

PHOTOCOPY
PRESERVATION

The Cullinane Group, Inc.

Investors in High Technology Ventures

John J. Cullinane
President

Internet -
Kids

VIA FAX

ATTN: Nancy Hernreich
Fax # 202-456-6703

TO: President William J. Clinton
The White House

FROM: John J. Cullinane

DATE: May 25, 1999

RE: Internet Proposal -- ParentMediaPower.com

Copied

HRC

Reed

VP

Podesta

Blankhardt

(original)

POPS would say
Internet give power to parents
surrogate parents - universities
TV industry

Jim Coppersmith, channel 5

WHL - vehicle for conference

Ed Morkey

Bought Super Bowl ads

The problem in our society is that corporations have too much influence over our children, and parents not enough. The Internet has the capacity to change this by introducing the buying power of parents and surrogate parents such as universities, public and private school systems, the U.S. government, etc. into the process. The Internet for the first time is going to give power back to parents and surrogate parents in dealing with corporate America and the media, etc. Best of all, it uses the American capitalist system to do it. I have already tested this idea with key buyers and sellers and have received enthusiastic responses. As a result, I have created ParentMediaPower.com.

My entrepreneurial background includes founding Cullinet Software, Inc. which, in 1968, was the first company to specialize in the sale of computer software as a product. In 1978 it became the first software company to have a public offering, in 1983 it was the first software company to be listed on the New York Stock Exchange, and it was the first software company to reach \$1 billion in valuation. Also, I was founding chairman of the Massachusetts Software Council, the Boston Public Library Foundation, and the Friends of Belfast. I also chaired New England Business Executives for Clinton/Gore in 1992.

I'd like to discuss this idea with the key person on your staff and ultimately yourself because you will quickly grasp the potential power of ParentMediaPower.com and how it will impact young people, much like you did when I discussed with you how the Israeli BIRD program could be a model for Ireland and Northern Ireland at a White House dinner for Helmut Kohl a few years ago. It's a concept you could introduce nationally. As confirmation of this concept, Professor Jack Donahue of the Kennedy School of Government and former advisor to Secretary of Labor Robert Reich, has illustrated in his forthcoming book *Confronting Inequality in an Era of Devolution (The Devolution Revolution)* that you can change behavior with the right impetus. He uses sweatshops in the apparel industry as an example.

I am looking forward to hearing from you.

cc: Eric

6-3-99 + return

Eric - I talked
to the guy.
Interesting.

cc: HRC
POPS
VP
Let's see what we can do
Need help