacy providers. Proceeds from the senior Professional Golfers' Association tournament, the GTE Classic, will go to support Tampa Bay Reads' efforts to work with literacy providers in the area.
- ***Read to Me L.A.*** GTE is the major sponsor of Read to Me L.A., a project of the Los Angeles Public Library designed to rebuild literacy skills in small children by training parents in techniques of reading aloud. The vision is to have Read to Me L.A. in all branches of the Los Angeles Public Library System.
- ***"Season's Readings."*** The GTE Communications Corporation, headquartered in Irving, Texas, has established "Season's Readings," a program during the Christmas holiday season where employees collect and donate children's books to local Boys and Girls Clubs. The books are given as gifts for children who may never have owned a book. In 1998, GTECC employees donated more than 7,500 books and volunteered over 17,000 minutes

of reading to children and adults at organizations such as local children's hospitals and senior citizens' homes.

- **League of United Latin American Citizens (LULAC).** GTE has provided a major grant to LULAC for its Young Readers Program. The program is designed to complement the instruction students already receive in school by providing additional incentives for young readers. The incentives include field trips and other activities that help to build on children's imagination and enthusiasm about reading.
- **Texas Woman's University.** GTE is providing support to Texas Woman's University for its Reading Recovery Program, which addresses the high percentage of students in Central Texas who cannot read or write at appropriate grade levels. GTE funds literacy facilitators to train primary grade teachers in a unique reading process that has proven very successful. Addressing literacy at this early level is the key to a solid educational foundation and the first step toward a qualified work force for the future.
- **University of Texas Center for Academic and Reading Skills.** GTE funded a certification program with the Center for Academic and Reading Skills (CARS) for training for Early Reading Assessment Instruction. Specifically, CARS provides a master teacher who serves as a statewide trainer and presents in-depth workshops, followed by a certification process that will ensure quality diagnostic assessment and intervention at an early age in a child's development.

GTE Literacy Champions

GTE works with local celebrities in communities to connect literacy to a familiar face, bring attention to this critical issue, and raise awareness and funding for literacy. GTE Literacy Champions include:

- **Wally Amos, Famous Amos Cookies.** Wally Amos of Famous Amos Cookies serves as the GTE Literacy Champion in Hawaii. Since 1979, Wally has been national spokesman for Literacy Volunteers of America. He is also a board member of the National Center for Family Literacy in Communities and Schools.
- **Kobe Bryant, L.A. Lakers.** L.A. Laker Kobe Bryant is working with GTE to heighten literacy awareness in the greater Los Angeles area. GTE is contributing \$100 for every point Bryant scores during the season, up to \$10,000, and four \$1,000 scholarships to establish the Kobe Bryant Scholarship earmarked for high school seniors in Southern California.
- **Juan Gonzalez, Texas Rangers.** Texas Ranger Juan Gonzalez was GTE's first Literacy Champion. Along with Texas Governor George W. Bush, Texas First Lady Laura Bush, and GTE President Kent Foster, GTE announced that it would donate \$100 for every run Gonzalez batted in, up to \$10,000. GTE sponsored a Literacy Night at the Ballpark in Arlington.
- **Jamie Swanner, St. Louis Ambush.** St. Louis Ambush goalie Jamie Swanner visited local elementary schools as part of the GTE Literacy Champion program, with a challenge for students to read as many books as possible. The winner from each school participated in an on-field program before an Ambush soccer game.

- **Dan Wilson, Seattle Mariners.** Seattle Mariners catcher Dan Wilson is teaming up with First Place, a Seattle school for homeless children in transition, on the GTE Literacy Champions program. GTE is contributing \$100 to First Place for every hit or run batted in by Wilson, up to \$20,000.
- **Jorge Diaz, Karl Williams, and Brad Culpepper, Tampa Bay Buccaneers.** Tampa Bay Buccaneers Jorge Diaz, Karl Williams, and Brad Culpepper teamed up as GTE Literacy Champions to promote literacy in the Tampa Bay area during the GTE Classic, a senior Professional Golfers' Association tournament. Proceeds from the GTE Classic will go to support Tampa Bay Reads' efforts to work with literacy providers in the area.
- **Quinton McCracken, Tampa Bay Devil Rays.** Quinton McCracken, of the Tampa Bay Devil Rays, serves as one of GTE's Literacy Champions in the Florida area. On Opening Day of the 1999 baseball season, a baseball was handed from person to person from the Devil Rays training camp to the new Tropicana stadium, traveling a line that stretched 2.5 miles. At the stadium, an adult learner threw out the first pitch to begin the game. The first 20,000 visitors received McCracken Literacy Champion posters designed to help bring awareness to this important cause.

GTE's Literacy Partners

- Lucent Technologies and Motorola Corp. have joined GTE as national contributors to GTE Reads and its Literacy Champions programs.
- GTE has developed relationships with the following national literacy organizations: National Institute for Literacy, Reading Is Fundamental, National Center for Family Literacy, American Library Association, Literacy Volunteers of America.

GTE Marketing & Literacy

- The "GTE Reads: America's Literacy Champion" slogan has been adopted for use in all customer advertising.
- Each of the hundreds of GTE Phone Marts across the country will soon house a literacy kiosk containing information about GTE Reads, how people can get involved, and how they can contribute.
- The literacy program maintains promotional ties with Mattel Toys and Scholastic Books.

For additional information contact:

Bill Kula, GTE Corporation

972-507-6924 (phone)

800-483-4726 (pager)

william.kula@hq.gte.com

Check into Literacy!



GTE Reads

Check the box on the front of the payment remittance slip to become a Literacy Champion—donating \$1 a month to benefit literacy through the _____ program.

On subsequent phone bills, "Literacy Donation: \$1" will be itemized and added to the total monthly phone bill.

To donate more than \$1, call the toll-free number printed on the phone bill. The same phone number can be used to withdraw from the program.

