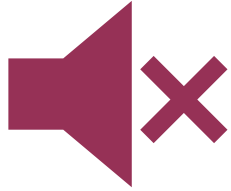


WEBINAR LOGISTICS



All attendees are muted by default



Please use the chat function for questions & comments



Yes! This session will be recorded and sent to all registered attendees

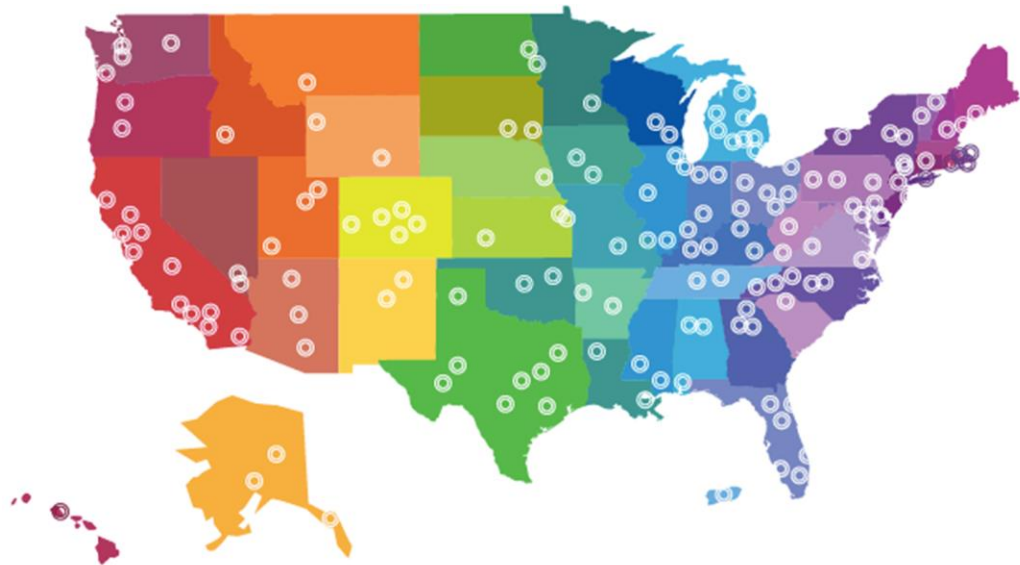
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Click to open up chat box and ask questions or make comments

ABOUT PUBLIC MEDIA COMPANY

Public Media Company is a nonprofit consulting firm dedicated to serving public media. We leverage our business expertise to increase public media's impact across the country.



Public Media Company works in partnership with stations in urban and rural communities to find innovative solutions and grow local impact. We have worked with **over 300 radio and TV stations in all 50 states**

www.publicmedia.co

Broadband and \$42 Billion, What it Means for Public Media


September 21, 2023

3 pm ET/2 p.m. CT/1 p.m. MT/12 noon PT

WHY ARE WE HERE?

\$42 billion in federal dollars are being deployed to ensure that every household in America is connected to high-speed broadband which will transform the country's technical infrastructure and enable equitable participation in the 21st century economy.

Today's Agenda

- > An introduction to the seismic shift in Broadband deployment policy
 - > Digital Equity is playing a central role in this federal investment
 - > What's happening in the states right now
 - > Implications for public media and the communities we serve
 - > How public media leaders can get involved
- 

PRESENTERS



Carlos Barrionuevo
Director
**Public Media Company &
Board Member, Maine
Connectivity Authority**

**Jade Piros de
Carvalho**
Director
**Kansas Office of
Broadband Development**

Jessica Perez
Digital Equity Manager
**Maine Connectivity
Authority**

Holly Groschner
Board Member, Vermont
Community Broadband
Board (former Vermont PBS
CEO)

**Knowledge
Build Hudson**
Digital Equity Advisor,
NTIA

THE DIGITAL DIVIDE IS STILL HERE

COVID unmasked the inadequacy of the nation's broadband network

- Exposed millions of rural and urban households that cannot access a broadband connection

A bi-partisan effort allocated two sets of funds: the **American Rescue Plan Act (ARPA)**, and the Infrastructure, Investment and Jobs Act, allocated monies via the **Broadband Equity, Access, and Deployment (BEAD) program**

1st: \$25 Billion (ARPA) starting in 2021, already been distributed

2nd: \$42 Billion (BEAD) state allocations have been determined, being distributed in 2024

This investment represents a once in a generation opportunity – for states with existing programs, this is turbocharging their efforts

WHAT LOCAL MEDIA LEADERS NEED TO KNOW

Federal gov't has a goal to connect every U.S. home to affordable, reliable high-speed broadband over next 5 years.

