

# memorandum

DATE: September 16, 2014  
TO: 12-268 Docket  
FROM: Incentive Auction Task Force  
SUBJECT: Email from Preston Padden dated May 6, 2014

Accepted / Filed  
SEP 16 2014  
Federal Communications Commission  
Office of the Secretary

The Incentive Auction Task Force staff submitted the attached email from Preston Padden to Chairman Wheeler, Gary Epstein, Howard Symons, and Renee Gregory dated May 6, 2014 after determining that the e-mail addressed the merits of the proceeding in docket # 12-268.

This email was brought to the attention of the Incentive Auctions staff by staff in Office of the General Counsel processing the response to FOIA Request 2014-44.

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*part 1, 3rd set p. 1*

From: PRESTON BADDEN  
To: Gary Epstein; Howard Symons; Renee Gregory  
Subject: Auction Coalition  
Date: Tuesday, May 06, 2014 10:36:36 PM

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Real friends tell friends things they don't want to hear. Here goes. We are more than willing to receive, and to take to heart, your reciprocal thoughts.

There is great consternation among our "coalition of the potentially willing". We see lots of FCC focus on restricting bidding on spectrum the FCC does not yet have. We see even more FCC focus on how to carve up spectrum the FCC does not yet have.

By contrast, when the stations the FCC needs to get the spectrum - stations potentially willing to help - make eminently reasonable requests for pricing guidance (so they can plan sharing deals) or for a timeline (so they can plan to go out of business) we get nothing, nada, zip.

Instead we get Stanford economist designed "scoring/adjustment" schemes to limit payments to willing seller stations. And we get harsh bidding restrictions for the forward auction that we think are likely to retard auction revenue.

The FCC's exclusive focus on how to carve up, and to restrict bidding on, spectrum it does not yet have is not a pathway to auction success. We want to be cheerleaders for the FCC and the auction - really, sincerely, we do. Please help us continue to be cheerleaders by visibly and prominently being responsive to our concerns. Please.

Sent from my iPad