

Internet Rating Industry/Parent Meeting

Ceremonial Office

11:00 am - 11:45 am, Wednesday, June 16, 1997

Meeting requested by Don Gips/ Jim Kohlenberger

Briefing prepared by Jim Kohlenberger/Tom Kalil

EVENT

You are meeting with industry leaders, parents, teachers, librarians and Internet users in advance of a public announcement in room 450, to find ways to help ensure that the Internet is family friendly. In the aftermath of the Supreme Court's ruling on the Communication's Decency Act, you and the President challenged industry to help develop solutions for the Internet that are as powerful as the V-Chip is for television. In this meeting, industry and other leaders will lay out a set of commitments which you and the President can announce that provide an alternative to the Communications Decency Act that is beyond legal reproach. A script that includes opening talking points is attached. The President will drop by for the last 15 minutes of the meeting. There is a separate memo for the larger event under separate tab.

LOGISTICS (As of this writing, subject to change)

- * You will begin the meeting with brief opening remarks then turn to various participants as described in the script. They are:
 - Andi Ireland of Netscape - will include blocking technology in next browser
 - Jerry Yang of Yahoo! - will ask new web sites to rate and work w/ others
 - Joe Krauss of Excite - will follow Yahoo's lead
 - Robert Davis of Lycos - will join with the other two directory services
 - CyberPatrol and SurfWatch - two Internet filtering software products who "bundle"
 - Stephen Balkam of RSAC - a popular rating service that just got a new grant
 - Jerry Berman, - will announce a www.netparents.org
Center for Democracy and Technology
 - Seth Waxman, Acting Dep AG - will talk about Justice's enforcement efforts
 - Barbara Ford, President - will launch a list of positive web sites
American Library Assoc.
 - National Center for Missing and Exploited Children - makes recommendations for what parents must do
 - National Education Association - talks about how teachers can use these tools
 - Steve Case, CEO of AOL - will announce an industry/parent summit in the fall
- * At the end of the script, you can turn to the Congressional leaders present for their input recognizing that we want to give non-legislative solutions a chance to work.

When the President drops by in the last 15 minutes, you can summarize the commitments that have been made and continue with the conversation. He has been given a question for Steve Case, CEO of America Online on next steps.

YOUR ROLE/CONTRIBUTION

There are 3 topics for the meeting:

- **First**, what specific actions can the private sector take to empower parents and teachers with effective, widely available software tools?
- **Second**, what role do parents, teachers and librarians have to play to ensure that children are using this new medium in a positive way?
- **Finally**, what are the next steps that we need to take to make this strategy a success and to build on the progress that we've made today?

PROGRAM NOTES

Summary of Major Accomplishments from this meeting

As a result of your prior meetings where you challenged industry leaders to do their part, diligent staff work, and this meeting today, you and the President will be able to announce the following major commitments at the public event after this meeting.

- **Blocking Technology in Internet Browsers.** With a major new commitment from Netscape to include blocking technologies in its next major version of its browser, you will announce that virtually all web browsers (90 percent) will contain technology that allows parents to block material that is inappropriate for children. Microsoft already incorporates blocking technology in its browser. This blocking technology allows parents and teachers to set access levels based on a variety of ratings provided by the web page author or by third parties. Unlike the V-chip, this technology allows for multiple ratings systems, depending on what parents are concerned about.
- **Internet Ratings Commonplace.** In order to be effective, blocking technology requires that Web sites be rated. In announcing new commitments by several prominent on-line Internet directories like Yahoo and Excite (the "yellow pages" of the Internet) to provide incentives for new web sites to rate, you will help to ensure that Internet ratings become prevalent. Parents will be able to choose between multiple rating systems. One rating system, for instance, allows parents to select from several levels of sex, violence, nudity, and offensive language. These ratings systems are already in place but must become more commonplace -- your

announcement accomplishes that.

- **Summit this fall:** Today's announcement is only the first step. As part of the program, Steve Case, CEO of America Online, will announce a follow-up summit in October for industry and parent groups.

PARTICIPANTS

Members of the Administration

Secretary Daley
FTC Commissioner Varney
Seth Waxman, Department of Justice

Members of Congress

Sen. Leahy
Sen. Murray
Rep. Goodlatte
Rep. Gordon
Rep. White
Rep. Lofgren
Rep. Markey
Rep. Eshoo
Sen. Wyden -- Pending

Industry Leaders, Parent, Teachers, Librarians and non-profits

Andi Ireland, Associate General Counsel of Netscape
Jerry Yang, Chief Yahoo, Yahoo!
Bob Davis, President and CEO, Lycos
Joe Kraus, founder of Excite
Steve Case, President and CEO, America Online
Ernie Allen, National Center for Missing and Exploited Children
Stephen Balkman, Recreational Software Advisory Council
Jerry Berman, Executive Director, Center for Democracy and Technology
Marilyn Cross, Executive Committee Member, National Education Association
Tom Evslin, President, AT&T WorldNet Services
Barbara Ford, President, American Library Association
Jay Friedland, Co-founder, Surfwatch
Laura Jennings, Vice-President, Microsoft Network
Jim Miller, Leader, Technology and Society Domain, World Wide Web Consortium
Kathryn Montgomery, Center for Media Education
John Patrick, IBM

Steve Perlman, President and CEO, WebTV

Lois Salisbury, Children Now

Nigel Spicer, President, Microsystems Software, Inc.

Kim Wade, Children's Defense Fund

Lois Jean White, President, National Parent Teachers Association

Jake Winchaum President, Disney On-line

ATTACHMENTS

- Script
- Bios
- Q&A
- Fact Sheet

Script for Industry Parent Event

- Good morning. On behalf of the President, I want to thank everyone for coming to the White House to discuss steps that we can take together to make the Internet "family friendly." I expect the President will join us later.
- I'd like to start by acknowledging Secretary Daley, Seth Waxman from the Department of Justice, Christine Varney from the Federal Trade Administration and the many members of Congress who have joined us today. I want to come back to the members of Congress after we have had a chance to hear from industry and parents.
- I think all of us in this room realize that the Internet is a powerful tool that can open up whole new worlds changing the way our children learn and play. That is why we are connecting every classroom to the Internet by the year 2000.
- At the same time, I think we all also agree that parents and teachers need the tools to prevent children from accessing sites that are inappropriate.
- So after the Supreme Court's decision on the Communications Decency Act, the President asked me to convene this meeting to help find solutions for the Internet that are as powerful as the V-Chip is for television while protecting our free speech values. These tools need to be widely available, effective, and easy to use. I don't want to underestimate how difficult it will be to achieve this goal but I think we begin the effort and make real progress here today.
- This is an effort that we each must play a role in. For government, we will make clear our commitment to enforcing existing anti-stalking, obscenity, and child pornography statutes online.
- For industry, if you really want the Internet to achieve the potential that we all think it can achieve, parents must have confidence in the medium. You have a chance to show that in this new industry can come together to do what is right. I have seen some promising technologies that block and filter Internet sites based on various rating systems -- many of these are on the market today. But to be effective, these technologies need to be more widely available, effective and easy to use. They need to be included in more browsers and they need to be available to more parents. And for this system to work, we must also find ways to make these ratings commonplace by creating incentives for people to rate their own sites like when people register a new site with a directory service.
- For parents, since no technology is a substitute for parental involvement, parents must do their part too. There is a positive side to the Internet. We must help our children find it. We also have to help parents and teachers learn how to find and effectively use these new tools.

- I hope we can cover these topics today. I'd like to start by asking some of the industry representatives here today what steps can be taken to help us achieve this goal.
- Q1. One step that would be helpful would be for the leading browser companies to support standards for filtering such as PICS - the Platform for Internet Content Selection. Microsoft has already done that - I'd like to ask **Andi Ireland** from Netscape to discuss what your plans are?
- A. Netscape is committed to adding support for PICS in the next version of their browser.
- Q2. Most Web sites register with one or more of the directory and search engine sites like Yahoo!. **Jerry Yang**, as the Chief Yahoo- what can directory and search engine companies do to encourage self-rating by web sites?
- A. Yahoo! will ask people who register new sites with their directory service to self rate and will work with the other search engines to do the same.
- Q3. We have some other Internet search engines with us here today. **Joe Krauss** of Excite and **Robert Davis** of Lycos, what do you think your companies can do?
- A. Work with the other search engines to encourage self-rating.
- Q4. We have representatives from two of the leading Internet filtering software products -- CyberPatrol and SurfWatch. How are you getting your products the hands of more parents? Have you had any luck in getting Internet Service Providers and computer companies to "bundle" your software?
- A. Roughly 85 percent of the customers of the Internet Service Providers have access to our products.
- Q5. We have one of the PICS based ratings systems represented here today **Stephen Balkam** (Executive Director of RSAC) -- what do you think these commitments you've heard this morning will mean? Will ratings systems like yours be able to do more too?
- A. RSAC is getting a grant from IBM
- Q6. But where can parents go to find about these resources, new filtering and blocking technologies, and rating systems? **Jerry Berman**, you have compiled listings of a lot of these resources, is there a way to make those easily available to parents?
- A. The Center for Democracy and Technology has created a web page that you will announce in room 450 that is a one stop shop for parents to learn more.
www.netparents.org

Government

Q1. We have heard some exciting commitments from industry that get us a long way. Although parts of CDA was struck down, cyberspace is not a lawless entity. What I'd like to do is hear from the Justice Department about what they are doing to make the Internet safe for Children. **Seth Waxman**, [Acting Deputy Attorney General]

A. We are vigorously enforcing existing laws.

Parents, teachers, librarians

I'd like to shift gears now and discuss what parents, teachers, and librarians can do to help. Obviously, technology is just a tool - we should not count on it to raise our children.

Q1. Parents need guidance on what material has educational value as well as what material to steer clear of. **Barbara Ford** (President of American Library Association), what can librarians do to help?

A. ALA is launching a project to give parents access to an organized list of positive sites.

Q2. **Ernie Allen**, the National Center for Missing and Exploited Children has published a report entitled, "Child Safety on the Information Highway." What kind of recommendations do you make for parents?

A. Use filtering software or features of on-line services that prevent children from accessing adult-oriented "chat" areas. Spend time with children while they are online. Establish some basic "safety" rules (e.g. don't give out identifying information such as telephone numbers, addresses).

Q3. Obviously, this is an issue that teachers are having to deal with as we bring technology in to the classroom. What advice is NEA giving to teachers **Marilyn Cross**?

A. Teachers have a role too, schools need to develop "acceptable use policies."

Next steps

Based on what I've heard - I think that we are building some significant momentum for "parental empowerment" and a family-friendly Internet. Obviously, we still have a lot more work to do achieve these goals. I'd like to get your thoughts on what specific steps we should take next.

Q1. ■ PRESIDENT'S QUESTION: *Steve Case [CEO of America Online] The President will ask: We have accomplished a lot here this morning. But this is*

just the first step. I want to maintain the momentum that we've generated from this meeting and from your commitments. What steps can we take after today to make progress on this important issue? Steve Case - any thoughts?

A. AOL is organizing a summit this fall.

Q2. We're fortunate to have with us several members of Congress. Each of you here has taken a leadership role on these issues. I know we can all agree on the goal of creating a family friendly Internet. I hope you will agree that what we have heard today is a great first step towards this goal consistent with our First Amendment values. I'd like to hear what you think we as government officials and opinion leaders can do to support this voluntary strategy.

If there is any time remaining, you should open it up for questions and comments.

Biographies of Participants

Ernie Allen is President and Chief Executive Officer of the National Center for Missing and Exploited Children (NCMEC). He was also co-founder and first Chairman of the private, nonprofit Center. In partnership with the computer industry, he has built an online network linking NCMEC with law enforcement organizations, and transmitting images and information instantly around the US and the world. Ernie has developed a parent's guide to child safety on the "information superhighway," and believes that parental involvement is extremely important to addressing this issue.

Stephen Balkam is the Executive Director of the Recreational Software Advisory Council (RSAC), an independent, non-profit organization whose mission is to empower the public, especially parents, to make informed decisions about electronic media by means of an open, objective content advisory system. Born in Washington, D.C., Mr. Balkam spent most of his life in Great Britain. RSAC has developed a rating services for the Internet. IBM is announcing a \$100,000 grant to RSAC.

Jerry Berman is the Executive Director of the Center for Democracy and Technology (CDT) in Washington, D.C. The Center marshals legal, technical, and public policy expertise on behalf of civil liberties goals, including protecting free speech and the free flow of information on the on-line and interactive media and increasing citizen control over sensitive personal information held by third parties. CDT has been instrumental in pulling together a coalition of companies and non-profit groups to find technological solutions that are consistent with the First Amendment. CDT has also developed a site on the Internet called NetParents that provides additional information to parents on blocking software.

Steve Case is the co-founder, Chairman, and Chief Executive Officer of America Online, Inc., the global leader in the interactive services industry. He has remained true to his original vision of forging a mass consumer market for interactive services with the goal of building an interactive medium that will someday be as ubiquitous as radio or TV. Over the past five years, America Online, Inc. has grown from 250 employees and \$30 million in annualized revenues to now more than 6,000 employees and nearly \$2 billion in revenues. AOL's service has extensive parental controls, and AOL is planning to organize a summit later this fall to continue to press for a "family friendly" Internet.

Marilyn B. Cross- Executive Committee Member of the National Education Association (NEA)... NEA is providing guidance to teachers so that they know how to deal with this issue in the classroom.

Robert Davis has held the role of President and CEO of Lycos, Inc. since its inception in June 1995. Under his leadership Lycos has become one of the most popular Internet destinations in the world -- growing from an initial 200,000 visits a day to more than 6.5 million per day in April 1997. The company boasts over 20 products that each guide users through the clutter and chaos of the Internet. Lycos will encourage people that register their sites with Lycos to rate their sites.

Tom Evslin is currently the president of AT&T WorldNet Service which provides value-added Internet access for both residential and business customers. Since it came online in mid-March of 1996, it has been the fastest growing service provider. AT&T is one of the major Internet Service Providers that is providing Internet filtering technology to its customers.

