OFFICIAL MEDIA KIT

Better internet.

Stronger communities.

Marquette County & Surrounding Areas
Fiber Initiative

The initiative

The Marquette County & Surrounding Areas Fiber Initiative is a community advocacy effort founded on May 2, 2026 by Anton Reinaas, owner of IronNorth Innovations and ARPM906. It encourages providers to consider expanding fiber-to-the-home broadband across Marquette County and nearby Upper Peninsula communities.

What the initiative is asking for

- More opportunities for residents and small businesses to access fiber-to-the-home broadband.
- Clear information about the technology being sold, including fiber-to-the-home versus hybrid fiber-coaxial service.
- More provider choice and evaluation of expansion in communities that already have broadband, alongside areas without service.

PETITION

change.org/p/marquette-county-surrounding-areas-fiber-initiative

FOUNDER STATEMENT



I started this initiative because too many people in our communities are stuck with limited choices and internet speeds that do not meet modern needs. Families working from home, students completing assignments, local businesses, and even everyday activities like video calls or gaming are affected.

Some providers, including Highline, are rightly focused on areas with little or no service. That work is essential. But households and neighborhoods that already have broadband should not be overlooked when it comes to better, future-ready infrastructure.

Another concern is the difference between fiber-powered internet and true fiber-to-the-home service. In many hybrid fiber-coaxial networks, fiber reaches a neighborhood node, but coaxial cable carries the connection the rest of the way to a home. That is not the same as fiber running directly to the home.

Existing cable networks can provide fast service, and newer upgrades can improve their performance. My goal is to show demand, encourage more competition, and make the case for long-term fiber investment where people live, work, and learn.

Anton Reinaas

Founder | Owner, IronNorth Innovations & ARPM906

Media contact

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Fiber-to-the-home vs. fiber-powered cable

Fiber-to-the-home (FTTH), also called fiber-to-the-premises (FTTP), brings optical fiber directly to the customer location. Hybrid fiber-coaxial (HFC) networks use fiber for part of the route and coaxial cable for the final segment to the home.

FIBER-TO-THE-HOME (FTTH / FTTP)

Provider network → Fiber-optic cable → Home

Fiber reaches the residence.

HYBRID FIBER-COAXIAL (HFC)

Provider network → Fiber node → Coaxial cable → Home

Fiber is part of the network, but not the final home connection.

Why the distinction matters

Many FTTH plans offer strong, symmetrical upload and download speeds, low latency, and substantial capacity for upgrades. Cable can offer gigabit downloads, and upgraded HFC networks can also support higher upload speeds. Actual results depend on the provider, plan, equipment, and local network.

Verified advertising development

On March 26, 2026, BBB National Programs reported that Spectrum voluntarily changed disclosures for its “fiber-powered” claims to clarify that the advertised HFC service was not delivered over a fiber-to-the-home network. The National Advertising Division did not decide the merits of the challenge.

Sources: FCC Fixed Technology Codes; BBB National Programs, March 26, 2026.

Campaign details

LAUNCHED	May 2, 2026
FOUNDER	Anton Reinaas
ORGANIZERS	IronNorth Innovations and ARPM906
WEBSITE	mqtfiberint.ironnorthinnovations.com
PRESS	press@ironnorthinnovations.com

Key points for reporters

This is a community-led advocacy initiative, not an internet service provider, construction project, or announcement of a funded expansion. It seeks additional fiber-to-the-home options and transparent information about the difference between FTTH and fiber-powered cable service.

Current petition signatures, resident comments, and community support screenshots are maintained separately on the initiative website. This PDF is intended as a stable background and media reference.

Additional information and verification

Official petition
https://www.change.org/p/marquette-county-surrounding-areas-fiber-initiative

FCC Broadband Map
https://broadbandmap.fcc.gov

FCC technology definitions
https://help.bdc.fcc.gov/hc/en-us/articles/5290793888795-Fixed-Technology-Codes

BBB National Programs / Spectrum decision
https://bbbprograms.org/media/newsroom/decisions/charter-spectrum