Contributions will be distributed by GTE Reads, an independent public charity, to existing national and community-based literacy programs. Wherever possible, funds will be allocated proportionately to the regions that made the donations.

Contributions are tax-deductible to the extent permissible by law.

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0646496824

TELEPHONE NUMBER	813 123-4567	990729
ACCOUNT NUMBER	123456789	123456789
STATEMENT ENDING	Sep 4, 1999	

How to Reach Us

ACCOUNT SUMMARY

SAMPLE BILL

GTE billing
questions
1 800 483-3000

Previous charges

Amount of last bill	\$ 36.69
Payment received on Aug 25.	CR 36.69
Balance	\$.00

To avoid a 1.5% late payment charge, payment must be received before October 05, 1999.

Current charges

GTE regulated services	\$ 29.77
Other regulated charges	16.90
Total current charges	\$ 46.67

To order GTE
services call
1 800 483-4000

GTE repair
call
Customer Care
1 800 483-1000

Centro Hispano
de GTE
1 800 PIDA GTE
1 800 743-2483

CLINTON LIBRARY PHOTOCOPY

Keep ▲
Send ▼

Please see reverse side for additional information.

Detach and return this section with your check payable to GTE.

TELEPHONE NUMBER	813 123-4567
ACCOUNT NUMBER	123456789123456789

210*113KDA
00000511F0000000307
15-FL 1212
313111111 19940729

Yes !

*I want to be a
Literacy Champion.*

Sign me up for a \$1
monthly donation to
GTE Reads.

SAMPLE BILL

12345 6TH ST N APT B
TAMPA FL 33617-1234

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GTE Florida
P.O. Box 31122
Tampa, FL
33631-3122

15 1212 0646496824 06N000000000000 00000004667 03

Check the box on the front of the payment remittance slip to become a Literacy Champion.



LITERACY FACTS

The Problem

According to the National Adult Literacy Survey (NALS), 85 million adults in the United States – almost 35 percent of the population – have very low or low literacy skills. Reading and writing at these levels make it difficult to earn a living wage and turn everyday tasks into extraordinarily challenges.

- For the 40 million adults in the United States with very low literacy skills – those designated by NALS as Level One – it is a struggle to read to their children or help them with schoolwork.
- The reading level of these adults is severely limiting. They cannot understand the instructions on an appliance warranty, find an intersection on a street map, or locate two pieces of information in a sports article.
- Another 45 million adults have only low literacy skills (NALS Level Two). While these individuals have a basic ability to read, many everyday tasks are beyond their skill levels. They cannot, for example, write a short letter explaining a mistake on a credit card bill or use a calculator to figure out the difference between regular and sale prices described in an ad.

The Implications

- Forty-three percent of people with the lowest literacy skills live in poverty. Over 75 percent of current welfare recipients have very low or low reading skills.
- Only 30 percent of adults with very low literacy skills have full-time jobs. Some have part-time jobs, but over half of these adults no longer look for work.
- Nearly one-third of prison inmates have very low literacy skills. Close to 40 percent more read only at a low level.

Literacy Programs Make a Difference

- Helping adults with low literacy improve their reading skills has a direct and measurable impact on their children. According to the U.S. Department of Education, children whose families participate in the federally funded Even Start family literacy program made significant gains on tests of school readiness skills and language development.
- Several studies show that education programs reduce the likelihood that prison inmates return to jail after their release. A Federal Bureau of Prison report found that completing an education course every six months reduced inmates' recidivism by almost 10 percent.



GTE LITERACY PARTNERS

American Library Association (ALA)

ALA is the voice of America's libraries and the millions of people who depend on them. Its 58,000 members are primarily librarians, but also trustees, publishers and others who support the work of the association. Literacy has been a focus of ALA throughout its 120-year history. Activities include promotion of reading, literacy education for librarians and development of model programs. The association has well established channels for mobilizing library supporters and has been instrumental in encouraging federal funding for literacy efforts. The association also works with national leaders to support literacy programs.

For more information: www.ala.org

Everybody Wins!

Everybody Wins! is a privately funded, non-profit organization devoted to promoting children's literacy and love of learning through shared reading experiences with caring adults. These experiences enhance children's self esteem and expand their possibilities for success in school and in life and enable adult volunteers and communities to experience the rewards of enriching young lives. The U.S. Senate launched the program at Robert Brent Elementary School in Washington, DC on March 7, 1995. This year Everybody Wins! is in 20 public elementary schools impacting over 2,800 children in at-risk communities in the Washington Metropolitan area.

For more information: 202-624-3957

Laubach Literacy

Laubach Literacy is the world's largest and oldest literacy organization, having been founded in 1955 by the renowned literacy pioneer, Dr. Frank C. Laubach. In the United States, Laubach Literacy provides funding, training, technical assistance, and educational materials to thousands of literacy programs, schools, prisons, and other institutions and agencies. Laubach's U.S. program division, Laubach Literacy Action, represents the nation's largest network of community based service providers with 1,083 affiliates in 50 states, and a network of 150,000 new readers, 90,000 volunteer tutors, and 2,500 certified tutor-trainers. Laubach's U.S. publishing division, New Readers Press, publishes and distributes more than 700 titles of books, training materials, videos and an easy-to-read newspaper to 34,000 literacy and adult basic education service providers in the U.S.

For more information: www.laubach.org

Literacy Volunteers of America, Inc. (LVA)

Literacy Volunteers of America, Inc. is a national network of more than 360 local literacy programs in 40 states and the District of Columbia that assists adults and their families in acquiring literacy skills through professionally trained and managed volunteer tutors. Since its inception in 1962, LVA estimates that it has assisted more than one half million adults in the United States. For more than a decade, LVA and GTE have enjoyed a collaborative partnership that has brought instructional technology to many thousands of adult learners and their children across the country. Forty-six LVA/GTE Family Learning Centers reach more than 1,500 families annually and more than 4,000 parents and children receive computer literacy, reading, writing, English proficiency, and mathematical instruction, and school readiness instruction at the Centers.

