



## League of Women Voters of Minnesota Records

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## Commonly Asked Questions Regarding the DNet Program

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**1) What are the responsibilities of the state and local leagues?**

- State and local leagues are responsible for contacting candidates at the state and local level (the national office will take care of federal level elections). You may want to include DNet information in the materials you send out for your voter guides. (The national office has sample materials that you can customize for your League.) State and local leagues will be responsible for following up with the non-federal candidates, or their staff, to encourage them to post their information and participate in the issue grid.
- Hopefully, the candidates will post their own information directly into the system. Where the candidates are unable to do so, the League covering that election will do it for them.

**2) What will it cost state and local Leagues to participate in DNet?**

- State and local Leagues will not be charged a fee to participate in the DNet program. Our goal is to have 50-state coverage and we want any local leagues that wish to participate to be able to do so.

**3) Will the state and local Leagues have to raise any of the funding?**

- State and local Leagues will not be required to do any fundraising for the DNet program. We are planning a massive fundraising effort at the national level to support the project. But there may be funding sources in the local area who would be interested in supporting an online election project with the League of Women Voters. A sample funding proposal is available online at our DNet partner site. The national staff is happy to assist state and local Leagues in pursuing grants to support this project.

**4) Will Leagues have to have Internet access to participate?**

- It is necessary to have Internet access to participate in the DNet program. If a League does not currently have an Internet provider, it may wish to approach local area providers (i.e. Erols) to ask for Internet access as a donation. Any member of the local or state League with Internet access could post the information for the League.

**5) Will candidates have to have Internet access to participate?**

- Most candidates will have access of some kind to the Internet. It is our hope that most candidates, or their staff, will enter their own information directly online, using a private individual password provided by the state League. (See question #8 for more details.)

**6) How will we prevent unauthorized posting in the name of a candidate?**

- Information can be posted on the DNet site only with the candidate's private ID and password. These passwords will be provided to the state Leagues who will supervise their distribution to the local Leagues/candidates at the appropriate time. Confidentiality of this information must be stressed. It is crucial that the state League keep a record of candidate IDs and passwords in case the candidate forgets or loses this information.

**7) Who will determine the questions asked of candidates?**

- The "Candidate Grid" is the most exciting, interactive feature of the DNet system. This is where candidates can post position statements on a variety of issues, and engage in debates with their opponents. Large general issues are provided by the supporting system database. But the state and local Leagues are able to customize the grid with issues

relevant to their local or individual elections. In this way the Leagues, and voters, are able to compel the candidates to address issues that may become important, even in the last few days of an election.

- State and local Leagues can include questions regarding topics included in the "Candidate Grid" in their usual candidate questionnaire or other election services materials that they have sent to candidates in the past.

**8) Who enters the candidate information?**

- Hopefully, the candidates or their staff will enter their own information and update their statements in the issue grid. Where a candidate is unable to do so, the local League will have to enter the information for them. There are ways to make this less labor intensive i.e. if the candidate is able to email or send their information to the League on a disk, it can be simply entered into the DNet system. But where possible, the candidates should be encouraged to post their own information.

**9) Where voting districts are on the computer, can DNet link to a "look-up" site?**

- Where address look-up information is available, for example in California, the DNet system will provide links to the ballot feature.
- In the 2000 election, DNet will have a zip code look-up, which will allow users to find state and federal candidates and will help identify their local community and local elections, but may not always be able to yield an exact ballot.

**10) What if the League already has a website or online Voters' Guide?**

- DNet will have a link to the local or state League website. The DNet system will offer more information and flexibility and have interactive features that cannot be found on other League sites. We hope Leagues will participate, regardless of if they have their own website or not.

**11) How soon will DNet be ready for local and state Leagues to begin submitting information?**

- The system is ready now. State and local Leagues are encouraged to "test" DNet by choosing a small number of elections in 1999 to see how the system works. That way DNet will be familiar when the 2000 push begins.

**12) Who should we call when we have questions about DNet?**

- Jackie Mildner, at the LWV national office is your main contact with DNet. Jackie can be reached by email at [jmildner@lww.org](mailto:jmildner@lww.org) or by phone on (202) 429-1965 or fax on (202) 429-0854.

## DNet Project State/Local League Contact Sheet

The League of Women Voters is committed to 50-state participation in the DNet Project for election 2000. To achieve that goal, we need to get started now. Your state may want to select a few elections that are taking place in 1999 to post on the system so you can become familiar with it prior to 2000. The League staff will provide background materials, project tips, and help you with step by step instruction to make it as easy for you as possible. We know you will enjoy this exciting, innovative way to present election information to the voters.

Please help us by letting us know who to contact in your League to begin discussions regarding the DNet project. This may be your voter services manager or webmaster. Please take a moment to fill in the information below and return it to Jackie Mildner.

**Name of League** \_\_\_\_\_

**League President** \_\_\_\_\_

**Voter Services Coordinator** \_\_\_\_\_

**Webmaster** \_\_\_\_\_

**Other Contact** \_\_\_\_\_

**Do you presently have a webpage for your League?**    ☐    Yes    ☐    No

**If so, what is the URL?** \_\_\_\_\_

We will contact your League shortly to provide background materials on the DNet Program and to make it as easy as possible for your League to participate.

*Please return form to Jackie Mildner, fax (202) 429-0854, or mail to League of Women Voters, 1730 M Street, NW, Suite 1000, Washington, DC 20036.*



## Civic engagement for the new century

### What

DNet is an easy-to-use, interactive online service that provides one-stop shopping for all election and campaign information. Voters can access this national network at anytime to locate information on candidates, issues, ballot measures and political parties at the federal, state and local levels.

The number of Americans using the Internet is growing exponentially. Polls show that potential voters use the Internet as a source of election information when making their voting decisions. DNet's goal is to increase voter participation by providing thorough, balanced and impartial information. Candidates address a broad range of issues and engage in an on-going interactive public debate.

### Who

DNet's nationwide network of electoral information is made possible through the trusted partnership of the **League of Women Voters** and the **Center for Governmental Studies**.

The League of Women Voters (LWV), the premier national grassroots organization, has an impeccable reputation for presenting thorough and impartial election information. The Center for Governmental Studies (CGS) is a nationally recognized leader in the use of communications technologies to provide government information. The collaboration of these two organizations results in a resource that reaches into communities and addresses the issues foremost in the minds of American voters.

### Where and When

In the 2000 election cycle DNet will provide nationwide coverage of all federal-level elections and many state and local elections.

for more information, visit the site at:  
[www.dnet.org](http://www.dnet.org)

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**The League of Women Voters**  
Attn: Jackie Milchner  
1730 M Street, NW  
Washington, DC 20036  
[www.lwv.org](http://www.lwv.org) • [dnet@lwv.org](mailto:dnet@lwv.org)  
tel. 202.429.1965 • fax. 202.429.0854

**The Center for Governmental Studies**  
Attn: Area Madaras  
10951 West Pico Boulevard Suite 120  
Los Angeles, CA 90064  
[www.cgs.org](http://www.cgs.org) • [dnet@cgs.org](mailto:dnet@cgs.org)  
tel. 310.470.6590 • fax. 310.475.3752

# Democracy Network



[www.dnet.org](http://www.dnet.org)

**Bringing Democracy  
to the  
Digital Age**

a joint project of



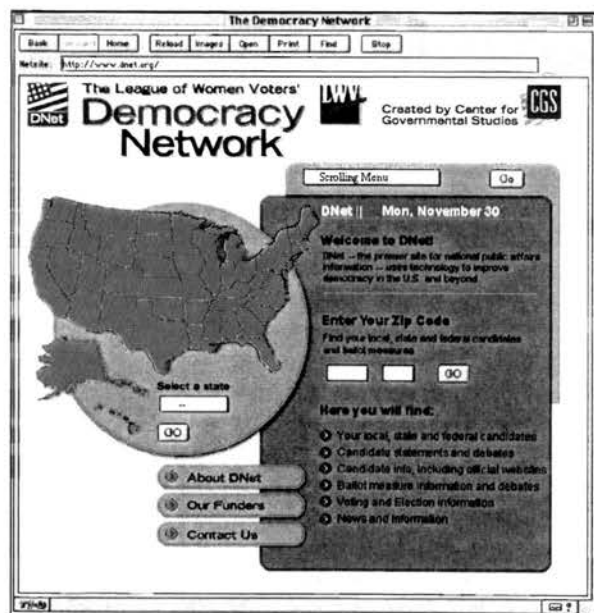
The League  
of Women Voters

The Center for  
Governmental Studies

2000

## Why

As the white noise surrounding elections grows, Americans are tuning out in greater numbers. Voters want information on issues that matter to them, not just attacks and the latest polls. We must reconnect citizens with the political process and restore their faith in government. DNet uses innovative, cutting-edge technology to give citizens the information they want, when they want it. A more informed public is more engaged, more active, and more likely to participate.



Only the LWV, with its grassroots network of volunteers, can provide such rich campaign content down to the local level. Tens of thousands of candidates will participate, offering voters unprecedented ability to engage their candidates and view on-going debates on hundreds of issues that impact the public nationally, regionally and, most importantly, locally.

## DNet allows you to:

- Find the offices and candidates on your ballots at the federal, state and local level by entering a zip code.
- Access candidate information, including issue statements, debates, endorsers, biographies, contact information, pictures, web sites, and e-mail.
- See candidates' positions on issues in DNet's easy-to-use grids. Then click for a side by side comparison of candidates.

see debate see bios	affirmative action	agriculture
Barbara Boxer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Matt Fong	No Comment	<input checked="" type="checkbox"/>

- See video of candidate statements and debates.
- Read position statements in other languages.
- View a master calendar of election-related events in your area, or see calendars for specific candidates or ballot measure committees.
- Rate the issues that matter to you personally and then view candidate statements in the order of the aggregate rankings.
- E-mail candidates with questions, comments, and indicate your interest in volunteering or donating to a campaign.
- E-mail a question to all candidates for a particular office with a single click.

- Find official ballot measure information, including title, summaries, analysis, endorsers, simplified English versions and ballot measure committee information.
- See ongoing debates between ballot measure committees.
- Find national, state and local political party information.
- Read news stories on elections that matter to you.
- Find campaign finance information for the offices and measures on your ballot.
- Find general voting and election day information, including absentee ballot information, registration information, etc.
- Follow links to polling place information, where available

## User comments:

*For the first time in years I've felt I can make fully informed decisions on ballot measures. Thank you for taking the time to create such an incredible service. What you're doing is making a difference.*

*Your site was the only place I found information on candidates in the State Board of Equalization (3rd District), including the official Voter Information Pamphlet. Thanks.*

## Candidate comments:

*I think it is a great site... It allows candidates to inform the public about who they are and what they stand for. It has the potential to encourage public debate and discussion on the issues the candidate as well as the individual voter believe are important.*

*It is a great assistance to candidates without media contacts, as it helps us establish those contacts and at the same time reach the public with our messages.*

Subj: **LWVMNEF DNet Press Release**

Date: 9/22/2000 6:56:33 PM Central Daylight Time

From: adywickstrom@mn.mediaone.net (Ady Wickstrom)

To: dschwarz@owatonna.com (D. Schwarz), amjewish@isd.net (American Jewish World), asianpages@att.net (Asian Pages), mcaulwj@gw.startribune.com (Bill McAuliffe), wsalisbury@pioneerpress.com (Bill Salisbury), whereb@gw.startribune.com (Bob Whereatt), sowashingtoncountybulletin@fishnet.com (Bulletin Newspapers), cathspirit@aol.com (Catholic Spirit), circlempls@aol.com (Circle), tfinkel@citypages.com (City Pages), defecw@gw.startribune.com (Conrad deFiebre), smithrd@gw.startribune.com (Dane Smith), brewsdr@gw.startribune.com (David Brewster), doconnor@pioneerpress.com (Debra O'Connor), mcgradj@gw.startribune.com (Dennis McGrath), edgelink@aol.com (Edge), sundvorj@sprynet.com (Forum), freedgh@gw.startribune.com (Gwen Freed), steve@hmongtimes.com (Homng Times), holtjeg@gw.startribune.com (Jerry Holt), jagsdale@pioneerpress.com (Jim Ragsdale), mcliej@gw.startribune.com (Joey McLeister), jdoman@pioneerpress.com (John Doman), khubbard@pioneerpress.com (Katy Hubbard), kholt@pioneerpress.com (Kjirsten Holt), laprensa@winternat.com (La Prensa), lmcconnell@pioneerpress.com (Lynda McDonnell), msherer@minn.net (Metro Lutheran), zerbydm@gw.startribune.com (Mike Zerby), editor@womenspress.com (MN Women's Press), badenpl@gw.startribune.com (Patricia Lopez Baden), psweeney@pioneerpress.com (Patrick Sweeney), peter.bodley@ecm-inc.com (Peter Bodley), phoenix1@winternat.com (Phoenix News), presspub@minn.net (Press Publications), scarlson@pioneerpress.com (Scott Carlson), profile@tripark.org (Seward Profile), skywaynews@skyway.publications.com (Skyway News), ganderson@spokesman-recorder.com (Spokesman & Recorder), cbaldus@pressenter.com (Stillwater Gazette), editor@anokaunion.com (Tad Johnson), deja@forum.com (Forum), info@focusnews.com (Tyra Novic Wahman), whitglobe@aol.com (Whittier Globe), bbanner@uswest.net (Blaine Banner), sunsailor@mnsunpub.com (Jennifer Garske)  
CC: lwvmn1@mtn.org (Andrea Lex), GandJDuffy@aol.com (Judy Duffy), lwvmn2@mtn.org (Sally Sawyer), doepn002@tc.umn.edu (Stacy Doepner-Hove)

File: winmail.dat (4816 bytes)

DL Time (26400 bps): < 1 minute

League of Women Voters of Minnesota Education Fund  
launches DNet coverage of Minnesota elections

St. Paul, Minn. - The League of Women Voters of Minnesota Education Fund (LWVMNEF) has launched an online voter education information site for the upcoming state and national elections as part of a nationwide effort. This election tool for candidates and voters alike is called the Democracy Network, or DNet, and offers online information on candidates, issues, ballot measures and political parties at the federal and state levels. The website is [www.dnet.org](http://www.dnet.org) <<http://www.dnet.org/>>. The League's website, with a link to DNet, is [www.lwvmn.org](http://www.lwvmn.org).