Barbara J. Ford is the executive director of the Virginia Commonwealth University Libraries and the 1997-98 president of the American Library Association (ALA). The author of many publications and presentations, Ms. Ford has traveled around the world to address such topics as information literacy, the future of academic libraries, international cooperation among libraries, and virtual libraries. ALA is developing a "Librarian's Guide to Cyberspace for Parents and Children" to provide positive guidance to parents. Note, however, that ALA has just voted to not use filters in libraries.

Jay Friedland is the co-founder of SurfWatch and helped to create the Internet filtering market when SurfWatch shipped the first product in May 1995. He was instrumental in demonstrating the power of parental choice over government censorship when SurfWatch testified in the case that decided the fate of the Communications Decency Act. SurfWatch now updates the lists of sites that are inappropriate for children every day.

Andrea Ireland is Associate General Counsel, Eastern Region, at Netscape Communications Corporation, where she is responsible for providing legal support for Netscape's business activities in the Eastern half of the United States. Netscape has agreed to add support for filtering technology in to the next major release of their browser.

Laura Jennings is the vice-president responsible for developing and running The Microsoft Network (MSN) division in the interactive media division at Microsoft. As executive producer of MSN, she was responsible for defining the scope and style of MSN content and programming. Microsoft is already providing support for filtering technology in their browser, the Internet Explorer.

Joseph Kraus- Founded Excite, Inc. in 1993 with a group of friends from Stanford University all sharing inspiration from the slogan, "unencumbered by reality." Driven by the vision to create a business which would enable the average consumer to navigate the Internet, Mr. Kraus helped lead Excite from a small start-up software company based in his garage to one of the leading Internet navigation businesses. Excite will encourage people that register their sites with Excite to rate their sites.

Jim Miller is the Domain Leader of Technology and Society for the World Wide Web Consortium which he joined in 1995. In the late 1980's, he was an assistant professor at Brandeis University. He was one of the principle designers of the PICS (Platform for Internet Content Selection) - which allows web sites to be rated using multiple ratings systems.

Kathryn C. Montgomery is the Co-founder and President of the Center for Media Education, a Washington, D.C. based public interest organization dedicated to educating the public and policy

makers about critical media issues. The Center's project Action for Children in Cyberspace is a research public education and policy initiative focused on the number of children in the new online media system. Kathryn is particularly concerned about children's privacy

John Patrick is the vice-president of Internet technology at the IBM Corporation where he leads the company's effort to create innovative technologies that will Web-enable computers worldwide. IBM is giving a grant to the Recreational Software Advisory Council to promote their ratings service.

Steve Perlman- President and CEO of WebTV. WebTV has added support for filtering to their service, which provides Internet access using a TV set.

Lois Salisbury is the President of Children Now -- a non-partisan, independent voice for America's children using innovative research, outreach and communications strategies to pioneer solutions to the problems facing children, particularly those who are poor or at risk.

A native of Great Britain, **Nigel Spicer** has built his career in America as the President of Microsystems Software, Inc. Microsystems makes "CyberPatrol" -- one of the most popular "blocking" software.

Kim Wade is the Assistant General Counsel at the Children's Defense Fund. She is responsible for developing and advocating for CDF's Safe Start agenda. CDF aims to give every child a Safe Start in life by preventing community and youth violence, reforming the juvenile justice system, reducing the availability of guns to children, and improving children's access to a quality media environment.

Lois Jean White is the current National PTA President representing 6.5 million members of the three-fold organization. Her two year term will focus on membership outreach to urban families. Prior to this, she was a member of the National PTA's Education Commission on Individual and Organizational Development, past president, first vice-president, second vice-president and cultural arts chairwoman of the Tennessee State PTA, and first vice-president, third vice-president, and parliamentarian for the Knoxville Council PTA. This is a new issue for PTA, but they have decided that it is important to get out front while the Internet is still in the early stages of development. They believe that our efforts should include helping parents and teachers find educational material, as well as blocking inappropriate sites.

Jake Winbaum, named president of Disney Online in August 1995, developed the strategic and creative plan for Disney's move into the online industry. Disney Online is one of the content providers that has agreed to rate their sites.

Taiwanese native **Jerry Yang** is co-founder and Chief Yahoo of the Yahoo! Online guide. He was raised in San Jose, California and attended Stanford University where he earned a B.S. and M.S. electrical engineering degree. He is currently on a leave of absence from Stanford University's electrical engineering Ph.D. program. The Yahoo! Online Guide was created in April 1994 and was co-founded in April of 1995.

Family Friendly Internet Q&A

Q. Has the President reversed his position this issue? Isn't backing a voluntary approach to dealing with indecent material on the Internet a change in position from his decision to sign the Communications Decency Act?

- The President's fundamental goal remains the same -- which is to protect children from getting access to inappropriate material, while at the same time protecting American values of freedom of speech and freedom of expression.
- Given that the Supreme Court has ruled that portions of the CDA are unconstitutional, the President thought it was important to convene industry executives and child advocacy groups to promote technological solutions. We want to ensure that parents and teachers have the tools they need to make the Internet safe for children, especially given the President's strong belief that the Internet is a powerful resource for learning.
- Furthermore, the provisions of the Communications Decency Act dealing with obscenity have not been challenged in the ACLU litigation. The Administration remains firmly committed to the provisions -- both in the CDA and elsewhere in the criminal code -- that prohibit the transmission of obscenity and child pornography over the Internet and via other media, and that prohibit the use of the Internet to entice children to engage in sexual activities.

Q. Is the President calling for a "v-chip" for the Internet?

- He's not talking literally about a computer chip -- but a toolbox of technologies that would empower parents and teachers to help make the Internet safe for children.
- Industry has developed a variety of standards and software technologies that would allow parents to "block" web sites that they think are inappropriate. The President has challenged industry to make sure that this technology is effective, widely available and easy to use.
- There are some differences between the Internet technology and the V-chip. For example, the Internet technology can allow parents to choose between different rating systems depending on what their concerns are.

Q. Would the Administration support more narrowly tailored legislation that might pass constitutional muster?

- The Administration wants to see how well this voluntary approach -- coupled with enforcement of existing law -- works before submitting any new legislation to Congress.

Q. Consumer Reports has indicated that this technology is not always effective, and the Justice Department made similar arguments during the trial. Aren't there literally millions of Web sites on the Internet? What's the Administration's view on this?

- Obviously, no technology is going to be 100 percent effective, and there is no substitute for parental involvement.
- Parents can set their browsers or filtering software to block Web sites which are not rated. This will dramatically lower the odds that kids will get access to inappropriate sites.
- Furthermore, there are now more than 10 different software companies competing to deliver the best solution for parents and teachers. We think that will result in more effective technology over time.

Q. With today's announcements by the companies, does the Administration regard this as a "solved" problem?

- No, this is just the first step. The Internet industry will be meeting with non-profit groups representing parents, teachers and children later this fall to discuss additional steps that can be taken to make this technology more effective and more widely available.

Q. Wasn't industry going to do this anyway? What's news here?

- This is the first time that we've had the Administration, the industry, and groups representing parents, teachers and children -- with a shared commitment to help build a "family friendly" Internet. This is clearly going to accelerate progress.
- Industry and non-profit organizations have announced specific commitments - such as:
 - A commitment by Netscape to include filtering in their browser;
 - A commitment by Internet "yellow pages" companies like Yahoo, Excite and Lycos to encourage people to rate their sites;
 - Support by companies such as IBM for non-profit organizations that are developing ratings services;
 - A pledge by the American Library Association to develop a "Guide to Cyberspace for Parents and Kids" that will help parents find positive sites.

Q. One of the participants in the meeting – the American Library Association -- does not support the use of filtering software in libraries, since they are reluctant to substitute their judgment for that of the parent. What's the Administration's view on this?

- It was not our expectation that we would be able to resolve all of the tough issues in one meeting, and this is one of those issues that we think may require additional dialogue.

July 14, 1997

Family Friendly Internet Announcement

Date: July 16, 1997
 Location: Room 450
 Time: 11:50 pm - 12:20 pm
 From: Don Gips
 Jim Kohlenberger
 Tom Kalil

I. PURPOSE

After a meeting with industry leaders, groups representing teachers, parents, Internet users and librarians, you and Vice President announce a set of initiatives and industry commitments that will give parents a solution for the Internet that is as powerful for the computer as the V-chip is for the television while protecting children in ways that are consistent with our free speech values. These initiatives allow you to help solve the problem that the authors of the Communications Decency Act originally identified, while providing an alternative beyond legal reproach.

II. BACKGROUND

In the wake of the Supreme Court ruling on the Communications Decency Act, you and the Vice President asked industry leaders and parent groups to help develop new solutions for the Internet. As a result of this challenge and a meeting earlier in the day with the Vice President and industry and parent leaders, you are announcing today a set of industry commitments which include:

- **Blocking Technology in Internet Browsers.** With a major new commitment from Netscape to include blocking technologies in its next major version of its browser, you will announce that virtually all web browsers (85 to 95 percent) will contain the software equivalent of the V-chip. Microsoft already incorporates blocking technology in its browser. This blocking technology allows parents and teachers to set access levels based on a variety of ratings provided by the web page author or by third parties.
- **Internet Ratings Commonplace.** Like the V-chip, this system requires ratings. In announcing new commitments by several prominent on-line Internet directories like Yahoo! And Excite to provide incentives for new web sites to rate, you will help to ensure that Internet ratings become prevalent. We have learned from the television ratings effort that parents care about the type of rating system they use. This effort allows parents to select one of a number of ratings systems to use. One rating system, for instance, allows parents to select from several levels of sex, violence, nudity, and offensive language. These ratings systems are already in place but must become more commonplace -- your announcement accomplishes

that.

Government, industry and parents all have roles as we move forward. For government, you will make clear our commitment to enforcing existing anti-stalking, obscenity, pedophile, and pornography statutes online. For industry, you will challenge the private sector to keep improving these tools to stay ahead of our cleverest kids, while at the same time ensuring that they are easy to use even by those parents who have problems programming their VCR. For parents, since no technology is a substitute for parental involvement, you will challenge parents to do their part too.

The Internet is a powerful new tool that can open up whole new worlds for our children to learn and play. That is why we are connecting every classroom to the Internet by the year 2000. But in connecting our children to this vast new resource, we must also ensure that they can be safe. Taken together, these efforts gives parents and teachers solutions that are widely available, effective and easy to use.

And since this is only the first step, as part of the program Steve Case, CEO of America On Line, will announce a follow-up summit in October for industry and parent groups. Also, Lois Jean White, President of the National PTA will demonstrate on a screen on stage how easy these tools are for parents to use.

III. PARTICIPANTS

The President
The Vice President
Steve Case, CEO of America On-Line
Lois Jean White, President of the National Parent Teacher Association

IV. PRESS PLAN

The event will be OPEN PRESS, covered by the White House Press Corps.

V. SEQUENCE OF EVENTS

- The Vice President will open and make brief remarks.
- The Vice President will introduce Steve Case, CEO of America On-Line, who will make brief remarks
- The Vice President will introduce Lois Jean White, President of the PTA who will make brief remarks
- The Vice President will introduce you.
- You will make brief remarks.



SCI-TECH

STORY PAGE

Who's really doing business on the Web?

custom news

CNN Plus

- WORLD
- U.S.
- LOCAL
- WEATHER
- SPORTS
- SCI-TECH ←
- TRAVEL
- STYLE
- SHOWBIZ
- HEALTH
- EARTH

CNN allpolitics

- SITE SOURCES
- CONTENT HELP
- FEEDBACK
- SEARCH
- CNN NETWORKS

Search the

click here

EXPLORE

Big Yellow Pages

Your Yellow Pages

PATHFINDER NETWORK

TIME

WARNER BROS. GOLLER

SPOTLIGHT

Computer industry pledges anti-smut effort

July 16, 1997
Web posted at: 2:45 p.m. EDT (1845 GMT)

WASHINGTON (CNN) — Shackled by a Supreme Court ruling, the Clinton administration said Wednesday it now is getting voluntary help from the computer industry and parents' groups to make the Internet safer for youngsters.



Parents may have less to worry about with Internet filter technology (CNN)

President Clinton said a White House meeting yielded a consensus on "how to pave the way to a family friendly Internet without paving over the constitutional guarantees to free speech and free expression."

The Supreme Court last month struck down a law designed to keep cyberspace's seedy side away from children. It said the 1996 Communications Decency Act, in its attempt to protect children from indecent material on the Internet, improperly restricted the free-speech rights of adults.

Hoping to avoid a v-chip for the Internet, computer industry representatives announced that they will provide greater access to anti-smut software and work to flag Internet sites that are clean enough for kids.

"We have tools out there which are 100 percent available," said Jerry Berman of the Center for Democracy and Technology, a group that works to protect computer users' civil liberties. They just need to be more widely used and understood, he said.

Case: Good parenting also needed

Vice President Al Gore was the host at a meeting of industry representatives and child advocates before the announcement ceremony in the East Room.

"We agreed that the Internet has astonishing power, that it is truly revolutionizing how and how much our children learn," Gore said. "But we also agreed that in addition to its great educational value, it has a lot of material that just isn't fit for children."

Joining Gore and Clinton at the White House, Steve Case, president of America Online, said that the industry didn't expect new software alone to keep kids out of inappropriate Internet areas.

"These tools aren't a replacement for good parenting," he said "but rather a supplement for it."

About 30 to 40 people were invited, including representatives from America Online, Netscape Communications Corp., Microsoft Corp., Yahoo! Inc., the National Parent Teacher Association and the American Library Association, plus makers of screening technology and electronic civil liberties groups.

The White House has said it wants a solution "as powerful for the computer as the v-chip will be for the television that protects children in ways that are consistent with America's free-speech values." Next year new TV sets are expected to have a computer chip that would allow parents to block unwanted programs.

'Technology ... that works'

Instead of seeking new legislation to force the computer industry to shield children from Internet smut -- as some in Congress are doing and some anti-pornography groups want -- the Clinton administration is pushing a system of voluntary restraints.

That's welcome news for the industry and electronic civil liberties groups, which fought to overturn anti-smut provisions in the 1996 telecommunications law.

"The message is there's technology out there now that works. It's a much better alternative to legislation that won't," said Andrew

Schwartzman, president of the Media Access Project, a media watchdog group in Washington.



<http://www.edt.org/>

No final industry-wide voluntary plan was expected to be announced Wednesday, but some companies were expected to unveil plans. The industry was expected to hold a summit on the issue this fall.

