



## Discounted Broadband Program

*Affordable Internet. Incredible Opportunities.*

## Digital Equity is on the mind of nearly every district CIO/CTO...

Students living in one of the 5 million U.S. households without Internet service are **at a disadvantage to their peers** who have Internet access.

*(Pew Research Center analysis of US Census Bureau's American Community, April 2015)*

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Nearly 50% of students say they have been **unable to complete a homework assignment** because they didn't have access to the Internet or a computer.

On top of that, 42% of students say they **received a lower grade** on an assignment because they didn't have Internet access.

*(Taking the Pulse of High School Education in America," Hispanic Heritage Foundation, MyCollegeOptions, Family Online Safety Institute, April 2015)*

# Program Overview

*This program is AT&T's answer to help close the "homework gap" that districts are facing.*

## New Low-Cost Offer

On April 22, AT&T began offering wireline home Internet access service at a new low price to qualifying households **participating in the SNAP program**.

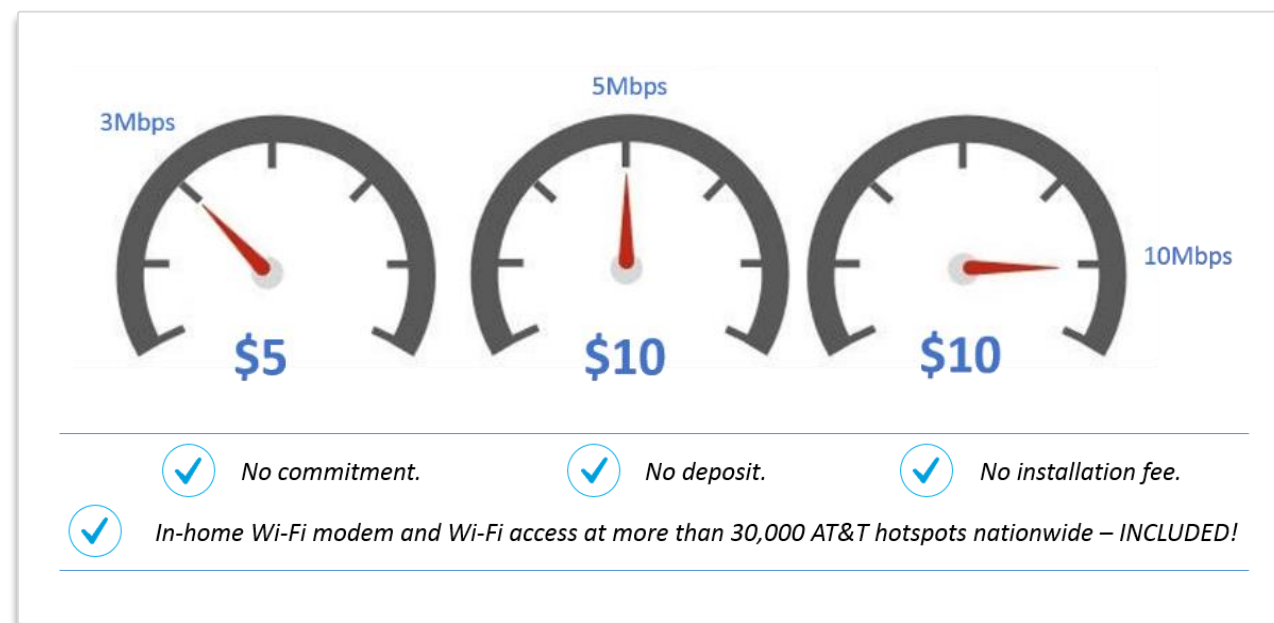
## Geography

The offer is available in the 21 states where AT&T provides wireline home Internet access, and where it is technically available by address.

