



# 2024 MEDIA KIT

**Connected Nation (CN)** is a national, 501(c)(3) nonprofit, founded in Bowling Green, Kentucky, more than 20 years ago.

**Our mission** is to improve lives by providing innovative solutions that expand the access, adoption, and use of high-speed internet (broadband) and its related technologies to all people.

[Click here to download a high-res version of the CN logo.](#)

CONNECTED  
NATION® 

# WHO IS IN THE DIGITAL DIVIDE?



**42**  
million  
AMERICANS

[SOURCE](#)



**13%**  
OF TRIBAL  
RESIDENTS

[SOURCE](#)



**16.9**  
million  
SCHOOL-AGE  
CHILDREN

[SOURCE](#)



**1/3**  
of workers  
LACK DIGITAL  
SKILLS

[SOURCE](#)



# CONNECTED NATION'S WORK TO CLOSE THE DIGITAL DIVIDE



## CONDUCTING GROUNDBREAKING RESEARCH & ANALYSIS

Our teams work together to more accurately identify where gaps in broadband access, adoption, and use exist so leaders can focus on the most effective strategies to close them — ultimately improving policy decisions and saving tax dollars.

**Award-winning Geospatial Services.** Our geospatial intelligence, mapping, engineering, and technical services teams work together to create more accurate broadband maps. It's one of the first steps to promoting access, adoption, and use of broadband across any state.

Our research services department is focused on identifying national and local trends within the broadband space. Recent studies include:

**“Closing the Digital Divide through affordability, access, and adoption.”** This new research offered a look at real-work challenges to close digital inequities.

Developed maps and analyses in **17** states

Mapped **40%** U.S. land mass for connectivity

Verified broadband coverage  
**250,000+** miles of roads

**Telehealth research.** Our team began examining telemedicine trends before the pandemic and has built on that data every year since.

**1,758 households surveyed**  
**453** low-income households | **5** cities

As of July 2021, **telehealth usage** in the United States had grown an estimated **3,003%** over pre-pandemic rates just among Medicare users alone



# LEADING IN BROADBAND POLICY AND ADVOCACY

CN is the go-to resource for state and federal leaders when it comes to understanding the challenges of expanding broadband access, adoption, and use.

**Advising policymakers.** Our teams have supported and guided state lawmakers and broadband offices in the development of critical broadband and digital equity plans. That includes serving on the Digital Equity Advisory and the Broadband Deployment Advisory Committees for the Federal Communications Commission (FCC).

In addition, CN has administered more than \$87 million in federal broadband grants leading up to current funding rounds AND is nationally known for its insightful and timely policy briefs on broadband-related legislative initiatives.

**Strategic communications services.** The CN comms team provides outreach and coverage of state and community broadband work. From promoting listening tours to telling important impact stories, CN helps track and promote the progress our leaders are making.

In addition, the **Connected Nation podcast** is focused on all things broadband at a national level. From closing the Digital Divide to improving internet speeds at home, this platform is used to spread information regarding digital inclusion, new tech, education work, new research, and more.

The award-winning podcast has welcomed guests ranging from Gov. Jeb Bush to ISPs to second-grade teachers in an effort to explore all facets of digital inequities.

CONNECTED NATION

SEASON 5  
EPISODE 2

Sangha Kang-Le

Dr. Colin Rhinesmith

Jessica Denson

Connected Nation  
PODCAST

# ADVANCING DIGITAL INCLUSION

We cannot close the Digital Divide without addressing the need for telework guidance and digital skills training for **ALL people** – no matter their age or background.

We must also ensure each person has the tools they need to access an increasingly digital world. Connected Nation develops programs to meet people where they are in ways that target their unique learning levels and equipment needs.



PROVIDED **60,000+**  
INTERNET ENABLED DEVICES

**15,000+** ADULT LEARNERS  
TRAINED ON DIGITAL SKILLS

**1,000+** WORKSHOPS  
AND JOB FAIRS IN 17 STATES

PARTNERED WITH **1,300**  
COMMUNITY ENTITIES FOR DIGITAL  
EQUITY PROGRAMS

**1,000** DIGITAL WORKS GRADS  
AND JOB PLACEMENTS



# HELPING SCHOOLS AND STUDENTS

CN is also focused on finding ways to close the nation's homework gap, which impacts more than 16 million students nationwide.

