



Championing Broadband – A Guide for Presenters

The 4R's in presentation

- Relationships – acknowledge and encourage the common interests and community ties of the participants. All are here because they share a goal of improving their local community.
- Respect – all participants are willingly giving of their time to learn more about Broadband with the goal of helping their neighbors.
- Relevance – why high speed Internet access is not a luxury but a necessity to compete in today's economy.
- Repetition – repeating key points helps participants remember the message.

Personal Value Makes All the Difference

- Participants want to know and understand the personal value they can obtain from seeking out or investing in high speed Internet access.
- Key points to communicate are: why should I participate, where can I get training and access to computers or WiFi, how can these tools help me at work or find work and how will this help my family?

Knowing How to Get Online is a Requirement for All Kinds of Jobs

- Nearly all jobs, including those that have been considered “blue collar” now require some knowledge of computers.
- Assembly line work is increasingly computerized.
- Auto repair work requires computer knowledge due to onboard vehicle computers.
- Retail jobs no longer have old school cash registers, ringing up a sale is now computerized, providing the retailer with information on inventory levels and customer satisfaction.
- Construction workers are often given laptops or tablets to track materials and inventory. Land survey work is almost completely digitized.
- Even restaurant servers increasingly use hand held computer devices to accept credit card payments as well as to place orders from the table to the kitchen.

Accessing Public and Private Services

- It is important to convey the message that the days of standing in line at a window for government or private services is fading away.
- There are going to be fewer windows to go to in the future and the quicker citizens learn to get online, the better and easier it will be for families to access information and services.

- There are numerous cost savings associated with applying for and receiving service information online, the very least of which is not having to travel by car as gas prices continue to rise.

Reasons Why Broadband Access Just Plain Makes Sense

Save Money – Use the Internet to research and compare costs when it comes to finding an apartment or house, buying a car, finding grocery and other retailers' coupons.

Stay in Touch – There are a number of free or low cost online applications that allow families to stay in touch anywhere from sending a grand child's photos to the grandparents across the country to using live video to talk with friends and family via sources like Skype.

Stay Informed – Emergency agencies now more than ever use email notifications when there are hazardous conditions in a community. Weather and up-to-date news information is just a mouse click away.

Stay Connected – Social Networking is the term that is used to refer to free websites like Facebook, My Space, Classmates.com that make it easy for people to catch up with old friends or get connected with special interest/medical condition/hobby groups.

Get Ahead – Nearly every community college, university and local adult education program has a website. Even better yet, state and local governments' websites provide access to a wide variety of free educational, vocational and job training resources

Where Are The Free Computer Resources in Delaware?

- The first stop is the 32 public libraries in Delaware. All Libraries have free WiFi (wireless Internet access) and most have computer terminals available for the public to use. Four Delaware Libraries have Job Centers with trained staff members available to show people how to get online, how to look for jobs, how to write a resume as well as numerous other job-related skills.
- Delaware's Department of Labor also offers four job centers, two in New Castle County and one each in Kent and Sussex Counties
- Other non-profit agencies like Goodwill also have job resource centers.
- Free WiFi access is also available in public transportation facilities like airports, train stations, bus stations.