BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

**Recipient Toolkit:
Stakeholder Outreach and Sustainability**

Version 2.0

Prepared for:

National Telecommunications and Information Administration

Broadband Technology Opportunities Program
1401 Constitution Avenue, NW
Washington, DC 20230

Chapter 1: Overview

Your Broadband Technology Opportunities Program (BTOP) project was awarded funds because it constitutes a significant opportunity to serve your community. Indeed, broadband access and initiatives to spur broadband adoption can open the door to services and opportunities that improve the lives of individuals – through education and training, improved health care, employment, and entrepreneurial opportunities. Reliable and affordable high speed Internet access can also have an impact community-wide by enhancing economic development in a served area and/or contributing to the services that community anchor institutions such as hospitals, libraries, schools, and public safety entities can provide. In order to most successfully deliver on the promise of your project, it can be valuable to engage stakeholders your project serves and engage them in your ongoing efforts.

Community engagement involves organizations, individuals, neighborhoods, elected officials, businesses, and others with an interest in or who are impacted by your project. Effective outreach helps establish:

▸ **Buy-in**—The success of your project is ultimately about the people or customers it serves. Communicate the value of the services you will deliver, involve them in the process, and their support and buy-in will follow.

▸ **Two-way communications**—Open a dialogue with your identified stakeholder community so you can ask for and understand feedback, and respond as needed.

▸ **Transparency**—Your community wants to know that you are a responsible steward of grant monies and that you are accomplishing what you set out to do.

The National Telecommunications and Information Administration (NTIA) encourages recipients to implement community outreach activities and build relationships. Ultimately, the outreach you conduct will depend on what is best for your organization and your community. We hope the examples and ideas included in this Toolkit will spur your thinking and get you started.

The activities and approaches included in this Toolkit are suggestions, not requirements of your grant.

The Toolkit provides:

▸ Insights into effective outreach planning.

▸ Ideas for outreach activities that can fit your goals, stakeholders, and messages.

▸ Worksheets and templates to help you tailor outreach activities to your local situation.

Toolkit Organization

The Toolkit is organized into the following chapters:

▸ **Planning For Outreach Success**—Tips for aligning community outreach with your goals, capabilities, and needs.

▸ **Know Your Stakeholders**—How to identify and understand the stakeholders critical to your success.

▸ **Outreach Opportunities**—Ideas for activities you can tailor to your local situation.

Reach Out Early

Establish your support in the community early and you'll make it easier to go back to them later.

Many awardees started building consensus and awareness of their projects before awards were announced, even engaging them in the application process. If you haven't started stakeholder outreach, now is the time to begin to ensure a smooth process ahead.

Chapter 2: Planning for Outreach Success

Educate First

Give stakeholders an overview of the Recovery Act and what your specific project does for the area.

It is crucial that stakeholders feel like your project puts the community's needs first, even if there is a potential business benefit for you down the road.

Community involvement and buy-in should contribute to your organization achieving its goals. Your project's goals should inform the approach you take to community outreach. Kick off your plan by matching project goals to community outreach benefits the project will deliver to members of your community.

Planning requires a clear understanding of what you hope to achieve, who you need to communicate with, and what you need to communicate. This chapter focuses on how to get started with a close look at your goals, capabilities, and needs.

Getting Started

Take a step-by-step approach to assessing your goals, your organization, and the role the community can play in your success. Involve your staff, subrecipients, and partners in walking through the following steps. Then go to Chapter 3 for further insights into working with stakeholders.

▶ **Step 1**—Match your organization's strengths match your project goals.

   ▶ What are your organization's capabilities? What can you achieve by yourself?

   ▶ What are the gaps you need to fill to reach your goals? Where do you need help from outside your organization?

▶ **Step 2**—Discuss how the community can participate in filling these gaps.

   ▶ How can community involvement help you build on and complement your organization's strengths?

   ▶ What do you need: more partners, more community anchor institutions, or more customers and other end users?

▶ **Step 3**—Discuss the situations that could reduce your ability to achieve your goals.

   ▶ What risks do you face in implementing a successful project: for example, protests in construction areas, scheduling delays, or regulatory obstacles?

▶ **Step 4**—Discuss the type of community support and buy-in you need to reach your goals.

   ▶ How can community buy-in help you achieve your goals?

   ▶ Define the areas where you need support and buy-in.

Chapter 3: Know Your Stakeholders

Outreach with impact requires identifying and getting to know stakeholders critical to your success. You need to understand who you are communicating with, their information needs, and their concerns. This understanding will lead to outreach activities that reach the right audiences with the right message delivered effectively.

