



Z E R O D / V / D E <sup>TM</sup>

COMMUNITY / TECHNOLOGY / OPPORTUNITY



Z E R O D I V I D E™

COMMUNITY / TECHNOLOGY / OPPORTUNITY

---

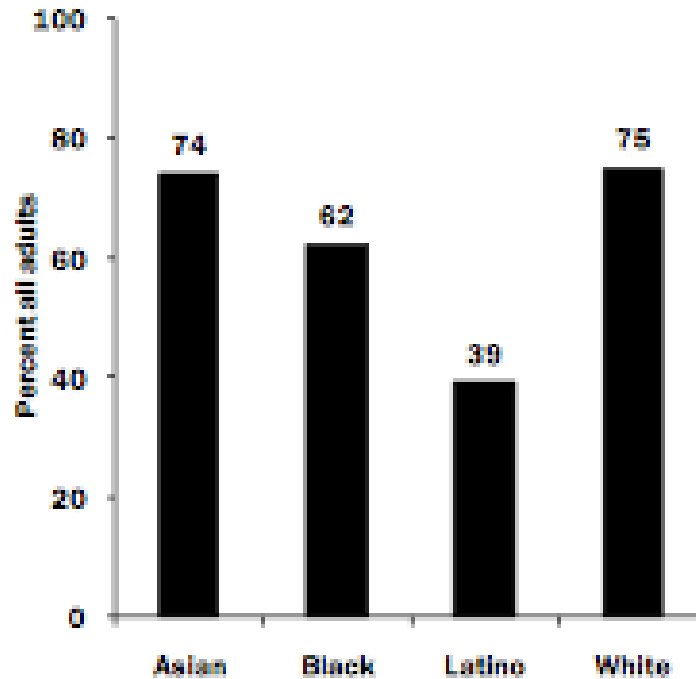
# Best Practices in Broadband Adoption

FCC Broadband Diversity Workshop

Laura Efurd, ZeroDivide

October 2, 2009

# Californians with Broadband at Home



---

“To improve the state of digital divide, we need to understand its social, cultural, economic and demographic underpinnings.”

-- In Search of Digital Equity:  
Assessing the Geography of  
the Digital Divide in California

Edmund G. “Pat” Brown Institute of Public

California State University, Los

Affairs

Angeles



# Barriers to Broadband Adoption

---

- Relevancy
- Content/Applications
- Language
- Training and technical support
- Privacy and security concerns





Music, Mural and Arts  
East Palo Alto California





DJ Project,  
San Francisco



# What works!

---

- Leadership
- Relevant Content and Applications
- Community Based
- Part of an Ecosystem
- Targeted approach
- Sustainability



# ZeroDivide Fellowship



Z E R O D I V I D E™

COMMUNITY / TECHNOLOGY / OPPORTUNITY







# Generations on Line



Back



Home



Help

Memories:  
Generation to generation



Send a postcard  
by E-MAIL



Look it up




More choices  
Sites you might enjoy



## Look it up

First-time users! Read the instructions below.

- 1 Type in a specific subject:
- 2 Click yellow 'GO' button to start the search. 
- 3 WAIT. The search might take time.

[Click here to search in a DIFFERENT LANGUAGE.](#)

Research on the Internet is wonderful. The Internet is the world's largest library. The trouble is that all the books are on the floor! To sift through all the choices, we use Search Engines. These are like librarians who scurry around to find what you need.

To find something on the Internet, you use a librarian search-er. The search produces a list of results.

Try it. Type a place, event or any other subject that you would like to know more about. Anything goes, from weather to other people with your name, recipes to religion.

To begin, follow the directions starting with No. 1.

For tips on searching, click the 'Help' on the blue menu bar at the top of your screen.

Or [click here for more SEARCH TIPS.](#)





**LITTLE TOKYO  
UNPLUGGED**



[www.DISKOVERY.org](http://www.DISKOVERY.org)

# DISKOVERY

community technology center

コミュニティー・テクノロジー・センター

internet access

インターネット

technology classes

コンピューター・クラス

center

353 E. First Street

Los Angeles • CA • 90012

213.621.4158





# Little Tokyo Unplugged

---

- Wireless broadband in Little Tokyo and surrounding area of Los Angeles
- Free outdoor wireless
- 158 homes with broadband
- 176 Daily Users





CHANGE  
Agent  
PRODUCTIONS



# Change Agent Productions

---

- Earned \$110,000, over 250% increase over projections
- Exceeded revenue in the first 6 months of operations
- Operating profit was \$176,500
- Doubled their new customer projections
- Recruited over 100 minority youth and trained over 100 clients





outh Radio, Oakland California

# Youth Radio

---

- 13,000 hours of your producers-editors creating digital media
- 100 new Youth content producers
- 130 Youth trained on broadband related applications
- 100% of Youth Radio High School Graduates accepted to college





Z E R O D I V I D E™

COMMUNITY / TECHNOLOGY / OPPORTUNITY

---

[Laura@ZeroDivide.org](mailto:Laura@ZeroDivide.org)  
[www.ZeroDivide.org](http://www.ZeroDivide.org)