For more information: www.literacyvolunteers.org

National Alliance of Urban Literacy Coalitions (NAULC)

NAULC addresses literacy needs in more than 30 major metropolitan areas. Formed in 1995, NAULC represents thousands of literacy service providers in workplace, family and community-based settings and encourages system-wide cooperation.

For more information: www.naulc.org

National Center for Family Literacy (NCFL)

NCFL is the nation's leader in family literacy and is known worldwide for creating the family literacy model that encourages parents and children to learn together. Family literacy programs using NCFL's model of four interactive components – parent and child together time, childhood education, adult literacy education and parent-to-parent support groups – help children and their parents develop critical educational and social skills that instill confidence and ensure success in the future. NCFL is also recognized for its extensive research, advocacy, training and technical assistance, and for raising public awareness of issues related to family literacy.

For more information: www.famlit.org

National Coalition for Literacy (NCL)

The National Coalition for Literacy was established in 1981. Thirty-one organizations serve as sustaining members, and an additional thirteen organizations serve as affiliate members. The Coalition initiates, promotes, and advocates for national literacy improvement by:

- serving as an authoritative commentator on emerging literacy issues;
- sustaining and expanding public awareness and understanding of literacy and its relation to other social issues;
- fostering collaboration at national, state, and local levels among public and private institutes;
- providing a communication and coordinating forum for member organizations;
- encouraging applied research and effective dissemination;

- serving as an information and communications source for public and external organizations; and
- serving as the leadership voice for the literacy movement.

For more information: www.nifl.gov/Coalition/nclhome.htm

National Institute for Literacy (NIFL)

NIFL was created as a part of the 1991 Literacy Act by a bipartisan congressional coalition to be the hub of national literacy efforts. By serving as a resource for the literacy community, the Institute assists in addressing urgent national priorities – upgrading the workforce, reducing welfare dependency, raising the standard of living, and creating safer communities.

NIFL is administered by an interagency group – a unique collaboration between the Secretaries of Education, Labor, and Health and Human Services. A nonpartisan 10-member advisory board, appointed by the President and confirmed by the Senate, includes prominent individuals from a wide range of groups with a stake in literacy – academic and nonprofit institutions, business and industry, and private foundations. Over 75 percent of the Institute's \$5 million budget funds innovative national, state, and local activities that improve the quality of literacy programs, from the workplace to libraries to community organizations.

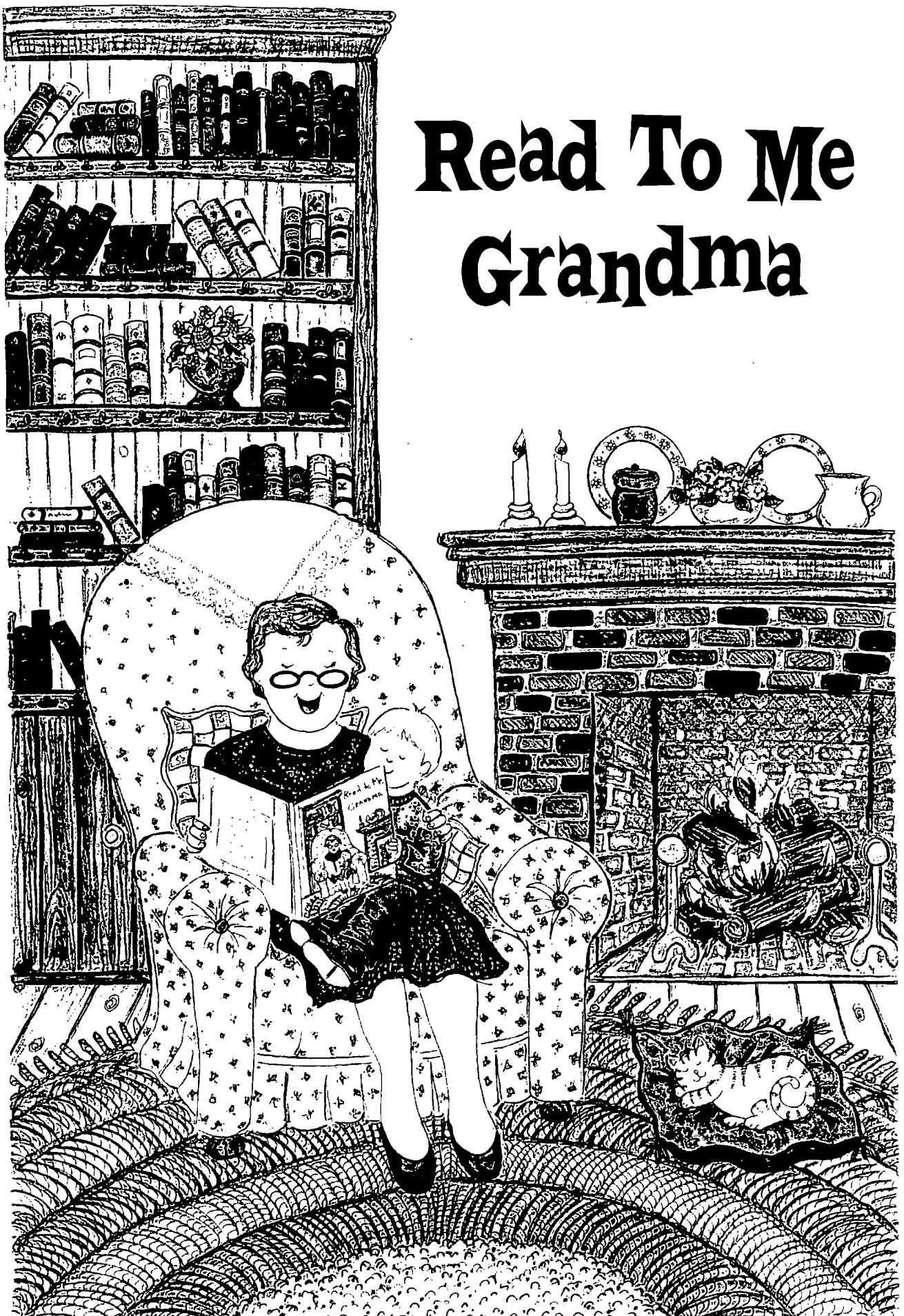
For more information: www.nifl.gov

Reading is Fundamental (RIF)

RIF develops and delivers children's and family literacy programs that help prepare young children for reading and motivate school-age children to read. Through a national network of teachers, parents, and community volunteers, RIF programs provide books and other essential resources to children, at no cost to them or their families. RIF focuses highest priority on the nation's neediest children, from birth to age 11.

