



Comcast Corporation
300 New Jersey Avenue, NW
Suite 700
Washington, DC 20001

July 31, 2012

VIA ELECTRONIC FILING

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20554

Re: *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal Inc. for Consent to Assign Licenses and Transfer Control of Licenses, MB Docket No. 10-56*

Dear Ms. Dortch:

In accordance with the provisions of the Memorandum Opinion and Order adopted in the above-referenced proceeding,¹ Comcast Corporation hereby submits its first Annual Compliance Report on *Internet Essentials*, the Comcast Broadband Opportunity Program. A copy of this report is also available as of today at www.comcast.com/InternetEssentials and www.InternetEssential.com/news.

Please do not hesitate to contact me should you have any questions.

Sincerely yours,

Lynn R. Charytan

Lynn R. Charytan
Vice President, Legal Regulatory Affairs,
Senior Deputy General Counsel,
Comcast Corporation

Enclosure

¹ *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc. For Consent to Assign Licenses and Transfer Control of Licensees*, Memorandum Opinion and Order, 26 FCC Rcd 4238 (2011), as amended by the Erratum released on March 9, 2011.

Ms. Marlene H. Dortch

July 31, 2012

Page 2

cc (by e-mail): Martha Heller
Deputy Chief, Industry Analysis Division
Media Bureau
Martha.Heller@fcc.gov

Jeff Gee
Deputy Chief, Investigations & Hearings Division
Enforcement Bureau
Jeffrey.Gee@fcc.gov

cc (by hand delivery): Chief, Industry Analysis Division

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C.**

In the Matter of)	
)	
Applications of Comcast Corporation,)	
General Electric Company,)	MB Docket No. 10-56
and NBC Universal, Inc.)	
)	
For Consent to Assign Licenses and)	
Transfer Control of Licensees)	

**ANNUAL COMPLIANCE REPORT ON *INTERNET ESSENTIALS*,
THE COMCAST BROADBAND OPPORTUNITY PROGRAM**

Comcast Corporation
300 New Jersey Avenue, NW
Suite 700
Washington, D.C. 20001
(202) 379-7121

July 31, 2012

TABLE OF CONTENTS

	<i>Page</i>
I. <i>INTERNET ESSENTIALS</i> : THE LARGEST AND MOST COMPREHENSIVE BROADBAND ADOPTION EXPERIMENT OF ITS KIND	2
A. Eligibility Criteria	2
1. Reliance on NSLP Eligibility.....	3
2. Eligibility Verification	3
B. Launch and Duration of the Program.....	4
C. <i>Internet Essentials</i> ' Principal Components.....	4
1. Low Cost Internet Service	4
2. Discounted Computers.....	4
3. Digital Literacy Training	5
D. Operationalizing <i>Internet Essentials</i>	5
1. Avenues to Get Information and Request an Application	6
a. Dedicated <i>Internet Essentials</i> phone numbers and branded websites	6
b. General customer service support.....	6
c. The application process.....	7
2. Service Activation.....	8
3. Ordering the Discounted Computer	9
E. Publicizing <i>Internet Essentials</i> to Eligible Families.....	9
1. <i>Internet Essentials</i> Website and Partner Portal.....	10
2. "Hyper-local" Paid Media.....	10
3. Earned Media	11
4. Public Service Announcements and Comcast Newsmakers.....	11
5. Comcast Employees.....	12
F. Comprehensive Stakeholder Campaign	12
1. Schools.....	12
2. Local CBOs.....	13
3. National Community Partners.....	14
4. Federal, State, and Local Officials.....	14
5. Education Associations.....	15
G. More Than Just Broadband Service.....	15
1. Computer Setup Support.....	15
2. Free Security Software.....	15
3. Digital Literacy Training in Print, in Person, and Online.....	16
a. Online courses.....	16
b. In-person, classroom-based "Training Days"	16
II. ANALYSIS OF THE PROGRAM'S EFFECTIVENESS	18
A. Key Performance Metrics	18
1. Number of Participants and Discounted Computers.....	18

TABLE OF CONTENTS

	<i>Page</i>
2. Effectiveness of the Awareness Campaign and Application Process.....	18
3. General Satisfaction	19
III. SUMMARY OF ENHANCEMENTS TO THE PROGRAM	20
A. Enhancements Made Over the Course of 2011.....	20
B. Enhancements Announced in the Launch Report.....	20

APPENDICES

- A. *Internet Essentials* Launch Report (Jan. 31, 2012)
- B. *Internet Essentials* Welcome Kit
- C. *Internet Essentials* Partner Program Guide
- D. Sample promotional campaign materials designed for schools
- E. Superintendent Kits
- F. Kit for School Principals

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C.**

In the Matter of)
)
Applications of Comcast Corporation,)
General Electric Company,) MB Docket No. 10-56
and NBC Universal, Inc.)
)
for Consent to Assign Licenses and)
Transfer Control of Licensees)

July 31, 2012

**ANNUAL COMPLIANCE REPORT ON INTERNET ESSENTIALS,
THE COMCAST BROADBAND OPPORTUNITY PROGRAM**

Comcast Corporation (“Comcast”) submits this report regarding the Comcast Broadband Opportunity Program as described in Condition XVI.2 of Appendix A to the *Transaction Order*¹ (the “Condition”) for the first year of the program ending June 21, 2012.² Comcast has branded its broadband adoption program as *Internet Essentials*, or “Internet Básico” for Spanish-speaking customers.

Comcast published its *Internet Essentials* Launch Report six months ago, a copy of which is attached hereto as Appendix A (the “Launch Report”).³ This Annual Compliance Report reiterates and supplements the information in the Launch Report, and it identifies the relevant components of the Condition that have guided — and are satisfied by — *Internet Essentials*. In addition, this report also provides the specific information required by sub-part XVI.2.m of the Condition, including an analysis of the program’s effectiveness, and a description of the enhancements Comcast has made to improve *Internet Essentials* in the year ahead.

¹ *In the Matter of Applications of Comcast Corporation, General Electric Company and NBC Universal, Inc., For Consent to Assign Licenses and Transfer Control of Licensees*, Memorandum Opinion and Order, 26 FCC Rcd 4238 (2011) (as amended by the Erratum released on March 9, 2011) (“*Transaction Order*”).

² *Internet Essentials* was launched in June 2011. Data for the first year of the program runs through June 21, 2012, unless otherwise noted, because this date corresponds to the close of the Company’s fiscal month that is nearest to this Annual Compliance Report’s filing date.

³ The Launch Report (Jan. 31, 2012), is also available online at <https://www.internetessentialspartner.com/Downloads/LaunchReport.pdf>.

As required by sub-part XVI.2.m of the Condition, a copy of this report is available as of today at www.comcast.com/InternetEssentials and www.InternetEssentials.com/news.

I.

INTERNET ESSENTIALS: THE LARGEST AND MOST COMPREHENSIVE BROADBAND ADOPTION PROGRAM OF ITS KIND

Internet Essentials grew out of a multi-year, internal project pre-dating the NBCUniversal transaction that had identified low-income broadband adoption as Comcast's most important community-investment strategy and priority. The program — proposed and developed voluntarily by Comcast, and adopted without amendment by the Commission — is a first-of-its-kind effort to comprehensively address what are, according to the best research, the major components of the nation's broadband adoption challenge: low digital literacy, perceived lack of relevance of online content, and the need for low-cost, good quality computers and Internet service. See Condition XVI.2.b.

Before *Internet Essentials*, neither the government nor any private company had tried to tackle all the major barriers to broadband adoption in one comprehensive program. Comcast's work to design and implement *Internet Essentials* helped build momentum for other stakeholders to try similar programs. Recently, the Commission, together with the National Cable and Telecommunications Association and a group of non-profits, diverse technology companies, and multi-channel video distributors, including Comcast, followed suit and introduced the Connect2Compete initiative, which is modeled after *Internet Essentials* in structure and intent.

A. Eligibility Criteria (Condition XVI.2.f)

As committed in connection with the NBCUniversal transaction and set forth in the Condition,⁴ Comcast chose to focus *Internet Essentials* on bridging the digital divide for low-income families with children in school to ensure the program had direct impact on a critical sector of Americans that are not connected to the Internet at home.

To that end, Comcast initially offered the program based on the following eligibility criteria: a household is eligible to participate in *Internet Essentials* if it (1) is located where Comcast offers Internet services (over 99% of the Comcast service area); (2) has at least one child eligible for a free school lunch through the National Lunch School Program (“NSLP”); (3) has not subscribed to Comcast Internet service within the last 90 days; and (4) does not have an overdue Comcast bill or unreturned equipment.

⁴ See Launch Report, *supra* n. 3, at 15; see also Letter from Kathy Zachem, Vice President, Regulatory and State Legislative Affairs, Comcast Corporation, to Marlene H. Dortch, Secretary, Federal Communications Commission, MB Docket No. 10-56 (Dec. 23, 2010) at 4-6.

On April 2, 2012, Comcast went beyond the initial eligibility criteria outlined in the Condition and extended eligibility to families with children eligible to receive *reduced* price school lunches as well. This enhancement made close to 300,000 additional households in Comcast's service area eligible for *Internet Essentials* — raising the total number of *Internet Essentials*-eligible households to an estimated 2.3 million families.⁵

1. Reliance on NSLP Eligibility (*Condition XVI.2.g*)

To determine eligibility for the *Internet Essentials* program, Comcast proposed, and the Condition requires, that eligibility for the program be based on the well-established certification processes for participation in the NSLP. Established by the U.S. Department of Agriculture and administered by local school districts, the NSLP provides free lunches to children who come from households with incomes at or below 130 percent of the poverty level, and reduced price lunches to children from households with incomes between 130 percent and 185 percent of the poverty level.⁶

2. Eligibility Verification (*Condition XVI.2.j*)

Comcast retained an established third-party verification specialist, Solix (www.solixinc.com), to verify the NSLP eligibility of *Internet Essentials* applicants. Solix has the infrastructure and expertise to process millions of applications to confirm applicant-submitted information. Its experience with income-based qualification programs like NSLP enables Solix to expeditiously handle verification requests, including any customer care issues that may arise during the verification process.⁷ And, as explained in Section I.D.1.c, *infra*, to reduce the burden or delay that some families faced in obtaining proof of eligibility, in January 2012, Comcast implemented an instant approval process for families with students who attend schools with the highest percentage of NSLP participation, another Comcast enhancement to the program.

⁵ Some parties have expressed frustration about the eligibility requirements on the grounds that they (necessarily) exclude some applicants who might benefit from low-cost Internet service. Other programs and providers may come forward with solutions and plans to address other segments of the population that are not within *Internet Essentials*' eligibility parameters, and Comcast might propose alternatives to address these in the future.

⁶ See National School Lunch Program Fact Sheet, <http://www.fns.usda.gov/cnd/Lunch/AboutLunch/NSLPFactSheet.pdf> (last visited on July 12, 2012). For the period July 1, 2011 through June 30, 2012, 130 percent of the poverty level is \$29,055 for a family of four; 185 percent is \$41,348.

⁷ Solix has also been named a pilot partner in the Connect2Compete initiative. See <http://www.connect2compete.org/partners>.

B. Launch and Duration of the Program (*Conditions XVI.2.a; XVI.2.d*)

Comcast rolled out *Internet Essentials* across more than 4,000 school districts in 39 states plus the District of Columbia during the 2011-2012 school year, and will continue to enroll participants in the program, at least through the end of the 2013-2014 school year. In addition, once the program helps a family get online, Comcast wants that family to stay online. Accordingly, any household that enrolls during the initial three-year enrollment period will remain eligible for the discounted price as long as at least one child in the household continues to meet the program's NSLP eligibility test (*i.e.*, eligible to receive a free or reduced price school lunch).⁸

C. Internet Essentials' Principal Components

The *Internet Essentials* program has three principal components:

1. Low Cost Internet Service (*Conditions XVI.2.c.i; XVI.2.c.ii*)

Internet Essentials provides eligible low-income families in the Comcast service area affordable access to high-speed Internet service from their homes. For only \$9.95 per month — around 33 cents a day — eligible families receive Comcast's XFINITY Internet service with no monthly modem or other equipment fees, installation charges, or activation fees. In addition, *Internet Essentials* families are not subject to standard credit checks and are not asked to sign any contracts to take the service for a specified period of time.⁹ The price of the service will not increase as long as the household continues to meet the eligibility criteria of the program.

Starting on April 4, 2012, Comcast doubled the speed of the broadband connection provided with *Internet Essentials* from 1.5 Mbps upstream/384 Kbps downstream to up to 3 Mbps downstream and up to 768 Kbps upstream without an adjustment in price. A faster connection will make *Internet Essentials* even more enjoyable for current customers as well as help attract new ones. As explained to Comcast customers by e-mail, the only thing they needed to do was reboot their modems in order to immediately take advantage of the new speeds.

2. Discounted Computers (*Condition XVI.2.c.iii*)

As part of *Internet Essentials*, Comcast partnered with Acer and Dell to offer eligible families the opportunity to purchase a full-service, Internet-capable computer for \$149.99, which is substantially below retail. Comcast subsidizes each computer to bring the purchase price to

⁸ Allowing households to participate in *Internet Essentials* for as long they have a student in the households who qualifies for *reduced* price school lunch is an enhancement that exceeds the terms of the Condition.

⁹ *Internet Essentials* customers may take other Comcast services in addition to *Internet Essentials*; normal rates and rules for such services will apply.

the \$149.99 price point and ships the computer to the customer for free.¹⁰ Working with the program's partners, including Microsoft, Comcast offers *Internet Essentials* families the opportunity to purchase one discounted netbook computer running the Windows 7 Starter operating system with pre-installed web browser software. Plus, as discussed in Section I.G.2, *infra*, *Internet Essentials* customers receive access to a suite of security and antivirus software tools at no extra cost.

3. Digital Literacy Training (*Condition XVI.2.c.iv*)

Internet Essentials customers receive access to print, online, and in-person digital literacy training free of charge. Digital literacy training is the first step in helping those who have not been connected understand the value, the relevance, and the ease of using the Internet. Comcast developed comprehensive training tools in order to achieve the program's digital literacy objectives. For example, Comcast created detailed guides on digital literacy topics such as avoiding online threats and safeguarding personal information online. These guides are included in every Welcome Kit that is mailed to each new *Internet Essentials* customer. See Appendix B. In addition — as detailed in Section I.G.3.b, *infra* — Comcast and its partners organized hundreds of in-person training sessions across the country, giving *Internet Essentials* customers and other low-income families the opportunity to receive hands-on training on digital literacy topics. And, for its online component, Comcast created the Digital Learning Center, which is available 24/7 so that customers can receive digital literacy training at their convenience. Recent enhancements to the Digital Learning Center include animated training modules focused on topics such as phishing, cyber-bullying, identify theft, spam, online safety, computer viruses, and more. A detailed description of the expansive digital literacy training and support available to *Internet Essentials* customers is provided in Section I.G.3, *infra*.

D. Operationalizing *Internet Essentials* (*Condition XVI.2.j*)

As detailed in the Launch Report,¹¹ the eligibility rules for *Internet Essentials* created a unique set of operational challenges. The Company sought to address these challenges while keeping the *Internet Essentials* application and intake processes as simple and efficient as possible, providing applicants with clear instructions, guidance, and regular reminders throughout the process. Comcast continues to make adjustments to the application and intake processes to ensure a smooth customer experience and efficient, timely sign-ups. The goal is to eliminate every possible upfront barrier for eligible families to apply for and get accepted into the program. Comcast also continues to seek new ways both to simplify the process and get families online faster.

Comcast honed the onboarding process for *Internet Essentials* customers through an iterative process of testing, improving, and then retesting to ensure effectiveness. The process

¹⁰ Depending on the jurisdiction, taxes may apply to the computer purchase price.

¹¹ See Launch Report, *supra* n. 3, at 33-35.

involves the following elements:

1. Avenues to Get Information and Request an Application

a. Dedicated *Internet Essentials* phone numbers and branded websites

As contemplated in Comcast's program design and incorporated into the Condition, Comcast operates dedicated phone numbers for English and Spanish speaking consumers — 1-855-8-INTERNET (1-855-846-8376) and 1-855-SOLO-995 (1-855-765-6995) — which connect participants to customer account executives (“CAEs”) at a dedicated call center specifically trained to assist with *Internet Essentials* enrollment and answer questions about the program. These dedicated phone lines are the central tool that Comcast uses to ensure that interested consumers get the information they need.

In addition, Comcast launched the websites www.InternetEssentials.com and www.InternetBasico.com to promote the service, inform potential customers of application requirements, and serve as a portal to information about the program, including certain digital literacy training materials and information. As discussed in greater detail in Section I.E, *infra*, Comcast invested substantial time and effort promoting both the dedicated phone numbers and the *Internet Essentials* websites, in order to funnel interested customers directly to these informative resources — and to give them a dedicated, informed customer support staff to answer questions.

b. General customer service support

Comcast also took steps to ensure that potential customers could find *Internet Essentials* information through other contacts within the Company. For example, Comcast has trained *all* its CAEs on *Internet Essentials*, and has provided back-up information and reminders about the products to all CAEs and their supervisors, so that callers who contact another Comcast customer service center can be appropriately redirected to the *Internet Essentials* dedicated toll-free number. To ensure that customers who visited our main website (www.comcast.com) could quickly find information about the program, Comcast more than doubled the search terms (*e.g.*, “low-cost broadband”) that produce links to information about *Internet Essentials* and added an *Internet Essentials* FAQ (frequently asked questions) to its Customer Central self-service portal.¹²

¹² See <http://customer.comcast.com/help-and-support/internet/comcast-broadband-opportunity-program/>.

c. The application process

After a customer calls to enroll, Comcast mails an application to the customer's home that is pre-populated with all of the caller's information in order to simplify and accelerate the ordering process. As a general matter, the pre-populated application is generated in either English or Spanish, printed, and sent to the customer within one business day from the initial call date. Next, customers send their completed *Internet Essentials* application and supporting documentation by mail or fax to Solix for eligibility verification. Solix usually processes and approves or denies applications in an average of one business day. Verified applications are then forwarded to a Comcast order-entry center for provisioning of the new *Internet Essentials* account.

As described in Section I.A, *supra*, eligibility for *Internet Essentials* requires proof of NSLP eligibility. To reduce the burden or delay that some families faced in obtaining this proof, and as announced in the Launch Report,¹³ in January 2012 Comcast implemented the *Internet Essentials* instant approval process for "Provision 2" schools.¹⁴ As a result, applicants in qualifying school districts can now complete the *Internet Essentials* application over the phone without a separate verification step. In March 2012, Comcast further expanded the instant approval process to include all schools with 75% or more NSLP participation based on National Center for Education Statistics (NCES) data, irrespective of their Provision 2 status. This means that students attending the 20,906 schools across the Comcast footprint that are either Provision 2 or NCES-validated can be instantly approved for the program. Both enhancements have been a resounding success: since the enhancements were rolled out, instant approvals have accounted for 38.6% of all *Internet Essentials* orders.

Eligible households may also receive *Internet Essentials* through a new bulk registration program. As announced in the Launch Report,¹⁵ during 2012, Comcast began allowing organizations such as non-profits, community-based organizations ("CBOs"), faith-based organizations, school districts, and community colleges to buy *Internet Essentials* service in bulk for households that are "sponsored" by each organization. Participating organizations must commit to sponsor at least 50 households by paying each home's monthly \$9.95 service fee for a minimum of eight months (there is no separate fee charged to the sponsor for participation in the bulk registration program). In June 2012, Comcast made the bulk registration program available across its national footprint. All of these voluntary enhancements to the *Internet Essentials* application process go far beyond the Condition's requirements.

As noted, the *Internet Essentials* application process has been continually enhanced based

¹³ See Launch Report, *supra* n. 3, at 5.

¹⁴ Provision 2 NSLP certification means that the school can provide free meals to all its students. Households in a Provision 2 school district — generally those with a high percentage of low income students — are not required to complete free or reduced price lunch application materials and are automatically qualified for NSLP.

¹⁵ See Launch Report, *supra* n. 3, at 45.

on lessons learned from real-world experience to ensure that the customer intake process does not materially hinder or delay families from enrolling in the program. Some early changes that Comcast made include revising the *Internet Essentials* call center script to more quickly and directly initiate the enrollment process. Further, Comcast established “resend and remind” follow-up procedures: if a response is not received within 30 days, Comcast sends a replacement application to the home, and a second notice is sent if a response is not received within 60 days. The “resend and remind” practice was a program refinement adopted after Comcast observed that some customers were not returning the completed applications for processing. In addition, to accelerate and simplify the application return process, Comcast also added the option for applicants to fax back applications instead of using the postage pre-paid envelope included with the application. And, after observing some of the most common causes of non-approved applications, the Company began inserting a brightly colored “quick check” reminder list into the application kit.

All of these enhancements far exceed the application processing requirements in the Condition. The entire process has been shortened by several weeks since launch, as Comcast has learned and improved its processes.

2. Service Activation

Once a household has been approved for *Internet Essentials* service, Comcast ships an Activation Kit that includes the broadband service modem, cabling, and an easy-to-use self-install guide. The Activation Kit is usually shipped to the customer within seven days from eligibility verification (or sooner for instant approval customers).

Customers who require assistance with the activation process may contact the support line indicated in the installation materials and a service visit will be scheduled at no charge to the customer. Comcast contacts new *Internet Essentials* customers to promptly schedule an installation visit in those cases where the Company’s records suggest that the customer’s home is not pre-wired for Comcast service, since this suggests that the customer would not be able to use the self-install process without assistance. Here, too, the on-site installation is provided at no extra charge. None of these enhanced activation measures were required by the Condition.

New customers also receive a Welcome Kit that includes program acceptance materials, as well as printed lesson cards on digital literacy topics. The information cards also direct the user to the *Internet Essentials* Digital Learning Center to explore further. Welcome Kits are usually mailed to customers within one business day from approval of their *Internet Essentials* application.

3. Ordering the Discounted Computer

The Welcome Kit sent to each *Internet Essentials* participating household includes a voucher with a unique code and instructions on how to obtain the discounted computer. To place an order, program participants must call the toll-free number indicated on the voucher and use one of the vendor's payment methods to complete the purchase. The vendor also provides end-to-end customer service including sales, technical support, and warranty coverage for the discounted computer.

In addition to handling the NSLP eligibility verification, Solix developed the platform that generates the unique discount codes for computer purchases by *Internet Essentials* participants. The Solix system also allows the discounted computer vendors' sales representatives to easily validate a customer's code, and provides Comcast's centralized call center with the ability to troubleshoot problems and replace codes, if necessary. Importantly, this system allows Comcast to include new computer vendors as the program continues, and to dynamically match orders with providers to ensure supply is never depleted.

Organizations participating in the bulk registration program also have the option of purchasing discounted computers for *Internet Essentials* participants during the initial enrollment for \$149.99 each.

E. Publicizing *Internet Essentials* to Eligible Families (*Condition XVI.2.k*)

While the Condition does not explicitly require specific marketing or publicity for *Internet Essentials*, Comcast undertook significant efforts to publicize the program, and in doing so, went well beyond the Condition's requirements. As discussed in the Launch Report,¹⁶ getting the *Internet Essentials* message to eligible households presented a unique set of challenges. First, unlike a typical Comcast service launch, there was no direct way to identify potential *Internet Essentials* customers. Second, Comcast had to create a demand for broadband in some communities that were essentially "broadband resistant" — communities that had not embraced this technology due to factors beyond just cost, such as perceived relevance and low digital literacy. Third, research suggested that a potential *Internet Essentials* customer might need to hear about the program multiple times from trusted sources before taking action.

Comcast, therefore, focused its engagement campaign on a number of important audiences, including local school districts, local and national CBOs, churches, and government officials. Comcast also supplemented this outreach plan with coordinated paid media and earned media campaigns to help deliver a repetitive and consistent message about *Internet Essentials*. The components of this broad promotional campaign are described below.

¹⁶ See Launch Report, *supra* n. 3, at 17.

