UNITED STATES OF AMERICA
FEDERAL COMMUNICATIONS COMMISSION

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CONSUMER ADVISORY COMMITTEE

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MEETING

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FRIDAY
JUNE 8, 2018

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The Advisory Committee met in the Commissioners Meeting Room, 445 12th Street, S.W., Washington, D.C., at 9:00 a.m., Eduard Bartholme, Chairman, presiding.

COMMISSIONERS PRESENT:

AJIT PAI, Chairman
COMMITTEE MEMBERS PRESENT:

EDUARD BARTHOLME, Committee Chairman
DEBRA R. BERLYN, National Consumers League
JOSLYN DAY, Massachusetts Department of Telecommunications and Cable
MARK DEFALCO, Appalachian Regional Commission
FREDERICK ELLROD, National Association of Telecommunications Officers and Advisors
AMINA FAZLULLAH, National Digital Inclusion Alliance*
B. LYNN FOLLANSBEE, USTelecom
PAUL GOODMAN, Center for Media Justice/Media Action Grassroots Network (MAGNET)
SUSAN GRANT, Consumer Federation of America
CORALETTE HANNON, AARP*
KYLE J. HILDEBRAND, serving individually as a subject-matter expert, Special Government Employee*
THADDEUS JOHNSON, National Association of State Utility Consumer Advocates
DAWIT KAHSAI, AARP
LUISA LANCETTI, T-Mobile
GAURAV LAROIA, Free Press
IRENE LEECH, Consumer Federation of America*
ROSS J. LIEBERMAN, American Cable Association
STEVEN MORRIS, NCTA - The Internet and Television Association
RACHEL NEMETH, Consumer Technology Association
FRANCELLO OCHILLO, National Hispanic Media Coalition
STEVE POCIASK, American Consumer Institute*
HOWARD ROSENBLOUM, Deaf and Hard of Hearing Consumer Advocacy Network
KEVIN TAGLANG, Benton Foundation*
LARRY WALKE, National Association of Broadcasters*
OLIVIA WEIN, National Consumer Law Center
KRISTA WITANOWSKI, CTIA
COMMISSION STAFF:

SCOTT MARSHALL, Designated Federal Official
JONATHAN CAMPBELL
BARBARA ESBIN
JEAN KIDDOO
CHARLES MEISCH
HOWARD PARNELL
KAREN PELTZ STRAUSS
BECKY SCHWARTZ
MARK STONE

ALSO PRESENT:

DAVE BOOTH*
BRADY W. CREASLER*
BOHDAN ZACHARY

*Present by teleconference
C-O-N-T-E-N-T-S

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(9:02 a.m.)

CHAIR BARTHOLME: Good morning, everyone. It seems like we're having a little bit of a slower start. I heard there was some sort of hockey thing that happened last night that might be causing some traffic and Metro is a little slow this morning.

So hopefully ends up showing up and didn't celebrate too much.

MR. MARSHALL: Should we do a sobriety test for everybody?

CHAIR BARTHOLME: Just checking, is the, do we have folks on the phone line?

MEMBER TAGLANG: Yes, we do.

MEMBER POCSIASK: Sure do.

CHAIR BARTHOLME: Perfect. So I think Scott has a couple logistical items. Name cards are on the table by the far set of doors if you haven't gotten that yet.

So please grab your name card, make your way to the table. Scott is going to do some other
logisticals. Far, far to your right.

MR. MARSHALL: This is the boardinghouse reach for a microphone. Good morning, everybody, welcome.

And for those of you who are out of town you have no idea how nice this weather is in Washington. We don't get much nice weather without heat and humidity in this town.

Just wait until June or July. Just be thankful we don't meet in July or August. But anyway, good morning. Thank you for being here.

We, for those of you who have not been here before welcome and you'll find the restrooms right straight out this door to my right. Go to the intersecting corridor and turn left going toward the lobby where you checked in and the restrooms are on your left.

We will be changing our schedule a little bit today to make it conform with some of the practices of other committees and giving that a try. And that's why we are having our plenary meeting until noon, adjourning around noon and
then having our working group breakout sessions that are private.

They're not public meetings, they're not broadcast like our plenary meeting is, in the afternoon. And we have those staggered between 1:00 and 3:00. And in your meeting packet there is a document that gives the time and locations for those meetings as well as the dial-in instructions for the bridge for each one of those rooms.

If you have any questions ask me or Catherine. Catherine, are you in the room? No, she's busy doing all the work that's behind the scenes of this thing.

Anyway, when she gets back or you can ask me and we'll also get you to the rooms. It's really quite easy. We'll be using this room for our, for some of the breakouts, especially for showing video or something.

And then the other breakouts will be in the room again right down this corridor to my right past the intersecting corridor. And in that
corridor it's one of the usual breakout rooms that we use, 402442.

Anyway, anything else to add, Mr. Chairman?

CHAIR BARTHOLME: No. I hope that everybody will plan to stay through the working group sessions because as you know those are important to the work that we do and it's one of the few opportunities we have to do them in person is when we're here for these full day meetings.

I thought it might be helpful to go around and do introductions. But before we do that I wanted to make sure that we thanked Ross Lieberman and ACA for providing breakfast and lunch for us today.

We're much more productive when we're well fed. So thank you, Ross, that's very much appreciated. So we'll do a quick round of intros.

I'm Ed Bartholme with Call for Action. Scott.

MR. MARSHALL: I'm Scott Marshall and I work for admin and all of you and the Chairman.

So I've got a few bosses, yes. Good morning,
again.

MEMBER ROSENBLUM: Good morning. I'm Howard Rosenblum.

MR. MARSHALL: Hi, Howard.

MEMBER ROSENBLUM: Howard Rosenblum with Deaf and Hard of Hearing Consumer Action Network. And I myself work with the National Association for the Deaf.

I wanted to ask Scott, you said you have a lot of bosses. Who is your favorite boss?

MR. MARSHALL: They are all my favorite each and every one. How is that for a good answer?

MEMBER ROSENBLUM: Okay. Accepted response.

MR. MARSHALL: Okay. And give Zainab who is on maternity leave our best too when you see here.

MEMBER LANCETTI: Luisa Lancetti here representing T-Mobile.

MEMBER BERLYN: Debbie Berlyn representing the National Consumers League and rocking the red. I mean, hello, go Caps.
MEMBER OCHILLO: Good morning. Francella Ochillo, National Hispanic Media Coalition.

