



February 6, 2015

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: In the Matter of Expanding the Economic and Innovation Opportunities of Spectrum Through Incentive Auctions, GN Docket No. 12-268, Notice of Ex Parte Communication

Dear Ms. Dortch:

On February 5, 2015, Gordon H. Smith, President and CEO of the National Association of Broadcasters ("NAB"), spoke by telephone with Chairman Tom Wheeler. During this conversation, Senator Smith expressed NAB's continued support of a voluntary, market-based broadcast incentive auction that produces a successful outcome for all stakeholders.

Senator Smith conveyed that, following the release of the Commission's Public Notice seeking comment on procedures for the conduct of the auction, NAB, as well as the other NAB members who met with the Chairman on February 4, is expanding its advocacy towards helping the Commission shape and improve the reverse auction. In particular, NAB hopes to help the Commission ensure adequate broadcaster participation by making the auction as simple, clear and market-based as possible.

Senator Smith also told the Chairman that NAB looks forward to the prompt resolution of the pending petition for review of the Commission's Incentive Auction Order in the D.C. Circuit, which seeks to ensure that, following the incentive auction and the repacking process, broadcasters remain able to serve the same viewers and coverage areas they presently serve.

We look forward to continuing to work with the Commission and its staff to ensure a successful auction.

1771 N Street NW
Washington DC 20036 2800
Phone 202 429 5300

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Rick Kaplan", with a long horizontal flourish extending to the right.

Rick Kaplan
General Counsel and Executive Vice President
Legal and Regulatory Affairs
National Association of Broadcasters

cc: Chairman Tom Wheeler