

**BEFORE THE
NATIONAL INFORMATION AND INFORMATION ADMINISTRATION
DEPARTMENT OF COMMERCE
AND
RURAL UTILITIES SERVICE
DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20230**

In the matter of:

American Recovery and Reinvestment Act
of 2009 Broadband Initiatives;
Broadband Technology Opportunities
Program;
Rural Utilities Service, Distance Learning,
Telemedicine and Broadband Program

Docket No. 090309298-9299-01

**APPENDIX A TO
CALIFORNIA COMMENTS**

Get Connected!

Key Messages for End Users

- 1. Broadband high-speed Internet saves time and makes your life easier by giving you instant access to what you need – communication, information, and services.**
 - a. With broadband, you can connect with the people you care about, quickly, easily and affordably through things like email, instant messaging, photo sharing and social networking.
 - b. Broadband also makes it faster, easier and cheaper to search for, find and benefit from useful news, information and updates from your community or anywhere around the world.
 - c. Getting connected using high-speed Internet services will put you in touch with the vital services and opportunities that are there for everyone.

- 2. Using broadband high-speed Internet helps you stretch your dollars.**
 - a. It's cheaper and easier than you think to begin using broadband services to access the Internet.
 - b. Success comes not only from what you know and who you know, but how quickly you can make the connection to get things done.
 - c. With high-speed Internet, you can save money on gas, take less time to get things done, and get the best prices by doing business online.

- 3. Get ahead in your career and in your life with high-speed Internet.**
 - a. You can find all sorts of important services and information online, including education, healthcare, social services, employment, transportation and community services.
 - b. Search for a job, network with friends and family, fill out a job application, take education courses, and sign up for volunteer services all online--and all right from your own home.
 - c. The jobs and promotions of tomorrow will go to "knowledge workers" who know how to use the high-speed Internet to connect, share information quickly and get things done.
 - d. You can be first to respond to ads for jobs, opportunities for education, or training skills you may need to qualify for a new job.

Campaign Name and Tagline:

Get Connected! Your life made easier.