

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	

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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

Section 1: About You
The application has been specially produced for the person below based on information about your household and your child's school.

Sam A Sample
123 Main Street
XXXXX
Anytown, US 12345-6789

Customer ID# XXXXXXXXXXXXXXXXXXXX
Telephone XXX XXX XXXX
School Westside Elementary School
Westside, MA

Section 2: Verify Eligibility
To participate in Internet Essentials, you must verify that your child is currently enrolled in receipt free or reduced-price school lunches at the school listed in Section 1.
Provide a copy of your 2011-2012 or 2012-2013 acceptance letter or other document from your child's school or school district demonstrating free or reduced-price lunch status at the school or current participation in "meal plan."

Section 3: Signature and Date
By signing this document, I certify and understand that:
- All of the above information is correct.
- Participation in Internet Essentials is subject to Comcast's terms and conditions of service and acceptable use policies.
- If it is determined that I am not eligible to participate in Internet Essentials, I will be billed by Comcast for any Comcast services I decide to receive, at Comcast's regular rates.
- I will need to reverify my child's school enrollment each year to continue to participate in Internet Essentials and receive a discounted Internet service rate.

Signature _____
Date _____

Comcast
Mail back form and documentation in the enclosed envelope to:
Internet Essentials, P.O. Box 410, Parsippany, NJ 07054 IC App 01

Preprinted information gathered during initial phone contact

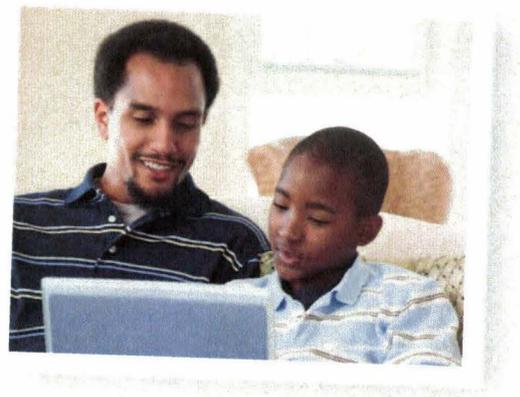
Instructions/contact info for questions and assistance

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

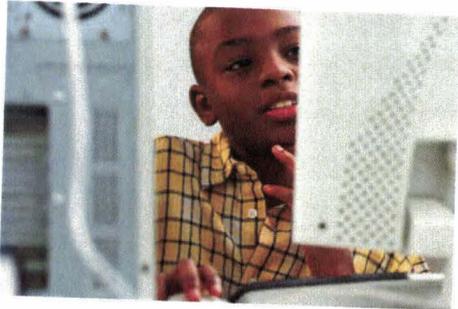
Proof of Eligibility

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