For more information: www.rif.org

Read To Me Grandma



AUTHOR INFORMATION

PETER W. and CHERYL SHAW BARNES are the founders and owners of VSP Books, an Alexandria, Va., children's book publisher. It publishes educational books for children about special and historic places. Their work has been recognized by *U.S. News and World Report*, C-SPAN, National Public Radio, *Child* magazine and other news and educational organizations.

CHERYL is a self-taught artist who was born and raised in Alexandria. She graduated from Randolph-Macon Women's College with a bachelor's degree in political science. After working in the Washington, D.C., area, she moved to Los Angeles, where she co-founded an architecture firm. There she developed the love and appreciation for architecture reflected in her books. She and her family returned to Virginia in 1990. She has illustrated and co-authored five children's books: *Woodrow, the White House Mouse*; *House Mouse*; *Senate Mouse*; *Marshall, the Courthouse Mouse*; *Alexander, the Old Town Mouse*, and her newest book, *Woodrow For President*, which teaches children about voting, campaigns, elections, volunteerism and civic participation. She also has co-authored five other VSP titles. She is an honorary member of Delta Kappa Gamma, a teachers sorority, and is a member of the board of Northern Virginia Reading Is Fundamental.

PETER is a Washington-based broadcaster and journalist. Most recently, he was a Washington anchor/reporter for CNBC, the business and financial news channel owned by NBC. In 1997, he won an Ace Award, the cable television industry's highest honor, for a documentary on the crisis in America's retirement system. He was born in Rochester, N.Y., and raised in Philadelphia, Pa. He graduated from Penn State University with a bachelor's degree in political science and earned a masters degree in finance from the University of Pennsylvania's Wharton School. Peter has also worked for several other news organizations, including the Wall Street Journal. He has co-authored 10 VSP books with Cheryl.

The Barneses have two children and live in Alexandria.

ABOUT THE COMPANY

The Barneses started VSP Books in 1993, a year after a frantic tourist ran past Peter in a bookstore on Nantucket Island, Ma., demanding a children's book about Nantucket from the store's owner. (Peter's parents live in Nantucket and the Barneses visit there frequently.) The storeowner told the tourist that, unfortunately, there were no children's books about beautiful Nantucket. The Barneses decided the tourist's misfortune might be their opportunity, and by fall 1993, VSP's first book, *Nat, Nat, the Nantucket Cat*, was on store shelves. Since then, the Barneses have also published many other titles, including *Alexander, the Old Town Mouse* (1994); *Martha's Vineyard* (1995); *Woodrow, the White House Mouse* (1995); *House Mouse*, *Senate Mouse* (1996), *Cornelius Vandermouse, the Pride of Newport* (1997); *Marshall, the Courthouse Mouse* (1998), and *Woodrow For President* (1999). To date, their books have sold more than 125,000 copies.

Morton Bahr
President
Communications Workers of America

Morton Bahr became CWA's third president with his election on July 16, 1985.

Since then he has guided the 630,000-member union through its most challenging era since its founding in 1938 and has made CWA the leading voice for professional, technical and information-age workers. Prior to accepting the top post, Bahr served for 16 years as CWA vice president and head of District 1, the union's largest district covering New York, New Jersey and New England.

One of the most influential figures in American labor, Bahr serves as a vice president of the AFL-CIO. He was a member of the Labor Advisory Committee on Trade Negotiations and also served on the Labor Advisory Committee to the National Administrative Office, which oversees the NAFTA labor side agreement.

He heads the AFL-CIO's Department for Professional Employees and also serves as co-chairman of the Collective Bargaining Forum, a group of business and union leaders committed to improving the collective bargaining process.

Bahr is active in international labor circles and serves as vice president of the world executive committee of the Communications International, representing 4.5 million telecommunications, information and postal workers in 115 countries.

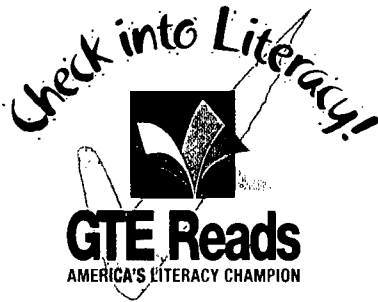
He is a key leader in the area of communications policy, having served on the U.S. Advisory Council on National Information Infrastructure, and is now a member of the FCC's Network Reliability Council for telecommunications.

Bahr's longstanding involvement in community service and political action has included past service as vice chair of the United Way Board of Governors; board member of the Families and Work Institute; and board member of the Points of Light Foundation.

He is chair of the Commission for a Nation of Lifelong Learners, the Department of Professional Employees, AFL-CIO, and the Jewish Labor Committee. He is a presidential appointee to the President's 21st Century Workforce Commission, and also serves on the board of the Cornell University/Foundation House Experiments in Distance Learning, and is a member of the Democratic National Committee.

Bahr's deep interest in lifelong learning partly stems from his own experience. His education had been interrupted by World War II, and later, as a CWA vice president, he resumed studies at night and finally completed his B.S. at Empire State College in New York City in 1983.