1. *Internet Essentials* Website and Partner Portal

As discussed in Section I.D.1.a, *supra*, the central building block of the *Internet Essentials* outreach plan is the program's dedicated website www.InternetEssentials.com, or, for Spanish speaking consumers, www.InternetBasico.com, which serves as a one stop destination for information, resources and collateral on *Internet Essentials*. Comcast promotes these website addresses on all *Internet Essentials* materials. Built into this website is a unique Partner Portal (www.InternetEssentials.com/partner) that allows *Internet Essentials* partner organizations to download program materials directly or order materials, which are shipped for free regardless of the quantity ordered. Registered partners also receive program updates, including regular newsletters and other announcements.

As of June 21, 2012, 13,581 individuals and organizations had registered for the Partner Portal, the portal experienced over 135,282 unique visits and partners requested and received over 15.1 million pieces of promotional collateral — all at no charge.

2. “Hyper-local” Paid Media

Comcast designed and executed an ambitious paid advertising campaign to supplement the promotional activity set forth in its initial commitment to the Commission. The Company devised a “hyper-local” paid media strategy targeting NSLP-eligible families within the top 11 metropolitan areas in the Comcast footprint in 2011 and expanded the campaign to the top 12 metropolitan areas in 2012. Efforts included:

- Distributing marketing materials in local businesses and attending community events held in areas with predominantly African American or Hispanic populations.
- Purchasing advertisements in newspapers and community publications to reach potential customers within target school districts. For example, in 2011 Comcast purchased advertisements in the *Philadelphia Tribune* (Philadelphia), the *Washington Informer* (Washington, D.C.), and *El Nuevo Herald* (Miami).
- Targeting radio listeners with remotes and thirty second advertisements.

In 2012-2013, Comcast will leverage mobile technology — the primary source of communications for many low-income families — to spread the word about *Internet Essentials*. The campaign will also target radio listeners with remotes and thirty second advertisements over a five week campaign timed to coincide with the start of the 2012-2013 school year. During key drive periods, these radio spots and remotes will be supplemented by special events with local radio personalities along with Comcast representation in key venues such as shopping districts and community centers.

3. Earned Media

As discussed in the Launch Report,¹⁷ *Internet Essentials* launch events marking the start of the 2011-2012 school year were the centerpiece of Comcast's earned media strategy, galvanizing a broad range of stakeholders around the mission of urging as many eligible families as possible to enroll. Each event featured a speaker from Comcast describing the program and included mayors, governors, Members of Congress, local or state superintendents, and community leaders — all helping to drive the message of the importance of broadband.

For example, in Miami, Comcast held a launch event at Phillis Wheatley Elementary, a school located in the Overtown neighborhood, the city's historic center for commerce in the African American community.¹⁸ The Miami launch event generated a total of 47 media clips (6 print, 31 online, and 10 broadcast) totaling 11.7 million impressions. In addition to Miami, Comcast held launch events in 40 communities including Atlanta, Baltimore, Denver, Detroit, Hartford, Houston, Philadelphia, Pittsburgh, Portland, San Francisco, Tallahassee, and Washington, D.C.

The media impressions generated by coverage of these launch events continued generating millions of dollars' worth of earned media for *Internet Essentials* during the rest of the school year. From January through June 2012, Comcast has generated approximately 222.5 million media impressions for *Internet Essentials* through sustained media efforts. These include 221 million print and online impressions as well as nearly 1.5 million broadcast television impressions.

4. Public Service Announcements and Comcast Newsmakers

To further promote awareness of *Internet Essentials*, Comcast launched a multi-million dollar bilingual Public Service Announcement ("PSA") campaign across its service area. The *Internet Essentials* PSA campaign, which ran from December 26, 2011, through June 22, 2012, was timed to begin just as the program's paid and earned-media promotional runs were ending. The campaign featured several high profile leaders talking about the importance of broadband adoption, including Philadelphia Mayor Michael Nutter, Delaware Governor Jack Markell, Washington Governor Christine Gregoire, California State Senator Alex Padilla, as well as various mayors, school superintendents, and leaders of Urban League affiliates and other CBOs.

In addition, Comcast recorded and aired "Comcast Newsmakers" segments featuring *Internet Essentials*. Comcast Newsmakers is a five minute public affairs program that aired on various platforms through June 2012, including CNN Headline News (on Comcast Cable systems at 24 and 54 minutes past the hour), on Comcast VOD, and online.

¹⁷ See Launch Report, *supra* n. 3, at 22.

¹⁸ See Press Release: *Comcast launches discounted Internet for needy families* <http://www.miamiurbanleague.org/2011/08/09/comcast-launches-discounted-internet-for-needy-families/> (Aug. 11, 2011).

From December 26, 2011 through June 22, 2012, Comcast aired over 77,000 PSA spots and over 12,000 Comcast Newsmakers segments in various advertising zones in communities across Comcast's national footprint, a multi-million dollar investment that was not required by the Condition. Comcast will continue to execute an extensive PSA and Comcast Newsmakers campaign for the remainder of 2012 on available distribution platforms.

5. Comcast Employees

As noted in the Launch Report,¹⁹ Comcast empowered its nearly 100,000 employees to directly connect eligible families in their communities. In May 2012, Comcast developed and launched a targeted employee grassroots campaign named the *Internet Essentials* Ambassadors Program for interested employees to leverage existing relationships with schools, libraries, or CBOs in their neighborhoods and help them prepare for the 2012 *Internet Essentials* back-to-school season. The Ambassadors Program was initially offered to Comcast employees serving in several metropolitan areas, including Philadelphia, Pittsburgh, and Boston. The program will be made available to Comcast employees across the nation in the coming months.

F. Comprehensive Stakeholder Campaign (*Conditions XVI.2.g-i*)

Comcast's extensive partnership with a diverse array of leaders from the education, government and non-profit sectors across the Comcast service area is the cornerstone of the *Internet Essentials*' communications plan. Comcast worked with these partner organizations to help educate eligible families about *Internet Essentials*, distribute promotional materials, and spread the word about the benefits of this broadband adoption opportunity. Reference materials include a "Partner Program Guide" that describes how *Internet Essentials* works and how partners can help more students and families get online. See Appendix C.

The results of this comprehensive outreach campaign — the scale and extent of which went far beyond anything contemplated by the Condition — speak for themselves.

1. Schools

Thousands of schools helped promote *Internet Essentials* to eligible families by allowing Comcast to send literature to students and families at the start of the 2011-2012 school year. Comcast's "Spread the Word" campaign consisted of flyers and brochures that schools could include in their communications to families; posters they could put in their computer labs, hallways, and offices; and, pre-formatted advertisements and background information they could easily insert into their e-mail blasts and newsletters. Sample campaign materials are attached as Appendix D. Comcast created a full catalog of promotional materials with the input of school district leaders to suit their needs. These materials range from professional-looking posters to simple letters — and all of them are available through the online Partner Portal. For the 2012-

¹⁹ See Launch Report, *supra* n. 3, at 4.

2013 school year, Comcast has updated its materials — including a new poster campaign — and will once again provide schools with access to them at no cost. In addition, Comcast has expanded the materials beyond English and Spanish to 12 additional languages, including: Arabic, Oromo, Somali, Tibetan, Chinese Mandarin, Haitian Creole, Portuguese, Hmong, Korean, Vietnamese, Polish, and Russian.

Efforts to engage schools began with focused approaches to school leadership. Comcast directed outreach efforts at school district superintendents via in-person meetings, e-mails, telephone conversations, and distribution of Superintendent Kits. *See Appendix E.* Each Superintendent Kit contains a letter, a customized brochure with information about the program, and a flash drive pre-loaded with testimonial videos and links to *Internet Essentials* resources online. In addition, Comcast sent mailers directly to principals at schools within the Comcast footprint. *See Appendix F.* In 2012, Comcast will continue to engage educators leading up to and through the back-to-school season through continued personal engagement and a direct mail campaign targeting superintendents and principals in the top 600 school districts in the Comcast footprint with the greatest NSLP participation, representing 74.6% of *Internet Essentials*-eligible homes in the Comcast service area.

As a result of this extensive outreach campaign, by June 21, 2012, 8,417 partners who described themselves as an “educator” or “school district” had also signed on through the Partner Portal to help promote *Internet Essentials* to eligible families. This outreach by schools was crucial to the success of the effort, as nearly 41% of *Internet Essentials* families surveyed cited school communications as their primary source of awareness of the program.

Engaged school districts clearly resulted in more families participating in *Internet Essentials* than non-engaged school districts. For example, across the top 600 school districts in the Comcast service area, there is a statistically apparent correlation demonstrating higher performance in districts that ordered enough brochures for all students (or at least all eligible students) as opposed to districts that ordered lower quantities of materials.

2. Local CBOs

Over 4,059 CBOs, including churches, libraries, and parent-teacher associations have partnered with Comcast to help spread the word about *Internet Essentials*. As with all stakeholders, Comcast effectively used the Partner Portal to make it easy for these CBOs to participate. In 2012, Comcast will build on the successes and lessons learned from the 2011 launch of *Internet Essentials* by conducting strategic and targeted local outreach campaigns in the markets surrounding the 600 largest school districts. Each campaign will focus on engaging those organizations in the market that can drive awareness including:

- Government organizations such as local and state elected officials’ offices, libraries, and city/county/state social service agencies;
- Public service organizations such as local health clinics, low-income housing

associations, community centers, and computer labs;

- Non-profit community organizations such as Boys & Girls Clubs, YMCA/YWCA, civil rights, ethnic chambers of commerce, and business associations; and,
- Faith-based organizations such as churches, faith-based associations, and parochial schools.

3. National Community Partners

Comcast worked with CBOs that have both strong national and local presences to facilitate the growth of partnerships across the nation. The Company hosted interactive webinars and held face-to-face meetings with national staff and local affiliate leadership of the Boys & Girls Clubs, City Year, Teach for America, Big Brothers Big Sisters, United Way, One Economy, LULAC, and the National Urban League. These partners helped create an atmosphere of support and excitement around *Internet Essentials* by leveraging their relationships with the education community, sharing “best practices” with Comcast and each other and by driving other organizations to register at the Partner Portal.

4. Federal, State, and Local Officials

Federal, state, and local elected and appointed officials also played an essential role in promoting public awareness of *Internet Essentials*. These officials helped Comcast encourage local school districts to promote the program as a means of overcoming the achievement gap while providing a call to action for CBOs to utilize it as a tool to effect change in their communities.

As of June 21, 2012, Comcast had delivered the *Internet Essentials* message to over 100 members of Congress and more than 2,000 state and local officials. To broaden the outreach effort, Comcast also engaged leading intergovernmental associations at the state and local level like the National Governors Association, National Conference of State Legislatures, National Association of Counties, U.S. Conference of Mayors, National League of Cities, Women in Municipal Government, Asian Pacific American Municipal Officials, Hispanic Elected Local Officials, National Black Caucus of Local Elected Officials, National Conference of Black Mayors, and various other organizations of elected officials. Comcast will continue to update these officials with information on *Internet Essentials* program enhancements as well as events associated with the 2012-2013 school year.

The support that the program received from these key stakeholders exceeded all expectations. Indeed, government officials from across the country lavished praise for *Internet Essentials*. For example, speaking at the May 31, 2011 *Internet Essentials* launch event held at the Woodson Library, Chicago Mayor Rahm Emanuel said, “Having access to high-speed Internet service allows children to do schoolwork, adults to find jobs and grow the city’s economy, and families to learn and explore together. The *Internet Essentials* program is a

perfect example of the city's government and business community working together to craft innovative, competitive solutions to the important problems facing our citizens." Speaking at the launch event held at the Salvation Army Kroc Community Center on September 6, 2011, Philadelphia Mayor Michael Nutter noted, "It is critical that we make sure that everyone, to the greatest extent possible, has access to the Internet, the information it provides, the worlds that it opens, but especially for our children as they do their homework and projects. Everyone — every person — children and adults, need that access because it will not only close the digital divide, it actually helps to level the human playing field. And that is what [*Internet Essentials*] is really about."

5. Education Associations

Comcast also engaged dozens of national education organizations to collaborate on best practices in student and educator engagement and to get their membership involved with publicizing the benefits of *Internet Essentials*. These organizations include the National Parent Teacher Association, National School Boards Association, American Association of School Administrators, Consortium for School Networking, Council of the Great City Schools, State Education Technology Directors Association, the Council of Chief State School Officers, the National Alliance of Black School Educators, and the American Library Association, among others. Comcast has also worked with the staff of the Alliance for Excellent Education, National Association of Public Charter Schools, and the National Policy Alliance to explore alternative avenues to provide *Internet Essentials* information to students, families, teachers, and administrators.

G. More Than Just Broadband Service

1. Computer Setup Support (*Conditions XVI.2.l.i-iii*)

Included with the Activation Kit are printed step-by-step guides on how to setup *Internet Essentials* access from any personal computer. For ease of reference, the Activation Kit also prominently features the toll-free support number where customers can obtain 24/7 support for any questions or issues about using their XFINITY Internet service. *Internet Essentials* customers can also take advantage of the comprehensive support tools available online, including live chat with CAEs.

2. Free Security Software (*Condition XVI.2.l.iv*)

To ensure that *Internet Essentials* users have a secure online experience, all *Internet Essentials* subscribers enjoy access to the Constant Guard all-in-one security dashboard (a \$360 value), at no additional charge. Constant Guard helps protect passwords, secure credit card information, and setup safe, one-click access to online accounts. In addition, Constant Guard includes the Norton Security Suite's top-rated tools for core protection against viruses and other cyber threats.

3. Digital Literacy Training in Print, in Person, and Online (*Condition XVI.2.c.iv*)

Comcast developed and deployed an ambitious digital literacy strategy — one that extended beyond the original commitment the Company made to the Commission. In addition to the printed Welcome Kit materials discussed above, Comcast also offered online and in-person training. And, as announced in the Launch Report,²⁰ the Company significantly expanded and enriched *Internet Essentials*' online training component.

a. Online courses

Comcast developed the *Internet Essentials* Digital Learning Center, which serves as a central hub of online digital literacy training materials, providing easy access to a simple curriculum to help families improve their digital literacy. The website is available in both English (www.InternetEssentials.com/learning) and Spanish (www.InternetBasico.com/aprender), and features tutorials on how to set up e-mail, guard against viruses and other malware, keep children safe on the Internet, locate useful resources, and find Comcast support for service issues.

In preparation for the 2012-2013 school year, *Internet Essentials* continues to improve the user experience of the Digital Learning Center by making it more intuitive and boosting the use of interactive content. The English-language version of the enhanced Digital Learning Center is available to everyone (not just *Internet Essentials* customers) and includes a refreshed design that features a virtual guided tour for easier navigation, a new social media section with tips, and a collection of new digital literacy education videos. These informative and short videos cover topics like How to Search the Web, Email Basics, Educational Resources/Homework Helper, Health Care Resources, Introduction to Social Media, Online Job Search Tools, and Online Safety.²¹ The videos star NBCUniversal talent, including Al Roker from NBC's *Today Show* and Telemundo's José Díaz-Balart.²² Additional videos from NBC Learn, the educational arm of NBC News, are also now available on the Digital Learning Center and focus on safety and security topics ranging from spam and spyware to cyberbullying.

b. In-person, classroom-based "Training Days" (*Condition XVI.2.l.v*)

Internet Essentials offers free in-person digital literacy training to empower students and parents alike to make safe and responsible use of computers and the Internet. Lessons range from topics such as "Internet Basics" and "Computer Basics" to "Tech Goes Home: 21st Century Skills" and other courses focused on giving parents and students the tools and know-how to use technology for education and job-skills training. Participation in the in-person training sessions

²⁰ See Launch Report, *supra* n. 3, at 38.

²¹ See <http://learning.internetessentials.com/interactive-tutorials>.

²² The Spanish-language version of the Digital Learning Center will launch in August 2012.

is offered on a first-come-first-served basis and is not limited to *Internet Essentials* subscribers. These in-person digital literacy training sessions were delivered primarily in English and Spanish, with several sessions facilitated in other languages including Mandarin Chinese, Creole, Arabic, Bhutanese, Burmese, Korean, and Vietnamese.

Working in close collaboration with its partner CBOs, Comcast held or sponsored over 400 in-person digital literacy sessions during the 2011-2012 school year with more than 3,000 attendees. Participating CBOs include a number of libraries in addition to organizations such as the Boys and Girls Club, the National Urban League, IBA (*Inquilinos Boricuas en Acción*), LIFT Inc., and the YMCA.

Comcast continues to review the training program with its partners based on feedback obtained through one-on-one interviews, focus groups, and trainee surveys. This feedback has been and will continue to be used to improve future *Internet Essentials* digital literacy training strategies, curricula, and outreach efforts. Starting in April 2012, Comcast shifted the in-person training component from a Comcast-designed curriculum to a paid sponsorship model of local organizations offering their own digital literacy trainings. Under this model, CBOs in local markets who are already established as credible digital literacy training providers schedule, promote, and host in-person digital literacy training sessions. In addition to Comcast sponsorship dollars, the enhanced training model encourages more participation in trainings as attendees regard these local CBOs as experts in the digital literacy space. Each of these sessions is promoted by the hosting CBO and course information is posted on the “In-Person Training” sub-page on the *Internet Essentials* website.²³

²³ See <http://learning.internetessentials.com/free-person-training> (results based on ZIP code search). The full list of upcoming training sessions is available here: <http://learning.internetessentials.com/free-person-training?rad=all>.

II.

ANALYSIS OF THE PROGRAM'S EFFECTIVENESS

A. Key Performance Metrics

1. Number of Participants and Discounted Computers

Over 91,000 eligible households have participated in the program over this first year. By connecting these 91,000 families, *Internet Essentials* introduced the power of the Internet into the homes of an estimated 182,000 children and 364,000 low-income Americans, most for the very first time. The program also distributed more than 11,548 computers at \$149.99 each.

2. Effectiveness of the Awareness Campaign and Application Process

Comcast carefully analyzed its own data and also commissioned third-party survey research in connection with the launch and continued rollout of *Internet Essentials* — including surveying families who signed up for the program and families who did not.

As discussed in the Launch Report,²⁴ key metrics of the program's effectiveness include the call statistics tracked by the dedicated *Internet Essentials* call center. Since launching *Internet Essentials* in the 2011 back-to-school season, the call center received 712,745 phone calls inquiring about the program. Call statistics for the period ending on June 21, 2012 break-down as follows:

- 109,625 were ineligible for *Internet Essentials* (15% of the total and 19% of the callers who did not request applications).
- 75,762 calls were follow-ups to previous orders (11% of the total and 13% of the callers who did not request applications).
- 39,611 were dropped calls or hang ups (6% of the total and 8% of the callers who did not request an application).
- 344,438 were calls requesting general information about the program (48% of the total and 60% of the callers who did not request applications).
- 143,309 were calls that resulted in applications being sent (20% of the total). Of those:
 - 67.9% or 97,270 were submitted and accepted; 2.9% or 4,196 were submitted but returned to the customer for correction. Comcast's "resend and remind" program

²⁴ See Launch Report, *supra* n. 3, at 8.

followed up with the vast majority of these families by providing a replacement application and asking them to correct or complete the application and then resubmit it for approval.

- 29.2% or 41,843 were never returned by the customer.

3. General Satisfaction

Six months after the exceptional results featured in the Launch Report, satisfaction with *Internet Essentials* continues to be very high: 86% of *Internet Essentials* customers surveyed are “highly satisfied” with the product, and 96% of these surveyed customers would recommend *Internet Essentials* to others.

Survey responses to usage questions showed that users are embracing their broadband connectivity: 83% of respondents said they use the *Internet Essentials* to go online on a daily basis, and, more importantly, 93% of respondents said that the children in their household were making use of the service. A considerable number of survey participants said that they used the *Internet Essentials* service for general information research (93%), school assignments (90%), and social networking (81%). Other popular uses include online bill payment (53%) and employment searches (50%).

The priority that Comcast has placed on customer care also received high marks from survey participants: 89% stated that they were “highly satisfied” with Comcast’s customer service and 89% of those who required an on-site Comcast technician to connect their *Internet Essentials* service indicated they were satisfied with the installation. In addition, a very high number (87%) of survey respondents also said they were “highly satisfied” with the reliability of their *Internet Essentials* broadband connection.

III.

SUMMARY OF ENHANCEMENTS TO THE PROGRAM

Deployment of *Internet Essentials* has been an iterative process, as noted above, in which refinements have been made and tested along the way in response to feedback and the results of constant and ongoing self-evaluation of the program. Key enhancements and modifications were made throughout the first year of the program, in a constant quest to improve awareness, facilitate the application process and eligibility confirmation, and provide service installation and digital literacy training.

A. Enhancements Made Over the Course of 2011

Since launching the program in the 2011 back-to-school season, Comcast:

- Updated the *Internet Essentials* call center training and scripts to more quickly and directly initiate the enrollment process.
- Initiated a “resend and remind” program which automatically sends replacement application kits to those who have failed to return an application within three weeks of receiving it.
- Added the option for applicants to fax back applications.
- Began accepting prior year NSLP letters as supporting documentation for the eligibility check.
- Inserted a brightly colored reminder checklist into the application kit to ensure documentation is filled out properly the first time.

B. Enhancements Announced in the Launch Report

Comcast also fulfilled each of the six enhancements announced in the Launch Report²⁵:

- In February 2012, Comcast began trialing a program that gives third parties such as schools and community based organizations the ability to purchase *Internet Essentials* service and equipment in bulk for families in their community. By June 2012, Comcast had launched the bulk registration program nationwide.
- By March 2012, Comcast had implemented an instant approval process for families whose students attend Provision 2 or NCES-validated schools with 75% or more

²⁵ See Launch Report, *supra* n. 3, at 4-5.

NSLP participation. Comcast also conducted targeted outreach to instant approval customers that had not returned their applications.

- Effective April 2, 2012, Comcast expanded program enrollment eligibility to include households with students eligible to receive a free *or* reduced price school lunch. This enhancement made an estimated additional 300,000 households in the Comcast service area eligible to participate in *Internet Essentials*, bringing the estimated total eligible population to 2.3 million families.
- Starting on April 4, 2012, Comcast doubled the *Internet Essentials* customer speed from 1.5Mbps service to 3Mbps service.
- On July 19, 2012, Comcast launched a revamped version of its Digital Learning Center to provide families with enhanced and dynamic content, including new interactive content in Spanish.
- Comcast joined the Commission and its industry partners in the Connect2Compete initiative to promote the importance of digital literacy and broadband adoption.