For instance, Netscape Communications was expected to announce it would back a software standard allowing people, using a Web browser, either to block or select certain Web sites based on electronic labels on the sites. The company's next browser product would use the technology, the company said.

Microsoft's Explorer browser already uses the standard, dubbed PICS, which can work with more than one labeling or ratings system. Parents using a browser with the PICS technology could, for example, call up Web sites designated to be "family friendly" or they could block sites labeled as violent or sex-filled.

Correspondent Don Knapp and The Associated Press contributed to this report.

CNNPlus

- [Consumer News: Parenting](#)

Special section:

CNN Interactive's extended coverage

- [Communications Decency Act](#)

Related stories:

- [Reaction mixed to court's Internet ruling - June 26, 1997](#)
- [Supreme Court strikes down Internet smut law - June 26, 1997](#)
- [FBI: Internet pedophiles a growing threat - April 8, 1997](#)
- [FBI cracks down on child pornography on the Internet - April 7, 1997](#)

Related sites:

Note: Pages will open in a new browser window

- [The Center for Democracy and Technology](#) - a non-profit public interest organization based in Washington, DC, whose mission is to develop and advocate public policies that advance constitutional civil liberties and democratic values in new computer and communications technologies.
- [The White House](#)
- [American Library Association](#) - the oldest and largest national library association in the world
 - [American Library Association launches parent education campaign about the Internet](#)
- [Enough is Enough](#) - organization working to protect children and families from the dangers of illegal Pornography and On-Line Predators.
 - [Press Release: Enough Is Enough Calls On ALA For Responsible Library Policies](#)
- [CyberAngels](#) - dedicated to educating Internet users about problems of safety and security online
- [Electronic Privacy Information Center](#) - established to focus public attention on emerging civil liberties issues relating to the National Information Infrastructure

- [Post-CDA: The "Filtering" Debate Begins](#)
- [Computer Pornography Questions and Answers](#) - from the Family Research Council

External sites are not endorsed by CNN Interactive.

Search for related CNN stories:
[\[Help\]](#)
 Tip: You can restrict your search to the title of a document.
 Example: title:New Year's Resolutions 

Watch these shows on CNN for more sci-tech stories:

[CNN Computer Connection](#) | [Future Watch](#) | [Science & Technology Week](#)

**Sound off
on our
message
boards**



Tell us what
you think!

You said it...

Who's really doing
business on the Web?



BACK TO TOP

© 1997 Cable News Network, Inc.
All Rights Reserved.

[Terms](#) under which this service is provided to you.

Script for Industry Parent Event

- Good morning. On behalf of the President, I want to thank everyone for coming to the White House to discuss steps that we can take together to make the Internet “family friendly.” I expect the President will join us later.
- I’d like to start by acknowledging Secretary Daley, Seth Waxman from the Department of Justice, Christine Varney from the Federal Trade Administration and the many members of Congress who have joined us today. I want to come back to the members of Congress after we have had a chance to hear from industry and parents.
- I think all of us in this room realize that the Internet is a powerful tool that can open up whole new worlds changing the way our children learn and play. That is why we are connecting every classroom to the Internet by the year 2000.
- At the same time, I think we all also agree that parents and teachers need the tools to prevent children from accessing sites that are inappropriate.
- So after the Supreme Court’s decision on the Communications Decency Act, the President asked me to convene this meeting to help find solutions for the Internet that are as powerful as the V-Chip is for television while protecting our free speech values. These tools need to be widely available, effective, and easy to use. I don’t want to underestimate how difficult it will be to achieve this goal but I think we begin the effort and make real progress here today.
- This is an effort that we each must play a role in. For government, we will make clear our commitment to enforcing existing anti-stalking, obscenity, and child pornography statutes online.
- For industry, if you really want the Internet to achieve the potential that we all think it can achieve, parents must have confidence in the medium. You have a chance to show that in this new industry can come together to do what is right. I have seen some promising technologies that block and filter Internet sites based on various rating systems – many of these are on the market today. But to be effective, these technologies need to be more widely available, effective and easy to use. They need to be included in more browsers and they need to be available to more parents. And for this system to work, we must also find ways to make these ratings commonplace by creating incentives for people to rate their own sites like when people register a new site with a directory service.
- For parents, since no technology is a substitute for parental involvement, parents must do their part too. There is a positive side to the Internet. We must help our children find it. We also have to help parents and teachers learn how to find and effectively use these new tools.

I hope we can cover these topics today. I'd like to start by asking some of the industry representatives here today what steps can be taken to help us achieve this goal.

Q1. One step that would be helpful would be for the leading browser companies to support standards for filtering such as PICS - the Platform for Internet Content Selection. Microsoft has already done that - I'd like to ask **Andi Ireland** from Netscape to discuss what your plans are?

next release -

A. Netscape is committed to adding support for PICS in the next version of their browser.

Q2. Most Web sites register with one or more of the directory and search engine sites like Yahoo!. **Jerry Yang**, as the Chief Yahoo- what can directory and search engine companies do to encourage self-rating by web sites?

A. Yahoo! will ask people who register new sites with their directory service to self rate and will work with the other search engines to do the same.

Q3. We have some other Internet search engines with us here today. **Joe Krauss** of Excite and **Robert Davis** of Lycos, what do you think your companies can do?

A. Work with the other search engines to encourage self-rating. *require self rating, rate ourselves & review sites* } opportunity to self rate, incentives to do so -

Q4. We have representatives from two of the leading Internet filtering software products -- **CyberPatrol** and **SurfWatch**. How are you getting your products the hands of more parents? Have you had any luck in getting Internet Service Providers and computer companies to "bundle" your software?

A. Roughly 85 percent of the customers of the Internet Service Providers have access to our products. *15% online services immediately a tool for Webmasters to rate sites - SurfWatch - 7.2 million copies distributed turn on WebTV, Yahoo! games*

*Act Now!
Income + output
Developer
biometric
inform
which w
typing.*

Q5. We have one of the PICS based ratings systems represented here today **Stephen Balkam** (Executive Director of RSAC) -- what do you think these commitments you've heard this morning will mean? Will ratings systems like yours be able to do more too?

A. RSAC is getting a grant from IBM *Critical Mass - IBM partnership*
International Ratings Working group to establish standard

Q6. But where can parents go to find about these resources, new filtering and blocking technologies, and rating systems. **Jerry Berman**, you have compiled listings of a lot of these resources, is there a way to make those easily available to parents?

A. The Center for Democracy and Technology has created a web page that you will announce in room 450 that is a one stop shop for parents to learn more.
www.netparents.org

Government

Q1. We have heard some exciting commitments from industry that get us a long way. Although parts of CDA was struck down, cyberspace is not a lawless entity. What I'd like to do is hear from the Justice Department about what they are doing to make the Internet safe for Children. **Seth Waxman**, [Acting Deputy Attorney General]

A. We are vigorously enforcing existing laws. *Justice convene a forum - to set up an Internet Stream of communication with folks to who enforce laws.*

Parents, teachers, librarians

Ask Netscape - both download bookmarks - to have a kids tab
Microsoft - good sites
I'd like to shift gears now and discuss what parents, teachers, and librarians can do to help. Obviously, technology is just a tool - we should not count on it to raise our children.

Q1. Parents need guidance on what material has educational value as well as what material to steer clear of. **Barbara Ford** (President of American Library Association), what can librarians do to help?

A. *new Internet tool kit - brochure + web site*
ALA is launching a project to give parents access to an organized list of positive sites.

Q2. *Ernie* ~~Ernie Allen~~, the **National Center for Missing and Exploited Children** has published a report entitled, "Child Safety on the Information Highway." What kind of recommendations do you make for parents?

A. Use filtering software or features of on-line services that prevent children from accessing adult-oriented "chat" areas. Spend time with children while they are online. Establish some basic "safety" rules (e.g. don't give out identifying information such as telephone numbers, addresses).

Q3. Obviously, this is an issue that teachers are having to deal with as we bring technology in to the classroom. What advice is **NEA** giving to teachers **Marilyn Cross**?

A. Teachers have a role too, schools need to develop "acceptable use policies."

Next steps

Based on what I've heard - I think that we are building some significant momentum for "parental empowerment" and a family-friendly Internet. Obviously, we still have a lot more work to do achieve these goals. I'd like to get your thoughts on what specific steps we should take next.

Q1. ■ **PRESIDENT'S QUESTION:** *Steve Case [CEO of America Online] The President will ask: We have accomplished a lot here this morning. But this is*

just the first step. I want to maintain the momentum that we've generated from this meeting and from your commitments. What steps can we take after today to make progress on this important issue? Steve Case - any thoughts?

Oct 15 & 16 -

A. AOL is organizing a summit this fall.

Q2. We're fortunate to have with us several members of Congress. Each of you here has taken a leadership role on these issues. I know we can all agree on the goal of creating a family friendly Internet. I hope you will agree that what we have heard today is a great first step towards this goal consistent with our First Amendment values. I'd like to hear what you think we as government officials and opinion leaders can do to support this voluntary strategy.

If there is any time remaining, you should open it up for questions and comments.

Leahy - right approach w/o legislation

Murray - voted against CDA
left a hole

look to see - have legislation -

VP. Forum for hearing out legislative proposals

Bar
Gordon

Clearinghouse to learn about information

Eshoo - need -
ongoing task force -
weed out things together
parents have the power

Zoe Lofgren

Goodliff R

One of the few folks supporting CDA

Given that opportunity
put burden on pornographers
that they must rate

encrypt -

Markkey

Joint Chiefs of Internet

Possible Announceables

In a meeting with industry leaders, groups representing teachers, parents, Internet users and librarians, the President and Vice President announced a set of initiatives and industry commitments that will give parents a solution for the Internet that is as powerful for the computer as the V-chip is for the television while protecting children in ways that are consistent with our free speech values. These initiatives allow us to help solve the problem that the authors of the Communications Decency Act originally identified while providing an alternative beyond legal reproach that give parents and teachers control over what children have access to on the Internet. This announcement helps ensure that parents have solutions that are widely available, effective and easy to use.

Blocking Technology: The Virtual V-Chip

- **Netscape Commitment:** With a major new commitment from Netscape to include blocking technologies in its next major version of its browser, the President announced that in the future virtually all web browsers (95%) will contain the software equivalent of the v-chip. Netscape together with Microsoft, who is already incorporating blocking technology in its browser, make up about 95% of the Internet browser market. The technology they will use called PICS, or Platform for Internet Content Selection, is built into the browser by the software developer and allows parents and teachers to set access levels based on labels or ratings provided by the web page author or by third parties.
- **ISP Commitment:** To ensure that these new technologies are readily available to parents and teachers, a group of Internet Service Providers comprising a large segment of the market (x%), announced that they are making filtering services available to all Internet-connected households that they serve.
- **Challenge to Industry on research:** The President acknowledged that there is still more to be done and challenged industry to invest in a continuing research effort to help ensure that these tools are as effective as possible while remaining easy to use.

Making Internet Labels Widely Available.

The President also announced private sector commitments to dramatically increase the percentage of web sites covered by the labeling systems. Taken together these efforts to increase the number of labeled sites can provide the catalyst to make Internet labels common place:

- **Yahoo! And Excite Commitments.** Two major Internet directories, Yahoo! And Excite, announced an effort to provide incentives for web sites to label helping to ensure that labels become prevalent.
- **Group of companies agree to self-label.** A group of companies that have major

web sites have agreed to lead by example and self label their sites for children.

- **Executive Memorandum.** The President also announced an executive memorandum for labeling all government web sites to ensure that parents who choose to restrict their children to only labeled web sites can still get to the vast resources that the federal government now has online.
- **Challenge to others to label:** The President also challenged the rest of the Internet community to demonstrate the kind of self governing leadership that has made the Internet such a success thus far by encouraging other to self-label their own home pages even when the content does not contain nudity, offensive language etc.

Enforcement

- **Enforce existing Laws:** The President made clear that the Justice Department already has substantial authority on the Internet to protect children and asked the Justice Department to vigorously enforce existing anti-stalking, obscenity, pedophile, and pornography statutes online as in other media.
- **90 Day review by Justice and FTC.** The President also called for a 90 day review by both the Department of Justice and the Federal Trade Commission to see if any new legislation is necessary to make clear that anti-fraud statutes and the Labeling Act apply to Internet ratings.
- **Moratorium on New Legislation:** As with television ratings, the President would give industry a time by which parents could judge for themselves whether the system is working. We would leave the door open to other legislative options if parents decide it isn't working.

Parental Responsibility

- **Challenge to Parents:** The President also challenged parents to do their part as well. "No technological solution can substitute for a parent taking an active role in their children's lives. For these solutions to work, parents must take the time to understand the benefits and challenges that the Internet brings and decide for themselves how best to take advantage of the new tools we have unleashed today."
- **Ad Council PSA Campaign?**
- **AOL Summit**
- **White List**

 ACCEPT REGRET PENDING

TO: Stephanie Street, Director of Scheduling and Advance

FROM: Don Gips, OVP
Jim Kohlenberger, OVP
Tom Kalil, NEC

REQUEST: In the wake of the expected Supreme Court decision on the Communications Decency Act, the President and Vice President would announce a major new initiative for the Internet that is as powerful for the computer as the v-chip is for the television.

The President and Vice President could first see a demonstration of Internet blocking technologies by a child and parent and then join with industry leaders and child advocates to announce a set of initiatives that give parents and teachers control over what children have access to on the Internet -- the equivalent of an Internet V-chip.

PURPOSE: This announcement, allows us to demonstrate leadership on the issue while helping to solve the problem that the authors of the Communications Decency Act originally identified while providing an alternative beyond legal reproach.

BACKGROUND: On the day of the Supreme Court's announcement, presuming that the CDA is struck down as unconstitutional (as most court observers agree), we would announce that we will convene industry leaders, parents, Congressional leaders and others to develop a solution for the Internet. (draft statement attached)

The Internet industry is prepared to step forward with a series of commitments that will include blocking technology in 95% of Internet browsers and making Internet ratings more commonplace. The President would announce an executive memorandum for rating government Internet sites, challenge industry to rate their own sites and talk about our strict enforcement of pedophile, anti-stalking and obscenity laws. Other groups would commit to developing a list of good sites for children.