## Price & Speeds

AT&T will assign participants the fastest of the following speed tiers available where they live:

- **10 Mbps** for \$10 per month
- **5Mbps** for \$10 per month
- **3Mbps** for \$5 per month



# Program Overview

## Qualifying Households

Households where at least one resident participates in the U.S. Supplemental Nutrition Assistance Program (SNAP) qualify for this program.

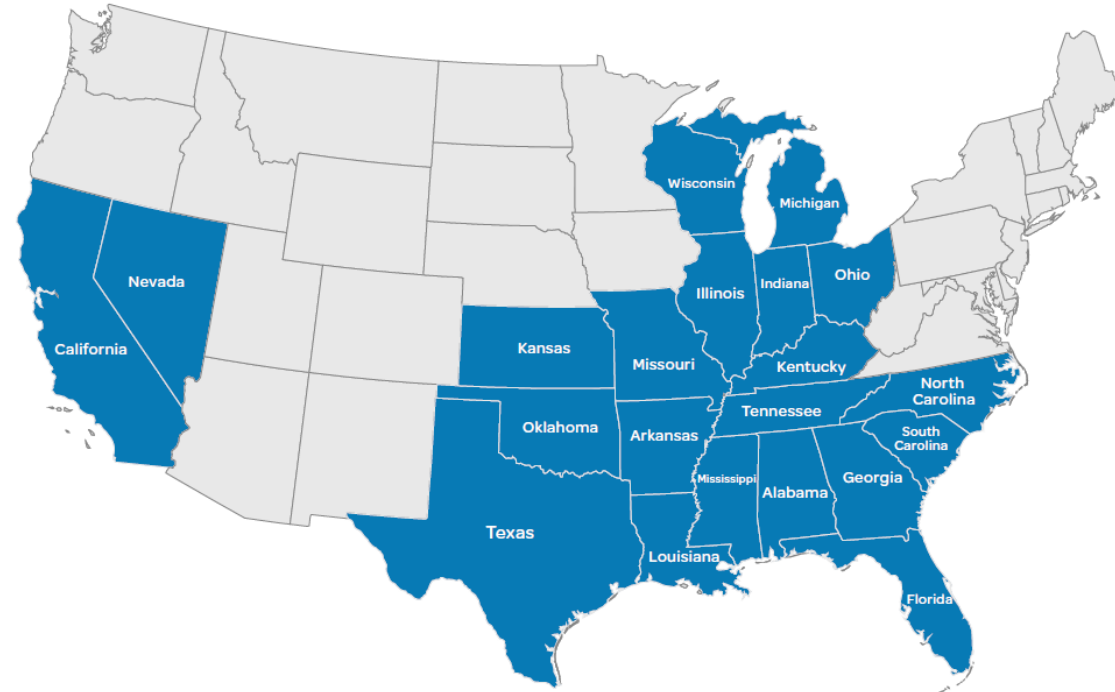
- Households will be required to re-certify annually that they meet the qualification requirements for the program.
- Unpaid debt for AT&T fixed Internet access services within the last 6 months, or debt incurred under this program may affect ongoing eligibility.

## Program Duration

- This is a 4-year program, beginning April 22, 2016.
- Those who sign-up for service after April 2019 (year 4) may continue in the program for 12 months from date of activation.



## AT&T 21-State Wireline Footprint



We will be reaching out to more than 5,500 school districts overlapping our Internet service footprint, including **more than 2,600 school districts in areas where we offer service of 3Mbps+**

# Outreach & Awareness

## School Districts & Families



## National School Lunch Program (NSLP)



- AT&T Direct Mail / E-Mail to school administrators & counselors
- TV/Radio/Print PSAs
- AT&T External Affairs outreach to State DoE and NSLP offices
- AT&T Gov/Ed Sales Team
- Conferences
- EveryoneOn

## Key Audience Partners & Non-Profits

*(Conversations underway with literally hundreds of local/state/nat'l orgs.)*



- AT&T Public Affairs national relationships
- AT&T External Affairs outreach to SNAP offices & state/local orgs
- AT&T Public Affairs outreach to key national organizations
- TV/Radio/Print PSAs
- State & Local Agencies
- Community-Based Organizations
- Conferences
- Connected Nation