Comcast has also rolled out other enhancements beyond those announced in the Launch Report, including:

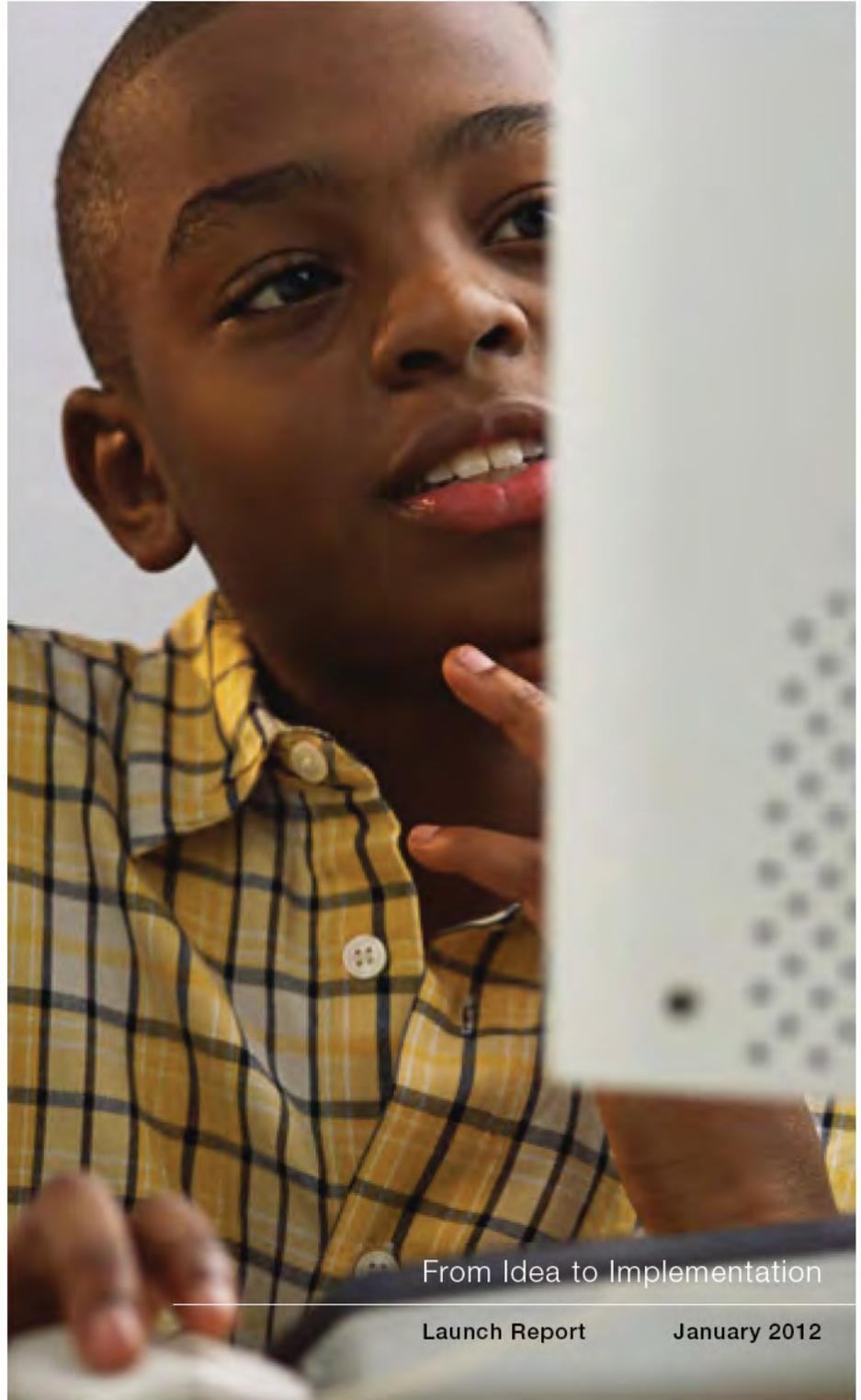
- In March 2012, Comcast updated its “transfer of service” process for *Internet Essentials* customers to allow them to have their service transferred to a new home address in a Comcast service area without having to re-apply for Internet Essentials.
- In addition, Comcast launched on-site registration for *Internet Essentials*. On-site registration allows for events to be held at pre-determined locations where participants can apply for *Internet Essentials*. Comcast plans to conduct on-site registrations throughout the year and in the back-to-school timeframe.
- By May 2012, Comcast had translated several *Internet Essentials* collaterals (*e.g.*, one-page flyer, tri-fold flyer, poster, consumer brochure, and letter to parents) into 12 languages beyond English and Spanish, including: Arabic, Oromo, Somali, Tibetan, Mandarin Chinese, Haitian Creole, Portuguese, Hmong, Korean, Vietnamese, Polish, and Russian.

Internet Essentials **Launch Report**

January 31, 2012

Conquering the Digital Divide

Closing
the Broadband
Opportunity
Gap



From Idea to Implementation

Launch Report

January 2012

Conquering the Digital Divide

Closing the Broadband Opportunity Gap

Contents

Page 3	A Letter from David L. Cohen
Page 6	Initial Results
Page 12	The Largest and Most Comprehensive Broadband Adoption Experiment of its Kind
Page 14	Areas of Greatest Impact
Page 16	Spreading the Word
Page 26	Comprehensive Stakeholder Engagement Campaign
Page 32	From Call to Install
Page 36	More Than Just Broadband Service
Page 42	Building for the Future
Page 46	Conclusion

Internet Essentials



About 30% of Americans—many of whom are living near or below the poverty line—remain on the wrong side of the digital divide. They possess little to no computer literacy, do not have broadband access at home and/or do not have a home computer or device capable of supporting high-speed Internet use. As a result, they face profound disadvantages in getting a quality education, strengthening their job skills, obtaining news and entertainment, or accessing the kind of health, educational and financial information that is essential to improving the quality of their lives.

That is the cruel irony of the digital divide. With the Internet, we have this transformative technology that has the potential to level the playing field. But instead of equalizing opportunity, the Internet is actually increasing disparities because of the broadband adoption gap. In other words, the very segment of America that can most benefit from the equalizing potential of the Internet is instead falling further behind because they do not have Internet service at home.

As the nation's largest residential broadband service provider, Comcast is dedicated to bridging the digital divide by narrowing the broadband opportunity gap. We have wired over 99% of our service area for broadband, ensuring that families have access no matter where they live. We invest substantially in digital literacy and broadband adoption programs in the local communities we serve, including Comcast Digital Connectors (in partnership with One Economy), Club Tech at Boys & Girls Clubs and the League of United Latin American Citizens (LULAC) Tech Centers.

In the summer of 2011, we took this commitment further by launching Internet Essentials to expand adoption of broadband Internet by low-income Americans. While the launch of a broadband adoption program targeted to low-income populations in the United States was one of our voluntary commitments in connection with the Comcast/NBCUniversal transaction, that commitment grew out of a multi-year internal project that had identified low-income broadband adoption as Comcast's most important community investment priority, and our implementation of Internet Essentials has already gone far beyond the letter of our voluntary commitment to the Federal Communications Commission (FCC).

Internet Essentials is not just another Comcast product or service. It represents the largest and most comprehensive broadband adoption program anywhere in America, providing low-cost broadband service for \$9.95 a month; the option to purchase a full-service, Internet-ready computer for under \$150; and multiple options for digital literacy training in print, online and in-person.

Research consistently shows that the barriers to broadband adoption involve a complex mix of low digital literacy, perceived lack of relevance of online content and the need for low-cost, good quality computers and Internet service. Internet Essentials is intended to address all of these critical hurdles to broadband adoption.

This report provides an early assessment of our successful launch of Internet Essentials.

While we continue to analyze and make adjustments to Internet Essentials, we have achieved a number of key accomplishments and met several milestones after only a few months of the program. They include:

- Publicizing the program across more than 4,000 school districts and over 30,000 schools, which have approximately 3.5 million National School Lunch Program (NSLP) families, of which approximately 2 million qualify for free meals under the NSLP and are eligible for Internet Essentials;
- Partnering with over 3,000 governors, mayors, local, state and federal legislators, and community-based organizations to promote Internet Essentials and engage eligible families in their communities;
- Offering nearly 300 in-person digital literacy training sessions with more than 1,250 individual attendees;
- Empowering nearly 100,000 Comcast employees to directly connect eligible families in their communities;
- Connecting over 41,000 families (an estimated 160,000 Americans) to the power of the Internet in their homes, some for the very first time; and
- Distributing over 5,500 computers at less than \$150 each.

We have carefully analyzed our own data and also commissioned third-party survey research in connection with our launch of Internet Essentials — including surveying families who have signed up for the program and families who have not. We are pleased and gratified that 86% of Internet Essentials customers surveyed are highly satisfied with the product, and 99% of these surveyed customers would recommend Internet Essentials to others. We have received continuous feedback from potential customers and our community partners, and based on what we have learned, we have already adjusted certain elements of Internet Essentials and remain committed to continue refining the program.

We are now announcing six key enhancements to Internet Essentials:

- First, we will expand the eligibility criteria. Previously, Internet Essentials was available to families with children eligible to receive free school lunches as part of the NSLP. We are extending eligibility to families with children qualified to receive reduced price school lunches as well. We believe that this will make nearly 300,000 additional households in our service area eligible for Internet Essentials—bringing the total to 2.3 million eligible families.
- Second, we will double the speed of the broadband connection provided with Internet Essentials to up to 3 Mbps downstream and up to 768 Kbps upstream, helping to make the service even more attractive.
- Third, we will give our community-based organization partners the ability to purchase Internet Essentials in bulk to help reach more eligible households with a streamlined and more customer-friendly process.

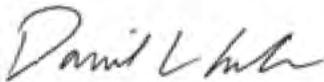
- Fourth, we will further streamline the approval process by providing an instant approval process for families whose students attend schools with the highest percentage of NSLP participation, including Provision 2 schools.
- Fifth, we will expand and enrich our online and in-person digital literacy training efforts.
- Sixth, we will work with Connect to Compete to try to reduce the hardware costs for Internet Essentials eligible families, and to promote the importance of digital literacy and broadband adoption.

As gratifying as our early results are to Comcast, we recognize that there is still a long road ahead. We knew this was not going to be an easy task. But we remain firmly committed to the important cause of providing low-income families with an opportunity to connect to affordable broadband service, purchase discounted computer equipment and receive the digital literacy training they need.

And with the help of public officials, civic leaders, school districts, local community-based organizations and other partners across the country, Internet Essentials will continue to make a profound difference in the lives of those it touches.

There is no higher community investment priority for our company—or for the leadership of our company personally—than Internet Essentials. We are pleased to provide this report on our progress.

Sincerely,



David L. Cohen
Executive Vice President
Comcast Corporation



Comcast Executive Vice President David L. Cohen enjoys time with students from the Neighborhood Learning Alliance at the Internet Essentials launch event in Pittsburgh, PA.

Initial Results



We connected over 41,000 low-income families to the Internet, bringing approximately 80,000 students and an estimated 160,000 people online.

Since launching Internet Essentials in the 2011 back-to-school season, we received over 400,000 phone calls inquiring about the program, through December 2011.

More than one in five callers (more than 91,000) requested and received an Internet Essentials application. Of these, nearly 51,000 (over 55%) submitted the application, and 94% of the completed applications were approved.

According to a sample customer survey, families who completed the application found it easy to complete. In a similar quality assurance survey of families who did not return their applications, 81% stated they still intend to return the applications (this may well be overstated). In fact, in the earliest cohorts of requested applications, those from August and September of 2011, more than 60% of the applications have been completed (a higher rate than the overall average). In all, only 13% said they had decided not to complete the application. The reason most often given was they did not want/need the service or they realized they did not qualify.

We connected over 41,000 low-income families to the Internet, bringing approximately 80,000 students and an estimated 160,000 people online. This represents 2% of the estimated eligible free school lunch students in our service area after less than half a year of operation of the Internet Essentials program.

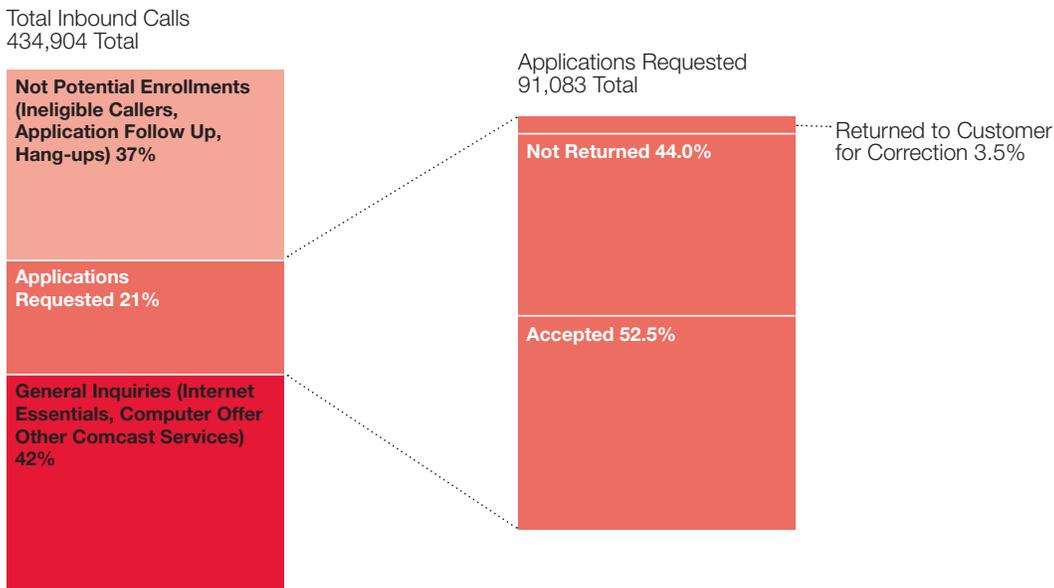
Only 3.5% of applications requested were denied. Most of these applications were incomplete or had erroneous information. We have, however, followed up with the vast majority of the families submitting these applications by providing a replacement application and asking them to correct or complete the application and then resubmit it for approval.

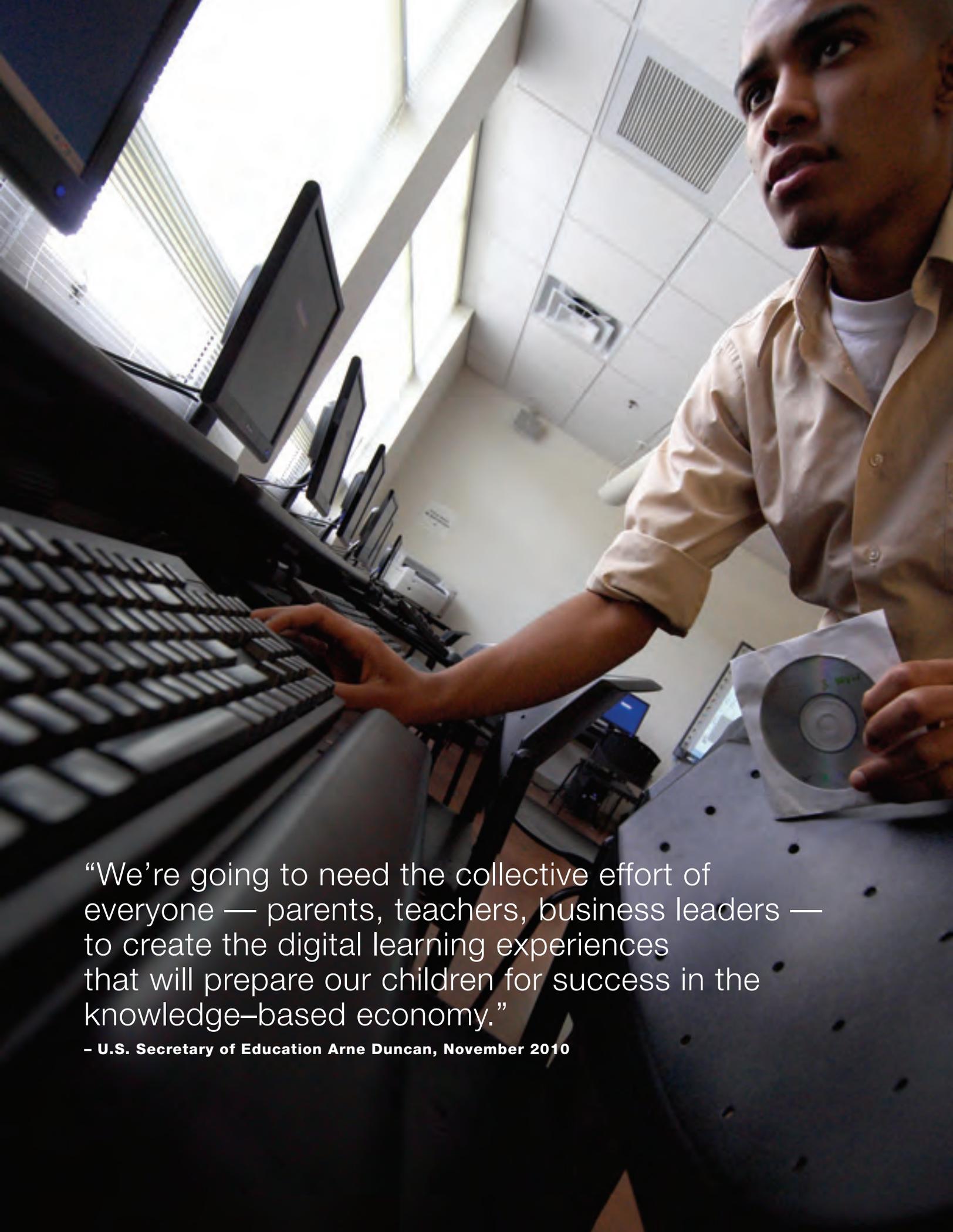
Of the almost 345,000 callers that did not request an application, most (53%) were simply requesting general information about the program. An additional 23% did not qualify for the program. (The largest number of these did not live within a Comcast service area, but this category also includes callers who had subscribed to Comcast Internet services within the last 90 days, callers subject to Comcast collection activity and callers who did not have children eligible for a free lunch under the NSLP.) Another 17% of the 345,000 callers had follow-up questions about their applications.

A summary of the specific metrics through December 2011 is as follows:

- 434,904 calls into the dedicated Internet Essentials call center
 - 78,956 calls were ineligible for Internet Essentials (18% of the total and 23% of the callers who did not request applications)
 - 58,027 calls were follow-ups to previous orders (13% of the total and 17% of the callers who did not request applications)
 - 25,278 were dropped calls and hang ups (6% of the total)
 - 181,560 were calls requesting general information about the program (42% of the total and 53% of the callers who did not request applications)
 - 91,083 were calls that resulted in applications being sent (21% of the total)
- 91,083 applications requested
 - 52.5% or 47,786 were submitted and accepted; 3.5% or 3,168 were submitted but returned to customer for correction
 - 44% or 40,129 were never returned by the customer
- 41,729 families were connected with Internet Essentials, representing approximately 80,000 students and an estimated 160,000 low-income Americans
- 5,531 Internet Essentials families elected to purchase discounted computers through the program

Internet Essentials Calls and Resulting Applications

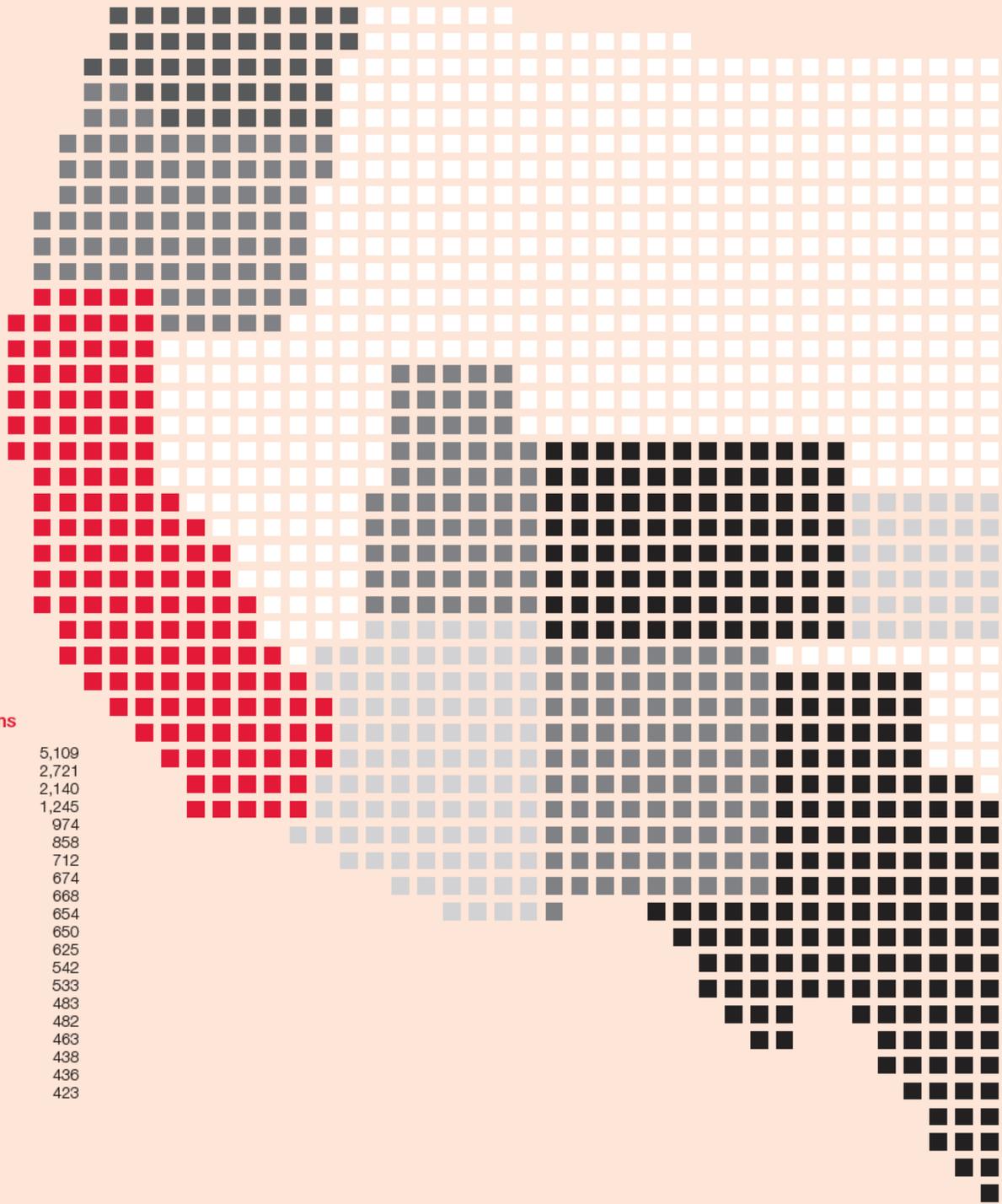




“We’re going to need the collective effort of everyone — parents, teachers, business leaders — to create the digital learning experiences that will prepare our children for success in the knowledge-based economy.”

