



March 1, 2013

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

Re: In the Matter of Expanding the Economic and Innovation Opportunities of Spectrum Through Incentive Auctions, GN Docket No. 12-268, Notice of Ex Parte Communication

Dear Ms. Dortch:

On Thursday, February 28, 2013, Jane Mago of the National Association of Broadcasters (“NAB”) met with David Goldman and Alex Hoehn-Saric, from Commissioner Rosenworcel’s office at the Federal Communications Commission (“FCC” or the “Commission”).

At this meeting, Ms. Mago discussed NAB’s perspectives on the incentive auction process. She specifically emphasized: (1) the need for transparency and rigorous review of the Commission’s repacking methodology; (2) the engineering challenges present in the proposed post-auction 600 MHz band plan; and (3) the role of the TV Broadcaster Relocation Fund in the auction. Her discussion was consistent with NAB’s previous filings in the docket.¹

Ms. Mago emphasized the need for the Commission to be cognizant of the impact that decisions in the auction proceeding would have on television viewers. She also noted NAB’s desire to be helpful in moving this process to a successful conclusion. In particular, she suggested that targeted workshops on repacking and reimbursement would be helpful.

¹ See NAB Comments in GN Docket No. 12-268 (filed Jan. 25, 2013), at pp. 10-31 (repacking); 33-46 (600 MHz band plan); and 48-61 (TV Broadcaster Relocation Fund).

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Please direct any questions to the undersigned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jane E. Mago". The signature is fluid and cursive, with the first name "Jane" being the most prominent.

Jane E. Mago
Executive Vice President & General Counsel
National Association of Broadcasters

cc: David Goldman
Alex Hoehn-Saric