From guiding the K-12 Connected Learning Program during the pandemic to reviewing nearly 90,000 data points for the Utah Education and Telehealth Network's (UETN) school technology inventory, CN is focused on innovating ways to close digital equity gaps in education.



# PROVIDING TECHNOLOGY ASSISTANCE AND PLANNING

Let's face it. Navigating the broadband space can be complicated and challenging. That's where CN can help local, state, and federal leaders. Our nearly 25 years of experience is at your fingertips.

**State programs.** Our teams have provided critical guidance to state broadband offices, governors, and other state-level leaders on ways to tackle closing digital equity gaps within their borders.

Let CN's teams guide you through everything from developing listening tours, research projects, better internet maps, technical analysis, and understanding how to navigate federal broadband funding.

**Local and regional planning.** In addition, the Connected Community Engagement Program provides a way for elected officials and leaders from education, health care, business, and community organizations to develop and implement an actionable plan for their communities, regions, and/or states.



**650+**  
communities helped

**10+**  
years of planning work

**3,500+**  
local team members

# HELPING SMALLER CITIES AND RURAL AREAS KEEP PACE

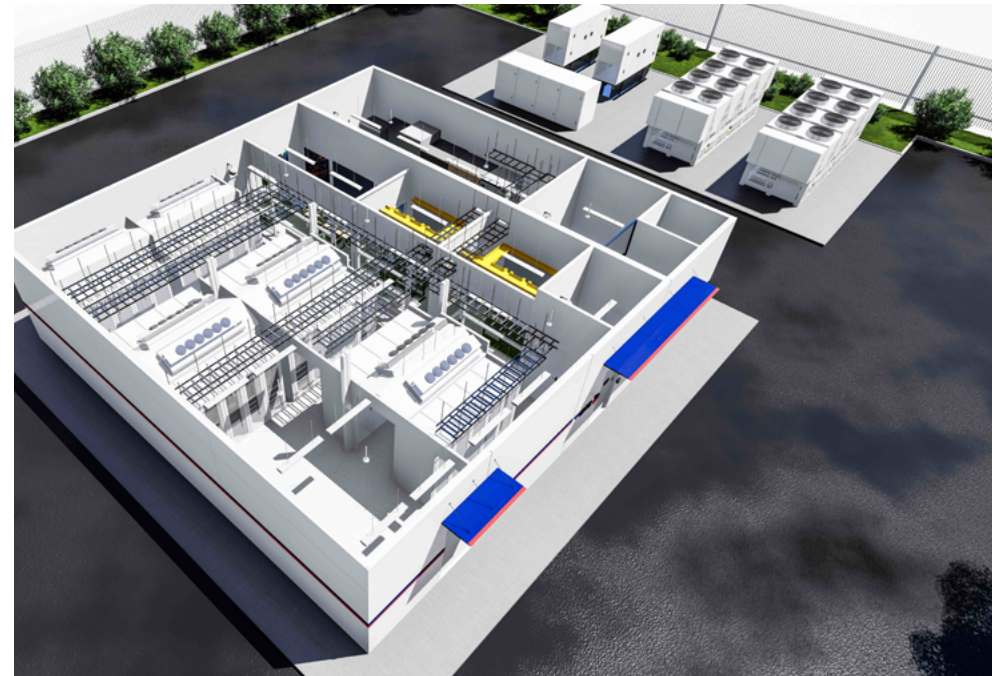
CN is building carrier-neutral internet exchange point (IXP) facilities on university campuses in regional hub communities across the United States, starting at Wichita State University in Kansas. That location will go live in 2025.

IXP facilities allow local networks to exchange data traffic locally and connect directly to cloud services and content networks, such as Netflix, Amazon, or Google - making online experiences faster and more reliable for everyone.

IXPs also foster greater competition among wholesale and transport networks, ultimately lowering costs for local service providers and community anchor institutions like K-12 schools.

While IXPs exist in about 57 metro areas across the country, 14 states and three territories do not have one at all. As the internet and online applications evolve, IXP development in unserved markets will ensure that those communities are not relegated to a second-class internet experience.

Learn more at [connectednation.org/IXP](https://connectednation.org/IXP).







# Everyone Belongs



The preceding is just a sample of the work Connected Nation is doing to expand digital inclusion across the United States.

To learn more, head to [connectednation.org](https://connectednation.org) or contact us today.

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