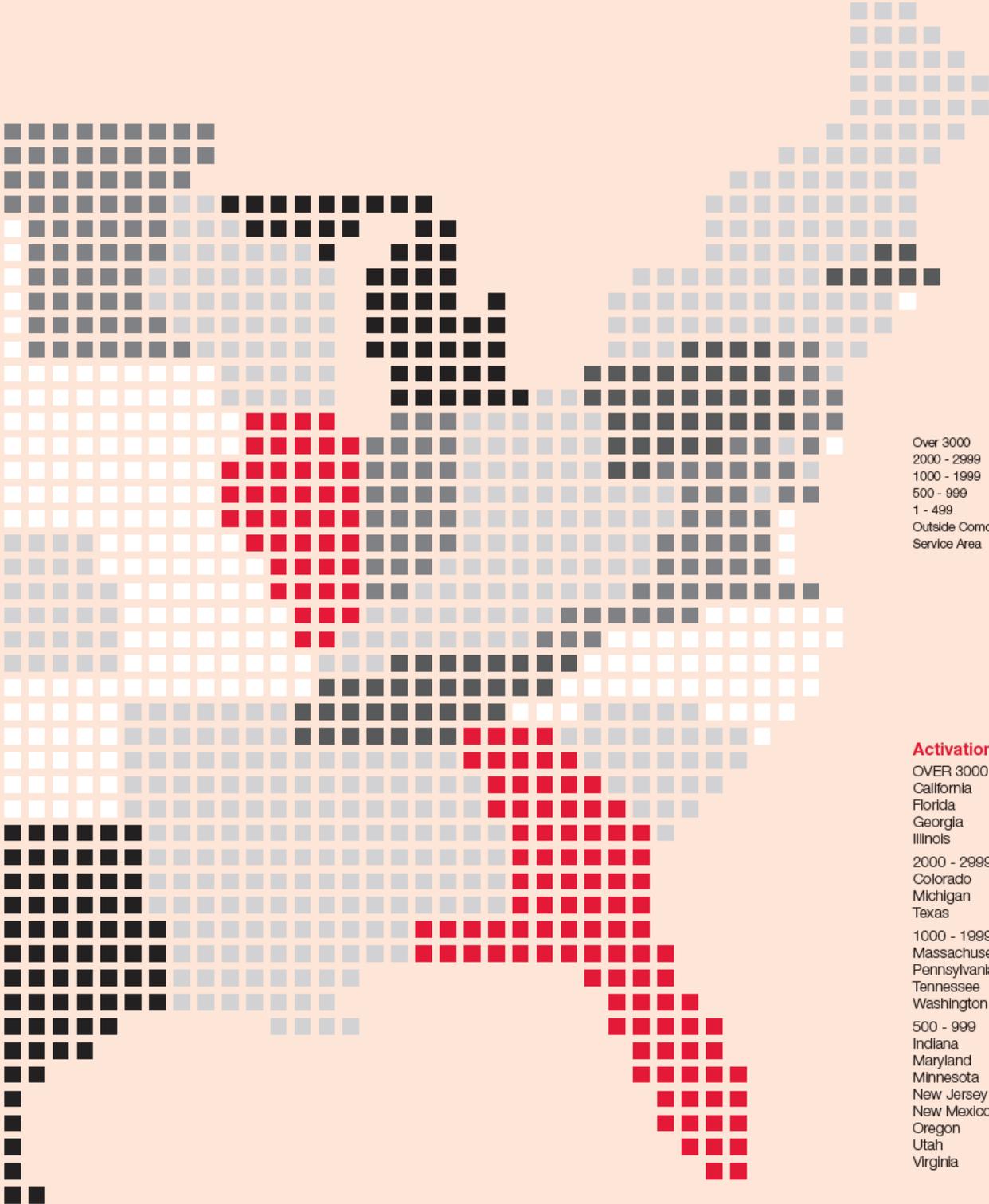
– U.S. Secretary of Education Arne Duncan, November 2010

INTERNET ESSENTIALS ACTIVATIONS



Top County/State Activations

Cook	Illinois	5,109
Miami Dade	Florida	2,721
Harris	Texas	2,140
Broward	Florida	1,245
Wayne	Michigan	974
Fulton	Georgia	858
Palm Beach	Florida	712
Dekalb	Georgia	674
King	Washington	668
Sacramento	California	654
Fresno	California	650
Denver	Colorado	625
Cobb	Georgia	542
Bernalillo	New Mexico	533
Adams	Colorado	483
Gwinnett	Georgia	482
Philadelphia	Pennsylvania	463
Alameda	California	438
Shelby	Tennessee	436
Pierce	Washington	423

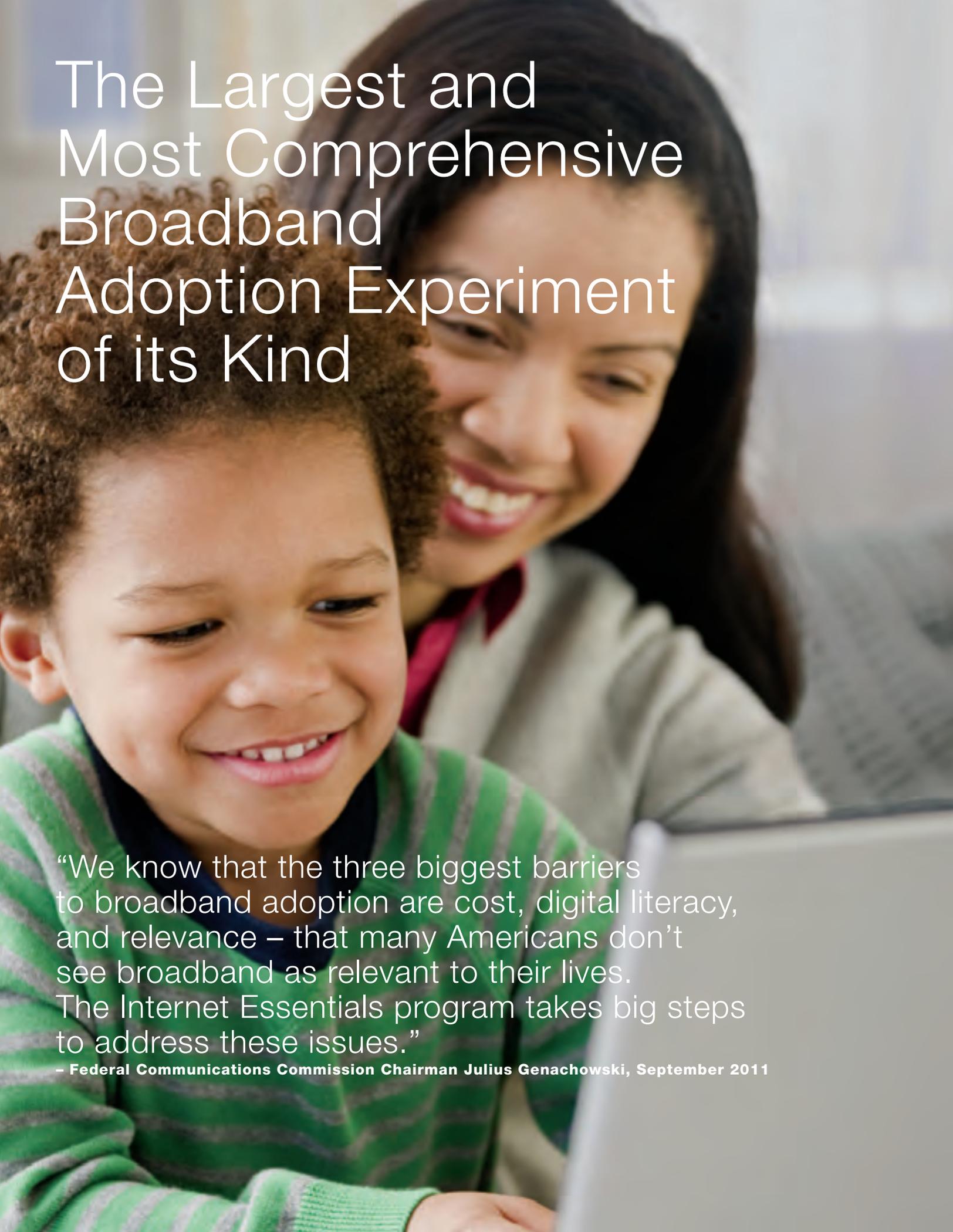


Over 3000
 2000 - 2999
 1000 - 1999
 500 - 999
 1 - 499
 Outside Comcast
 Service Area



Activations

- | | |
|---------------|----------------------|
| OVER 3000 | 1 - 499 |
| California | Alabama |
| Florida | Arizona |
| Georgia | Arkansas |
| Illinois | Connecticut |
| 2000 - 2999 | District of Columbia |
| Colorado | Delaware |
| Michigan | Kansas |
| Texas | Kentucky |
| 1000 - 1999 | Louisiana |
| Massachusetts | Maine |
| Pennsylvania | Missouri |
| Tennessee | Mississippi |
| Washington | New Hampshire |
| 500 - 999 | New York |
| Indiana | Ohio |
| Maryland | South Carolina |
| Minnesota | Vermont |
| New Jersey | West Virginia |
| New Mexico | Wisconsin |
| Oregon | |
| Utah | |
| Virginia | |

A photograph of a woman and a young child, likely a mother and her child, smiling and looking at a laptop screen. The woman is in the background, and the child is in the foreground, both appearing happy and engaged. The text is overlaid on the top left of the image.

The Largest and Most Comprehensive Broadband Adoption Experiment of its Kind

“We know that the three biggest barriers to broadband adoption are cost, digital literacy, and relevance – that many Americans don’t see broadband as relevant to their lives. The Internet Essentials program takes big steps to address these issues.”

– Federal Communications Commission Chairman Julius Genachowski, September 2011

Internet Essentials Principal Components

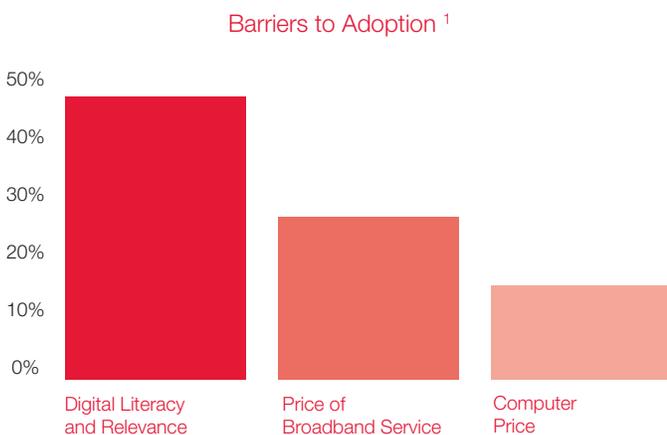
The Internet Essentials program has three principal components:

- **Low Cost Internet Service:** Internet Essentials provides eligible low-income families in the Comcast service area affordable access to high-speed Internet service from their home. For only \$9.95 per month—around 33 cents a day—eligible families receive Comcast’s XFINITY Internet Economy Service with no monthly equipment fees, installation charges or activation fees, representing a discount of at least \$27 a month or over 70% off regular charges for this service. In addition, Internet Essentials families are not subject to standard credit checks and are not asked or required to sign any contracts to take the service for a specified period of time.
- **Discounted Computers:** As part of Internet Essentials, Comcast has partnered with Dell and Acer to offer eligible families the opportunity to purchase a full-service, Internet-capable computer for under \$150, substantially below retail. Working with our partners, including Microsoft, we offer fully loaded computers with Internet Explorer and productivity software. We also provide the Norton™ Security Suite, a \$160 value, at no additional charge to ensure that Internet Essentials users have a secure online experience.
- **Digital Literacy:** Internet Essentials customers receive access to print, online and in-person digital literacy training free of charge. These digital literacy materials are the first step in helping those who have not been connected understand the value, the relevance and the ease of use of the Internet.

In addition, once we help a family get online, we want them to stay online. Any household that qualifies during the initial three-year enrollment period will remain eligible for the discounted price so long as at least one child in the household continues to meet the program’s NSLP eligibility test.

Understanding the Barriers to Broadband Adoption

The FCC has identified lack of digital literacy, lack of relevance, and cost-related factors as the primary barriers to adoption.



¹Horrigan, John B., The FCC’s National Broadband Plan Consumer Survey, Broadband Adoption and Use in America, OBI Working Paper Series 1, February 2010, http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-296442A1.pdf

Areas of Greatest Impact



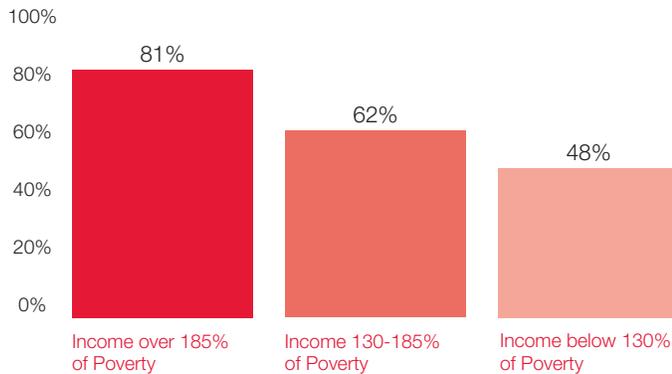
“There is no reason that 33 percent of Americans should still not have Internet access at home. In today’s connected society, Internet access should be viewed as essential.”

– Brent Wilkes, LULAC National Executive Director, June 2011

In developing a program to help close the broadband adoption gap and the resulting digital divide, our first challenge was to identify the proper target demographic. According to the report on broadband adoption by the National Telecommunication and Information Administration (NTIA) entitled *Exploring the Digital Nation*, one of the major factors deterring broadband adoption is household income.

The data show that more than 80% of households earning greater than 185% of the poverty level use the Internet at home; by contrast, less than 50% of households with annual incomes below 130% of the poverty level use the Internet at home.² Accordingly, we decided to focus on households that fall below 130% of the poverty level, about \$30,000 a year for a family of four in 2011.

Broadband Adoption Rate by Annual Household Income



Poverty Status Broadband Adoption Rates Decrease Rapidly as Income Decreases
 Source: US Census Bureau, Current Population Survey School Enrollment and Internet Use Supplement, October 2010, and Comcast calculations

Next, we sought a simple, verifiable, pre-existing index to establish eligibility for potential customers of Internet Essentials. The NSLP, established by the U.S. Department of Agriculture (USDA) and administered by local school districts, provides free lunches to children who come from households at or below 130% of the poverty level. Because of the well-established processes for administering eligibility for the NSLP, we determined this would be a workable, efficient and understandable eligibility benchmark. We were aided in this determination by some of our nonprofit partners who advised us that our target audience had a high degree of familiarity with NSLP eligibility and had experience using that eligibility to qualify for other programs.

Focusing on Low-Income Families

Comcast chose to focus Internet Essentials on bridging the digital divide for low-income families to ensure the program had direct impact on a critical sector of Americans that were not connected at home.

Eligibility	>	<p>A household is eligible to participate in Internet Essentials if it:</p> <ul style="list-style-type: none"> • Is located where Comcast offers Internet services; • Has at least one child eligible to receive a free school lunch through the NSLP; • Has not subscribed to Comcast Internet service within the last 90 days; and • Does not have an overdue Comcast bill or unreturned equipment
Availability	>	<ul style="list-style-type: none"> • The program was rolled out across the Comcast service area during the 2011-2012 school year • Participants will be accepted into the program for at least three years, through the end of the 2013-2014 school years • Participating families will be able to benefit from Internet Essentials for the entire life of their child's K-12 education, as long as they remain eligible

² U.S. Census Bureau, Current Population Survey School Enrollment and Internet Use Supplement, October 2010, http://www.bls.census.gov/cps_ftp.html#cpssupps and Comcast calculations.

Spreading the Word

“This not only should bring about greater broadband deployment, which admittedly is good for Comcast, but more significantly from my vantage point, it should encourage greater broadband adoption due to its affordability, which is good for us all.”

– Federal Communications Commission Commissioner Mignon Clyburn, February 2011

Several factors make Internet Essentials unlike any previous Comcast product launch:

- First, there was no direct way to identify potential customers and, therefore, we needed to rely on other means to get the message to eligible households.
- Second, we had to create a demand for broadband in some communities that were essentially “broadband resistant” — communities that had not embraced this technology due to factors beyond just cost, such as perceived relevance and low digital literacy.
- Third, we had to build trust with customers in this market. Our early research revealed that our target audience was resistant to direct marketing efforts, instead relying on trusted community partners to inform them about programs, products and offers that worked for them. Ironically, many eligible customers we surveyed thought the offer was “too good to be true.”

Our research suggested that a potential customer might need to hear our message multiple times from trusted sources before taking action. We therefore focused our engagement campaign on a number of important audiences, including local school districts, local and national community-based organizations, churches and government officials. We also supplemented this with coordinated paid media and earned media campaigns to help deliver a repetitive and consistent message about Internet Essentials.

Internet Essentials Website and Partner Portal

Understanding the importance of working with partners to promote the program, we focused on developing an infrastructure that would allow us to scale outreach unlike anything we had done previously and far beyond our original commitments to the Federal Communications Commission (FCC). Our operating philosophy is simply that if we are going to ask people to help us spread the word about Internet Essentials, we have to make it easy for them to do so. The central building block for our outreach plans was a dedicated website in both English (InternetEssentials.com) and Spanish (InternetBasico.com), which serves as a one-stop destination for information, resources and collateral on Internet Essentials.

Built into this website is a unique Partner Portal, InternetEssentials.com/partner. Using the Partner Portal, anyone can download materials directly or order materials for which we do not charge and which are shipped for free no matter the quantity ordered. By the end of 2011, over 10,000 individuals and organizations had registered for the Partner Portal, the portal had experienced over 100,000 unique visits, and partners had requested 11.5 million pieces of promotional collateral – all at no charge to the partner organizations.



Internet Essentials Partner Portal Website



“Hyper-local” Paid Media

We also designed and executed an ambitious paid advertising campaign not required by our initial commitment to the FCC.

Our approach to paid media was based on a deep “hyper-local” strategy identifying geographic areas and media outlets where our advertising efforts would have the most impact. We considered factors such as the concentration of children eligible to receive free school lunches and geographic dispersion.

Based on these criteria, our geographic focus included the top 11 major metropolitan areas in our service area, targeting the vast majority of households with students eligible to receive free lunches through the NSLP who were estimated to live in our largest markets.³ We launched our media buys to coincide with back-to-school weeks in each market and ran them for a total of six weeks.

We implemented a radio strategy, including tactics such as live radio remote event broadcasts hosted by local personalities at which we distributed information about Internet Essentials. We also purchased advertisements in newspapers and community publications to reach our audience within target school districts. The approach of using traditional media tactics, in a hyper-local way, created a sense of relevance and connection for our audience that a more macro-level media buy could not deliver.

As an overlay to the consumer paid media plan, we also purchased advertisements in select publications with the goal of reaching influencers within the educator community — primarily teachers who were interacting with eligible students and families on a daily basis. Thus, we ran print advertisements in both *Education Week* and *Teacher* magazines and placed digital advertisements in their online versions and companion publications.



Denver Internet Essentials launch event attendees include (left to right), Mawukle Yebua, Student, Denver South High School; John Barry, Superintendent, Aurora Public Schools; Rich Jennings, Regional Vice President of the Mile High Region, Comcast; Michael Hancock, Mayor, Denver; John Hickenlooper, Governor, Colorado; David L. Cohen, Executive Vice President, Comcast; Tom Boasberg, Superintendent, Denver Public Schools; Jeff Dolan, Vice President of Government and Regulatory Affairs, of the Mile High Region, Comcast

³National Center for Education Statistics (NCES) and Comcast calculations.

Free school lunch
feeds their bodies.

Affordable Internet
feeds their minds.



Today, every family needs Internet access at home. It's become essential to how children do homework, how parents search for jobs, and how families connect to information — and to each other. Now, with **Internet EssentialsSM from Comcast**, the Internet is more affordable than ever. If you have a child who receives free school lunches, you may qualify.

Call 1-855-8-INTERNET to learn more.

InternetEssentials.com



Restrictions apply. Not available in all areas. Call for details. © 2011 Comcast. All rights reserved.



Free school lunch
feeds their bodies.

Affordable Internet
feeds their minds.

Today, every family needs Internet access at home.

It's become essential to how children do homework, how parents search for jobs and how families connect to information — and to each other. Now, with Internet Essentials™ from Comcast, the Internet is more affordable than ever. If you have a child who receives free school lunches, you may qualify.

Call 1-855-8-INTERNET (1-855-846-8376)
to learn more.

InternetEssentials.com

Restrictions apply. Not available in all areas. Call for details. ©2011 Comcast. All rights reserved.



Free school
lunch feeds
her body.

Affordable
Internet
feeds
her mind.

Today, every family needs Internet access at home.

It's become essential to how children do homework, how parents search for jobs and how families connect to information — and to each other. Now, with Internet Essentials™ from Comcast, the Internet is more affordable than ever. If you have a child who receives free school lunches, you may qualify.

Call 1-855-8-INTERNET (1-855-846-8376)
to learn more.

InternetEssentials.com

Restrictions apply. Not available in all areas. Call for details. ©2011 Comcast. All rights reserved.





Los almuerzos
escolares gratuitos
nutren su cuerpo.

El Internet
de bajo costo
nutre
su mente.

Hoy, todas las familias necesitan acceso al Internet desde sus hogares.

El Internet se ha convertido en una herramienta esencial para que los niños hagan sus tareas y los padres busquen opciones de trabajo; para que las familias se conecten entre sí y tengan acceso a la información. Ahora, con el **Servicio de Internet BásicoSM de Comcast**, el Internet es más accesible que nunca. Si usted tiene un hijo que recibe almuerzos gratuitos, su familia podría calificar.

Llama al 1-855-SOLO-995 (1-855-765-6995) para más información.
internetbasico.com

Aplican restricciones. No está disponible en todas las áreas. Llame para obtener los detalles. © 2011 Comcast. Derechos Reservados.



Earned Media

Internet Essentials launch events to mark the new school year were the centerpiece of our earned media strategy, galvanizing a broad range of stakeholders around our mission of urging as many eligible families as possible to enroll. Each event featured a speaker from Comcast describing the program and included mayors, governors, members of Congress, local or state superintendents, and community leaders, all helping to drive the message of the importance of broadband.

We have tracked over 1,400 print and online mentions as well as nearly 600 broadcast television segments. In addition, we have tracked approximately 100 radio interviews with an estimated listenership of over eight million people. We have also found talk radio to be a particularly effective way to reach eligible families.

National	Print and Online: <i>USA Today, Washington Post, TIME, Financial Times, CNET, Fast Company, Associated Press, Bloomberg</i> TV/Radio: <i>CNN, NPR, Local TV affiliates</i>
Regional	Print and Online: <i>Boston Globe, Philadelphia Inquirer, The Hill, Politico, Los Angeles Times, Atlanta Journal-Constitution, Miami Herald, Denver Post, Chicago Tribune</i> TV: <i>Broadcast affiliate stations</i> Radio: <i>Radio Disney Studio/KIID-AM 1470, KYW, WHY, KQV-AM Pittsburgh, NPR, Rick Jensen Show (DE), WBBM-AM (IL), and other local stations</i>
Ethnic	Print and Online: <i>Al Dia, La Neuvo Herald, El Pregonero, EFE.com, Sing Tao Daily, Philadelphia Tribune, Atlanta Daily World</i> TV: <i>Telemundo, CNN Espanol, Univision</i> Radio: <i>Radio One, David Cruz syndicated national bilingual show, Hablemos Hoy, Radio Estereo Sol, KSJV-FM, Radio Bilingue 91.5/Fresno Spanish Radio, Minority Counterpoint</i>
Tech/Trade/Online	Print and Online: <i>MultiChannel News, Broadcasting & Cable, CableFAX, PC Magazine, Computer Business Review, Digital Literacy, Ars Technica, Wired, Engadget, GigaOm, ZDNet</i>
Education and Nonprofit Verticals	Print and Online: <i>Education Week, Youth Today</i>



Comcast Chairman and CEO Brian L. Roberts speaks at the Internet Essentials launch event in Philadelphia, PA.

Comcast's Atlanta Region encompasses 28 school districts serving 850,000 students in and around the City of Atlanta.⁴ Forty-five percent of these students are eligible for free lunches through the National School Lunch Program. Our outreach to these school districts was initially met with some skepticism. Although supportive of the goal of broadband adoption, some districts were concerned that helping to spread the word about Internet Essentials could be viewed as the schools selling a Comcast product. Furthermore, four of the largest school systems in the Atlanta region (representing 49% of free lunch eligible students) were in the midst of bringing on new superintendents, and the City of Atlanta School District was in the midst of leadership change.⁵

Despite numerous meetings with school officials, it was not until one of their own became a champion of Internet Essentials that we were able to successfully work with Atlanta-area school districts to spread the word about the program. That champion was Dr. Buster Evans, the Forsyth County Schools Superintendent. Dr. Evans is a former chair of the Georgia State Superintendents Association and leads a school system that is at the forefront of instructional technology. Dr. Evans and his technology director, Bailey Mitchell, became Internet Essentials advocates. They publicly endorsed the effort and gave credibility to the program. Following Dr. Evans' lead, Cliff Cole, Superintendent of the Paulding County School District, proactively reached out to his counterparts in the region to advocate on behalf of the program and as a direct result of his outreach other districts joined in Internet Essentials – including those in Douglas County, Floyd County, Gordon County, Calhoun City and Bartow County. Thanks to the Superintendents' hard work, the Atlanta market has one of the highest response rates to Internet Essentials in the entire country.

Atlanta

Comcast Executive Vice President David L. Cohen greets an Atlanta student on the first day of school.



⁴ NCES and Comcast calculations.

Comcast reached out to and met with every one of the 68 school districts in the Denver region, attended many back-to-school and parent/teacher night events, participated in teacher conferences and sent representatives to school resource fairs held by public, charter, private and parochial schools. Tom Boasberg, Denver Public School's (DPS) Superintendent, became a champion of Internet Essentials. He promoted awareness of the program at monthly seminars held for all of his DPS principals, and encouraged his staff to form what is now referred to as the "Comcast Outreach Committee."

This committee brings together a broad cross-functional group, including DPS information technology officials, DPS parent/teacher engagement specialists and representatives of community organizations that work with DPS schools, in order to discuss ways they can help more DPS families become aware of

Internet Essentials and then help spread the word. The DPS "Comcast Outreach Committee" is a unique and notable example of how one district has created an infrastructure to disseminate information about Internet Essentials and drive participation among local families. This "cascading" communication approach has ensured that information about Internet Essentials flows through a number of channels to reach the desired audience. The District will soon launch its own Internet portal for parents. Internet Essentials will be prominently featured, and the District's portal sign-up kits will also include Internet Essentials materials. The District's partnership is a best practice that has contributed to dramatic results, with Denver having a solid response rate to the program.

Denver

Denver Mayor Michael B. Hancock observes the Internet Essentials launch event in Denver, CO.



