



**GET CONNECTED OAKLAND
Launch Event Recap Report
May 2011**

On Thursday, April 28 at 10:00 a.m. Oakland Mayor Jean Quan hosted a press conference in the Community Room at the Oakland Housing Authority in West Oakland. During the press conference, Mayor Quan officially launched *Get Connected Oakland!*, a citywide initiative to eliminate the digital divide throughout the city by making it as simple as possible for everyone to have broadband Internet access along with training and tech support. The press conference was standing room only with over 100+ attendees including 26 partner organizations, elected representatives and a wide variety of local media. The room was buzzing with excitement, enthusiasm and hope.

The Mayor presented a Mayoral Proclamation launching *Get Connected Oakland!* Following the Mayor's presentation, key speakers shared their experiences with their individual agencies and clients showcasing how city wide partnerships can not only benefit but mobilize the community in its efforts to reduce the digital divide.

Sean Heron, Oakland Housing Authority, **Bruce Buckelew**, OTX-West, and **David Glover**, OCCUR served as Co-Masters of Ceremony.

Speakers included *Oakland Mayor Jean Quan*; *Nancy O'Malley*, District Attorney and Founder, Alameda County Family Justice Center; *Ashley McCullough*, Youth Advocate; *Ellen Muhammad*, Senior Advocate; *Noel Gallo*, Director, Oakland Unified School District (OUSD); *Roma Groves*, Principal, MLK Elementary School and *Eric Johnson*, Executive Director, Oakland Housing Authority.

The local press came out to cover this city wide event resulting in vast media coverage. Media garnered included **(8) print stories; (7) TV stations and (4) radio interviews**. Highlights include **The Oakland Tribune, all the major Oakland blogs; KTVU Ch. 2; ABC 7 and KCBS Radio**.

The press conference followed with networking and light refreshments. During this time, two videos played showcasing a handful of partner organizations including **Get Connected Oakland, OTX-West, OCCUR, Breakthrough Communities, Center for Accessible Technology, Oakland Digital Arts & Literacy Center (ODALC), and Youth Radio**.

On behalf of Get Connected Oakland! Organizing Committee Co-Chairs: **Bruce Buckelew**, OTX-West; **David Glover**, OCCUR; and **Joe Gross**, Sustainable Systems/California Emerging Technology Fund, we want to thank everyone for participating.

For more information, please contact: Joe Gross: 510-903-1909



***Get Connected Oakland!* is proud to announce our partners:**

Access Now

Accessible Technology Coalition

Alameda County Department of Social Services

Alameda County Family Justice Center

Alameda County Office of Education

Breakthrough Communities

California Emerging Technology Fund

Center for Accessible Technology

Ignite

Marcus Foster Institute

Media Alliance

Oakland Citizen's Committee for Urban Renewal (OCCUR)

Oakland Digital Arts & Literacy Center (ODALC)

Oakland Department of Human Services/Aging and Adult Services

Oakland Housing Authority

Oakland Department of Parks and Recreation

Oakland Public Library

Oakland Technology Exchange West (OTX-West)

Office of the Mayor

Oakland Unified School District

ReliaTech

Sustainable Systems

The Stride Center

Tri-Valley Regional Occupational Center and Program

United Way of California/2-1-1 of California

YMCA of the East Bay

Youth Radio