

The reforms proposed by this rule are something needed to help consumers have better control over their costs and choices.

While cable TV premium content certainly is a "choice", BASIC broadcast stations are a right we all have enjoyed since the days of radio began. Almost 100 years since then and Cable companies have a OBLIGATION to provide consumers with basic free broadcast. Many advocates for the cable industry say this is unfair. That the cable industry has assets they use to provide the service and costs them profits. The fact is cable industry USES "in place assets" to transmit their product. These assets...the telephone poles and right-aways were paid for by the millions of people who paid their phone bills and electric bills...for decades! At the very least, in exchange to "leaching" onto these assets, the cable industry owes the consumer something. And that is civic debt is BASIC BROADCAST, the basic free over the air broadcasting FCC has provided the rulings to the public for decades.

The cable industry does not "lease" these poles or right-aways, although no doubt it was the FCC who simply gave away these rights for nothing. Thus leaving the cable industry with no "civic Obligation" or rules to provide anything freely to the public. We should, at very least return to providing basic broadcasts, without a "box Lease". The FCC should also regulate "basic over the air broadcasts" via cable, rates. (IE: basic OTA broadcasts via cable system, should be free. Basic cable with additional non broadcast stations is now about \$15 a month, plus approx \$10 per cable box.) It is with fair certainty, if the FCC "unlocks the box", the cable industry, no doubt will respond with higher basic cable service prices. Which is why the FCC needs to keep basic broadcast freely accessible to the public at NO COST.