Stakeholders include any individuals and groups involved in, impacted by, and holding a vested interest in your project. First and foremost, you are spending taxpayer dollars to provide services and you should remain responsible and responsive to the general public, reaching stakeholders with different needs and preferences.

Follow steps 1 through 3 to begin identifying key stakeholders.

▸ **Step 1**—Identify your supporters and detractors

  ▸ Which stakeholders already have a good understanding of the project and support your efforts?

  ▸ What do they need to know about your progress to maintain their support?

  ▸ Who could object to the project—both now and in the future? How much information do they have about your goals?

  ▸ Who do you need to support the project: local businesses, state, Tribal, and local government officials, neighborhood residents?

▸ **Step 2**—Identify individuals and organizations who share your interest in serving the community.

  ▸ Who shares an interest in the types of services your project will deliver?

  ▸ Who shares an interest in the communities you will serve?

  ▸ Who has the tools to contribute?

▸ **Step 3**—Identify stakeholders who will benefit from your services.

  ▸ What do they know about the project?

  ▸ What do they need to know about your progress?

  ▸ How much do they know about broadband or Internet use?

  ▸ What are the potential obstacles to them using your services?

Your answers to these questions should yield a list of potential stakeholders. Next, you will want to prioritize the groups based on project goals. Make sure you know how they currently receive information and their communications preferences. Is English a second language for the stakeholder group? Do they belong to organizations? Do they have a technical background? Understanding stakeholders equips you to do the following:

▸ Tailor your message to your audience. A technical presentation may work for government officials, but may not be appropriate for the general public. Tailor your talk without sounding too simplistic or condescending.

▸ Match the communications tool to the stakeholder. Local reporters may use a news release, but a newsletter will work better for residents. For additional information on tools, see Chapter 4.

▸ Communicate at the right time. Timing is everything. Explain the services and technologies that you will offer from the beginning. Be clear about project goals and timelines, and report delays.

▸ Anticipate concerns. For example, you could share the results of your project's environmental assessment and head off community complaints.

Talk the Talk

Effective outreach starts with understanding your stakeholders' concerns and preferences.

Talk with stakeholders and ask for their feedback; assumptions about what they want can be a mistake. Listen and be ready to act on what you hear.

Manage Expectations

Let your stakeholders know what your project does and, frankly, what it doesn't do.

Simplify the process of working with local and state government, outside agencies, and local businesses by anticipating their information needs, and communicating proactively and consistently.

▶ Keep the spotlight on your community. Outreach and promotion efforts should focus on the services being provided, not on the dollar amount of the grant.

The rest of this chapter highlights stakeholder groups you may want to consider including in your outreach activities. Use the stakeholder map in Appendix A to identify and prioritize individuals and groups of interest.

Community Organizations

Reaching each stakeholder individually is difficult, if not impossible, to achieve. Reaching stakeholders through the organizations they respect and participate in, on the other hand, is an effective way to deliver your messages and build relationships. Ultimately, you want your project to be a valued part of the community through partnering directly with community organizations to help them achieve their goals.

Working through organizations also positions you to talk with decision-makers and civic leaders. Inform the community's most active residents and they will help carry the message to their neighbors.

Government Officials

State, Tribal, and local officials can become your most valuable partners if they understand your plans and milestones. Government officials are interested in the success of your project and the services you will deliver to their constituents. It is important to keep them informed of your progress and unexpected obstacles throughout the project's life cycle. By being proactive and forthright, you can manage their expectations and put yourself in a position of trust with local officials.

Be sure you select communications tools that meet government needs. For example, introduce your project by developing a short synopsis with an explanation of why elected officials should care. Use your quarterly and annual performance reports as a way to update on your progress. Look for creative connections between government and the services you plan to deliver. If your project will benefit schools, for example, ask to meet with the school board and provide progress reports.

Neighborhood Residents

The neighborhoods your project will serve can vary widely in their communication needs and concerns. Neighborhood stakeholders may fall into two categories—end users who will directly benefit from the services your project provides, and residents who are impacted by potential construction. If residents are unserved or underserved, their knowledge of broadband and its benefits may be limited. Age ranges may vary from children to seniors; the language spoken at home may not be English. You need to understand how residents like to receive information and what they need to know before you start implementing outreach activities.

Broadband service providers, as well as PCCs and broadband adoption organizations, face the challenge of identifying an outreach approach that effectively reaches diverse groups. Unserved and underserved communities often use neighborhood-based communications and information sources to form opinions and make decisions, instead of turning to the Internet and mass media. Effective branding of your service, center, or adoption initiative can begin with community outreach activities. Late adopters of technology products and services may rely on word-of-mouth recommendations to choose a brand or service provider. These communities are more likely to rely on neighborhood newspapers or discussions at local gathering places, such as the barbershop or the grocery store, to access news about a local project or training opportunity. Look for trusted organizations and work with them to reach vulnerable populations.

