

Why is Internet Important?

Access and use of high-speed broadband internet is important for commerce, economic development, and personal communication and growth. More and more people in the U.S. today are using fast internet to go back to school, work away from the office, go shopping, see the doctor, and to communicate with family and friends — **without leaving home!** Connecting to high-speed internet can bring the world to **YOU**.

Rural Broadband Use in Kentucky



In some rural areas of Kentucky, less than 50% of the population have access to basic internet connections. When communities cannot access the internet:

- **Education Suffers:** Educators and Students cannot access online information to do school work.
- **Businesses Suffer:** Internet use and online commerce is a driver for business health, expansion, and employment. Poor or no internet means that local employers cannot stay competitive.
- **Local Economies Suffer:** Attracting or retaining businesses is difficult because better internet access is available elsewhere.
- **Communities Suffer:** Citizens may move out of communities when they cannot get the internet they need for themselves and their families.



The Broadband KY eLearning Web Site



Go to the Broadband KY eLearning website:
<http://finance.ky.gov/initiatives/broadband/pages/elearning.aspx>

It has information for citizens, businesses, local governments, remote workers and self-employed individuals to help get the knowledge and skills needed to leverage the power of the internet. The site has five categories and includes:

- Up-to-Date information on internet capabilities and technical terms — with clear descriptions on what they are, what they mean, and additional online places where you can go to find out more.
- An outline of the benefits and limitations of certain internet “solutions,” the reason why you should learn more.
- Worksheets and “best practice” steps for adopting and utilizing internet services and tools.
- A planning process for adopting the internet solutions in your home, business or organization.
- And many more links to other online resources to find out more.

What are the Rural Broadband issues in Kentucky?

Each community may have different challenges, but many face one or more of the following issues:

1. Lack of access to internet.
2. Little or no affordable service choices.
3. No high speed broadband for commercial areas or to community institutions.
4. Few public access sites with Wi-Fi “Hot Spot” areas, computer terminals, or computer assistance — Locations like: libraries, community centers, government buildings or schools.

Community Action Kentucky

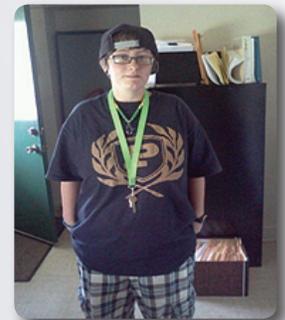
The Commonwealth Office of Broadband Outreach and Development partnered with Community Action Kentucky to launch the **Broadband Outreach Program** — high-speed internet access centers with computers in several Kentucky counties. Individuals and families now access computers to connect to the internet to utilize online tools and services for a better life!



“The computer has allowed me the opportunity to search for employment. I have also been able to assist my children with school studies.”

– Charlotte H.,
Raceland, Ky.

“My daughter is disabled and we don’t have internet at home. I used the computer at West Kentucky Allied services to fill out job applications online. I’m now employed at Harbor Freight in Paducah, Kentucky.”



– Jasmine H., Paducah, Ky.

How is Kentucky Doing?

Kentucky reports 91.5% broadband coverage across the state, but ranks 47 out of 50 states. Only 58% of the Commonwealth pay for home broadband internet, and many citizens drive to a business or library to get internet access because of no access at home or because of the high cost.

WE CAN DO BETTER!

What can the Internet do for *YOU*?



Today's internet technology has on-line services and tools:

- Live Well – find health and medical information.
- Do-It-Yourself – Information for home improvement and auto repair.
- Work From Home – more employers are offering this to workers, but you need internet.
- Employment – find a new job or a better job.
- Education – earn your GED, go to college or learn to play guitar – without traveling to a classroom.
- Send Messages – communicate with friends, businesses and relatives.
- Share Information – photos, events, recipes and more.
- Be Informed – sports, weather, news, current events.
- Be Entertained – online TV shows & movies.
- Get Social – use Facebook, Twitter and other communication tools to connect with many people, groups and businesses.
- Access Government Services – car registration, driver's license renewal, business license, tax returns – without going to a government office.
- Shop – Find the best price before going to a store or buy online.
- Pay Bills or Do Your Banking – without mailing checks or going to the bank.
- Start a Business Right at Home.
- Find Information on Personal Interests – family, church, hobbies, travel, groups & clubs.

The Commonwealth Office of Broadband Outreach and Development

Governor Beshear established the Commonwealth Office of Broadband Outreach & Development (OBOD) in October 2010 in the Finance and Administration Cabinet to identify areas across the state that are un-served and under-served by affordable broadband service.

OBOD is working every day to improve broadband in Kentucky – working with regional and community leaders, broadband providers and with government groups and legislators to find ways to increase broadband access, adoption and utilization. OBOD is also informing and educating citizens of the value of internet access --to empower citizens for a better quality of life.

OUR MISSION:

To accelerate the expansion of sustainable broadband access and adoption in the Commonwealth by determining the characteristics of broadband availability and use in Kentucky, and promoting the value of broadband to improve the lives of citizens.

Find out More and **GET INVOLVED!**

If you need better internet in your town **work with us!** Connect with our office and we'll keep you informed about new statewide and community initiatives that are coming in the months ahead:

Info: www.broadband.ky.gov

Call Us: 502-564-1635

Email: Broadband@KY.gov

Twitter: @KYBroadband

Facebook: <http://www.facebook.com/KentuckyBroadband>



COMMONWEALTH OFFICE OF BROADBAND OUTREACH AND DEVELOPMENT

Promoting a 21st century economy

www.broadband.ky.gov

