

BROADBAND OPPORTUNITY COALITION AND ONE ECONOMY AWARDED STIMULUS FUNDS TO GENERATE SUSTAINED BROADBAND ADOPTION IN UNDERSERVED COMMUNITIES

We are pleased to announce the National Telecommunications and Information Administration has granted One Economy and the Broadband Opportunity Coalition (BBOC) stimulus funds through the Broadband Technology Opportunity Program (BTOP), as part of the American Reinvestment and Recovery Act of 2009.

Forty percent of Americans do not use high-speed Internet at home, a 2010 National Telecommunications and Information Administration (NTIA) study reports. Those without broadband at home are disproportionately people of color: 54 percent of African Americans and 60 percent of Latinos have not adopted at-home broadband.

The BBOC is an historic alliance of five of the nation's largest civil rights organizations, including the National Urban League, National Association for the Advancement of Colored People (NAACP), National Council of La Raza (NCLR), Asian American Justice Center (AAJC), and the League of United Latin American Citizens (LULAC). The Joint Center for Political and Economic Studies (JCPES) provides research support for the BBOC, and the Minority Media and Telecommunications Council (MMTC) provides legal, policy, and PSA placement support. To execute its adoption initiative, the BBOC has teamed up with One Economy, a global nonprofit that leverages the power of technology to improve people's lives.

The Coalition will utilize One Economy's track record of success implementing technology in underserved communities, combined with the BBOC's deep community roots, to get our constituents to become active and engaged Internet users. The BBOC and One Economy are equipping people with the tools and knowledge they need to succeed in the 21st century economy.

With this grant, One Economy and the BBOC will expand initiatives to an unprecedented scale – ensuring high-speed Internet access and affordability, increasing online content and Internet relevancy, and engaging thousands of low-income and underserved individuals to reap the social and economic benefits of broadband.

The coalition will utilize the grant to support four mutually reinforcing areas—awareness, access, education, and content and use— bringing broadband connections to affordable housing units and providing two years of free service; implementing a national awareness campaign; training hundreds of thousands in digital skills and starting new Digital Connectors programs; expanding public purpose media to provide online content that engages, informs, and facilitates action with resources for jobs, health, finance, and education; and providing mechanisms for research and evaluation of our stimulus initiatives as well as Internet adoption in underserved communities.

We look forward to implementing broadband initiatives to propel our underserved communities into the economic mainstream. For more information, visit www.one-economy.com.

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