

November 13, 2014

VIA ELECTRONIC FILING

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

**Re: *Protecting and Promoting the Open Internet, GN Docket No. 14-28;
Framework for Broadband Internet Service, GN Docket No. 10-127***

Dear Ms. Dortch:

On November 10, 2014, Scott Bergmann and Krista Witanowski of CTIA – The Wireless Association® (“CTIA”); together with Patrick Riordan, President and CEO of Cellcom¹ and Ron Smith, President and CEO of Bluegrass Cellular² met with Priscilla Argeris (Office of FCC Commissioner Jessica Rosenworcel) of the Federal Communications Commission (“Commission”).

Mr. Riordan and Mr. Smith both stressed that they support Internet openness, as their businesses depend on their subscriber’s ability to access the applications, services, and content of their choice. They urged the Commission to take into account the technical, operational, economic, developmental and other factors that continue to make mobile wireless services different and warrant a mobile-specific regulatory approach, in order to allow their companies to experiment, innovate and deliver beneficial services to consumers, and to differentiate their offerings in a crowded marketplace.

They both explained that adopting onerous open Internet rules could make it more difficult to raise capital and invest in their communities, at the detriment of service to rural America, areas where cable and telecommunications broadband companies often do not reach. They also explained that adoption of expansive open Internet rules for mobile broadband would hinder their ability to offer the alternative business models at the heart of competitive differentiation and engage in practices designed to improve network performance. It would also divert limited small-carrier resources and raise their costs, while simultaneously limiting their flexibility to deliver high-quality services to rural customers.

¹ Cellcom is a provider of communications services throughout Wisconsin and Michigan, with more than 80 retail and agent locations. Their network is customized to their rural markets and customers.

² Bluegrass Cellular was the first cellular carrier to provide analog cellular network service in rural Kentucky. Since the initiation of service, the Bluegrass Cellular wireless network has grown to provide coverage to 40 counties within its license areas. Bluegrass Cellular is committed to serving as a pioneer of wireless service in rural Kentucky.

They highlighted that enhanced or expanded transparency requirements would be problematic and raise significant cost and resource allocation issues for smaller carriers. The 2010 transparency rule struck the right balance for consumers and operators. Further, they detailed the practical reality that throttling is an essential practice to provide a robust service to their entire subscriber base, and carriers must remain free to manage their finite capacity in this manner.

Finally, they explained that applying an outdated and backward looking Title II common carriage regime to their services would stifle innovation and investment and ultimately be a disservice to rural America.

Pursuant to Section 1.1206 of the Commission's rules, 47 C.F.R. § 1.1206, this letter is being electronically filed via ECFS with your office. Please direct any questions to the undersigned.

Sincerely,

/s/ Scott Bergmann

Scott Bergmann
Vice President – Regulatory Affairs
CTIA – The Wireless Association®

cc: Priscilla Argeris