

American Family Society

Interest: working with organizations to help prevent family breakdown in the civilian and military sectors

General Support for SDARS:

- Increased diversity in programming can be used to effectively inform families on how to avoid pitfalls.
- SDARS will be able to provide non-profit organizations with more opportunity for access to communication systems.

American Mothers, Inc.

Interest: honoring motherhood and mothers

General Support for SDARS:

- Increased diversity in programming can be used to provide educational programming on the enrichment and strengthening of American families.
- SDARS will be able to provide non-profit organizations with more opportunity for access to communication systems.

BIS Strategic Decisions

Interest: market research company involved in analyzing usage of computer products

Regulatory classification:

- SDARS would be a cost-efficient method of transmitting data and providing wireless services to rural communities.
- All communication service technologies capable of improving access to information should be allowed to compete freely.
 - Preventing the deployment of new technologies can hinder economic development and limit the availability of medical and education information for some individuals.

**Consumer Electronics Group of the
Electronic Industries Association**

Interest: trade association of the consumer electronics industry

General support for SDARS:

- Because of consumer enthusiasm for this service, the Commission should adopt technical and service rules that result in the rapid deployment of SDARS. (1-2)
 - SDARS will increase availability and diversity in programming. (2)
- SDARS will improve digital compression technology and promote the development of sophisticated small and inexpensive satellite antennas. (5)

Technical standards:

- The Commission should require the adoption of a single industry developed transmission standard for satellite *and* terrestrial based DARS. (7)
 - The Commission's past experiences with television and AM stereo clearly demonstrate the benefits of uniform transmission standards. (7)
 - The Commission should not rely on the assurances of DARS applicants on this point because they are neither enforceable nor unequivocal. (8)
 - A single transmission standard obviates the need for a single receiver standard. (7)
- The Commission should not *set* the transmission standard, rather the Commission should *require* the use of a single transmission standard that has been developed by the industry for use by the industry. (9)

The Convention Store

Interest: designing and operating transportation systems for private groups

General support for SDARS:

- Satellite DARS would provide high quality programming and improve the telecommunications industry.

George A. Croly

Interest: consumer

Licensing policies:

- Auctioning spectrum for satellite DARS will increase the cost of the service to consumers.
 - Increasing the cost of the service would not be fair, particularly to low income people.
 - If the Federal Government needs additional funds it should reduce spending and eliminate unnecessary subsidies for special interest.

Dolby Laboratories

Interest: manufacturer of professional audio products; Dolby technology is used in several satellite radio and television delivery systems

General support for SDARS:

- SDARS will provide high quality services to people living outside metropolitan areas.
- Consumer awareness of digital audio quality is very high.
- Consumer demand for SDARS is very high and it should be licensed quickly.

For My People

Interest: promoting black public awareness in television

General support for SDARS:

- Supports implementation of DARS.
- Outside of metropolitan Detroit there is a lack of diversity and quality in radio stations.
 - This is a special problem for people who travel by car a great deal.
- The United States should be a leader in developing DARS technology.
 - The result will be job creation.

Ford Motor Company

Interest:automobile manufacturer

Technical standards:

- Ford is now of the opinion that an industrial advisory committee is not necessary in order to establish sufficient link margins and standardization in the SDARS industry.
 - This is because it appears that the DARS applicants will be willing to work together to resolve these issues.

Foundation for the Advancement of Hispanic Americans

Interest: improving educational opportunities for hispanic people

General support for SDARS:

- Supports implementation of DARS.
- SDARS can greatly enhance the ability to provide outreach programming to both hispanic and non-hispanic communities in this country.
 - The number of Spanish-speaking people in the United States exceeds 20 million.
 - While numerous terrestrial radio stations serve this population, they are not available in many areas of the country.
 - Even urban residents would benefit from SDARS because it could provide higher quality, more reliable, commercial-free diverse programming.

Mr. & Mrs. Larry Helena

Interest: consumers

Licensing policies:

- SDARS spectrum should not be auctioned.
 - Auctioning such spectrum would set a dangerous precedent.
 - The delay created by auctions could eliminate this country's world leadership in satellite technology.
 - Auctions would also increase the cost to consumers and perhaps jeopardize the entire industry.

**Professor Arthur Hertzberg,
past president of the American Jewish Congress**

Interest: religious leader

General support for SDARS:

- The Commission should quickly approve SDARS because of its potential to make available an increased number of channels to audiences.
 - Increased channel availability may make possible the designation of a channel for disseminating Jewish culture and for teaching Jewish history.

Italian Industries Association

Interest: assisting Italian small and medium-sized industrialist in the United States

General support for SDARS:

- SDARS could provide diverse programming for niche populations across the entire country.
 - For example, approximately 25 million people of Italian decent are scattered across the United States.
 - Special programming for Italians, such as opera, is currently very limited.
- Only through the use of nationwide coverage can specialized niche programming for Italian Americans be made available.

J Boats, Inc.

