



**COMCAST UNDERSCORES IMPORTANCE OF COMMUNITY PARTNERSHIP WITH
MAMACÍTAS CIBERNÉTICAS OF SOUTHERN DOÑA ANA COUNTY DURING DIGITAL
INCLUSION WEEK**

Comcast supported Mamacítas Cibernéticas' development of a grassroots survey on digital inclusion needs in Southern Doña Ana County

FOR IMMEDIATE RELEASE

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[Doña Ana County, NM, October 7, 2025] – To kick off Digital Inclusion Week (Oct. 6-10), Comcast is highlighting its partnership with Mamacítas Cibernéticas of Southern Doña Ana County, a grassroots workgroup made up of community residents from Southern Doña Ana County and other partners from across the county. Utilizing funding from and in collaboration with Comcast, Mamacítas Cibernéticas recently conducted a unique, grassroots survey on digital literacy needs in Doña Ana County.

National Digital Inclusion Week, spearheaded by the National Digital Inclusion Alliance (NDIA), is an annual, nationwide recognition event dedicated to raising awareness about digital literacy and the vital importance of inclusion in our increasingly digital world.

“Digital Inclusion Week is all about showcasing efforts to bridge the digital divide and impactful work underway to ensure everyone has access to technology and the internet. We know that the community is the best source to tell us about the barriers they face and what they need, and Mamacítas Cibernéticas was the perfect partner to work with to gather this information,” said Kyle Biederwolf, External Affairs Manager at Comcast. “Community engagement is key to bridging the digital divide. This report is another step forward in making sure that communities not only have service available, but that it’s affordable, reliable, and they have the skills to effectively use it.”

Mamacítas Cibernéticas possesses a variety of skill sets and knowledge of the region that enables them to elevate the voice of communities in this area to identify barriers and provide solutions for digital inclusion. Based on the findings in the report and support from Comcast, a local community member with the Doña Ana Community College has developed an English and Spanish Digital Navigator online training course for Youth Digital Navigators. The online course is now being piloted by students attending Santa Teresa High School in the Gadsden Independent School District (GISD).

“Comcast sees the value in partnering with people like me and organizations like Mamacítas Cibernéticas where advocacy can be hard to come by,” said Maria Chapparo, one of the members of the organization involved in developing the report. “Comcast wanted to hear directly from these communities and get their input on the planning, maintenance, and implementation of digital

literacy initiatives. Not only through Comcast’s funding, but also through their robust community involvement and partnership, Mamacítas Cibernéticas was able to conduct this assessment and identify current barriers to digital opportunity and inclusion. We presented this report to the Doña Ana County Commissioners, which is a major step forward in letting lawmakers know directly from the community what we need to improve digital inclusion. We’re grateful that Comcast paved the way for this to happen and look forward to our continued partnership.”

Comcast has given Mamacítas Cibernéticas an additional grant to follow up on this report, focusing on stakeholder feedback on future digital literacy programming and implementation. To read the full Mamacítas Cibernéticas findings and recommendations report, click [here](#).

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