Chapter 4: Outreach Opportunities

Now that you have an understanding of how to set goals and identify stakeholders, the next step is to decide which outreach activities you want to implement. To kick-start your outreach planning and further define these categories, refer to Appendix B. You can also use Appendix C to identify how project milestones can lead to opportunities for community outreach, including events such as groundbreaking ceremonies and support project requirements such as quarterly reporting. You may find that you can repurpose the information collected in the project reporting process to reach other outreach objectives, such as updating stakeholders or writing fact sheets.

Remember to assign one person at your organization to take responsibility for stakeholder outreach. This individual becomes the point of contact for local media and events.

Be Creative

A little creativity can go a long way when building relationships with stakeholders.

Outreach begins with basic building blocks like fact sheets and open houses. Continue your outreach success by finding creative connections between stakeholders and tailored ways to create awareness and build support.

Outreach Activity Options and Ideas

Following are many additional ideas for your project's outreach efforts. Select those that fit your situation and goals, and tailor them to your community.

Type	Description	Ideas
Information Materials	Print and electronic materials that deliver project information, updates, and news to stakeholders.	▸ **Frequently Asked Questions (FAQs)**—Prepare questions and answers about your project for use as handouts or with the media. ▸ **Fact Sheet**—Use one-page handouts summarizing details about your project for meetings, interviews, and events. See Appendix F for a fact sheet template or pull the award fact sheet for your project posted under Grants Awarded at *www2.ntia.doc.gov/GrantsAwarded*. ▸ **Newsletter**—Distribute a print or e-mail newsletter to tell key stakeholders about project updates, status, and news
Events	Opportunities to mark milestones with special activities, sponsored by recipients and/or partners.	▸ Exhibit at community events ▸ **Open House**—Invite residents, local officials, students, healthcare professionals, and others to visit your site and view demonstrations. ▸ **Groundbreaking/Grand Opening Ceremonies**—Invite stakeholders, including government officials, to celebrate major project milestones. ▸ **Job Fairs/Health Fairs**—Expand variety of stakeholders and reinforce your connection to the community.

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Outreach Activity Options and Ideas

Type	Description	Ideas
Online	Internet-based tools that serve as a destination for stakeholders, *e.g.,* websites, and/or deliver outbound communications vehicles, *e.g.,* visitors electing to receive e-newsletters and updates.	▸ **Website**—Build a separate site or a special section on your current site where you can focus on project accomplishments, and invite public comment. ▸ **Social Networking**—Establish a presence on a social networking site, such as Facebook, Twitter, YouTube, or Flickr, and update your profile regularly with pictures or news about your project. ▸ **Online Media/Newsroom**—Set aside a section of your website and link to news releases, media advisories, progress reports, etc.
Print, Broadcast, and Online Media Outreach	Working with print, broadcast, and online media to deliver information to stakeholders.	▸ **News Releases**—Issue a news release or media advisory to announce events and project milestones, and report on results. See Appendix D for a news release template. ▸ **Paid Advertising**—Place an advertisement in a local paper to invite stakeholders to test your service offering. ▸ **Public Service Announcements**—Provide a short video to a news station regarding your project's impact on the community.
Presentations	Speeches and briefings delivered at events sponsored by partners or civic or other organizations, and attended by your stakeholders.	▸ **Speeches**—Prepare speeches for local community organizations to explain your project's benefit and availability to their members. ▸ **Town Halls**—Host a town hall meeting to engage in a discussion with a local community about how to deliver the best services given their needs. ▸ **Slide Presentations**—Create a standard slide presentation that gives a high-level overview of your project to deliver at events. See Appendix E for a sample presentation.

Here are some examples of how you can match outreach goals to activities that engage your stakeholders.

Outreach Goal: Establish early contact with a wide range of community stakeholders.

▸ Consider holding a project kickoff meeting that involves partners, subrecipients, and neighborhood representatives. This approach involves stakeholders in deciding the direction of your outreach activities. Talk about your goals and the goals you share with the community. Then lead a discussion about action steps that will help you reach these goals. Set a target date for launching the project in your community and involve attendees.

▸ Contact your state's broadband office as early as possible. Share your goals for outreach and determine whether you can piggyback on the state's activities or benefit from state materials and other resources.

Outreach Goal: Build the number of customers and end users aware of and ready to benefit from the services you will provide.

▸ Reach the parents and young people of your community. Youth organizations such as the Boys and Girls Clubs, Junior Achievement, and 4H are eager to work with local businesses and offer educational experiences for their members. Students are a good way to reach parents particularly in low-income communities.