MEMBER ELLROD: I'm Rick Ellrod from Fairfax County Virginia representing NATOA.

MEMBER GOODMAN: Paul Goodman on behalf of the Center for Media Justice and the Media Action Grassroots Network.

MEMBER JOHNSON: Thaddeus Johnson with the Office of the People's Counsel for the District of Columbia on behalf of NASUCA.

MEMBER KAHSAI: Dawit Kahsai with AARP.

MEMBER WEIN: Olivia Wein, National Consumer Law Center, also rocking the red.

MEMBER NEMETH: Good morning. I'm Rachel Nemeth with the Consumer Technology Association.

MEMBER GRANT: Susan Grant, Consumer Federation of America. I guess I'm rocking the Irish.

MEMBER FOLLANSBEE: Lynn Follansbee,
USTelecom, also rocking the red.

MEMBER DEFALCO: Mark Defalco with the Appalachian Regional Commission.

MEMBER LIEBERMAN: Ross Lieberman, American Cable Association.

MEMBER MORRIS: Steve Morris, NCTA.

MEMBER DAY: Good morning. Joslyn Day, the Massachusetts Department of Telecommunications and Cable.

MEMBER LAROIA: Hi. I'm Gaurav Laroia here for Free Press instead of Dana Floberg this morning.

CHAIR BARTHOLME: And on the phone?

MEMBER FAZLULLAH: Hi. This is Amina Fazlullah with the National Digital Inclusion Alliance.

MEMBER TAGLANG: Kevin Taglang from the Benton Foundation.

MEMBER POCIASK: Steve Pociask.

MEMBER WALKE: Larry Walke.

MEMBER HILDEBRAND: Sorry, Kyle Hildebrand, individual.
MEMBER POCIASK: Yes. And this is Steve Pociask with the American Consumer Institute.

MEMBER WALKE: Larry Walke, National Association of Broadcasters.

MEMBER HANNERON: Coralette Hannon with AARP.

CHAIR BARTHOLME: Anyone else on the line? And we had one person sneak in.

MEMBER WITANOWSKI: Hi, Krista Witanowski, CTIA.

CHAIR BARTHOLME: Quick reminder, raise your hand to activate the microphone in front of you when you want to speak. Name cards are one sided. So if you can see your name none of the rest of us can see your name.

So turn it around. And when you do want to say something flip it up like this so that we know that you're sort of in the queue or the comment queue. Next on the agenda we have the Chairman joining us in person in about five minutes.

So we'll sort of hang close to the table
and maybe freshen up your coffee if you want to
and then we'll get going as soon as the Chairman
arrives.

(Whereupon, the above-entitled matter went off the record at 9:09 a.m.
and resumed at 9:12 a.m.)

CHAIR BARTHOLME: So next up this
morning we're excited to be joined by Chairman Pai
who is going to be providing us with some remarks
this morning. And I think he was here, is here.

I'll stop looking around and just sit patiently at this point. While we wait for the
Chairman we're going to get started with our CGB
update.

MR. STONE: Once I get going I'm not
yielding the seat.

CHAIR BARTHOLME: Okay, fair warning.
You might want to change the time card.

MR. MARSHALL: It's the end of the pay
period today.

CHAIR BARTHOLME: Patrick Webre was
planning on being here with us but had a conflict
and sends his regrets. So we're thrilled to be
joined by Mark Stone is going to start us off with an update on the work that CGB has been doing since our last meeting. So, welcome, Mark.

MR. STONE: Thank you, Ed. Good to see all of you. As Ed mentioned, our Bureau Chief has had an unavoidable conflict today so he sends his regrets.

So I want to give you an update of some of the policy work we've been doing in the Bureau. We've been busy since your last meeting working on robocalls and slamming and cramming.

In the robocalls arena in March the Commission addressed an issue called, that we refer to as reassigned phone numbers issue. In a nutshell that's the case where a caller tries to reach a consumer that gave consent to get a robocall but that number that the consumer was at is subsequently reassigned to a new consumer.

So that creates a problem where the consumer who wants to get the call no longer gets it. The consumer who inherited the reassigned phone number misses a call that they want and then
of course the caller wastes their time trying to
reach the wrong person.

So in the March NPRM the Commission took
steps to address the problem. Specifically it
proposed to ensure that one or more databases are
available to callers with comprehensive and timely
information they need to avoid calling reassigned
numbers.

Sought comment on the information that
callers who choose to use a reassigned numbers
database need to avoid the information they need
to avoid calling reassigned numbers. And then
finally sought feedback on three alternative ideas
for service providers to report that information.

First, requiring service providers to
report reassigned number information to a single
FCC-designated database. Second, requiring
service providers to report that same information
to one or more commercial data aggregators or
third, allowing service providers to report that
information to commercial aggregators on a
voluntary basis.
CHAIR BARTHOLME: Is that a good breaking point?

MR. STONE: That might be a good breaking point.

CHAIR BARTHOLME: I noticed the Chairman has joined us so we would like to welcome him up now to provide his remarks. I know you've got a busy schedule today and we want to be respectful of your time.

CHAIRMAN PAI: Thanks, sorry to cause an interruption. And I'm frankly just amazed that anybody is here. I can tell you that if the Kansas City Chiefs had won the Superbowl after a decades long drought I can assure you the last place I would be would be on a voluntary committee meeting on a Friday, no less.

So I'm very impressed at all of your dedication and all Caps, it's kind of a surreal feeling being in a city that hasn't known a championship for 26 years.

CHAIR BARTHOLME: We have lots of red.

CHAIRMAN PAI: Absolutely right. So
well welcome to the summer meeting of the Consumer Advisory Committee. The last time I met with you in February I was on the road and so I had to address you through a prerecorded video message.

So to me at least this is much, much better. First off, I want to thank you all again for sharing your time and your expertise here at the Commission. And special thanks to the CAC's leadership team, especially your chairman, Ed and Scott Marshall who runs point from the FCC's perspective.

This Committee provides a tremendous value to the Commission by bringing in experts, advice from consumer advocates and the private sector. And what's notable is that this Committee tackles such a wide array of issues.

In fact, today's agenda I think is reflective of that broad portfolio. I'll just briefly highlight our work on a few of the issues that I know you're going to be talking about.

And there is some recent work including up to yesterday. Many of the issues were on tap
for the Commission's open agenda meeting. I'll start with 5G which I understand is the topic of today's second panel.

