



July 29, 2011

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

Re: Notice of Ex Parte Communication, ET Docket No. 10-235

Dear Ms. Dortch:

On July 27, 2011, Jane Mago and the undersigned of the National Association of Broadcasters (NAB) met with Joshua Cinelli, Media Advisor, in the Office of Commissioner Copps.

Specifically, we discussed the Commission's efforts to initiate a reallocation of broadcast spectrum for wireless broadband. The focus of the conversation was continuous efforts by both NAB and the Commission to identify relevant considerations in current legislation that would give the FCC authority to conduct incentive auctions. The topics discussed relate to those at issue in the Commission's present *Notice of Proposed Rulemaking* in ET Docket No. 10-235. The conversation extended to related topics not at issue in that *Notice*, including the structure of incentive auctions, protections for broadcasters that elect not to participate in incentive auctions, potential issues with repacking remaining broadcast channels, and NAB's recently-released Spectrum Impact Study (Study). NAB formally presented the Study to the Media Bureau on Thursday, July 28, 2011, and will provide a copy of the Study in a separate Ex Parte notice.

Please direct any questions regarding this matter to the undersigned.

Respectfully submitted,

A handwritten signature in black ink that reads "Ann West Bobeck". The signature is stylized, with a large, looped initial "A" and a long horizontal stroke extending to the right.

Ann West Bobeck
Senior VP and Deputy General Counsel
Legal and Regulatory Affairs

cc: Joshua Cinelli

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