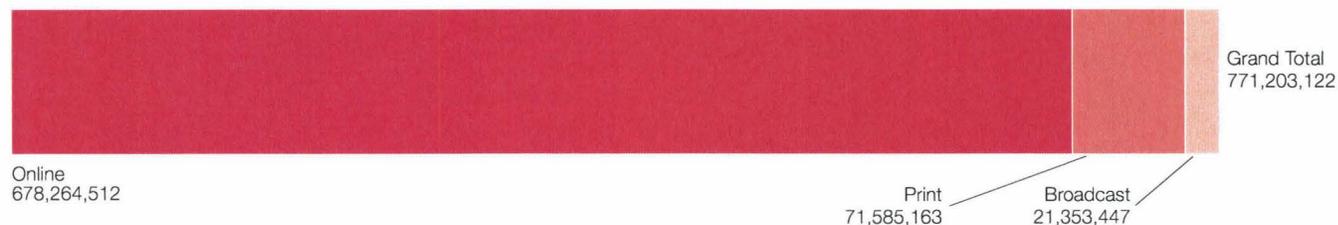


These mentions generated more than 750 million media impressions for Internet Essentials through our sustained media effort over five months, on average seven times the size of our other major media campaigns in 2011. In contrast, the launch of our Extreme 105 Mbps speed tier (one of Comcast's major 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,<sup>6</sup> 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.<sup>7</sup> 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.

<sup>6</sup>NCES and Comcast calculations.

<sup>7</sup>2011 Survey by Muldoon Marketing Research, Inc.