For the past few years one of the Agency's highest priorities has been repurposing a high-band spectrum for next generation wireless connectivity or 5G as it's commonly known. Yesterday the Commission finalized rules for the use of the 24 gigahertz band and advanced the ball on the lower 37 gigahertz band.

We also proposed freeing up even more spectrum for flexible wireless use in the 26 gigahertz bands as well as the 42 gigahertz band. Later this morning you'll hear from staff regarding the next steps and the details of our plan.

But the big takeaway is that 5G is a huge opportunity for U.S. innovators as well as consumers. We want the United States to be a haven for innovation and investment and we want our consumers to be able to benefit from the mobile revolution.
Next from mobile to fixed broadband. And during my travels across the United States over the last year some 26 states and the U.S. territories of Puerto Rico and the Virgin Islands, when I speak to consumers they express great interest in being able to access modern, resilient technologies like optical fiber instead of limping along with slower services like DSL provided over old, often degraded copper.

To respond to that desire we adopted an order just yesterday that would make it easier for companies to discontinue outdated Legacy services and transition to networks of the future.

And we want to work with you to minimize the disruptions for consumers during the retirement of Legacy networks and ensure that they are able to enjoy the high speed services that many of us already do.

We also acted yesterday on two subjects that I know are important to you, communications for peoples with disabilities and slamming and cramming. On the former, we addressed Internet
Protocol Captioned Telephone Service or IP CTS, which as you know is a service that allows individuals with hearing loss to both read captions and to use the residual hearing to understand a telephone conversation.

The use of IP CTS is paid for through the FCC's TRS fund and it's grown exponentially in recent years representing almost 80 percent of the total minutes that are compensated out of that fund.

So yesterday we set IP CTS compensation rates that are closer to the actual provider costs which will put the service under more sustainable footing going forward. And that is important because we want more of the people who need the service to be able to benefit from it.

And on the cramming and slamming side we adopted rules that include for the first time a clear ban on misrepresentations that are made during sales calls to switch carriers and a clean prohibition against placing unauthorized charges on consumer's phone bills.
We also put additional teeth into our anti slamming rules by clarifying that carriers who abuse our third party verification process or TPV, will be suspended from using that service for five years.

With respect to the incentive option which I know you're tackling as well the post auction broadcast transition is well under way with scores of stations already transitioning to new channels and markets across the country.

Our Incentive Auction Team has regularly briefed this Advisory Committee on the FCC's efforts to make sure that TV viewers are prepared for these changes. And they're here again today to update you on the particulars.

They'll then lead a discussion with some local stations that have already made their transition and can tell you about some of the lessons that have been learned.

And finally, I cannot talk to the Consumer Advisory Committee without talking about my favorite topic, robocalls which is our top
consumer protection priority throughout the Commission.

Over the last several months we have been busy empowering voice service providers to stop spoofed robocalls from ever reaching consumers phones encouraging the development of a call authentication standard as essentially a digital fingerprint for every phone call and proposing a reassigned numbers database to ensure that callers don't inadvertently call a number that has been reassigned to a new subscriber who may not have been giving consent to being called.

On top of that we also approved the largest enforcement penalty ever imposed by the FCC against a robocaller in Florida. Now you're recommendations on call blocking, on caller ID authentication and consumer education have been extremely valuable to our work.

And so I thank you for that and we look forward to more of the same. If you have any ideas on this score that can help us attack what Senator Fritz Hollings once famously called the scourge
of civilization, we would certainly welcome that.

Anyway, in the interest of time I will stop filibustering. I apologize to our interpreters for the fast talking as always and let you get on with what I know is a very full agenda.

But thank you once again for all of your service. I hope you have a productive and happy Friday. And once again, let's go Caps.

(Applause.)

CHAIR BARTHOLME: Thank you, Chairman. Great to have you in person. I think we'll have Mark come back up.

MR. STONE: Well he took my slamming topic. So the one last thing I did want to mention again on the robocalls or in addition to what the Chairman mentioned, the Bureau sought comment on a couple of key terms in the Telephone Consumer Protection Act which is the main anti robocalls law that we enforce and implement here at the FCC.

So we did that. Back last month we sought comment on key terms and concepts like auto
dialer, revocation of consent and reassigned numbers liability along with a couple of other issues such as robocalls from federal contractors and other government contractors.

So the Commission or the Bureau took this action in response to a DC Circuit decision related to TCPA. The comment cycle on that I believe closes June 28th. About it for me.

CHAIR BARTHOLME: Okay. Thank you, Mark. Next on the list we have Karen.

MS. PELTZ STRAUSS: Hi. Thank you again for having me back. Okay, the Chairman stole my thunder on IP CTS. Next time have him come after us.

But IP Captioned Telephone Service, actually the Chairman only mentioned one of the things that the item does. The rate, lowering of the rate. It also does many other things.

So I can just mention those really briefly. One of the other things that it does is it seeks to modernize this service to allow for fully automated captioning, or fully automated
speech recognition.

This is a service that generally people who have some hearing but not enough to understand the conversation use because what happens is when the, let's say if I'm a person that's hard of hearing I will access this service and then I will be able to use my residual hearing to hear what the other person is saying.

But that person is, I'm also connected to what's called a communications assistant who repeats everything that person says and reads it into a speech recognition program that then spits out captions that produce, a better word is generates captions that I then read on my captioned telephone.

Because automated speech recognition has improved so dramatically, we always talked about five to ten years. Well it's kind of here. It's gotten so much better.

Literally in the last year and then in the last month and the last week, every day it improves. We are, we have approved or the
Commission has approved the use of automated speech recognition without that communications assistant involved to generate these captions.

So the next step is going to be that we are going to receive petitions. We actually already have two that are pending that from providers that want to provide IP Captioned Telephone Service via this new method.

So it's a big deal. It's modernization and we are going to make sure that we only approve those who can meet our mandatory minimum standards which will assure functional, equivalent service for people who have hearing loss.

So we want to make it very, very clear we're not going to let just anybody in. We want to make sure that the service provides effective communication.

The item also looks at whether or not we should be shifting some of the responsibility for the administration of this service over to the states. States each have their own relay programs.
To date this has been an entirely FCC administered service and we think it may be time to shift some of the responsibilities including potentially some of the funding. To date it's only been funded by interstate and international carriers.

And we have received a petition and the petition is noted in the item whether or not we should be including interstate revenues in the support for this service. Just so you know this service now costs, this IP CTS service alone costs about a billion dollars a year.