These mentions generated more than 750 million media impressions for Internet Essentials through our sustained media effort over five months, on average seven times the size of our other major media campaigns in 2011. In contrast, the launch of our Extreme 105 Mbps speed tier (one of Comcast's major 2011 product launches) resulted in 156 million impressions.

Media Impressions by Outlet Type



Public Service Announcements and Comcast Newsmakers

To further promote awareness of Internet Essentials, we launched a bilingual Public Service Announcement (PSA) campaign across our service area. The Internet Essentials PSA campaign commenced in 19 cities and states as paid and earned-media runs were ending, helping to sustain awareness efforts. The campaign featured recognized leaders in the community such as Philadelphia Mayor Michael Nutter, Delaware Governor Jack Markell, Georgia Governor Nathan Deal, California State Senator Alex Padilla, and leaders of Urban Leagues affiliates and other community organizations talking about the importance of broadband adoption.

In addition, we recorded and aired "Comcast Newsmakers" segments regarding Internet Essentials. Comcast Newsmakers is a five-minute public affairs program that airs on CNN Headline News on Comcast Cable systems at 24 and 54 minutes past the hour and is available On Demand and online.

In all we aired over 7,000 PSA spots and over 4,000 Comcast Newsmakers segments nationally, none of them required by our initial commitment to the FCC. We will continue to execute an extensive PSA and Comcast Newsmakers campaign in 2012.

Baltimore Mayor Stephanie Rawlings-Blake appears on the Comcast Newsmakers program to discuss Internet Essentials.



Comprehensive Stakeholder Engagement Campaign



The coordinated paid and earned media campaigns were important to spreading the word, but the cornerstone of our communications plan was our extensive partnership with a diverse array of leaders from the education, government and nonprofit sectors across our service area.

- Outreach to over 4,000 school districts — more than 30,000 schools
- More than 1,000 community-based organizations, including churches, libraries, and PTAs
- Over 100 members of Congress
- More than 2,000 state and local officials
- Approximately 30 intergovernmental associations
- Over a dozen national educational organizations

Schools

Schools have proved to be our most essential partner, helping us promote Internet Essentials to eligible families by allowing us to send literature along with their normal NSLP notifications. Our “Spread the Word” campaign consisting of flyers and brochures that schools could include in their communications to families; posters they could put in their computer labs, hallways and offices; and pre-formatted ads and background information they could easily insert into their emails and newsletters. We created documents with the input of school district leaders to suit their needs — ranging from professional-looking marketing materials to simple letters — and made all of them available through the online Partner Portal.

As a result of this extensive outreach campaign, nearly 20,000 schools, representing over 70% of all qualified NSLP eligible families,⁶ became our partners in promoting Internet Essentials and distributed millions of program materials to eligible families. This outreach by schools was crucial to the success of the effort, as nearly 50% of Internet Essentials families cited school communications as their primary source of awareness.⁷ Engaged school districts clearly resulted in more families participating in Internet Essentials. Thus, across the top 600 school districts in our service area, there is a statistically apparent correlation demonstrating higher performance in districts that ordered enough brochures for all students (or at least all eligible students) as opposed to districts that ordered lower quantities of materials.

⁶NCES and Comcast calculations.

⁷2011 Survey by Muldoon Marketing Research, Inc.

If your child receives free school lunches, you may qualify for Internet Essentials™ from Comcast.

Bring the Internet home for just \$9.95 a month.

The world has gone digital. Internet service has become essential for success. That's why we created Internet Essentials. It's available to households with children who receive free school lunches under the National School Lunch Program. While participating in Internet Essentials, customers will receive:



AFFORDABLE INTERNET

\$9.95
a month
+ tax

no

- + price increases
- + activation fees
- + equipment rental fees

A LOW-COST COMPUTER

Available at initial enrollment
\$149.99
+ tax

FREE INTERNET TRAINING

Available online, in print and in person

Got fast Internet service so the whole family can enjoy:

- + Email
- + Homework
- + Sharing photos
- + Job searches
- + Paying bills online
- + Watching videos
- + Downloading music
- + And so much more!

Sign up today!

Call toll-free: 1-855-8-INTERNET (1-855-846-8376). For more information visit: InternetEssentials.com.

Restrictions apply. Not available in all areas. Limited to XFINITY® Internet Economy service for new residential customers meeting certain eligibility criteria. Advertised price applies to a single outlet. Actual speeds vary and are not guaranteed. After initial participation, if a customer is determined to be no longer eligible for the program but continues to receive Comcast service, regular rates will apply. Subject to Internet Essentials program terms and conditions. Call 1-855-846-8376 for restrictions and complete details, or visit InternetEssentials.com. ©2011 Comcast. All rights reserved. Internet Essentials is a program to provide home Internet service for families. It is not a school program, and is not endorsed or required by your school. Your school is not responsible for Internet Essentials accounts.





Si tu hijo recibe almuerzos escolares gratuitos, podrías calificar.

Obtén un servicio de Internet rápido y económico para tu hogar.

Servicio de Internet Básico™ de Comcast

INTERNET ECONÓMICO

\$9⁹⁵
al mes.
+ impuestos

sin

- aumentos de precio
- tarifas de activación
- tarifas de alquiler del equipo

UNA COMPUTADORA DE BAJO COSTO

Disponible al suscribirse **\$149⁹⁹**
+ impuestos

CAPACITACIÓN DE INTERNET GRATUITA

Disponible en línea, en materiales impresos y en persona

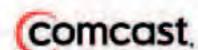


Tener Internet se ha convertido en algo esencial. No esperes más. Ve cómo puedes conectarte.

Llama al 1-855-SOLO-995

(1-855-765-6995)

o visita InternetBasico.com



Algunas restricciones. No está disponible en todas las áreas. Limitado al servicio de XFINITY Internet Economy para nuevos clientes residenciales que cumplen con ciertos criterios de elegibilidad. Los precios anunciados aplican a una sola computadora. Las velocidades reales varían y no están garantizadas. Después de la participación inicial, si se determina que un cliente ya no es elegible para el programa, para continuar recibiendo el servicio de Comcast, apróbatelo las tarifas regulares. Sujeto a los términos y condiciones del Servicio de Internet Básico. Llama al 1-855-765-6995 para obtener las velocidades y todos los detalles, o visita InternetBasico.com. ©2011 Comcast. Derechos Reservados. El Servicio de Internet Básico es un programa creado para proporcionar a las familias un servicio de Internet residencial. No se trata de un programa escolar y no es requerido ni está patrocinado por su escuela. Su escuela no es responsable de los costos del Servicio de Internet Básico. No se utilizarán fondos escolares para el servicio de este programa.

Local Community-Based Organizations, Libraries, and Faith-Based Organizations

We recognized that community-based organizations, libraries, and faith-based organizations would be critical local partners in helping us spread the word about Internet Essentials, particularly given the important role that community-based and faith-based organizations play in providing tech centers and other programs aimed at improving the lives of low-income families. As with all stakeholders, we effectively used the Partner Portal to make it easy for these community-based organizations to help us.

To further assist these organizations, we combined all of our outreach materials and created Partner Toolkits that we delivered to any interested organization. These toolkits contained 100 bilingual flyers, 100 bilingual brochures, a brochure holder, four posters, three pens and a specially designed Partner Program guide to help identify ways that our partners could help make Internet Essentials a success in their communities. We distributed over 1,500 of these toolkits around the country.

Today, we count over 1,000 community-based organizations, including churches, libraries, and PTAs, as our partners. Importantly, we have never turned down any community-based organization's request to partner with us.

National Community Partners

To facilitate the growth of partnerships across the nation, we worked with established nationwide community-based organizations that have a strong local presence. We hosted interactive webinars with the national staff and local affiliate leadership of the Boys & Girls Clubs of America, City Year, Teach for America, Big Brothers Big Sisters of America, United Way Worldwide, One Economy, LULAC, and the National Urban League, among others.

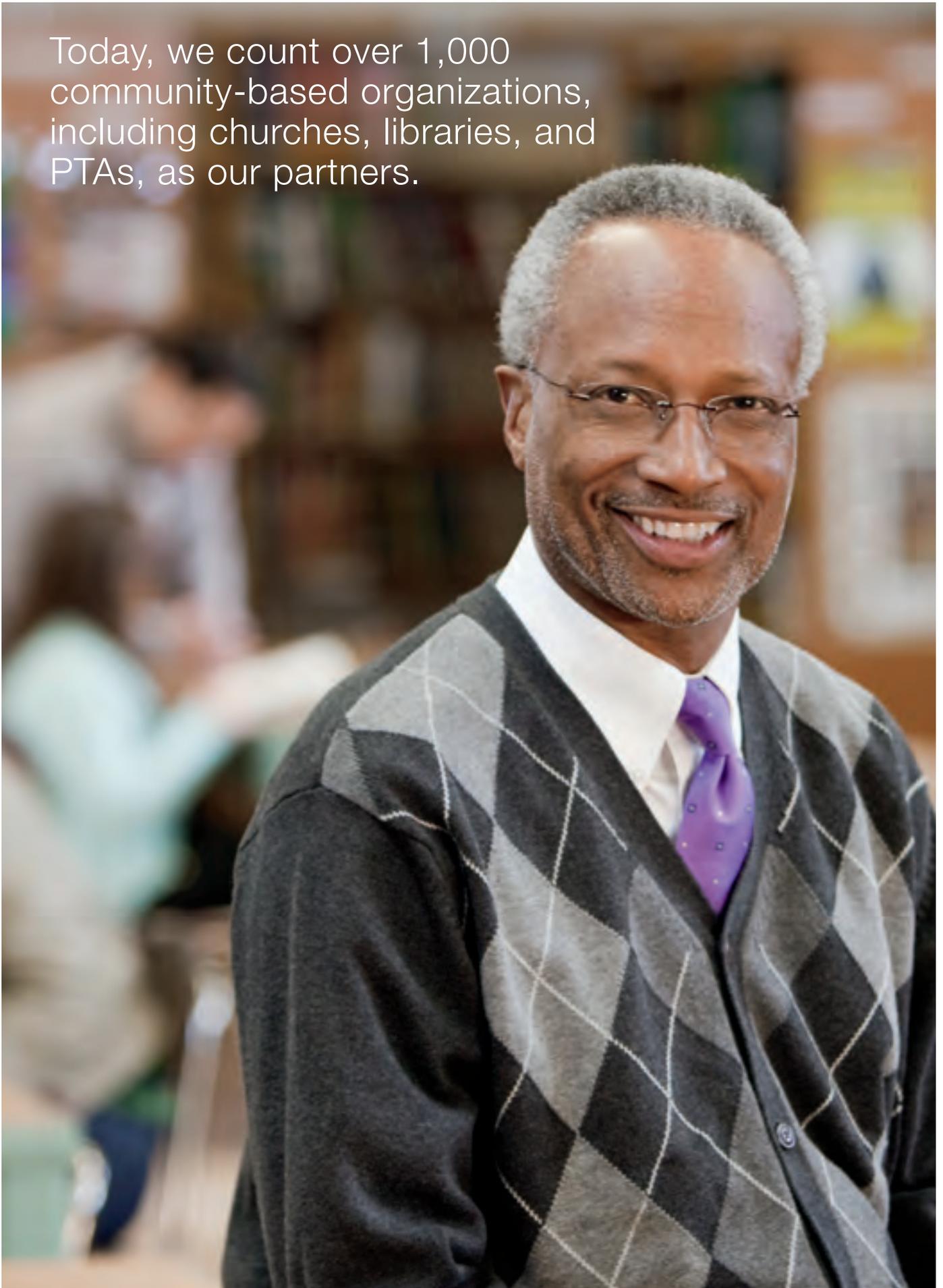
Federal, State, and Local Officials

Federal, State, and local elected and appointed officials have also played an essential role in promoting public awareness of Internet Essentials. These officials helped us create an atmosphere of support and excitement around Internet Essentials by encouraging local school districts to promote the program as a means of overcoming the achievement gap while providing a call to action for community-based organizations to utilize it as a tool to effect change in their communities.



Washington, D.C. Internet Essentials launch attendees include (left to right) Kaya Henderson, D.C. Public Schools Chancellor; Kyle E. McSlarrow, President, Comcast/NBCUniversal Washington, D.C.; Donna Rattley, Regional VP, Government & Regulatory Affairs, Comcast; Kelley Dunne, CEO, One Economy; Rahman Branch, Principal, Ballou High School; Julius Genachowski, Chairman, FCC; Rey Ramsey, President & Chief Executive Officer, TechNet; David L. Cohen, Executive Vice President, Comcast

Today, we count over 1,000 community-based organizations, including churches, libraries, and PTAs, as our partners.



From Call to Install

A woman with dark, curly hair is sitting on a rooftop metal grate. She is wearing a black tank top and light blue pants. She is smiling and talking on a black mobile phone held to her ear with her left hand. A laptop is open on her lap. The background shows a brick building and a metal railing.

“The Internet Essentials program is a perfect example of how a local school system, city government and the business community can all work together to create solutions that move our entire community forward.”

– Miami Mayor Tomas Regalado, August 2011

Although Comcast has ample experience in launching new products and services, the eligibility rules for Internet Essentials created a unique set of operational challenges. We sought to address these challenges while keeping the Internet Essentials application process as easy and efficient as possible, providing applicants with clear instructions, guidance and regular reminders throughout the process.

Operationalizing Eligibility

Our first hurdle was to determine how to verify eligibility of prospective customers. Although the USDA nationally standardizes NSLP eligibility criteria, an individual family obtains free lunch certification status on a local basis. In practice, there are variations among school district eligibility determinations. In addition, there are substantial privacy considerations and regulations associated with the NSLP that prevent the government from simply supplying a list of eligible families to a private company like Comcast.

We hired an established third-party verification specialist, Solix, to verify NSLP participation using copies of the annual notifications provided by school districts to students eligible to receive a free lunch. To support interested families through the application and verification process, we established a dedicated call center with specially trained agents. As noted above, our expert consultants also advised us that the NSLP population was experienced in using their NSLP status to apply for other benefits and services, so there would be a basic level of comfort with the eligibility and application process we were creating.

Congressman James Clyburn, FCC Commissioner Mignon Clyburn and Comcast EVP David L. Cohen congratulate a participant in the Comcast Digital Connectors program at the Carolina Youth Development Center in North Charleston, South Carolina.



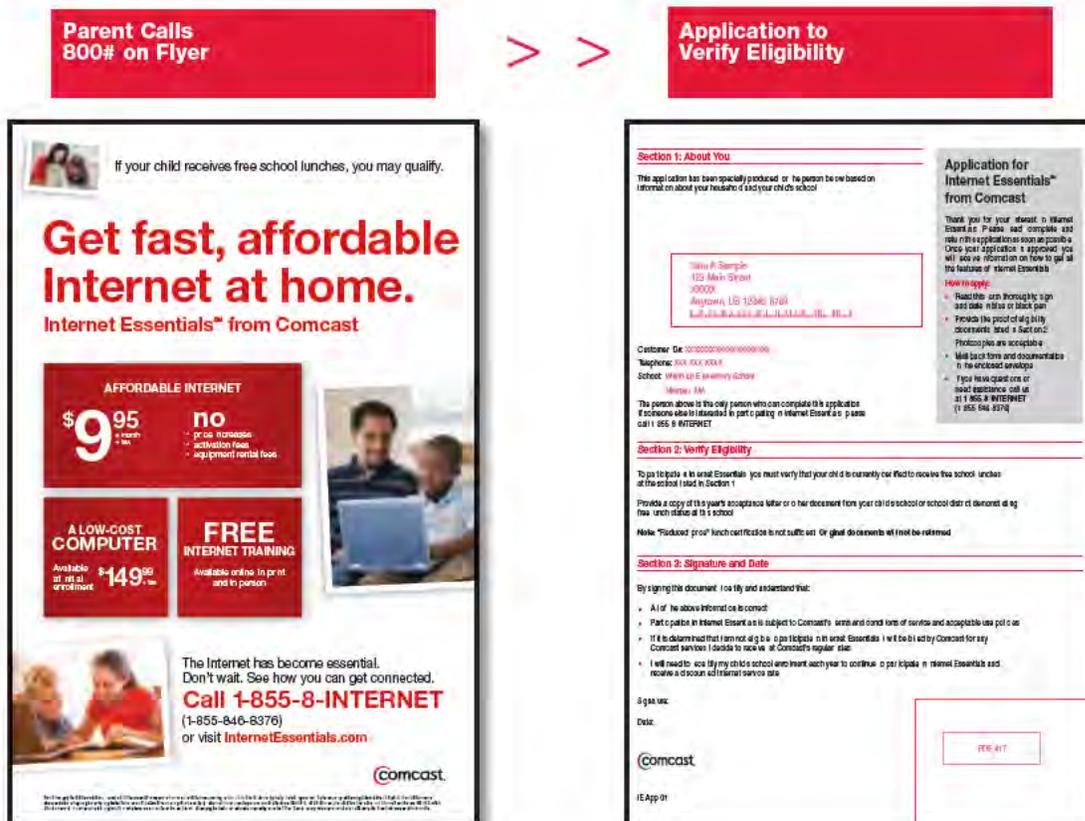
Improvements to Application Process

As we rolled out Internet Essentials, we improved the application process based on our observations of customer experience to ensure that the customer intake process did not materially hinder or delay families from enrolling in Internet Essentials. Changes made to date include the following:

- Shortly after launching the program, we comprehensively reviewed approximately 20 hours of recorded service request calls. Based on findings from that effort, we revised our call center script to more quickly and directly initiate the enrollment process.
- When we saw that some applications were not being returned, we initiated a "resend and remind" program, which automatically sent replacement application kits to those who failed to return their application within three weeks.
- To speed and simplify the application return process, we added the option for applicants to fax back applications. Additionally, we began accepting prior year free school lunch letters as supporting documentation.
- After observing some of the most common causes of non-approved applications, we began inserting a brightly colored reminder list into the application kit.

More improvements to the application process are underway. Research on families who requested applications but had not returned them revealed that gathering the required documentation was a possible barrier or point of delay. Thus, we are instituting an instant approval process for certain eligible families, such as those with children in Provision 2 schools, thereby allowing a person to complete the application over the phone without a separate verification step.⁸ We estimate that 15% of free school lunch eligible families — over 300,000 households — will qualify for this expedited approval process. We will also be enabling organizations to purchase Internet Essentials in bulk on behalf of eligible low-income families in their community.

Internet Essentials Sign-up Process



⁸Provision 2 is an option that enables schools and institutions to provide free meals to all of their students while reducing paperwork and administrative costs. While any school that participates in the NSLP may opt for Provision 2, generally schools with high percentages of low-income students (75% or more) are able to utilize this option.

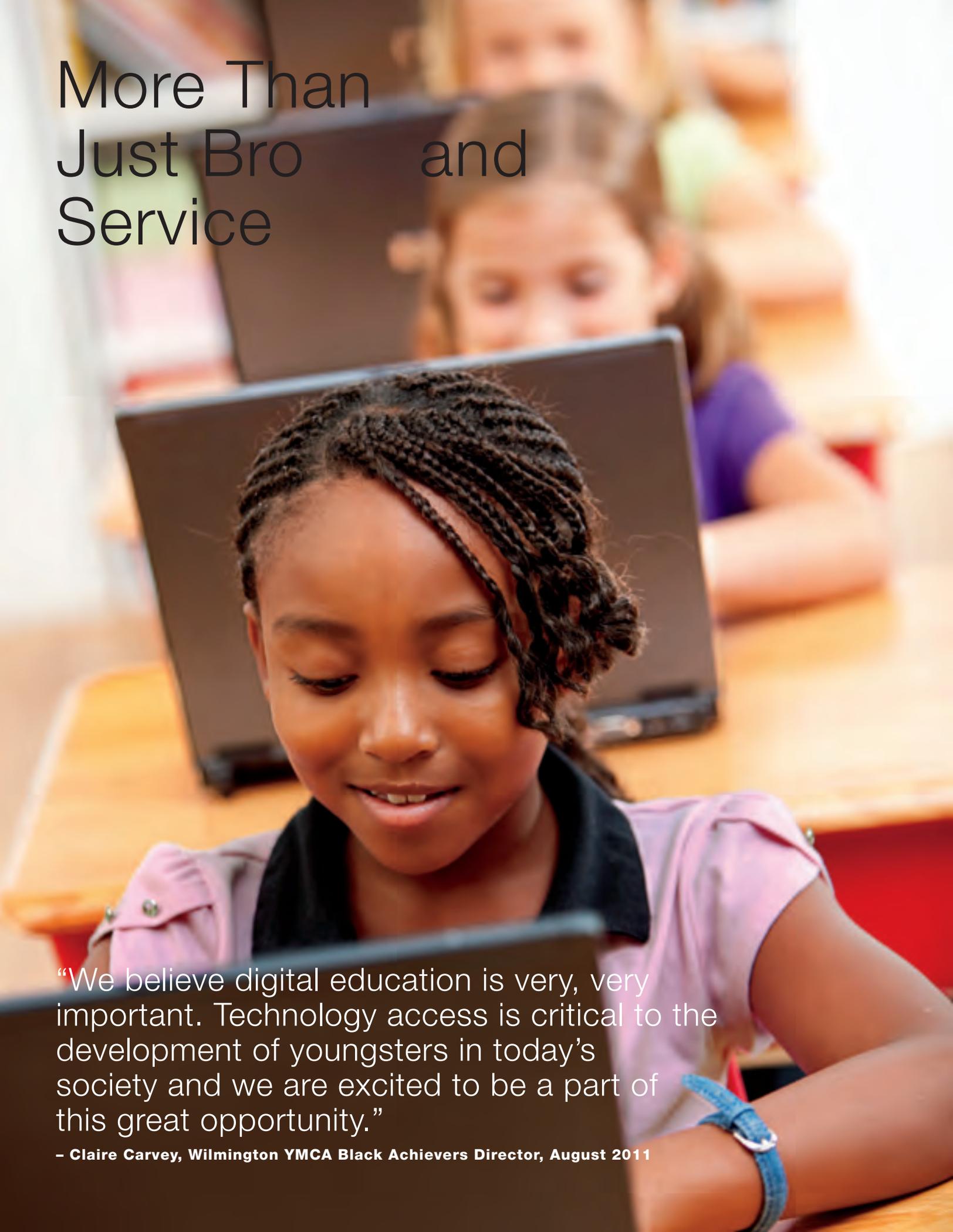
Other Unique Operational Challenges

There have been other operational challenges that required a unique approach for Internet Essentials customers, different from how we typically interface with customers:

- Comcast's general sales and billing platform was augmented to support and track the additional components of the Internet Essentials offer.
- The low-income population for whom Internet Essentials was designed encompasses a disproportionately large non-English speaking population. Thus, we had to be prepared to provide translation services and other support for this non-English speaking population.

Based on all these understandings and our experience with the program to date, we developed a workable way for getting customers through the application, verification, activation and installation processes. While there were some early challenges with the application process, our initial view that using NSLP as an eligibility gate would be understandable, navigable and efficient for the NSLP population generally proved to be accurate. Nevertheless, the substantial drop-off from applications requested to sign-up (a total of almost 46%) has led us to work on simplifying the process and to making a number of changes in an effort to drive that percentage higher.



A young girl with dark braids is looking down at a laptop screen. She is wearing a pink shirt with a black collar. In the background, other students are visible, some also using laptops, in what appears to be a classroom or computer lab setting.

More Than Just Bro and Service

“We believe digital education is very, very important. Technology access is critical to the development of youngsters in today’s society and we are excited to be a part of this great opportunity.”

– Claire Carvey, Wilmington YMCA Black Achievers Director, August 2011

Providing affordable broadband service is just one part of Internet Essentials. We also offer customers an opportunity to purchase a low cost computer and access to free digital literacy training.

Computers

We wanted to provide Internet Essentials families with the opportunity to purchase a discounted computer that could do more than just surf the web and send email. It was important that the computer be able to run a full suite of productivity, educational and security software. We knew this would be a challenge, so we conferred at length with experts from the teams at Intel, Microsoft, One Economy and Computers for Youth to develop the best options.

