



**For Immediate Release:
July 18, 2008**

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NATOA ANNOUNCES ADOPTION OF BROADBAND PRINCIPLES, PARTNERSHIP INITIATIVES AND ACTIONS

Alexandria, VA. (July 18, 2008) — The National Association of Telecommunications Officers & Advisors (NATOA) has adopted and released formal Broadband Principles encouraging the immediate development of a National Broadband Strategy. The ten Broadband Principles, created by a task force of NATOA members, outline the critical need for widespread deployment of next-generation broadband networks and necessary steps to achieve this goal:

- **NATOA calls for the immediate nationwide deployment of advanced broadband networks.**
- **True broadband requires high capacity bandwidth in both directions.**
- **Fiber to the premises is the preferred broadband option.**
- **High capacity broadband connectivity must be affordable and widely accessible.**
- **High capacity broadband requires open access networks.**
- **Network neutrality is vital to the future of the Internet.**
- **All networks and users have the right and obligation to non – discriminatory interconnection.**
- **Local governments must be involved to ensure that local needs and interests are met.**
- **Local governments must be allowed to build and operate broadband networks.**
- **A variety of options must be considered to cover deployment costs.**

“NATOA has dedicated extensive time and resources to national broadband interests,” noted Libby Beaty, NATOA Executive Director. “Our Broadband Principles partnerships and actions are the culmination of these efforts. We are thrilled to be involved in the evolution and progression of so many opportunities sustaining public interest.”

In furtherance of these principles and the organization’s goals, NATOA has announced a number of congruent partnerships and broadband actions:

- **[Internet for Everyone](#)** – NATOA has joined this national initiative of public interest, civic and industry groups supporting not only fast and affordable Internet for all citizens but the assurance that the Internet continues to drive U.S. economic growth and prosperity. Internet for Everyone launched last month with the simultaneous release of One Nation Online, a snapshot of the

current state of broadband adoption in the U.S. and the vast digital divide. Internet for Everyone will hold public forums throughout the country to build support for a national broadband policy that restores America's place as a world technology leader.

- **[National Public Lightpath \(NPL\)](#)** – NATOA is a member of this coalition formed to advocate for public participation in and ensure community access to the Next Generation Internet, and advise policy makers and government on a national infrastructure strategy for America's next Internet. NPL is a partnership of the Institute for Next Generation Internet (INGI) at San Francisco State University, the Bay Area Video Coalition (BAVC), and the Association of Public Television Stations (APTS) working to establish the public media community as a leader in Next Generation Internet.
- **[BroadbandCensus.com](#)** – NATOA has partnered with the newly-formed BroadbandCensus.com, a free consumer-focused web service that provides the public and policy-makers with information and news about local broadband availability, competition, speeds and service. Together, we have created a system that will discretely capture individual consumer and local government information and make it available to the public. This information is vital to a transparent, competitive and universally accessible internet.
- **Comments on the Development of Nationwide Broadband Data**
NATOA has filed comments with the Federal Communications Commission (FCC) in the ongoing proceedings in the matter of Development of Nationwide Broadband Data to Evaluate Reasonable and Timely Deployment of Advanced Services to All Americans, Improvement of Wireless Broadband Subscriberhip Data, and Development of Data on Interconnected Voice over Internet Protocol (VoIP) Subscriberhip (WC Docket No. 07-38). A copy of the comments can be found on the NATOA website at www.natoa.org. NATOA will continue to work on this and related proceedings in furtherance of our principles, goals and initiatives.

Local governments have always played an essential role in ensuring that the benefits of communications infrastructure would be available in communities across the United States. Localities will, by necessity and by choice, be part of the solution to our national broadband deficit. NATOA will continue to work with its members, partners and affiliates toward a national broadband strategy and the assurance of a sustainable communications environment for the future.

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NATOA promotes community interests in communications. A national trade association based in Alexandria, VA, NATOA represents local government jurisdictions and consortiums, including elected and appointed officials and staff, who oversee communications and cable television franchising. Visit NATOA on the web at www.natoa.org.