PREVIOUS

PARTICIPATION: The President signed the Communications Decency Act into law when he signed the Telecommunications bill.

DATE & TIME: After the NATO trip.

LOCATION: Room 450

PARTICIPANTS: -- POTUS, VPOTUS
-- Internet industry executives
-- Child advocacy groups and other non-profits
-- Members of Congress

OUTLINE

OF EVENTS: -- VPOTUS make welcoming remarks
-- Demonstration of filtering technology by parent
-- Remarks by CEO -- industry commitments
-- POTUS remarks

REMARKS

REQUIRED: To be provided by Speechwriting

MEDIA

COVERAGE: Open

RECOMMENDED

BY: Don Gip.

CONTACT: Jim Kohlenberger x66223

Draft statement on Supreme Court decision (6/18)

Today, the Supreme Court ruled that the Communications Decency Act is not constitutional. It is critical that we solve the problem that the authors of the CDA identified. I believe there is an alternative way to achieving this goal that is beyond legal reproach and gives parents and teachers the control they need and deserve.

The Internet is an incredibly powerful medium for freedom of speech and freedom of expression that should be protected. It is the biggest change in human communications since the printing press, and is being used to educate our children, provide valuable health care information, and allow citizens to keep in touch with their government.

But there is material on the Internet that is clearly inappropriate for children. As a parent, I understand the concerns that parents have about their children accessing inappropriate material. If we are to make the Internet a powerful resource for learning, we must give parents and teachers the tools they need to make the Internet safe for children.

Therefore, in the coming days, I will convene industry leaders and groups representing teachers, parents and librarians. We can and must develop a solution for the Internet that is as powerful for the computer as the v-chip will be for the television, and that protects children in ways that are consistent with America's free speech values. With the right technology and rating systems - we can help ensure that our children don't end up in the red light districts of cyberspace.

An Internet Summit

HAVING CLUNG till the bitter end to the wrong side in the Internet indecency case, the White House now is reaching to claim leadership of both sides at once. In statements last week, the president lauded the new medium's freedom from regulation and its potential to unlock global commerce. He called on foreign governments to follow the U.S. lead in avoiding "unnecessary regulations [and] cumbersome bureaucracies," including content restrictions, on electronic commerce. At the same time, he stoked the same emotional urgency about child safety that had fueled the initial and understandable, though constitutionally wrongheaded, support for indecency legislation. He summoned parents, child-advocacy groups and anti-porn activists and industry leaders to a White House summit to explore how to make the Net safe for children through filters and other technical means.

Such are the wonders of cyberspace that maintaining this acrobatic posture on Internet regulation may turn out to be perfectly possible. In fact it may turn out to be the only position that makes practical sense. It is true, as the lawmakers who voted for the Decency Act were all too aware, that parents have new grounds for worry about their kids' exposure to the outside world if there is a networked computer and an Internet browser in the house. But it is also true that restricting such

exposure carries negative as well as positive consequences and that the balancing act is one that individual parents ought to be free to make.

The White House session is intended to put pressure on software manufacturers and service providers such as libraries to self-regulate and offer choices to parents, as the TV ratings people were "persuaded" to do after similar jawboning. It has the advantage that the Internet people, unlike the TV folks, already have every incentive to do this, including a financial one. Given that built-in coincidence of interests, the administration needs to be careful not to push too hard and perhaps stray back into constitutionally dangerous waters.

The Supreme Court rejection of the indecency legislation did more than just free U.S. Internet users from worry about unpredictable litigation and heavy penalties. It sent a fairly clear signal to other countries that their own sweeping efforts to clamp down on content would be easily foiled by the existence of a large and unfettered portion of the Internet that lies outside their borders but that, because of the medium's nature, is easily accessible to all. U.S. signals over the next few months thus will be carefully watched. The administration is sensible to lay out a cautious approach that seeks to take all these warring interests into account.

Water

In br
in clea
school
editorial
Watch
our rec
the D.C.
system.
intention
editorial
tem, this
response
the right
taken to
and acc
tion in a
dollars.
Under
the chief
ing acti
The
comple
evaluat
fact, of
the ty
left.
give
and
ter
lo
de
re
en
w
th
a

Children's Internet Summit

Renaissance Washington, DC Hotel Ballroom
9:30am - 10:15am, Tuesday, December 2, 1997

Meeting requested by Dan Gips/Jim Kohlenberger
Briefing prepared by Jim Kohlenberger/Dan Taylor

EVENT

You are meeting with children and parents to discuss how they are using the Internet and then speaking to the Internet Online Summit for Kids and announcing a series of exciting and bold new steps to help make the Internet safer for children. This summit was first announced by Steve Case, CEO of America OnLine, at the White House event with the President on July 16th where we announced a new strategy for a family friendly Internet that protects our first amendment values while empowering parents with the tools they need. The effort includes three parts 1) a technology toolkit that includes new blocking and filtering technologies backed up with voluntary self-rating and third-party rating systems, 2) effective law enforcement of existing laws and 3) parental awareness and involvement.

LOGISTICS (As of this writing, subject to change)

- Upon arrival you will go to hold for a briefing. After the briefing you will join kids and parents at three terminals to talk with the children about the educational and other positive material that children are finding online and talk with parents about their concerns about the Internet and their use of filtering and blocking tools. (See attached background on families and suggested questions).
- On the way back to the hold, you will greet some of the summit organizers including Steve Case, CEO of America Online, and Lois Jean White, President of the National PTA and Tennesseean.
- The children and parents who you spoke with will be behind the podium on stools when you speak. Christine Varney, Summit organizer and former Federal Trade Commissioner, will introduce you. You will deliver prepared remarks, work a ropeline and depart.

YOUR ROLE/CONTRIBUTION

You are making the major speech at the *Internet Online Summit: Focus On Children* allowing you to demonstrate continued leadership in bringing new tools that empower parents just as they are facing perhaps the largest technology gaps in homes in history. Today, you are highlighting the positive aspects of the Internet, taking issue with those who believe these efforts are about censorship and announcing three important new steps: 1) a new parent's guide to the Internet

produced by the Department of Education, 2) two new tools to help break the impression that Cyberspace is a lawless place -- the equivalent of a 911 in Cyberspace for parents on the Internet and an zero tolerance for child pornography agreement between law-enforcement and the Associations representing 95 percent of Internet Service Providers and 3) two follow-on conferences that also deal with different aspects of children and the Internet (access, privacy and marketing). Industry will also be making a series of important new announcements which are a first step towards demonstrating the kind of industry leadership you and the President asked them to provide (summit industry press release attached).

PROGRAM NOTES

- **The Summit.** The approximately 400 participants in the Internet Online Summit include a broad range of industry leaders, educators, law enforcement officials, public interest, government representatives and family advocates. Secretaries Daley, Riley and Attorney General Reno are all speaking later in the day. This three day summit began Monday evening with a reception and will end Wednesday morning. The Summit has largely been organized by Christine Varney, former White House Cabinet Affairs Director and former Federal Trade Commissioner. She will be introducing you. Speakers and panels will cover making more positive content available for kids, public education, law-enforcement, technologies, and ratings and filtering. Participants will also be able to explore new technologies in a number of technology kiosks that have been set up.

What you are announcing:

- **Parent's Guide to the Internet.** You are releasing a new *Parent's Guide to the Internet* prepared by the Department of Education. This new guide gives parents an introduction to the Internet and how to navigate it. It also suggests how parents can allow their children to tap into the wonders of the Internet while safeguarding them from its potential hazards. The President signed and announced an executive memorandum calling for this report on Netday in April of this year. This new guide helps parents make sense of computer and Internet terminology, search for information online, identify community locations that offer free Internet access, protect children from offensive material, teach children about online safety, and find family-friendly Internet sites.
- **Zero-Tolerance for Child Pornography on the Internet Commitment.** You are also announcing a new commitment for a "zero tolerance" policy for child pornography on the Internet agreed to by leading Internet service providers representing 95 percent of home Internet users. This agreement is backed up by a new partnership between the leading ISP associations and law enforcement authorities. Steve Case will talk in more detail about this later in his remarks.

- **The Equivalent of a 911 on the Internet for Parents.** Because too often Cyberspace is seen as a lawless space, you are also announcing a new Emergency Hotline to report illegal activity on the Internet related to child pornography and predation. This includes a 1-800 toll-free number and a Website to report illegal activity or get information about what to do. This effort is sponsored by National Center for Missing and Exploited Children, which received a grant from Department of Justice for this purpose.
- **Public Education Campaign.** You are also announcing a new national public awareness campaign -- Think Then Link -- that includes: an Internet Teach-In next fall, a series of PSAs, and a national mailing to parents all designed to help parents, teachers, and kids have a safe, educational and entertaining experience online.
- **Making the Internet a safe place for kids.** Since there is more to making the Internet a good place for children than just protecting them from objectionable material, you are also announcing follow-on conferences to deal with other aspects of the Internet. First, the Department of Commerce will convene a February conference to examine how we can make sure that kids don't face a digital divide between information haves and have nots. Second, the Department of Commerce will also convene others sessions in the Spring to focus on issues of quality content, privacy, marketing, and advertising for children. The child advocacy groups felt strongly about including these follow-on issue conferences.
- **Other Summit announcements.** Industry is also announcing a host of new Internet tools, partnerships and public education campaigns which follow-up on your call for industry leadership. Disney, for instance, will highlight a new e-mail feature that allows parents to control their children's correspondence online. CyberPatrol will announce a new tool that will allow parents to restrict their children only to monitored Internet chat rooms. PBS and others are announcing a new online educational site ties to the Winter Olympics that helps kids learn concepts in science, math and social studies in a fun and offbeat way.
- **Building upon the Previous White House Meeting.** All of these efforts build upon the efforts you and the President launched on July 16th at a White House meeting that brought together industry leaders and groups representing teachers, parents, librarians to discuss next steps after the Supreme Court struck down the CDA. At that meeting, we reached a consensus about how to pave the way to a family-friendly Internet without paving over the constitutional guarantees of free speech and free expression. The plan has three components -- new technologies, enforcement of existing laws, more active participation of parents. Your announcements and this summit together build upon the previous White House meeting by taking progress in all three areas.

Importantly at the last meeting, we announced a new commitment by Netscape to include PICS blocking technology in its next version of its browser bringing PICS penetration to 97 percent of desktop browsers. Additionally, several major search engines also announced that they would encourage new sites that register with them to use PICS based voluntary ratings. Together with other filtering technologies, effective law enforcement, and parental education, we provided a foundation for parents to choose their own methods and tools. At today's summit, with healthy competition in the filtering and blocking market, we hope to move the debate away from those who now call this approach censorship and toward a recognition that there is now sufficient choice in tools, and voluntary rating systems that give parents choices without abridging anyone's constitutional rights.

- **Free Speech Advocates Form New Group and Call this the Censorware Summit.** Several groups have taken aim out our approach and taken issue with online ratings. The ACLU for instance says filters are not censorship but create a "cloud of smoke" that would end up hiding minority view sites or those that do not rate themselves according to a major rating scheme. Other concerns are fears that major search engines will begin using the ratings to offer access to only PG material. That is not the intent nor the way the search engines are moving forward. Together these groups have banded together to form a new group called the Internet Free Expression Alliance. They held a press conference at the National Press Club on Monday to announce their formation and their issues. They are also hosting a press room to counter what they are calling the White House censorware summit.
- **On the Other Side Are Groups Who Want New Laws.** On the other side of the debate, are groups that include the Christian Coalition and others who contend that filtering software is no substitute for new laws. These groups believe the summit is a shameless attempt to promote the Internet as safe without regard to child safety. In other action, Senator Dan Coats recently introduced a stripped down version of the Communications Decency Act that is confined to companies and limited to the world wide web and may meet constitutional muster.
- **The Facts about Children and the Internet.** One of the reasons we are focussing on children is because today's adolescents will soon become the most wired segment of the population, with 75% of teens using on line services by the year 2002. (Jupiter Communications research group) Already, about 10 million children are using the Internet -- 14% of the approximately 70 million children under 18 in the U.S. That penetration rate is up more than fourfold in the past two years (Find/SVP). And that rate is about to explode as the e-rate becomes available in January hooking every classroom to the Internet. Furthermore, when children do have access to the online services, they are spending a lot of time online. A June poll of 1,000 computer homes by Fairchild Research Inc found that users age 13-17 were spending 8.4 hours a week on line and more than 17% of that time was spent in chat rooms.

ATTACHMENTS

- Business Week article on the Summit
- Background on families and suggested questions
- Remarks

Background on Students and Parents

Rocky Run Middle School, Fairfax, Virginia

The Rocky Run Middle School got on the Information Superhighway in 1991 through the Global Schoolhouse Project, using a grant from the National Science Foundation. They developed one of the first Web sites for a school, which is now preserved as an historical site. Students at the school frequently participate in video conferences with students around the country and around the world. The school doesn't use filtering technology, but disallows the use of chat room and personal email. The majority of the student body also has online access at home.

Cathlene Allard. Age 12, 7th grade. Cathlene was the team leader of her 7th grade CyberSafari team, which won 2nd place nationally for grades K-8. In that contest, sponsored by the Software Publishers Association, students used clues to find information on Web sites in an online scavenger hunt. When she's at home, she asks her parents before going online and tells them what she's looking for.

Hyung-Jin Won. (YOUNG-GIN WAHN) Age 13, 8th grade. Hyung-Jin gets online at school or the library. He recently used the Net to do a research project on Issac Newton. He says the Internet has more up-to-date information than he can find in his school library.

Bryan Glover. Age 13, 8th grade. Bryan was the team leader for the 8th grade team in CyberSafari, which won 1st place nationally for grades K-8. He says the Internet is easy to use for research.

Aubrey Smith. Age 13, 8th grade. Aubrey uses the Net mostly at home, but also uses it at school. She is working on her own Web page, which will include information about her favorite Japanese animated cartoons. Her parents, who use blocking technologies at home, will both be in attendance.

James and Susan Smith. James and Susan are the parents of **Aubrey Smith**. James is in the military. Susan works at EDS. They have tried a variety of blocking technologies at home. Currently, they use SurfWatch. They don't think that SurfWatch is a total solution, because it doesn't block all objectionable sites, but they believe that it offers some safety against many sites they believe are inappropriate for their daughter and allows them to disable chat rooms.

