
don't know him, thoughts about - one more group of people looking for a cause. ????

On Mon, Oct 5, 2009 at 4:51 PM, roger schank [REDACTED] wrote:

do you know ed schlossberg? (I know him because of brockman from years ago)

this is his thing; I am trying to talk them into not teaching about JFK but about issues, that JFK embodied (ability to inspire people, communicate etc)

thoughts?

they are raising money; thoughts about that?

roger schank
[REDACTED]

Begin forwarded message:

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From: Abby Spring [REDACTED]
Date: October 5, 2009 4:44:20 PM EDT (CA)
To: roger = [REDACTED]
Subject: JFK50 Program

Roger -

Because you are a rare visionary leader, I thought I would reach out to you to ask for any ideas you might have about potential donors and sponsors who might be interested in joining an effort to create a worldwide educational program to inspire a young generation around the ideals that President Kennedy championed.

A group of evolving partners including Time Warner, MTV, HBO, CNN, Harvard, and Caroline Kennedy have joined together to leverage the 50th anniversary of the JFK presidency (January 2011) to engage a new generation to step up and take action.

In my mind, JFK inspired citizens around the world with a "call to purpose." He asked Americans to think about social justice and the larger role of the United States in the world, about the involvement of citizens in government, and about the application of technology for the advancement of society. These ideals are every bit as important today as they were in the 1960s.

I believe we have an opportunity to use the power of JFK's message and actions to engage today's youth in a conversation about inspiration, service and innovation. With the right partners and funding, we might even be able to create a new innovative way to teach kids things that they can actually use in their lives. date-last-viewed 0 date-received 1254776181 flags 8590195713 remote-id 42554