



June 12, 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 June 12, 2015, Ann Bobeck and the undersigned, both of the National Association of Broadcasters ("NAB") had a telephone conference with Barbara Kreisman and Shaun Maher of the Media Bureau. During the call, NAB expressed its concerns with the one-size-fits-all consumer education requirements included in its incentive auction framework order.¹ NAB urges the Commission to postpone establishing these requirements until after the auction, when more is known about how many stations, in which markets, will be moving to new channels.

Respectfully Submitted

A handwritten signature in black ink, appearing to read "Patrick McFadden", written over a horizontal line.

Patrick McFadden
Vice President Spectrum Policy,
Legal and Regulatory Affairs
National Association of Broadcasters

cc: Barbara Kreisman
Shaun Maher

¹ *Expanding the Economic and Innovation Opportunities of Spectrum Through Incentive Auctions*, Report and Order, 29 FCC Rcd 6567, ¶ 588 (2014).

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