Broadband Availability Challenge Communication Toolkit

VCP
Voices for Cooperative Power *United for Stronger Communities*

VCP is encouraging consumer-members to review and challenge broadband availability information shown on the Federal Communications Commission's new broadband maps, and we need your help to secure funding for co-op communities.

Why does it matter? $42.5 billion has been allocated to bring broadband to areas that lack high-speed coverage. If the FCC maps use inaccurate data, people who do not have access to quality internet will not get the services they need.

How can you help? To ensure we engage members, we are asking co-ops to share content with their members highlighting this national effort. The deadline for challenges is Jan. 13, so we need your help to get the word out fast.

What's next? Included in this toolkit are sample social media posts, talking points for questions and a flyer to share in your lobby.

Questions. If you have questions about regarding the content in this toolkit, contact NRECA's **Advocacy Social Media Manager, Cale McCall**. For general questions regarding the campaign, contact NRECA's **Director of Political Affairs, Patrick Ahearn.**

Social Information:
Facebook Handle - @Voices4Coops
Twitter Handle - @Voices4Coops
Instagram - @Voices4Coops
LinkedIn - @Voices4Coop

Hashtags:
#Voices4Coops
#FixTheMaps

Click here to view and download communication tools here.

Click here to view the National Broadband Map Action Center.

Click here to learn more about the Individual Map Challenges.

Sample Social Content

Voices for Cooperative Power, the national advocacy campaign representing electric co-ops, is working to ensure every co-op community has access to reliable, fast internet service – but they need YOUR help! #Voices4Coops #FixtheMaps

Billions of dollars in funding for broadband projects is on the line, but our community will only receive our share if we alert decisionmakers about our internet access and limitations. Take the survey today at voicesforcooperativepower.com/broadbandsurvey

Broadband access is vital for us to live, learn and earn. However, some of us lack access to reliable, fast internet – and we need YOUR help to change that! Click the link below and tell federal regulators about your access. #Voices4Coops #FixtheMaps

Take the VCP broadband access survey today: voicesforcooperativepower.com/broadbandsurvey/

Right now, rural communities – like ours - are on the wrong side of the digital divide. Lack of high-speed internet keeps us from accessing better jobs, education and telehealth opportunities. Stand up for our community by joining VCP's effort to challenge recently released broadband maps to ensure co-op communities are accurately represented. #Voices4Coops #FixtheMaps

 ake the quick survey today! Visit voicesforcooperativepower.com/broadbandsurvey/to learn more!

$42.5 billion for broadband expansion is on the line; however, solving the issue starts with knowing where the problem lies. New broadband maps have significant inaccuracies – and your household could be one of them.

Help federal regulators understand the lack of broadband access in our community, take the VCP survey today! To learn more visit voicesforcooperativepower.com/broadbandsurvey/

Talking Points

Below is a sample converstation between a member and co-op employee. You can these talking points to help answer any questions or concerns you may encounter from members.

Member: I've seen this organization called Voices for Cooperative Power running Facebook ads. Do they represent our co-op?

Co-op Employee: Yes! Voices for Cooperative Power is the national advocacy campaign representing the interests of electric cooperatives and the communities they call home. They work with co-ops to ensure their voices are heard on important policies at the local, state and federal level.
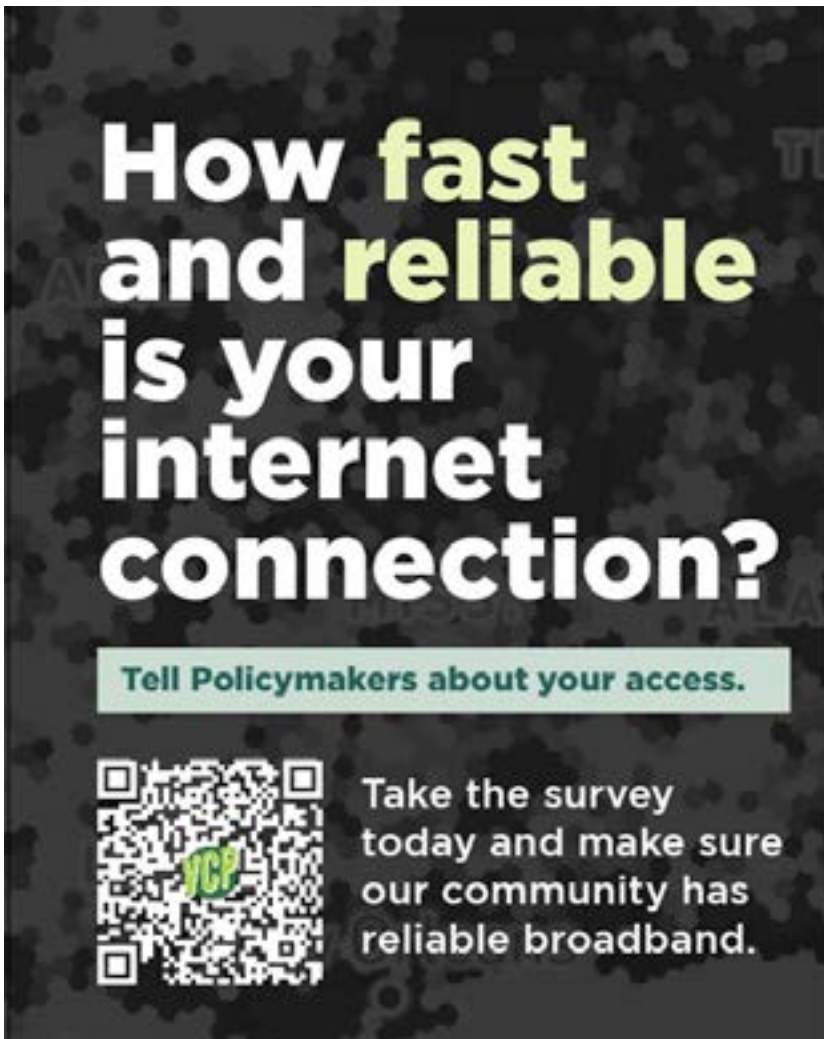
Member: I see they're trying to challenge some kind of broadband maps. What is that about?

Co-op Employee: The Federal Communications Commission, who oversees the broadband deployment, recently released maps outlining which households do and do not have internet services available to them. Unfortunately, these maps are drastically inaccurate, meaning some homes – which could include yours – appear to have access to internet, but the reality is much different. These maps are important because they will be used to determine future funding for broadband projects.

Member: Oh wow, how can I help make sure the maps are correct?

Co-op Employee: VCP is encouraging members to visit the FCC's website, review the internet providers listed at their address and file a challenge if any of the information is incorrect. You can find out more information at voicesforcooperativepower.com/ broadbandsurvey/ including links to the maps, a video tutorial on how to file a challenge and the best ways to stay engaged after you submit a challenge.

Visit the campaign's landing page here

Use the flyer below to share about the broadband effort in your lobby or drive through.