Crucial differences from previous efforts:

- **Every state is getting money**
- **Each state determines how to manage and deploy the money**
- The funds are going directly to states not Internet Service Providers (ISPs)
- States see this as once-in-a-generation opportunity

Fiber to the home the preferred method of connection

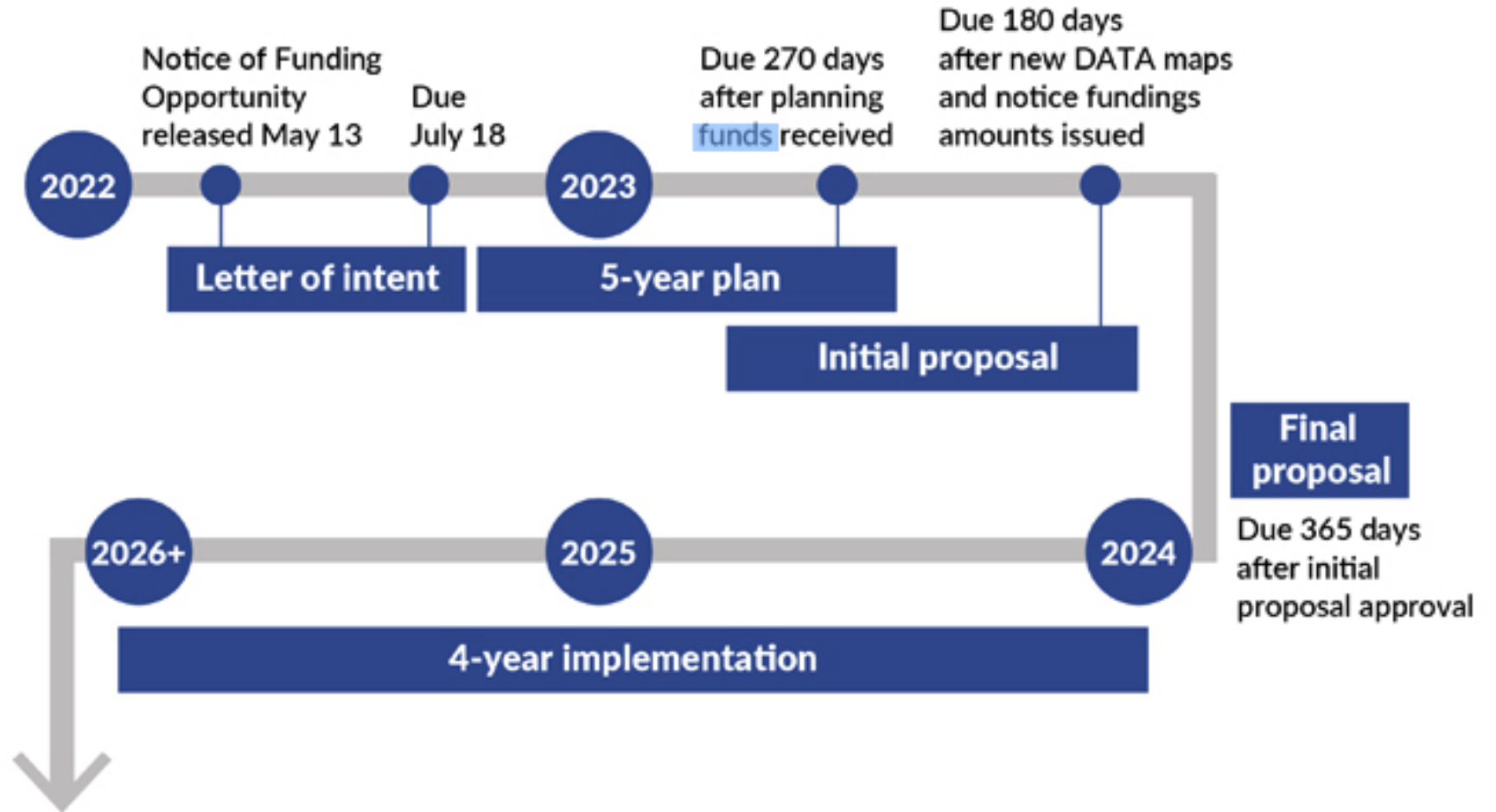
Digital Equity - i.e., the ability for all to participate in the digital economy/life
– **is a central piece of the program**