So we're very concerned about getting the service under control, getting the funding under control and making sure that it's sustainable for the people who need it. In that frame we're also looking at provider practices and making sure that there are, that the marketing practices that are occurring are legitimate and producing customers who again absolutely need the service.

I just mentioned that there are state programs that provide relay services. And we are
also looking at renewing those state certification, state program certifications.

We do that every five years. This has been going on, on a rolling basis. I might have even mentioned it at the last meeting. Most recently on April 10th we sent out a request for public comment on the most recent states that applied to get renewed, Illinois, Oregon, Wyoming and Pennsylvania and comments are due on June 11th.

We also have an open item on what the rates, compensation rates generally should be for all of our relay services. We have many different kinds, not only IP CTS.

We have video. We have still TTY. There are many flavors of relay. And so we have lots of different rates. And so that is out on public notice by the Bureau as well as the contribution factor which, how much money we should be collecting from each carrier.

And comments are due, I don't have the date the comments are due. But we have to resolve that proceeding by June 30th because the new rates
go into effect on July 1st.

Something else that you might be interested in is that ITTA filed a petition asking for it to be permissible for telephone companies to include the fact that there's a surcharge for TRS, for Telecommunications Relay Services in the description as a line item charge on customer telephone bills which is not currently the practice.

So we issued a public notice on that on May 18th and comments are due June 18th and replies are due July 3rd. Moving away from relay, in October we have due our third biannual report to Congress on the 21st Century Communications and Video Accessibility Act, also known as the CVAA.

On April 5th we had released a public notice inviting comment to help prepare that report. And we are going to be releasing a PN later in the summer to invite comments on tentative findings.

It's a two-step process. And generally we're looking at the level of compliance
with accessibility requirements, the extent to which accessibility barriers still exist and the extent to which our record keeping and enforcement rules have any effect on the development and deployment of new technologies.

Next, in July, July 1st some big changes take place in video description. I think that all of you know what that is. But just in case you don't it's narratives, audio narratives inserted into television programs content to provide people who are blind and visually impaired information about what's going on, on the screen when there's no dialogue and no audio.

And we've had rules since this is a CVAA requirement. So we've had rules since around 2012 requiring this on certain television networks and channels.

The exciting thing is that beginning July 1st the amount of required video programming is going to go up by 75 percent to 87.5 hours per quarter for each included network. In addition, we will be changing the non-broadcast multi program
distributors that are covered.

Specifically it's going to be, this is basically cable, the cable channels to make it easier. It will be USA, HGTV, TBS, Discovery and History and of course ABC, CBS, Fox and NBC will continue to be covered.

We also have the Commission and not necessarily our Bureau, but we in the disability unit of our Bureau watch carefully what the Public Safety Bureau does. So the Public Safety Bureau has been doing an enormous amount of work.

For any of you have followed I just wanted to mention briefly topics and if any of you are interested you can follow up. But they've sought comment in the past few months on issues concerning wireless 911 call routing, the feasibility of including multimedia content in wireless emergency alert messages.

They've looked at the false reports that occurred in Hawaii in particular because there was a, as Howard knows there was a National Association of Deaf meeting in Hawaii with many
deaf people who were not properly alerted about that false alert.

So they are still looking carefully at that and had a public round table on May 15th on it. They also issued recently a final report on the nationwide test of the Emergency Alert System.

And all of these, the reason again I mention them, they all have disability impact. So we're constantly watching this.

And finally, I've mentioned in the past that the Commission in October expanded the hearing aid compatibility rules. Look forward in the next year or two to seeing better volume control on your cell phones.

I imagine this is going to help every one of us especially in loud places if anybody, I was not, but if anybody was there last night I would think you could use the volume control, the new volume control standard and new volume control requirements.

And March 30th some of these rules are going to go into effect. So I just have one more
thing. Okay, the red is not by accident. Rocking the red. Congratulations, Caps. Thank you.

(Appause.)

CHAIR BARTHOLME: Next we're going to be joined by Barbara Esbin who is also a Deputy Bureau Chief with CGB. Welcome.

MS. ESBIN: Thank you. This is my first time at the Consumer Advisory Committee. So I'm going to, one, I'm going to be very brief and two, I'm going to introduce myself to anyone who doesn't already know me.

I am the third deputy bureau chief in the Consumer and Governmental Affairs Bureau. This is my third time at the FCC. I previously served in the Common Carrier, Wireline, Cable Services, Media and Enforcement Bureaus in a variety of different positions.

My first time with CGB. And I am, I oversee the governmental affairs portion of CGB's work. And those duties are performed by our inter, Office of Intergovernmental Affairs, known as IGA and our Office of Native Affairs and Policy known
as ONAP.

And ONAP is focused on matters of interest to tribal governments and entities. And the IGA is focused on issues of interest to state and local governments.

So what is IGA doing these days? Well, in addition to its ongoing activities as the Commission's principle liaison with state and local governments, IGA is currently assisting in the review and selection of members for its Intergovernmental Advisory Committee, known as the IAC.

This is to fill 15 vacancies that were created when the IAC was expanded from 15 to 30 members to be more in line with the size of other advisory committees the Commission has commissioned and to fill three vacancies that came up at the expiration of terms of sitting members.

So the mission of the IAC is to provide advice to the Commission on issues of concern to local and state governance that are within the jurisdiction of the FCC.
ONAP in addition to its ongoing activities as the principle liaison with tribal governments and entities is currently assisting in the review and selection of members for the newly reconstituted, reauthorized Native Nations Communications Task Force.

This task force was originally known as the Native Nations Broadband Task Force. But the Commission recognized that its mandate goes beyond broadband, covers access to spectrum, can be used for various things, tribal radio, another big issue.

So the mission of this task force is to make recommendations to the Commission on communications related issues that affect tribal interests, including but not limited to broadband that will enhance the Commission's ability to carry out its statutory mission and engage in government to government consultation with tribal nations.

So with that, those are the big ticket items we're working on right now. I will turn the seat over to Howard.
CHAIR BARTHOLME: Thank you for joining us. And do they do like a punch card for all of the bureaus you've been in and then like you get something at the end once you've --

MS. ESBIN: Yes, a booby prize.

CHAIR BARTHOLME: Next we have joining us Howard Parnell who is Chief of Web and Print Publishing Division of CGB and he's going to give us an update on some outreach activities.

