

# SWANN, INC.

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September 11, 2014

The Honorable Thomas Wheeler  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, D.C. 20554

RE: Docket No. 12-3

Dear Chairman Wheeler:

Please find attached more than 3,200 additional letters from football fans from across the country urging the Commission to maintain its sports blackout rule. These letters bring the total to more than 20,000 fans who to date have petitioned the agency to keep the rule.

The letters reflect the groundswell of support among football fans for maintaining a rule that works and helps to keep NFL games widely available on free, broadcast television. These many thousands of fans deserve to be heard during the pending proceeding. I hope that their voices will resonate with the Commission as you consider the rule.

Sincerely,



Lynn Swann

Cc: Commissioner Mignon Clyburn  
Commissioner Jessica Rosenworcel  
Commissioner Ajit Pai  
Commissioner Michael O'Rielly  
Ms. Marlene Dortch, Secretary, Federal Communications Commission

FOR IMMEDIATE RELEASE  
Monday, September 8, 2014

## **MORE THAN 20,000 FANS PETITION THE FCC**

### **FANS ACROSS THE COUNTY URGE THE AGENCY TO MAINTAIN A RULE THAT WORKS AND KEEPS NFL GAMES AVAILABLE ON FREE, BROADCAST TELEVISION**

The “Protect Football on Free TV” campaign, led by spokesman Lynn Swann, today submitted more than 3,200 new letters to the Federal Communications Commission (FCC) urging the agency to maintain its Sports Blackout Rule.

Mr. Swann’s filing brings to **more than 20,000** the total number of fans who have petitioned the agency to keep the rule.

“The letters reflect the groundswell of support among football fans for maintaining a rule that works and helps to keep NFL games widely available on free, broadcast television,” Swann wrote in a letter accompanying the submission. “These many thousands of fans deserve to be heard during the pending proceeding. I hope that their voices will resonate with the Commission as you consider the rule,” wrote Swann.

“We hope that the interests of these fans will be served, rather than superseded by pay-TV special interests clamoring for the rule’s elimination” Swann concluded.

The Protect Football on Free TV campaign ([www.protectfootballonfreetv.com](http://www.protectfootballonfreetv.com)) was launched in response to the FCC’s December 2013 proposal to repeal its longstanding rule, which prevents cable and satellite providers from circumventing the exclusive programming contracts between sports leagues and their broadcast partners. The campaign is supported by the NFL and its CBS and FOX broadcast partners as well as the National Association of Broadcasters and the NFL Players Association.

Mr. Swann is a member of the NFL Hall of Fame, a four-time Super Bowl Champion with the Pittsburgh Steelers, and a former broadcaster.

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