Voters can search for candidates by zip code and review issue statements, candidate debates, biographies, contact information, photos, and links to candidate websites and e-mail. DNet also offers voters a calendar of election-related events in their area, campaign finance information, and general voting and election-day information. DNet is free, online and accessible 24-hours a day.

"DNet is the on-line version of the local Leagues' 'Voters Guides' and debate forums for which the League of Women Voters has been nationally known for 80 years," says LWVMNEF President Judy Duffy. "The League of Women Voters, with its reputation for thorough, impartial election information, has launched democracy into the digital age, offering 'one-stop shopping' for election information," she adds.

DNet first emerged during the 1996 presidential elections, covering the presidential race, as well as campaigns for the U.S. Congress, and state and local offices. By 1998, DNet's first national launch, it experienced a surge of online "hits," counting as many as 5.5 million for the general election cycle.

In February 2000, in an effort to create the most comprehensive political action destination, the League of Women Voters and DNet joined in partnership with Grassroots.com ([www.grassroots.com](http://www.grassroots.com)), a privately held,

nonpartisan media and technologies company. DNet and Grassroots.com are well-suited to both voters and candidates.

For Election 2000, DNet will cover thousands of elections across the country, elections that range from schools boards to the President of the United States. In Minnesota's first year, the goal is to cover as many Minnesota House and Senate seats as possible. Local Leagues may add coverage of their local elections.

For more information about DNet or other local League activities, call (651) 244-5445 or go to the League of Women Voters of Minnesota website at [www.lwvmn.org](http://www.lwvmn.org) <<http://www.lwvmn.org>> .

###

The League of Women Voters, a nonpartisan political organization encourages the informed and active participation of citizens in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.

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----- Headers -----

Return-Path: <adywickstrom@mn.mediaone.net>

Received: from rly-yb05.mx.aol.com (rly-yb05.mail.aol.com [172.18.146.5]) by air-yb04.mail.aol.com (v76\_r1.3) with ESMTP; Fri, 22 Sep 2000 19:56:33 -0400

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Fri, 22 Sep 2000 19:54:38 -0400 (EDT)

From: "Ady Wickstrom" <adywickstrom@mn.mediaone.net>

To: "D. Schwarz" <dschwarz@owatonna.com>,  
"American Jewish World" <amjewish@isd.net>,  
"Asian Pages" <asianpages@att.net>,  
"Bill McAuliffe" <mcaulwj@gw.startribune.com>,  
"Bill Salisbury" <wsalisbury@pioneerpress.com>,  
"Bob Whereatt" <whereb@gw.startribune.com>,  
"Bulletin Newspapers" <sowashingtoncountybulletin@fishnet.com>,  
"Catholic Spirit" <cathspirit@aol.com>, "Circle" <circlempls@aol.com>,  
"City Pages" <tfinkel@citypages.com>,  
"Conrad deFiebre" <defiecw@gw.startribune.com>,  
"Dane Smith" <smithrd@gw.startribune.com>,  
"David Brewster" <brewsdr@gw.startribune.com>,  
"Debra O'Connor" <doconnor@pioneerpress.com>,  
"Dennis McGrath" <mcgradj@gw.startribune.com>,  
"Edge" <edgelink@aol.com>, "Forum" <sundvorj@sprynet.com>,  
"Gwen Freed" <freedgh@gw.startribune.com>,  
"Hmong Times" <steve@hmongtimes.com>,  
"Jerry Holt" <holtjeg@gw.startribune.com>,  
"Jim Ragsdale" <jragdale@pioneerpress.com>,  
"Joey McLeister" <mcliejkgw.startribune.com>,  
"John Doman" <jdoman@pioneerpress.com>,  
"Katy Hubbard" <khubbard@pioneerpress.com>,  
"Kjirsten Holt" <kholt@pioneerpress.com>,  
"La Prensa" <laprensa@winternet.com>,  
"Lynda McDonnell" <lmcdonnell@pioneerpress.com>,  
"Metro Lutheran" <msherer@minn.net>,  
"Mike Zerby" <zerbydm@gw.startribune.com>,  
"MN Women's Press" <editor@womenspress.com>,  
"Patricia Lopez Baden" <badenpl@gw.startribune.com>,



"Patrick Sweeney" <psweeney@pioneerpress.com>,  
"Peter Bodley" <peter.bodley@ecm-inc.com>,  
"Phoenix News" <phoenix1@winternet.com>,  
"Press Publications" <presspub@minn.net>,  
"Scott Carlson" <scarlson@pioneerpress.com>,  
"Seward Profile" <profile@tripark.org>,  
"Skyway News" <skywaynews@skyway.publications.com>,  
"Spokesman & Recorder" <ganderson@spokesman-recorder.com>,  
"Stillwater Gazette" <cbaldus@pressenter.com>,  
"Tad Johnson" <editor@anokaunion.com>, "Forum" <deja@forum.comm.com>,  
"Tyra Novic Wahman" <info@focusnews.com>,  
"Whittier Globe" <whitglobe@aol.com>,  
"Blaine Banner" <bbanner@uswest.net>,  
"Jennifer Garske" <sunsailor@mnsunpub.com>  
Cc: "Andrea Lex" <lwmn1@mtn.org>, "Judy Duffy" <GandJDuffy@aol.com>,  
"Sally Sawyer" <lwmn2@mtn.org>,  
"Stacy Doepner-Hove" <doepn002@tc.umn.edu>  
Subject: LWVMNEF DNet Press Release  
Date: Fri, 22 Sep 2000 18:49:31 -0500  
Message-ID: <LNBBKMLKEEJPNDPBOOE GAEBPDDAA.adywickstrom@mn.mediaone.net>  
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X-MS-TNEF-Correlator: <LNBBKMLKEEJPNDPBOOE GAEBPDDAA.adywickstrom@mn.mediaone.net>

Subj: **Meeting with Grassroots.com**

Date: 9/7/2000 9:20:27 AM Central Daylight Time

From: othorne@libertynet.org (Olivia Thorne)

To: veeg@together.net, lucyco@speakeasy.org, dmckenney@micronet.net, gandjduffy@aol.com, lwma@ma.lww.org, donatpl@aol.com, lwil@aol.com, mpatricoski@yahoo.com, bluedawg@aol.com, carmelchai@aol.com, ewager@stny.rr.com, moxop@aol.com, peoplesjc@iclub.org, gdryden@compuserve.com, ssheets@hklaw.com

CC: carolyn.jefferson-jenkins@worldnet.att.net (Carolyn Jefferson-Jenkins), mrb232@cs.com (Margaret Brown), softconf@mc.net (Faye Harned Sinnott), seberly@rochester.infi.net (Shirley Eberly), Fmbrown@sandia.gov (Marie Brown), mary.a.burt@aexp.com (Mary Ann Burt), sheli31@yahoo.com (Shelia Martin), joanpaik@aol.com (Joan Paik), er@revelle.net (Eleanor Revelle), carolrw@aol.com (Carol Woodward Scott), polloham@earthlink.net (Janis Hirohama/James Pollard), RosettaDavis@bellsouth.net, mcdaniell@mail.stl.unitedway.org, cbadrose@aol.com

Many thanks for your very valuable comments in our conference call on Tuesday afternoon. That input provided the basis for a very positive negotiating session yesterday with Mike McCurry and Tracy Westen from Grassroots.

I believe we have essentially gotten from Grassroots.com agreement to what most of you wanted...

"Political advertisements. Grassroots has agreed that for the remainder of the 2000 campaign, Grassroots will not place any advertisements paid for by, or explicitly referring to, candidates, political parties, or affiliated campaign organizations on the DNet portion of the Grassroots web site."

I know that Gayle Dryden (CA) and Judy Duffy (MN) still have problems with issue ads but plus a short disclaimer this was all we could accomplish.

We have confirmed the disclaimer will appear on all DNet home state pages and are clarifying whether it will also appear on the DNet home page. The wording is shorter

"The League of Women Voters does not endorse or oppose any political party or candidate. Nor do we endorse the views expressed in the paid advertisements appearing on the Democracy Network."

Alabama's (below) is more than the 29 words or less we agreed to yesterday.

"The paid advertising seen in banners throughout the Democracy Network has been accepted in order to support the services of the Democracy Network. The League of Women Voters of the United States, the League of Women Voters of Alabama, and the local Leagues of Women Voters throughout Alabama neither support nor oppose any political candidate or any political party. Issue statements presented on the Democracy Network do not necessarily reflect the positions of the League of Women Voters at any level. The League of Women Voters does not endorse any call to action presented on the Democracy Network."

As we noted on Tuesday, the Take Action section has been permanently moved to the Grassroots pages.

There were financial implications but nothing specific was put on the table or tied specifically to this concession by grassroots.com.

Our lawyers provided this agreement on advertising to us at 8 AM and are forwarding what was written to Tracy Westen and Mike McCurry, as we write you. The acceptance by Westen and McCurry should happen before 10 AM in order for Tracy to fly back to CA later this morning.

We hope you can live with this. The time frame does not allow for "wordsmithing". We'd like to know what you think, by noon today if possible. However, we hope we have opened a line of communicating that will

allow all of you to speak to us anytime.

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---

Headers

Return-Path: <othome@libertynet.org>

Received: from rly-yb05.mx.aol.com (rly-yb05.mail.aol.com [172.18.146.5]) by air-yb02.mail.aol.com (v75\_b3.11) with ESMTP; Thu, 07 Sep 2000 10:20:27 -0400

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Received: (qmail 5140 invoked from network); 7 Sep 2000 14:19:26 -0000

Received: from dialup0737-pri.voicenet.com (HELO olivia) (207.103.134.165) by mail11.voicenet.com with SMTP; 7 Sep 2000 14:19:26 -0000

Message-Id: <4.2.2.20000907095153.00bf0f00@post.libertynet.org>

X-Sender: othome@post.libertynet.org (Unverified)

X-Mailer: QUALCOMM Windows Eudora Pro Version 4.2.2

Date: Thu, 07 Sep 2000 10:15:54 -0400

To: veeg@together.net, lucyco@speakeasy.org, dmckenney@micronet.net, gandjduffy@aol.com, lwvma@ma.lwv.org, donatpl@aol.com, lwil@aol.com, mpatricoski@yahoo.com, bluedawg@aol.com, carmelchai@aol.com, ewager@stny.rr.com, moxop@aol.com, peoplesjc@iclub.org,

gdryden@compuserve.com, ssheets@hklaw.com  
From: Olivia Thorne <othorne@libertynet.org>  
Subject: Meeting with Grassroots.com  
Cc: Carolyn Jefferson-Jenkins <carolyn.jefferson-jenkins@worldnet.att.net>,  
Margaret Brown <mrb232@cs.com>, Faye Harned Sinnott <softconf@mc.net>,  
Shirley Eberly <seberly@rochester.infi.net>,  
Marie Brown <Fmbrown@sandia.gov>,  
Mary Ann Burt <mary.a.burt@aexp.com>,  
Shelia Martin <sheliam31@yahoo.com>, Joan Paik <joanpaik@aol.com>,  
Eleanor Revelle <er@revelle.net>,  
Carol Woodward Scott <carolrw@aol.com>,  
Janis Hirohama/James Pollard <polloham@earthlink.net>,  
RosettaDavis@bellsouth.net, mcdaniell@mail.stl.unitedway.org,  
cbadrose@aol.com  
Mime-Version: 1.0  
Content-Type: multipart/alternative;  
boundary="===== \_16959000==\_.ALT"



Sally - FYI

Subj: **DNet Subcommittee**

Date: 9/4/2000 8:03:21 PM Central Daylight Time

From: softconf@mc.net (Faye Sinnott)

To: veeg@together.net, lucyco@speakeasy.org, dmckenney@micronet.net, gandjduffy@aol.com, lwvma@ma.lwv.org, donatpl@aol.com, lwil@aol.com, mpatricoski@yahoo.com, bluedawg@aol.com, carmelchai@aol.com, ewager@stony.rr.com, moxop@aol.com, peoplesjc@iclub.org, gdryden@compuserve.com, ssheets@hklaw.com

CC: softconf@mc.net

First of all, a most sincere thank you to each of you for rearranging your schedules so you may participate in this very important process. The 800 number and password for your dial in on Tuesday, 4:00 pm EDT is: 888-566-6134; passcode: 18616

If you are a little late, no matter. Just identify yourself when you join us. We will have heard a tone. We have made provision should we run a little late, since it is important that everyone be heard.

Bob Boisture, our legal counsel, will moderate. We are assuming that there will be time for Q and A, and Bob will conduct a number of polls, probably alphabetically by name or state, as he lays out scenarios or trade-offs.

We know that many of you are concerned with the question of the LWVUS promising coverage of state and local races, without, in cases, the advanced knowledge of the local League. We recognize this is a serious issue for the League. This is an internal issue however. For this conference call, we are going to focus on what we can solve with Grassroots.com.

We in no way want to diminish the importance of these internal issues. They merit serious discussion and our intent is to see that these issues of local governance will be discussed in another conference call yet to be scheduled.

In today's political world, it is probably fair to say the role of the LWV has lessened in modern politics. We all remember the days during which the League moderated the Presidential Debates, and wish for those days to return. There are those of us who profess wanting to play a more central, highly visible role. If such a role is only possible if we are willing to stretch beyond doing "things the way we always have done them," would we be as eager? That's for our organization to decide.

Sometimes, we have to ask ourselves what we are afraid of, what's the risk?

In the case of Grassroots.com's ownership of DNet and engagement of the League as a content provider, we are concerned about the appearance of political and candidate ads on the DNet home page and state home pages and general pages. Is it fair to say that nonpartisanship has broader implications for the League than it usually does for others outside our organization? The public's perception of the League as unbiased, trustworthy and scrupulously fair is the cornerstone of our credibility as a source of voter information. Confidence in the League's commitment to its nonpartisan ideals encourages candidates to appear on League platforms and provide material for League voters guides.

One of the interesting aspects of the agreement with Grassroots.com was that they insisted on using the LWVEF name rather than the LWVUS name. Their reason was concern over advocacy positions taken by the LWVUS might connote a partisan bias to potential viewers, sponsors, and investors!!!!

Clearly, one of our tasks on Wednesday is to convince Grassroots.com that their current political and candidate advertising policy CAN connote partisanship to neophyte visitors to the DNet site since ads appear one at a time for a length of time that may mean they are the only ones seen on a visit to that page. That is in no one's interest.