Interest: sailboat designer and builder

General support for SDARS:

- SDARS would be great for boaters.
- Currently, audio transmissions to the boating public is at best intermittent and of marginal quality with lots of interference.
 - This problem is made worse by the fact that a marine environment is not conducive to carrying CDs or tapes.
 - Improved marine and weather data transmission (and the safety benefits that go with them) might also be improved.

J.K. International, Inc.

Interest: creating audio-visual hardware and software

General support for SDARS:

- SDARS would provide an efficient method of delivering specialty programming such as subtitles for the hearing impaired to nationwide audiences.
- SDARS will also benefit the economy in the form of increased jobs for programmers, manufacturers, technicians and marketing representatives.

Robert Jay and Rose S. Shea

Interest: private owners of a satellite dish

Licensing policies:

- The government should not auction satellite spectrum.
 - Owners of satellite dishes have already made heavy investments into receiving satellite programming and a policy of auctions would further increase that cost.
- We do not believe the FAA [sic] has the power to auction off frequencies on a national level.

Korean American TV of Washington

Interest: broadcasting specialized television programming for Korean Americans in the Washington area

General Support for SDARS:

- SDARS could provide high quality audio programming for special interest groups.
 - This programming could include entertainment and informational programming to serve special needs.
- Ethnic groups and non-English speaking audiences could be aggregated nationwide in order to support niche programming channels.

Licensing policies:

- The FCC should prevent any further delay in implementing satellite DARS.

Laboratory for the Interactive Future

Interest: consulting for, and acquiring and improving intellectual property and rights to media and telecommunications distribution channels

General support for SDARS:

- SDARS will provide an improved distribution method for intellectual property.
 - This will improve the economies of intellectual property development.

Learning Systems Architects

Interest: developing systems to provide continuing education

General support for SDARS:

- SDARS has the potential to greatly improve access to people for purposes of continuing education no matter where those individuals live and what they are doing while listening to educational programming.

Loral/Qualcomm Partnership, L.P.

Interest: manufacturing and launching low earth orbiting satellites

Technical standards:

- Based on the fact that only Primosphere expressed support for the feeder link proposal expressed in the NPRM, the Commission should consider adopting another proposal.
 - For example individual assignments to each current SDARS applicant of its preferred feeder link frequencies may prove more feasible.
 - It appears premature at this time to adopt any procedure which would assign all potential SDARS systems to the 7025-7075 MHz band for feeder uplinks pending demonstration by the applicants that they can share with existing uses.
- LQP recommends that the Commission defer any action on feeder links for SDARS until after the results of the WRC-95 are known.
- If coordination is required between NGSO MS and SDARS feeder links, the Commission should direct DARS licensees which seek to use the 6/7 Ghz band for feeder links to coordinate as necessary.

Major Broadcasting Companies

Interest: provider of satellite-delivered radio programming for more than eleven hundred terrestrial stations

General support for SDARS:

- Satellite DARS will be able to provide niche programming that local radio would not find economically viable.
 - For example, educational and foreign language programming can be provided.

Multi-Media Computer Communications, Inc.

Interest: Korean-owned company in the computer business

General support for SDARS:

- The rapid growth of the computer industry has created tremendous demand among consumers for high quality, reliable and rapid communications services.
- SDARS provides great opportunity to provide audio programming to Korean speaking population in the United States.
 - The fact that such services would be high-quality and more reliable than terrestrial radio makes the need for such services even more urgent.

**National Cable Satellite Corporation
d/b/a C-SPAN**

Interest: non-profit corporation created by cable industry to provide Congressional programming

General support for SDARS:

- There has already been too much delay in the licensing of SDARS.
- The Commission should put competition ahead of protectionism.
 - The existence of C-SPAN is an example of what can happen when competition is allowed to flourish.
- A SDARS system would be in the public interest because it would be more likely to distribute a radio version of C-SPAN than would a network of commercial radio stations.

Effect of SDARS on conventional broadcasters:

- The broadcast industry has not been destroyed by the cable industry -- as broadcasters had threatened would happen.

Regulatory classification:

- A SDARS "radio version" of C-SPAN will probably not happen unless DARS providers are free of content requirements or other restraints on their operations.

National Black Media Coalition

Interest: association specializing in employment, programming and ownership of broadcast facilities for African Americans

General Support for SDARS:

- SDARS could provide a new vehicle for informational and entertainment programming for rural areas.
- SDARS could also increase listening options for Americans.
- SDARS could also offer specialized programming for niche audiences.
 - Such programming could include the works of talented performers currently not carried by terrestrial radio.
 - A greater diversity of music and voice programming could promote cultural awareness.

National Federation Of Community Broadcasters

Interest: national organization of community oriented non-commercial radio stations

Effect of SDARS on conventional broadcasters:

- NSCB hopes that the introduction of satellite-based national programming services will induce terrestrial broadcasters to return to local programming and rely less on satellite provided services.

Regulatory classification:

- NSCB concurs with commenters advocating a special reservation of DARS capacity for non-commercial educational programming.
 - This channel capacity should be available to small operations and not be limited to large national or state-wide public broadcasting networks.