A SUSTAINED EFFORT

This is a multi-year initiative with public reporting and measurable goals

ESTIMATED TIMELINE


Timeline approximate unless exact date specified



Source: National Telecommunications and Information Administration, "The Broadband Equity, Access, and Deployment Program: Program Details for Applicants" (webinar, May 2022), <https://broadbandusa.ntia.doc.gov/sites/default/files/2022-06/June-1-Webinar-Presentation-Pdf>

DEFINING DIGITAL EQUITY

In addition to BEAD funding NTIA allocated \$2.75 billion to fund state-led Digital Equity programs. To receive funding, each state is required to submit a Digital Equity Plan

- States are already engaging with communities to solicit feedback; releasing draft plans
- NTIA and states are seeking comments on the definition of digital equity
- Community anchor institutions will be core to the programs
- Digital Equity programs target many of the populations public media has an expressed desire to serve 

“the condition in which individuals and communities have the information technology capacity that is needed for full participation in the society and economy of the United States.” Federal legal definition of Digital Equity

- "Covered Populations"** includes
- (1) individuals who live in low-income households,
 - (2) aging individuals,
 - (3) incarcerated individuals, other than individuals who are incarcerated in a Federal correctional facility,
 - (4) veterans,
 - (5) individuals with disabilities,
 - (6) individuals with a language barrier, including individuals who are English learners and have low levels of literacy,
 - (7) racial and ethnic minorities, and
 - (8) rural inhabitants.

PANEL DISCUSSION



Jade Piros de Carvalho
Director
Kansas Office of
Broadband Development



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QUESTIONS



BROADBAND IMPLICATIONS FOR LOCAL MEDIA

- Changes in media habits in disconnected groups will accelerate - double down streaming
- Expand the definition and delivery of local news and information at scale
- Larger, diverse set of partnership opportunities on training, education, and outreach with audience public media is targeting
- Digitally delivered services such as healthcare will be deployed at scale
- Expanding digital equity effort to supporting Spanish, migrants and other second language populations
- Workforce development opportunities

TAKEAWAYS FOR PUBLIC MEDIA LEADERS

Takeaways:

- Who has broadband in your state is about to change drastically -- especially in rural or disadvantaged communities
- Fiber build out means customer speeds and reliability will increase ten-fold
- Ongoing state-wide, organized effort to build digital skills and leverage broadband infrastructure
- Rural areas have the potential to be transformed as connectivity improves

To dos:

- **Understand what your state is doing and who the players are**
- Get involved in the Digital Equity planning by submitting comments and **position yourself as a partner for digital literacy and skill-building**
- Integrate the changes in **broadband access into your strategic plans**

RESOURCES

Pew Overview of BEAD program:

<https://www.pewtrusts.org/en/research-and-analysis/issue-briefs/2023/01/what-states-need-to-know-about-federal-bead-funding-for-high-speed-internet-expansion>

Benton's Digital Beat:

Resource to find summaries about state's Digital Equity Plans when released

<https://www.benton.org/digital-beat>

Directory of State Offices and officials

<https://broadbandusa.ntia.doc.gov/resources/states>

Digital Equity

<https://www.benton.org/blog/ntia-needs-hear-you-about-two-new-digital-equity-programs>



THANK YOU!

Email questions/comments to Carlos Barrionuevo at carlos@publicmedia.co

Slides and recordings will be sent to all registrants and posted to <https://publicmedia.co/webinars>