Hines Junior High, Washington, D.C.

Hines Junior High offers a class called "Internet Gurus." The three-day-a-week class teaches students how to use the Internet. Students give up parts of their Saturdays every week to attend the class. The three students from Hines are all in the class, which has about ten students.

Lorenzo Brown. Age 15, 9th grade. Lorenzo has been using the Internet for 4 years. He began using the Net to do research for a report on Frederick Douglas. He says he can find more resources online than he can by using his school library alone. He is developing his own

animated Web page. He also uses e-mail to keep up with his friends.

Zila McDowell. (ZY-LA) Age 13, 8th grade. Zila began taking the Internet Gurus class because her father wanted her to learn how to use the Internet. She believes that knowing how to use the Net will be important for her future.

Markeith Branch. Age 14, 8th grade. Markeith uses the Net to research school projects. He is taking the class because his mother thinks it's important for him to develop the skills to use online resources.

Rock Creek Valley School, Maryland

The children from Rock Creek Valley School who are participating in the discussion are part of the GLOBE program. They use computers at school to track and analyze environmental data, which they gather during lunch and recess.

Stephanic Jung. Age 9, 4th grade. Stephanic uses the Internet at school. She finds it is easy to do research online. She enjoys finding information on animals, particularly Caribou. One of her favorite online information sources is the World Book.

Lunden Gillespie. Age 9, 4th grade. Lunden likes to research famous people and share what she learns with her parents. Her grandfather, who works at a library helping young people get online, will also attend.

Alex Levita. Age 9, 4th grade. Alex likes to visit the Chicago Museum site to find information about ancient Egypt. When he's online at home, his parents check on him every few minutes. His parents also give him guidance about where he can and cannot go while he's online.

Gregory Bruening. Gregory is 9 years old and in the 4th grade. He typically uses the Net 4-5 times a week. (Gregory's father teaches at Rock Creek Valley, but Gregory attends Duffief Elementary in Gathiersburg, MD. Every classroom at Duffief was wired last summer during a NetDay.)

Paul and Judith Bruening. Paul and Judith are the parents of **Gregory Bruening**. Paul teaches at Rock Creek Valley School and Judy is a full-time homemaker. They have set up a kids account for Gregory so that he can only access America Online's kids' area. They like the AOL kids' site because it gives Gregory the freedom to explore without them looking over his shoulder. Without such a parental tool, they would be unlikely to let Gregory use the Net. (The Bruenings' six-year-old daughter, Megan, will be in the audience for your speech, but she will not be in the discussion session.)

Michael Wallace. Michael is **Lunden Gillespie's** grandfather (though he is one of her primary caretaker). He works at a library, where he helps kids get online.

Questions for students and parents

First computer (Rocky Run Middle School, VA):

- Cathlene, how do you find information on the Web?
- Susan and James, are there things on the Web that you believe are inappropriate for children?

Second computer (Hine Jr. High, DC):

- Lorenzo, you have been using the Internet for four years. Why did you first get online? What did you find?

Third computer (Rock Creek Valley School, MD):

- Stephanie, how do you and your classmates use computers to take part in the GLOBE program?
- Paul and Judy, how important are Internet filtering tools to help you feel comfortable about your kids' online use?

Industry, administration plan to make Internet child-friendly

changes thruout

By JEANNINE AVERSA=

Associated Press Writer=

WASHINGTON (AP) As part of its efforts to make the Internet a more kid-friendly place, the online industry has agreed to report activities involving child pornography to law enforcement officials.

Vice President Al Gore announced the initiative here today when he addressed a conference on ways to make the Internet a safer place for America's youngsters.

He said the agreement involves industry groups covering 95 percent of home Internet users.

Under the policy, Internet providers would remove child pornography from their own bulletin boards and services, said Donna Rice Hughes, a spokeswoman for Enough is Enough, an advocacy group trying to get child pornography off the World Wide Web.

"We have made some headway," she said.

Gore also talked about the National Center for Missing and Exploited Children's toll-free hot line to report incidents of child sexual exploitation online, including child pornography.

While applauding the commitments to help keep Internet smut away from kids, Gore also challenged the online industry to come up with ways to protect children's privacy, shield them from exploitative marketing and provide them with more "safe" places to go online.

And he announced that the Commerce Department will hold conferences on these issues next year.

"There is a danger for this effort to degenerate into a discussion about how to avoid regulation. To be successful, it must be elevated to a discussion about how to meet the needs of America's families," Gore said. "Industry will never be able to meet those needs unless it devotes the same resources and commitment to designing parental controls that it would devote to the design and launch of any new product."

Kathryn Montgomery, president of the Center for Media Education, an advocacy group that wants to make the Internet safer and more educational for children, praised efforts to improve children's programming on the Internet.

"We need to do more than protect children from bad content; we need to ensure that there is quality, good content," she said.

Building on pledges made to President Clinton in July, industry groups on Monday - the first day of a three-day conference - discussed how to educate parents about anti-smut screening and how to highlight Internet sites that are clean enough for kids.

"I hope it works," Clinton said Monday of the industry's efforts. "I encouraged them to do it, and I'm glad they're doing it. I wish them well."

Gore told the industry that it needs to make screening and blocking tools as widely available and as easy to use as the Internet is remote.

The Center for Democracy and Technology, a group that works to

protect computer users' civil liberties, says all major providers of Internet access to consumers offer screening technology free or at a nominal cost.

But a survey of 750 families by the monthly Family PC magazine found that only 26 percent use screening software, most of them because it is built in to their web browsers or offered by their online service providers.

Just 4 percent of parents use screening software when they buy and install it on their computers, the magazine survey said.

The Supreme Court in June struck down a law designed to keep cyberspace's seamy side away from children. It said the 1996 Communications Decency Act, in attempting to protect children from indecent material on the Internet, improperly restricted the free-speech rights of adults.

Hoping to avoid tough government regulations some in Congress and some anti-pornography groups want, the industry has been working on voluntary efforts, backed by the administration, to make the Internet a safer place for kids.

APNP-12-02-97 1146EST

Copyright (c) 1997 The Associated Press

Received by NewsEDGE/LAN: 12/2/97 11:48 AM

Gore pledges govt action on net porn

WASHINGTON, Dec. 2 (UPI) Promising to "child-proof" the Internet, Vice President Al Gore says the administration and online service providers will work together to cleanse cyberspace of child pornography and other illegal material.

Gore also announced today a new public awareness campaign about child safety in cyberspace, and unveiled a 911-style hotline for parents and net browsers to report illegal activity.

The vice president was addressing the Internet Online Summit for Kids in Washington, which has attracted Internet giants such as America On Line, Time Warner and the Disney corporation.

The summit is designed to develop voluntary industry codes to help parents filter out obscene, pornographic and dangerous material, but is under attack from pro-family groups, who want mandatory blocking software on school and library computers, and the free speech lobby that opposes all regulation.

Gore rejected both arguments, saying he preferred to work with the industry, not regulate it. Gore said, "The Internet industry must gain the trust of America's parents," otherwise it should "prepare itself for a massive public backlash against this exciting medium."

He launched a new Department of Education guide for parents, to breach the "techno-generation gap" and help them supervise their children's net surfing, and the "Think Then Link" awareness campaign using local town hall meetings.

The industry and law enforcement agencies will also sign a "zero tolerance" agreement to aggressively enforce anti-stalking, child pornography and obscenity laws, and the Justice Department will sponsor a cybertips hotline (1-800-843-5678) for reporting illegal, child-oriented material.

Copyright 1997 by United Press International.

All rights reserved.



ASSOCIATED PRESS

Vice President Gore joins children at a computer yesterday at a Washington conference about children's online safety.

2/2

The Washington Post
WEDNESDAY, DECEMBER 3, 1997

Calling a Coup a Coup

AMERICANS, the latest combat in Cambodia's capital may seem like inexplicable fighting among equally tainted political forces. It is not. It is basically a coup d'etat.

Cambodia's tragic history leads some diplomats and others to consider hopeless the cause of democracy there. Certainly the Southeast Asian nation has had more than its share of seemingly mortal blows—above all the unspeakable Khmer Rouge genocide. And none of Cambodia's factions is untainted by the bloody past. Yet few observers considered democracy hopeless in 1993, when an astonishing 89 percent of voters went to the polls despite threats of violence and actual attacks. A United Nations-led transition was hailed as a model for democracy-building.

Almost from the start, though, those courageous voters did not get the international support they needed. Hun Sen, the Vietnamese-installed ruler from 1979 to 1993, and his People's Party unexpectedly lost the election, despite a campaign of intimidation against other parties. Yet, again through coercion and threat of force, he was permitted to muscle into the government as co-prime minister, essentially negating the election results.

Since then, the United States and its allies have given Cambodia substantial amounts of aid. But they have not conditioned it on further democrati-

zation, such as the establishment of independent courts, election commissions and other institutions. There was little protest when Hun Sen's party began forcing independent voices out of the government, refusing to register new political parties and otherwise moving to reimpose one-party rule.

This weekend military forces loyal to Hun Sen attacked and, at least in the capital, defeated forces loyal to the other co-prime minister, Prince Norodom Ranariddh, who has fled to Paris. Now Hun Sen's troops are said to be rounding up political enemies; at least one senior official from the losing side is reported to have been executed. In the countryside, a civil war may be resuming.

Yesterday U.S. officials properly condemned Hun Sen's use of force, while still declining to label it a coup—because then the law would require a cutoff of aid. The international community needs to do more. Before all hope is lost of getting Cambodian democratization back on track, the United States as well as Cambodia's neighbors in ASEAN should make clear that they will not recognize a government installed by coup d'etat, that they will not keep giving aid to an illegitimate regime and that they won't accept any phony elections organized in an effort to pretty up the coup. Anything less is a disservice to those 89 percent.

An Internet Summit

HAVING CLUNG till the bitter end to the wrong side in the Internet indecency case, the White House now is reaching to claim leadership of both sides at once. In statements last week, the president lauded the new medium's freedom from regulation and its potential to unlock global commerce. He called on foreign governments to follow the U.S. lead in avoiding "unnecessary regulations [and] cumbersome bureaucracies," including content restrictions, on electronic commerce. At the same time, he stoked the same emotional urgency about child safety that had fueled the initial and understandable, though constitutionally wrongheaded, support for indecency legislation. He summoned parents, child-advocacy groups and anti-porn activists and industry leaders to a White House summit to explore how to make the Net safe for children through filters and other technical means.

Such are the wonders of cyberspace that maintaining this acrobatic posture on Internet regulation may turn out to be perfectly possible. In fact it may turn out to be the only position that makes practical sense. It is true, as the lawmakers who voted for the Decency Act were all too aware, that parents have new grounds for worry about their kids' exposure to the outside world if there is a networked computer and an Internet browser in the house. But it is also true that restricting such

exposure carries negative as well as positive consequences and that the balancing act is one that individual parents ought to be free to make.

The White House session is intended to put pressure on software manufacturers and service providers such as libraries to self-regulate and offer choices to parents, as the TV ratings people were "persuaded" to do after similar jawboning. It has the advantage that the Internet people, unlike the TV folks, already have every incentive to do this, including a financial one. Given that built-in coincidence of interests, the administration needs to be careful not to push too hard and perhaps stray back into constitutionally dangerous waters.

The Supreme Court rejection of the indecency legislation did more than just free U.S. Internet users from worry about unpredictable litigation and heavy penalties. It sent a fairly clear signal to other countries that their own sweeping efforts to clamp down on content would be easily foiled by the existence of a large and unfettered portion of the Internet that lies outside their borders but that, because of the medium's nature, is easily accessible to all. U.S. signals over the next few months thus will be carefully watched. The administration is sensible to lay out a cautious approach that seeks to take all these warring interests into account.

Parents ask: Will internet safeguards go far enough?

By Leslie Miller
USA TODAY

AI

WASHINGTON — On-line companies, Internet advocates and the federal government are scrambling this week to show they care about making cyberspace safe for kids. But the question many Net-savvy parents have as their children click onto the Web again may be: Is it enough?

At Monday's opening of an unprecedented national summit here aimed at protecting children on line, companies touted tools designed to block unsuitable content. Advocacy groups distributed safe-surfing tips and recommended Web sites with compelling educational content.

Entertainment empires Disney and Time Warner, all with deep stakes in making the Internet a mainstream mass medium, said they'll enlist such characters as the Three Little Pigs and Fred Flintstone to teach kids to be wary of strangers in cyberspace.

And today, Vice President Gore and other top government officials will make appearances to announce other initiatives, including a national hot line to report cybercrimes involving children and a "zero tolerance" policy on child pornography on the Net. Taken together, the efforts sound impressive. But many parents, lost in a maze of new technology, may need more.

"We're hearing loud and clear that parents

Please see COVER STORY next page ▶

Continued from 1A

just feel overwhelmed," says Robin Raskin, editor of FamilyPC magazine. The magazine's reader surveys suggest only about 25% of Net parents use blocking software when they have to install it on their computers.

Surveys and interviews find some parents doubt the value of such technology, which is aimed at blocking, or "filtering," objectionable material before it gets to the computer screen.

"I'm doing the filtering," says John Bowen of Jackson, Miss., whose son is in eighth grade. "Most kids that age, it would take them about 15 minutes to get around the filters, if they're half-way computer literate or they've got friends at school that are."

"I think the Internet's a great thing for my kids to get on, but I'm worried about what they might get into," says Naysa Roberts, of Tyler, Texas, a 40-year-old mother of four young kids.

"I question how effective the software really is. ... I've heard it doesn't work all that well."

Despite the fierce legal battles over freedom of speech in cyberspace, almost half of all parents think there ought to be a law: 48% feel Internet content should be regulated somehow, FamilyPC found.

Congress tried that with the Communications Decency Act, which would have banned putting "indecent" material where kids might see it. The Supreme Court in June overturned the law as unconstitutional.

Making families feel comfortable

So making families like the Roberts feel more comfortable on the Internet is crucial for nearly everyone at the "Focus on Children" summit.

Educators fear students will miss out on an exciting new learning tool; the on-line industry worries that a mainstream market will never materialize without family participation. Law enforcement officials fear criminals will target kids whose parents don't understand the dangers on line. And politicians feel pressure from voters to step in and fix it.