MR. PARNELL: Thank you. Thanks, you all. I'm happy to be here. I'm feeling a bit sleep deprived as I'm sure some of you are. So good to know I'm not alone in that.

I am the Chief of the Web and Print Publishing Division in CGB. And our group develops and maintains consumer focused content, guides alerts, things of that nature, all of the content you would find on our hub, our Consumer Help Center.

Like I said, you'll find our alerts. We've launched a new feature. Help Center posts which is a blog like feature. But it enables us
to keep track of recent developments, new
developments with just little, you know, blurbs
here and there but to take note and to indicate
what kind of relevance they have to consumers, to
the folks that we're serving.

The library of our consumer, our
Consumer Guide Library is also to be found there.
That's 160 documents that we curate ongoing. And
that's pretty much the Help Center. I encourage
you to take a look at it.

Of course our most commonly used, most
popular page by far would be our unwanted calls,
our robocalls suite. That alone accounts for
something on the order of 100,000 pages used a
month.

So people are very interested in that
and tracking that and we keep that current with
all the recent developments that come along. A
lot of our attention lately has been developing
more translation services.

So for instance we have, in addition
to Spanish which we've had for some time, we've
added four Asian American languages and with the hurricane season upon us we're also now exploring languages that are more commonly spoken down in the Gulf Region.

So we're working without translation service on looking at French for the Creole population. The keeping some of the AAPI languages down there but just expanding it meet those needs.

We so work with the Incentives Auctions Task Force to create and support, create consumer education during this transition period. And let's see, what else can I tell you?

That pretty much covers it. We're a busy team. It's a small team. There's a couple editors, a couple designers. But we're pretty efficient and we like to move quickly.

So with that, I think that pretty much covers it, short and sweet. Thank you guys.

CHAIR BARTHOLME: If anybody has questions for --

MR. PARNELL: Happy to take any.
CHAIR BARTHOLME: Go ahead, Rick.

MEMBER ELLROD: Rick Ellrod. Two questions, what's the time frame expected on the recruitment for the IAC for having the new members in place and ready to operate?

And the second question, why was the IAC put on hold rather than continuing normal operations while the new members were recruited?

MS. ESBIN: Well I'm glad you asked those questions. I had meant to say that we expect to be moving ahead with the expanded IAC shortly.

So it's been, taken some time.

But that's just the way the process works out. So I would say stay tuned to this channel. It won't, it shouldn't be too much longer.

And with respect to your other question, once the IAC was expanded to 30 members there were only 12 members remaining from the original 15 after the two terms expired and Mayor Lee passed away.

So didn't have a quorum, I believe.
But it's really many factors have gone into the passage of time.

CHAIR BARTHOLME: Any questions on the phone line for CGB staff?

MEMBER TAGLANG: Nope.

CHAIR BARTHOLME: Steve.

MEMBER MORRIS: You mentioned, someone mentioned hurricane season coming up. And I'm just wondering from a consumer perspective after last year's pretty bad hurricane season, are there lessons learned from that, that you're going to be applying as we move into a new season, anything you're doing differently or things that were particular successful from a consumer perspective?

MR. PARNELL: Well as I mentioned, and thanks for the question, we took a look at, you know, with this new translation service we've been offering we saw the need to expand that for the Gulf Region this hurricane season.

So we're working with, we've been working with our translation service to determine, you know, what would be the best languages to focus
on and then get out and get the outreach materials, the messaging out there in those languages.

So in addition to Korean and Vietnamese and Chinese and Tagalog, which would be our Asian languages, we are looking at French, Creole. We are looking at others as well and leaning on the translation services expertise.

But it's pretty clear that, you know, initially when we started this service we just picked those, the four Asian American languages just really to get started. But, you know, it's, we need to take a more regional approach and hurricane season is like prime example of why we need to do that.

So that's what we're doing in that department. Karen, did you have anything to add?

MS. PELTZ STRAUSS: So as I mentioned the Disability Division Office is in constant, constantly working in coordination with the Public Safety Bureau. We're also, we work regularly with FEMA.

But one of the things that's come up
is the need for access in emergency shelters. And so in one of the items that was adopted just recently we're going to try to make it a little bit easier for anyone to get access to relay services and emergency shelters.

We may have to do some more policy work on that as well. But making sure that people with disabilities have access at these shelters is really important and it's something that unfortunately was not always the case in the past.

CHAIR BARTHOLME: Olivia.

MEMBER WEIN: Hello, hi. Quick question, in your consumer disaster relief section of materials do you feature the Lifeline Program? That's one of those products that could really help low income families connect to essential communications as they're rebuilding their lives.

MR. PARNELL: So we do include our Lifeline materials as part of the package. The, in terms of the connection to disaster or storms, the Gulf Coast, that's a good idea.

It's something that frankly hadn't
occurred to me recently. So we can take a look at that. We have those materials. I think it's just a question of better integration with the package that we're thinking of for the Gulf.

MS. PELTZ STRAUSS: And I just wanted, this is Karen. I just want to reiterate that we also still, I think I mentioned this at the last meeting. We have launched an American Sign Language library, video library.

So we now have, I can't, I don't know the exact number but ten to 20 videos that are posted on the FCC's YouTube site as well as the FCC's own website that provide a host of information in American Sign Language.

And maybe, I don't know that we have something on Lifeline. Maybe we could add something to that as well.

MR. PARNELL: Absolutely.

CHAIR BARTHOLME: Other questions on the phone, in the room? Before you guys leave I just want to say thank you.

You've been very helpful and very
supportive of the CAC in getting our agenda together and it's always a pleasure to work with everybody on the CGB team. So thanks for joining us today.

MS. PELTZ STRAUSS: The feeling is mutual. Thank you.

CHAIR BARTHOLME: We've got a few minutes before our next speakers are scheduled to start at 10:00. So stay close and we'll get rolling once they're here.

(Whereupon, the above-entitled matter went off the record at 9:47 a.m. and resumed at 9:55 a.m.)

CHAIR BARTHOLME: Okay, I think we're going to get back underway here. So next on the agenda we're having, we're going to have a presentation on What's Ahead in 5G and Other Spectrum Band Uses.

I think you heard the Chairman mention and some CGB staff mention that a number of items were on yesterday's open meeting agenda. So this is a very timely topic.

And we're very happy to be joined by
Becky Schwartz and Jonathan Campbell who are legal advisors in the Office of the Bureau Chief with the Wireless Telecommunications Bureau. So, Jonathan and Becky.