▸ Communicate the public safety benefits of broadband. Work with local law enforcement to offer presentations for neighborhood watch groups.

▸ Team with the public library. Work with your county's public library system to sponsor events.

▸ Sponsor digital literacy workshops at the local community college or high school. Schedule evening or Saturday demonstrations on how residents can use broadband. Set up computer labs and teach job seeking skills, demonstrate how to use the Internet to expand homework opportunities, *etc.* Include guidelines on safe use of the Internet and how to supervise children when they are online.

▸ Consider non-traditional ways of getting out the message. Post information and project updates at the local grocery store. Hand out fliers at the local barbershop or hair salon. Set up a booth at neighborhood flea markets and street fairs.

▸ Use cross-generational activities to reach the elderly. Work with high school volunteers to demonstrate Internet use at senior centers and engage local community groups serving seniors.

▸ Initiate activities with local schools. Sponsor essay writing contests, science projects, spelling bees, and other fun educational projects that can be completed online.

▸ Distribute fliers on Internet resources. Provide links to online information regarding health care, education and training, public safety, job searches, and other topics of value to stakeholders.

▸ Sponsor an open house during tax filing season. Invite the community to use your PCC's computers to file their taxes, and provide assistance from tax professionals.

Outreach Goal: Build relationships with the business community to ensure support and involvement.

▸ Contact retailer associations in your service area. Business owners will be interested in how broadband can advance the community and expand the market for their goods and services.

▸ Support a vendor fair sponsored by your state or city's small business association. Focus on identifying small disadvantaged businesses qualified to participate in your project, and provide products and services by participating in such fairs.

Keep It Simple

Complicated, expensive outreach activities are not required for you to be successful.

Existing activities and communications channels can be the simplest way to reach stakeholders. Local residents are already reading the newspaper, going to school meetings, shopping at the grocery. Reach them where they live.

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Be Transparent

Make a commitment to clear, timely communications.

Transparency is telling stakeholders what they need to know when they need to know it. They may not always agree with you but they will recognize your efforts.

▶ Remember enhanced broadband service can equate to more economic activity in communities that exist without fast, affordable and reliable service. Partnership with state and local economic development organizations, Rotaries and chambers of commerce can help emphasize this critical benefit of broadband infrastructure projects.

▶ Sponsor small business workshops on entrepreneurship. Include sessions on how the Internet can help small businesses build sales.

Outreach Goal: Secure and maintain the support of government officials.

▶ Communicate with your area's senator or representative by contacting their local offices. Staff at the local level can pass along your project information to the legislator in Washington.

▶ Schedule face-to-face meetings with officials and bring along copies of your project's quarterly reports, informing them of key milestones, progress to date, and anticipated positive impacts of broadband services.

▶ Invite officials to your construction site or to key events such as groundbreakings. This gives them an opportunity to meet with the public and to understand your project's accomplishments.

▶ Use reporting requirements as an outreach opportunity. Consider making your BTOP performance and financial reports available to officials and the community. Reports can become the basis for presentations; you can also post them on your website for stakeholders to download.

▶ Spotlight public safety. Sponsor a display table or booth at the annual sheriff's association in your state with information on and demonstrations of broadband services.

Outreach Goal: Build support in the communities impacted by construction activities.

▶ If you are implementing an infrastructure or PCC project that requires construction, make sure you check into local regulations about communicating in the community. Some projects are required to advertise in local media to announce construction before it begins.

▶ Consider establishing non-Internet based vehicles such as toll-free numbers that allow stakeholders to ask questions, especially about construction projects. This could reduce frustrations due to digging, creation of new buildings, or traffic restrictions.

▶ Submit articles to neighborhood newsletters. Many housing developments or condominium communities distribute monthly or quarterly newsletters to residents. Include news about project progress.

▶ Sponsor a town hall meeting or visit a neighborhood community advisory group before construction begins.

Outreach Goals: Build partnerships and increase partner involvement in the project.

▶ Join forces with community anchor institutions already participating in your project to enlist additional anchors. Representatives of participating anchors may be more effective than you are in communicating reasons to join your project.

