

Appendix F

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.

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

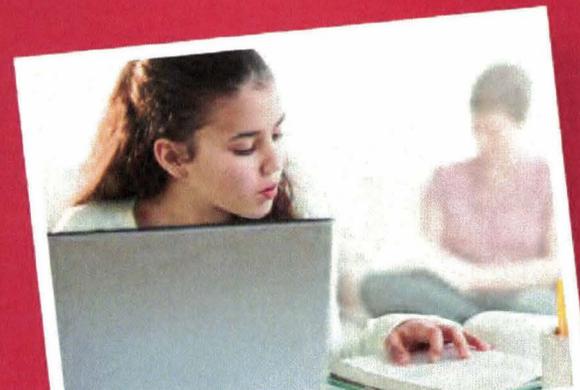


INTERNET ESSENTIALSSM
FROM COMCAST



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

\$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

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.

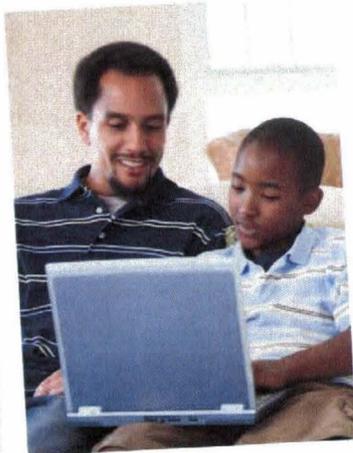


Enlist community organizations such as your PTA to help build awareness about the program.

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.

comcast