MR. CAMPBELL: Thank you very much. So we're going to be talking again about what's ahead in 5G and other spectrum bands. But we weren't here for the beginning of the meeting and we weren't sure that this was covered.

But just as a matter of reflection, I think Becky would want me to mention this. C-A-P-S, Caps, Caps, Caps. So the FCC's approach to spectrum policy is based on a proven three part formula.

It's to make more spectrum available for both licensed and unlicensed use, adopt flexible technology neutral light touch rules and remove unnecessary regulatory burdens and stay out of the way of technological development and details of implementation.

In 2018, we're going to be continuing to apply this approach to a variety of bands
including low, mid and high frequency spectrum available for flexible use each of which has the potential to unlock innovation and new consumer centric applications.

These spectrum bands including, are going to be building upon 5G's proven date rates, connectivity and reliability and will drive new use cases across vertical markets such as automotive, energy, food and agriculture, city management and government, healthcare, manufacturing and transportation and really so much more.

We're going to be discussing a few of the major proceedings that are currently ongoing here at the Commission and we're going to break them out by frequency range. I'm going to be singing the bass part of this duet.

I'm going to be dealing with low frequency spectrum. So low frequency spectrum, as many of you know, is characterized by its wide area of propagation and its ability to penetrate through clutter and to really make its way into
buildings.

And so last year the FCC continued its efforts to focus on low-band frequency spectrum by wrapping up the broadcast incentive auction, a first of its kind, two sided spectrum auction that repurposed 84 megahertz of this low-band spectrum in the 600 megahertz band from broadcast television to flexible wireless use licenses.

The auction formally closed just over a year ago on April 13, 2017. And that began the 39 month post auction transition or the repack process as we call it to clear the 600 megahertz spectrum band basically to move the television stations to their designated landing spots and free up the band for those folks who bought the wireless licenses at auction.

So the first of the ten transition phases ends on November 30, 2018, and the final phase ends, is projected to end in July 3, 2020. The Commission is in the process of reviewing those applications for the licenses from those who bought them at the auction.
We are well on our way to wrapping that up. We have actually granted over 90 percent of the licenses that were bought at auction. So there's just only a handful that remain.

And licensees have already begun deploying in some areas in the 600 megahertz band where they won't interfere with the broadcast stations that have yet to be relocated. And as the transition proceeds, they will be able to deploy even more advanced wireless services, including 5G on a much more widespread basis.

And so this is very much an ongoing effort. But things are very much on track. And so with that, that's what we've been focusing on in the low frequency range. And I'm going to turn it over to Becky to discuss a little bit more about mid frequency and the high frequency with I guess the alto and the soprano, yes.

MS. SCHWARTZ: Thanks, Jonathan. Good morning, everyone. And I want to apologize because I am under the weather. So if I'm sniffling or a little stuffed up and hard to
understand, I apologize.

But like Jonathan said I'm going to talk about mid-band spectrum and then high-band spectrum. So as you're probably aware there is a lot going on in the Commission these days in those ranges.

Mid-band spectrum goes all the way up to 24 gigahertz. But the Commission has been focusing on the 3.5 gigahertz band and 3.7 to 4.2 and 6 gigahertz in its rulemaking proceedings.

So we have released rules in the 3.5 gigahertz band. And this is a very exciting band because we are approaching licensing in a different way with a spectrum access system coordinator who will be helping to manage a different type of licensing scheme with traditional licenses and something called general authorized access which is similar to unlicensed although legally it's something called licensed by rule.

So there's a lot of moving parts. So we're focusing on getting the rules right. There's an NPRM pending right now.
And then we are also focusing on certifying equipment in the band as well as moving along the approval process for the spectrum access systems that I mentioned, which are basically highly automated frequency coordinators to make sure that everyone can use this band without interfering with each other.

So that's what's going on right now in 3.5. 3.7 to 4.2 and 6 gigahertz has been addressed most recently with a notice of inquiry that the Commission released last August seeking comment on how we could use this band more effectively.

The 3.7 to 4.2 gigahertz band has been traditionally used by satellite services. But according to the record it's not the most efficient use and there's room to use it for more flexible wireless services.

So the Commission is looking into that and we've received a lot of comments on the record for various stakeholders. So we're in the process of taking those into account and the Chairman recently announced that we will be voting on a
So look out for that. And while most of the commenters did focus on the 3.7 to 4.2 gigahertz bands, we also saw a comment in the mid-band notice of inquiry on opening the 6 gigahertz band for greater unlicensed use or preserving the existing fixed service in that band.

Some commenters advocated some other proposals for mid-band spectrums such as license mobile use or point to multi-point. There's also widespread support for protecting the incumbents in the band from harmful interference.

So we are of course looking into how to do that. But there is various approaches on the record of how we might do that. So that's what's going on in mid-band right now at the Commission.

I'll move on to high-band frequencies which is probably what is on everyone's mind because at yesterday's meeting we voted on the most recent rule making in the Spectrum Frontier's proceeding.
So that was adopted yesterday. And high frequency spectrum refers to spectrum above 24 gigahertz. It's also referred to as millimeter wave spectrum.

And in the past this spectrum hasn't been suitable for mobile broadband because of its propagation characteristics. But advances in technology have made it possible that carriers can now use this spectrum to provide service using small cell application.

So that's really exciting and it will lead to low latency and very high speed services.

Providers have already announced plans to launch 5G services using the millimeter wave spectrum in cities such as Sacramento, Los Angeles, Dallas, Waco and South Bend, Indiana.

So you have a variety of different geographies there. So I'll talk a little bit about the Spectrum Frontier's proceeding since, like I said that was just adopted yesterday.

We continue to establish operational and licensing rules for this millimeter wave...
spectrum. This was the third report in order. So we're continuing to open up more bands.

There was also a further notice of proposed rulemaking that, seeking comment on opening up another 2.75 gigahertz band or 2.75 gigahertz of spectrum in different bands. But we have already adopted flexible wireless service rules for 12.55 gigahertz in the millimeter wave spectrum across five different bands.

So that's a lot of opportunities for different types of carriers. And this is for both licensed and unlicensed use.

The Commission has also adopted rules that maximize spectrum utilization in these bands by providing opportunities not only for terrestrial wireless services but also for satellite services to grow.

And specifically we've adopted rules for satellite services in rural areas. Yesterday's report in order specifically adopted a geographic performance metric which is just one of a list of performance metrics that carriers can
use to meet their build out obligations which is a different approach than the Commission has taken in the past.

