

**May 31 - Special Event**  
 DHCS Overview of California's Health IT Landscape  
 Sheraton Grand, Sacramento - [REGISTER HERE](#)

## Central Valley focus of new digital literacy campaign

By Amy Stewart posted on May 30, 2013 in News

Though broadband Internet adoption has increased throughout California in the past decade, certain communities have still lagged behind: low-income, Latino, and rural households in particular.

In an effort to reach these communities, the California Emerging Technology Fund (CETF) announced last week that is launching a media campaign, including radio ads in English and Spanish, to increase broadband adoption and digital literacy training in the Central Valley by promoting discounted broadband offers available to them.

"The growth in broadband adoption has happened in the Central Valley because of a focused commitment by community leaders and innovative execution by public, private and non-profit partners," said Sunne Wright McPeak, president and CEO of CETF, in a press release.

"We are launching this campaign now to continue building on the momentum, and help valley residents learn of new opportunities to obtain discounted broadband and the tools they need to get connected," McPeak continued.

FreedomPop offers low-income households a \$49 "plug and play" router and free access to 1 GB of wireless Internet service. They also offer an additional 12 GB for \$9.99 per month. Comcast offers free and reduced school lunch participants unlimited high-speed Internet for \$9.95 per month; this is also available to qualified homeschool and parochial school students.

### Related Posts



[National spotlight on California non-profit that teaches digital literacy skills](#)



[Hancock: Connect2Compete and Partners Launch Awareness Campaign and Low-cost Broadband Offers](#)

Zemanta

[Share / Save](#)



### About Amy Stewart

Amy Stewart can be reached at [amy@techwire.net](mailto:amy@techwire.net) or 916 712 2899.

[View all posts by Amy Stewart →](#)

### LEAVE A REPLY

Your email address will not be published. Required fields are marked \*

Name  \*

Email  \*

Website

LATEST COMMENTS POPULAR



[Central Valley focus of new digital literacy campaign](#)  
MAY 30, 2013



[June 8: First Annual Charity Poker Tournament](#)  
MAY 30, 2013



[Michele Robinson Appointed State Information Security Chief](#)  
MAY 30, 2013



[M Corp migrates 500 M records for CalPERS project](#)  
MAY 29, 2013

### SPONSORS

Delivering high performance in the state of California  
[Learn more](#)  
 High performance. Delivered.

WWW.  
 trinitytg.com

LINK AMERICAS™  
 Foundation

SYMSOFT SOLUTIONS

EMC<sup>2</sup>

CALIFORNIA EMERGING TECHNOLOGY FUND

Search Mo' Jobs

Comment

Submit Comment

## SUBSCRIBE

**Join Our Mailing List**

Email:

Privacy by  SafeSubscribe<sup>SM</sup>

Twitter Feed

### TechwireNet

**Tech Wire** TechwireNet #CAGovIT Chong: Speed Dating Takes on New Meaning in San Francisco Business Community [ow.ly/2xg9mR](#)  
yesterday · reply · retweet · favorite

**Tech Wire** TechwireNet #CAGovIT M Corp migrates 500 M records for CalPERS project - Sacramento-based consulting firm M Corp has completed... [ow.ly/2xgvai](#)  
18 hours ago · reply · retweet · favorite

 CalChannel RT @techwirenet: Tune in to @CalChannel at 8:30 am to see the latest Techwire interview!  
8 hours ago · reply · retweet · favorite

**Tech Wire** TechwireNet Michele Robinson Appointed Security Chief at @CA TechAgency



[Join the conversation](#)

## TECHNOLOGY HEADLINES

Major Update 'Coming Soon' to Verizon's Samsung Galaxy S III - PC Magazine

I dig Google's humbling business approach - PhoneDog

Fanhattan unveils radically different approach to cable boxes - Los Angeles Times

Facebook cracks down on hate speech against women - Christian Science Monitor

Microsoft outs the new features in Windows 8.1: Here's what you need to know - PCWorld

Apple sells 100 million iPod Touch devices, offers \$229 model - Los Angeles Times

Google Plans Version of HTC One Phone for \$599 - Bloomberg

HOME | [UNCATEGORIZED](#) | [VIDEO](#) | [FEATURED](#) | [CONTRIBUTORS](#) | [EVENTS](#) | [PHOTOS](#) | [BIDS | CONTRACTS](#) | [NEWS](#) | [TECH MOVES](#) | [MAGAZINE](#) | [CASE STUDIES](#) | [LEGISLATION](#) | [Q&A](#) | [BLOG](#)

© 2013 [Techwire.net](#). All rights reserved. XHTML / CSS Valid.