HARVARD
UNIVERSITY · JOHN F. KENNEDY
SCHOOL OF GOVERNMENT

FAX TRANSMISSION FORM

Date: November 24, 1998

To: Mr. Andrew Kohut

Organization: Pew Research Center for the People and the Press

Fax Number: 202-293-2569

From: Kristin Schneeman

Number of pages: 7
(including cover)

If all pages are not received, please call (617) 496-6844

Lunch Friday
@ Dec 4

Paul Light

HARVARD UNIVERSITY

JOHN F. KENNEDY SCHOOL OF GOVERNMENT
CAMBRIDGE, MASSACHUSETTS 02138

Dear "Politics on the 'Net" panelist:

We are delighted that you will be joining us for our conference on "Politics on the 'Net: A Post-Mortem of the 1998 Elections." Attached you will find a current draft agenda for the day (still a work in progress), including the names and affiliations of the confirmed panelists. **Please note that some of the panel times have changed slightly.**

I would appreciate it if you could fax or e-mail me your bio by **November 24th**. (If it's already on the Web, please just point me to the right URL and I will link to it from our conference Web page, which is at www.ksg.harvard.edu/visions/netpolitics2.htm.)

A computer with Internet connection and data projector will be available for displaying Web pages; if you have pages you'd like to refer to and can send me a list of specific URLs beforehand, I will bookmark them to facilitate their quick recall. **If you will require any other audiovisual equipment (overhead projector, etc.), please let me know.**

Please don't hesitate to contact me with any questions or problems:
> Kristin Schneeman
> 617-496-6844 phone
> 617-496-1722 fax
> kristin_schneeman@harvard.edu

Thank you again for agreeing to participate, and I look forward to seeing you in December!

Sincerely,

Kristin Schneeman
Project Director
Visions of Governance for the Twenty-First Century

**HARVARD
UNIVERSITY** JOHN F. KENNEDY
SCHOOL OF GOVERNMENT

POLITICS ON THE 'NET:
A POST-MORTEM OF THE 1998 ELECTIONS

Thursday, December 3, 1998
John F. Kennedy School of Government
Taubman Building
5th Floor, Rooms A&B
79 John F. Kennedy Street
Cambridge, Massachusetts

9:30 - 11:00 a.m.   <u>The Voters</u>
Who's online, and what are they doing there? What was - and will be - the impact politically?

Confirmed panelists:
- *Cathy Clarke, The Markle Foundation*
- *Marion Just, Wellesley College*
- *David King, Associate Professor, Kennedy School of Government*
- *Andy Kohut, Pew Research Center*
- *Area Madaras, Director, Democracy Network*
- *Larry Makinson, Executive Director, Center for Responsive Politics*

11:00 - 11:15   Coffee break

11:15 - 12:15 p.m.   <u>The Candidates</u> (Part 1)
Who used the Internet - and what for? How was it integrated with other campaign media? Did it help anyone win?

Confirmed panelists:
- *Elaine Kamarck, Kennedy School of Government*
- *Michael Cornfield, George Washington University*
- *Marty Edlund, Campaign Solutions*
- *Ben Green, Democratic National Committee*

12:15 - 12:45 p.m.   Lunch break

12:45 - 1:45 p.m.   The Candidates (Part 2)

Confirmed panelists.
- *Mike Connell, President, New Media Communications*
- *Harlan Barnes, technology director, Barnes for Governor*
- *Phil Madsen, Web director, Ventura for Governor*
- *Rebecca Fairley Raney, New York Times*
- *Doug Ross, former candidate for Senate from Michigan*

1:45 - 2:45 p.m.   The Issues
How was the Internet used to move public opinion on issues during the 1998 election? Was the availability of the Starr report online a watershed event in the growth of the Internet as a political medium? How is this impacting on the traditional media's role?