So we're hoping to provide an opportunity for different types of services to grow. It also resolved pending sharing and operability in the 24 gigahertz band and adopted a licensing plan for the lower 37 gigahertz band with 100 megahertz channels.

It eliminated the pre-auction limit of 1,250 megahertz for millimeter wave spectrum bands. An entity can acquire an option instead.

The Commission is going to do a case by case post-auction review of spectrum holdings.

And as I mentioned, there was a further notice that's seeking comment on how we can open up even more spectrum including the 42 gigahertz band which was one of the bands that was specifically tagged in the MOBILE NOW Act, which passed Congress a few months ago.

We've also looked at how we could expand limited fixed satellite service use in the 50.4
to 51.4 gigahertz band. And we're moving forward not just by implementing rules but we're going to start auctioning this spectrum so carriers can bid on it and it can go into the hands of consumers. And that will start in November of this year with the 24 gigahertz immediately and immediately followed by the 28 gigahertz band. So that wraps up what I have to tell you on mid and high-band frequency. And we're happy to answer any questions.

CHAIR BARTHOLME: Mark.

MEMBER DEFALCO: Hi, it was a very interesting presentation and thank you very much because I think it's very useful. I know zero, nothing less than zero about spectrum. But I represent rural Appalachia. And my understanding of 5G generally is that it's going to be very fast access because you're going to have a lot more towers.

There are probably many towers. But there's going to be a lot more towers around therefore the distance between your phone and the
tower is closer and your bandwidth is going to be greatly, greatly increased.

But to wire the towers you're going to need a lot more fiber. So representing a very rural area my concern is that 5G will not get out into the rural areas and it's going to just exasperate the problem we have with rural areas not having the kind of access they need and people not wanting to live in rural areas because the more urban area where there is more dense people is where the access is so much better now in addition to, you know, having FIOS.

And having, you know, really good cable access they're going to have access to 5G and it's just going to create yet one more reason for people to want to leave these rural areas. So say something to me to make me feel that 5G will get to the rural areas or, you know, there's something that you're doing to consider, you know, rural America.

MS. SCHWARTZ: Well I would actually, obviously providing service to rural areas is a
multi-part approach. So it's not just about the
fiber which is, you know, the back hall and there
are other ways of providing back hall other than
just fiber.

And there's microwave and there's
satellite use. But in terms of, I mean one of the
things that's so exciting about these mid and
high-band frequencies is the equipment is less
expensive and smaller and probably easier to deploy
in rural areas.

And for example in 3.5 the folks who
are existing wireless broadband licensees are very
interested in that spectrum and upgrading what the
equipment that they currently have and the routers
that they currently use to be compatible on 3.5.

I would also say the licensing
structure is conducive to bringing service to rural
areas because there is much smaller license sizes
making it less expensive for the smaller carriers
to be able to provide service.

So I think it's a very exciting
opportunity for rural areas.
CHAIR BARTHOLME: Rick.

MEMBER ELLROD: Jonathan, you mentioned that the Commission's approach is based on 5G's proven data rates and reliability and so forth. I was wondering is that proof based on the use of established 5G standards in actual practice or on something else.

MR. CAMPBELL: Well I think that's based on many of the reports that the FCC has seen and some of the work that the Technology Advisory Committee has done and their look at 5G.

And so it's kind of a broad perspective that the FCC has on various different tests and network architectures out there for 5G.

CHAIR BARTHOLME: Thaddeus.

MEMBER JOHNSON: Maybe for Becky. I think Mark touched on part of my question which is can you tell us a little more about the small cell technology and how it fits into the current infrastructure and what the improvement might be?

MS. SCHWARTZ: Sure. I think that you'll see small cells being used, like I said,
in the high frequency and even in the mid frequency bands to provide new services because these are, like I said, low latency high speed services.

But the higher waves the spectrum doesn't travel as far so you need smaller cells more closely spaced together to provide those services. But I think you'll also see some of the existing services improved by the use of small cells.

So you'll see, you know, carriers that want to supplement their service, provide faster service, get more folks on their network also using those small cells to improve current service.

CHAIR BARTHOLME: Anybody on the phone have any questions?

MEMBER TAGLANG: Kevin Taglang from Benton. Is there a working definition of 5G? Is there a standard?

MS. SCHWARTZ: Well in 3GPP they actually call it New Radio or NR. But, yes, 5G is, it's very broad. It's really just referring to the new set of technologies and standards that
are applying not just for their typical wireless broadband but internet of things and vehicle to vehicle and communications.

So it's a very broad but exciting term.

It can also stand for five games which the Caps won last night.

CHAIR BARTHOLME: Very on point this morning.

MS. SCHWARTZ: Single track mind here in D.C.

CHAIR BARTHOLME: Any other questions from the phone?

MEMBER LEECH: This is Irene. And I want to piggyback on the rural. Is there anything other than making it available that's done or being considered to really incentivize providers to do something so that we get, fix this horrible inequity that we've got between rural and populated areas?

MS. SCHWARTZ: I think that question is probably broader than just what's happening in 5G and that's something that the Commission, it's
always a top priority for the Chairman to expand access to rural areas and it's something we look at through our auction procedures and our universal service funding.

So, yes, that's a very broad question and --

MEMBER LEECH: Well I guess being somebody who lives in the area and has seen service options decline instead of, and costs go up and knowing how many people do not have access, cannot get access it seems to me to be a pressing issue that we need to really address.

And I don't have any sense that we're to a point of really taking it on and trying to do something.

MS. SCHWARTZ: I mean I can tell you that we appreciate those concerns and it is something that's always at the forefront of the Commission's mind. And, like I said, that's a Commission-wide goal that touches beyond just what we're doing in specific frequency bands.

And I would be happy to follow up with
you more offline about some of the other programs
that the Commission is leading to try and address
concerns in rural areas.

   And there are probably folks who, you
know, work in our universal service funding and
that's, you know, actually another Bureau than
Jonathan and I work in, who could give you more
detailed information.

   MEMBER LEECH: Thank you.

   MS. SCHWARTZ: Sure.

   CHAIR BARTHOLME: Steve.

   MEMBER MORRIS: So beyond the spectrum
issues I know the Bureau is also working on, you
have your infrastructure proceeding looking at
state and local regulation of deployment. Can you
talk a little bit about where that stands and what
you think the timing might be for moving forward?