Could we come up with a compromise other than no ads at all?

- Page designs that would allow multiple party/candidates ads to be seen at the same time? As far as the Federal Election Commission and the IRS are concerned, "nonpartisan" can mean the absence of ads or the presence of ads with a policy that is open to all potential advertisers.

- A DNet home page with lots of ads and subsequent links to State DNet pages with no party or candidate ads?

- Business ads only - that might support voting or learning about issues, but that don't clearly promote one side of an issue?

What do we believe about issue ads? Are some issues firmly anchored to a specific political party? Do they impact the nonpartisan impression as strongly? Would we accept issue ads on non-grid State pages? What criteria would be used to select an issue ads?

Right now we are thinking about the DNet pages as we know them now. Grassroots.com truly would like for its site to be a vehicle for reconnecting our citizens to their government. Could DNet ever be a place where league observer corps could post their reports in their local communities? Could we envision a League partner role as an online moderator for local online community issues? Could there be a League role in online public hearings with Local, County, State or Federal agencies? The DNet software engine could have that kind of capability. But Grassroots.com would have to be financially strong enough to support this kind of citizen service.

That brings up issues of economics. Grassroots.com intended financing the expenses behind DNet and their other capabilities through the sale of several services, including advertising. If you read Friday's Wall Street Journal's article on Yahoo and its grand vision for web advertising, you know that it isn't working well. To quote, "Consumer response to banner ads, which, despite widespread criticism, remain the standard method of delivering Web advertising, has crashed to microscopic levels in just the past few months. Advertisers estimate that the percentage of people who click on Web banner ads, once as high as 4% to 5% of those who look at a page, now stands at a minuscule 0.3% to 0.5%. Compare this with the economics of the dowdy junk-mail business, which typically sees 2% of its targets not only look at mailings but also respond."

We believe that Grassroots.com will ask for some relief from the payments it is contractually obligated to make to the League when we ask them to forego candidate and party ads on the DNet pages. We want to negotiate the best deal we can. Your conference call will help us do that.

We think that this sub-committee is probably comfortable - at least to some extent - with the concept of partnering with a for-profit. We hope so, because from everything we have read, we envision more of these partnerships among more non-profits, not fewer. It is okay to make money if it helps us

further the mission of the League and we have kept our integrity in the process. It was the Center for Governmental Studies [CGS] that started this for-profit search...because they could see that they couldn't support DNet through foundation funding alone. Even if they had been successful in garnering enough funds for one year, what about the next?

To recap the contract with Grassroots.com:

The League of Women Voters Education Fund negotiated the following to Grassroots.com:

1. The LWVEF (along with CGS) released all right to title and interest in the DNet web site [we had had a contract with CGS through this year]
2. The LWVEF agreed to collect data for DNet over a four-year term.
3. The LWVEF licensed use of the League's name and logo to Grassroots for use in connection with the site for the same four-year term.
4. The LWVEF agreed not to enter into any relationship with a for-profit Web-based competitor of Grassroots during the four-year term of the contract.

In return, the Education Fund received as a financial consideration:

1. Several million shares of Series A preferred stock in Grassroots.com, subject to a 4 year vesting schedule
2. 125,000 shares of common stock in Grassroots.com
3. \$1.5 million in cash - tied to use of the name
4. \$2.9 million in cash to cover data collection costs for the year 2000, via a contract for services.
5. The contract for services controls the use of all funds in the DNet budget. Following are figures for the major expense categories:  
Personnel - \$850,000; Local and State Content Gathering - \$850,000; Community Outreach - \$100,000; Supplies and Equipment - \$250,000; Training - \$220,000; Other Categories \$630,000.
6. A commitment to compensate the League for data collection in additional years 2001, 2002, and 2003.

Grassroots will pay us almost a million dollars in October. They are already talking about their desire to delay this payment or have it "buy more" - like our content gathering services through 2001 in part or in total. At this point, we have not spent all that was budgeted and have some room for flexibility. We might be able to come close to stretching almost through 2001, though not quite without some additional monies and limiting expansion of services to state and local leagues. (By the way, no LWV Board member gets any personal advantage anywhere in this deal. The League is the only party that benefits.)

Grassroots has some significant challenges in managing the economic side of its business. It would welcome any suggestions we could make to help it in this regard. We are very much interested in your thoughts on the Tuesday conference call.

It is important to note that in the early part of the negotiations, Grassroots and CGS people believed there were less expensive ways of gathering content information. They were willing to hire content gatherers outside of the League. One of the levers we used to keep content gathering responsibility was that if G.com wanted the League name, the League would have to do the content gathering too. During the negotiating process some members on the Grassroots.com Board voiced concerns about G.com maintaining its non-partisan image with a League partnership (hence the use of LWVEF).

We are concerned that if we don't do a good job in content gathering those voices could push for alternative data gathering options.

In summary, we need to work together to identify specifically those values that are most important to us, and how we can protect them - or further them - in today's world. We believe everyone has bought into the idea that the League must be on the Internet. It is also evident that the Internet is a new and dynamic medium that is more difficult to control than any medium with which the League - or anyone else - has dealt. Yet, if we can come to terms with the Internet, the League of Women Voters has the chance to catapult into the 21st Century. There are numerous commissions now investigating issues of "e-governance." As yet there is not a strong citizens' voice, a natural role for our League to play. Through the Internet we can achieve part of our mission by reaching millions of citizens who, to date, have never met a League member or read a voters guide! And the Internet is an international phenomenon!

We'll look forward to our conversation on Tuesday!

Olivia Thome and Faye Sinnott, LWVUS Board

Participants in tomorrow's call include:

Vermont - Vee Gordon - veeg@together.net  
Washington - Lucy Copass - lucyco@speakeasy.org  
Alaska - Diana McKenney - dmckenney@micronet.net  
Minnesota - Judy Duffy - Gandjduffy@aol.com  
Massachusetts - Nancy Carapezza - lwwma@ma.lww.org  
Michigan - Pat Donath - Donatpl@aol.com  
Illinois - Stacey Patricoski (Jan Flapan) -  
lwil@aol.com and mpatricoski@yahoo.com  
Idaho - Annemarie Goldstein - BlueDawg@aol.com  
Texas - Carolie Mullan - carmelchai@aol.com  
New York - Elsie Wager - ewager@stony.rr.com  
New Jersey - Mary Ann Moxon - moxop@aol.com  
Kentucky - Joan Peoples - peoplesjc@iclub.org  
California - gdryden@compuserve.com  
Florida - Sandy Sheets (maybe) - ssheets@hklaw.com

----- Headers -----

Return-Path: <othome@libertynet.org>

Received: from rly-yc04.mx.aol.com (rly-yc04.mail.aol.com [172.18.149.36]) by air-yc02.mail.aol.com (v75\_b3.11) with ESMTP; Mon, 04 Sep 2000 21:03:21 -0400

Received: from voicenet.com (mail11.voicenet.com [207.103.0.37]) by rly-yc04.mx.aol.com (v75\_b3.9) with ESMTP; Mon, 04 Sep 2000 21:03:02 -0400

Received: (qmail 11798 invoked from network); 5 Sep 2000 01:02:54 -0000

Received: from dialup1724-pri.voicenet.com (HELO olivia) (207.103.118.152)  
by mail11.voicenet.com with SMTP; 5 Sep 2000 01:02:54 -0000

Message-Id: <4.2.2.20000904203717.00a4ef00@post.libertynet.org>

X-Sender: othome@post.libertynet.org (Unverified)



X-Mailer: QUALCOMM Windows Eudora Pro Version 4.2.2

Date: Mon, 04 Sep 2000 21:00:49 -0400

To: veeg@together.net, lucyco@speakeasy.org, dmckenney@micronet.net,  
gandjduffy@aol.com, lwwma@ma.lww.org, donatpl@aol.com, lwwil@aol.com,  
mpatricoski@yahoo.com, bluedawg@aol.com, carmelchai@aol.com,  
ewager@stony.rr.com, moxop@aol.com, peoplesjc@iclub.org,  
gdryden@compuserve.com, ssheets@hklaw.com

From: "Faye Sinnott" <softconf@mc.net> (by way of Olivia Thorne <othorne@libertynet.org>)

Subject: DNet Subcommittee

Cc: softconf@mc.net

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"; format=flowed

Subj: **DNet conference call summary**

Date: 9/5/2000 9:49:33 PM Central Daylight Time

From: othorne@libertynet.org (Olivia Thorne)

To: veeg@together.net, lucyco@speakeasy.org, dmckenney@micronet.net, gandjduffy@aol.com, lwvma@ma.lvw.org, donatpl@aol.com, lwil@aol.com, mpatricoski@yahoo.com, bluedawg@aol.com, carmelchai@aol.com, ewager@stny.rr.com, moxop@aol.com, peoplesjc@iclub.org, gdryden@compuserve.com, ssheets@hklaw.com, softconf@mc.net, jmildner@lvw.org, cjefferson-jenkins@lvw.org, RAB@capdale.com (Robert Boisture)

Conference call of DNet Ad and Nonpartisanship Committee on 9/5/00

Carolyn Jefferson-Jenkins welcomed people as they joined the call.

Olivia Thorne gave a brief introduction. She had 3 pieces of new (good) news:

1. The Take Action message on DNet has been replaced with "Visit Grassroots.com-Your Political Action Network. (This is a permanent change.)
2. A disclaimer related to the ads currently being viewed is now both next to and on the far right below the ad. (This is a permanent change.)
3. The George Bush and Planned Parenthood ads are gone and we now see American Express and British Air are now in their place.

Thorne also talked about the start of a collaborative effort between Grassroots.com and the League on a disclaimer that would appear on the top of every state DNet home page.

Bob Boisture, our attorney in the grassroots negotiations, gave background on the contract, and answered individual questions. He pointed out that Grassroots.com wanted to have discussions about next year's contract sooner rather than later. Bottom line, League does not want to have candidate/party ads on the DNet web site. Grassroots.com has the financial side to consider. Both will be discussed tomorrow. Grassroots.com has stayed within the contract by offering to sell ads to all candidates and be open to all issues. That framework meets the IRS, FEC and legal standards (not the League's standards for nonpartisanship.)

Boisture first tried to frame the issue of whether candidate ads on their own page would be acceptable. NY, MN, IL all said they would be acceptable. Then the discussion moved to wondering why candidates would want to buy ads for their own pages.....and did not go farther.

Boisture then tried to frame the issues as "if we can get Grassroots.com to remove party or candidate ads from the DNet portion of the site, would everyone be able to support it whole-heartedly. California said that removal was a minimum condition; Michigan and Minnesota said "Yes, but"; New Jersey said they would accept candidate ads, and everyone else said "yes" except MA which hadn't joined the conversation yet. Boisture refined this "no political ads" definition to mean "no candidate or party paid for ads." MN noted that they had no problems with party or candidate paid for ads, since the source of funds was then readily identifiable.

Generally it was felt that there was consensus that there should be no party or candidate ads on the site, except MN.

Boisture then addressed issue ads. If the issue ads named a candidate and were within 60 days of an election on the DNet site, as is stated in the McCain-Findegold bill, no one was comfortable with them. Several noted that they would have to think about ads on the site outside of the 60 days. There was some discussion about the calendar - and whose election was affected. It was pointed out that primary elections occur all during

the year and it was questioned how would ads be used with different state primaries. Boisture clarified that the ads would be for any candidate in any election within 60 days. Discussion continued about the limitations of the current DNet software in managing ads and the use of "slugs" in place of ads in certain windows.

A third option was discussed which was: issue ads with no reference to a candidate, the identification of a sponsor and with a strong disclaimer on the site. This spawned discussion in a number of directions. A number of respondents liked a strong disclaimer statement, short enough to be easily read, and with an acknowledgement of the revenue needed to support a site such as DNet. CA was concerned about any paid ads and wondered if Grassroots.com was the best way to get the League onto the Internet. They did not feel the ads would be accepted by the local registrars and county officials who think the League is too easily identified with the ads. MN noted they were more comfortable with candidate ads than they were with issue ads because you knew exactly who was paying for the ad, although they liked the strong disclaimer. There was discussion about placement of the disclaimer - whether it should be on the State pages, the DNet home page or both. Both would be ideal but some did not think it was essential. KY liked the idea of using DNet as a forum for ballot issues and hoped foundation ads could be used much as they are used on PBS stations.

We closed with the committee understanding that they are on call for a conference call tomorrow between 2:30 and 4:30 PM EST Wednesday, if we are having trouble with the negotiations and need further clarification or direction. There will be a follow-up letter to committee members early Thursday and we left open the opportunity for another conference call if needed.

Olivia Thorne, LWVEF DNet Oversight Trustee

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----- Headers -----

Return-Path: <othorne@libertynet.org>

Received: from rly-zb01.mx.aol.com (rly-zb01.mail.aol.com [172.31.41.1]) by air-zb01.mail.aol.com (v75\_b3.11) with ESMTP; Tue, 05 Sep 2000 22:49:32 -0400

Received: from voicenet.com (mail11.voicenet.com [207.103.0.37]) by rly-zb01.mx.aol.com (v75\_b3.9) with ESMTP; Tue, 05 Sep 2000 22:49:14 -0400

Received: (qmail 27869 invoked from network); 6 Sep 2000 02:49:11 -0000

Received: from dialup1827-pri.voicenet.com (HELO olivia) (207.103.118.27) by mail11.voicenet.com with SMTP; 6 Sep 2000 02:49:11 -0000

Message-Id: <4.2.2.20000905224135.00bc3b80@post.libertynet.org>

X-Sender: othorne@post.libertynet.org

X-Mailer: QUALCOMM Windows Eudora Pro Version 4.2.2

Date: Tue, 05 Sep 2000 22:47:04 -0400

To: veeg@together.net, lucyco@speakeasy.org, dmckenney@micronet.net, gandjduffy@aol.com, lwvma@ma.lwv.org, donatpl@aol.com, lwil@aol.com, mpatricoski@yahoo.com, bluedawg@aol.com, carmelchai@aol.com, ewager@stny.rr.com, moxop@aol.com, peoplesjc@iclub.org, gdryden@compuserve.com, ssheets@hklaw.com, softconf@mc.net, jmildner@lwv.org, cjefferson-jenkins@lwv.org, "Robert Boisture" <RAB@capdale.com>

From: Olivia Thorne <othorne@libertynet.org>

Subject: DNet conference call summary

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"; format=flowed



**Ady Wickstrom**

**From:** Faye Sinnott (by way of Olivia Thorne <othorne@libertynet.org>) [softconf@mc.net]  
**Sent:** Monday, September 04, 2000 8:01 PM  
**To:** veeg@together.net; lucyco@speakeasy.org; dmckenney@micronet.net;  
gandjduffy@aol.com; lwvma@ma.lwv.org; donatpl@aol.com; lwvil@aol.com;  
mpatricoski@yahoo.com; bluedawg@aol.com; carmelchai@aol.com;  
ewager@stony.rr.com; moxop@aol.com; peoplesjc@iclub.org;  
gdryden@compuserve.com; ssheets@hklaw.com  
**Cc:** softconf@mc.net  
**Subject:** DNet Subcommittee

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888-566-6134; passcode: 18616

373

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✓ Bob Boisture, our legal counsel, will moderate. We are assuming that there will be time for Q and A, and Bob will conduct a number of polls, probably alphabetically by name or state, as he lays out scenarios or trade-offs.