Confirmed panelists:
- *Joan Blades & Wes Boyd, MoveOn.org*
- *Katherine Dillon, ABCNEWS.com*
- *Jim Pinkerton, columnist, New York Newsday*
- *Troy Schneider, Editor and Associate Publisher, National Journal's Cloakroom*
- *Jonah Seiger, Mindshare Internet Campaigns*
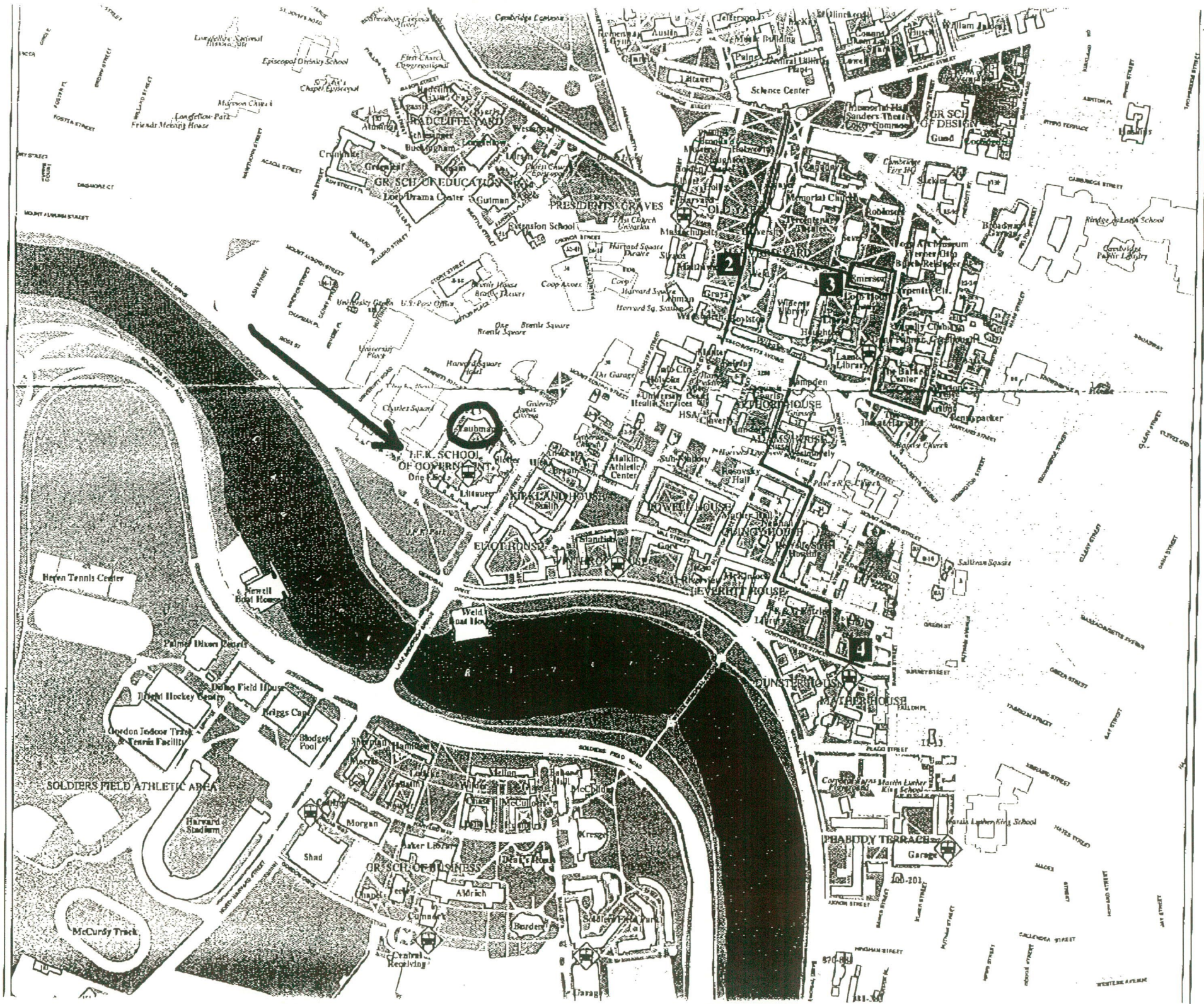
2:45 - 3:00 p.m.   Coffee break

3:00 - 4:30 p.m.   The Future
Does the Internet have a future as a lever for shifting political power? What might the implications be for our political process – and perhaps even for how we govern ourselves?