A native New Yorker, Bahr and his wife, Florence, now live in Washington, D.C.



**For Immediate Release
October 27, 1999**

**Contacts: Jackie Nedell, 202-434-8330
Bill Kula, 972-507-6924**

**GTE BOOSTS LITERACY EFFORT WITH NEW FUNDRAISING CHARITY,
CUSTOMER BILL CHECK-OFF PROGRAM**

***"Check Into Literacy!" program has potential to generate
millions of dollars annually to promote U.S. literacy***

WASHINGTON – GTE today opened a new chapter in its long-standing commitment to literacy by announcing the creation of a new public charity and the launch of an aggressive new nationwide fundraising program.

The nationwide fundraising effort – called "Check Into Literacy!" – will enable all GTE customers to donate \$1 per month to support literacy by checking a box on the payment remittance slips in their monthly GTE bills. Once customers have checked the box, GTE will include the \$1 donation on each monthly bill as a line item. The program starts November 1 for most of GTE's 16 million local telephone customers across the country. GTE's wireless and long distance customers will have the check-off donation option available to them early in 2000.

Additionally, starting December 1, anyone with Internet access can click on to GTE Directories' SuperPages.com website and make a donation to support literacy via the World Wide Web.

All funds collected through "Check Into Literacy!" and GTE SuperPages.com will go to GTE Reads, a newly established public charity. Those funds will, in turn, be distributed back to the local communities in which they were collected via programs of qualified local and national literacy organizations.

"GTE has been a strong supporter of literacy in the United States for almost a decade," said GTE Chairman Charles R. Lee. "It is a national focus for us. Today we are sealing our commitment to this effort by announcing the creation of GTE Reads and the launch of our national fundraising effort, 'Check Into Literacy!'."

"GTE has long believed that the ability to read, write, and communicate is the foundation for success in life. Our communities are only as strong as that foundation. That is why

we are singularly committed to making literacy programs more available across America," said Lee.

Joining GTE today in announcing the program were U.S. Department of Education Assistant Secretary G. Mario Moreno, Congressman Bill Goodling (R-Pa.), Communications Workers of America President Morton Bahr, and Andrew Hartman, director of the National Institute for Literacy.

Also attending today's announcement was Ms. Chris Calcinari, a resident of California whose efforts to improve her own reading skills have inspired a new children's book, "Read to Me, Grandma," commissioned by GTE and written and illustrated by Peter and Cheryl Barnes.

"The potential for this program is enormous," Lee said. "Millions of our telephone customers will receive bills with the check-off option beginning next week. And each one of those subscribers has a chance to become a champion for literacy. We expect to raise about \$13 million for U.S. literacy programs in the first full year of the program."

GTE is one of the first national companies, and perhaps the first telecommunications company, to support a charitable cause through its billing system and online service. Along with its customers, GTE will contribute \$1 million to this cause in addition to its yearly contributions to literacy.

"I thank GTE and its employees for their strong support promoting literacy across our country," said U.S. Secretary of Education Richard W. Riley. "In order to get children and adults the critical assistance they need to learn to read, it is so important that all parts of communities, including companies, take a leading role. And companies themselves benefit when their future workforce is well-prepared. Indeed, GTE's support of literacy makes them a model of public-private partnership that I challenge other companies to follow."

As part of its long-term partnership with GTE, the Communications Workers of America is planning to work with the company in developing its own Literacy Champions program. "GTE Reads and 'Check Into Literacy!' are great examples of how corporations can use their resources to put something back into our communities," said CWA President Morton Bahr. "This effort is also a credit to the thousands of GTE workers who have contributed their own time and effort to support literacy programs over the years."

The launch of "Check Into Literacy!" continues GTE's long-term commitment to literacy. GTE has relationships with literacy groups including National Institute for Literacy, Reading Is Fundamental, the National Center for Family Literacy, the American Library Association, and the Literacy Volunteers of America. Lucent Technologies and Motorola Corp. are national co-contributors to the GTE Literacy Champions program. Over the last 10 years, GTE has donated both time and funding to a range of national and local literacy groups. In 1998 alone, GTE spent \$2.5 million on literacy grants.

#



FREQUENTLY ASKED QUESTIONS

Why has GTE chosen to support literacy?

GTE sees compelling reasons for an all-out, national campaign to promote literacy in the United States. In a fast-changing world, improved reading and communications skills reinforce the foundation of American business and strengthen the economic health and educational opportunity of our entire nation.

In that context, it simply is good business for a company like GTE – a business that depends on a skilled and literate work force to meet ever increasing technical demands – to do everything it can to promote literacy. GTE's literacy programs are good for the company's work force, good for its communities, and good for its customers.

What kind of literacy work has GTE done in the past?

For nearly a decade, GTE's championing of literacy has exceeded the traditional bounds of corporate philanthropy. In order to boost awareness and funding for literacy organizations across the country, GTE has marshaled a compelling lineup of resources. In addition to its own marketing and philanthropic arms, GTE's lineup includes corporate partners, several noted celebrities, leading literacy organizations in the country, and 90,000 GTE employees nationwide.

Working under the banner of *GTE Reads*, these combined resources have been mobilized to promote improved literacy skills across all sectors of the United States, supporting a diverse range of adult, child, and family literacy programs. Within these programs, GTE has a special interest in improving technological and computer literacy and strengthening the skills of America's work force.

What is the Customer Literacy Donation Program?

In a unique initiative, GTE has established a means of reaching out to its 16 million telephone customers nationwide to enlist their support for literacy programs. Under this new Customer Literacy Donation Program – dubbed "Check Into Literacy!" – telephone customers will have the opportunity to donate \$1 a month to literacy projects via a check-off box on their monthly payment remittance slips. This new program could potentially raise millions of dollars that will be distributed to national and local literacy organizations. GTE will be one of the first national companies to support a charitable cause through its billing system.

