



September 24, 2018

Mr. Ajit Pai  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington, D.C. 20554

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Dear Chairman Pai:

In response to a request by a bipartisan group of U.S. Senators and Members of Congress in 2005, the National Academy of Sciences, the National Academy of Engineering and the Institute of Medicine undertook a study of America's evolving competitiveness in the global economy. The study resulted in a 500-page volume that became known as the "*Gathering Storm*" report. The Executive Summary of that report began with, "The United States takes deserved pride in the vitality of its economy, which forms the foundation of our high quality of life, our national security, and our hope that our children and grandchildren will inherit ever-greater opportunities." But the report concluded and cautioned that, "Without a renewed effort to bolster the foundations of our competitiveness, we can expect to lose our privileged position."

In both the original 2005 *Gathering Storm* report and a second follow-up report, "*Rising Above the Gathering Storm, Revisited*," released five years later, the main conclusion reached was that "a primary driver of the future economy and concomitant creation of jobs in the 21st century will be **innovation**, largely derived from advances in science and engineering."

Since its founding in 1929, The Henry Ford has celebrated and promoted American innovation, ingenuity, inventiveness and resourcefulness. **We do that through our unparalleled collections, on-site visitor experiences spread across our 220-acre National Historic Landmark campus, our various digital platforms, and our Emmy Award-winning nationally broadcast television series, *The Henry Ford's Innovation Nation*, with host Mo Rocca.** This highly engaging, educational and inspirational weekly television series broadcast nationally on CBS and reaching a weekly audience averaging 1.7 million viewers, is a prime example of what the Children's Television Act (CTA) was intended to do; namely, to inspire children to achieve their full potential and, in our specific case, to become our

nation's next generation of innovators, inventors, scientists and entrepreneurs. They will be key to America's ability to retain, sustain and grow America's competitive edge.

Despite the overwhelming success and popularity of our television program, we are troubled by the recent Notice of Proposed Rulemaking that would significantly alter the prescriptions of the CTA and negatively affect both the number of children we can engage with and the economics which allow for the production of programs like ours. The potential move of such children's educational programming from the broadcaster's main channel to a hard-to-find multicast stream, often unavailable to cable or satellite subscribers, would mean a significant loss of viewership and diminishment of our social impact. That smaller viewership could also render the production of programs like ours economically unfeasible.

It is always worth exploring whether existing rules, policies and procedures can be made better, more efficient, more effective in achieving their intended result. To the extent that they can be so revised, but without doing harm to the initial good they were intended to generate, all should be supportive. However, we believe that the currently proposed rule changes for the CTA do not meet those conditions, and **we strongly encourage you and the FCC to take no actions that would reduce the number or impact of the inspiring educational opportunities that the CTA in its current form provides.**

Thank you for your consideration of our concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "Patricia Mooradian", with a stylized flourish at the end.

Patricia E. Mooradian  
President and CEO

cc: Com. Michael O'Rielly  
Com. Jessica Rosenworcel  
Com. Brendan Carr