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May 26, 2011

Federal Communications Commission (JBM011)  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554-0005

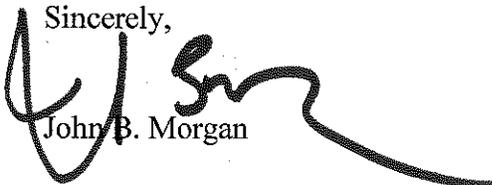
**RE: Amendment of the Commission's Rules Governing Retransmission  
Consent - MD Docket No. 10-71**

To Whom It May Concern:

Attached is my statement for filing in the above referenced matter. Please do not hesitate to contact me should you have any questions at 407-244-3200. I will be more than happy to com discuss this with the commission in DC. It was a travesty how FOX used the viewing public.

Thank you very much for taking my comments in to consideration.

Sincerely,

  
John B. Morgan

JBM/ksd

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**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 20554**

In the Matter of: )  
 )  
Amendment of the Commission's Rules )  
Governing ) MB Docket No. 10-71  
Retransmission Consent )  
 )

The Gator Nation represents the legion of fans of the University of Florida. In late 2009, we were compelled to bring suit against the FOX Network over its threat to deny cable television customers in Central Florida the ability to see the Sugar Bowl which was Tim Tebow's last game in his storied football career at the University, as Fox was going to deny Bright House Networks the right to carry the local Fox Television station because of a contract dispute. Fortunately the matter was resolved at the very last minute but only after a great deal of angst and changed plans were inflicted by Fox on our legion of fans.

We firmly believe that you must take action to stop this type of situation from occurring. We are cognizant that our concern with that particular game is not unique; that broadcast stations use the popularity of high profile sports and other major events to "rile" up the public and leverage those events against cable and other distributors. This is simply not right. Broadcasters are supposed to operate in the public interest and denying the public their best product is not something you should allow. Broadcast licensees theoretically make their programming available to the public at no charge, but something has gone very wrong when broadcasters impose hefty retransmission consent fees on the vast majority of the viewing public (who watch television programming through cable or satellite) by threatening to deprive them of access to major sporting events. There must be other means to resolve these disputes and at quieter times so that the public is not used as a tool. This ought to be your goal and mandate.

I hope you will take these comments into consideration on behalf sports and television fans everywhere.

Very truly yours,

John B. Morgan