

Media and Community Outreach Plan

Clearwave Communications has been very proactive with its community outreach strategy. In its attempt to inform the unserved and underserved areas of southern Illinois, Clearwave has used many different forms of contact to reach as many community stakeholders possible. By assigning an outreach point of contact, innovative and fresh ideas are constantly being brought into the strategy.

Clearwave Outreach Team includes

- ❖ Community Outreach Coordinator,
- ❖ Sales Team (Sales Manager, Business Development Executive, and three Account Executives),
- ❖ Vice President, Sales and Marketing
- ❖ And COO

Clearwave team members are attending functions in the communities, including

- ❖ Open houses,
- ❖ Grand openings
- ❖ And ribbon cuttings.

In addition to events related to specific businesses, Clearwave has been attending

- ❖ Chamber luncheons and dinners,
- ❖ Showcases and trade shows,
- ❖ Summits,
- ❖ Seminars
- ❖ And job fairs.

Clearwave Communications has also partnered directly with organizations like Connect SI and Partnership for a Connected Illinois to answer the communities' information needs with opportunities to learn about the Illinois Broadband Opportunity Partnership – Southern project and ask any questions. These opportunities are presented in Clearwave's community meetings, such as

- ❖ Town hall meetings,
- ❖ Economic development meetings
- ❖ And other organization meetings.

Presenting at these meetings gives the audience not only the chance to learn, but to participate and be involved in the project. Many decision-makers and civic leaders attend these meetings. Attendees are also given take-home packets with informational materials, such as

- ❖ Key facts,
- ❖ PowerPoint slides
- ❖ And contact information.

Clearwave also produces an informative newsletter every quarter, sent out to those in the communities that have shown interest in the IBOP-Southern project. This newsletter is designed to be both aesthetically and informatively pleasing, and contains details about

- ❖ The project and timeline,
- ❖ Construction,
- ❖ Expansion
- ❖ And news events.

Newsletters are sent out to an email distribution list to those who have subscribed through the website, where IBOP-Southern has its own website presence, or at town hall meetings or events. The project website can be found at www.clearwavebroadband.com, and is updated regularly with news events and other up-to-the-minute information. The website also explains more about the project, grant winner Clearwave Communications, and NTIA. Pictures, maps, FAQs, links, and events can all be found on the site.

Also linkable from the website are the IBOP-Southern social networking aspects. The Clearwave Broadband Facebook page already boasts nearly 800 “likes” since its inception in February. The Facebook site is used to post updates and project information quickly, while allowing interaction with the people of the community. Clearwave also has a social networking presence using

- ❖ Twitter,
- ❖ YouTube
- ❖ And news stories.

News stories are generated by Clearwave’s print media presence, informed by news releases and online updates. Articles have been written about Clearwave

- ❖ Being a grant recipient,
- ❖ Bringing a fiber-optic network to southern Illinois,
- ❖ Attending summits and showcases
- ❖ And locating the Data Center.

Clearwave’s presence is also becoming well known through its paid advertising. The advertisements not only get the Clearwave name to the audiences, but also help establish a relationship with the business or organization. By building this relationship now, a lasting partnership will be established. Paid advertisements have included

- Radio advertisements,
- Newspaper advertisements
- And many event sponsorships.

Clearwave has done its part in making itself and the IBOP-Southern project known throughout all of southern Illinois. With construction commencing, branded trucks and construction vehicles can be seen throughout the area, and Clearwave’s toll free number for questions or concerns is also clearly marked on all conduit and vault flags.