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Ady  
~~483~~ 7806  
766-5005

2. why not  
Could we come up with a compromise other than no ads at all?

Party or  
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pol ads  
could be  
compromise

- NO →
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- YES →

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Grassroots will pay us almost a million dollars in October. They are already talking about their desire to delay this payment or have it "buy more" - like our content gathering services through 2001 in part or in total. At this point, we have not spent all that was budgeted and have some room for flexibility. We might be able to come close to stretching almost through 2001, though not quite without some additional monies and limiting expansion of services to state and local leagues. (By the way, no LWV Board member gets any personal advantage anywhere in this deal. The League is the only party that benefits.)

Grassroots has some significant challenges in managing the economic side of its business. It would welcome any suggestions we could make to help it in this regard. We are very much interested in your thoughts on the Tuesday conference call.

It is important to note that in the early part of the negotiations, Grassroots and CGS people believed there were less expensive ways of gathering content information. They were willing to hire content gatherers outside of the League. One of the levers we used to keep content gathering responsibility was that if G.com wanted the League name, the League would have to do the content gathering too. During the negotiating process some members on the Grassroots.com Board voiced concerns about G.com maintaining its non-partisan image with a League partnership (hence the use of LWVEF). We are concerned that if we don't do a good job in content gathering those voices could push for alternative data gathering options.

In summary, we need to work together to identify specifically those values that are most important to us, and how we can protect them - or further them - in today's world. We believe everyone has bought into the idea that the League must be on the Internet. It is also evident that the Internet is a new and dynamic medium that is more difficult to control than any medium with which the League - or anyone else - has dealt. Yet, if we can come to terms with the Internet, the League of Women Voters has the chance to catapult into the 21<sup>st</sup> Century. There are numerous commissions now investigating issues of "e-governance." As yet there is not a strong citizens' voice, a natural role for our League to play. Through the Internet we can achieve part of our mission by reaching millions of citizens who, to date, have never met a League member or read a voters guide! And the Internet is an international phenomenon!

We'll look forward to our conversation on Tuesday!

✓ Olivia Thorne and Faye Sinnott, LWVUS Board  
1847-382-3288

Participants in tomorrow's call include:

- ✓ Vermont - Vee Gordon - [veeg@together.net](mailto:veeg@together.net)
- Washington - Lucy Copass - [lucyco@speakeasy.org](mailto:lucyco@speakeasy.org)
- ✓ Alaska - Diana McKenney - [dmckenney@micronet.net](mailto:dmckenney@micronet.net)
- ✓ Minnesota - Judy Duffy - [Gandjduffy@aol.com](mailto:Gandjduffy@aol.com)
- Massachusetts - Nancy Carapezza - [lwvma@ma.lwv.org](mailto:lwvma@ma.lwv.org)

late

CGS

1327

202 - 263-1327

after election -  
amt of \$ left over  
after staff costs  
Then \$ diverted  
up to partic leagues  
why?  
no revenue  
parties

- ✓ Michigan - Pat Donath - [Donatpl@aol.com](mailto:Donatpl@aol.com)
- ✓ Illinois - Stacey Patricoski (Jan Flapan) - [lwvil@aol.com](mailto:lwvil@aol.com) and [mpatricoski@yahoo.com](mailto:mpatricoski@yahoo.com)
- ✓ Idaho - Annemarie Goldstein - [BlueDawg@aol.com](mailto:BlueDawg@aol.com)
- ✓ Texas - Carol Mullan - [carmelchai@aol.com](mailto:carmelchai@aol.com)
- ✓ New York - Elsie Wager - [ewager@stony.rr.com](mailto:ewager@stony.rr.com)
- ✓ New Jersey - Mary Ann Moxon - [moxop@aol.com](mailto:moxop@aol.com)
- ✓ Kentucky - Joan Peoples - [peoplesjc@iclub.org](mailto:peoplesjc@iclub.org)
- ✓ California - [gdryden@compuserve.com](mailto:gdryden@compuserve.com) *Gail Dryden*
- ✓ Florida - Sandy Sheets (maybe) - [ssheets@hklaw.com](mailto:ssheets@hklaw.com)

\* Disclaimer on our page - see Ky and Alabama on Welcome Page for each state.

LWVUS  
to put

CJJ

Bob Boisture (att'y)

Jackie Mildner (LWVUS)

CJJ -

Take Action - Visit Grassroots

Disclaimer on paid ads - Top right corner - GWB/PL Parent are gone

Am Express/British Airways  
Joint Grassroots.com/LWV Disclaimer

9/6/00 Meeting w/ Grassroots.com

Mike McCuey } Grassroots.com

Tracy Westin }

Bob Boisture

Olivia/Faye

neg's to move forward

Bob Boisture: frame issues

4 yr framework - after 1st yr work out next yr 2001  
whether & on what basis

\* Grassroots wants to have disc. sooner rather than later.

\* Party + Candidate ads continue?

Objective for 9/6 - Agreement in principle

for mutually acceptable

1) pol advertising - Grass financial side



- It will ask to take pol. ads off - they give up revenue source.
- need to have all concerns heard at a satis. response

W Contractual resp. to follow them:

"grassroots committed to operating on 'nonpart' basis  
definition of 'nonparties' "open forum"

(Rates \$5/1,000 - \$50/1,000 (hits))

> Roll Call - Take all pol. ads of Inet Site?

Al yes Cal. yes Ill. yes Mass yes Min. yes, but Ver yes  
Fla yes Id. yes Ky yes Mich yes N.J. yes Tex yes  
N.Y. yes, but Wash. yes

Bbb? Issue Ads - fin. implications

What is a test for issue ads?

3 Categories - pd for by party - not w/in 60 days of election /  
issue ads by others.

ghast - no N.Y. - no Mich no Ill no/no? Ca. no/no  
V - no N.J. - no Mass Ill no/no Al. no/no  
T - no Min - no/no Ky no Fla. no/no

3) Policy Ads - abt issue - no ref to Cands or elections  
disclaimer yes id + who pay for it?

Al yes / Id. yes Ma yes N.J. yes Ver  
Cal yes no Ill yes Mi yes N.Y. yes Wash yes  
Fla ~~yes~~ Ky yes Min no Tx yes

Bbb Boisture:

Spirit of Contract Violated? No - provided  
an open forum which is definition of "nonpartisan"

Subj: **DNet Subcommittee Invitation**  
Date: 8/29/2000 9:41:53 PM Central Daylight Time  
From: softconf@mc.net (Faye Sinnott)  
Reply-to: softconf@mc.net (Faye Sinnott)  
To: GandJDuffy@aol.com (Judy Duffy)

Dear Judy:

We would like to invite you to join us on the DNet Subcommittee on Ads and Nonpartisanship. There will be 14 representatives from different states and levels of League. The time commitment is expected to be some conference calls over less than one week's time, and focused around a meeting with Grassroots.com, currently scheduled for the afternoon of September 6.

Specifically, we would like for you to be available for a conference call at 4:00 pm EDT on Tuesday, September 5. At that time our lawyers, Bob Boisture and Catherine Livingston, will describe some possible scenarios that might be discussed with Grassroots. We want your assessment of their implications/acceptability. Then, should any unexpected developments occur on September 6, we would appreciate your availability during the afternoon, e.g. between 2:30 and 4:30 PM EDT. IF discussions extend into September 7, we would appreciate your availability between 11 AM to 12PM EDT, and between 2:30 PM and 3:30 PM EDT on that day in case we need to bounce concepts around with you. Finally, we would appreciate your availability for a "wrap up" which would take place the day after discussions - either the 7th or 8th - and might transpire via e-mail. We will keep you informed of any changes prior to the conference call on Tuesday via e-mail.

If this invitation and the schedule appear workable for you, please e-mail us at othrone@libertynet.org and softconf@mc.net with the telephone numbers for reaching you on Wednesday, September 6, or Thursday, September 7. For the pre-session conference call, we will be sending you via e-mail the proper 800 number and password. We will be following up this e-mail invitation with a phone call, as we are sure you will have questions. If this time sequence is not compatible with your schedule, we would like to talk with you about that too. We hope you will be able to participate. This is a very important step for the League, and the Subcommittee's input is essential. We'll look forward to talking with you soon!

Sincerely,  
Olivia Thorne  
Faye Sinnott

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----- Headers -----

Return-Path: <softconf@mc.net>  
Received: from rly-zd01.mx.aol.com (rly-zd01.mail.aol.com [172.31.33.225]) by air-zd05.mail.aol.com (v75\_b3.11) with ESMTP; Tue, 29 Aug 2000 22:41:53 -0400  
Received: from mail.mc.net (mail.mc.net [209.172.128.4]) by rly-zd01.mx.aol.com (v75\_b3.9) with ESMTP; Tue, 29 Aug 2000 22:41:34 -0400  
Received: (qmail 14634 invoked from network); 30 Aug 2000 02:41:40 -0000  
Received: from chi-ras-3-209-112-93-169.mc.net (HELO shazam) (209.112.93.169) by mail.mc.net with SMTP; 30 Aug 2000 02:41:40 -0000  
Message-ID: <01fc01c0122c\$a4f0f650\$0401a8c0@shazam>  
Reply-To: "Faye Sinnott" <softconf@mc.net>

From: "Faye Sinnott" <softconf@mc.net>  
To: "Judy Duffy" <GandJDuffy@aol.com>  
Subject: DNet Subcommittee Invitation  
Date: Tue, 29 Aug 2000 21:30:01 -0500  
Organization: Software Constructors, Inc.  
MIME-Version: 1.0  
Content-Type: text/plain;  
    charset="iso-8859-1"  
Content-Transfer-Encoding: 7bit  
X-Priority: 3  
X-MSMail-Priority: Normal  
X-Mailer: Microsoft Outlook Express 5.00.2314.1300  
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300  
X-Spam-Rating: mail.mc.net 1.6.1 0/1000/N

Subj: FYI  
Date: 8/14/2000 7:14:33 AM Central Daylight Time  
From: PBoertlein@lww.org (Paul Boertlein)  
To: SLPresidents@LWV.Org (State League presidents)  
CC: JMildner@lww.org (Jackie Mildner), JSenecal@lww.org (Jeanette Senecal)

We have just sent DNet Media Outreach Campaign packets to the DNet state affiliate managers. I have attached the cover memorandum and the sample press release. Just so you'd know. Thank you and best wishes. PAUL

MEMORANDUM

August 10, 2000

TO: DNet State Affiliate Managers

FROM: Paul Boertlein, Communications Director

Jackie Mildner, DNet Director

SUBJECT: DNet Media Outreach Campaign --"80-Year Tradition of Candidate Debates and Voters Guides Comes to the Internet"

We need your help!

Over the next three months, leading up to the November elections, you will receive a monthly state-specific Media Outreach Packet. Each packet will consist of tools to reach out to your local media about the progress of the League of Women Voters' DNet efforts, the value it affords your community and the importance of voting.

As you may know, League of Women Voters research over the years has revealed that citizens are more likely to vote if they are informed and knowledgeable about the issues and candidates.

This is the information that we need to share with members of the media and ultimately the candidates:

Part of getting the voters to the polls is first getting them information on issues and candidates. DNet is a one-stop shopping site for candidate biographies, issue statements, contact information, pictures, links to candidate websites and e-mail. It also offers calendars of election-related events, campaign finance information, and general voting and election-day information. It's free and accessible 24-hour a day.

This month (August) we are targeting the weekly community newspapers in your region. We ask that State Affiliate Managers copy the contents of this mailing and forward to local administrators. Enclosed please find:

- \* A state-specific media outreach directory of weekly community newspapers,
- \* A press release template,
- \* A DNet fact sheet,
- \* A LWVUS fact sheet,
- \* Sample press coverage

We ask that you encourage local administrators to reach out to the weekly papers in their area by sending a customized press release to the editors of their local weekly newspapers.

In September we will send a DNet Outreach Media Packet that will include an op-ed piece by League President Carolyn Jefferson-Jenkins and another press release template. In October, we will send a packet targeting radio and television stations in your state accompanied by PSAs to be distributed by

local administrators.

We would appreciate your forwarding and any newspaper coverage. Thank you

---

SAMPLE RELEASE

FOR IMMEDIATE RELEASE                      CONTACT: XXXX XXXXXXX  
August x, 2000                      (xxx) xxx-xxx  
www.lww.org  
www.dnet.org

LEAGUE OF WOMEN VOTERS' DNET  
PROVIDES ONLINE "LOCAL-TO-U.S. PRESIDENT"  
ELECTION COVERAGE

League of Women Voters of [your League]  
launches DNet coverage of local elections

www.dnet.org

YOUR TOWN, YOUR STATE ABBREVIATED – The League of Women Voters of [your League] has launched an online voter education information site for the upcoming local, state and national elections, part of a nationwide platform. This election tool for candidates and voters alike is called DemocracyNet (DNet) and offers online information regarding candidates, issues, ballot measures and political parties at the federal, state and local levels.

Voters can search for candidates according to zip code and review issue statements, candidate debates, bios, contact information, pictures, and links to candidate websites and e-mail. DNet also offers voters a calendar of election-related events in their area, campaign finance information, and general voting and election-day information. This election information is free, online and accessible 24-hours a day.

