



March 9, 2010

The Honorable Julius Genachowski  
Chairman  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

Re: National Broadband Plan Working Recommendations for  
Broadband Adoption

Dear Chairman Genachowski:

We are pleased to express our support for the working recommendations for broadband adoption and utilization announced today by the FCC as it prepares to deliver its National Broadband Plan to Congress next week.

We appreciate the intensive fact gathering and numerous public workshops conducted by the Commission as it sought to better understand the issues facing non-adopters of broadband. The Commission's field hearings and the extensive opportunity for comment through public notices and blogs have provided the American people with many opportunities to contribute to the Plan.

You have said that while broadband alone is not the solution to any of the major challenges facing our country, it is part of the solution to almost all of them. We agree. We also agree that in order to maximize the country's benefit from broadband, we must work to increase the level of broadband adoption, particularly among low-income populations, minority communities, older Americans, people with disabilities and other groups which have low rates of broadband adoption.

The Commission's research, which helped frame the Plan's recommendations, has proven invaluable as it identified critical barriers to adoption that must be addressed: cost, digital literacy, and lack of awareness of relevant content.

The plan's adoption and utilization recommendations are targeted, collaborative, and local: a focus that is required to produce meaningful results. We are heartened that the FCC clearly understands that government alone cannot solve the nation's adoption gaps. The non-profit and foundation communities, state and local governments, and the private sector all have an interest in increased adoption, and all must play a constructive role.

Leaving one-third of America without broadband at home is not acceptable in an era when high-speed access is a pathway to education, self-improvement, civic participation, and economic growth. We look forward to working with the FCC and other stakeholders in bringing life to these recommendations.

Respectfully submitted by:

Access Humboldt  
Alliance for Community Media  
Appalshop  
Asian American Justice Center  
Bay Area Video Coalition  
Benton Foundation  
California Center for Rural Policy  
Center for Asian American Media  
Center for Economic Progress  
Center for Rural Strategies  
Center for Working Families (Atlanta)  
Common Sense Media  
Communication Workers of America  
Connected Nation  
DB Consulting Group, Inc.  
Family Online Safety Institute (FOSI)  
Housing Assistance Council  
iKeepSafe  
Illinois African American Coalition for Prevention (IAACP)  
Joint Center for Political and Economic Studies  
Lawndale Community Wireless Network  
League of Latin American Citizens (LULAC)  
Minority Media and Telecommunications Council (MMTC)  
National Alliance for Media Arts and Culture  
National Association of Counties  
National Black Programming Consortium  
National Coalition Black Women's Roundtable  
National Public Lightpath  
National Urban League  
Neighborhood Technology Resource Center  
Older Adults Technology Services  
One Economy Corporation  
Open Technology Initiative  
Progressive States Network  
Rainbow PUSH  
Rural Broadband Policy Group

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Respectfully submitted by (cont'd.):

Southern California Tribal Digital Village  
Strategic Health Resources LLC  
Wireless Philadelphia  
Woogi World, Inc.  
ZeroDivide

cc: Colin Crowell, Senior Counselor, Office of the Chairman  
FCC Commissioner Meredith Attwell Baker  
FCC Commissioner Mignon Clyburn  
FCC Commissioner Michael Copps  
FCC Commissioner Robert McDowell  
Rick Kaplan, Acting Chief of Staff, Commissioner Clyburn  
Christi Shewman, Legal Advisor, Wireline and Universal Service, Commissioner Baker  
Rosemary Harold, Legal Advisor, Media, Commissioner McDowell  
Blair Levin, Executive Director, Omnibus Broadband Initiative, FCC  
Brian David, Program Director, Adoption/Utilization, Omnibus Broadband Initiative, FCC  
Mark Lloyd, Associate General Counsel and Chief Diversity Officer, FCC  
Thomas Reed, Director, Office of Communications Business Opportunities, FCC