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July 8, 2015

EX PARTE PRESENTATION

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

Re: Ex Parte Presentation in MB Docket No. 15-71, *Amendment to the Commission's Rules Concerning Market Modification, Implementation of Section 102 of the STELA Reauthorization Act of 2014*

Dear Ms. Dortch:

Pursuant to Section 1.1206 of the Commission's rules, 47 C.F.R. § 1.1206, this letter summarizes a phone call on July 2, 2015 between the undersigned and Evan Baranoff of the Media Bureau. Consistent with our prior filings, I explained how DISH's ability to comply with a market modification can, in some instances, present impediments beyond lack of spot beam coverage.¹ DISH offers local broadcast stations on spot beams on several satellites at a variety of different orbital locations. Therefore, it is possible that households in a given local market might be unable to receive a new broadcast station that was assigned by Nielsen to a different market unless the households, among other things, have a second satellite dish installed, have an existing satellite dish replaced, or have an existing satellite dish repositioned. Where this is the case, it is possible that all or most households in the geographic area impacted by a market modification would require a DISH technician to visit their home to make these equipment changes, which would be technically and economically infeasible.

Respectfully submitted,

/s/ Alison Minea
Alison Minea

cc: Evan Baranoff

¹ See Comments of DISH Network L.L.C., MB Docket No. 15-71, May 13, 2015; Letter from Jeffrey H. Blum, DISH, to Marlene H. Dortch, FCC, MB Docket No. 15-71, June 11, 2015.