# EveryoneOn

- Non-profit EveryoneOn is a partner of the Access from AT&T program and will **assist with outreach to school districts**.
- The goal of this outreach is to **educate school professionals** who are most likely to work closely with students and families.
- EveryoneOn will also **hold community events** to promote the program in collaboration with community-based organizations.
- EveryoneOn is a national non-profit **working to eliminate the digital divide** by making high-speed, low-cost internet service and computers, and free digital literacy courses, accessible to all unconnected Americans.



To learn more about EveryoneOn, visit [www.everyoneon.org](http://www.everyoneon.org)

# Connected Nation

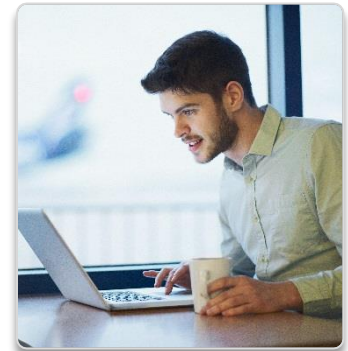
- Non-profit Connected Nation is a partner of the Access from AT&T program.
- Connected Nation will be coordinating with our partner organizations to **help address questions, provide collateral, and collect feedback** on promotional activity.
- AT&T's work with Connected Nation is part of our effort to **learn how we can be more effective in spreading the word** about this offer to SNAP participants.
- Connected Nation has been working with states and communities across the country **to close the digital divide** for more than 13 years.



To learn more about Connected Nation, visit [www.connectednation.org](http://www.connectednation.org)

## You Can Help!

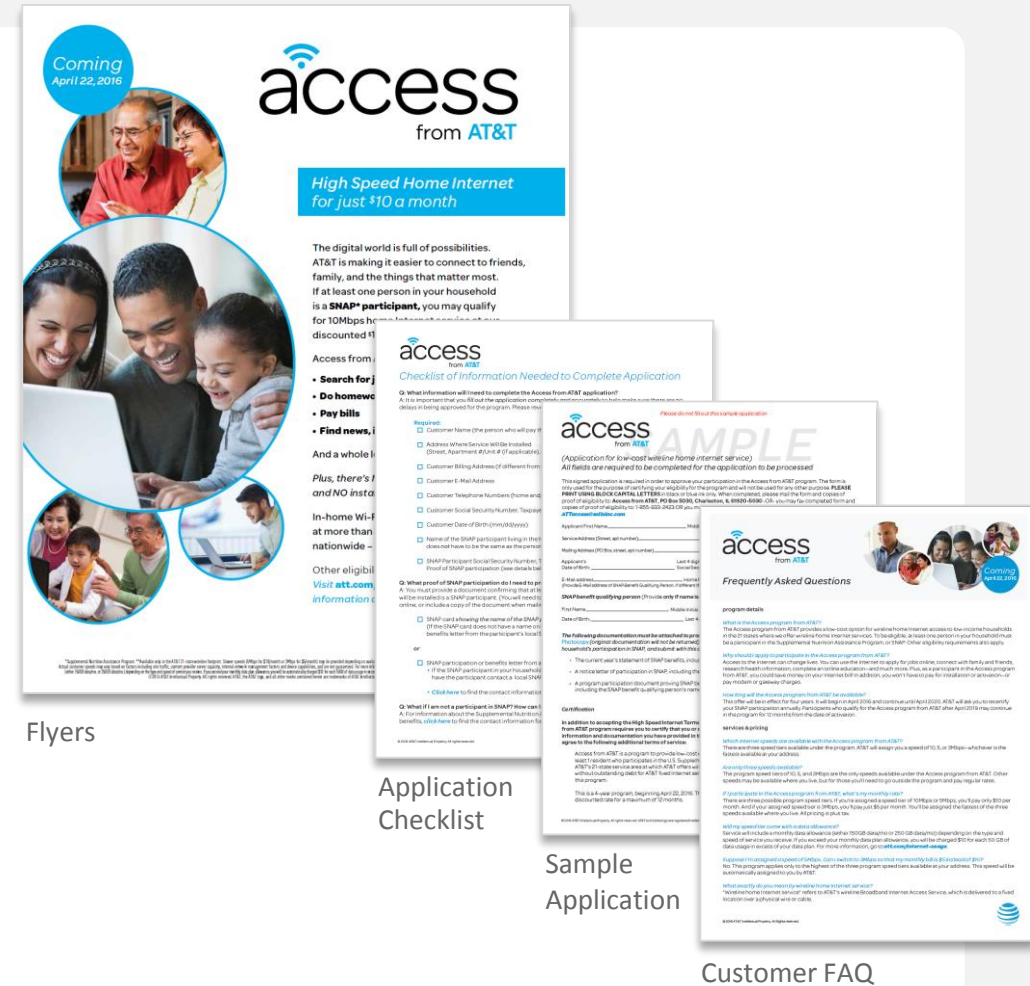
- Outreach to SNAP-participating and NSLP-eligible households, families and students through **school districts and community-based organizations** is vital.
- Partnership across organizations will help **get information about the program to the students and families** who can benefit from it.
- AT&T will make **electronic and print materials available** to share, including an online portal with a selection of resources.