Local League President [First and last name] stresses, "DNet is the cyber version of the local League's Voters Guide and debate forums for which the League of Women Voters has been nationally known for 80 years." [Last name] continues, "The League of Women Voters, with its reputation for thorough, impartial election information, has launched democracy into the digital age, offering "one-stop shopping" for election information. The site can be found at <http://www.dnet.org> and information on our local elections can be accessed by entering our zip codes, [zip codes]."

Dr. Carolyn Jefferson-Jenkins, president of the League of Women Voters of the United States stated, "With the voters in mind, we worked to build a well rounded, unbiased resource that makes it easy to access the candidates and helps to create informed decisions. The future of democracy is now and the League of Women Voters of [your League] is at the fore front."

For Election 2000, DNet will cover thousands of elections across the country, elections that range from schools boards to the President of the United States. Locally, DNet will cover the following races; [list of races to be covered].



DNet first emerged during the 1996 presidential elections, covering the presidential race, as well as campaigns for the U.S. Congress, and state and local offices. By 1998, DNet's first national launch, it experienced a surge of online "hits," counting as many as 5.5 million for the general election cycle. Candidates have access to DNet where they use a secure password to upload text statements and rebuttals that are automatically added to an issue grid and e-mailed to their opponents for response.

In February 2000, in an effort to create the most comprehensive political action destination, the League of Women Voters and DNet joined in partnership with Grassroots.com ([www.grassroots.com](http://www.grassroots.com)), the privately held, nonpartisan media and technologies company. DNet and Grassroots.com are suited to both voter and candidate.

For more information about this or other local League activities call (xxx) xxx-xxxx or go to the League of Women Voters website at [www.lwv.org](http://www.lwv.org) or the [Your state] League website at [www.\[your web address\]](http://www.[your web address]).

###

The League of Women Voters, a nonpartisan political organization, encourages the informed and active participation of citizens in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.

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----- Headers -----

Return-Path: <PBoertlein@lwv.org>

Received: from rly-ye05.mx.aol.com (rly-ye05.mail.aol.com [172.18.151.202]) by air-ye04.mx.aol.com (v75\_b3.11) with ESMTP; Mon, 14 Aug 2000 08:14:33 -0400

Received: from lwvexch.lwv.org (lwvexch.lwv.org [216.181.85.133]) by rly-ye05.mx.aol.com (v75\_b3.9) with ESMTP; Mon, 14 Aug 2000 08:14:11 -0400

Received: by lwvexch.lwv.org with Internet Mail Service (5.5.2650.21)  
id <PFJV3VPZ>; Mon, 14 Aug 2000 07:52:57 -0400

Message-ID: <C13399968F40D3118095009027860C7C2DA389@lwvexch.lwv.org>

From: Paul Boertlein <PBoertlein@lwv.org>

To: State League presidents <SLPresidents@LWV.Org>

Cc: Jackie Mildner <JMildner@lwv.org>, Jeanette Senecal <JSenecal@lwv.org>

Subject: FYI

Date: Mon, 14 Aug 2000 07:52:55 -0400

MIME-Version: 1.0

X-Mailer: Internet Mail Service (5.5.2650.21)

Content-Type: text/plain;

charset="iso-8859-1"

Subj: **RE: D-Net**  
Date: 7/7/2000 9:12:33 AM Central Daylight Time  
From: JMildner@lww.org (Jackie Mildner)  
To: gandjduffy@aol.com (LWV Minnesota-Judy Duffy)  
CC: ZArguedas@LWV.Org (Zaida Arguedas)

Dear Judy -

Please know that I am not ignoring you. We have been working on some of the issues you raised and I think we can work together on some of the others. I want to send you a thorough, complete response and will do so shortly. I apologize for not getting back to you earlier.

We truly want Minnesota continue to participate in DNet. I'm looking forward to working with you to make this a comfortable fit.

Sincerely,

Jackie Mildner

> —Original Message—

> From: LWVMN [SMTP:lwwmn@mtn.org]  
> Sent: Wednesday, July 05, 2000 11:56 AM  
> To: JMildner@lww.org  
> Cc: Adrienne Wickstrom  
> Subject: D-Net

>

> July 5, 2000

>

>

> Jackie Mildner  
> D-Net Project Director  
> League of Women Voters  
> 1730 M Street NW Suite 1000  
> Washington, DC 20036-4508

>

> Dear Jackie:

>

> While Democracy Net offers us many possibilities for improved election  
> information distribution, we in Minnesota have some very serious  
> concerns. I know that you have been made aware of some of our concerns,  
> but let me discuss them with you further. We believe the intent to  
> deliver complete and impartial candidate information is the way to go  
> for the League for the future and we really want to see D-Net be  
> successful. However, there are some things that could very well detract  
> from that effort and undermine our work here in Minnesota.

>

> We have a full slate of activities planned this election year in  
> Minnesota. Each of these activities succeeds because of the League  
> reputation as a source of fair, accurate and unbiased information.  
> \* We will be hosting both pre-primary and general election debates for  
> candidates for the U.S. Senate. We currently have four major parties in  
> Minnesota and they will all be included in our debate schedule;  
> \* We will be producing a Voters' Guide with information on all  
> congressional candidates as well as judicial candidates that will  
> receive wide distribution throughout our state;  
> \* We will be conducting a Voter Hotline prior to the primary and

> general elections answering voters' questions from all over the state.

>

> We are concerned that the League's reputation may well be called into question with regard to the D-Net site for Minnesota. In reviewing the site for Minnesota, there are many inaccuracies and minimal participation by the candidates for the Republican Party. One cannot avoid the perception that this is an election site for only the Democratic and Independence parties.

>

> I realize that it is up to the candidates to enter their own information, but at least for Minnesota, other party candidate participation is minimal. We have already a perception problem in Minnesota and are frequently accused of being in the pockets of the Democrats. That comes about by our stand on certain issues, not by how we treat candidates for public office. However, we must repeatedly assure candidates that they will be treated fairly and evenly in our Voters' Guide and in debates.

>

>

> Let me be specific with regard to the Minnesota site, what the inaccuracies are:

> \* Many prominent Republican and several lesser known Democrat candidates have not been entered;

> \* There are many candidates who are still listed but have dropped out of the race since the convention endorsed their candidate;

> \* There is an inconsistency with party identification; that is, there is the Independence Party (IP) and then there is the listing for independent as "Ind." This is very confusing to the voters since there is a U.S. Senate candidate, not yet in D-Net, who is a true independent.

>

> In order to engage candidates to participate in D-Net, we believe that an initial set of questions devised by a Voter Service Committee could help to set the tone for participation. These questions might be very similar to questions posed in our Voter Guide and once a candidate has responded to those initial question, he/she could then go on and enter whatever information they wish for the remainder of the campaign. This sort of framework could set the tone and give candidates an idea of the kinds of things they can do once engaged on the D-Net site. Certainly the local administrator and his/her committee are in a position to know what issues could be raised and to monitor the site for accuracy and impartiality.

>

> We want to see the D-Net project succeed. To ensure that for Minnesota, we have some requests.

> \* The deadline in Minnesota for candidates to file for office is July 18. We request the Minnesota site be cleaned up and free of inaccuracies by that time when we will be entering state and local candidates.

> \* We request a letter be sent to all Republican candidates and any others who may not be involved, urging their participation (please copy us those letters for our records).

>

> We are sufficiently concerned about our nonpartisan reputation that if these requests are not met, we may have to opt out of the D-Net project for Minnesota. This would be a drastic step and we would prefer not to take this action.

>

> We certainly want to work cooperatively with this exciting project and  
> hope these matters can be resolved quickly. Thank you for your prompt  
> attention.  
>  
> Sincerely,  
>  
>  
>  
>  
> Judy Duffy  
> President  
> League of Women Voters of Minnesota  
>  
> cc: LWVUS Board of Directors (tentative)  
> LWVMN Board of Directors  
> << File: 6.23 to LWVUS.doc >>

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----- Headers -----

Return-Path: <.JMildner@lww.org>  
Received: from rly-yg02.mx.aol.com (rly-yg02.mail.aol.com [172.18.147.2]) by air-yg05.mail.aol.com (v75.18) with ESMTP; Fri, 07 Jul 2000 10:12:33 -0400  
Received: from lwwexch.lww.org (lwwexch.lww.org [216.181.85.133]) by rly-yg02.mx.aol.com (v75.18) with ESMTP; Fri, 07 Jul 2000 10:12:05 -0400  
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id <.MS51S2VL>; Fri, 7 Jul 2000 09:52:44 -0400  
Message-ID: <.C13399968F40D3118095009027860C7C3FAFA5@LWVEXCH>  
From: Jackie Mildner <.JMildner@lww.org>  
To: LWV Minnesota-Judy Duffy <.gandjduffy@aol.com>  
Cc: Zaida Arguedas <.ZArguedas@LWV.Org>  
Subject: RE: D-Net  
Date: Fri, 7 Jul 2000 09:52:43 -0400  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2650.21)  
Content-Type: text/plain;  
charset="iso-8859-1"

Subj: **Cargill**  
Date: 7/6/2000 9:34:09 AM Central Daylight Time  
From: robyn.tjernlund@shopforschool.com (Robyn Tjernlund)  
To: gandjduffy@aol.com ('gandjduffy@aol.com')

Andrea:

I hope that we are able to get the Cargill money as I know it is needed.

I have a process question. Since I was involved in most aspects of the discussion with Cargill – talked with you and Judy, and also talked directly with Ady – I wonder why I was not part of the final decision process as we had planned. Instead, I was notified of the final decision once it was already decided and acted upon. Please let me know what role, if any, I have with the Development function.

Robyn

—Original Message—

From: Andrea Lex [mailto:lwmmn1@mtn.org]  
Sent: Thursday, June 22, 2000 3:10 PM  
To: Robyn Tjernlund; Robyn Joy Tjernlund  
Subject: Cargill

Robyn,

Now that the convention is over & Ady Wickstrom had a chance to attend the workshops on DNet, she, Judy, Sally & Stacy Doepner-Hove continue to feel very uncomfortable with the program from the national level. The national board member who was in charge of DNet has resigned, & we don't know who will replace her. As I'm sure you've heard from Laurie, the national board is in a shambles. We don't know what we'll be doing with the program statewide, either, and therefore, Ady, Judy, Sally & Stacy don't feel comfortable requesting funding for it. Besides, we really need the general operating support. So, we are requesting general operating support from Cargill. I'm enclosing a copy of the letter that we're sending today. -Andrea

----- Headers -----

Return-Path: <.robyn.tjernlund@shopforschool.com>  
Received: from rly-yg04.mx.aol.com (rly-yg04.mail.aol.com [172.18.147.4]) by air-yg02.mail.aol.com (v75.18) with ESMTP; Thu, 06 Jul 2000 10:34:09 -0400  
Received: from hera.shopforschool.com (pptp.shopforschool.com [206.147.200.178]) by rly-yg04.mx.aol.com (v75.18) with ESMTP; Thu, 06 Jul 2000 10:33:55 -0400  
Received: by hera.shopforschool.com with Internet Mail Service (5.5.2650.21) id <3LXXHL4R>; Thu, 6 Jul 2000 09:25:39 -0500  
Message-ID: <.C10A283A3320D311809D009027723AB26C5C09@hera.shopforschool.com>  
From: Robyn Tjernlund <.robyn.tjernlund@shopforschool.com>  
To: "'gandjduffy@aol.com'" <.gandjduffy@aol.com>  
Subject: Cargill  
Date: Thu, 6 Jul 2000 09:25:37 -0500  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2650.21)  
Content-Type: text/plain;  
charset="iso-8859-1"





**THE LEAGUE  
OF WOMEN VOTERS®**  
EDUCATION FUND

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**Beverly K. McKinnell**  
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Knoxville, Tennessee

**Eleanor Revell**  
Evanston, Illinois

**Faye Harned Sinnott**  
Barrington, Illinois

**Alison P. Smith**  
Portland, Maine

May 25, 2000

Ady Wickstrom  
1252 Silverthorn Drive  
Shoreview, MN 55126

Dear Ady:

We are writing about the serious legal and ethical problems potentially caused by your continued involvement in the DNet coverage of federal elections in Minnesota.

As has been clearly communicated to you, the LWV's National office is covering all Federal elections this year, including the US House and US Senate in your state. There are several reasons we are contacting and coordinating with candidates from DC this year. DNet is still a new program and this is the first year we are covering elections in all 50 states. This first time out we are still developing and perfecting the extensive procedures and processes involved in running the program. At each step of the way, we need to clear everything with the League's legal council. Some rules are still being added to our guidelines and this legal consultation and centralized control is critical.

When you enter the DNet Administrative section for Minnesota federal elections and alter the information that has been entered by our staff, you seriously jeopardize our compliance with federal regulations. When you communicate with federal candidates and instruct them to send DNet information to you rather than our staff, it creates confusion and eliminates our ability to clearly track candidate contact and communication. It also endangers ability to confirm with regulators exactly what activities have taken place and that the data entered was not edited in any way by the LWV.

Ady, we truly value and want your leadership on DNet and want to benefit from your expertise and assistance. We hope you will channel that energy to state and local elections this year.

We need your assurance that you will not alter, add or delete any information for any of the candidates for US House or US Senate in Minnesota. We regret that if you continue to involve yourself in these elections we will be forced to remove your Affiliate Manager password and ID, and have you blocked from the system entirely. We are sorry to have to take such a harsh stance, but we simply cannot have our compliance with federal regulations jeopardized.

Sincerely,

Judy Poulson  
Board Member, LWVUS

Jacqueline P. Mildner  
Director, DNet

cc: Judy Duffy, President, and League of Women Voters of Minnesota  
Mona Steele, Board Liaison, Minnesota

RECEIVED MAY 30 2000

**From:** Judy Poulson <jpoulson@compuserve.com>  
**To:** . <LWVTopics@onelist.com>  
**Date:** Tuesday, March 14, 2000 4:06 PM  
**Subject:** [LWVTopics] article in Slate re: DNet

---

From: Judy Poulson <jpoulson@compuserve.com>

For those of you who haven't seen this, here is an article about DNet/Grassroots.com which appeared in Slate. Sorry, I don't know the date it appeared as it was forwarded to me.

Judy Poulson, LWVUS Board

The Land of the Free and the For-Profit

By Elizabeth Wasserman

Elizabeth Wasserman is the Washington bureau chief of the Industry Standard.

