



WIPP WARNS FCC: ADDITIONAL REGULATIONS HARMFUL TO BROADBAND DEPLOYMENT

For Immediate Release
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Washington, D.C. – July 14, 2010 – Women Impacting Public Policy (WIPP) submitted comments to the Federal Communications Commission (FCC), urging the FCC to continue to classify broadband Internet service as an “information service”. Additionally, the FCC should include small business owners, especially women business owners, in the discussion of full broadband deployment. Full deployment is crucial to the success of small businesses, many of whom rely on the latest technologies for their success.

“We fear that a heavy regulatory environment will impose additional regulations on broadband that will ultimately hinder small business access, investments, and the adoption of broadband,” said Barbara Kasoff, President and CEO of Women Impacting Public Policy (WIPP). “Additionally, we are not afforded the opportunity to participate in many of the closed-door meetings, despite being the fastest growing business sector in the U.S. economy,” added Kasoff.

Women-owned businesses recognize the importance of broadband technology, and are showing increasing awareness about this issue. According to the 2010 WIPP Annual Survey, eighty-seven (87) percent of survey respondents stay abreast of technology developments and innovations in order to incorporate them into their companies. In addition, seventy-seven (77) percent felt that the government should encourage private sector investment in broadband technology, while sixty-two (62) percent of survey respondents support initiatives for public/private partnerships.

Women Impacting Public Policy is a non-profit, national nonpartisan group with over half-a-million members. WIPP is The Collective Voice in Washington, D.C., for forty-nine (49) national women and small business organizations. WIPP advocates for and on behalf of women and minorities in business in the legislative process of our nation, creating economic opportunities for members and building alliances with other small business organizations. Visit www.wipp.org