▶ Leverage partners, service providers, and others to extend messages. For example, if a hospital sends a health newsletter to the community, place an article about the new or expanded services broadband will deliver.
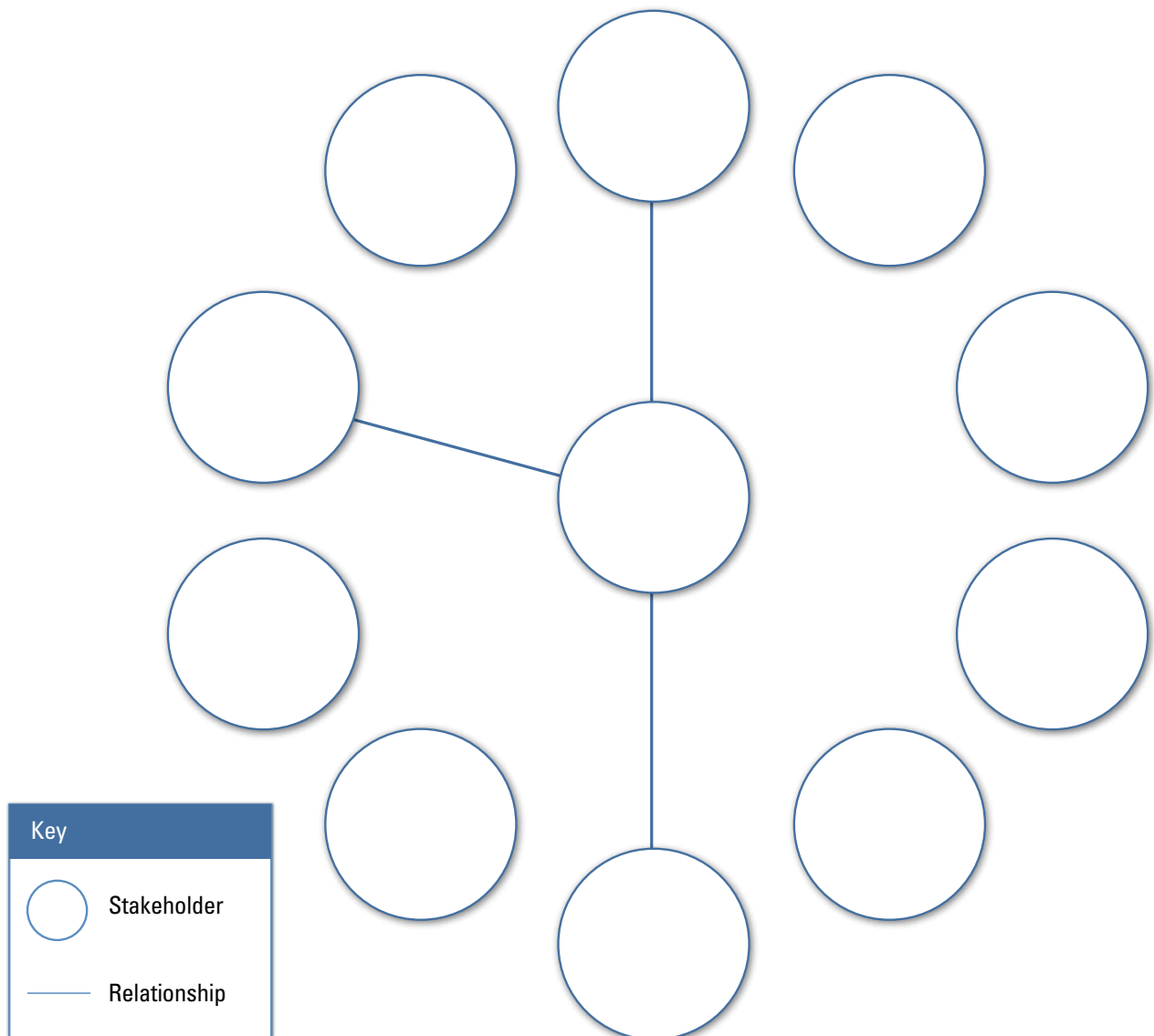
Appendix A: Stakeholder Map

Instructions

Use the stakeholder map shown below to identify the groups and individuals that you need to include in community outreach activities. Show how stakeholders relate to you and others by drawing lines between the map's circles. You may want to create separate maps for each of your community outreach goals, since they may require relationships with different stakeholders.

Later, you can transfer these stakeholders to the worksheet in Appendix B and identify the specific activities that you will use to reach each group.

Key

◯ Stakeholder

—— Relationship

Appendix B: Planning Outreach Activities

Instructions

Begin planning outreach activities that support your project by filling in your goals and stakeholders, and the activities you will undertake to reach them. A single goal may require outreach to several stakeholders, and an activity may involve stakeholders in different roles, e.g. sponsor or attendee. Later, you can go through and prioritize activities. Use the worksheet in Appendix C to start matching activities to project milestones. Examples are included below.

Goal	Stakeholder	Activity
Example: Communicate about the educational benefits that broadband access can deliver.	Residents of a low-income neighborhood where your project will provide broadband access.	Sponsor a display during an open house at a local community center. Partner with a low-income housing entity to demonstrate the power of broadband in education and job search.
Example: Communicate about the start of construction projects.	Local residents, anchor institutions, local officials.	Groundbreaking ceremonies when construction begins in the community.