Tracy Westen is no typical Internet executive. A gray-haired college professor who has focused on public service since the 1960s Free Speech movement at the University of California, Berkeley, Westen lacks the usual obsession with "brand building" and "eyeballs." Nevertheless, he's in the unusual position of trying to turn a not-for-profit Web site into a real company.



## **Partially Scanned Material**

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Dial in: 1-800-230-1085

2:58

90 mins

Actual  
slot -

name, phone # LWV affil.

use "Judy Duggan"

after

6 EST Wednesday

Record - 1-800 475 6701 - 505979

D.net  
siao to  
listen

: all  
: Pres  
: l.l.'s  
: others  
: Board  
: ex Dir.

Access Code

Questions  
ahead of  
time.

Stephanie Schwartz  
SSchwartz@lww.org

Sackie  
milnew



Wendy

Sawyer - D. net staff

202-429-1965

X 383

Conf Call on  
Grassroots.com  
?



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\* 0

3/8/00 D. Net - Grassroots . Com

Conference Call

Judy Paulson for CFF:

"must use new tech to be leaders

" " have more \$ to be competitive & "best"

Alliance (Nancy Newman @ Grassroots . Com)

"non partisan soulmate"

Grassroots . Com  
to more old  
still forming

premier civic partic site "

Judy Paulson - Jane Shunbaum - Craig Johnson

Grassroots . Com  
CEO - Johnson

Jim Dick

H.Q. San Francisco

Craig Johnson - similar mission w/ LWV

Jim Dick - reconnect Amis in open & on-line  
community

Judy: E-Mail Comments + Questions

1. Why is our name & logo not on front?  
bec. only on D. Net portion

2. Nonpartisanship? yes, share same attitudes  
" " Critical to Grassroots success

3. Action + "informed" - news in 29 categories

~~Johnson~~: to state level - still reaching into  
local level - + issues that matter to people.

Tim Community - bldg meeting tools that will  
come on line in August 2000

D. Net Button - not yet as communicative  
as it should be - stay tuned

Craig Action Button - Knight Riddler providing  
content for local stories - why need HW  
for local issues & candidates.

1 on # app

Paulson Civic Participation Research - <sup>there is a contradiction</sup> Citizens interested in local w/ people they know - this enc's people to partic on Internet

Johnson: This helps people find info - focus will be on local level where people are engaged.

Investor HIG - owns high art newspapers also will be working (Freedom Communications) w/ Grants

<sup>Courage</sup> I Hally - Providence R.I.

Affect on L.I.'s & what we're doing - "trivializes" what we're doing already &

ability to get this info. Can only handle fed. elections  
Johnson - will give financial support - know L.I. personnel limited - give start to hldg content.

Guenebaum - not meaning to interfere but another format for that info.

US will give some assistance

Dick: Can grow capabilities of D-net technol. + provide some leverage for info in V.G.'s.

Paulson - L.I.'s do what they can

II Charlotte Zerof - N.M.

Steinmaster - hope they have looked at State Webpages -

Look forward to what more they can do - "Digital Divide" - how to engage those who do not use Computers - "Cable Service" org

Johnson: Gates, Packard, Markel Fahn + others  
to address digital divide -

Internet in many cases already free  
+ moving ahead rapidly - Grassroots.Com  
foundation to assist many as well  
as LWV.

Zeroff - we need funds - + state + local  
leagues in process.

Johnson: Build ties to Comm. better + starting w/ LWV  
Continuous contact.

Jim: In a month - Grassroots.Com free internet  
access - does lower 1 barrier. Jim:

Zeroff - Working w/ broadcasters? C-Net Radio  
AM/FM - 800 stations TechRadio 24 hr format  
engls. in next few wks - 910

Looking at AT&T + others

III Many Ann Mofen - N.J.  
Marketing? <sup>Jim - Have not yet done a lot - some AOL</sup>  
\$7.5 million budget - begin in May  
Backgrd info on issues - how soon? 1st step  
at a time

IV. Pat Dunnett Helt, Mich.

Commercial aspects - ads what kind, etc?

Jim - Ad policy: D.Net is for profit but info on  
all sides of issue. No ads on a Candidate page  
- No message can be more than 49% of page  
w/ commercial ads which are clearly marked

member as ads. Privacy issues  
of trustee, org. Standard for advertising on line  
22 pages of details on this worked out w/ LWV



~~Temp~~ D-net info - public info - What level of Cash  
+ can be used support? Fed  
I Liz Perini from Seattle - who contacts Candidates  
Fundraising efforts for L.L.'s. <sup>Headlines</sup> <sup>- after filing?</sup> Compromise  
our efforts? \$ provides us ability to  
get info for site - does not support  
L.W.V.

Guendelmann Does in no way Chg non profit status - Still  
need to fund other programs -  
- Perception that L.W.V. has become a Com fundm  
a. Org -

VI. Marilyn N.C. <sup>Charlotte</sup>  
Relationship? <sup>Grassroots</sup> acquiring D-net Software +  
Contracting w/ L.W.V. to provide Content provided  
by Candidates.  
L.W.V. on Board (Carolyn + Jane); Cash support  
to get info -  
→ Tech. Support? Jackie Milner L.W.V. US  
L.L.'s can set own questions

VII Anita Pugliesi - Delaware  
Paper V.G. from D-net? Yes - use info  
But check frequently b/c Candidates  
may change info on a daily basis

VIII Mary Howard - Mich  
- Used? is also used in print V.G.  
however length of responses greater  
on D-net than print.  
- Should be able to use for School board  
elections in June.

**From:** Christina S. Little <cslittle@nmia.com>  
**To:** Charlotte Zerof <lwvabc@lwvabc.org>; Helen Wright <hwright@flash.net>; Mary Wilson <t3wilson@aol.com>; Meg Wente <hrmwnte@flash.net>; Tooker & Jim Walton <jimtookerw@aol.com>; Carol Tucker Trelease <CarolTT@aol.com>; Susan Walton <swalton@nedcomm.nm.org>; Ann Taylor <wtatabq@juno.com>; Andrea Targhetta <artarghetta@uswest.net>; Nancy Swigger <photog@unm.edu>; Doub & Jane Swift <ddswift@earthlink.net>; george skadron <skadron@swcp.com>; Gary Shepherd <gary@shepdesignassoc.com>; Myra Segal-Friedman <msfried@swcp.com>; Marie Ross <mhross@cybermesa.com>; Barbara Rosnagle <brosnagl@swcp.com>; Josephine Porter <joport@nmia.com>; Carol Pierce Phillips <cpinabq@aol.com>; M B Morgan <abqlwv@nmia.com>; Beverly Michael <bevans@sandia.net>; Joyce Mendel <mendel@swcp.com>; Alice Mehlberg <alicejm@flash.net>; Dorothy Lockwood <dhlockwood@juno.com>; Jen Leisch <jleisch@nmt.edu>; Ida Humphrey <IDACK@spinn.net>; Joan Heymann <hey1950@aol.com>; Barbara Hankins <bshankins@juno.com>; Barbara Graham <Barbara816@aol.com>; Diane & Don Goldfarb <dgold7909@aol.com>; Aileen Gatterman <aileen@nmia.com>; Edna Fowler <evalverde@aol.com>; Dede Eckles <eckwd@aol.com>; Chris Burroughs <coburro@sandia.gov>; Harold Burnett <HMBurBWBur@aol.com>; Sandra Browne <spbrowne@aol.com>; Marie Brown <marieb@nmia.com>; Vivian Boyle <Veboyle@aol.com>; LWVTopics <lwvtopics@onelist.com>; lwvnmtopics@lacan.nmia.com <lwvnmtopics@lacan.nmia.com>  
**Date:** Sunday, February 27, 2000 7:42 PM  
**Subject:** [LWVTopics] article from Business Week

---

From: "Christina S. Little" <cslittle@nmia.com>

This is an article from Business Week, February 28, 2000 about the League. I have copied it verbatim and cannot testify to the accuracy of the analysis. Any typing errors come from me -- not Business Week.

The venerable League of Women Voters has jumped on the Internet IPO bandwagon. But has it sold its soul in the process? The league, which is on record as favoring campaign-finance reform, is looking to reap an undisclosed amount of fees and stock options for working on a Web site that solicits campaign donations.

Grassroots.com has \$25 million in venture capital and such backers as Mike McCurry, ex-spokesperson for President Clinton, and John Sununu, former chief of staff for George Bush. Grassroots.com will provide information on candidates to voters, with an emphasis on state and local races. The site, which vows to be nonpartisan, will take a cut of online campaign contributions. But it needs help to gather information on all those statehouse candidates and would-be aldermen. Enter the league. "We had to have them," says Craig Johnson, a venture capitalist and the cot-com's



interim CEO. "We couldn't think of another way to reach that deep into the political scene."

Yet the league is still uneasy over the plan. "There was a robust discussion, and it's not over yet," admits Executive Director Jane Gruenebaum. Next year's initial public offering might quiet the debate. Says Johnson: "Maybe this is the chance to build a true endowment for the league."

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**From:** Judy Poulson <jpoulson@compuserve.com>  
**To:** . <LWVTopics@onelist.com>; . <lwvwebmasters@libertynet.org>  
**Date:** Sunday, February 27, 2000 3:45 PM  
**Subject:** [LWVTopics] LWVEF/Grassroots.com concerns

---

From: Judy Poulson <jpoulson@compuserve.com>

We are mindful of the concerns that have been raised on the LWVtopics and LWVwebmasters regarding the LWVEF partnership with Grassroots.com. In addition, we know that national, regional and local press are beginning to weigh in on the topic of the partnership. We are working hard to create a number of venues to get more information about the partnership out during these early days. Following are some brief responses to the issues which seem to be raised most frequently, both within the LWV community and outside

of it. We hope they will be helpful to you. Please let us know what you and your fellow LWV members are hearing and seeing, so that we may try to give you the information you need to respond to member concerns. You can e-mail me directly, at [jpoulson@compuserve.com](mailto:jpoulson@compuserve.com), or snail-mail me at 1604 Tiptop Road, Knoxville TN 37923.

Judy Poulson, LWVUS Board  
Oversight Trustee for Voters Online Project

#### DETAILS OF THE LEAGUE'S PARTNERSHIP

**\*\*We are a partner with Grassroots.com and are listed as a Partner on the site. Beyond that, our association with the site at this time is primarily with the DNet portion of the site. Our name and logo are prominent on that portion and all the candidate content is the result of League contacts with the candidates and their campaigns. The site has an Issues section where users can find groups who are active on a particular issue, and a Donate section where users can make contributions to groups active on issues. On the Issues portion of the site, we will be listed under the issues which relate to our national program positions. On the Donate portion of the site, we are listed currently under Women and Elections.**

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#### USE OF LEAGUE NAME, PROTECTION OF LEAGUE REPUTATION

**\*\*We will ensure that our name is not misused by enforcing the terms of our licensing agreement and monitoring the site. If any disagreements cannot be resolved, we have the option to pull out. Having the League as a partner is seen by Grassroots.com as critical to the long-term success of the site.**

The League brings important credibility to this new venture as well as valuable expertise in ensuring nonpartisan results. Grassroots.com personnel, therefore, are genuinely committed to meeting the League's high standards and to making this partnership work.

\*\*To those who are concerned about whether the League will be in control or whether for-profit interests will control the site--Grassroots.com is a for-profit site. There are controls on advertising and treatment of candidate information on the DNet portion, which is where our name and logo are displayed. We do not expect to control the total site, nor will our name or logo appear on portions other than the DNet portion without our consent. We do expect to exercise the prerogatives of board membership and offer suggestions on content, features and item presentation on the site.

\*\*Should we, at any time, feel the candidate/election-related portion of the site has ceased to be nonpartisan, we would pull out. The community portion of the site will contain forums and chat areas. Individual comments posted there may be considered advocacy or partisan. Users are solely responsible for the content they post and that content does not reflect the views of either Grassroots.com or the League. Grassroots.com's ultimate success depends on its being seen as a site where all views and interests are treated fairly.

#### FUNDING, REVENUES AND FEES

\*\*The initial capital was raised by Grassroots.com from investors specifically chosen for their commitment to the mission of reconnecting citizens with their government.

\*\*Neither the LWVEF nor Smart Voter had the financial resources to support the level of activity we envision for a national voter service website. Smart Voter relies primarily on the same sources of funding (mainly foundations) that we determined were inadequate to meet the resource needs of a nationwide site. Grassroots.com has raised far more operating capital at this point than we could ever hope to raise from foundations. It is enough to support the high capacity servers, visibility, technology, personnel and site-development expertise required by a website seeking to serve a national audience and experience millions of daily "hits."

\*\*The site will become self-supporting through a variety of revenue producing activities. There will be ads, of course. Fees charged for the privilege of sending messages to "members" of the site (discussed below) will also be an important revenue source. We also expect to see the sale of supplemental services such as webpage development to candidates, lobbyists, and issue groups. Grassroots.com also expects to develop new and creative sources of revenue yet to be identified.

## MEDIA COVERAGE

\*\*The San Jose newspaper article which mentioned fees was solely about the non-DNet portions of the site. There was no mention of DNet in the article and no reference to election information. There are NO fees to candidates or users on the DNet portion of the site.

\*\*At least one media article has implied that the League's supporting campaign finance reform means we should be opposed to all campaign contributions and not associate with any site which solicits them. We all know that misrepresents the issue. Campaign finance reform would restrict "big money" contributions and eliminate soft money loopholes, not end contributions from individuals altogether. In addition, because access to the DNet portion of the site is free to candidates, it gives less well-funded candidates the opportunity to get their message out to voters on an equal par with the more well funded candidates. This will help level the playing field between candidates, a key goal of CFR.

## PRIVACY AND ADVERTISING POLICIES

\*\*The privacy policy of the site stipulates that they will not sell email lists or any other lists. They will offer candidates and issue groups the opportunity (for a fee) to send messages to those who have indicated a willingness to receive them, but the messages will be relayed via Grassroots.com, not by supplying a third party with the names or addresses.

\*\*For those of you who asked to see the advertising policies, we will ask that they be posted on the site. If that is not possible, we will have them available once they are finalized and approved by the attorneys. For the record, certain types of ads (porn, tobacco, gambling, guns) are prohibited by general Internet policy.

