



**Elaine M. Divelbliss**  
Senior Counsel  
Sprint Nextel Corporation  
10 Independence Boulevard  
Warren, NJ 07059  
(908) 660-0358

Via Electronic Submission

August 16, 2012

Ms. Marlene Dortch  
Secretary, Federal Communications Commission  
445 12<sup>th</sup> St, SW, Room TW-A325  
Washington, DC 20554

**Re: Ex Parte Communication  
WC Docket No. 11-42**

Dear Ms. Dortch:

On August 14, Tarek Abonil, Grace Boehm, Rick Slattery and I of Sprint Nextel Corporation participated in a telephone conference with Kimberly Scardino, Garnet Hanley, Jonathan Lechter and Jay Schwarz to discuss Virgin Mobile USA L.P.'s application to participate in the broadband adoption Lifeline pilot program.

Staff indicated that the call was intended to follow up on Virgin Mobile's application. Staff requested additional information or clarification on several items raised in the Virgin Mobile application as follows:

- The proposed partnership with Open Air Boston.
- The customer experience once a customer hits the one gigabyte threshold (e.g., can a customer purchase additional data?) and whether and how Virgin Mobile plans to track the experience of these customers. Virgin Mobile indicated that customers not in the subsidized MRC groups would be able to purchase additional service, and that data collection would capture the customer experience at the end of the trial.
- The source of the device subsidy proposed in the application. Staff confirmed that no equipment subsidy is available from the Universal Service Fund, and Virgin Mobile confirmed that it does not expect an equipment subsidy from the USF.
- The \$200,000 gap between the cost of the program to Virgin Mobile and the amount of subsidy sought, as reflected in the application.



- Whether Virgin Mobile intends to gather data in connection with the pilot, or rely on USAC to collect data, and if Virgin Mobile intends to gather data, the means by which it will do so. Virgin Mobile preliminarily indicated that it intends to gather data.
- The form that Virgin Mobile will use to enroll pilot program participants, including the disclosures that will be provided to the customer concerning Lifeline eligibility and the pilot program.
- The channel through which Virgin Mobile will enroll pilot participants and how it will go about ensuring that customers are not enrolled as pilot participants in more than one subsidized pilot program. Virgin Mobile tentatively indicated that enrollment will be assisted by a live advisor.
- The manner by which statistical randomization of pilot participants will be achieved in the states in which Virgin Mobile proposes to enroll pilot participants.
- Whether Virgin Mobile can provide data concerning the take rate for the various offerings made available in connection with the pilot program.

Virgin Mobile will submit a supplemental filing in the above-referenced docket providing additional information and/or clarification on each of these items, which were discussed generally during the call.

Pursuant to Section 1.1206 of the Commission's Rules, a copy of this letter is being filed electronically in the above-referenced docket. If you have any questions, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Elaine M. Divelbliss".

Elaine M. Divelbliss

cc: Kimberly Scardino  
Garnet Hanley  
Jonathan Lechter  
Jay Schwarz