Appendix C: Planning Activities Around Project Milestones

Instructions

Milestones that occur throughout your project's life cycle provide a unique opportunity to reach stakeholders with news, updates, progress reports, and other important information. Use the following graphic to link milestones to proposed community outreach activities. Make copies of this worksheet to plan for future 12-month periods.

Month	Project Milestone

Outreach Activities

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Appendix D: News Release Template

Instructions

News releases are commonly used to announce events and information to print, broadcast and online media. The following template will help you build a release that tells your story in a form that reporters understand. Fill in the blanks with your project's background details and news, and distribute by e-mail or in hardcopy during interviews or events. Emphasize how your project will contribute to enhanced educational, economic development, health care, energy, transportation, and employment opportunities, This template is also available for download at www.ntia.doc.gov/grantsmanagement. You can tailor the release template with your project or organization's logo and name, and include names of community anchor institutions and other partners.

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For Immediate Release: July 13, 2010
Contact: Suzie Smith, 555-555-1212 and suzies@broadbandinc.com

Headline—Capture your news in an attention-grabbing title.

Broadband Inc. Breaks Ground on $19M Project to Bring Internet to Underserved

Lead Paragraph—Include the who, what, where, when, and why behind the news.

SUNDER - Joe Day, CEO of Broadband Inc., and Mayor Timothy North broke ground today on a $19 million broadband infrastructure project that will bring affordable Internet access to the underserved populations of Sunder. The entire city council as well as the local police and fire chiefs attended and took part in the ceremonial first shoveling.

Quote—A quote from your organization's leader can focus on the value your project will bring to the community and is tailored to the news. If you are announcing results and progress, stress messages related to good stewardship and value to the community. Subsequent paragraphs can include quotes from your partners, community anchor institutions, government officials, or civic leaders.

"This is a great day for Sunder," said Mayor North. "Access to the Internet is increasingly important in today's world. Whether you own a small business, need to take an online course, or stay connected to family and friends, Internet access is the key to community advancement in the 21st century."

Broadband Inc. received a $5 million grant to build the broadband infrastructure for Internet access from the National Telecommunications and Information Administration's (NTIA) Broadband Technology Opportunities Program (BTOP). "We knew when we applied that we had a great project," noted Day. "We're proud of our involvement in connecting the people of Sunder to the Internet."

Support Paragraphs—Include news detail— what will be built on a construction site, services to be offered, progress on timelines, when services will become available.

Broadband Inc. will lay 50 miles of fiber-optic cable throughout Sunder and the surrounding communities. When complete, 500 homes and more than 3,500 residents will have access to the Internet. Sunder's main library as well as the police and fire stations will also benefit from the project. "We hope to complete the construction and cable laying portion of the project by August 2011. Residents of Sunder will be able to use their new Internet access to talk to their families and friends during the 2011 holiday season," said Day.

Closing Paragraph—Feature background on the award recipient, partnerships, past experience with grants.

Broadband Inc. is a privately-owned telecommunications company located in Sunder. Joe Day, a Sunder native, and the company have been working to provide Internet access to the community for the past 10 years. Several of Broadband Inc.'s executives executed a grant under NTIA's previous Technology Opportunities Program (TOP), laying the first broadband cable in Sunder.

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Appendix E: Slide Presentation Template

Instructions

Use the template on the following pages to create presentations for meetings, events, and other outreach activities. The text in these slides will guide you in writing content based on your project's goals and progress. You can add additional content slides to this template as appropriate. This PowerPoint template is available for download at www.ntia.doc.gov/grantsmanagement.

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DRAFT 2

Awarded Project Timeline and Milestones

- All BTOP projects are expected to be substantially complete no later than two years and fully completed no later than three years following the date of issuance of the award. Identify each of the project milestones (goals) and provide a projected timeline.

Proposed Project Goals	Year One (2010)	Year Two (2011)	Year Three (2012)
Identify a proposed project goal			
Identify a proposed project goal			
Identify a proposed project goal			
Identify a proposed project goal			
Identify a proposed project goal			
Identify a proposed project goal			

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DRAFT 3

Awarded Project Community Benefits

- The recipient should demonstrate how the awarded project will impact and benefit the community.
  - All project types should identify the following:
    - Indicate the number of anchor institutions served by the project. List and identify each anchor institution.
    - Identify how the proposed project will serve minority serving institutions.
    - Demonstrate how the project will engage and service vulnerable population groups.
  - Applicable benefits outlined below:

Public Computer Center (PCC) Projects	Sustainable Broadband Adoption (SBA) Projects	Infrastructure/CCI Projects
• Accessibility – Demonstrate the ways in which the PCC will be accessible and welcoming to people with disabilities.	• Accessibility – Demonstrate how adoption rates in your community compare to national averages (why your project is needed).	• Project Impact – Demonstrate how the project will indirectly or directly meet the broadband needs of the community.
• Equipment – Describe the types of personal computing peripherals and broadband equipment available for each station.	• Adoption Metrics – Indicate the total number of new home, household accounts, and new business subscribers the project is projected to generate.	• System Design – Provide a description of the system design that will be used to deliver the broadband service.
• Training & Education – Describe the training and education programs and how they will respond to the needs of the community.	• Broadband Training Programs – Identify the hours of training each participant in an SBA program will receive. Also identify the number of individuals the training programs will reach.	• Broadband Solutions – Describe the infrastructure of the broadband system. Identify the type of broadband equipment that will be deployed in the infrastructure project.
• Multilingual Efforts – Describe the multilingual training and outreach programs available.	• Equipment Affordability Programs – Identify equipment costs for typical customer and compare with recycled, loaned and other low-cost computers.	
• PCC Users – Project the number of total users expected to be generated by a BTOP Public Computer Center.	• Broadband Awareness Programs – Explain the awareness campaigns and how many people they will reach.	

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Additional Resources

- Provide information on future outreach activities.
  - Include the event name, date, and location.
- Identify any additional resources available such as fliers, newsletters, and reports on the project.
- Provide BTOP programmatic information to stakeholders:
  - BTOP Web site: www.ntia.doc.gov/broadbandusa

Notes

Appendix F: Fact Sheet Template

Instructions

Fact sheets are commonly used to provide an overview of your project. The following template will help you create a one page fact sheet that you can make available on your website, and share with your stakeholders, media, and partner organizations. The text in the template will guide you in writing content for your project fact sheet, and is also available for download at *www.ntia.doc.gov/generalresources#resources*.

The fact sheets NTIA developed when announcing the BTOP awards may also serve as a foundation for your document. Refer to the individual project categories listed at *www2.ntia.doc.gov/GrantsAwarded* to find your project.

Use this BroadbandUSA template or your organization's letterhead.

You can use this fact sheet as a general introduction to your project. Make copies available when you make presentations, e-mail them to reporters, and use as fliers at displays. Update the information throughout your project's life cycle.

This is your opportunity to focus on the services your project will deliver to the community. Include detail on when these activities and services will become available.

Provide background that establishes your organization as a responsible member of the community and award recipient.

A list of your partners illustrates community involvement. You can also include a list of sub-recipients and small disabled businesses involved in the process.

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Fact Sheet: Our Community Our Broadband

About The Project

The "Our Community, Our Broadband" project will serve vulnerable populations with broadband adoption programs in three states—Washington, Oregon and Idaho. The project will engage, train, and support new broadband users, ultimately empowering more than 100,000 individuals from vulnerable groups to access and use broadband. "Our Community, Our Broadband" will increase broadband adoption by almost 15,000 households, provide training to 27,000 people, and implement broadband adoption awareness campaigns reaching 425,000 low-income and minority individuals.

"Our Community, Our Broadband" will also:

- Recruit 120 broadband experts to provide broadband training, education, and assistance to low income and minority individuals.
- Establish an online community for literacy education and collaboration to teach community residents.
- Install computers and technology at 14 libraries, schools, economic development agencies, and halfway houses to assist with training efforts.
- Provide employment programs in key economically disadvantaged communities.
- Work with Internet providers to offer affordable access, subsidize broadband connections, and provide affordable equipment.

Organization's History

Established in 2002, Broadband Northwest is a non-profit organization aimed at bringing greater broadband awareness to the Northwest region of the United States. The organization provides education, computer literacy training, job training, small business development, and broadband awareness campaigns. Broadband Northwest also offers free web page development seminars for community institutions, and small and economically disadvantaged businesses to encourage outreach and collaboration. Many local community organizations support the Our Community, Our Broadband project execution with the hopes that the vulnerable populations of Washington, Oregon, and Idaho will benefit from Internet access and learn how it can change their lives for the better.

