

## Broadband USA Applications Database

**Applicant Name:** ASIAN MEDIA ACCESS, INCORPORATED

**Project Title:** Midwest Coalition of Asian Americans (MCAA)

**Project Type:** Sustainable Broadband Adoption

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### Executive Summary

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A. PROGRAM STATEMENT. Many new Asian American & Pacific Islander (AAPI) comers, especially refugees, face multiple barriers to achieving self-sufficiency including limited or no English language skills, little or no formal education, not understanding the digital technology and, non-transferable job skills. And more worrisome is these Limited English Proficiency (LEP) members cannot access, and understand the emergency information/infection disease procedure which substantially increasing the risk for public safety. For example, during the Hurricane Katrina exposed the unique vulnerabilities of Asian Americans, who constitute one of the largest Limited English Proficiency (LEP) populations on the Gulf Coast, many of whom are fishermen, with limited opportunities to be on the land to learn English. Many of them received delayed emergency announcements because television and mainstream radio announcements were only in English. Not until a small Vietnamese church distributed information in Vietnamese on sideband radios were they able to broadcast public emergency announcements in Vietnamese and other Southeast Asian dialects to evacuate these fish men. Another public health example is about two years ago, a Chinese American couple who suffer form Tuberculosis, still rode on the public transportation regardless the doctor's warning, because their language ability could not comprehend such seriousness. These important public health and emergency announcement should be supported through the broadband services in linguistic appropriated ways as individual right and necessity, not as alternatives. Also Midwest LEP AAPIs have long been ignored by Federal Resource Allocation, due to less populated than the East - NY, and the West - CA states, but it has been steadily increased in numbers from the settlement of Southeast Asian refugees. In comparison of the 1990s & 2000s census, the top states double its AAPI populations are: IN, MN and OH. Therefore, our MCAA Initiative has focused on these States with fast growing AAPI population, due to its high percentage of refugees and their unmet needs of broadband services.

B. OVERALL APPROACH. Our Midwest Coalition of Asian Americans (MCAA) project will utilize the broadband technologies to raise Awareness of Broadband among AAPI Limited English Proficiency (LEP) and SDB members, so they can better understand the benefits of Broadband services, and products that can enhance their lives in following ways: ' Education, Culture, & Entertainment for LEP members: Broadband can overcome linguistic, geographical and financial barriers to provide access to a wide range of educational, cultural opportunities and resources for AAPIs. ' Economic Development: Broadband can promote economic development and revitalization through new telecommunications technologies such as Voice Over Internet Protocol (VoIP) allowing voice communication using the Internet, in order to access regional, national, and worldwide markets. ' Public Support and Safety: Broadband can support LEP citizens accessing government information, and programs. Broadband can help protect the public by facilitating

and promoting public safety information and early warning/public alert systems and disaster preparation programs. Therefore the MCAA Initiative will: 1) Provide grants for to Midwest AAPI agencies to support the acquiring broadband-related equipment and services; 2) Provide AAPI nonprofit organizations, with capacity building training and technical assistance on Broadband services; 3) Host the Public Education Campaign of Broadband Services through TV/Radio PSAs (Public Service Announcement), posters, and promotional gears; 4) Create culturally/linguistically appropriate APA ComMNet website with business development information and broadband job bank for low income and LEP AAPIs in order to address the broad economic recovery issues; 5) Provide innovative Summit and outreach activities, such as: hosting Asian prom nights, festivals to outreach to LEP members and grassroots organizations working in distressed communities with broadband adoption activities.

C. Area(s) to be served; population of the target area(s), including the estimated number of potential broadband subscribers your project will reach. MCAA project serves the 1st tier of target population is the Midwest AAPI agencies, and the 2nd tier is the agencies' constituents - AAPI LEP members. According to 2006 Asian American Justice Center's "A Community of Contrasts" Report, which indicated that nearly four million Asian Americans experience some difficulty speaking English. Over one in three Asian Americans are limited English proficient, while one in four are isolated in households where every member 14 years or older experiences some difficulty speaking English. Three of the five largest Asian American ethnic groups are among the most limited English proficient racial and ethnic groups in the United States, with 61% of Vietnamese, 46% of Koreans, and 45% of Chinese nationwide experiencing some difficulty speaking English. Without language assistance and opportunities to learn English, millions of AAPIs are denied fundamental rights such as access to healthcare, social services, the justice system, and disaster/ARRA relief. Data indicated, that Midwest AAPI population has exceeded 2 millions, many came to the Midwest region as Southeast Asian refugees, and the top 5 cities with growing AAPI populations in the US, includes Minneapolis-St. Paul, MN. The total AAPI population in the partnering states: ' Illinois 473,649 about 3.8% of the total state population ' Indiana: 72,839, about 1.2% ' Iowa: 43,119 at 1.5% ' Minnesota: 162,414, at 3.3% ' Ohio: 159,776, at 1.4% Total: 911,797 potential AAPI subscribers in the targeted states We estimate about 1% new broadband subscribers after MCAA project implemented, so total the project participants would reach 9120 new subscribers.

D. Qualifications of the applicant. The lead Coalition is - National Center for Community Development (NCCD), which is a Multi-cultural Coalition consisting with Asian Media Access (Lead Applicant - AMA), US Asian Institute, and the United States Asian Business Council (USABC), which has been provided business training and consultation to Asian American & Pacific Islander (AAPI) community agencies and business nation-wide since 2004. The proposed "Midwest Coalition of Asian Americans" (MCAA) project, in collaboration with Iowa Asian Alliance, Ohio Asian Americans In Action, Asian American Alliance/OH, Asian American Alliance & Small Business Development Center, and Asian American Alliance of Indiana, intends to increase AAPI organization's sustainability and effectiveness, enhance its ability to provide Broadband services, and create collaborations to better serve those in need in the Midwest region through collaboration and coordinated business development/public safety effort. Recognizing that social, economic, political, racial inequalities continue to exist, the NCCD is committed to equality for all with a specific focus on supporting the needs of low-income LEP AAPIs, to address 1) the broad economic recovery, including securing/retaining employment, obtaining better-quality jobs, and gaining greater access to State and Federal benefits; and 2) the cultural/linguistic appropriated training,

emergency preparation and disaster notice. In order to reach low-income LEP members throughout Midwest region, MCAA will utilize the development of multi-lingual materials and subsidized broadband services. Since many LEP members are refugees, this Project will utilize culturally & linguistically appropriate training materials, utilizing E-Learning technology, so as to create informed, educated communities, empowered to access ARRA resources & participate actively in American society. Numerous AAPI organizations are not able to provide such services to low-income individuals/families due to lack of resources and capacity. Hence, NCCD Coalition has expanded to deliver public education campaign for broadband awareness via training, technical assistance & sub-awards to AAPI agencies located in Midwest region, in order to further the services for LEP members facing the risks of economic downturn. E. Jobs to be saved or created. We estimate the Initiative needs 1 project director, 1 project coordinator, 1 technology director, 1 grant manager, and 120 jobs at the training sites. Therefore, total 124 jobs would be saved/created after MCAA project implemented. F. Overall cost of the proposed project. With estimation about 20 agencies receiving assistances to expand their job training effort, about 9120 new broadband subscribers through this effort. We estimate MCAA total cost is \$ 1,250,000, the Coalition will provide \$ 412,500 (33% match), and request \$ 837,500 (67% match), and at average federal share cost \$91.83/per new subscriber.