Some free-speech groups, including the American Civil Liberties Union, have criticized filtering tools, saying they're not effective and that they have the potential to become censorship tools.

But "we're not trying to impose anything on anybody," says Steve Case, chairman and CEO of America Online. "We're trying to empower parents for their families. It shouldn't be anybody other than parents deciding for themselves what their children see."

Tools available for parental use

Parental control tools are designed to block access to text, pictures or chat rooms that may be unsuitable for kids. No tools are 100% reliable; not all do the same things; and some may block some valuable sites.

Tools are available from:

▶ **Internet service providers.** All major commercial on-line services and many regional and local service providers offer controls free or for a small fee. Many companies, including America Online, allow parents to set up accounts with different levels of controls for different ages.

▶ **Computer and retail stores.** Stand-alone blocking and filtering software such as SurfWatch and Cyber Patrol must be installed on the home PC. Most block access to sites identified as inappropriate by the companies. Lists must be frequently updated; savvy kids may be able to disable the controls.

▶ **Web browsers.** Some browsing software, such as Microsoft's Internet Explorer (versions 3 and 4), contains a built-in feature that blocks Web sites based on third-party rating systems.

"Parenting in the 21st Century is going to involve this medium in a significant way," says Christine Varney, who is chairing the summit. A mother of two young children, Varney until recently was a member of the Federal Trade Commission, and presided at hearings on a number of Internet issues.

The federal government is taking an especially high profile at the summit. Gore is scheduled to speak this morning, followed by Education Secretary Richard Riley, Commerce Secretary William Daley and Attorney General Janet Reno.

"If the Internet is ever to realize its full potential we must address the real concerns of America's families by providing tools that are as easy to use as the TV remote control," says Don Gilps, Gore's chief domestic policy advisor.

The "zero-tolerance" child-pornography policy being announced by Gore will encourage Internet service providers to be more vigilant in keeping the already-illegal material off the Net. It asks providers, when possible, to "remove it and (cooperate) aggressively with law enforcement."

'Don't expect magic'

Summit organizers are touting a new era of cooperation between on-line companies and government. "There's been tremendous progress as a result of work leading up to this summit over the past six months," says America Online attorney John Ryan. (Records of on-line users still won't be handed over without appropriate subpoenas, AOL says.)

Among other initiatives announced Monday:

▶ **Creation of a national toll-free CyberTipLine (800-843-3678),** where parents can report suspicious incidents or on-line activity. The hot line will be run by the National Center for Missing and Exploited Children, with funding from both the federal government and the computer industry.

▶ **Internet companies will help make training videos to turn law enforcement officers into high-tech "cybercops,"** with the expertise necessary to investigate Net-related crimes.

▶ **The government also is announcing a new booklet, The Parents Guide to the Internet,** by the Dept. of Education. Parents can get a free copy by calling 800-872-3327, or read the full text on line at www.ed.gov.

▶ **America Online will make access to its parental controls easier,** with a permanent point-and-click link to the controls area from the Welcome screen members see every time they log on. Whenever a new screen name is registered, the user will be asked whether it will be used by a child, and prompted to turn on the controls.

AOL also is launching a new "Neighborhood Watch" program and panic buttons labeled "Notify AOL" to report inappropriate behavior or page a staff member for assistance.

▶ **A kid-safe e-mail program created by Disney On-Line** for members of Disney's Daily Blast (www.disneyblast.com), is on-line service for kids. Disney also announced plans for a family-oriented Internet directory of thousands of child-safe sites, and a Web-based safety education campaign for kids.

▶ **Time Warner's on-line safety education campaign** uses its Cartoon Network to publish a newsletter and host chats on safety issues, as well as loaning Hanna Barbera characters such as Fred Flintstone and Scooby-Doo to America Online for safety education.

Faith Conlon of Seattle, with two teens and a 4-year-old, says she appreciates companies' efforts. She doesn't know what the answer is, but she doesn't think the Web should be one big free-for-all.

"I started out thinking there should be no regulation but then I started being on line more. It's like television, I'm constantly turning off the TV and saying 'This isn't appropriate. ... As a parent I'd like to be able to screen really violent content. But I don't want the government to do it.'"

The industry agrees.

"We think it's very important that the Internet become a family-friendly place," says Disney Online president Jake Winbaum. "Just don't expect magic. It's a very complex issue."

Contributing: Elizabeth Weise and Mike Snider

COVER STORY

Despite the fierce legal battles over freedom of speech in cyberspace, almost half of all parents think there ought to be a law: 48% feel Internet content should be regulated somehow, FamilyPC found.

Congress tried that with the Communications Decency Act, which would have banned putting "indecent" material where kids might see it. The Supreme Court in June overturned the law as unconstitutional.

Making families feel comfortable

So making families like the Roberts feel more comfortable on the Internet is crucial for nearly everyone at the "Focus on Children" summit.

Educators fear students will miss out on an exciting new learning tool; the on-line industry worries that a mainstream market will never materialize without family participation. Law enforcement officials fear criminals will target kids whose parents don't understand the dangers on line. And politicians feel pressure from voters to step in and fix it.

Some free-speech groups, including the American Civil Liberties Union, have criticized filtering tools, saying they're not effective and that they have the potential to become censorship tools.

But "we're not trying to impose anything on anybody," says Steve Case, chairman and CEO of America Online. "We're trying to empower parents for their families. It shouldn't be anybody other than parents deciding for themselves what their children see."

USA TODAY • TUESDAY, DECEMBER 2, 1997

White House Internet summit finds demand for regulation

By Julia Quinn
THE WASHINGTON TIMES

A three-day conference about the Internet is not doing enough to protect children, a coalition of a dozen groups announced yesterday.

Instead, "it's a very good time in America to be a child predator," Family Research Council President Gary Bauer said. "Today through the Internet, you can come into every school, library and home."

The coalition was addressing an Internet Online Summit, sponsored by the Clinton administration, that grew out of the U.S. Supreme Court's decision in June to overturn the Communications Decency Act. The summit ends Wednesday.

Instead of compelling parents to do the censoring, speakers said that newsgroups such as "alt.sex.pedophilia" should be removed by Internet content and service providers, such as AT&T, American Online, Microsoft Network, Prodigy and Netcom unless they want to be fined. In Germany, CompuServe eliminated 200 newsgroups when threatened with penalties, said the Christian Coalition's Heidi Stirrup.

Here, only America Online has made a serious attempt to block some of these groups, said Bruce Watson of the Coalition for Protection of Children and Families.

"There is nothing in the First Amendment that compels people to distribute pornography," Mr. Watson said.

Plus, the Supreme Court did not overturn the part of the Communication Decency Act that prohibits interstate trafficking in obscenity involving the Internet. Violation of that federal law is punishable by five years in prison and a \$250,000 fine.

Thus, the government must regulate the Internet more firmly, Mr. Bauer said, as parents can't be expected to monitor their children's computers continuously.

Springfield residents Gene and Roberta

Bowman described how their son, John, 16, learned how to find pornographic sites while a student at West Springfield High School.

"When the teacher would depart the classroom for a few minutes, one of the students would call up pornography on the classroom computer, which has no pornographic blocking device, and [the boys] would gather around for the show," Mr. Bowman said.

His son added, "The teacher didn't have a clue to what we were up to."

Producing a "bill of rights" from the American Library Association, Karen Jo Gounaud of the Springfield-based Family Friendly Libraries said the ALA has gone on record to oppose blocking public library access to pornography.

"The American Library Association, despite their proud show of cyber guides and training for parents, is very much a part of the Internet problem," she said. "After telling the Supreme Court that the CDA was unnecessary because of available blocking technology, they now threaten legal trouble for libraries and professional censure for librarians choosing that same technology for their community systems."

Carmen Pate, vice president of Concerned Women for America, said the burden for monitoring child use of the Internet should not be placed on the shoulders of busy librarians, either. Estimating that 45 percent of all U.S. libraries are already connected, she said that 70 percent of all children accessing the Internet do so outside the home and therefore away from their parents.

There's no shortage of places for them to do so, said Miss Stirrup, who estimated there are 72,000 pornographic Web sites, with 39 explicit new ones launched daily.

• Disney rolls out the cyberspace equivalent of a gated community for kids. B7

The Washington Times

TUESDAY, DECEMBER 2, 1997

AIDS will orphan 40 million

Epidemic cuts life span, economic growth in Third World

By Tom Marshall
THE WASHINGTON TIMES

By the year 2010, more than 40 million people likely will have died of AIDS, but more devastating will be the disease's effect on an estimated 40 million children who will be orphaned by acquired immune deficiency syndrome, experts said yesterday.

"The epidemic is not over," Dr. Peter Piot, executive director of the United Nations AIDS program (UNAIDS) and one of the co-discoverers of the Ebola virus, told a news conference marking World AIDS Day.

Mr. Piot said new drugs are helping to control the human immunodeficiency virus in a few people, but the drugs do not cure the disease and the drugs are not available in most developing countries.

He and leaders of major agencies battling AIDS, including members of the United Nations and the U.S. Agency for International Development, spoke yesterday in Washington seeking worldwide support to fight the spread of HIV and AIDS.

The World Health Organization published a report last week indicating the HIV/AIDS epidemic is

far greater than was previously estimated.

More than 42 million people worldwide have been infected, and 39.6 million are living with HIV.

"That's nearly double the number we had previously calculated," Mr. Piot said, adding that the numbers reported mean one of every 100 adults in the sexually active ages of 15 to 49 worldwide is infected with HIV.

Based on UNAIDS reports, 1,600 children die every day from AIDS, and as many are born infected with HIV.

"The pandemic continues to grow. Last year there were almost 6 million new HIV infections. That translates into 16,000 new infections every day, and a very substantial portion of those are infants and adolescents," said Sally Shelton-Colby, assistant administrator for U.S. AID's Global Programs, Fields Support and Research Bureau.

"In fact, the fastest-growing rate of increase of HIV is among [people] between the ages of 15 and 24," she said.

Brian Atwood, director of U.S. AID, said children are starting to suffer the most. His agency re-

leased a report last month predicting that more than 40 million children in the 23 worst-hit countries — mostly in Africa — would be left without one or both parents because of AIDS by 2000.

Some countries in Africa have more than 5 percent of their populations affected by AIDS.

"AIDS-related mortality will eliminate the gains made in child survival over the past 20 years," Mr. Atwood said.

In countries across Africa, Asia and Latin America, HIV/AIDS is rapidly reversing years of hard-won progress in economic and social development, he said.

"We have gone in the developing world and taken the average age from about 42 to about 62. You can't say that anymore because life expectancy, which has been steadily on the rise for the last three decades, will drop to 40 years or less in nine sub-Saharan African countries by the year 2010, mainly because of this disease," Mr. Atwood said.

"In countries like Botswana, Zambia and Zimbabwe, which would have had life expectancies of 60 to 70 years without HIV/AIDS, we'll see life expectancies plummet to around 30 years with this epidemic."

Today's topic: REGULATING THE INTERNET

Net concerns: Keeping smut away from kids . . .

Sex sells. And family values do, too.

In that reality lies the best hope for parents to get some control over what their kids see on the Internet.

Monday, some key service providers, during a summit on kids and the Internet in Washington, D.C., announced steps they would take to make it tougher for youngsters to access dirty images on the Net. America Online, Disney and others promised to provide new software and other tools to block kids from sites with lurid sexual or violent material.

Those businesses have more than just a passing concern for children at heart. They also know their cyberprofits could flicker away if fears of pornography scare parents off the Net.

Like video outlets that carry no X-rated videos, they don't want to lose family business. Fewer than 2% of Internet sites carry sexually explicit material. They shouldn't scare families

away from the immense educational and commercial opportunities the Net offers.

Some state and federal lawmakers, though, go too far in trying to protect the medium and kids from nasty messages.

The Supreme Court in June struck down the Communications Decency Act that would have put a lid on content accessible

by youngsters. The court ruled that the law inhibited too much adult expression. But another bill, tying access to adult images to getting a credit card number, may be acted on next year.

Even if legal, such a measure is impractical. Laws are local or national. The Internet is global. There will always be someplace with easy access that U.S. laws can't reach.

Technology offers a better option. New and better screening software, like that announced Monday, promises to block the viewing of most adult material. Parents merely need to learn how to use it.

The downside: Screens may filter out valuable information. Screening for the word "sex" can block facts about sexual reproduction or Paul Revere's warning to every Middlesex village and farm. A study by the nonprofit Electronic Privacy Information Center found that one system blocked 90% of the

American Red Cross' material.

That's mostly a matter of fine-tuning the programs. What's important is that parents have tools to govern their kids' Internet use and that Internet firms have incentives to keep kids away from obscene sites.

Self-interest powers the Internet, and parents pay a lot of the bills.



"Technology is not a replacement for good parenting."

Steve Case, CEO
America Online

'Zero tolerance' on child porn

By Leslie Miller
USA TODAY

Notebook

WASHINGTON — Trade groups representing 95% of Internet providers say they will cooperate with a new "zero tolerance" policy by law enforcement to crack down on child pornography on the Net, Vice President Al Gore said here Tuesday.

That means canceling the accounts and helping prosecute users dealing in such materials, said John Ryan, a lawyer for America Online.

If parents' concerns about dangers are not adequately addressed, there will be "a massive nationwide backlash that will stunt the growth" of the new medium, Gore told several hundred teachers, librarians and company representatives gathered at an unprecedented summit to address children's safety on line.

He applauded industry announcements of a growing array of tools available to "filter" and block kids' access to objectionable on-line content. But "the solutions you are developing must be solutions that actually work, not just that theoretically could work," he said.

Gore announced several other government initiatives, including a

national hot line (800-843-5678) to report cybercrimes involving the sexual exploitation of children and a public awareness campaign with industry-funded TV ads and mailings on Net safety to 71 million households. An "Internet Teach-In" is planned for next fall and the Department of Education is offering a free *Parents Guide to the Internet*, available by calling 1-800-USA-LEARN.

The summit, continuing today, is the first in a series to address issues affecting the 7 to 10 million kids now on line. An estimated 30 million will be connected in five years.