Confirmed panelists:

- *Andy Brack, President, Brack Network Strategies and Editor, .netpulse newsletter*
- *Ed Brookover, Political Director, National Republican Congressional Committee*
- *Kathleen deLaski, Director of News and Political Programming, America Online*
- *Rich Galen, Executive Director, GOPAC*
- *Leslie Goodman, President, Strategic Communications Services*
- *Lawrence Grossman, former president, PBS and NBC News*

Directions to the Kennedy School

The following are some basic instruction for those trying to find the Kennedy School.

FROM THE SOUTH:

Take Route 93 North to the expressway North. Exit at Storrow Drive/Cambridge-Somerville exit. Follow Storrow Drive to the Harvard Square exit.

Bear right and cross the bridge. After the first light, (which is Memorial Drive) the Kennedy School is on the left and continues to Eliot Street at the second light.

FROM THE WEST:

Take Route 90, (Mass Pike) to the Allston/Brighton toll booth. From the toll booth, bear left toward Allston. Follow the road to the second traffic light. Take a right onto North Harvard Street. Follow North Harvard Street over the bridge, at the Charles River. After the first light, (which is Memorial Drive) the Kennedy School is on the left and continues to Eliot Street at the second light.

FROM THE NORTH:

Take Route 93 South to the Storrow Drive exit. Follow Storrow Drive to the Harvard Square exit. Turn right and cross over the bridge. After the first light, (which is Memorial Drive) the Kennedy School is on the left and continues to Eliot Street at the second light.

Public Parking is available on Eliot Street. There is an hourly rate.

....

Subj: Invitation to speak at "Politics on the 'Net: A Post-Mortem of the 1998 Elections"
Date: 98-11-10 18:39:30 EST
From: elaine_kamarck@Harvard.Edu
To: andyko@aol.com

Dear Andy,

I am writing to invite you spend the day at the Kennedy School on Thursday,
December 3rd to participate in a conference being hosted by the Visions of
Governance for the Twenty-First Century Project, on Politics on the ?Net: A
Post-Mortem of the 1998 Elections. Your participation on the panel
discussing "The Voters" from 9:30 to 11:00 a.m. would be a great
contribution toward helping us map the playing field for 2000.

This conference will bring together political practitioners, activists and
members of the media with political scientists and others to offer their
perspectives on how the ?Net was used -- successfully and unsuccessfully --
for campaigning, fundraising, issue advocacy, etc. -- and what lessons
might be drawn for the 2000 campaign season. The last six months have seen
some nascent efforts to gather and analyze data and anecdotal evidence
about the Internet?s use as a political tool, and we hope to capture some
of the best information and experience currently available during the
course of the day.

This day-long event will focus on the following kinds of questions. Who
was online in 1998, and what were they doing there? What was -- and will
-- the impact be politically? Which candidates were using the Internet,
and what for? How was it integrated with other campaign media? Did it
help anyone win? How was the ?Net used to advance issue campaigns in 1998?
And what might the future direction of this communications medium be?

I do hope you will accept this invitation and look forward to hearing from
you soon. Should you have any questions, please do not hesitate to call
Kristin Schneeman (617-496-6844), the coordinator of the conference.

