



Northcentral Arkansas Development Council, Inc.

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FCC Mail Room

**Ex Parte Notice**

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, D.C. 20554

**Re: *Expanding the Economic and Innovation Opportunities of Spectrum Through Incentive Auction, GN Docket No. 12-268; Policies Regarding Mobile Spectrum Holdings, WT Docket No. 12-269***

Dear Ms. Dortch:

Robust, affordable wireless service is vitally important to the consumers situated in rural America and the businesses that serve them much like where our organization serves a ten county region in north central Arkansas. Not only is wireless service indispensable as a communication tool, it also increases productivity, enhances public safety, assists in the provision of healthcare and creates educational opportunities. Wireless service enables machine to machine communication and enables farmers and ranchers to monitor weather conditions and commodity prices in real time from the field. The benefits of the availability of fixed and mobile wireless service in rural communities are immeasurable as they are essential for the economic sustainability, education of our youth, easy communication to the outside world, and growth of rural communities.

Unfortunately, all too often, wireless service in rural areas is unreliable and incomplete. Despite the undisputed need for ubiquitous, reliable wireless service, many rural areas are plagued by spotty service and "dead zones." Rural consumers sometimes lack access to the most modern devices and mobile devices that work well in rural areas may not work at all outside of the home carrier's territory.

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The undersigned therefore urge the Commission to adopt rules and policies that promote wireless competition in rural markets. Particularly in the case of wireless services in these hard-to-serve markets, it is clear that more must be done to encourage new and better service, increase consumer choice, and spur innovation.

This 600 MHz spectrum is particularly well-suited for service to rural America and the upcoming incentive auction provides the Commission with an opportunity to ensure that multiple interested parties have an opportunity to obtain spectrum so that the spectrum can be put to its highest and best use. Policies that promote such access and opportunities should be a primary goal as the Commission sets its spectrum priorities and adopts rules for the upcoming auction.

If you desire more information about our region of Arkansas, I will be more than happy to provide it.

Thank you for your serious consideration and support

Sincere regards,



Charlie Morris  
NADC Executive Director

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