

One Gigabit or Bust™ Roundtable
Communications & Outreach Task Force Minutes
Interim Chair: Julie Van Fleet
July 21, 2004

The Communications and Outreach Task Force (COTF) session was well attended with lots of ideas shared. Julie Van Fleet, the interim TF chair, encouraged the participants to volunteer to serve as chair of the COTF. She also said that to sustain the One Gigabit or Bust™ Initiative that outside resources – above and beyond CENIC – must be secured in the near-term.

While there is a consensus that the overarching goal of the COTF is to raise awareness for the One Gigabit or Bust™ Initiative, the sense of the participants was that we need to further define the goal and objective of the TF and then prioritize actions in a marketing strategy. When posed the question of whether the outreach and communications goal is specifically (1) ubiquitous one gigabit or (2) a statewide broadband policy, the consensus of the TF is that the primary goal is to push for the development of a state broadband policy. Moreover, we need to develop broad-based support to influence policy. To that end, it will be important to establish a “policy” baseline and track progress.

Broad-based support for the One Gigabit or Bust™ Initiative amongst government, education, business, and CBOs, will require enlisting high-powered champions that have access to the Governor, State Legislators, local government leaders, and community based organizations. Examples included senior executives from the Business Roundtable, California Chamber of Commerce, Cisco (John Champers) and TechNet (Rick White).

The National Association of Telecommunications Officers and Advisors (NATOA) was cited as an organization that is helping local governments negotiate or administer cable franchises. [Note: the NATOA 2004 annual conference is September 15-18 in San Francisco and the theme is *Opening the Golden Gate: Crossing Bridges*, with an emphasis on building a telecommunications bridge from where you are now to where you need to be. See <http://www.natoa.org/>]

Potential allies/advocates mentioned included Larry Brandt, the NSF Digital Government program manager, and Carl Landwehr, NSF Cyber trust program, as well as Paul Miner in Governor Schwarzenegger's office.

Integral to the communications and outreach strategy is the ability to articulate the difference in capabilities between contemporary broadband technologies (DSL and cable modem) and one gigabit capabilities. Suggestions included:

- Industry sponsored videos that show the promise of the capabilities enabled by one gigabit broadband (global business collaborations; digital media).
- Create a new category in the *On the Road to a Gigabit* awards, i.e., a competition for demos that visualize the capabilities enabled by a one gigabit compared to contemporary technologies.
- Need an analogy that will resonate with the general public, i.e., sound bite (like the “information superhighway”).
- Substitute for “one gigabit,” perceived as too technical of a term. A few suggestions included next-generation broadband and ultra broadband.

- Solicit help from students enrolled in campus marketing communications programs to develop a marketing strategy.

Orange County's DHS plan was cited as an example of how to get the federal government to fund broadband infrastructure.

COTF participants were encouraged to provide input into report of the California Performance Review during the public comment period, when public forums are held throughout the state after the release of the report (anticipated to be after the State passes a budget). For example, proponents should advocate broadband as the delivery vehicle for state services.

CENIC's mission is to serve the public good and, as such, education will be an anchor tenant in the deployment of a ubiquitous, symmetrical one gigabit infrastructure in the State of California.

Dave Lyons volunteered to chair a subcommittee to craft the goal statement and some key objectives for the COTF.

The Next Step: Development a marketing plan.

Meeting Participants:

Deborah Acosta
Ken Allen
Jeff Baumann
Rushton Brandis
Chris Buja
Jim Claybaugh
Mary Liz DeJong
Seth Fearey
Bill Halverson
Bill Hammerman
Mark Macias
Tina Nerat
Rick Parker
Brad Peery
Dan Theobald
Bob Voelkert
Julie Van Fleet