Also discussed Tuesday:

► **Training for parents.** A lack of knowledge about the Net increases parents' fears, said Lois Jean White, president of the National PTA, which represents 6.5 million parents. "In many cases, the Internet is a foreign land and parents feel they lack the passport to enter."

She called for training of both teachers and parents, as well as legislation requiring written consent for sale of name, address or other personal information of kids under 16.

► **Kids' on-line risks.** The three biggest are pornography, predators and "their own poor judgment," said Internet columnist Larry Magid during a panel discussion on safety. Teaching safe Net behavior is better than relying on blocking tools, he said, because in addition to sexual material on line, they'll have to deal with people who are "racists or belligerent or nasty or who hit on you."

Panelists agreed there's no such thing as 100% protection: "Even monitored chat rooms can only be as good as the people who are the monitors," said Michael Sears of Surf-Watch, one of many products that lets parents block unsuitable content.

But such software can help parents, they agreed. "The technology is here today, parents just need to learn how to use it," said Gordon Ross of Net Nanny.

"It's like a seat belt in a car — if people don't use it, it doesn't do anything," said Steve Case, chairman and CEO of America Online, one of many companies that offer built-in parental controls at no extra charge. "This is the beginning of the process, not the end," he said.

► Net tips for parents, 4D

Student gun violence creeps into small-community schools

By Deborah Sharp
USA TODAY

When a teenager squeezed off the fatal rounds at a school in Paducah, Ky., he joined an exclusive but troubling group: students stalking small-town classmates.

"We've had a rash of these shootings. Unfortunately, it's become sort of a common way to get some attention for yourself," says psychologist Peter Sheras of the University of Virginia.

Monday's triple slaying is the third multiple killing this year at a small-town school. Though the reported number of gun-related deaths in the nation's schools remains relatively small, such cases have nearly doubled in the past four years.

About 10% of students over age 12 now say they have taken a gun to school — up from just 3% in 1993. In the only national study of violent deaths in the USA's schools, researchers found 40% of such incidents occurred in non-urban settings.

"It's shocking when it happens in a West Paducah, more so than a Detroit or Los Angeles, because we don't expect it," says Bill Modzeleski, director of the U.S. Department of Education's Safe and Drug Free Schools program.

His agency participated in the nationwide study, which tracked 81 firearm deaths in schools in 1992-94. Data collection is sched-

uled to begin next year to update the study. Latest incidents:

► In remote Bethel, Alaska, a community of only 4,700 on the Kuskokwim River, Evan Ramsey, 16, last February fatally gunned down his high school principal and a youngster who had teased him. Toting a shotgun and a paper bag full of shells, Ramsey roamed the hallways, firing intermittently, until he was captured after firing at police.

► In Pearl, Miss., police say Luke Woodham, 16, stabbed his mother to death with a butcher knife on Oct. 1, before taking a rifle to Pearl High School, where he's charged with shooting nine students, two fatally.

► In the farming community of Moses Lake, Wash., a teacher and two students were killed Feb. 2, 1996, when Barry Loukaitas, 14, allegedly opened fire in an algebra class at Frontier Junior High School.

The deaths leave those in small towns and elsewhere grappling with a question that's nearly impossible to answer: why?

"The things adolescents dread most in life (are) No. 1, being humiliated, and, No. 2, being ignored," says Sheras.

"I think it's just a more unstable society than in the past. There are more tensions and threats to oneself, and the kids feel that tension," says Myrnia Shure, a psychologist at the Alle-

gheny University of the Health Sciences in Philadelphia.

Experts point to parental and societal influences that portray violence as a way to solve problems. Adolescents, with their tendency not to consider the consequences of actions, are particularly susceptible.

Rising gun violence, particularly in big-city schools, prompted a flurry of programs and legislative action in the early 1990s. The national Safe Schools Act of 1994 required the states to pass laws saying that any youngster caught with a gun would be expelled. Follow-up studies have yet to be completed to see how many expulsions have occurred.

But some experts say the urban schools have benefitted most from concerted efforts, such as metal detectors, school police officers, and classes in non-violent ways to resolve conflicts. Access to guns is actually greater in rural areas, where about 40% of residents own a firearm. Fewer than 20% of city-dwellers have guns, according to a study last year by the Police Foundation.

The next step may be to transfer to small towns what works for urban schools:

"Every community needs to assess and re-assess what they're doing," says the Department of Education's Modzeleski. "It can happen in your community or in my community."

CyberTimes

The New York Times



December 3, 1997



Gore Announces Efforts to Patrol Internet

By JERI CLAUSING *CTE*

WASHINGTON — Vice President Al Gore on Tuesday announced a series of steps — including patrols by Internet service providers, a special telephone tip line and a national public awareness campaign — to help parents and law enforcement make the Internet safer for children.

At the same time, Gore backed away from the Clinton administration's earlier calls for a controversial universal rating system to give the Internet something comparable to the television V-chip for blocking objectionable sites.

Gore praised industry leadership in developing diverse filtering tools and outlined the new initiatives at the "[Internet/Online Summit: Focus on Children](#)," which was called by the White House in July after the Supreme Court struck down the [Communications Decency Act](#).

Gore announced a new commitment for a "zero tolerance" policy for child pornography on the Internet. He said Internet service provider associations representing 95 percent of home Internet users have agreed to help enforce existing laws against child pornography.

Gore also said the Justice Department had awarded a grant to the [National Center for Missing and Exploited Children's](#) toll-free telephone line — (800) 843-5678 — and Web site to report incidents of child sexual exploitation, including child pornography, online.

Related Audio
[Vice President Al Gore at the "Internet/Online Summit: Focus on Children"](#)

Credit: The Associated Press

(requires RealPlayer 3.0 or later.)

Related Article
[Conference on Children and Net Finds Little Consensus](#)
 (December 2, 1997)

[Join a discussion of the Internet/Online Summit: Focus on Children](#)

Together these two initiatives will make a big difference in the ability of parents and law enforcers to work together to keep children safe on the Internet, Gore said.

ARTICLES AND
COLUMNS

Gore Announces
Efforts to Patrol
Internet

By Jeri Clausing

Thoroughly
Modern 'Email'
Takes Ancient
Ritual Online

By Lisa Napoli

New York
Shows Off
Wired
'Courtroom
2000'

By David M.
Halbfinger

The Very Latest
for Under the
Tree

By Ashley Dunn

The Problem
With Identity on
the Net

By Peter Wayner

"It's a warning to criminals and a promise to parents there are Internet police for those activities that are illegal, and they will capture and punish those who abuse the Internet to harm and hurt our children," Gore said.

The Justice Department was unable to say how many crimes against children occur over the Internet because it does not break out those figures from overall statistics, said a spokesman, John Russell. But the number of all child pornography cases filed in federal court increased by 129 percent in 1996, he said.

"The Internet is a faster, cheaper and safer way for child pornographers to move their product so the child pornographers are using it, as are pedophiles in search of their prey," said Raymond Kelly, an undersecretary at the Treasury Department, which also is involved in enforcing laws against child pornography.

The Vice President also announced a new national public awareness campaign, "Think Then Link," that includes an online teaching program next fall, a series of public service announcements and a national mailing to parents.

Also on Tuesday, Education Secretary Richard W. Riley announced the release of the U.S. Department of Education's Parents Guide to the Internet to suggest how parents can allow their children to use the Internet as an education tool while safeguarding them its potential hazards.

Gore, praising the industry efforts, backed off from earlier administration calls for a universal ratings system, embracing the diversity of software filters and technologies that are being developed by Internet companies.

"You have taken some important first steps," Gore said. "I want to congratulate you for your efforts in this area — the search engines, the filtering and blocking software, the access to high-quality children's sites and a choice of rating systems so that parents can find one that meets their families' needs."

The concept of universal ratings is opposed by civil liberties groups that successfully fought the Communications Decency Act on grounds it improperly restricted the free-speech rights of adults while trying to protect children from smut on the Net. The groups fear mandatory ratings could have the same chilling effect on Internet free speech and could provide a "road map" for later mandates on Internet speech.

Daniel Weitzner, associated director of the Center for Democracy and Technology, one of the civil liberties groups that challenged the act, applauded Gore's speech Tuesday.

"We heard from the administration today that they support a multiplicity of filtering services," Weitzner said. "I think they've come down squarely saying they support different options."

The American Civil Liberties Union, the Electronic Frontier Foundation, the Electronic Privacy Information Center and other groups had called a press conference before the conference opened on Monday to criticize the emphasis on filtering systems that they say block much more than objectionable Internet content. They released a study showing one filter blocked 90 percent of the Internet.

"To them I say blocking your own child's access to objectionable Internet content is not censoring — that's called parenting," Gore responded in his speech Tuesday. "And, a parent's right to block offensive speech is as fully protected by the First Amendment as the right to issue that speech."

The Center for Democracy and Technology has taken a more middle stance, forming a coalition it said will work with industry to promote free speech issues and ensure parents have access to a variety of filtering options, that filtering companies disclose fully what type of sites their software blocks and to fight any efforts by government to regulate or mandate ratings or standards for filtering software.

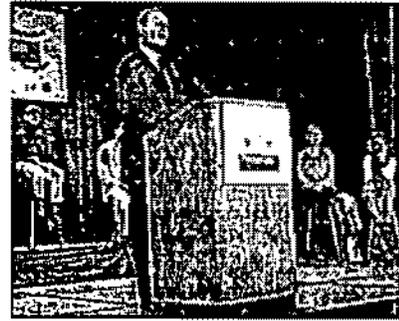
Weitzner said he believed the summit is a good first step in helping groups like his reach a common ground with family and education groups that supported the Communication Decency Act.

"Hopefully what really will have mattered is we'll be able to look back in a few years and see that we began a dialogue with education and child advocacy groups about how to make the Net as good for children as adults," he said.

Related Sites

Following are links to the external Web sites mentioned in this article. These sites are not part of The New York Times on the Web, and The Times has no control over their content or availability. When you have finished visiting any of these sites, you will be able to return to this page by clicking on your Web browser's "Back" button or icon until this page reappears.

- [CyberTimes Communications Decency Act Home Page](#)
- [Internet/Online Summit: Focus on Children](#)
- [National Center for Missing and Exploited Children Missing Kids CyberTipline](#)
- [Parents Guide to the Internet](#)



Credit: Carol T. Powers for The New York Times

Vice President Al Gore addressing the Internet/Online Summit: Focus on Children in Washington.

- [Center for Democracy and Technology](#)
- [American Civil Liberties Union](#)
- [Electronic Frontier Foundation](#)
- [Electronic Privacy Information Center](#)

Jeri Clausing at jeri@nytimes.com welcomes your comments and suggestions.



doing it - business yet?

AS/400s

[Home](#) | [Sections](#) | [Contents](#) | [Search](#) | [Forums](#) | [Help](#)

[Copyright 1997 The New York Times Company](#)

BC internet control

New Internet Parent Control Devices Legal, Necessary, Gore Says

Washington, Dec. 2 (Bloomberg) -- New devices for parents to control what their children see on the Internet do not violate free speech, U.S. Vice President Al Gore said.

"Blocking your own child's access to objectionable Internet content is not censoring, that's called parenting," Gore said. "A parent's right to block offensive speech is as fully protective of the First Amendment as the right to issue that speech."

Gore addressed the Internet Online Summit "Focus On Children," which has attracted hundreds of Internet industry leaders to discuss private sector efforts in protecting children from objectionable web sites or e mail. The summit is part of an ongoing effort by the industry to satisfy President Bill Clinton's charge to better regulate Internet content.

At the summit, Microsoft Inc., America Online Inc., MCI Communications Corp., AT&T Corp. and Walt Disney Co. have announced they are launching a public education campaign on Internet child safety and a tip line to gather complaints about online stalking, child pornography and other Internet crimes.

Clinton challenged the industry to focus on Internet content regulation after the Communications Decency Act, a bill seeking to limit what material can be posted on the Internet, was struck down by the Supreme Court last summer. However, a new bill seeking Internet regulation, commonly known as "Son of CDA" is in the works. Some critics have charged that the industry created the Online Summit and high-profile control tools such as AOL's new "Neighborhood Watch" so it can forestall government regulation.

America Online CEO Steve Case emphasized that the industry's efforts are genuine, and that unlike television, discussions on what the Internet can and should do in the future are already taking place.

The TV was created, and "50 years after the fact we have a discussion about content," Case said. "We're initiating one from the get-go." He said he hoped that 50 years from now discussions like these on the Internet will have helped build something that has made a difference.

Currently, 10 million U.S. children have access to the Internet, as do 65 percent of the nations schools, Gore said. However, he warned, if the industry does not build successful tools for parents to protect their children from pornography, advertising entrenched in "educational" sites, hate material and other objectionable material, the industry could soon see that number shrink, not grow.

"The solution that you are developing must . . . not just theoretically work, it must actually work," Gore said. --Tara Copp in the Washington newsroom (202) 624-1820/cah

In praise of preaching



FOUR years ago Christine Varney, White House staffer and proud mum, took her small son to eat in the office canteen. A hamburger later, his face smothered in ketchup, the three-year-old encountered the vice-president. Bravely risking a large dry-cleaning bill, the Veep bent down and picked up the youngster, and carried him upstairs to his office. There, seated on America's second-most powerful lap, Ms Varney's child had his first taste of computing.

That, at least, is the story as Ms Varney told it this week, in front of 500 cyber-activists. Ms Varney was introducing Vice-President Gore at her conference on children and the Internet. The audience also heard from three cabinet ministers, as well as the *illuminati* of the cyberworld; but it was easy to see why Mr Gore would choose to show up also. Here, on the very same day that the attorney-general let him off the hook for dodgy fund-raising phone calls, was his chance to appear before the cameras as a child-loving techno-saint.

But Mr Gore had other reasons for appearing, besides Ms Varney's flattering anecdote. For a conference on children and the Internet combines three things that he and President Clinton find irresistible. You can sound optimistic, futuristic, even (given America's dominance of cyber-industries) subtly nationalistic, just by uttering the word "online". You can sound sensitive and righteously tough by discussing the challenge of raising children in a dangerous world. And, most intriguingly, conferences have a special appeal

to Messrs Clinton and Gore. Indeed, they have become the signature of this administration.