Project Partners
- Northwest Economic Council
- Minority Tech-Literacy Group (Washington, Oregon and Idaho Chapters)
- Dare to Dream
- Young Technology Association
- Reach Cable
- New Education Society

Made possible by the Broadband Technology Opportunities Program

Funded by the American Recovery and Reinvestment Act of 2009

Appendix G: Reaching Stakeholders Through Organizations

Organization	Goal	Activity
National Congress of American Indians *http://www.ncai.org/Tribal-Directory.3.0.html*	Showcase the benefits of broadband to Tribal organizations.	Sponsor a booth at an annual Tribal gathering to introduce reservation residents to broadband services.
National Urban League *http://www.nul.org/in-your-area/affiliate-map*	Expand use of broadband in underserved urban communities.	Sponsor workshops at local Urban League offices on college readiness for high school students, focusing on the use of the Internet for finding scholarships, applying to schools, and exploring potential careers.
AARP *http://www.aarp.org/states/*	Show seniors that using broadband services is easy.	At a local store, help seniors e-mail photos to their relatives and friends.
Kiwanis *http://sites.kiwanis.org/Kiwanis/en/ MembershipInterest/FindAClub.aspx*	Engage civic and business leaders in broadband outreach.	Work with Kiwanis in your area to offer broadband training to adults with disabilities.
National PTA *http://pta.org/jp_find_your_pta.html*	Work with parents and teachers to build community use of broadband.	Work with the local PTA organization to sponsor a Career and Job Fair, and demonstrate broadband services.

Appendix H: Submitting Materials Pertaining to Events and Noteworthy Project Achievements

Open Call for Multimedia Materials

BTOP recipients are encouraged to provide information and materials that demonstrate significant project achievements and benefits to communities, such as the opening of public computer centers, launching of new training offerings, groundbreakings, etc. Your information could become an article in the BTOP Update e-mail or a BTOP In Action posting on recipients' award pages maintained on the BTOP website.

Note: BTOP recipients are not required to submit information and materials. If you choose to, please follow these three steps.

Step 1: Submission Narrative

Include an overview of the event/achievement, detail what happened, and explain the impact it has on the communities being served. The narrative should also provide captions for any still photos and a transcript for any audio or non-captioned video submission. You can also supply a news release that describes the event/achievement.

Step 2: Photos, Video and Media Coverage

Provide related photos, videos or media coverage when available. NTIA prefers that you submit these materials through the Post-Award Monitoring (PAM) system as a PAM Other Request. Recipients are invited to submit the following materials:

▶ **Photos**—.jpeg, .gif, or .png formats.

▶ **Video**—.flv, .mpeg, or .mov formats. Videos may include event coverage or a presentation used during the event, such as a report on the project. We prefer videos that are 508 compliant. If possible, please include either captioning or a transcript for the audio portion.

▶ **Media coverage**—Hyperlinks to print or broadcast coverage are preferred.

Step 3: Required Release Accompanying Photos, Videos and Other Submissions

In some situations, the recipient must provide permission for NTIA to use photos and videos on the NTIA website and also obtain a release letter from persons depicted in the materials (or by a person authorized to provide the approval). This letter will give NTIA permission to use the photos and confirms that the recipient obtained any necessary written approval from persons depicted in the materials.

NTIA is required to comply with the Children's Online Privacy Protection Act (COPPA) if information relating to children is submitted for use on the BTOP website. Materials submitted to NTIA that contain personal information about children under the age 18 will be posted only after the recipient confirms that they have obtained written consent to display that information from the parent(s) or legal guardian(s). Personal information includes first and last name; a home or other physical address including street name and name of city or town; and contact information such as e-mail addresses, phone numbers, or screen names; or social security numbers.

Note: A release letter is NOT required if photos of children under 18 or accompanying text does not provide personal information as described above.

Require Release Letters	Do Not Require Release Letters
Release letters are required in the following situations:	**Release letters are NOT required in the following situations:**
▸ Photos or video depicting children that contain personal identifiable information under the age of 18 require the permission of a parent or guardian. ▸ Photos of attendees at any event that is invitation only and not open to the public require a letter of release.	▸ Photos from any event that is open to the public (publicized through the media, newsletter, website, etc.). ▸ Any images from a public space (for example, a construction site). ▸ Photos of persons 18 or older taken at public events. ▸ Photos of persons under the age of 18 taken at public events that do not contain personal identifiable information.

When a release letter is required, the letter must include a statement affirming that your organization has obtained written approval to use and/or disseminate photos and video images from the person(s) displayed in the media or from person(s) authorized to grant such approval. For materials involving persons under the age of 18, the letter must state that parent(s) or legal guardian(s) provided written consent for any items submitted to NTIA.

The recipient's authorized organizational representative must sign the letter. This letter can be submitted via the PAM as an "Additional Post-Award Documentation Report Package" (see Section 2.2 in the PAM User Guide). Or the letter can be addressed to Theresa Thomas and sent to:

Ms. Theresa Thomas
Herbert C. Hoover Building
U.S. Department of Commerce / NTIA
1401 Constitution Avenue, N.W., Room 4228
Washington, D.C. 20230

Notes