



**INTERNET ESSENTIALSSM
FROM COMCAST**

FOR COMMUNITY PARTNERS
FOR GOVERNMENT OFFICIALS
FOR EDUCATORS

Getting more students
and families online.

A guide to using Internet Essentials
to help close the digital divide.

INTRODUCTION

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

The digital divide is real. As high-speed Internet becomes increasingly central to employment, education and even health care, the gap between those with high-speed 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 a new program called Internet Essentials. We hope this first-of-its-kind initiative will serve as a national model for expanding broadband adoption in underserved areas.

Internet Essentials offers families with one or more children receiving free school lunches high-speed Internet service for the reduced price of just \$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.

As an educator, librarian, elected official or community leader, you can play a vital role in bringing the Internet to more families in your community. By promoting the importance of high-speed 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 appropriate groups or individuals and even coordinate efforts with them. Simply email this document as a PDF file from our online partner portal. Or make copies as needed and distribute.

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

Thank you for your participation and support.

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SECTION 1: ABOUT INTERNET ESSENTIALS FROM COMCAST

Use this fact sheet to understand the basics of Internet Essentials — including who may qualify and what they 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 Money-Back Comcast Customer Guarantee
- Norton™ Security Suite, a \$160 value at no extra charge
- Norton™ Online Family parental controls

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 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

DID YOU KNOW?

Only 45% of those with household incomes under \$30,000 have broadband at home.

— The Pew Research Center



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

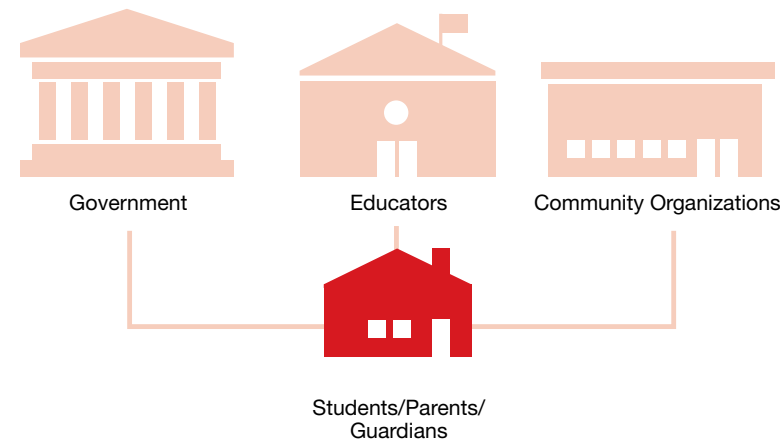
— Governor Jack Markell, Delaware (D)

SECTION 2: PROGRAM OVERVIEW

Here's a quick overview of how Internet Essentials brings fast, affordable home Internet service to families that qualify.

Phase 1: Outreach

Your role: Distribute information such as flyers, brochures and letters to let students and families know that fast, affordable Internet is here.

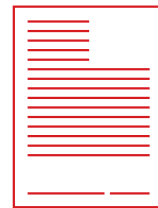


Phase 2: Application

Your role: Give out the Comcast toll-free number to prospects and assist them with their application (see Section 5).



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 new customers 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 stakeholders in 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 an array of tools available to help you raise awareness and keep the momentum going. 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 (D)



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 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

Available Tools for Communicating Your Message

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 actions you can take to 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 communication materials by registering at the online partner portal at InternetEssentials.com/partner.
- Encourage students to let their parents know that Internet Essentials is here.
- 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 lunches under the NSLP.
- Encourage students to let their parents know that Internet Essentials is here.
- 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.

SECTION 4: HELPING FAMILIES APPLY

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

Based on the school name provided during the initial phone contact, the applicant receives one of two application forms:

Application 1:

- 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 as appear on preprinted section

Application 2:

- Proof of student enrollment only

Preprinted information gathered during initial phone contact

Instructions/contact info for questions and assistance

Acceptable proof of student enrollment

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

SECTION 4: HELPING FAMILIES APPLY

Proof of eligibility:

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

- Include an acceptance letter or other official document showing that the child is officially enrolled in the school.
- **If the student attends a school in which only certain students receive free lunches:** Include the letter from the school district confirming that the child is approved for the current school year.

Include the document in the postage-paid return envelope and send by regular mail. For any questions or assistance: Call **1-855-8-INTERNET** (1-855-846-8376).

For easier reference, download a sample application from the online partner portal 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 are asking 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 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 will be available starting in the 2011–2012 school year in areas where 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 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?

No, only those with children receiving free school lunches are 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 1.5 Mbps and upload speeds of up to 384 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@cable.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 government, business and community organizations:

Contact your local Comcast Government Affairs representative:

IE_GA@cable.comcast.com

For program details and application information:

Comcast Internet Essentials general inquiries:

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

For community partners only:

To register for online partner portal access:

InternetEssentials.com/partner

General website:

InternetEssentials.com