\*\* Ads that are clearly counter or intended to be counter to the primary content of a page will not be allowed on that page. In addition, political ads and content-targeted ads will not be allowed on the DNet portion of the site. Content-targeted ad means any ad targeted toward a specific area of a candidate page based on the content of that area. The exception to this ad policy is that candidates may buy ads on their own pages (bios, calendars) only and ballot measure groups can buy ads on their own page only. No candidate or group can advertise on another's page.

## IMPACT ON STATE/LOCAL LEAGUE FUNDRAISING

\*\*We do not anticipate that the LWVEF partnership with Grassroots.com will have any effect on local or state fund raising for DNet or other voter service activities. The revenue generated by the site stays with the corporation. The only money coming to the League will be through the contract for services and will cover personnel, supplies, and other costs associated with candidate contact and training, primarily at the federal

level. The small amount we will be able to send to local and state Leagues will not cover all the costs of candidate contact, PR and training.

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**From:** Judy Poulson <jpoulson@compuserve.com>  
**To:** . <LWVTopics@onelist.com>  
**Date:** Monday, February 28, 2000 9:58 AM  
**Subject:** Re: [LWVTopics] LWVEF/Grassroots.com concerns

---

From: Judy Poulson <jpoulson@compuserve.com>

I am responding to several questions via the lwvtopics list since all of you saw the questions. Please forgive the length of the reply, but it seems in our efforts to keep things short the full story is not getting across.  
Judy Poulson, LWVUS/LWVEF Board

From: "Carol M. Watts" <carolwatts@ibm.net>

\*\*\*\* Judy, are you saying that a candidate can buy an ad on the DNet-LWVUS page that describes just that candidate? Does this mean that, for example, if one candidate out of three running for a single office spends the money for an ad that his/her page will look different (presumably more eye-catching) than other candidates' pages? Will candidates that buy an ad

get ANY special treatment on other pages? For example, on the Issues Grid today, candidates who respond are placed at the top of the list. Will candidates who buy ads get similar preferential treatment?

#####A: Yes, NO, NO and NO. Within DNet there is a general prohibition on political ads and content targeted (issue) ads. However, there are pages on DNet that are not part of the Issue Grid that are about one candidate only and an exception is made on \*these pages only\*. For example, candidate bio pages and their event calendar pages. A candidate could buy an ad for himself/herself on one of those pages and it would be the same size and run in the same place as any ad bought by any retailer or other advertiser. There will be NO candidate or issue ads on the Issue Grid pages. There will NO preferential treatment of candidates who buy ads--that would defeat the purpose of the site, which is to provide equal, unbiased access to all candidates.

\*\*\*\*I have the same concern for ballot measures. Do you mean that a page that is about Prop 12 can have a "yes on 12" ad and a "no on 12" ad? (If so, I have grave concerns). Or are ads only allowed on the individual "Pro" and "Con" argument pages? This raises questions about money required, number of ads, who can buy, etc. For example, if the League strongly supports a ballot measure, and others who support are allowed to buy, surely we would be allowed to buy one too. So much for the appearance of LWVEF nonpartisanship. Or would we discriminate against ourselves? Neither is appealing.

#####A. As with candidates, ballot measure groups can only buy an ad on their OWN page within DNet. They cannot buy an ad on any other page within

DNet . Outside of the DNet portion of the site any person or group can buy an ad but Grassroots.com does not intend to place ads on pages where the ad would be counter to the content of the page. So, assuming there would be a Vote Yes page outside the DNet section, a Vote No ad would not appear on that page.

\*\*\*\*Please say that I misunderstood and that NO ads will be placed on the DNet-LWVEF pages. It's just such a blatant, embarrassing way to make money

from people who run for office.

####A. Sorry, there may be general product ads on the DNet pages. They will not be from people running for office, except as explained above.

Judy Binder wrote about communication with state and local Leagues, especially should a problem arise. Points well taken and they will be shared with the board and staff.

>From Robin Tokmakian:

Of what benefit is grassroots.com to LWV? Will it increase our membership? Will it promote the LWV positions?

####A. G.com might increase membership and might promote our positions once it is fully functioning. We certainly expect it to. It will certainly increase our visibility. Of immediate benefit is the increased server capacity to support DNet and the ability to fund the people, supplies and equipment necessary to offer DNet's services to every League that wants to use them. If we had continued to try to operate DNet solely on foundation funding I don't think we would have made it to 11/2000. The money was just not forthcoming in spite of constant conversations and proposals.

Was there any LWV member who is computer/Web savvy that actually was involved in the decision of our participation in this? Did anyone sit down and actually try using this site to get any useful information?

####A. Quite a few of us on the board consider ourselves as computer savvy as the general population. The site is still under construction. The League's role on the site is in the DNet section. Since the site launched we have been monitoring the site and suggesting improvements and pointing out areas that need modification/clarification for accuracy. But I have to emphasize that we do not own or control the site or its content beyond what is on the DNet portion.

We have asked to be listed under all the issues that we have national positions on in the Issues section. They are working on making the changes.

What does this mean? why would the league be training candidates?

####A. Many candidates are not familiar with DNet and are much more willing to use it once they have seen it, had it explained to them, or even had someone walk them through their first one or two entries. Whether this is done by staff or volunteers, those people have to be trained. We have just completed the second of four regional training sessions to train DNet

affiliate managers. When completed we will have at least one League member from almost every state trained to use DNet and show others how to use DNet.

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**From:** Marjorie <beachcmbr@worldnet.att.net>  
**To:** LWVTopics@onelist.com <LWVTopics@onelist.com>  
**Cc:** . <lwvwebmasters@libertynet.org>  
**Date:** Sunday, February 27, 2000 7:16 PM  
**Subject:** Re: [LWVTopics] LWVEF/Grassroots.com concerns

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From: Marjorie <beachcmbr@worldnet.att.net>

The February 28 issue of *Business Week*, Pg. 6, has an article about grassroots.com and its LWV connection suggesting that the League has sold its nonpartisan soul by participating on this website. After reading Poulsen's posting, most of my doubts raised by the article have been effectively put to rest. Public perception of our participation is going to be another matter. We have to find a way to make it crystal clear that the DNet section is the only portion of the site that is controlled by League. I wish I could suggest a way to do this but as we know, people don't read very carefully and many are predisposed to believe the worst about League. I, and I am sure others, would like to know more about how League will convey the message of its nonpartisan nature on the DNet pages.

Margie Monroy

LWV North Coast San Diego County

Judy Poulson wrote:

From: Judy Poulson <jpoulson@compuserve.com>

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Judy Poulson, LWVUS Board

Oversight Trustee for Voters Online Project

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**\*\*Neither the LWVEF nor Smart Voter had the financial resources to support the level of activity we envision for a national voter service website. Smart Voter relies primarily on the same sources of funding (mainly foundations) that we determined were inadequate to meet the resource needs of a nationwide site. Grassroots.com has raised far more operating capital at this point than we could ever hope to raise from foundations. It is enough to support the high capacity servers, visibility, technology, personnel and site-development expertise required by a website**



seeking to serve a national audience and experience millions of daily "hits."

\*\*The site will become self-supporting through a variety of revenue producing activities. There will be ads, of course. Fees charged for the privilege of sending messages to "members" of the site (discussed below) will also be an important revenue source. We also expect to see the sale of supplemental services such as webpage development to candidates, lobbyists, and issue groups. Grassroots.com also expects to develop new and creative sources of revenue yet to be identified.

#### MEDIA COVERAGE

\*\*The San Jose newspaper article which mentioned fees was solely about the non-DNet portions of the site. There was no mention of DNet in the article and no reference to election information. There are NO fees to candidates or users on the DNet portion of the site.

\*\*At least one media article has implied that the League's supporting campaign finance reform means we should be opposed to all campaign contributions and not associate with any site which solicits them. We all know that misrepresents the issue. Campaign finance reform would restrict "big money" contributions and eliminate soft money loopholes, not end contributions from individuals altogether. In addition, because access to the DNet portion of the site is free to candidates, it gives less well-funded candidates the opportunity to get their message out to voters on an equal par with the more well funded candidates. This will help level the playing field between candidates, a key goal of CFR.

#### PRIVACY AND ADVERTISING POLICIES

\*\*The privacy policy of the site stipulates that they will not sell email lists or any other lists. They will offer candidates and issue groups the opportunity (for a fee) to send messages to those who have indicated a willingness to receive them, but the messages will be relayed via Grassroots.com, not by supplying a third party with the names or addresses.

\*\*For those of you who asked to see the advertising policies, we will ask that they be posted on the site. If that is not possible, we will have them available once they are finalized and approved by the attorneys. For the record, certain types of ads (porn, tobacco, gambling, guns) are prohibited by general Internet policy.

\*\* Ads that are clearly counter or intended to be counter to the primary content of a page will not be allowed on that page. In addition, political ads and content-targeted ads will not be allowed on the DNet portion of the site. Content-targeted ad means any ad targeted toward a specific area of a candidate page based on the content of that area. The exception to this ad policy is that candidates may buy ads on their own pages (bios, calendars) only and ballot measure groups can buy ads on their own page only. No candidate or group can advertise on another's page.



#### IMPACT ON STATE/LOCAL LEAGUE FUNDRAISING

**\*\*We do not anticipate that the LWVEF partnership with Grassroots.com will have any effect on local or state fund raising for DNet or other voter service activities. The revenue generated by the site stays with the corporation. The only money coming to the League will be through the contract for services and will cover personnel, supplies, and other costs associated with candidate contact and training, primarily at the federal level. The small amount we will be able to send to local and state Leagues will not cover all the costs of candidate contact, PR and training.**

-----  
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**From:** Robin Tokmakian <robint@meeker.ucar.EDU>  
**To:** LWVTopics@onelist.com <LWVTopics@onelist.com>  
**Date:** Sunday, February 27, 2000 4:51 PM  
**Subject:** Re: [LWVTopics] LWVEF/Grassroots.com concerns

---

From: Robin Tokmakian <robint@meeker.ucar.EDU>

Dear Judy -

I thank you for your long explanation of of LWV's participation in "grassroots.com". But the one question that I have not seen answered clearly is:

Of what benefit is grassroots.com to LWV? Will it increase our membership? Will it promote the LWV positions?

Under Groups:

=====

... I selected the subject - "abortion" - and nothing! appeared. I selected "women" and got 1- "women under forty political action committee" WHERE IS LWV???

I entered "LWV" and got "

We're sorry, we were unable to find a community group that matches "LWV".

And when I entered "League of Women Voters" - i got slitch!

Under Govt. & Camp. Finance reform - LWV is not listed.

Under Issues:

=====

I finally found LWV under "the issues" on the first page - hitting "women" ... but haven't we been telling people we are NOT JUST WOMEN!!! It is categorizing us as a women's group, but in reality we are not - we are a "public policy advocate and education group" if anything. Are we under Gov't and CFR - NO.

Are we under Urban Affairs & Housing - NO

Are we under Health Care & Medicine - NO. Are we under

Crime and Guns - NO, Are we under Civil Liberties - NO

Are we under the Environment and Energy - NO (I could go on, but this is getting silly). There's only a

few which we don't have positions on (Religion, immigration, science, tech,& internet). And if the

point to this website is to connect people to groups

working on these issues - We aren't there! And when I searched the "grassroots" web site - using the search button on the bottom of the page - I received no useful information pointing to LWV - and NO pointer even to the Dnet site!!!

To be quite honest - If I want to know something on some subject - I do my own searching - and do the filtering myself. I don't think that one should rely on another website to do the filtering for you! I'd rather search for the web using a generic search tool - not use a site that has built in filters - which is what grassroots.com is - whether it is intentional or not. As an example: I searched using "hotbot" "Campaign Finance Reform" - up popped LWV! #2 on the list - Now what does that tell you?

Was there any LWV member who is computer/Web savvy that actually was involved in the decision of our participation in this? Did anyone sit down and actually try using this site to get any useful information?

Sorry for the whinging - but someone has to do it and it appears that the evaluation of the usefulness of this site hasn't been done.

-robin tokmakian lwv - Monterey Peninsula CA

-----  
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**THE LEAGUE  
OF WOMEN VOTERS®**  
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**MAILING #7**

February 4, 2000

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Portland, Maine

*Executive Director*  
**Jane Gruenebaum**

**TO:** State and Local League Presidents and DPM Subscribers  
**FROM:** Carolyn Jefferson-Jenkins, Chair  
**RE:** The League and Grassroots.com

As we enter the 2000 election campaign season, the LWVEF's commitment to providing state and local Leagues with a comprehensive, easy-to-use website for candidate and election information is as strong as ever.

In the course of our fundraising efforts, it has become apparent that the level of foundation grants we could expect to obtain would not be sufficient to provide the high capacity servers, visibility, technology and site-development expertise needed to make the site as complete as we want, or as responsive to the needs of our Leagues as we believe it should be. The enthusiastic response of state and local Leagues during the 1999 elections taxed the limits of the Democracy Network (DNet) system as it existed then, and our plans for coverage of the 2000 elections go much further.

Our search for viable options has led the League to Grassroots.com, a six-month-old political website dedicated to providing a platform for people to become engaged in the government process. The founders of Grassroots.com are committed that the site will be rigorously nonpartisan in all its activities, and they believe that anything less would compromise its effectiveness. The founders have taken great pains to make sure their board is also politically balanced. Former LWVUS president Nancy Neuman has been on the Grassroots.com advisory board since its inception. Their mission is "to reconnect Americans with their political system in an open, nonpartisan online community."

There will be no advocacy by Grassroots.com. As we met the Grassroots.com personnel and listened to them describe what brought them to this company, we were struck by their shared vision of making political participation easier and more effective for all of us. The progress they have made and the quality of the people they have attracted during this initial six months is truly impressive.

The Center for Governmental Studies (CGS, creators of DNet) and the League have signed agreements with Grassroots.com for Grassroots.com to acquire the DNet system and for the League to be the primary connection to candidates and the provider of election-related information.

We know that many of you will have concerns about the League's election content appearing on a for-profit (dot-com) website. We had the same concerns as we began our discussions with Grassroots.com. The clear mesh of our missions, the vision of their staff and their planned methods of operation allayed those concerns. Except for the fact that it intends to become self-supporting, much of the Grassroots.com site will look and feel like an "education fund-type" site. It will be nonpartisan and will not take positions on issues. The site also will comply with all relevant Federal Election Commission rulings.