How does the bill check-off program work?

A check-off box marked "Yes! I want to be a Literacy Champion" began appearing on some GTE phone bills around the end of October. If the customer checks it, on subsequent phone bills, "Literacy donation: \$1" will be itemized and added into the total monthly bill. This system establishes GTE as perhaps the first national telecommunications company to support a charitable cause through its billing system. Customers wishing to donate more than the \$1 a month can do so by calling a toll-free number that will be printed on the bill. The same phone number can be used to withdraw from the program.

How will GTE distribute the funds raised through this program?

GTE is establishing an independent public charity, GTE Reads, which will distribute the money to both national and local literacy organizations. Funds from GTE Reads will be allocated proportionately to the regions that donated it. For example, if Tampa customers donate \$50,000, roughly the same amount will be allocated to Tampa, both through national organizations and through Tampa-area literacy organizations. In this way, GTE customers and employees will know that their efforts will help their own communities.

How much money does GTE expect to raise through the customer program?

GTE expects to raise close to \$13 million through customer donations in the United States by the end of 2000. Along with its customers, GTE will contribute \$1 million to this cause in addition to its yearly contributions to literacy. Additional funding for GTE Reads programs will be generated from corporate partners, including Motorola and Lucent, promotional products, and employee donations.

How does the work of GTE Reads differ from that performed by other literacy organizations, such as Reading is Fundamental (RIF) and the National Institute for Literacy (NIFL)?

GTE aims to contribute to – not compete with – the great work of these and other literacy organizations. They are the literacy experts. By supporting organizations such as the National Center for Family Literacy and the National Institute for Literacy, GTE hopes to raise awareness and funds for groups that have an established and deserved reputation of excellence in leading America's campaign to improve literacy skills.

For additional information contact:

Bill Kula, GTE Corporation
972-507-6924 (phone)
800-483-4726 (pager)
william.kula@hq.gte.com



GTE READS FACTS

Current Status

- GTE Reads has been incorporated and is awaiting IRS approval of 501(c)(3) public charity status.
- Funds will be deposited in an account with Fidelity Investments Charitable Gift Fund until the 501(c)3 approval is received from the IRS.

Purpose

- Increase community awareness of literacy needs
- Create opportunities for millions of citizens to support literacy
- Increase the dollars available to support literacy programs
- Serve as a catalyst for collaboration among literacy program providers

Targeted Programs

- Literacy Champions Programs
- Local Reads organizations
- National and local literacy programs and organizations throughout the United States

Funding Sources

- Customer Literacy Donation Program
- National Contributors, such as Motorola and Lucent
- Promotional Products, such as Mattel Toys, Scholastic Books
- Employee Donation Program
- Literacy Champions Programs
- Corporate Matching Funds

Contributions Process

GTE Reads will operate as a public charity providing grants to national and local organizations with meaningful literacy programs.

- To be eligible, organizations must submit a grant application.
- Grants will be reviewed by GTE Reads staff and sent to the Board for approval.
- GTE Reads will provide grants in all areas of literacy including, but not limited to, the following: K-12 Literacy, Adult Literacy, Family Literacy, Computer Literacy.
- GTE Reads will work closely with the following national organizations to develop meaningful literacy grants that will impact local literacy organizations: *National Institute for Literacy, National Center for Family Literacy, Reading Is Fundamental, American Library Association, and National Alliance of Urban Literacy Coalitions.*
- Dollars generated by the Literacy Donation Program will be distributed proportionately back to the states where the money is raised.
- Dollars will also be distributed to national literacy organizations for programs focused on improving literacy on the local level.

GTE Reads Board Members

- Representatives who have been active in the literacy effort across the United States.
- GTE executives and external representatives.

GTE Business Unit Participation

- GTE Network Services will be the first business unit to participate.
- Other GTE business units will begin the program in 2000.

Customer Literacy Donation Program

This program will be a financial cornerstone of GTE Reads. Key elements are:

Text of Check-Off Box

- ☐ Yes! I want to be a literacy champion. Sign me up for a \$1 monthly donation to GTE Reads.

Disclosure Statement

The following will appear below the last mandated requirement in the Non-Basic/Non-Regulatory Section: *"Your tax deductible \$1 monthly donation will benefit GTE Reads, a nonprofit organization supporting literacy programs. Your contribution will appear monthly in the GTE section of your bill, unless you request cancellation. Phone service will not be terminated if you do not pay the literacy contribution. A contribution will not be recorded until each monthly bill has been paid in full. To discontinue your literacy donation call the phone number listed on the front of your bill."*

Program Specifics and Limitations

- Residential and business customers will have the opportunity to donate \$1 monthly to GTE Reads via a check-off box on the bill remittance slip.
- Once customers check the box, the \$1 will appear as a recurring donation on their next month's bill in the Non-Basic/Non-Regulatory Services Summary Section as: "Literacy Donation: \$1"
 - *The donation is not included in regulated services.*
 - *Customers cannot be disconnected for non-payment of the donation.*
 - *A donation will be treated as an IOSC, which is similar to a calling service such as Voice Mail or Caller ID.*

Customer Inquiries/Discontinuation Requests

- A customer can call the Customer Contact Center for questions or to have the donation removed from their bill, as they would for any other billing question.
- If a customer disputes the donation, CCC representatives will have the authority to credit the customer's bill a maximum of \$12 per year.

Dollar Maintenance/Distribution

- Funds raised will be deposited in an account (GTE Reads Fund) with Fidelity Investments Charitable Gift Fund, in the interim of establishing GTE Reads as a 501(c)(3) organization. The account distributes the deposited funds to charities GTE recommends and cannot be used for any expenses.
- Program dollars will support local and national literacy programs across the country.
- Program dollars will be distributed in the communities where the funds were generated, whenever possible.
- Along with its customers, GTE will contribute \$1 million to this cause, in addition to its yearly contributions to literacy.