There is a view that lawmakers exist to make laws, and that the executive exists to execute them. This is charmingly old-fashioned. Most of the initiatives of Mr Clinton's second term do not involve legislation at all; they involve preaching. On education, the administration dares not impose national tests by law; so it urges states to adopt school tests voluntarily. On welfare reform, the administration cannot control the rate at which the indigent find work, so it challenges business executives to hire welfare mothers. On crime, the administration has no part in getting murder rates down; but Mr Clinton goes to Boston to showcase the city's success in fighting juvenile delinquency. On race, the administration cannot erase the distaste for affirmative action that dominates the Supreme Court; so it convenes a dialogue on the subject, hoping, as Mr Clinton said on December 3rd, that its effects will "spread across America like ripples from a pebble in a pond." Having held a White House summit on the early development of the brain in May, Mr and Mrs Clinton implored parents to read more bedtime stories.

Up to a point, preaching is a way of sticking a Clinton-Gore tag on things that voters approve of. Up to a point, it is a way to make the best of limited power, given a conservative judiciary, a Republican Congress, and 32 Republican governors. But it is not just that. The Clintonites sensibly recognise that many big things in life, such as economic globalisation and technological advance, cannot be resisted by laws or other means, so they might as well be welcomed. At the same time, the Clintonites are not totally laissez-faire: they want to "empower" citizens, to "help people to help themselves", so that everyone is equipped to deal with inevitable transitions.

This is politically astute. Acceptance of change sets the administration apart from left-wing Democrats, who vest naive hope in laws raising the minimum wage or mandating better foreign labour practices. Meanwhile, a determination to help people face change marks the administration off from most Republicans, who show minimal concern for the losers in a market system. Having staked out this middle ground, the administration manages to be optimistic about the world, but at the same time justifies its existence by promising to improve it.

And so, in this week's speech on children and the Internet, Mr Gore waxed lyrical about the advent of the cyber age. ("The Internet allows our civilisation to take a quantum leap forward", he said, betraying his customary originality.) But good things can be improved; so Mr Gore promised a campaign to help parents introduce children to the cyberworld, while shielding them from pornography and paedophiles. The campaign has a nifty slogan ("Think, then Link"); it will involve "teach-ins" and "town-hall meetings"; it will provide parents with a "toolkit" of information. It will, in short, be a fine example of government by preaching.

As well as empowering parents, the administration challenges the cyber-industry. Back in June the Supreme Court struck down the Communications Decency Act, a law that criminalised Internet pornography. So Mr Gore now seeks to protect children by other means: he calls on software firms to produce tools that will allow parents to block off violent or pornographic sites. Since two senators are touting bills to regulate Internet indecency, the industry knows that, if it does not listen to Mr Gore, something bad might happen.

At this week's conference, companies promised a variety of tricks to help parents keep children out of cybertrouble. A new website, www.smartparent.com, offers a crash course for parents about the Net's dangerous side. The American Library Association has created an easy way for children to visit 700 tasteful websites. A throng of programmers offers filtering devices: Cybersitter, marketed by a Christian group, is said to screen out all references to sex and gays; others, with names like Net Nanny Pro and Cybersnoop, are slightly more inclusive.

Hand it to Mr Gore: this is quite impressive. The Communications Decency Act gave the job of defining decency to courts, a bad idea since decency is so subjective. The filtering

software, on the other hand, places this responsibility where it ought to be in a pluralistic society, namely with parents. And so, despite its hokey side, government by conference can boast of a considerable achievement.

© Copyright 1997 The Economist Newspaper Limited, All Rights Reserved

THE INTERNET

IS WWW.SLEAZE.COM ABOUT TO BE FLAMED?

Online services want ratings. Free-speech advocates don't

What could be controversial about a White House summit on ways to protect kids from cyber-porn? Given the supporters of a safe Internet slated to attend—from Attorney General Janet Reno to execs from Walt Disney, Microsoft, and America Online—you'd think the Dec. 1-3 confab would be a celebration of family values. But it's looking more like a family feud.

Companies can hardly wait to showcase their latest plans for carving out G-rated places in cyberspace. Walt Disney Co., for example, will use the summit to trumpet a new E-mail feature that allows parents to control their children's correspondence online. And summit participants will announce a new "cyber-911" Web site to which incidents of online child predation can be reported.

But such proposals have caused a rift in the coalition of online service companies, content providers, and civil-liberties groups that teamed up to successfully fight the Communications Decency Act. The CDA, which attempted to ban online smut entirely, was struck down by the Supreme Court.

JAWBONING. This time, free-speech advocates, who vehemently oppose ratings, are lining up against the online service providers. The American Civil Liberties Union, along with news organizations such as the Society of Professional Journalists, accuse America Online Inc., Microsoft Corp., and other online biggies of selling out free speech in their rush to make cyberspace a mass medium. "In an attempt to create a greater market for the Internet, you shouldn't go for the quick and dirty solution," says Jeff Chester, executive director of the Center for Media Education, a media watchdog group.

Ever since the OJ's defeat, the White House has jawboned the industry—including summit sponsors AOL, Microsoft, Disney, Time Warner, and



DISARRAY ON NET RATINGS

AMERICA ONLINE Hopes voluntary industry ratings will stave off attempts at government censorship for the Internet. The industry wants to head off a revival of anything like the 1996 Communications Decency Act, which was overturned by the Supreme Court.

TIME INC./NEW MEDIA While Time Warner is open to ratings, its New Media Unit and other online news providers oppose ratings of news sites.

AMERICAN CIVIL LIBERTIES UNION The ACLU and other civil liberties groups, which had lined up the fight against the CDA, now oppose Internet content ratings for fear that they will nullify the law.

WHITE HOUSE The President continues to support ratings as one of many alternatives to mandatory Internet restrictions.

AT&T—to pursue self-regulation. An some independent ratings agencies have sprung up to help. In October, Digital Equipment Corp.'s Alta Vista search engine subsidiary announced it would provide the services of Net Shepherd, for-profit Calgary (Alta.)-based rating agency. Disney now rates its sites using benchmarks from the nonprofit Recreational Software Advisory Council (RSAC), the leading Net rating agency. Microsoft is using RSAC ratings in its Internet Explorer Web browser, too.

PTA PROJECT. But cyber-libertarians say the industry is rushing to do what they feared would happen under the CDA. "The result [of ratings] will be an Internet that is no longer hospitable to a diversity of viewpoints," says Barry Steinhardt, associate director of the ACLU. Steinhardt will lead an alliance of civil-liberties and journalism groups who oppose ratings at a Dec. 1 countersummit.

The debate over ratings even has some companies at odds with themselves. Time Warner Inc., for example, is officially agnostic on ratings. But Time Inc. New Media voted in August (along with other news organiza-

tions, including BUSINESS WEEK) to oppose ratings for news when the issue was put to a vote by the Internet Content Coalition, which represents online-content companies. Meeting participants also voted unanimously against any system where a third-party arbiter would determine what sites constitute news. "It's important for First Amendment companies to be proselytizers to others dancing around the Internet space," says Daniel Okrent, editor of Time Inc. New Media. "There's a real consequence to the quality of journalism if we rate."

Ratings backers say nonprofits, such as the Parent Teacher Assn., could band together to provide this service. The idea: They could comb the Net for sites that meet their standards, then grant them a seal of approval.

Meanwhile, Republicans in Congress are readying their next salvo: legislation introduced by Sen. Dan Coats (R-Ind.) on Nov. 1 to ban commercial online content that's harmful to minors. The online industry and public-interest groups are united against this "Son of CDA." But their fractious in-fighting could weaken their hands.

By Catherine Crowley, Washington

The Value of History

When John F. Kennedy worked in the White House, doodling on notepads and dictating questions, there was no system set up to capture the flow of paper that recorded the President's state of mind. There was only his devoted secretary, Evelyn Lincoln. She squirreled things away, obsessively. But no one from the National Archives followed around. When Kennedy was murdered, the Oval Office files were sealed for a time. Two years later, the President's widow and trustees issued a deed of trust for his estate, donating to the archives and the Kennedy Presidential Library the paper and effects "which he intended should be deposited," and retaining for the family "such items as John Fitzgerald Kennedy had not intended to be deposited. . . ."

Meanwhile, the public fascination with the legend grew. Even as the Kennedy Library came into being, Ms. Lincoln and a host of others, including a man in Baltimore, Robert White, devoted themselves to collecting Kennedy things. After Jacqueline Kennedy Onassis died, her children made millions by auctioning her personal things. But when Ms. Lincoln died, childless, in 1995, she left her hoard to Mr. White. Now Mr. White has decided to cash in. His decision has drawn others to offer their hoards, too.

But this time, it is not just a poignant trove of personal effects. The catalogue of 600 items for sale in New York this week includes not only a slim gold wedding ring, Caroline's bracelet and the registra-

tion for Jacqueline Kennedy's Ford station wagon, but old typed pages that resonate with history. "We should come to definite conclusions on the Red Chinese admission question this week," the President wrote in a "Memorandum for the Secretary of State" on July 26, 1961. "We should have a meeting at the top on the question of Laos and Vietnam. I am concerned about Phoumi. It now appears that the talks will break down."

Ten months later, in another memo, he pondered how to explain that the United States was giving nuclear propulsion secrets to the British and not to the French — for then the Germans would want them. In October came the Cuban crisis. "Missiles Missiles!!!!," he scribbled on a doodle paper. "Soviet reaction???"

These are not things personal to the Kennedys. These are personal to the nation. Today, by law, such doodlings by Bill Clinton would be defined as Presidential records, Government property. But the Kennedy papers — along with his briefcase and writing desk — face the auction block, and an afterlife in someone's den. The National Archives is now hot to get them. The archives has no money to buy such things. Perhaps it should. But instead, on Friday, it threatened to sue, on the basis of the ambiguous Kennedy deed of gift.

Robert White has already given up some things. Perhaps, after a weekend's thought, he and his wife will give up more of the nation's heritage.

Filtering the Internet

Less than a year after the Supreme Court struck down the 1996 Communications Decency Act, which banned distribution of indecent material to minors on the Internet, Congress is again considering legislation that would harm free speech in the name of protecting children. A bill sponsored by Senator John McCain, Republican of Arizona, would require schools and libraries to install anti-pornography filters on their computers in order to receive Federal funds for Internet hook-ups. But recognizing potential opposition from educators and librarians, Mr. McCain kept open the possibility that a compromise would be offered when the bill reached the Senate floor.

The desire to protect children from pornography is understandable. Many parents have used filtering software at home. But such filters often miss some of the smut and block material that is not pornographic. The hazards posed by the McCain bill are playing out in a lawsuit in Loudoun County, Va. The library board installed on every terminal the X-

Stop software filter, which blocked access to scores of non-sex-related Web sites, including those sponsored by the Quakers and the American Association of University Women. The library system is being sued by library users and publishers of Web pages for violating their First Amendment rights.

The McCain bill could inflict the same problems on schools and libraries across the country. All school computers would have to use filters, and public libraries would have to have at least one machine with a filter. Senator Conrad Burns of Montana has offered a more sensible approach. His substitute bill would require schools and libraries that want the Federal Internet subsidies to adopt appropriate Internet use policies for children as they see fit. Many public institutions have already done so, without denying students or adults access to huge swaths of information. Given the limitations of filtering technology, the best way to protect children is to teach them how to use the Internet. A software program simply cannot do that.

Foreign Policy Held Hostage

House Republican leaders flaunt their disregard for America's broader interests by letting anti-abortion crusaders hold up funding for the International Monetary Fund and the United Nations. The money is being held hostage to an phony-

not over, and the fund may need the money in the coming months. America's trade interests and even the health of the economy could be jeopardized by delaying this funding.

The New York Times

MONDAY, MARCH 16, 1998

GetNetWise

You're One Click Away



<http://www.getnetwise.org>

Jim Kohlenberger
Old Executive Office Building
Room 288
Washington, DC 20500

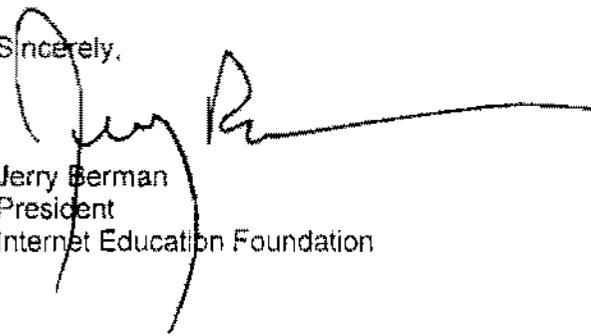
Dear Jim:

On behalf of our industry coalition, I want to thank you for making our public launch of the "GetNetWise" initiative on July 29 such a success. This unprecedented industry effort was made possible through your assistance, dedication and hard work. We look forward to working with you in the future to ensure that families have the information and resources they need to ensure safe and rewarding online experiences for their children.

Thus far we have received a great deal of positive feedback from parents who feel that GetNetWise is helping them face the parenting challenges presented by the Internet. We have committed to refine and update the GetNetWise resource to meet the needs of families as the medium develops. We will also reach out to our colleagues in the Internet industry to ensure that they too are making this valuable resource available to their customers as well.

Please call on us anytime to discuss how GetNetWise is helping families as they face the challenges presented by this new and exciting medium. We hope to have an update report for you soon on the GetNetWise project. Thank you again for your leadership in making sure that children are safe online.

Sincerely,


Jerry Berman
President
Internet Education Foundation

On behalf of:

Organizing Partners

America Online, AT&T, BellSouth, Bell Atlantic, Commercial Internet eXchange, Disney Online, Excite@Home, Lycos, Inc., MCI WorldCom, Microsoft Corporation, MindSpring Enterprises, Inc., Network Solutions, Inc., Yahoo! Inc., Zeeks.com

Supporting Partners

AltaVista, Ameritech, Association of American Publishers, Cyber Patrol, Dell, IBM Corporation, Information Technology Association of America, Internet Alliance, Internet Content Coalition, Internet Content Rating Association, N2H2, Inc., Net Nanny Software, Inc., Prodigy Communications Corporation, PSINet, Inc., Road Runner, SurfWatch Software, United States Chamber of Commerce, United States Internet Council

Internet Education Foundation

1634 1st NW Suite 1107
Washington, DC 20006
202.638.4370
<http://www.netad.org>