We are truly excited by the opportunity to join forces with an economically viable, nonpartisan, ethical organization that can accommodate every League and candidate who wants to participate. We are even more pleased that our agreement will allow us to reimburse Leagues on a very modest basis for their candidate contact expenses and give us a voice in determining the site content and direction. Both the League and CGS will have seats on the Grassroots.com Board of Directors and hold stock in the corporation.

In the short term, there will be no operational changes—Leagues and candidates will still access the DNet system and upload data in the same way they do now. The most immediate change will be the increased server capacity and the ability to accept information from many more state and local Leagues than was possible on the previous system.

Moving beyond election coverage, Grassroots.com will offer exciting opportunities for Leagues to reach a larger audience while "doing what we've always done" and significantly expand our ability to empower citizens. Users will be able to get news personalized to their interests or location, share their views with elected officials and make contact with others in their community with the same concerns. For those without Internet access, or those who are unaware of its possibilities, a noon (Pacific Time) radio show on CNET, hosted by Emil Guillermo, will tie into the Grassroots.com activities.

Of course, we also will continue to expand the content and capabilities of the LWVUS website, **www.lwv.org**. We are very excited about its growth potential. Users will be able to move to **dnet.org** or **grassroots.com** from our site, and both sites will link directly to our website.

As part of our agreement, the LWVUS/LWVEF have granted Grassroots.com the right to use the League name and logo both on the website and in publicity for it. This will prevent state and local Leagues from granting similar permission to any other commercial Internet company (a dot-com), but will not affect any relationships with other media or local businesses. We realize that many media companies also have websites. If the candidate information a League will be providing will also be posted on that website, the League will need permission from Grassroots.com. Contact Jackie Mildner at the LWVEF to initiate this process. (jmildner@lwv.org or 202-263-1318).

Grassroots.com will formally launch its site with a media event on February 15, 2000, deliberately close to the League's 80th anniversary date. We ask that you not make any public announcements locally until this launch date. We encourage you to visit DNet at **www.dnet.org** where all the major presidential candidates have issue statements posted, and Grassroots.com at **www.grassroots.com** to see the site in its early stages.

In a related development, on January 14, 2000, AOL, DNet and the League jointly announced that AOL would feature the DNet content in its Election 2000 area. It also will be available on CompuServe and Netscape.

We invite you—in fact, encourage you—to share any concerns with us so that they may be addressed as we work out the operational details of our relationship. Feel free to contact our committee chair, Judy Poulson, at [jpoulson@compuserve.com](mailto:jpoulson@compuserve.com) or 1604 Tiptop Road, Knoxville, TN 37923. The committee will confer on a regular basis to address any concerns raised.

Enclosed with this letter is a camera-ready page you may want to use in your local newsletter to announce this new venture.





## **Announcing A Major New Partnership**

**The League of Women Voters Is Entering  
a Partnership with Grassroots.com  
and  
Grassroots.com Is Acquiring the DNet  
Technology  
From the Center for Governmental Studies**

Grassroots.com will now host the DNet candidate and election content, providing greatly increased server capacity and technological support. The LWVEF has agreed to provide coverage of all federal races and gubernatorial races. The League encourages the extensive grassroots network of local and state Leagues to cover as many races as local and state LWV resources will allow. Twenty states covered 1999 elections on the DNet system. Our goal for 2000 is for all 50 states to have a presence on the system, ranging from congressional to local races.

### **Media Partnerships Will Expand Visibility of League/DNet Candidate Coverage**

The content provided on DNet also will be carried by AOL as part of its Election 2000 site. FasTV will offer DNet users the opportunity to view streaming video of the presidential candidates.

**[www.dnet.org](http://www.dnet.org) • [www.grassroots.com](http://www.grassroots.com) • [www.lwv.org](http://www.lwv.org)**



THE LEAGUE  
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December 17, 1999

RECEIVED DEC 27 1999

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Barrington, Illinois

Alison P. Smith  
Portland, Maine

*Executive Director*  
Jane Gruenebaum

Dear State League Presidents:

As you know, the League and its partner, the Center for Governmental Studies, have been introducing a project, the Democracy Network (DNet), over the last few years. To date, Leagues in 20 states have participated in this joint program. This online voter education project has the potential to impact tremendously the democratic process in the United States. DNet offers its users information on issues that matter to them, when they want it. The League has been building up for a big rollout in 2000. During this election year DNet is expanding to cover elections in all 50 states. We will also send an alert to your State's Local League Presidents (see enclosed copy).

Here at the League of Women Voters Education Fund (LWVEF) office, we are covering all federal-level elections in the year 2000. But only the League, with its grassroots network of volunteers, can provide rich campaign content down to the local level. Tens of thousands of candidates will participate, offering voters an unprecedented ability to engage their candidates and view on-going debates on hundreds of issues that impact the public nationally, regionally and, most importantly, locally.

As you know, the LWVEF staff has been working with you to identify a state coordinator, who will be receiving intensified training from us this spring. Our intent in sending this letter out to local Leagues in your state is to support the outreach to engage local Leagues. Any contacts we receive will become the beginnings of a group your state coordinator can work with.

We're asking local Leagues to remember DNet as they plan voter services efforts and have described the type of individuals who would best make this project happen locally. They are League volunteers dedicated to providing essential voter information who are willing to devote their time to contact candidates, get them to participate in the project and shepherd them along the way. It is only with individual attention and continuing contact that candidates will truly participate in DNet. With your support and leadership, we hope to find volunteers from your State to work with us on this important project.

This is an exciting time for the League as we move forward with our cutting edge project and we hope you will work with us to make DNet the premier voter information Web site. If you have any questions, are interested in finding out more information or know of individuals who are interested in covering an election, please contact Jeanette Senecal at the League (202-263-1322 or jsenecal@lwv.org). We look forward to working with you.

Sincerely,

Judy Poulson  
LWVEF Trustee for Voters Online  
LWVUS Board of Directors

1730 M STREET, NW, SUITE 1000, WASHINGTON, DC 20036-4508  
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December 17, 1999

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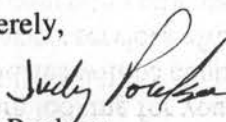
Here at the League of Women Voters Education Fund office, we are covering all federal-level elections in the year 2000. But only the League, with its grassroots network of volunteers, can provide rich campaign content down to the local level. Tens of thousands of candidates will participate, offering voters an unprecedented ability to engage their candidates and view on-going debates on hundreds of issues that impact the public nationally, regionally and, most importantly, locally.

We are looking for your help! It is through the State and Local Leagues that non-federal candidates will be contacted. We are hoping you will remember DNet as you conduct your voter services efforts. Please begin to consider and investigate what elections, from town council to city mayor to school board, you and your League's members are interested in covering, and let us know. LWVEF staff would be delighted to discuss the specifics of this project with you or anyone interested in covering elections on DNet.

We are also working with your state League in identifying a state coordinator, who would be working with you during the 2000 election season. In the future this person will be one of your primary contacts.

This is an exciting time for the League as we move forward with our cutting edge project and we hope you will work with us to make DNet the premier voter information Web site. If you have any questions, are interested in finding out more information or know of individuals who are interested in covering an election, please contact Jeanette Senecal at the League (202-263-1322 or jsenecal@lwv.org). We look forward to working with you.

Sincerely,



Judy Poulson

LWVEF Trustee for Voters Online  
LWVUS Board of Directors

Cc: State LWV President

**From:** Judy Poulson <jpoulson@compuserve.com>  
**To:** . <LWVTopics@onelist.com>  
**Date:** Monday, February 28, 2000 5:42 PM  
**Subject:** [LWVTopics] more grassroots.com

---

From: Judy Poulson <jpoulson@compuserve.com>

One of my committee members has pointed out to me that, while we have given general information about our contract with Grassroots.com in the FAQs we have compiled, we have not put that information on the listserv. So here it is, direct from the FAQ document. After a while I forget what has been put where and who has seen what. Sorry.  
Judy Poulson, LWVUS/LWVEF Board

Q. What are the exact terms of the contract?

A. The League will have a seat on the Board of Directors. We are receiving cash and stock as compensation for the use of our name and logo on the election-related section of the site. The contract for services provides cash for personnel and expenses in connection with the contacting of candidates. It is Grassroots.com's policy not to comment on the specifics of contracts or partnerships and we will honor that policy.

-----  
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-----



## Commonly Asked Questions Regarding the DNet Program

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**1) What are the responsibilities of the state and local leagues?**

- State and local leagues are responsible for contacting candidates at the state and local level (the national office will take care of federal level elections). You may want to include DNet information in the materials you send out for your voter guides. (The national office has sample materials that you can customize for your League.) State and local leagues will be responsible for following up with the non-federal candidates, or their staff, to encourage them to post their information and participate in the issue grid.
- Hopefully, the candidates will post their own information directly into the system. Where the candidates are unable to do so, the League covering that election will do it for them.

**2) What will it cost state and local Leagues to participate in DNet?**

- State and local Leagues will not be charged a fee to participate in the DNet program. Our goal is to have 50-state coverage and we want any local leagues that wish to participate to be able to do so.

**3) Will the state and local Leagues have to raise any of the funding?**

- State and local Leagues will not be required to do any fundraising for the DNet program. We are planning a massive fundraising effort at the national level to support the project. But there may be funding sources in the local area who would be interested in supporting an online election project with the League of Women Voters. A sample funding proposal is available online at our DNet partner site. The national staff is happy to assist state and local Leagues in pursuing grants to support this project.

**4) Will Leagues have to have Internet access to participate?**

- It is necessary to have Internet access to participate in the DNet program. If a League does not currently have an Internet provider, it may wish to approach local area providers (i.e. Erols) to ask for Internet access as a donation. Any member of the local or state League with Internet access could post the information for the League.

**5) Will candidates have to have Internet access to participate?**

- Most candidates will have access of some kind to the Internet. It is our hope that most candidates, or their staff, will enter their own information directly online, using a private individual password provided by the state League. (See question #8 for more details.)

**6) How will we prevent unauthorized posting in the name of a candidate?**

- Information can be posted on the DNet site only with the candidate's private ID and password. These passwords will be provided to the state Leagues who will supervise their distribution to the local Leagues/candidates at the appropriate time. Confidentiality of this information must be stressed. It is crucial that the state League keep a record of candidate IDs and passwords in case the candidate forgets or loses this information.

**7) Who will determine the questions asked of candidates?**

- The "Candidate Grid" is the most exciting, interactive feature of the DNet system. This is where candidates can post position statements on a variety of issues, and engage in debates with their opponents. Large general issues are provided by the supporting system database. But the state and local Leagues are able to customize the grid with issues



relevant to their local or individual elections. In this way the Leagues, and voters, are able to compel the candidates to address issues that may become important, even in the last few days of an election.

- State and local Leagues can include questions regarding topics included in the "Candidate Grid" in their usual candidate questionnaire or other election services materials that they have sent to candidates in the past.

**8) Who enters the candidate information?**

- Hopefully, the candidates or their staff will enter their own information and update their statements in the issue grid. Where a candidate is unable to do so, the local League will have to enter the information for them. There are ways to make this less labor intensive i.e. if the candidate is able to email or send their information to the League on a disk, it can be simply entered into the DNet system. But where possible, the candidates should be encouraged to post their own information.

**9) Where voting districts are on the computer, can DNet link to a "look-up" site?**

- Where address look-up information is available, for example in California, the DNet system will provide links to the ballot feature.
- In the 2000 election, DNet will have a zip code look-up, which will allow users to find state and federal candidates and will help identify their local community and local elections, but may not always be able to yield an exact ballot.

**10) What if the League already has a website or online Voters' Guide?**

- DNet will have a link to the local or state League website. The DNet system will offer more information and flexibility and have interactive features that cannot be found on other League sites. We hope Leagues will participate, regardless of if they have their own website or not.

**11) How soon will DNet be ready for local and state Leagues to begin submitting information?**

- The system is ready now. State and local Leagues are encouraged to "test" DNet by choosing a small number of elections in 1999 to see how the system works. That way DNet will be familiar when the 2000 push begins.

**12) Who should we call when we have questions about DNet?**

- Jackie Mildner, at the LWV national office is your main contact with DNet. Jackie can be reached by email at [jmildner@lww.org](mailto:jmildner@lww.org) or by phone on (202) 429-1965 or fax on (202) 429-0854.

## DNet Project State/Local League Contact Sheet

The League of Women Voters is committed to 50-state participation in the DNet Project for election 2000. To achieve that goal, we need to get started now. Your state may want to select a few elections that are taking place in 1999 to post on the system so you can become familiar with it prior to 2000. The League staff will provide background materials, project tips, and help you with step by step instruction to make it as easy for you as possible. We know you will enjoy this exciting, innovative way to present election information to the voters.

Please help us by letting us know who to contact in your League to begin discussions regarding the DNet project. This may be your voter services manager or webmaster. Please take a moment to fill in the information below and return it to Jackie Mildner.

**Name of League** \_\_\_\_\_

**League President** \_\_\_\_\_

**Voter Services Coordinator** \_\_\_\_\_

**Webmaster** \_\_\_\_\_

**Other Contact** \_\_\_\_\_

**Do you presently have a webpage for your League?**    ☐ Yes    ☐ No

**If so, what is the URL?** \_\_\_\_\_

We will contact your League shortly to provide background materials on the DNet Program and to make it as easy as possible for your League to participate.

*Please return form to Jackie Mildner, fax (202) 429-0854, or mail to League of Women Voters, 1730 M Street, NW, Suite 1000, Washington, DC 20036.*

QUESTIONS FOR STATE PRESIDENTS  
PROGRAM PLANNING IN TRANSITION

1. Imagine reading a news story in the year 2010 on what the League of Women Voters had accomplished for society over the first decade of the 21st century. What would you want the headline to say?
2. In your state, what are the three top concerns that you think would most engage citizens in your communities?
3. How could the national organization best help League members in your state as they work to achieve the League's goals?

LWV of Minnesota  
Phone 651-224-5445 Fax 651

Contact Betsy Lawson  
E-mail lwvmtn@mtn.org

Please hand in at the end of this session or mail to: Betsy Lawson, Program Planning Staff, LWVUS, 1730 M Street, NW, Washington, DC 20036 by the postmark deadline of June 30, 1999.