

-----Forwarded Message

From: David Beacom

Date: Thu, 12 Oct 2006 13:56:56 -0400

To: Howard Wahlberg, Larry Rzepka, "Frank Owens (E-mail)",  
"Gerry Wheeler (E-mail)", "Ken French (E-mail)", "Moira Baker (E-mail)"

Cc:

Conversation: Al Gore/An Inconvenient Truth

Subject: FW: Al Gore/An Inconvenient Truth

FYI the response.

I am sorry we couldn't make this work for all concerned.

-----Original Message-----

From: "Lynn Hirshfield"

Sent: Thursday, October 12, 2006 1:53 PM

To: David Beacom

Subject: RE: Al Gore/An Inconvenient Truth

Wow, that's kind of a surprise. We're a social action film group—see [www.participantproductions.com](http://www.participantproductions.com)  
<<http://www.participantproductions.com>>  
<<http://www.participantproductions.com>> . We didn't need or want the endorsement and never deal with email lists for promotions. This was just a generous gift. Oh well. Thanks for trying.

-----Original message -----From: "David Beacom"

Lynn:

Well, bad news. For the reasons briefly summarized below, thoughtful folk here have decided that we should turn down your generous offer. I'm sure, when you review their reasoning, you'll understand their thinking--even if you don't quite agree.

We recognize that you are trying to get important content into the hands of as many science teachers as possible. It's just that we turn out not to be the right channel for that distribution.

David Beacom

-----Original Message-----From: Ken French Sent: Thursday, October 12, 2006 10:03 AM To: David Beacom Cc: Howard Wahlberg; Larry Rzepka Subject: Al Gore/An Inconvenient Truth

David,

Howard, Larry, and I met this morning to discuss this opportunity and no longer need the Friday 3:00PM meeting.

There is strong consensus that we should pass of this opportunity for a variety of reasons:

- \* There is little if any, benefit to NSTA or its membership
- \* There is risk of a possible implicit endorsement of NSTA
- \* They could buy our mailing list, or buy a more complete list of science teachers from QED, which leads us to believe there may be an unstated interest in ?endorsement by association?
- \* It may be perceived as a political endorsement by our membership

- \* It places unnecessary risk upon the capital campaign, especially certain targeted supporters
- \* May set a precedence for distributing free materials for other special interest groups

Larry has agreed to draft our response in a more formal fashion, if necessary. Please let us know of steps taken, or steps that need to be taken.

Thanks,

Ken

-----Forwarded Message

From: David Beacom

Date: Mon, 2 Oct 2006 13:50:15 -0400

To:

Cc: Howard Wahlberg , "Frank Owens (E-mail)" , "Gerry Wheeler (E-mail)" , "Ken French (E-mail)" , "Moirra Baker (E-mail)"

Conversation: Al Gore/An Inconvenient Truth

Subject: FW: Al Gore/An Inconvenient Truth

Ms. Hirshfield:

I have been asked to try to learn more about the proposal you made below--is there any time this week that you would have free for a brief telephone call to discuss?

To help with your planning, later Tuesday afternoon (ET) is quite free for me, as is mid-afternoon on Wednesday.

I look forward to speaking with you.

David Beacom NSTA Publisher and Associate Executive Director

-----Original Message-----From: Gerry Wheeler Sent: Saturday, September 30, 2006 3:59 PM To: David Beacom (E-mail); Frank Owens (E-mail); Ken French; Moira Fathy (E-mail) Subject: FW: Al Gore/An Inconvenient Truth

Thoughts?

-----Original Message-----From: lynn hirshfield [mailto: "Lynn Hirshfield"] Sent: Saturday, September 30, 2006 12:49 PM To: Gerry Wheeler Subject: Al Gore/An Inconvenient Truth

Dear Dr. Wheeler,

I work for Paramount Pictures and we have received donations to provide free DVDS of the film "An Inconvenient Truth" for sciences teachers and students across the country. We would like to know if we could work with your organization to distribute these DVDs in a systematic manner. I've attached some information about our program. Please call me if you have suggestions or questions. Lynn Hirshfield 310-4XX-XX80 Thank you!