



June 3, 2011

VIA ECFS

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

*Re: Notice of Ex Parte Presentation
Lifeline and Link Up Reform and Modernization, WC Docket No. 11-42;
Lifeline and Link Up, WC Docket No. 03-109;
Federal-State Joint Board on Universal Service, CC Docket No. 96-45*

Dear Ms. Dortch:

On Friday, June 3, 2011, Jessica J. González, Vice President of Policy & Legal Affairs and Michael Scurato, Policy Counsel of the National Hispanic Media Coalition ("NHMC") participated in a conference call with Jamie Susskind of the FCC's Telecommunications Access Policy Division to discuss a variety of topics pertaining to the above referenced dockets.

Specifically, NHMC discussed the following with Ms. Susskind:

- NHMC offered a brief description of the importance of "staying connected" within the Latino community, particularly through the use of mobile phones. NHMC also pointed out that recent research has shown that Latinos use many features of mobile phones more than any other demographic group.
- NHMC elaborated on its recommendation that the "one-per-residence" eligibility requirement discussed in these proceedings should be broadened to a "one-per-household" requirement or, preferably, a "one-per-eligible-adult" standard. NHMC referred to its initial comments filed jointly with the Leadership Conference on Civil and Human Rights to explain that, should the FCC pursue a "one-per-household" rule, it should adopt a definition of "household" based on the Low Income Home Energy Assistance Program (LIHEAP) - "Any individual or group of individuals who are living together as one economic unit." However, NHMC stressed its preference for a "one-per-eligible-adult" standard given the necessity of mobile phones to all people and especially Latinos.

- NHMC discussed the potential difficulties inherent in having to define and list different types of living arrangements or economic units. NHMC cited this difficulty as an argument for a more simple, bright-line rule such as “one-per-eligible-adult.”
- NHMC raised potential economic benefits of implementing a “one-per-eligible-adult” rule such as reducing enforcement and verification costs.
- NHMC responded to a question about the role of community organizations within the Latino community by describing how a number of organizations and groups use mobile phone tools, such as short code text messages, to mobilize and inform the Latino community. NHMC further suggested that the use of short code text messages could be a very effective outreach tool that the FCC or other national organizations could use to inform individuals about programs such as Lifeline.

NHMC submits this letter today pursuant to Section 1.1206(b) of the Commission’s rules, 47 C.F.R. § 1.1206(b). Please contact me should you have any questions regarding this submission.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "M. Scurato", written in a cursive style.

Michael J. Scurato
Policy Counsel
National Hispanic Media Coalition
(202) 596-5711

cc: Jamie Susskind