

UC2B Outreach Efforts: GSLIS

Radio

WILL-AM

Focus

Media Matters

The Public Square

WBCP

Illini Radio Group

Hot 105.5

WKJR

Print

Daily Illini

News Gazette

November 7, 2011: Canvassing begins **Get in 11/6 Sunday paper with a feature**

February 2012: Profile of a community anchor institution that will benefit from the service

March 2012: Broadband “lights up”

Illinois Alumni (University alumni magazine)

Illinois Times

Chicago Tribune Magazine

Chicago Magazine

St. Louis Post-Dispatch Sunday

Pitch story on bridging Digital Divide, include work of UC2B and Center for Digital Inclusion as well as general discussion of community informatics. Why are certain communities slow to adopt Internet, what barriers stand in the way? How is a community changed after the creation of public technology centers? Use East St. Louis, Sao Tome as examples. Why broadband specifically?

Chronicle of Higher Education

Pitch a feature highlighting the work of UC2B, and specifically GSLIS research around the digital divide. Explain how the work of iSchools is integral to expanding Internet access.

Television

The morning shows on
WCIA (CBS affiliate)
WICD (ABC affiliate)
WAND (NBC affiliate)

Opportunity for explanation of canvassing, show broadband equipment

Online

Partnership for a Connected Illinois
Broadband.gov
Salon
Slate

Create, manage, and/or assist with:

- UC2B Website
- UC2B Blog
- Twitter Account
- Facebook
- Post information to Community Calendars and other social outlets

Printed pieces

Subscription Interest Card (self-mailer); index card size
Canvassing Attire and Identification

Bus advertising

MTD: working on rates for audio ads, interior bus ads