GTE SuperPages.com® Service
<http://superpages.com>

GTE SuperPages.com is a comprehensive online shopping site and the leading online Yellow Pages. With over 11 million U.S. businesses listed and thousands of advertisers, SuperPages.com links buyers and sellers in a multifaceted online environment. More than 4.5 million Web visitors a month use SuperPages to evaluate products and services, identify sources for those goods and make purchases with confidence. GTE SuperPages.com and Bell Atlantic's BigYellow are the exclusive providers of a co-branded Yellow Pages listings and search service to AOL's 12 million+ U.S. users, as well as to the millions of visitors to AOL.com and AOL's Digital City.

SuperPages.com boasts the following categories at its site:

Shopping Pages: A shopping content area for consumers who know what they want and simply need to locate and buy it by accessing categories such as Books/Magazines; Hobbies/Crafts/Collectibles; Career/Education; Computers; Financial/Legal Services; and others.

Idea Pages: For the shopper who has a specific need but is not sure of what to buy, the Idea Pages is an in-depth shopping channel. By providing reviews, tips and suggestions, links to merchants, and classifieds, this area helps users become more informed shoppers. Idea Pages features some of the Internet's hottest categories, such as buying a home, buying a car, planning vacations and more.

City Pages: A local shopping guide that lets users shop based on geography. City Pages features links to AOL Digital Cities and Lycos City Guide, and links to local classifieds, maps and directions, and more.

Yellow Pages: The Internet's leading online Yellow Pages service, SuperPages.com features a searchable database with more than 11 million U.S. business listings, maps, driving directions, and links to other sites.

Additional Consumer Features: By bringing the power of the Lycos City Guide, MapQuest and Classifieds2000 under one roof, GTE SuperPages.com lets users tap local content in 400 U.S. cities, find the easiest route to a destination, and locate the perfect antique car, dream house or job.

Business Services: SuperPages.com's feature-rich Interactive Trademark program provides advertisers with a consistent online presence that leverages brand awareness and connects them with local customers. Consumers can click on the Interactive Trademark of participating advertisers to go to a branded page that offered detailed info on authorized local dealers.

Advertising Rates: Advertising sales consultants are always on hand to assist businesses in all aspects of electronic advertising and commerce. Cost-effective ad rates further SuperPages.com's offerings to small and mid-sized businesses. Costs vary depending on services and features.

Charles R. Lee
Chairman and Chief Executive Officer
GTE Corporation

Charles R. Lee became chairman and chief executive officer of GTE Corporation on May 1, 1992. He was named chairman and chief executive officer-elect in December 1991. He served as president, chief operating officer, and a director of the corporation since December 1988. Previously, he was senior vice president-finance and planning since March 1986, and senior vice president-finance from 1983 to 1986.

Lee joined GTE from Columbia Pictures Industries Inc., where he was senior vice president-finance from 1980 to 1983. Prior to joining Columbia Pictures, Lee served as senior vice president-finance for Penn Central Corporation and in other financial management positions with that company and its subsidiaries beginning in 1971. He began his business career with United States Steel Corporation in 1964 and served in a number of financial and management positions with that company until 1971.

A native of Pittsburgh, Pennsylvania, Lee received a bachelor's degree in metallurgical engineering from Cornell University in 1962 and a master's degree from the Harvard Graduate School of Business Administration in 1964.

Lee is a Director of USX Corporation, United Technologies Corporation, and the Procter & Gamble Company. He is a member of the President's National Security Telecommunications Advisory Committee and the Advisory Committee to the President's Commission on Critical Infrastructure Protection.

He is a member of the New American Realities Committee of the National Policy Association and is a Trustee of Cornell University. He serves on the Board of Directors of the Stamford Hospital Foundation and the New American Schools Development Corporation. He is a member of the Business Roundtable, The Business Council, and the Financial Executives Institute.

He and his wife, Ilda, have five children.

Mary Beth Bardin
Senior Vice President-Public Affairs and Communications
GTE Corporation

Mary Beth Bardin was named senior vice president-public affairs and communications for GTE Corporation in January 1998. She is responsible for all corporate and business unit public affairs activities worldwide, including media relations, employee and executive communications, and community economic development.

Bardin previously was vice president-public affairs for national operations since September 1997. Prior to that, she served as vice president-public affairs for GTE Telephone Operations since August 1994.

Bardin joined GTE in 1988. She has held a variety of positions with Public Affairs, including manager-customer communications, director-employee communications, and assistant vice president-internal communications. Before joining GTE, she worked in public relations for Fidelity Investments in Dallas and began her career as a reporter for the Associated Press.

Bardin holds a bachelor's degree in journalism from Ohio University.

She and her husband, Keith, live in Grapevine, Texas, and have three children.

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001. paper	DOB; Birthplace (Partial) (1 page)	n.d.	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Bethany Little
OA/Box Number: 18397

FOLDER TITLE:

Literacy File: Check Into Literacy

2013-0371-S
ms652

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- 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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Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
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G. Mario Moreno
Assistant Secretary of Intergovernmental and Interagency Affairs
U.S. Department of Education

G. Mario Moreno is the Assistant Secretary for Intergovernmental and Interagency Affairs at the U.S. Department of Education. As the assistant secretary, Moreno works with other federal agencies, educators, and elected officials at the federal, state and local levels to encourage participation in the secretary's initiatives.

Moreno seeks to establish education partnerships that involve families and members of the community in education. To that end, he meets with civic, business, and religious leaders to discuss how to promote partnerships for learning, and invite them to join the Department's Partnership for Family Involvement in Education.

Moreno's office produces the Department's monthly Satellite Town Meeting, a televised program that brings educators and state and local leaders together to discuss critical education issues. He oversees the Department's ten regional offices that serve the public through the Secretary's Regional Representatives. His office also publishes the Community Update newsletter covering promising education practices taking place across the United States. His office includes the Office of Non-Public Education and the White House Initiative for Excellence in Education for Hispanic Americans.

