



NATIONAL
EDUCATION
ASSOCIATION
HEALTH
INFORMATION
NETWORK

*School
Unlabeled*

DATE: 6-2 1999

TO: Thomas Friedman

FAX # 456-7431

FROM:

Jerald L. Newberry, Executive Director
National Education Association
Health Information Network, Suite 521
1201 16th Street, NW, Washington, D.C. 20036
(202) 822-7570 phone
(202) 822-7775 fax
(Sabrina Williams, Administrative Assistant)

OF PAGES (INCLUDING COVER): 3

COMMENTS:

-PLEASE CALL THE ABOVE NUMBER IF THERE IS A PROBLEM WITH TRANSMISSION-



NATIONAL EDUCATION ASSOCIATION

Robert F. Chase, President
Reg Weaver, Vice President
Dennis Van Roekel, Secretary-Treasurer
Don Cameron, Executive Director

1201 16th Street, N.W.
Washington, D.C. 20036-3290

June 1, 1999

To: Audrey Haynes
Bruce Reed *BR*
From: Jerald Newberry, NEA School Safety Coordinator
Subject: Agreement on Announcement of EchoStar and NEA Partnership on
School Safety

We are delighted with the opportunity to announce our National School Safety Initiative in conjunction with the White House Conference on Mental Health. We believe there are significant synergies between our two efforts.

The following represents our understanding of the agreement surrounding the announcement by President Clinton on the school safety partnership between EchoStar, Future View, the National Education Association and its partners.

- The National Education Association agrees to cancel its press conference on Thursday June 3 to announce this partnership and the donation of 1000 satellite dishes to schools nationwide
- President Clinton will make the announcement at the White House Mental Health Conference on June 7, 1999. NEA will work with the White House regarding the wording of President Clinton's remarks no later than 9:00 AM, Friday, June 4. The announcement will occur at Howard University at the end of the plenary session (the plenary begins at approximately 12:30PM and ends at approximately 2:00PM).
- After his introduction remarks, President Clinton will introduce Bob Chase. Bob Chase and his guests will be seated in the front row to facilitate cameras, the introduction of guests, the exchange between President Clinton, Bob Chase and the EchoStar spokesperson. Mr. Chase will use a hand-held microphone (located at his seat) to describe NEA's National School Safety Initiative.
- Mr. Chase will recognize several guests: a representative from the Learning First Alliance; David Hanrahan, president of Future View and a student from Littleton High (probably the valedictorian). Seated beside Bob Chase will be the representative from EchoStar, David Hanrahan, from Future View and the student from Littleton. In addition, seating in the same row will be provided to Jerald Newberry and Peter Arum of NEA.
- Mr. Chase will then introduce Bill Vanderpoel, Vice President of EchoStar to briefly describe why the company wanted to provide the satellite dishes
- Bill Vanderpoel of EchoStar will return the microphone to Bob Chase who will make closing remarks.

- President Clinton will close with a pitch to America's business leaders, challenging them to provide additional financing to enable every school district to have access to the safe school programming.
- The above guests will be invited to the entire White House conference. In addition to the front row seating already indicated, we are requesting that the following be invited to the entire White House Event (general seating is fine). Specific names forthcoming: 3 additional members of EchoStar staff, 2 additional members of NEA staff, and 2 additional representatives of the Learning First Alliance with access to the press availability room.
- The White House will provide NEA all logistical information needed for guests, including: breakfast at the White House, transportation to Howard University, program agenda, and directions and details regarding reception at Vice President Gore's Home.

PRESS

- White House conference organizers will invite the press to meet with Bob Chase, EchoStar, Future View and the Learning First Alliance immediately following the announcement in the press room for more information.
- The White House will assist NEA with the logistics of press availability, and arrangements including: securing the space with chairs, a press sign-in table, security clearances for participants, and a podium with a microphone. (Please note the EchoStar will have one of its satellite dishes for viewing, approximately 18 inches in diameter).
- We requested the White House add Littleton as an additional down-link site. EchoStar officials will highly publicize the broadcast to members of the Littleton community, students, and local press and city officials.
- The White House will grant EchoStar permission to rebroadcast the Mental Health Conference on its educational satellite network.

In addition to working with the White House on the above announcement, the National Education Association will coordinate with the White House and the administration regarding content of its first school safety satellite program, Fall 1999.

We are honored by this exciting opportunity. We are certain the 2.4 million members of the National Education Association will welcome this partnership.

I look forward to finalizing details for this exciting event. Please call me at 202-822-7570 at your convenience. Thanks.

cc: Bob Chase
Thomas Freedman