## Full Collateral Suite

Translations in 6 languages at launch: Arabic, Chinese, Haitian, Korean, Spanish, Vietnamese

- Flyers: - General Audiences  
- Families with Students  
- Seniors
- Consumer Facing Frequently Asked Questions (FAQs)
- Consumer Checklist for Completing Application
- End-Consumer Facing E-Mail Templates
- Posters for Schools or Organization Offices
- Tri-Fold Brochure
- Print Ad Template for Newsletters



# Program Website

[www.att.com/access](http://www.att.com/access)

- Offer details
- Online application
- Comprehensive FAQ
- Digital literacy tools
- Link to partner portal with collateral

Shop myAT&T Support Search

Wireless TV Bundles Internet Home Phone Digital Life Accessories Offers

Shop / Internet / Access from AT&T

**access**  
from AT&T

The digital world is full of possibilities. AT&T is making it easier to connect to friends, family, and the things that matter most.

Get started

AT&T is offering **low-cost wireline home Internet service** to qualifying households:

- With at least one resident who participates in the U.S. Supplemental Nutrition Assistance Program (SNAP) and
- With an address in AT&T's **21-state** service area, at which we offer **wireline home Internet service**, and
- Without outstanding debt for AT&T **fixed Internet service** within the last six months or outstanding debt incurred under this program.

Service availability and speed may vary by address. AT&T will assign you the **fastest** of these **speed tiers available\*** where you live:

- 10 megabits per second, for \$10 per month\*\*
- 5 megabits per second, for \$10 per month
- 3 megabits per second, for \$5 per month

If none of the above speeds are technically available at your address, unfortunately you won't be able to participate in the Access program from AT&T at this time. However, **other AT&T Internet services** may be available at your address.

✓ No commitment ✓ No deposit ✓ No installation fee

✓ In-home Wi-Fi gateway and access to the nationwide AT&T Wi-Fi Hot Spot network - INCLUDED at no extra cost.

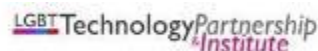
# Digital Literacy Resources

[digitalyou.att.com/access](http://digitalyou.att.com/access)

- **Digital You**, created in collaboration with Common Sense Media, educates people on **best practices for using technology** so all can safely and confidently access the world at their fingertips
- Resources are focused on:
  - Getting online and enhancing basic computer skills
  - How to maintain privacy, safety and security
  - Managing your online presence



*Expert support for Digital You includes:*





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