Working with our equipment partners at Dell and Acer, we were able to offer Internet Essentials families the opportunity to purchase a discounted netbook computer running Microsoft's Windows 7 Starter operating system with pre-installed web browser software and basic productivity software. Our vendor partner, Seneca, provides end-to-end customer service including sales, technical support, and warranty coverage, according to their standard policies.

To ensure that only approved Internet Essentials families were able to take advantage of this offer, we assigned each applicant a unique computer discount code upon approval of his or her completed application. Comcast worked with Solix to develop a first-of-its-kind platform that could generate unique discount codes, allow computer vendors' sales representatives to easily validate a customer's code and provide Comcast's centralized call center with the ability to troubleshoot problems (and replace codes, if necessary). Importantly, this unique system allows Comcast to include new vendors as the program continues and dynamically match orders with providers to ensure supply is never depleted.

While the pre-existing research suggested that lack of computer hardware in the home was a major hurdle to closing the broadband adoption gap, our experience to date suggests that this may be less of a problem than anticipated. We were frankly surprised by the relatively low number of families who have opted to purchase a computer through Internet Essentials. While we had an initial concern with the \$150 price point, our research shows that more than 80% of the families signing up for Internet Essentials report already owning a computer, and of those that did not purchase a computer only, a third thought price was a barrier.

BUY A DISCOUNTED COMPUTER.

Call 1-888-710-4156.

As an Internet Essentials™ customer, you have the option to purchase an Internet ready computer for the reduced price of just \$149.99 + tax.



Minimum Specifications
Processor: 1.86 GHz
Memory (RAM): 1GB
Hard Drive: 160GB
Screen: 10.1 inches
Operating System: Microsoft Windows Starter
May be refurbished.

Additional computer configurations may be available.

When you call to order, you will need to provide the following single-use code:

12345

Do not throw away this letter. This code is required.

Only debit, credit or prepaid cards will be accepted when you place your computer order. Prepaid cards are available at a variety of retailers such as drugstores, supermarkets and convenience stores.

To receive the discounted price, you must call to place your order by the date below:

3/29/12

Restrictions apply. Subject to Internet Essentials program rules, terms and conditions. Taxes may be based on retail value of computer. Comcast reserves the right to substitute for similar or like model, or to offer different model devices. Purchase Code is for one time use for a discount on a computer as part of the Internet Essentials program. The Code is not transferable or assignable, and has no cash value. By using the Code, customer authorizes that its name and other details relating to the computer purchase can be shared with Comcast and its authorized affiliates for purposes of processing the order. Call for details. © 2011 Comcast. All rights reserved.

English Language Computer Card

COMPRA UNA COMPUTADORA A PRECIO REDUCIDO.

Llama al 1-888-710-4156.

Como cliente del Servicio de Internet Básico™ tienes la opción de comprar una computadora lista para Internet por el precio reducido de solo \$149.99 + impuestos.



Especificaciones mínimas
Procesador: 1.86 GHz
Memoria (RAM): 1GB
Disco duro: 160GB
Pantalla: 10.1 pulgadas
Sistema operativo: Microsoft Windows Starter
Puede ser una computadora reacondicionada.

Pueden haber configuraciones de computadora adicionales.

Quando llames para ordenarla, debes proporcionar el siguiente código de uso único:

12345

No botes esta carta. Es necesario que proporciones este código.

Para hacer el pedido de la computadora, solo se aceptarán tarjetas de débito, crédito o prepagadas. Las tarjetas prepagadas están disponibles en una variedad de tiendas como farmacias, supermercados y tiendas de conveniencia.

Para recibir el precio reducido, tienes que llamar y ordenar tu computadora antes de la siguiente fecha:

3/29/12

Aplican restricciones. Sujeto a las reglas, términos y condiciones del programa del Servicio de Internet Básico. Los impuestos pueden estar basados en el precio de venta al por menor de la computadora. Comcast se reserva el derecho de sustituir la computadora por un modelo similar o parecido, o de ofrecer aparatos de modelos distintos. El código de compra solo se puede usar una sola vez para obtener un descuento en una computadora como parte del Servicio de Internet Básico. El código no es transferible ni se puede irrogar y carece de valor en efectivo. Al usar el código, el cliente autoriza que su nombre y otros datos los relacionados con la compra de la computadora puedan ser compartidos con Comcast y sus afiliados autorizados para el cumplimiento del pedido. Llame para obtener los detalles. © 2011 Comcast. Derechos Reservados.

Spanish Language Computer Card

Training – In Print, Online and In-Person

In order to break down the digital literacy barriers to broadband adoption and to help Internet Essentials families take full advantage of their new online experience, we developed and deployed an ambitious digital literacy strategy — one that extended beyond our original commitment to the FCC.

First, we prepared and provided a collection of printed digital literacy materials for inclusion in the Internet Essentials Welcome Kit. The Welcome Kit includes lesson cards that show the user how to install and activate his or her Internet service, protect his or her computer by installing Norton™ Security Suite and set parental controls with Norton Online Family. The information cards also include helpful tips on how to get the most out of the Internet and direct the user to the Internet Essentials Online Learning Center to explore further.

In addition to the printed digital literacy materials included in the Welcome Kit, we also developed the Internet Essentials Online Learning Center, which serves as a central hub of online digital literacy training materials, providing easy access to a simple curriculum to help families improve their digital literacy. The website is available in both English (InternetEssentials.com/learning) and Spanish (InternetBasico.com/aprender), and users can find tutorials on how to set up email, protect themselves and their families from viruses and other malware, keep children safe, locate useful resources for anything from professional growth to healthcare and find Comcast support for service issues.

The Internet Essentials Online Learning Center is continuously updated with additional content and links to digital literacy training resources. For example, in recent months, we have added additional digital literacy content to the Online Learning Center. As we move forward, we will continue to improve the user experience of the Online Learning Center by making it more interactive, expanding the depth of digital literacy content by partnering with other experts in digital literacy and online learning (including Common Sense Media, One Economy and NBC Learn), and increasing the visibility of the Online Learning Center by increasing promotion of it with partners and media. In addition, we plan to provide a direct link to the extensive online digital literacy materials expected to be a part of the Connect to Compete website once it is launched, solidifying the one-stop shop advantages of the Internet Essentials site and its Online Learning Center.



Students go online at the Internet Essentials launch event in Fresno, CA.

Reverend Horace L. Sheffield III has been a preacher in Detroit, Michigan since 1978. He is the pastor of Detroit's New Destiny Baptist Church and the executive director of the Detroit Association of Black Organizations, where he established and administers their Detroit Cares Academy (DCA) and Project Self-Sufficiency programs.

Reverend Sheffield and the DCA are using Internet Essentials to further facilitate the graduation of high school students who have either incomplete or failed classes and must earn credits to finish school. One of DCA's programs enables students to make up those credits by taking or finishing classes online.

The DCA keeps its computer lab open late in the evenings and weekends in an effort to serve students who may not have Internet access at home. With Internet Essentials, more families are able to have broadband access in their homes and thus fewer students are spending long hours and late nights at DCA's computer labs.

To promote Internet Essentials in his community, Reverend Sheffield regularly holds community forums with religious leaders, community activists, educators and others who service the specific population that is most at risk of being affected by the digital divide. Reverend Sheffield also uses his weekly radio program "On the Line with Reverend Horace Sheffield" and TV program "Real Talk" to spread the word about Internet Essentials.

Detroit

Comcast Vice President, External and Government Affairs Bret Perkins looks on as a student goes online at the Internet Essentials launch event in Detroit, MI.



When Comcast acquired its cable systems in the Greater Miami market in November 2002, the prior operator had not made broadband service available to the entire market. When Comcast took control, we built and executed a community investment strategy to ensure that:

- Broadband Internet service was available market-wide within 24 months;*
- Anchor institutions, such as the Boys & Girls Clubs, Big Brothers Big Sisters, the Urban League, United Way and other community centers had courtesy high-speed Internet access so families that did not have broadband service at home could access the Internet; and*
- The community had access to digital literacy and broadband adoption programs such as the Digital Connectors program with partners like Volunteer Broward, Elevate Miami and the YMCA.*

When our community partners learned that we were committed to raising broadband adoption rates of low-income families they quickly became vocal champions of Internet Essentials. Based on their historic partnerships and experience with us in Miami, they knew we were serious and committed to this project. They also understood we would need their help. City Year of Miami, Elevate Miami, Urban League of Broward County, Volunteer Florida and the Cuban American National Council are some of the organizations that expressed their commitment to promote the program, and each immediately registered as a partner on our Internet Essentials Partner Portal and ordered free promotional materials. They distributed these materials during neighborhood meetings, canvassed their communities with Internet Essentials materials in English, Spanish and Creole, displayed Internet Essentials materials at their sites, and shared them with other community leaders and public and private service agencies with whom they partner, including local schools. Their partnership resulted in the Miami market having one of the highest response rates to Internet Essentials in the country.

Miami

Students use the Internet at the Internet Essentials launch event in Miami, FL.



We also recruited and engaged a network of more than 300 community-based organizations to provide in-person digital literacy training. We pre-screened organizations interested in providing training and qualified certain organizations as Internet Essentials Training Partners.

To become qualified, the community-based organization had to meet the following criteria:

- Have training facilities located in a Comcast service area;
- Have a computer lab with a projector and at least 10 working computers with Internet access;
- Have a facility with ample restrooms, handicap accessibility, nearby parking and easy access/proximity to public transportation; and
- Send at least one potential trainer to participate in a Comcast-led “train-the-trainer” session between late August and mid-October 2011.

All training partners received a copy of the Internet Essentials Training Facilitator’s Guide (in both English and Spanish), which was specially prepared by professionals at Comcast University in conjunction with significant digital literacy nonprofit partners such as One Economy, Common Sense Media and iKeepSafe, along with a USB flash drive with a copy of the Internet Essentials training presentation.

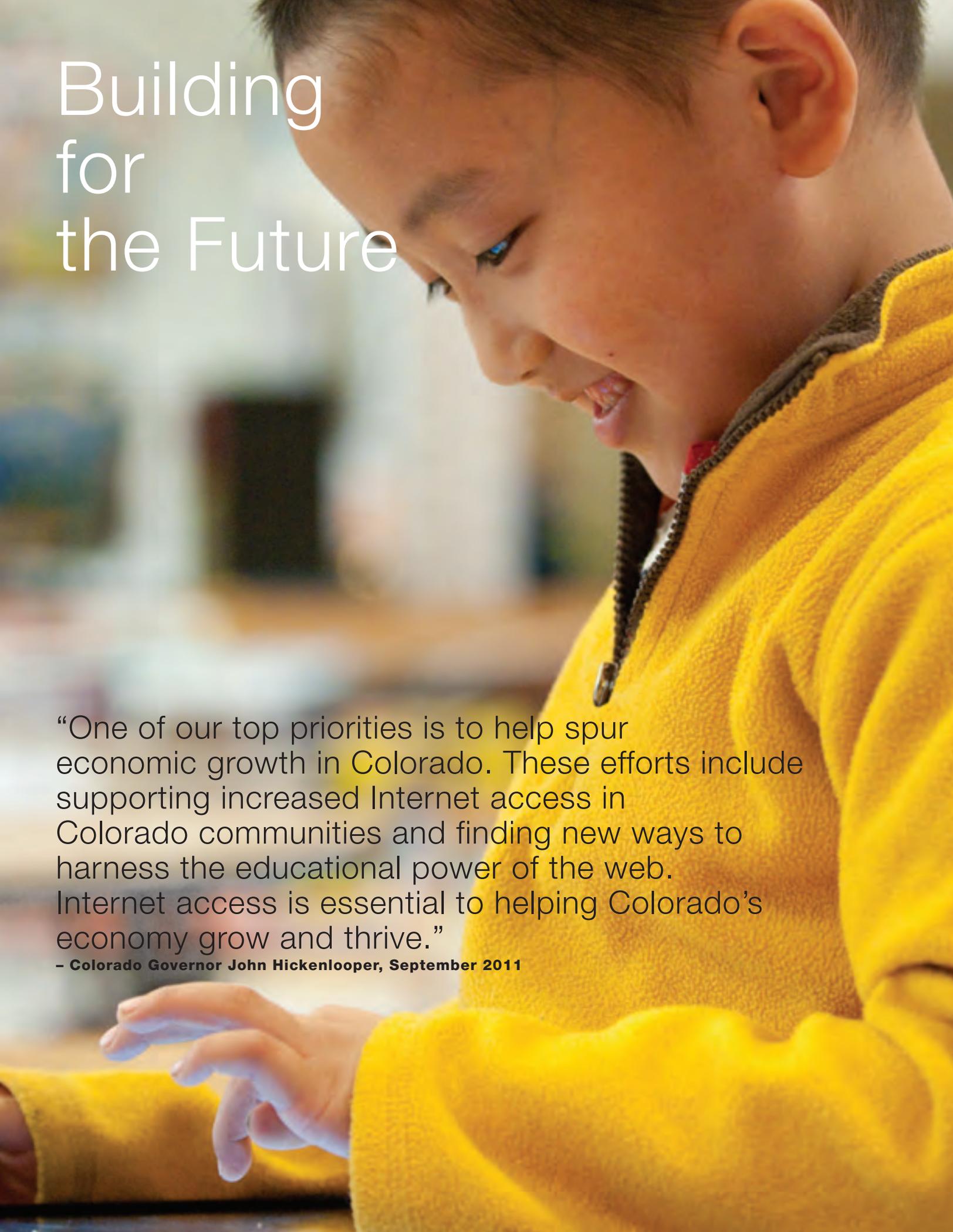
Before their scheduled trainings, each organization received customized promotional materials to share with their constituencies. Dates and locations of these sessions were also posted on the Internet Essentials website so customers could find local training opportunities.

Between August and December 2011, Internet Essentials training partners hosted nearly 300 digital literacy training sessions across the country with over 1,250 attendees. In-person digital literacy training sessions were delivered primarily in English and Spanish, with several sessions facilitated in other languages including Mandarin Chinese and Creole. While early enrollments were limited, expansion of outreach and promotional efforts by Internet Essentials training partners boosted attendance at later sessions, and we helped training partners to share best practices with one another.

We continue to review our training program with our partners, reviewing one-on-one and focus group feedback, trainer feedback, trainee surveys and training session observation forms to improve future Internet Essentials digital literacy training strategies, curriculum and outreach efforts.

A participant in the Comcast Digital connectors program works on a computer in Philadelphia, PA.



A close-up, profile view of a young child with dark hair, wearing a bright yellow zip-up jacket. The child is looking down and to the left, with their hands positioned as if interacting with a device. The background is blurred, suggesting an indoor setting.

Building for the Future

“One of our top priorities is to help spur economic growth in Colorado. These efforts include supporting increased Internet access in Colorado communities and finding new ways to harness the educational power of the web. Internet access is essential to helping Colorado’s economy grow and thrive.”

– Colorado Governor John Hickenlooper, September 2011

Before Internet Essentials, no private company had tried to tackle all the major barriers to broadband adoption in one comprehensive program. Our work to design and implement Internet Essentials helped build momentum for other stakeholders to try similar programs. Recently, the FCC, under the leadership of Chairman Julius Genachowski, together with the National Cable & Telecommunications Association and a group of nonprofits and diverse technology companies, followed suit and adopted the Connect to Compete initiative, which closely tracks Internet Essentials in structure and intent.

Lessons Learned

In the short time since launching Internet Essentials, we have learned a great deal. Certain aspects of Internet Essentials are performing above expectations; others are not working as well as we would like. Some of these lessons were learned in our day-to-day experience, while others are the outgrowth of our survey research.

Key lessons learned to date include the following:

- **Participation is directly tied to school and community engagement.** Simply stated, in areas where we had more involvement from our community partners and in particular, strong school district support, we had noticeably higher participation levels in the program. Our research revealed that partnering with trusted members of the community, such as school districts, faith-based organizations, providers of social services, community-based organizations and local officials would be the most effective way to inform low-income families of the program. Our research also revealed that nearly half of all customers became aware of Internet Essentials from their schools. And when we observe the response rates in the largest school districts, it appears that there is a real correlation between the schools that aggressively promote the program and the number of families signing up for Internet Essentials. We will, therefore, be working to get schools even more engaged in the effort.
- **Publicity, both paid and earned media, is an important complement to an engaged school district.** We, therefore, intend to continue our paid and earned media strategies, including our PSA and Comcast Newsmaker campaigns.
- **Broadband relevance will take more time to address.** Our research reaffirms that broadband education is important and necessary for customers to fully appreciate and use the service. We also discovered that there is a wide range of digital literacy readiness, and we need to factor this into our training. It is also clear that our Online Learning Center is underutilized. We continue to work with our community partners and organizational experts in digital literacy to further understand the spectrum of needs of our targeted audience, how we can better promote awareness of the resources we are making available and how we can improve the accessibility and depth of content we offer.
- **The application process should be made as simple as possible.** Over the course of launching the program, we made several adjustments to the application process and introduced numerous tactics to ensure a smooth customer experience. We want to eliminate every possible upfront barrier for eligible families to apply for and get accepted into the program and continue to seek out new and better ways to both simplify it and get families online faster.

Philadelphia Mayor Michael A. Nutter speaks at the Internet Essentials launch event in Philadelphia, PA.



2011 Program Adjustments

As we have outlined in this report, we have drawn upon these learnings to adjust the program throughout its early implementation.

Over the course of 2011, we

- Updated our call center training and scripts to more quickly and directly initiate the enrollment process;
- Initiated a “resend and remind” program, which automatically sends replacement application kits to those who have failed to return an application within three weeks of receiving it;
- Added an option for applicants to fax back applications;
- Begun accepting prior year free school lunch letters as supporting documentation; and
- Inserted a brightly colored reminder checklist into the application kit to ensure documentation is filled out properly the first time.



FCC Chairman Julius Genachowski talks with a student at the Internet Essentials launch event in Washington, DC.

2012 Program Adjustments

We are also announcing a series of additional program adjustments for even greater success in 2012.

- **Expand Eligibility:** Our initial eligibility rules limited the program to families with at least one child eligible to receive a free school lunch as part of the NSLP. We have decided that expanding the Internet Essentials eligibility rules to include families with at least one child qualified to receive a reduced price school lunch as part of the NSLP would simplify questions around eligibility, clarify the messaging for our school and community partners and provide more low-income families with an opportunity to cross the digital divide. This expansion, which will be effectuated during the second quarter of 2012, will add an estimated additional 300,000 households in our service area eligible to participate in Internet Essentials, moving well beyond our commitment to the FCC and bringing the estimated total eligible population to 2.3 million families.
- **Streamline the Process:** We are introducing additional enhancements to the application process, including an instant approval process for families with students in schools that provide free school lunches to all students, such as Provision 2 schools, and enabling organizations to purchase Internet Essentials service and discounted computers in bulk on behalf of eligible low-income families in their community. We estimate that the instant approval process will cover about 15% of the free school lunch eligible population or over 300,000 families. Instant approval for Provision 2 families will be effective immediately and we will offer the ability to make bulk purchases during the first quarter of 2012.
- **Increase Speed:** Effective during the second quarter of 2012, we will double the speed of the Internet service to up to 3 Mbps downstream and up to 768 Kbps upstream. By increasing the service speed, we will further enrich our customers' online experience and add even greater value to the offer.
- **Hardware pricing:** Working with our private vendors, and with the Connect to Compete collaborative, we will try to reduce the cost of computer equipment to Internet Essentials families.



Students and teachers attend the Internet Essentials launch event in Fresno, CA.

- **Increase Outreach and Engagement:** Based on feedback from families enrolled in Internet Essentials, we know that the more they hear about our program from local sources they trust, the more likely they are to respond to this unique opportunity. We, therefore, have plans to increase our focused efforts to spread the word by working with schools, libraries, community centers and additional nonprofits and agencies that serve low-income families, such as employment offices and departments of families and children services. Lastly, we look forward to the introduction of the Connect to Compete collaborative and we are identifying ways to work together on outreach and to take advantage of the promotional activities of Connect to Compete.
- **Expand and Enrich Digital Literacy Training:** We are also committed to expanding and enriching our in-person and online digital literacy training, changes that we will roll out throughout 2012. We plan to provide a wider array of training opportunities working in cooperation with our community-based partners, who intimately understand the needs of their communities. In many cases, we have experienced greater participation when generalized training is tied to other relevant interests such as job search and job training. We also plan on further development of our Online Learning Center to provide families with enhanced content and a broader array of training options. We are consulting with content partners like Common Sense Media, One Economy and NBC Learn to make the content more relevant and dynamic. And we look forward to the launch of the online digital literacy learning portal by the Connect to Compete collaborative, which we intend to link into our Internet Essentials Online Learning Center.

Conclusion

A significant amount of work has gone into launching Internet Essentials. As with the launch of any new product or service, we have spent a great deal of time analyzing the program's operations to determine how to improve the delivery of the service. Our partner for this evaluation is the Joint Center for Political and Strategic Studies. This report focuses on the first five months of the program.

While we are enormously proud of what we have accomplished, and are pleased to share our early results and lessons learned, we know that there is still more work to be done. We also recognize that we are not alone in this endeavor. With the help of our partners, we have enabled over 41,000 families to cross the digital divide in less than six months. With the support of our current and future partners, we will continue to break down the barriers to broadband adoption across the country.

We look forward to sharing even more results and lessons learned in the months and years ahead.

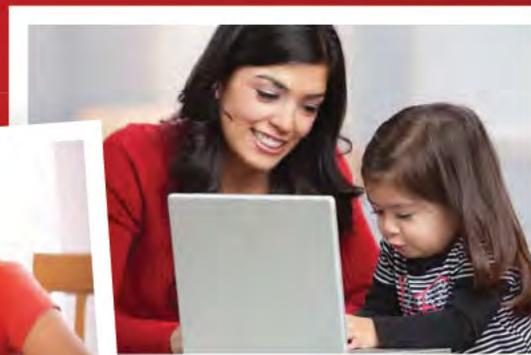
Internet Essentials **Welcome Kit**



INTERNET ESSENTIALS™
FROM COMCAST

LEARNING RESOURCES

Connect to the
power of the Internet
from home.



Getting up to speed.

Getting Started

- Install and activate your home Internet
- Download and install Constant Guard™

Learning Resources

- Avoid Internet threats
- Safeguard your family online
- Protect your identity
- Get more out of the Internet

To access free online learning tools, a schedule of in person training sessions and more, visit InternetEssentials.com

For Internet Essentials general inquiries:
Call toll-free **1-855-8-INTERNET** (1-855-846-8376)
Please visit our website: **InternetEssentials.com**

Install and Activate

BEFORE YOU START: Make sure your modem is ready to be activated. It should be plugged in, connected and turned on (please see the how-to instructions printed on the lid of your self-installation kit).

Open your Web browser, such as Internet Explorer or Firefox, and follow the steps below to activate your Internet service. These steps will appear on your computer screen. When you finish Step 5 you will be able to use the next card to help you install Norton Security Suite and Parental Controls.

Step 1: Enter your account information

- 1 Enter your account number (please see the Activation Information card included in your self-installation kit).
- 2 Enter the telephone number you provided when you signed up for Internet Essentials.
- 3 Click **Next**.



- 4 On the next screen (not shown) click **Next** again. This will start loading your account information.

Install and Activate

Step 2: Activate your Internet service

You will be asked if you are ready to activate.

- 1 Click **Next**. You will see the words “Activating Device.”



- 2 A small window will appear (not shown). Click **OK**. Your modem will be activated. This may take up to 10 minutes.

Step 3: Complete the activation process

Your modem is now ready to be used.

- 1 Click **Next** to finish.



- 2 On the next screen (not shown) click **Next** once again.

Install and Activate

Step 4: Choose a username

You will now set up a username and password.

- 1 Choose a username.
- 2 Select a password.
- 3 Select a security question and enter an answer. You will need to provide this answer if you need to reset your password in the future.
- 4 Click **Next**.



NOTE: Keep this information in a safe place. You need it to log into your XFINITY® email account online. Your XFINITY email address is your username followed by: @comcast.net.

Install and Activate

Step 5: Software Setup

- Click **Install** to download the software.
- You will be asked to run or save the application. Click **Run**.
- When finished downloading, a screen message will ask “Do you want to run the software”? Click **Run**.



Once you're finished please see the Download and Install Constant Guard™ section for instructions on installing this software.