Sincerely,

Elaine C. Kamarck

---------------------- Headers ------------------------------
Return-Path: <elaine_kamarck@Harvard.Edu>
Received: from rly-ya03.mx.aol.com (rly-ya03.mail.aol.com [172.18.144.195]) by air-ya01.mail.aol.com (v51.16) with SMTP;
Tue, 10 Nov 1998 18:39:30 -0500
Received: from ksg.harvard.edu (ksgmail2.harvard.edu [128.103.190.33])
       by rly-ya03.mx.aol.com (8.8.8/8.8.5/AOL-4.0.0)
       with SMTP id SAA25986 for <andyko@aol.com>;
       Tue, 10 Nov 1998 18:39:29 -0500 (EST)
From: elaine_kamarck@Harvard.Edu
Received: by ksg.harvard.edu(Lotus SMTP MTA v4.6.1 (569.2 2-6-1998)) id 852566B8.0081D847 ; Tue, 10 Nov 1998
18:38:15 -0500

POLITICS ON THE 'NET:
A POST-MORTEM OF THE 1998 ELECTIONS

Attendees List

Anne Aaron
Institute of Politics
Kennedy School of Government

Scott Aikens
Cambridge University

Jill Alper
Democratic National Committee

Matthew Anestis
Harvard Law School

Robert Arena, Jr.
Campaign Solutions

Dan Balz
Washington Post

Harlan Barnes
Roy Barnes for Governor Campaign

Joan Blades
MoveOn.org

Scott Blair
Masspolitics.com

Wes Boyd
MoveOn.org

Andrew Brack
Brack Network Strategies

Jean Camp
Kennedy School of Government

Cathy Clark
Markle Foundation

Steve Clift
Publicus.net

Jim Concannon
Boston Globe

Michael Cornfield
George Washington University
Graduate School of Political Management

John Cullinane
The Cullinane Group, Inc.

Richard Darman
Kennedy School of Government

Kathleen de Laski
America Online, Inc.

Katherine Dillon
ABCNEWS.com

Marty Edlund
Campaign Solutions

Tom Fletcher
Strategic Computing Program
Kennedy School of Government

Rich Galen
GOPAC

Noah Goodhart
Yale University

Leslie Goodman
Strategic Communications Services

Ben Green
Democratic National Committee

Lawrence Grossman

David Haase
Washington Bureau
Indianapolis Star & News

Emily Hess
Political Resources

Deborah Hurley
Kennedy School of Government

Roger Hurwitz
MIT

Sean Jacobs
Shorenstein Center
Kennedy School of Government

Thomas Johansson

Lotten Johansson

Marion Just
Wellesley College

Vincent Keenan
Publius Foundation

Jim Keller
Berkman Center for Internet & Society

David King
Kennedy School of Government

Andrew Kohut
Pew Research Center for the People
and the Press

Emily Lenzner
Berkman Center for Internet & Society

Eric Liu
Berkman Center for Internet & Society
Area Madaras
The Democracy Network

Phil Madsen
Jesse Ventura for Governor Campaign

Larry Makinson
Center for Responsive Politics

John Mallery
MIT

William Marks
Bit Group

Tyler Maroney
Fortune

Andrew McLaughlin
Berkman Center for Internet and Society

Jerry Mechling
Kennedy School of Government

Brock Meeks
MSNBC

Seth Merritt
People for the American Way

Phil Mitchell
If Not Now

Julia Moffett
Markle Foundation

Allen Nance
Intellimedia Commerce

Lia Nijzink
University of Leiden

David Nyhan
Boston Globe

Nancy Palmer
Shorenstein Center
Kennedy School of Government

Jim Pinkerton
Newsday

Marty Plissner

Rebecca Raney
New York Times

John Rendon
Rendon Group

Doug Ross

Tom Sander
The Saguaro Seminar
Kennedy School of Government

Troy Schneider
National Journal Group, Inc.

Jonah Seiger
Mindshare Internet Campaigns, LLC

Corey Shapiro
People for the American Way

Jennifer Skalka
Markle Foundation

Shane Snipes
Public Interest Research Groups

Richard Sobel
Berkman Center for Internet & Society

Jennifer Stromer-Galley
Annenberg School of Communications
University of Pennsylvania

