



**For Immediate Release**

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**Broad Spectrum of Organizations Endorse FCC's  
Broadband Adoption Recommendations;**  
Civil Rights, Housing, and Media Groups Representing Millions Sign On

**March 9, 2010** --- The Joint Center for Political and Economic Studies, One Economy and ZeroDivide submitted a sign-on letter in support of the broadband adoption and utilization recommendations issued this morning by the FCC. The Commission is preparing to deliver the first-ever National Broadband Plan to Congress on March 17th.

The letter is signed by 40 organizations representing a broad range of the American public: from the National Urban League and Communication Workers of America, to the National Black Programming Consortium, Connected Nation and the Benton Foundation.

The letter to FCC Chairman Julius Genachowski reads:

National Broadband Plan Working Recommendations for Broadband Adoption

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

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

To learn more about the National Broadband Plan's Adoption Recommendations, please see the FCC's latest release "Strategies to Increase Broadband Adoption & Use Gain Support" at [http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/DOC-296722A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-296722A1.pdf)

**About The Joint Center for Political and Economic Studies:**

The Joint Center for Political and Economic Studies is one of the nation's leading research and public policy institutions and the only one whose work focuses primarily on issues of particular concern to African Americans and other people of color. The Joint Center will mark its 40th Anniversary of service in 2010. To learn more, please visit [www.jointcenter.org](http://www.jointcenter.org).

**About One Economy:**

One Economy Corporation is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people, giving them valuable tools for building



better lives. We help bring broadband into the homes of low-income people, employ youth to train their community members to use technology effectively, and provide public-purpose media properties that offer a wealth of information on education, jobs, health care and other vital issues. For more information, please visit [www.one-economy.com](http://www.one-economy.com)

**About ZeroDivide:**

ZeroDivide is working in collaboration with communities to expand broadband availability and adoption. ZeroDivide's investments in underserved communities create groundbreaking enterprises, capture important but suppressed voices, distribute content in diverse ways, and collectively influence policies and practices to enhance and mobilize community-based assets for social change. For more information, please visit [www.zerodivide.org](http://www.zerodivide.org)

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