Download and Install Constant Guard™

Setting up Norton™ Security Suite

- Norton Security Suite will automatically set up the antivirus, firewall and backup systems, but you can change these settings.

Installing and setting up Parental Controls

- Open Norton Security Suite and click **Settings** in the upper right corner of the application window.
- Now click **Parental & Privacy Controls**. This takes you to the Norton Online Family website. Click **Get Started**.
- You need to create a Norton Online Family account. Provide an email address and create a password.
- Choose a name for your family and select a picture for yourself.
- Click the **Add Child** button to add profiles for each of your children. You will need to provide their first name(s) and year(s) of birth. Click **Install Norton Safety Minder** once you are done.
- Click **Install Now**. (You can download more detailed installation instructions if you need the extra help.)



NOTE: We recommend you install Constant Guard™ software on all the computers your children use.

Internet Safety

Avoiding online threats

The Internet is a useful and helpful tool, but there may be risks. Knowing how to identify online threats can help keep your information secure and your family safe.

1 Email Spam

Also known as junk email. This is when companies send emails to many people without permission, sometimes trying to trick them.

How a “spammer” can obtain your email address:

- You replied to or clicked a link in a spam email message.
- You signed up for a service or mailing list that shared your information.

How to reduce email spam:

- Keep your Norton™ Security Suite up to date.
- If you get suspicious emails, delete them immediately.
- If you need to give an email address to someone you don't trust, create an additional address. Take advantage of the additional email addresses Comcast offers you with your service.

2 Email “Phishing”

This is when scammers send emails that appear to come from a real company (but do not). They may ask you to share private information, which you should never do.

How to avoid Phishing:

- Check the email subject: Watch for messages that ask about personal or financial information. Do not reply!
- Check the link: If you do not trust the website or sender, DO NOT click on any links in the email.
- Comcast verified email: When you check your messages online, a special symbol confirms the email was sent from Comcast.

Internet Safety

3 Spyware

This is a computer program that gathers your information without your knowledge or permission. Spyware can make your computer work badly (slow browsing, program crashes, etc.).

How spyware works:

- People usually get spyware from file-sharing websites or programs, or free applications like Gator, Kazaa, Hotbar and LimeWire.

How to reduce spyware:

- Avoid visiting any of these sites and be sure Norton Security Suite is on. It can detect and remove spyware.

Internet Safety

Safeguarding your family

Children use the Internet more than ever. Follow these tips to provide them with a safe online experience.

1 Protecting minors from inappropriate content and usage

How you can improve Internet safety:

- Use Parental Controls: filter out inappropriate content and track what your children do online.
- Ask your children what websites they visit and spend time at the computer with them.
- Review the history menu on your Web browser, for example, Internet Explorer and Firefox.

What to teach children about Internet safety:

- Encourage your children to tell you about bad experiences they may have online. Talk with them about online threats.
- Tell them they should not share personal information such as their name, address or phone number.
- Establish clear rules: what websites they can visit and how much time they can spend online each day.

2 Cyberbullying

Cyberbullying is when someone uses the Internet to harass or bully another person online or via email. An example might be spreading rumors about someone or sharing inappropriate images online.

Internet Safety

How to prevent cyberbullying:

- Talk to your children. It is important to speak with them about what is appropriate. No one deserves to be bullied.
- Tell your children not to react, but to stop, block and tell.
 - 1) Stop interacting with the bully.
 - 2) Block the bully from sending any more messages.
 - 3) Tell an adult they trust.
- Document everything. Save emails and other communication. If you decide to reach out to the authorities, you'll be able to support your case.
- Seek help. If you feel your child is in immediate danger, report the incident to law enforcement immediately. You also may contact the Comcast Assurance Security Hotline at: **1-888-565-4329**.

Internet Safety

Protecting your identity

Remember: sharing information online, even with verified websites, may put you at risk. Here are some steps to protect yourself.

1 Use strong passwords

- Create a strong password: Use a mix of letters, symbols and numbers. The more complex your password is, the better.
- Do not use sequences (123 or abc) or personal information such as your birth date.
- Do not publicly post anything you may use as a password.
- Use a different password for each website.
- Change passwords from time to time.

2 Protect your credit

- Do not email your credit card number to anyone, not even a company.
- Check your accounts for suspicious purchases.
- Ask for a free credit report: You can request one every year from each of the three credit bureaus by calling (877) 322-8228 or visiting www.annualcreditreport.com.
- Place a fraud alert: If you think your information has been stolen, call the credit bureaus to request a fraud alert and possibly put a security freeze on your files.
- Download IDENTITY GUARD® at no extra charge. It helps protect your identity.

Internet Safety

3 Safely browse the Internet

- Use Internet Explorer or Firefox: These Web browsers can help automatically detect possible fraudulent websites.
- Make sure you have a secure connection before you make an online purchase, pay a bill or access account information.
- Look for a secure connection; check for the lock in the status bar and “https” in the address bar.



4 Secure your files and information

- Home network: Be sure to protect your WiFi network with a password. If not, people can access your Internet connection.
- Secure your computer: Add a password to your computer if you allow others to use it. Create a special login for guests to use.

Helpful Online Resources

Get more out of the Internet

The Internet can be a very useful tool if you know where and how to find the information. There are many places online that can help you to do things such as sign up for health-care insurance or apply for a new job. Below are a few websites you may want to visit to get you started, but you should go to the Internet Essentials website for these and other helpful links.

Your career

Find a new job: www.careeronestop.org

- A one-stop shop for career-related information. Learn how to create a resume, search for jobs and prepare for interviews.

Get a better job: www.myskillsmyfuture.org

- Look for a better job that matches your skills and understand how to get training to land a better job.

Just lost a job? www.careeronestop.org/ReEmployment

- Learn what you can do to get going again, how to apply for unemployment benefits and participate in job assistance programs.

Prefer to do this in person? www.servicelocator.org

- Find workforce resources in your area.

Your education

Go to college: www.college.gov

- Understand the possible benefits, know what to do to apply and find ways to pay.

See the options: www.collegeboard.com

- Go to the Parents section to see the choices of colleges you or your child could choose to attend.

Know how to pay: www.fastweb.com

- Find out how to pay for college through a variety of options (financial aid, loans and scholarships).

Understand the costs: www.collegecost.ed.gov

- Gain a clearer picture of the costs for college.

Helpful Online Resources

Your money

Manage your money: www.mymoney.gov

- Find helpful financial information based on where you are in life, from the birth of a child to retirement.

Get a credit card: www.federalreserve.gov/creditcard

- Better understand how a credit card account works and the latest rules that protect consumers.

Free tax help: www.myfreetaxes.com

- Get free help with preparing and filing your taxes.

Your health

Find a doctor: doctor.webmd.com

- Search for a variety of doctors located in your area.

Get health services: findahealthcenter.hrsa.gov

- Find free or low-cost health-care (medical and dental) services.

Get live help

Go to your local public library: harvester.census.gov/imls/search/index.asp

- Your local library has trained staff available to show you how to find information online.

Useful websites

Learn how to get more out of the Internet.

- **Digital literacy resources:** www.digitalliteracy.gov
Government's official website on digital literacy.
- **The Beehive:** www.thebeehive.org
Great source of information on everyday needs including money and health.
- **Tech Goes Home:** www.techgoeshome.org
Computer and Internet education program.

Call 1-855-8-INTERNET
(1-855-846-8376)
or visit **InternetEssentials.com**



Appendix #

Internet Essentials **Partner Program Guide**



**INTERNET ESSENTIALSSM
FROM COMCAST**

Partner Program Guide

**For Educators, Community Partners
and Government Officials**

A step-by-step approach
to help more students
and families get online

INTRODUCTION

Bringing Internet service to more families. It starts with you.

The digital divide is real. As broadband Internet becomes increasingly central to employment, education and even health care, the gap between those with Internet service and those without grows larger. Students and families without Internet at home have to struggle to keep up.

At Comcast, we're working to help close the digital divide through the Internet Essentials program. We believe this first-of-its-kind initiative will serve as a national model for expanding broadband adoption by low-income Americans.

Internet Essentials offers families with at least one child receiving free or reduced price school lunches low-cost broadband service for \$9.95 a month plus tax. In addition, they have the option to purchase a computer for just \$149.99 plus tax at the time of enrollment, plus free digital literacy training — in print, online and in person.

Your role is key to our program's success.

As an educator, librarian, elected official or community leader, you play a vital role in bringing the Internet to more families in your community. By promoting the importance of Internet access and spreading the word about programs like Internet Essentials, we can help bridge the gap — one family at a time.

This guide will help you learn about Internet Essentials and how you can help spread the word. We hope you'll share it with other groups or individuals and even coordinate efforts with them.

For any questions, please contact your local Comcast Government Affairs representative or go to **InternetEssentials.com/partner**.

Thank you for your continuing participation and support.

TABLE OF CONTENTS

SECTION 1: About Internet Essentials	2
SECTION 2: Program overview	3
SECTION 3: How you can help spread the word	4
SECTION 4: Helping families apply	7
SECTION 5: Frequently asked questions	9

SECTION 1: ABOUT INTERNET ESSENTIALS FROM COMCAST

This fact sheet can help you learn the basics of Internet Essentials – including who may qualify and what they'll receive.

What's included:

While participating in Internet Essentials, customers receive:

- Fast home Internet for just \$9.95 a month + tax
- No price increases, no activation fees and no equipment rental fees
- A low-cost computer available at initial enrollment for just \$149.99 + tax
- Access to free Internet training — online, in print and in person

With Internet Essentials, families can use the Internet at home for all the things they need to do online — from email, homework and job searches to paying bills, sharing photos, watching videos and much more.

Internet Essentials customers can also take advantage of additional benefits, including:

- 30-Day Comcast Customer Guarantee.
- Constant Guard,[™] a \$360 value, included for no additional cost. It includes top-rated Norton[™] Security Suite, plus identity theft protection, and more.
- IDENTITY GUARD.

Who qualifies:

A household is eligible to participate in Internet Essentials if it meets all of the following criteria:

- Is located where Comcast offers Internet service
- Has at least one child receiving free or reduced price school lunches through the National School Lunch Program (NSLP)
- Has not subscribed to Comcast Internet service within the last 90 days
- Does not have an overdue Comcast bill or unreturned equipment

“It's critical to close the digital divide. We need to do it for our kids, we need to do it for our future.”

— Governor Jack Markell, Delaware

DID YOU KNOW?

In the first 5 months, over 41,000 low-income families got connected to the Internet through Internet Essentials, bringing approximately 80,000 students and an estimated 160,000 people online.

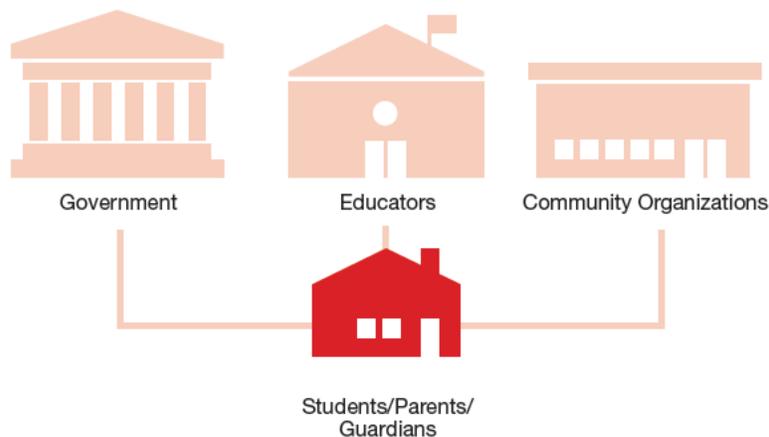


SECTION 2: PROGRAM OVERVIEW

Here's a quick overview of how you can help Internet Essentials bring fast, affordable home Internet to families that qualify.

Phase 1: Outreach

Your role: Distribute information such as flyers, brochures and letters to let students and families know about Internet Essentials.

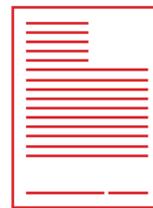


Phase 2: Application

Your role: Give the Comcast toll-free number 1-855-8-INTERNET (1-855-846-8376) or 1-855-SOLO-995 (1-855-765-6995) to prospects and help guide them through their application.



Adult household member contacts Comcast to request application and establish eligibility.



Third party verifies eligibility and approves or denies application.

Phase 3: Acquisition and Training

Your role: Refer community members to the Internet Essentials website to access online learning tools and to find free local in-person classes.



Approved applicant has option to purchase low-cost computer at initial enrollment.



Comcast Internet hardware and self-installation instructions shipped to customer.



Customer accesses virtual classes or signs up for in-person classes.

SECTION 3: HOW YOU CAN HELP SPREAD THE WORD

The Internet Essentials program comes with a wealth of ideas and resources to help you reach out to your community.

Most everyone agrees that the Internet has become essential to success — at school, on the job and in the global marketplace. That makes it easy to find opportunities to reach out to key audiences — within your own circles and among eligible participants.

The Internet Essentials partner portal has all the tools you need to help raise awareness and get more students and families online. You can download or order printed materials in your choice of quantities — from posters and brochures to cover letters, fact sheets and more.

You also can access online banners, news articles and website content to share via email, Facebook and Twitter. To get started visit InternetEssentials.com/partner and register.

“The ability to participate in the economy of tomorrow requires us starting today to invest in people’s education and understanding of technology.”

— Mayor Rahm Emanuel, Chicago



SECTION 3: HOW YOU CAN HELP SPREAD THE WORD

Where and When to Spread the Word

Education	Civic and Community	Events
<ul style="list-style-type: none"> • Schools • Libraries • Parent-Teacher Organizations • Counseling Centers • After-School Centers • Computer Labs • Teachers' Lounges 	<ul style="list-style-type: none"> • Municipal Agencies • Social/Family Services • Neighborhood Clubs/Committees • Community Bulletin Boards • Churches, Mosques, Synagogues and Other Faith-Based Organizations • Anti-Poverty Advocacy Groups • Youth Groups • YMCAs • Police Athletic Leagues • Boy Scouts/Girl Scouts • Community Organizations such as Urban League, LULAC, NCLR, Boys and Girls Clubs, City Year, Big Brothers Big Sisters, etc. 	<ul style="list-style-type: none"> • Back-to-School Events • Parent-Teacher Conferences • Resource Fairs • Block Parties • Street Fairs • Town Hall Meetings • Press Conferences • Seminars/Workshops • Conferences • Conventions

Free Tools to Help You Get the Word Out

In Person	Broadcast	On-site	Print and Mail	Interactive
Talking Points	Podcasts	Wall Posters	Direct Mail Packages	Banner Ads
Partner Brochure Handouts	Testimonial Videos	Take One Counter Displays	Local Media Advertisements	Video Clips
Consumer Brochure Handouts	Public Service Announcements	Bulletin Board Flyers	Newsletter Articles	Social Media
Fact Sheet Handouts			Newsletter Print Ads	Online Press Releases
			Local Media Press Kits	
			Brochure Inserts in Related Mailings	

SECTION 3: HOW YOU CAN HELP SPREAD THE WORD

Sample Communications Checklists

Here are some specific ways you can help build awareness and momentum for Internet Essentials.

Educators

- Talk about Internet Essentials to colleagues, parents and students.
- Tell your principals, teachers, guidance counselors and other school officials about the program. Explain how they can help drive Internet adoption by spreading the word about Internet Essentials.
- Order or download communications materials by registering at the online partner portal at InternetEssentials.com/partner.
- Encourage students to tell their parents about Internet Essentials.
- Include information about Internet Essentials in communications to parents (especially in communications to NSLP-eligible families).
- Include information in school publications about the digital divide, its impact on student achievement and community development and about programs such as Internet Essentials.
- Talk to your PTA about Internet Essentials.

Libraries, Community Centers and Other Community-Based Organizations

- Talk about the importance of home Internet access and programs like Internet Essentials.
- Educate your employees and volunteers about Internet Essentials and how they can spread the word.
- Directly engage families who qualify for free and reduced price lunches under the NSLP.
- Encourage students to tell their parents about Internet Essentials.
- Display posters and brochures in public areas.
- Let families know you are available to help them sign up for home Internet access.
- Include information about Internet Essentials in your newsletter, at computer centers and in other communications.

Government Officials

- Make public statements about the importance of broadband adoption and the availability of Internet Essentials by writing an editorial, going on talk radio and making public remarks.
- Let constituents know about Internet Essentials by including information in your newsletter and displaying posters and brochures in your offices.
- Include ads and/or articles about the program on state and city websites.
- Let schools and community organizations know about Internet Essentials and encourage them to spread the word.
- Encourage schools and community organizations to register on the online partner portal.
- Place Internet Essentials materials in offices where constituents visit and where other materials are available.

SECTION 4: HELPING FAMILIES APPLY

Please familiarize yourself with the application form so you can assist families in meeting all requirements.

Application Form

- Proof of enrollment in qualifying program
- Proof of student enrollment

Preprinted information gathered during initial phone contact

Instructions/contact info for questions and assistance

Acceptable proof of program participation (such as National School Lunch Program, Food Stamps, etc.) plus acceptable proof of student enrollment

Signature and date — must be the same name and address that appear on preprinted section

“We’re going to need the collective effort of everyone — parents, teachers, business leaders — to create the digital learning experience that will prepare our children for success in the knowledge-based economy.”

— U.S. Secretary of Education Arne Duncan



SECTION 4: HELPING FAMILIES APPLY

Proof of Eligibility

A household must verify that one or more children currently receive free or reduced price school lunches at the school or school district named in Section I of the application.

- Include the letter from the school district confirming that the child is approved for the current school year.

Include the documents in the postage-paid return envelope and send by regular mail or fax both documents to the number provided on the application. For any questions or assistance: call **1-855-8-INTERNET** (1-855-846-8376).

For quick, easy reference, download a sample application from the partner website at **InternetEssentials.com/partner**



“We have so many students who want to go home and continue to do online programs and use some of the websites that their teachers recommend.”

— Sally Maldonado
Dean, Kuumba Academy Charter School, Delaware

SECTION 5: FREQUENTLY ASKED QUESTIONS

Here are some questions that community partners and prospective customers often ask about the Internet Essentials program.

1. What is Internet Essentials?

Internet Essentials helps more students and families get online. While participating in Internet Essentials, customers receive:

- Fast home Internet for just \$9.95 a month + tax
- No price increases, no activation fees and no equipment rental fees
- A computer available at initial enrollment for just \$149.99 + tax
- Access to free Internet training — online, in print and in person

2. Who is eligible for Internet Essentials?

A household is eligible to participate in Internet Essentials if it meets all of the following criteria:

- Is located where Comcast offers Internet service
- Has at least one child receiving free or reduced price school lunches through the National School Lunch Program
- Has not subscribed to Comcast Internet service within the last 90 days
- Does not have an overdue Comcast bill or unreturned equipment

3. Where and when will Internet Essentials be available?

Internet Essentials is available wherever Comcast offers Internet service.

4. How can eligible families apply for Internet Essentials?

Call 1-855-8-INTERNET (1-855-846-8376) to request an application.

5. How long can an Internet Essentials customer continue to receive reduced-price Internet service through the program?

Once enrolled, Internet Essentials participants will be able to continue receiving Internet service for \$9.95 a month + tax as long as at least one child in their household continues to receive free or reduced price school lunches through the National School Lunch Program and they do not:

- Close their Comcast account
- Violate Comcast's Customer Agreement for Residential Services

6. Do families with children receiving reduced price (as opposed to free) lunches through the National School Lunch Program qualify for Internet Essentials?

Yes, households in which at least one child is receiving reduced price school lunches may be eligible.

7. How fast is the home Internet service offered as a part of Internet Essentials?

Internet Essentials provides home Internet service with download speeds of up to 3 Mbps and upload speeds of up to 786 Kbps.

SECTION 5: FREQUENTLY ASKED QUESTIONS

8. What should I do if I work with students and families who might benefit from this program?

Please visit InternetEssentials.com/partner and register to access program information, materials and updates on how you can help.

9. Are there federal regulations that would prohibit my school from including information about Internet Essentials in the same package as an application for the National School Lunch Program?

No, there is nothing in federal regulations prohibiting school districts from sending a separate solicitation for Internet Essentials in the same package containing an NSLP application.

10. What type of computer and software are available through Internet Essentials?

Internet Essentials participants may purchase a netbook-style laptop computer, which supports wired and WiFi Internet connectivity. Every computer shipped includes the Windows 7 Starter operating system and Internet browser software. Additional productivity software may be included when available.

11. Do you still have questions about how you can help spread the word in your community?

Contact your local Comcast representative by emailing IE_GA@comcast.com.

“To have this access to come to their home for \$9.95 a month...that’s a great opportunity.”

— Wilbert “Bunny” Miller, Executive Director
Police Athletic League, Wilmington, Delaware



Let us help you get more families online.

Have questions or ideas about how to close the digital divide in your community? We're ready to assist you.

For educators, government, business and community organizations:

Contact your local Comcast Government Affairs representative:

IE_GA@comcast.com

For program details and application information:

Comcast Internet Essentials general inquiries:

1-855-8-INTERNET (1-855-846-8376)

For materials and tools to spread the word:

To register for online partner portal access:

InternetEssentials.com/partner

General website:

InternetEssentials.com

InternetBasico.com



Appendix)

Sample Promotional Materials for Schools

Posters, flyers, and brochures



At home
with Algebra.

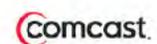
At home
with
affordable
Internet.

INTERNET ESSENTIALSSM FROM COMCAST

When You're at Home with the Internet, You're at Home with Opportunity.

- Internet Essentials helps your family do better in school, at work and in life
- The benefits of the program could help your whole family
- Households with children receiving free or reduced price lunches through the National School Lunch Program may qualify
- You may even qualify for a low-cost home computer
- Plus, Internet Essentials offers access to free Internet training; visit InternetEssentials.com/Learning

Find out if you're eligible today:
visit InternetEssentials.com
or call **1-855-8-INTERNET**

Comcast.

If your child receives free or reduced price school lunches, you may qualify for Internet Essentials™ from Comcast.

Bring the Internet home for just \$9.95 a month.

The world has gone digital. Internet service has become essential for success. That's why we created Internet Essentials. It's available to households with children who receive free or reduced price school lunches through the National School Lunch Program. While participating in Internet Essentials, customers will receive:



Get fast Internet service so the whole family can enjoy:

- Email
- Homework
- Sharing photos
- Job searches
- Paying bills online
- Watching videos
- Downloading music
- And so much more!

AFFORDABLE INTERNET

\$9⁹⁵
a month
+ tax

no

- price increases
- activation fees
- equipment rental fees

A LOW-COST COMPUTER

Available at initial enrollment **\$149⁹⁹**
+ tax

FREE INTERNET TRAINING

Available online, in print and in person

See if you're eligible!

For more information visit: InternetEssentials.com.

For questions, call: **1-855-8-INTERNET** (1-855-846-8376).

Restrictions apply. Not available in all areas. Limited to XFINITY® Internet Economy Plus service for new residential customers meeting certain eligibility criteria. Advertised price applies to a single outlet. Actual speeds vary and are not guaranteed. After initial participation, if a customer is determined to be no longer eligible for the program but continues to receive Comcast service, regular rates will apply. Subject to Internet Essentials program terms and conditions. Call 1-855-846-8376 for restrictions and complete details, or visit InternetEssentials.com. ©2012 Comcast. All rights reserved. Internet Essentials is a program to provide home Internet service for families. It is not a school program, and is not endorsed or required by your school. Your school is not responsible for Internet Essentials accounts.

Comcast.



Obtén Internet en tu hogar por sólo \$9.95 al mes.

El mundo se ha vuelto digital. El servicio de Internet se ha convertido en una herramienta esencial para obtener el éxito. Por eso, hemos creado el Servicio de Internet Básico. Está disponible para los hogares con niños que reciben almuerzos escolares gratuitos o a precio reducido a través del Programa Nacional de Almuerzos Escolares (National School Lunch Program). Durante su participación en el Servicio de Internet Básico, los clientes recibirán:

INTERNET A UN PRECIO ACCESIBLE

\$9⁹⁵
al mes
+ impuestos

sin

- aumentos de precio
- tarifas de activación
- tarifas de alquiler de equipo

Obtén un servicio de Internet rápido que disfrutará toda la familia:

- Correo electrónico
- Tareas
- Compartir fotografías
- Búsquedas de empleo
- Pago de cuentas en línea
- Ver videos
- Bajar música
- ¡Y muchas cosas más!