Prior to government service, from 1985 until October 1994, Moreno was regional counsel in Washington, D.C., of the Mexican American Legal Defense and Education Fund (MALDEF). At MALDEF, he directed the congressional and legislative office, interpreted legislation and advocacy needs, and developed strategies to advance Latino civil rights. From 1982 to 1984, Moreno was the Executive Director of AYUDA, Inc., which provides bilingual legal aid to indigent Spanish-speaking people in the Washington metropolitan area. While there, he specialized in immigration law.

Moreno was awarded the prestigious John L. Loeb fellowship in advanced environmental design by Harvard University's Graduate School of Design for study from 1978 to 1979. From 1972 to 1978, Moreno worked for the city of Brownsville, a binational community on the Texas Rio Grande. There he served as the city's first planning director and later as assistant city manager. Moreno has a law degree from St. Mary's University in San Antonio, Texas. He earned a Master's Degree in urban and regional planning and a Bachelor's Degree in economics from Texas A&M.

Moreno (b)(6) Moreno is married to Susana Gomez and has two children, Christina Collins, 21 and Amielle, 13. He and his family reside in Alexandria, Virginia.

Dr. Andrew Hartman
Director
National Institute for Literacy

Dr. Hartman currently serves as the Executive Director of the National Institute for Literacy. He assumed his duties in this capacity in December 1993. Dr. Hartman is responsible for the day-to-day operation of the Institute. He determines the Institute's priorities, direction, and work projects relative to the national effort to improve the literacy level of American adults.

For the past nine years, "Andy," as he prefers to be called, worked for the Committee on Education and Labor. During that time, he was responsible for the development and administration of the Committee's annual budget. He took the lead in negotiations with the White House, professional organizations, House leadership and Senate on all education legislation.

Prior to working for the Committee, Dr. Hartman received a competitive fellowship to work in the Congress on policy issues affecting children and families. He developed legislation on reducing school dropouts and the use of technology in literacy programs. Previous to the fellowship, he served as a research trainee in Child Development at the National Institute of Child Health and Human Development. In 1992, Dr. Hartman was the recipient of the Advancement of Literacy Award by the National Coalition for Literacy.

Dr. Hartman received his Ph.D. in Psychology (Child Development) from the University of Illinois at Champaign-Urbana. He holds a masters of arts in Psychology from the State University of New York at Buffalo and a bachelor's of arts in Psychology from the University of Notre Dame, Indiana.

**Congressman Bill Goodling (R)
19th District, Pennsylvania**

A native of York County, Pennsylvania, Goodling graduated from York High School in 1945, joined the Army upon graduation and was stationed in Japan until 1948. Soon after, he began classes at the University of Maryland, and received a bachelor of science degree in 1953. He later earned his master's degree in Education at Western Maryland College at the same time he taught, counseled, and coached football, baseball, and basketball in the Southeastern School District in York County.

After becoming principal of West York Area High School, Bill married Hilda Wright of Shrewsbury, Pennsylvania, in 1957. While continuing to pursue doctoral studies at Penn State University, Goodling found time to coach American Legion baseball, serve as School Board President of the Dallastown Area School District, and was active in the Boy Scouts of America, local health organizations, and the Loganville Methodist Church. In 1967, Goodling became Superintendent of Schools for the Spring Grove Area School District.

In 1974, Goodling was urged to seek the Republican nomination for the 19th District congressional seat. He beat six opponents in the primary and went on to win the general election with 51 percent of the vote.

Since that narrow victory, Goodling has gone on to become one of the most popular legislators in south central Pennsylvania history. He has served 13 straight terms, the longest tenure of any 19th District representative this century. He typically captures more than 70 percent of the vote and has even run unopposed in several general elections.

Goodling has served on the Committee on Education and Labor since his first term, becoming Ranking Minority Member in 1990. After the Republican takeover in the 1994 elections, the Republican Conference elected him Chairman of the Committee.

As Chairman of the newly renamed House Committee on Education and the Workforce, Goodling has reexamined the proper federal role in both education and in the workplace. His philosophy is guided by two overriding principles: empowerment of Americans through local decisions and development of quality solutions.

Ultimately, he believes the solutions to our problems are local, so control must be local and federal action must be limited to those things it can do effectively and efficiently. In addition to demanding more local control, Goodling has undertaken a massive effort to consolidate duplicative federal programs and eliminate wasteful spending.

Goodling is a member of the House Committee on International Relations, and the Subcommittee on International Operations and Human Rights. Goodling returned to the Committee in 1991 after taking time out to serve first as a member of the House Permanent Select Committee on Intelligence and then the House Committee on Budget for the maximum six-year term.

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Chris Calcinari

(b)(6)

(b)(6)

Today, Chris is a successful business owner who can read and write. Her office furniture and equipment business is highly profitable and has appeared in *Entrepreneur Magazine*. She continues to work with her literacy tutor to develop her writing skills and expand her reading horizons.

Chris is dedicated to helping others succeed as she has. Her goal is to help society understand and respect the difficulty people with learning differences face, and to encourage others to reach out and help, through tutoring, corporate support, or fundraising.

In advocating literacy, Chris has served two terms on the National Literacy Volunteers of America Board of Directors and now serves on the National LVA Student Advisory Board to establish a literacy alumni association. She has also been extremely active in California literacy programs through serving on the California Literacy Board of Directors, the California Literacy Speakers Bureau, and by coordinating the Adult Spelling Bee for the Newport Beach Adult Literacy Program.

Chris' personal success and national literacy advocacy have earned her appearances on several television and radio talk shows including Fox's "The Reporters Show" and CBS's "Sign of the Times."

Chris lives and runs her business, Chris Business Network, in Huntington Beach, California. She reads to her five-year old grandson Ryan and six-month old grandson Sean Patrick as often as possible.

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