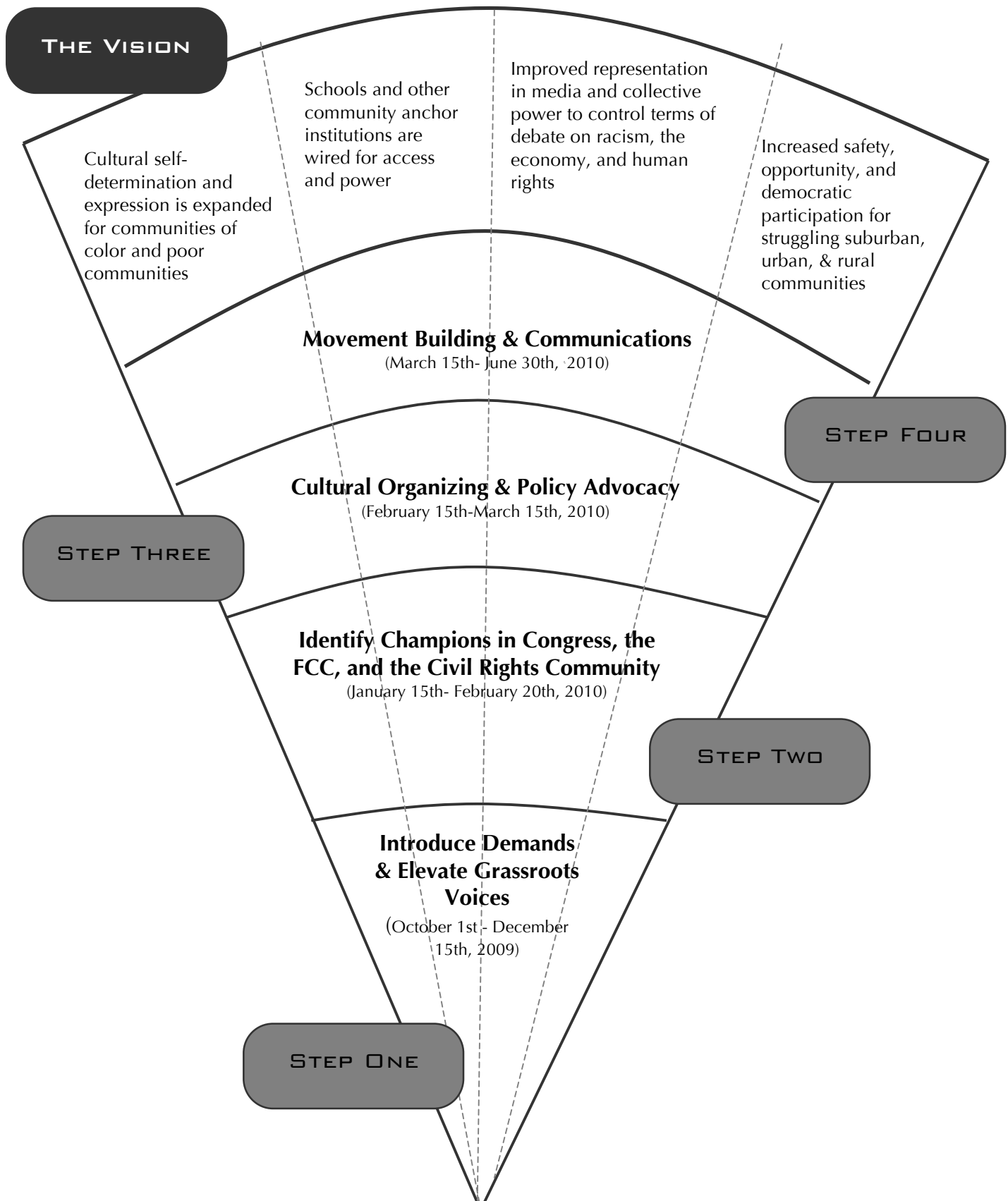


I'M A FAN...

OF MAG-NET'S CAMPAIGN FOR CONNECTED COMMUNITIES THAT COUNT!

PHASE 1: CAMPAIGN FOR UNIVERSAL BROADBAND



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STEPS:

One: Introduce Demands & Elevate Grassroots Voices (October 1st - December 15th 2009)

Tactics: Policymaker Education by MAG-Net anchor reps and core hub members

Targets: Allied FCC Commissioners, Tri-caucus staff, and national civil rights groups

Allies: Beltway campaign partners and MAG-Net advisory members

Goals: To center the voices of grassroots justice groups in the demand for universal broadband and network neutrality, elevate local stories, influence the outcome of the broadband plan, as well as the position of civil rights groups on network neutrality

Two: Identify Champions (Jan. 15th- February 20th)

Tactics: MAG-Net hubs launch pledge drive, conduct in-district delegation visits/direct actions/community events, and secure related news coverage

Targets: Congressional representatives and important elected officials in MAG-Net districts

Allies: Policy partners and local Civil Rights affiliates/chapters in MAG-Net regions

Goals: Identify congressional champions of Universal Broadband and Net Neutrality, invite them to sign our pledge and make a public statement of their support for our goals

Three: Cultural Organizing & Policy Advocacy (Feb. 15th-March 15th 2010)

Tactics: Culture contest, Pledge Action, comments bombs with beltway partners, MAG-Net Broadband White Paper released

Targets: Chairman Genachowski and Blair Levin

Allies: Beltway campaign partners, artists and cultural workers, potential MAG-Net members, CMJ Brown Policy Tank

Goals: Influence rule-making, highlight the importance of arts and culture as fundamental elements of our campaign for Universal Broadband, work with fellow arts and cultural workers to engage the senses and stimulate the mind, elevate the use of arts and culture as a core element of social action and a strong political tool, increase our base of individuals and organizations who will monitor the implementation of the National Broadband Plan

Four: Movement Building & Communications (March 15th- June 30th 2010)

Tactics: Host AMC Media Policy Track and US Social Forum strategy session, aggressive base-building and opinion communications (op-ed.s, letters to the editor, etc), continued policy advocacy by CMJ and local campaigns

Targets: local civil rights groups, justice sector networks, non-MAG-Net racial and economic justice groups, MAG-Net members

Allies: Digital Justice Coalitions, AMP Network, USSF participants,

Goals: Use the USSF and AMC as a space to build relationships, learn from each other's experiences, share our analysis of the problems our communities face, and increase MAG-Net's membership, strengthen our collective leadership, and expand our consciousness, vision, and strategy needed to achieve Campaign goals