a) KRA Corporation proposes to use broadband services to provide internet access for Second Chance TV, an educational video series developed by Internet Advertising Marketing Solutions, LLC (I.A.M. Solutions), that has been designed to assist ex-offenders as they re-enter the community and begin seeking employment. Additionally, broadband internet will be used in other workforce development activities, such as job searches, and in providing computer-based training for both ex-offenders as well as their family members. This project will address a problem of significant importance to communities: Reduction in crime. Studies have shown that within three years of release, more than two-thirds of ex-offenders will be arrested for a new offense, and nearly half will be convicted of a new crime (1). This statistic points to the need for programs that are designed to address the problem of recidivism in ex-offenders by helping them to successfully transition to their community after release from incarceration, or while they are fulfilling the terms of probation or parole. One factor that can contribute to the successful re-entry of an ex-offender is finding and keeping a job that pays a living wage. Unfortunately, many ex-offenders face severe barriers to employment. They must also overcome employer bias against selecting employees with criminal backgrounds, or employers who must enforce legal restrictions against hiring ex-offenders. Unemployment rates are higher among ex-offenders than in other populations ‘ up to 60% of ex-offenders are unemployed within one year of release (2) ’ and ex-offenders who are employed typically earn less than populations with comparable demographics (3). Ex-offenders earn 10 ‘ 20% less following incarceration, and show as much as a 30% reduced rate of wage growth (4). In the current economy, with unemployment rates continuing to grow, the outlook for employment among ex-offenders is bleaker than ever. It is of critical importance to assist this vulnerable population in securing employment that will enable them to stay out of prison and to provide for their families.

b) The Second Chance TV series has been developed by KRA's partner agency, I.A.M. Solutions, a company with extensive experience in internet media and advertising. KRA has a 29-year history in managing workforce development projects and working with special populations, including ex-offenders. I.A.M. Solutions has created the Second Chance TV series to serve this population. The Second Chance TV Overview is at http://www.employ.com/2cTV/media/2ctv1.wmv. We are also teaming with Clearwire, which will donate a Netbook PC to each participant that successfully completes the program. The Netbooks are being provided by Clearwire for an in-kind contribution of $205,000.00. We will also supply the internet service, which is being discounted by Clearwire for six months, after which participants will assume responsibility for their monthly access. This approach arms participants with both the necessary technology and the access to become permanent users. We will also partner with Turning Points for Children, a nonprofit organization with programs that provide parenting training.
as well as supportive services for children, families, and incarcerated parents. Our proposed partnerships leverage the strengths of each organization. Our project is innovative in that we can economically deliver services, via broadband internet, to a population that is in critical need of employment and job skills training, as well as offer the tools and technology (computers and internet access) to enable participants to become internet-savvy. Broadband service is an ideal way to distribute the Second Chance TV series so that it is accessible through the internet. We anticipate that this educational series, coupled with our workforce development expertise and our partners' supportive services, will lead to ex-offenders developing critical job skills and higher rates of employment placement. Through the extensive use of broadband internet, this vulnerable population, including both ex-offenders as well as their family members, will be able to access not only the Second Chance series, but also to gain valuable computer skills to reduce or eliminate 'the digital divide' and promote educational and occupational success. They can learn to be comfortable with and reliant on the internet as a tool for job searches, digital literacy courses through the Microsoft Digital Literacy Curriculum, information, community resources, social networking, and other resources that are essential to successful re-entry into the community. Class sizes will be kept small to ensure personalized instruction and mastery of course content. We anticipate that broadband service adoption rates will increase at the household level among our participants. We will supplement internet training with traditional workforce development methodologies, delivered by professional staff members. This approach is innovative because it addresses a social problem 'crime and recidivism' which has secondary impacts on the ex-offenders' families and their economic security through the use of broadband technology. Participants will gain valuable computer and internet navigation skills while also learning course content. 

c) We plan to offer services to ex-offenders who reside in or near Philadelphia, Pennsylvania. We anticipate that our population of ex-offenders will be recruited primarily from the Philadelphia Prison System (PPS), and that a portion of our population may be recruited from other State and Federal institutions located in or near Pennsylvania. One source of referrals will be from Philadelphia's Adult Probation and Parole Department, a community anchor institution. Our services will be offered to individuals ages 18 and older, both male and female, and of all ethnic backgrounds. Most, if not all, participants entering our program will be unemployed at the initial point of service and at the lower end of the household earnings scale. Our program will be open to ex-offenders of all education levels; however, statistically, it is likely that over 40% of our population will be individuals without high school diplomas (5). We are targeting a total participant number of 500. Each of these 500 is a potential broadband subscriber. 

d) KRA Corporation (KRA) is a minority-owned professional/technical services firm that has been supporting government agencies for nearly 30 years. KRA's Workforce Development Operations Division provides services to enhance job-readiness skills, occupational training, career development, and educational enrichment. As an organization providing the full range of workforce-development services, KRA has established especially strong and effective operations in case management, skills training, job matching, and retention supports with the type of participants we propose to serve under this contract. I.A.M. Solutions, one of our partner agencies, is a minority-owned business and expert in developing multimedia solutions and in maximizing internet marketing to reach target markets effectively. They have begun developing training video series, including the Second Chance TV series, which are designed for mass distribution on the internet. Clearwire is an established local internet provider, which will support us in providing internet services to participants. Turning Points for Children, a local nonprofit