



Standing Up to Digital Redlining Campaign

****Finalized 9/14 at 2PM****

Goal: Leverage social media channels to bring attention to how the California Public Utilities Commission (CPUC) updated maps for the buildout of CA's middle-mile broadband network stripped away some of LA's most underserved communities from the originally proposed routes. When Governor Newsom says he'll propose more funding in next year's budget for "phase 2," he is telling communities of color that have suffered decades of disinvestment they must now wait in the back of the line - a familiar refrain of redlining and racist policy.

Timeline: Begin posting on Thursday, September 14.

How: Each organization should commit to taking each of the following steps.

1) Reply to This Tweet

<https://twitter.com/latimesopinion/status/1700136413193236749>

We'd like each organization and as many constituents and stakeholders to reply to this recent tweet of the LA Times editorial "Newsom throws South LA under the broadband bus."

We want to point out that asking communities of color who have faced generations of disinvestment to "just wait" is not an acceptable solution and is the definition of redlining and discrimination. We demand that the South LA, South East LA, Oakland, other communities of color which lack broadband infrastructure be at the **front** of the line for funding, not the back.



SAMPLE REPLY TWEETS

- Cuts by another name are still cuts! @GavinNewsom's plan leaves Black and Brown communities waiting & hoping for increased funding next year. Telling us to "wait" is still redlining & racism & we refuse to tolerate it. @CADeptTech #digitalequity
- Broadband funding cuts shouldn't mean pushing Black & Brown communities to the back of the line, hoping for more money next year. *[insert your organization's handle]* stands united with Digital Equity LA. @GavinNewsom @CADeptTech
- Black + brown communities have suffered generations of disinvestment. Equity means being 1st in line for broadband investments, not waiting and fighting for more funding!!



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This is unacceptable! NO more broken promises @GavinNewsom #PutUsOnTheMap #digitalequity @CADeptTech

- South LA, SELA, East Oakland, and other communities of color have waited for too long! They rely on broadband investments for essential services like healthcare, education, housing, and more. Equity means prioritizing them @gavinnewsom! @CADeptTech #PutUsOnTheMap #digitalequity
- No more EMPTY promises @GavinNewsom! STOP Pushing CA's LEAST connected communities to the back of the line, while prioritizing Beverly Hills and Calabasas! . @CADeptTech @californiapuc @CAGovernor

2) Draft your own posts from the TWEET samples below

- Justice delayed = justice denied @GavinNewsom STOP telling Black + brown folks to wait for reliable internet! Keep your promises! Build the state middle mile in the least connected communities *FIRST*, not last. @CADeptTech #digitalequity t.ly/7hs2M
- 2 years ago @GavinNewsom promised that South LA and SELA would be first up for broadband investments through the middle mile program. NOW, he's telling black + brown communities to wait and fight for funding next year @CADeptTech #PutUsOnTheMap #digitalequity t.ly/7hs2M
- @GavinNewsom, HEAR us clearly! We're NOT going to quietly "just wait" for the broadband investments YOU PROMISED communities of color! We need reliable internet now! Keep YOUR PROMISES! @CADeptTech #PutUsOnTheMap #digitalequity t.ly/7hs2M
- Digital redlining is alive + well in CA - We're not going to take it! When broadband \$ is pulled from South LA & invested in Beverly Hills, it's just plain RACISM in action! @GavinNewsom Our communities come FIRST! @CADeptTech #PutUsOnTheMap #digitalequity t.ly/7hs2M
- At a time when poverty in Black + Latinx communities is on the rise, why is CA diverting broadband \$\$ from these very same communities?? The internet is crucial to access jobs, housing, health care, and education. @CADeptTech #PutUsOnTheMap #digitalequity t.ly/7hs2M