



US BROADBAND COALITION TO RELEASE REPORT ON ADOPTION AND USE

For Further Information Contact: Jim Baller (202-833-1144) or Kenneth Peres (202-434-1185)

November 12, 2009 – The US Broadband Coalition will release its report “Expanding and Accelerating the Adoption & Use of Broadband Throughout the Economy” in the Federal Communications Commission’s main hearing room on Friday, November 13, 2009, from 1-3 p.m. (Eastern). Links to the text of the report and to a live webcast of the event will be available on Friday morning on the Coalition’s website, www.bb4us.net. Backup links will be available at http://www.baller.com/national_broadband.html.

The US Broadband Coalition is a diverse array of more than 160 organizations working toward a comprehensive national broadband strategy to ensure America’s success in the emerging knowledge-based global economy. The Coalition includes communications providers of all kinds, high-technology companies, manufacturers, labor unions, educational institutions, utilities, consumer groups, public interest organizations, units of state and local government, and many other stakeholders in America’s broadband future.

AGENDA

Welcome

Blair Levin

Head of the Federal Communications Commission
National Broadband Plan Task Force

Jim Baller

Baller Herbst Law Group/US Broadband Coalition

Featured Speaker – Why Adoption and Usage is Critical to National Policy

Brian David

Director Adoption and Use of the FCC’s National
Broadband Plan Task Force

Leadership Panel – Creating the Framework for Broadband Adoption and Use

Charles Benton

Benton Foundation

Kenneth Peres

Communications Workers of America/Alliance for
Public Technology

Karen Archer Perry

Knight Center of Digital Excellence

Adoption and Use Panel – Sector by Sector Review of Policy Options

Digital Inclusion	Greg Goldman, Digital Impact Group
Universal Access	Karen Peltz Strauss, Rehabilitation Engineering Research Center on Telecommunications Access
Economic Development	Jim Baller, Baller Herbst Law Group
Education	Steve Gorski, National EBS Association
Energy and Sustainability	Jayant Deshpande, Bell Labs, Alcatel-Lucent
Healthcare	Dave Aylward, Comcare Systems
Public Safety	Patrick Halley, National Emergency Number Association
Democracy and Civic Engagement	Karen Archer Perry, Knight Center of Digital Excellence
Advocacy and Grassroots	Harry Roesch, Rural Telecommunications Congress
<i>Wrap up and Q and A</i>	Kenneth Peres

The report was authored by a working group co-chaired by Karen Archer Perry from the Knight Center of Digital Excellence, Charles Benton from the Benton Foundation, Link Hoewing from Verizon, and Kenneth Peres Ph.D. from the Communications Workers of America and the Alliance for Public Technology.

“While disagreeing on many issues, the Coalition reached consensus on the need to accelerate and expand adoption and use of broadband throughout the economy. This report contains a sector-by-sector analysis of barriers to more extensive adoption and use of broadband, and it presents dozens of creative policy options to overcome these barriers,” said Jim Baller, an attorney with the Baller Herbst Law Group and the founder and president of the US Broadband Coalition.

“The report reflects 10 months of intensive work by more than 30 people representing over 25 organizations,” Perry said. “We did not merely focus on increasing adoption and use of email, web browsing, and other traditional forms of Internet access service, but we also drilled into ways to accelerate the adoption and use of broadband in economic development, health care, education, public safety, energy and the environment, and in strengthening democracy and civic engagement.”

The FCC’s hearing room is on the ground floor of 445 12th Street, SW, Washington, DC.