



*Congress of the United States
House of Representatives
Washington, D.C. 20515*

1028

*Anna G. Eshoo
Eighteenth District
California*

September 30, 2013

The Honorable Mignon Clyburn, Acting Chairwoman
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20554

Dear Acting Chairwoman Clyburn,

As the Federal Communications Commission (FCC) proceeds with implementing the world's first voluntary incentive spectrum auction, it's critical that the agency engage in additional outreach to broadcasters.

Last year, as part of an oversight hearing in the House Subcommittee on Communications and Technology, I urged the agency to be proactive in its approach to educating broadcasters and engage in extensive outreach that ensures broadcasters fully understand the benefits of participation. As I noted then, without voluntary broadcaster participation, there will be no new spectrum to repurpose.

It's my understanding that over the past year through the FCC's Broadcaster LEARN Program, the agency has hosted a series of webinars and workshops, as well as made information available through its website. I commend these efforts, but because of the complexity of this auction, additional outreach by the FCC should be done. Outreach designed to reach as many individual stations as possible will ensure broadcasters understand the opportunity at hand, and learn how they may be able to continue serving their community through channel sharing, a voluntary reassignment to a VHF channel or an alternative means of distribution such as cable, satellite or the Internet.

Ultimately, the success of the voluntary incentive auction rests on a collaborative process that brings together broadcasters, wireless carriers and technology companies for the purpose of revolutionizing the mobile broadband marketplace. Thank you again for your continuing commitment to ensure a successful auction.

Most gratefully,

Anna G. Eshoo
Ranking Member
Subcommittee on Communications and Technology
Energy and Commerce Committee



FEDERAL COMMUNICATIONS COMMISSION

November 21, 2013

Mignon L. Clyburn
Commissioner

The Honorable Anna G. Eshoo
Ranking Member
Subcommittee on Communications and Technology
Committee on Energy and Commerce
U.S. House of Representatives
2322A Rayburn House Office Building
Washington, D.C. 20515

Dear Congresswoman Eshoo:

Thank you for your letter urging additional Commission outreach to individual broadcasters as part of its effort to ensure a successful voluntary incentive auction. I welcome your thoughts on this aspect of a very complex proceeding, and your letter will be included in the record of the proceeding and considered as part of the Commission's review.

I agree that outreach and communications with all stakeholders, particularly broadcasters, is important to the success of this groundbreaking effort. The Commission has devoted significant resources to ensure that broadcasters receive the information necessary to determine whether they should participate in the voluntary incentive auction. We will continue to work hard to ensure that broadcasters understand the unique opportunities that the incentive auction presents, including the opportunity to participate in the auction and continue serving their communities using the options you reference. As you noted, Commission staff has hosted a number of webinars and workshops. We have had a positive response to these and other events, with over 2500 participants participating in each since began our outreach in 2011. The most recent workshop was on November 8, 2013. It focused on unlicensed spectrum issues related to the incentive auction. Staff also has traveled around the country, and engaged in *ex parte* communications with individual broadcasters and trade groups to discuss their particular concerns regarding the incentive auction.

Upon adoption of final rules governing the incentive auction, the Commission will initiate further actions necessary to ensure that broadcasters understand the auction rules and procedures. This will include additional outreach efforts to assist broadcasters in determining whether to participate.

I appreciate your interest in this matter. Please let me know if I can be of any further assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Mignon L. Clyburn".

Mignon L. Clyburn