Donald Tighe
Kennedy School of Government

Joseph Walsh
Kennedy School of Government

Julie Wilson
Kennedy School of Government

Kennedy School
Kamark - Dec 3-98

Problem

Know more can say

Use of I net
For News

Brennial
6-20

4000 interviews
2000 GP
2000 oversaple

Hope to give you some hints

But can say some things
From our more modest
Post ~~so~~ election survey
100

~~Post~~ 600 voters — Small

But think Big will
confirm

Post elex suggest

① Apprecuble increase '98 '94

'How get most news

6% 3%

Comptrs
    w. Hh   72
      TV
    Papers   60

② Any news use
    o/ I   15%   10%

③ Pattern Familiar

Gender M   21
       W   10
    Ed
    CG ● 23
    SC   20
    HS   10
   <HS   6

But Cage is
18-24   28
30-4   22
50 64   9
65+   3

Clearly young vote · yet to
ESTABLISHED Fixed media
hab.ts best potential

% MOST relied on
> 30
         Inet   13%
         CableTv 17
         Newsr   21
         Local   52

What more can I say!

Would be surprised if
growth in # ~~~~ Because
more Inet user vs '96
NOT higher rate of
election use

Politically

Usage high

among Ind & ~19%
Rep than
Democrats   10%

→ reflects Demo's

And
~~Bot more than~~,
Reflecting this STRONG
ANTI CLINTON
SENTIMENT ON NET.

What More can I say
Tip Toe

Would be surprised if
we found that the
growth in reliance on
I net
                more
Functm of > general
        I net hensum

RATHER THAN

Use for election Taking
off Amont uses

- might be find relatively
less use of Electn
nautal any

would^{nt} be surprised
if local sites don't
come out pretty
well us national en
& strictly political

% use

% find useful

would^{nt} be surprised if
Inter activity
was impont elemt

As well - as getting
what can't be gotten
else where

save this - it has e-mails we sometimes use

Forwarded Message:
Subj: **Many thanks -- and contact information**
Date: 12/9/98 5:16:34 PM Eastern Standard Time
From: kristin_schneeman@Harvard.Edu

Many thanks to all of you who attended and participated in our conference
last week on "Politics on the 'Net: A Post-Mortem of the 1998 Elections."
It was an incredibly lively and informative day for us, and we hope you all
walked away with some interesting new information -- in the form of data or
anecdotes -- on which to chew.

We have plans to produce an edited transcript of the day's conversations;
we'll be sure to provide you with further details as they become available.

Below you will find e-mail addresses (or fax numbers, in cases where I had
no e-mail addresses) for the people who attended the conference. There was
clearly a great deal of interest among the members of the group in being
informed when new studies became available (such as the new Pew report), so
please let us all know when your organization is putting out some new
research from which we all might be able to benefit.

Thanks again for your time and your insights.

"POLITICS ON THE 'NET: A POST-MORTEM OF THE 1998 ELECTIONS"
A conference hosted by Visions of Governance for the Twenty-First Century
John F. Kennedy School of Government, Harvard University
December 3, 1998

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---------------------- Headers ---------------------------------
Return-Path: <kristin_schneeman@Harvard.Edu>
Received: from rly-zc02.mx.aol.com (rly-zc02.mail.aol.com [172.31.33.2]) by air-zc01.mail.aol.com (v53.20) with SMTP; Wed, 09 Dec 1998 17:16:27 -0500
Received: from ksg.harvard.edu (ksgmail2.harvard.edu [128.103.190.33])
        by rly-zc02.mx.aol.com (8.8.8/8.8.5/AOL-4.0.0)
        with SMTP id RAA08265 for <andyko@aol.com>;
        Wed, 9 Dec 1998 17:16:14 -0500 (EST)
From: kristin_schneeman@Harvard.Edu
Received: by ksg.harvard.edu(Lotus SMTP MTA v4.6.1 (569.2 2-6-1998)) id 852566D5.007A10A9 ; Wed, 9 Dec 1998 17:13:16 -0500
X-Lotus-FromDomain: KSG
Message-ID: <852566D5.0072D6E1.1C@ksg.harvard.edu>
Date: Wed, 9 Dec 1998 17:12:33 -0500
Subject: Many thanks -- and contact information
Mime-Version: 1.0
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline