



PRESS RELEASE  
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For Immediate Release  
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## **NHMC Represents Various Organizations In Latest Effort To Secure Broadband Access For People Of Color And The Poor**

Pasadena, CA. - On Friday, July 30th NHMC continued its advocacy to expand affordable broadband access to people of color and the poor. This time around, NHMC took the lead in drafting FCC comments filed on behalf of Media Action Grassroots Network (MAG-Net) groups, the Benton Foundation, United Church of Christ, Office of Communication, Inc., and Access Humboldt. NHMC's legal team collaborated with Matthew Wood of the Media Access Project to advocate that Lifeline and Link Up programs, which currently provide discounts for telephone service for low income households, be expanded to subsidize broadband connections as well. The comments also urged inclusive eligibility and verification processes to ensure that eligible individuals are can easily participate.

Broadband access is critical for the advancement and upward mobility of low-income individuals and communities of color. Jessica J. Gonzalez, NHMC's Vice President of Policy and Legal Affairs, stated, "[a]s broadband continues to grow into an everyday necessity, the Commission should not forestall opportunities to reach unserved and underserved communities. Given that programs such as Lifeline and Link Up would serve to reduce expensive broadband costs, the Commission should promptly expand those programs, so as to carry out its duty to ensure that '[c]onsumers in all regions of the Nation, including low-income consumers and those in rural, insular, and high cost areas, should have access to...advanced telecommunications and information services.'"

NHMC's comment can be read [here](#).

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The National Hispanic Media Coalition is a non-profit, media advocacy organization established in 1986 in Los Angeles, California. Our mission is to improve the image of American Latinos as portrayed by the media, increase the number of American Latinos employed in all facets of the media industry, and advocate for media and telecommunications policies that benefit the Latino community.