UNA COMPUTADORA DE BAJO COSTO

Disponible al suscribirse

\$149⁹⁹
+ impuestos

CAPACITACIÓN DE INTERNET

GRATUITA

Disponible en línea, con materiales impresos y en persona

¡Averigua si calificas!

Para más información visita: InternetBasico.com

Para preguntas llama al: **1-855-SOLO-995** (1-855-765-6995).

Aplican restricciones. No está disponible en todas las áreas. Limitado al servicio de XFINITY® Internet Economy Plus para nuevos clientes residenciales que cumplan con ciertos criterios de elegibilidad. Los precios anunciados aplican a una sola conexión. Las velocidades reales varían y no están garantizadas. Después de la participación inicial, si se determina que un cliente ya no es elegible para el programa, pero continúa recibiendo el servicio de Comcast, aplicarán las tarifas regulares. Sujeto a los términos y condiciones del programa Servicio de Internet Básico. Llame al 1-855-765-6995 para obtener las restricciones y todos los detalles, o visite InternetBasico.com. ©2012 Comcast. Derechos Reservados. Servicio de Internet Básico (Internet Essentials por su nombre en inglés) es un programa para proveer servicio de Internet a las familias. No es un programa de las escuelas y no está patrocinado o requerido por tu escuela. Tu escuela no es responsable por las cuentas del Servicio de Internet Básico.

comcast.

If your child receives free or reduced price school lunches, you may qualify for Internet EssentialsSM from Comcast.

Bring the Internet home for just

\$9.95
a month



Get online today with Internet Essentials.

Now you can connect to the Internet at home — for school, work, communicating with others and so much more. It's easy and affordable.

While participating in Internet Essentials, customers receive:

AFFORDABLE INTERNET

\$9.95
a mo. with
+ tax

no
• price increases
• activation fees
• equipment rental fees

A LOW-COST COMPUTER

Available at initial enrollment
\$149.99 + tax

FREE INTERNET TRAINING

Available online, in print and in person



Valuable extras that make it easy to say yes.

In addition to XFINITY Internet service from Comcast, you can count on Constant GuardTM, a \$360 value, included for no additional cost. It includes top-rated NortonTM Security Suite, plus identity theft protection and more.

With Internet Essentials, you can use the Internet for so many things at home.

- Homework
- Job searches
- Paying bills
- Watching videos
- Downloading music
- And so much more!



WHO QUALIFIES FOR INTERNET ESSENTIALS?

You may be eligible to participate if your household meets all these criteria:

- Is located where Comcast offers Internet service
- Has at least one child receiving free or reduced price school lunches through the National School Lunch Program
- Has not subscribed to Comcast Internet service within the last 90 days
- Does not have an overdue Comcast bill or unreturned equipment

GET CONNECTED.

See if you qualify.

For more information, visit InternetEssentials.com

For questions, call
1-855-8-INTERNET
(1-855-846-8376)

Restrictions apply. Not available in all areas. Limited to XFINITY[®] Internet Economy Plus service for new residential customers meeting certain eligibility criteria. Advertised price applies to a single outlet. Actual speeds vary and are not guaranteed. After initial participation, a customer is determined to be no longer eligible for the program. Our commitment to receive Comcast's services will apply. Subject to Internet Essentials program terms and conditions. Call 1-855-846-8376 for restrictions and complete details, or get help with Comcast's services. ©2012 Comcast. All rights reserved. Comcast is affiliated with Microsoft systems. For details about Constant GuardTM for Microsoft, visit comcast.com/CSMAC. NortonTM is a registered mark of Symantec Corporation. XFINITY[®] GUARD Internet Essentials is a program to provide home Internet service for families. It is not a school program, and is not endorsed or required by your school. Your school is not responsible for Internet Essentials accounts.



Si tu hijo recibe almuerzos escolares gratuitos o a precio reducido, podrías calificar para el Servicio de Internet Básico™ de Comcast.

Obtén el Internet en tu hogar por sólo

\$9.95
al mes



Comcast

Obtén acceso al Internet con el Servicio de Internet Básico.

Ahora te puedes conectar al Internet en casa para la escuela, el trabajo, para comunicarte con otros y mucho más. Es fácil y accesible.

Durante su participación en el Servicio de Internet Básico, los clientes recibirán:

INTERNET A UN PRECIO ACCESIBLE

\$9.95
al mes
+ impuestos

sin

- aumentos de precio
- tarifas de activación
- tarifas de alquiler de equipo.

UNA COMPUTADORA DE BAJO COSTO

Disponible al \$149.99
al mes + impuestos
para suscritores

CAPACITACIÓN DE INTERNET GRATUITA

Disponible en línea, con materiales impresos y en persona



Extras valiosos que te harán más fácil decir que sí.

Además del servicio de XFINITY Internet de Comcast, contarás con Constant Guard™ con un valor de \$360, incluido sin costo extra. Incluye el premio Norton™ Security Suite, además protección contra robo de identidad y más.

Con el Servicio de Internet Básico, puedes emplear el Internet en casa para hacer muchas cosas.

- Tareas
- Búsqueda de empleo
- Pago de cuentas
- Ver videos
- Bajar música
- ¡Y muchas cosas más!



¿QUIÉN CALIFICA PARA EL SERVICIO DE INTERNET BÁSICO?

Puedes ser elegible para participar si tu hogar cumple con los siguientes criterios:

- Te encuentras en un área donde Comcast ofrece servicios de Internet
- Tienes al menos un hijo que recibe almuerzos escolares gratuitos o a precio reducido a través del Programa Nacional de Almuerzos Escolares (National School Lunch Program).
- No te has suscrito al servicio de Internet de Comcast en los últimos 90 días
- No tienes una factura pendiente con Comcast o no has devuelto equipo.

CONÉCTATE
Averigua si calificas.

Para más información visita:
InternetBasico.com

Para preguntas llama al:
1-855-SOLO-995
(1-855-765-6995)

Se aplican restricciones. No está disponible en todas las áreas. Limitado al servicio de XFINITY Internet Economy Plus para nuevos clientes residenciales que cumplen con ciertos criterios de elegibilidad. Los precios anunciados aplican una sola categoría. Las velocidades reales varían y no se garantizan. Después de la participación inicial, si se determina que un cliente ya no es elegible para el programa, pero continúa recibiendo el servicio de Comcast, aplicarán los tarifas regulares. Sujeto a los términos y condiciones del programa de Internet Básico. Llame al 1-855-765-6995 para obtener las restricciones y todos los detalles, o visite InternetBasico.com. Comcast © 2012. Derechos Reservados. Constant Guard™ no está disponible para los sistemas de Microsoft. Para los datos acerca de Constant Guard™ para Windows, visite xfinity.com/CSIMAC. Norton™ es una marca registrada de Symantec Corporation. IDENTITY GUARD y los logotipos asociados son marcas comerciales o marcas comerciales registradas a nivel federal de Intersections Inc. El Programa de Internet Básico es un programa para ofrecer a las familias el servicio de Internet residencial. No se trata de un programa escolar y no es requerido ni está patrocinado por su escuela. Si escuela no es responsable de las cuentas del Servicio de Internet Básico.

Superintendent Kit



The solution to the digital divide
just landed in your lap.

INTERNET ESSENTIALS™
FROM COMCAST

Help close the digital divide.



By educating your principals, teachers and counselors about this revolutionary program, you're helping students across your community access the educational resources of the Internet – all from their own home.

INTERNET ESSENTIALS™
FROM COMCAST



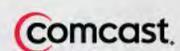
Help close the digital divide.



By educating your principals, teachers and counselors about this revolutionary program, you're helping students across your community access the educational resources of the Internet – all from their own home.

INTERNET ESSENTIALS™
FROM COMCAST

Visit InternetEssentials.com/partner to learn more.

Comcast.

KEYBOARD OVERLAY BEING LIFTED

Open more students
to opportunity.

INTERNET ESSENTIALS™
FROM COMCAST



Comcast

At home with
affordable Internet.

A MESSAGE FROM **DAVID L. COHEN**
Executive Vice President
Comcast

Visit InternetEssentials.com/partner to learn more.

Comcast.



Dear Friends of Digital Literacy,

One year ago, we launched Internet EssentialsSM to help close the digital divide. With your support, this broadband adoption initiative has provided access to information and opportunities to students that they would not otherwise have. We have worked with thousands of partners across the nation to get students and their families connected to the Internet at home, improving students' ability to do research, write papers and collaborate with classmates. We can't thank you enough, and together we know we can continue to make a difference.

This year, after incorporating the feedback of our partners, we have made significant enhancements to the program, bringing the Internet to even more children and their families. We have expanded eligibility to now include families with children eligible to receive free or reduced price school lunches through the National School Lunch Program. We've also doubled Internet speeds so students in the program can utilize the Internet even faster. Unfortunately, there are still many students in your school district deprived of the advantages of high-speed Internet access at home. That's why we need your continued help. Let's get even more families online. Please keep spreading the word to principals, teachers, guidance counselors, students and their families so more children in your schools have the opportunity to succeed.

While participating in Internet Essentials, students and their families receive:

- **Fast home Internet for just \$9.95 a month + tax**
- **A low-cost computer available at initial enrollment for just \$149.99 + tax**
- **No price increases, no activation fees and no equipment rental fees**
- **Access to free Internet training in English and Spanish — online, in print and in person**

With back to school season around the corner, we're making it easier for you to help spread the word about Internet Essentials. We have a full suite of complimentary communication materials available on our Partner Portal in 14 major languages.* You can download or order materials and have them delivered to you, free of charge.

To register and access the portal, please go to InternetEssentials.com/partner today. The enclosed kit will give you everything you need to get started, including:

- **An informational brochure with additional information about the program**
- **A sample letter to introduce the program to principals, teachers and counselors**
- **A sample letter to help your educators inform their students' families about the program**

With your help, more of your students will benefit from the power of the Internet at home. I thank you for your support of Internet Essentials.

Cordially yours,

David L. Cohen
Executive Vice President
Comcast

InternetEssentials.com | InternetBasico.com

*For materials available in Arabic, Oromo, Somali, Tibetan, Chinese, Haitian Creole, Portuguese, Hmong, Korean, Vietnamese, Polish and Russian, please contact your Internet Essentials partner representative.



At home with affordable Internet.

A MESSAGE FROM **DAVID L. COHEN**
Executive Vice President
Comcast

INTERNET ESSENTIALSSM FROM COMCAST

Let's close the divide together!

Help unleash your students' potential
with affordable Internet at home.

Comcast.

Help close the digital divide.

Internet access has become essential for success at school, at work, at home and for daily communication. Unfortunately, millions of students and their families still remain on the wrong side of the digital divide and face a barrier to reaching their full potential.

BRINGING MORE FAMILIES ONLINE.

As the nation's leading Internet provider, we created the Internet Essentials program to help close the digital divide. With tremendous support from our partners – educators, civic leaders and public officials – this important program is significantly increasing broadband adoption and digital literacy among students and families.

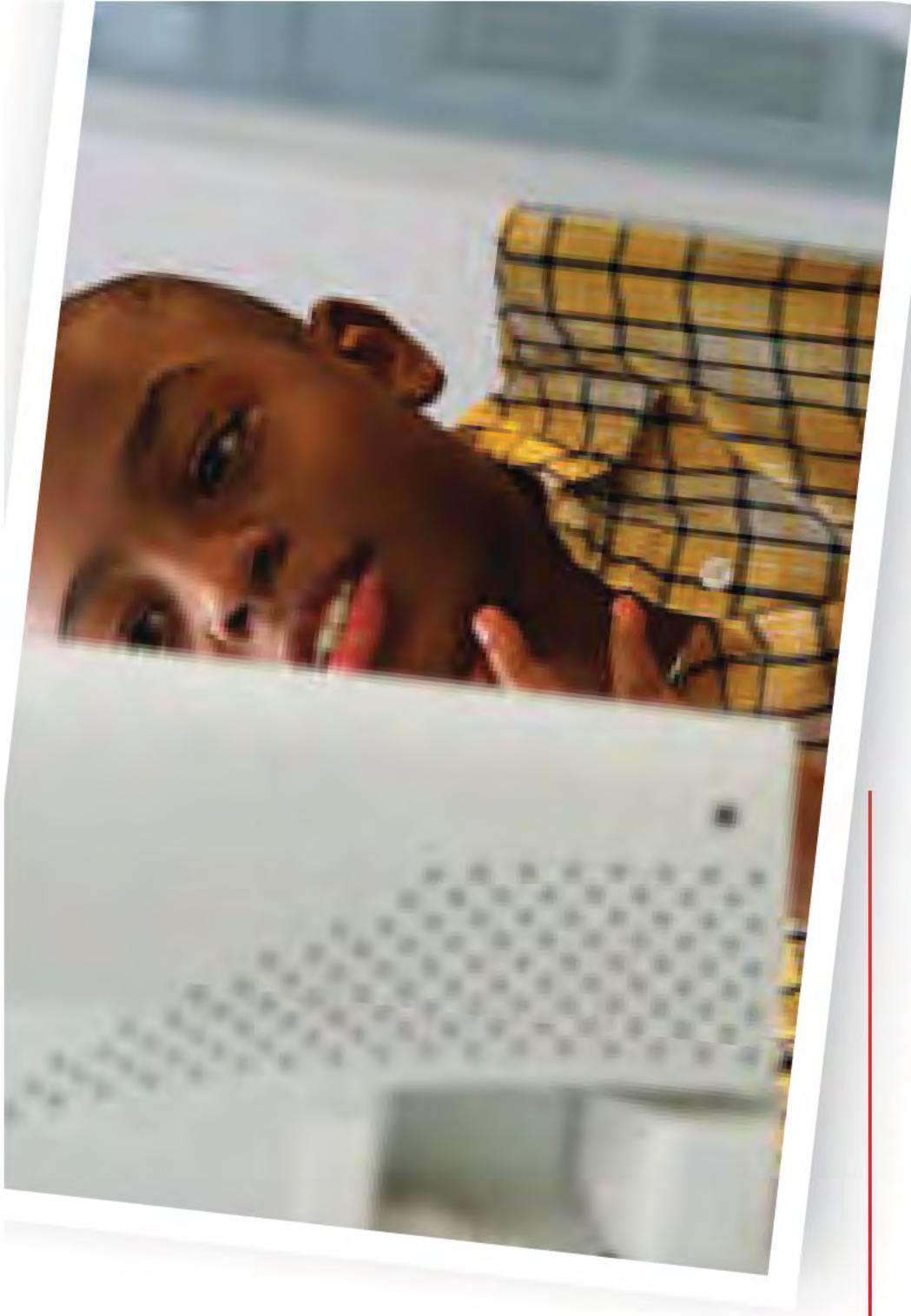
Now we've expanded eligibility and doubled the Internet speeds.

IT STARTS WITH FAST HOME INTERNET FOR JUST \$9.95 A MONTH + TAX.

Plus, this year, Comcast has doubled the Internet speeds for Internet Essentials. The program has also been expanded, which means households with children who receive free or reduced price lunches through the National School Lunch Program may be eligible. Participating families can also buy a low-cost computer and receive free Internet training at the Internet Essentials Online Learning Center.

HELP SPREAD THE WORD IN TIME FOR THE 2012-2013 SCHOOL YEAR.

You can play an important role in bringing the benefits of home Internet service to students. Start by connecting to our online Partner Portal. You'll find a suite of resources and communication tools to help you spread the word. Let fellow educators, students and parents know that Internet Essentials is here for anyone who needs it.



DID YOU KNOW?

*Only 41% of those with
household incomes under \$30,000
have broadband at home.*

- The Pew Research Center

SIX WAYS TO BRING INTERNET ESSENTIALS TO YOUR STUDENTS:

- 1.** Visit the online Partner Portal to download and order materials like flyers, posters, letters and more.
- 2.** Communicate the importance of Internet Essentials to your principals, teachers and counselors. Distribute program materials and explain their role as champions of the program.
- 3.** Communicate program information to families with students who currently receive free or reduced price school lunches.
- 4.** Include information about Internet Essentials in back to school communications to parents and guardians.
- 5.** Make brochures and other materials available at your schools.
- 6.** Enlist community partners and parent-teacher organizations to help build awareness about the program.

Get your schools on board with Internet Essentials.

Visit our online Partner Portal today at:

InternetEssentials.com/partner



Sample letter to parents

Below, you'll find a sample letter containing information about Internet Essentials.SM By providing this letter to your principals, counselors and other educators, it can, in turn, reach parents or guardians of students who benefit from the National School Lunch Program to make them aware of the opportunities Internet Essentials has to offer.

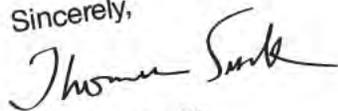
Dear Parent or Guardian,

As teachers and educators, our goal is always to provide the tools and resources your child needs to succeed. Because of this, we'd like to introduce you to Internet Essentials,SM a comprehensive program designed to connect families to the Internet on an affordable basis.

Families with at least one child receiving free or reduced price lunches may qualify for Internet Essentials. **Participating families pay only \$9.95 a month + tax with no price increases, activation fees or equipment rentals.** Additionally, those who take advantage of the program can buy a low-cost computer and receive Internet training at no additional charge.

With the educational and professional benefits of the Internet increasing every day, having a way to connect at home is more important than ever before. To see if your family is eligible for Internet Essentials, visit **InternetEssentials.com** or call **1-855-8-INTERNET** today.

Sincerely,



Thomas Smith
Superintendent
USA School District

Sample letter to principals

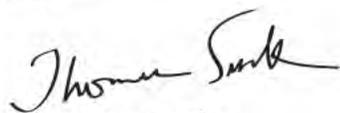
To help you reach your principals, counselors and other educators, we've created the sample letter below. This letter will make them aware of the Internet Essentials™ program and will point them towards a sample letter they can distribute to parents and guardians of students in the National School Lunch Program.

Dear Principal Jones,

With the educational and professional benefits of the Internet on the rise, it has become more important than ever for our students and their families to have access to the Internet at home. Because of this, I encourage you to inform and educate your students and their families about the benefits of the Internet Essentials™ program from Comcast. Internet Essentials offers the opportunity for families who have at least one child eligible to receive free or reduced price lunches through the National School Lunch Program to receive fast, affordable Internet. Participating families can also buy a low-cost computer and receive free Internet training.

Since the program's launch last year, Internet Essentials has connected many families within our district. Plus, this year, Comcast has doubled Internet speeds for Internet Essentials and expanded eligibility. With the beginning of school in full swing, it's important to alert our students' families about the possibilities that Internet Essentials can offer.

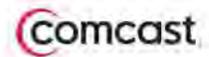
I've included a sample letter that you can distribute to each student. It will communicate to each family how they can determine their eligibility and how they can enroll. To learn more about Internet Essentials, please visit InternetEssentials.com/partner.



Thomas Smith
Superintendent
USA School District

Kit for School Principals

Help us bring affordable Internet
to even more children this year.



Dear Principal,

One year ago, we launched Internet EssentialsSM a program designed to help close the digital divide. With your help, this effort has provided access to information and opportunities to students who would not otherwise have it. We have worked with thousands of partners across the nation to get students and their families connected to the Internet at home, improving students' ability to do research, write papers and collaborate with classmates. We can't thank you enough, and together we know we can continue to make a difference.

This year, after incorporating the feedback of our partners, we have made significant program enhancements to bring the Internet to even more children and their families. We have expanded eligibility to now include families with children eligible to receive **free or reduced price** school lunches through the National School Lunch Program. We've also **doubled Internet speeds** so students in the program can utilize the Internet even faster.

Unfortunately, there are still many students and their families without the advantage of high-speed Internet access at home. That's why we need your continued help. Let's get even more families online. Please keep spreading the word to teachers, guidance counselors, students and their families so more children in your school have the opportunity to succeed.

While participating in Internet Essentials, students and their families receive:

- **Fast home Internet for just \$9.95 a month + tax**
- **No price increases, no activation fees and no equipment rental fees**
- **A low-cost computer available at initial enrollment for just \$149.99 + tax**
- **Access to free Internet training in English and Spanish — online, in print and in person**

With the back to school season around the corner, we're making it easier for you to help spread the word about Internet Essentials. We have a full suite of complimentary communication materials available on our Partner Portal in 14 major languages.* You can download or order materials and have them delivered to you, free of charge.

To register and access the portal, please go to InternetEssentials.com/partner today. The enclosed **Quick Tips** card will also help you get started.

With your help, more of your students can benefit from the power of the Internet at home.

I thank you for your support of Internet Essentials.

Cordially yours,

David L. Cohen
Executive Vice President
Comcast

InternetEssentials.com | InternetBasico.com

*For materials available in Arabic, Oromo, Somali, Tibetan, Chinese, Haitian Creole, Portuguese, Hmong, Korean, Vietnamese, Polish and Russian, please contact your Internet Essentials partner representative.

Help bring the Internet to more homes for just \$9.95 a month.

INTERNET ESSENTIALSSM
FROM COMCAST



While in the program, customers receive:

- Fast home Internet for just \$9.95 a month + tax
- No price increases, no activation fees and no equipment rental fees
- A low-cost computer available at initial enrollment for just \$149.99 + tax
- Access to free Internet training — online, in print and in person

Get your school ready for Internet Essentials.

Visit our online Partner Portal today at:
InternetEssentials.com/partner



Let's close the divide together!

This year you can bring more of your students and their families online.



Help close the digital divide.

Internet access has become essential for success at school, at work, at home and for daily communication. Unfortunately, millions of students and their families still remain on the wrong side of the digital divide and face a barrier to reaching their full potential.

Bringing more families online with Internet Essentials.

As the nation's leading Internet provider, we created the Internet Essentials program to help close the digital divide. With tremendous support from our partners – educators, civic leaders and public officials – this important program is significantly increasing broadband adoption and digital literacy among students and families.

Now we've expanded eligibility and doubled the Internet speeds.

It starts with fast home Internet for just \$9.95 a month + tax.

Plus, this year, Comcast has doubled the Internet speeds for Internet Essentials. The program has also been expanded, which means households with children who receive free or reduced price lunches through the National School Lunch Program may be eligible. Participating families can also buy a low-cost computer and receive free Internet training at the Internet Essentials Online Learning Center.

Help spread the word in time for the 2012–2013 school year.

You play an important role in bringing the benefits of home Internet service to your students. Start by connecting to our online Partner Portal. You'll find a suite of resources and communication tools to help you spread the word. With your help, fellow educators, students and parents will know that Internet Essentials is here for anyone who needs it.



Internet Essentials at a glance.

The program is designed to expand Internet adoption in three important ways. While participating in Internet Essentials, customers receive these benefits:

AFFORDABLE INTERNET

\$9⁹⁵
a month
+ tax

no

- price increases
- activation fees
- equipment rental fees

A LOW-COST COMPUTER

Available at initial enrollment **\$149⁹⁹** + tax

FREE INTERNET TRAINING

Available online, in print and in person

Visit InternetEssentials.com/partner today.

CHECKLIST FOR PRINCIPALS

Affordable Internet is essential for learning. Here's how to bring it to your students.

-  Visit the online Partner Portal to download and/or order materials like flyers, posters, school newsletter inserts, customized letters and more. Use as needed or hand out at back to school events.
-  Assist eligible families in completing their applications and providing proof of free or reduced price school lunch status and school enrollment.
-  Talk to educators, teachers, counselors and other school officials and explain how they can spread the word about Internet Essentials.
-  Include information about Internet Essentials in communications to parents and guardians — especially those who are NSLP-eligible families.
-  Use back to school mailings to communicate program information to families with students who currently receive free or reduced price school lunches.
-  Enlist community organizations such as your PTA to help build awareness about the program.

Visit InternetEssentials.com/partner today.



The digital divide is real.
Together, we can help close the gap.



DID YOU KNOW?

Only 41 percent of those with household incomes under \$30,000 have broadband at home.

— The Pew Research Center

Visit InternetEssentials.com/partner today.