   MR. CAMPBELL: Sure. So work is very
much still underway on that. As some folks might
know in this room, there was an NPRM and an NOI
released I think about a year ago.

   And there has been action within that
NPRM and NOI with some recent orders touching on historic preservation and the environmental review processes. But there are still some outstanding questions from the NPRM and the NOI that our Competition and Infrastructure Policy Division is still thinking through and still working on.

So I think that's still in the forefront of their mind and they're really grinding away on some of those questions. And so we're optimistic that there will be action soon. But really no hard or fast deadline there.

CHAIR BARTHOLOME: One of the things that you mentioned was incumbence and ensuring that things sort of cooperate and coexist where there are incumbents. Can you talk a little about who or what some of those incumbents are?

MS. SCHWARTZ: Sure. In the mid-band spectrum and 3.5 gigahertz it was, that band was primarily used by the Department of Defense for naval radar systems.

So the FCC has worked very closely with NTIA and DoD on how to protect those radars. But
since it's the Navy most of them are operating on the coastline. So there's a great opportunity to have people provide services inland.

And that's been a really collaborative process. And there were some commercial services in the band. I think I mentioned the wireless broadband licensees that had nationwide licenses that will be eventually operating under the 3.5 gigahertz rules.

And a lot of them are in rural areas. So that's an exciting opportunity. And 3.7 to 4.2 it's used by satellite operators primarily.

So we're looking at a lot of proposals including proposals from the satellite guys on how we can use that band more effectively and make room for flexible wireless use.

And Spectrum Frontiers is, that covers a wide variety of bands. So there are a wide variety of incumbents including both private industry and again, satellite and then also the federal government.

So again, we're working very closely
with NTIA on cooperation mechanisms.

CHAIR BARTHOLME: Any other questions on the phone? Thank you both for your time today.

We really appreciate you joining us.

MR. CAMPBELL: Thank you.

MS. SCHWARTZ: Thank you.

MR. CAMPBELL: Thank you for having us.

CHAIR BARTHOLME: And I'm sure that this will be an evolving topic in the coming weeks, months and year and we'll probably look forward to maybe having a revisit with some further updates down the road.

MR. MARSHALL: Thanks very much.

CHAIR BARTHOLME: So we have a break scheduled next. So we'll go ahead and start that early and be back by 10:50. Thank you, everyone.

(Whereupon, the above-entitled matter went off the record at 10:18 a.m. and resumed at 10:48 a.m.)

CHAIR BARTHOLME: Welcome back, everyone. So next on the agenda we have a topic that some consumers in different parts of the country are just now starting to experience.
A couple have already gone through it and it's something that will be growing as the phases roll out over the next few years more stations will be moving. So we're talking about the broadcast repack.

We're going to start off with a presentation on the mapping tool and then we're going to move to a panel discussion with a few stations and participants from the stations who have already made their transition.

So I'm very pleased to be joined by Jean Kiddoo who is the Chair of the FCC Incentive Auction Task Force and Charlie Meisch who has been with us before. Many of you remember him and he's on Jean's team.

MS. KIDDOO: Chair is correct because we already have a Chairman and we've had chairwomen and that's a special role at the Commission which they didn't want to give me, which is fine.

CHAIR BARTHOLME: Yes, right.

MS. KIDDOO: Thank you, Ed, and thanks to the Committee for inviting us to update you on
the post auction broadcast transition. The transition is in full swing.

Believe it or not it's been a year since the auction closed. And consumers in a number of markets, as Ed said, are already seeing changes in their channel lineup.

To date over 70 stations have moved to new channels, most of them via sharing arrangements with other channels in their markets. And the Commission has granted over 65 requests from stations to move earlier in the schedule than they were otherwise planned.

And a few of those moves have already occurred. I was here during the last session and listened to the caller who was concerned about rural broadband deployment.

And I have good news. And that is that in the 600 megahertz band that auctioned in the incentive auction the early moves and channel sharing and vacation of channels by existing winners in the auction have led to the clearing of 600 megahertz spectrum much faster I think than
anyone anticipated.

We all sort of assumed at the beginning of the process that it would be at least three years during the transition before anybody could deploy anything on 600 megahertz. And if you've read the press lately you've seen a lot of John Legere videos and announcements about, at least T-Mobile has said that they are already deploying 600 megahertz in a lot of cities including importantly in rural areas.

So that's a good thing. And we're hoping that other licensees are going to be doing the same thing. So the early moves have been very instructive of stations as we prepare for the first transition phase.

Phase one, which is the first big formal phase of transitions will begin in September and conclude on November 30th when all of the stations in phase one must be off their pre-auction channel.

And I think that there are probably over 100 stations in phase one who are going to be moving in that transition period.
So that's the first really big chunk of stations. You'll hear from our panelists in a few minutes. We've been working with broadcast stations and the National Association of Broadcasters to raise awareness of the coming channel changes.

In a minute Charlie Meisch will tell you about some of our FCC resources. NAB also has an informative plan to rescan effort underway and a website with lots of information at Tvanswers.org.

We're very pleased with the progress in this regard but recognize we're going to need to expand the resources available to consumers and viewers who have problems with technical issues as they attempt to rescan their TV tuners to continue to receive over the air free TV.

So the good news is that in April Congress enabled us to expand our efforts by appropriating $50 million to bolster our existing consumer education efforts.

The Incentive Auction Task Force is
working with the FCC's Consumer and Government Affairs Bureau to develop proposals to enhance our call center and our outreach capabilities and we are interested in hearing feedback from this committee and other stakeholders to ensure a smooth transition and adequate consumer education.

So before we turn to our panel here is Charlie Meisch who is our Task Force Senior Advisor for Policy and Communications to update you on some of the new and updated resources that the Commission has developed.

MR. MEISCH: Thanks, Jean. As Ed mentioned, I'm a repeat guest here at the CAC. So thanks for having me back.

Since our last briefing we've added three new consumer resources to the complement of, or to complement our existing battery of consumer guides, FAQs and PSAs that I displayed to you previously. And you'll recall we updated many of those materials to reflect the impact of the auction and the importance of rescanning during the transition.
First, in response to a request we had from this Committee I'm happy to report that we now have a video explaining the transition and the importance of rescanning in American Sign Language. That video is now available today on the FCC's YouTube page and in the coming days we'll be embedding that in other sites here and, you know, it's certainly available for other organizations to link to or embed in their sites as well.

So I'll make sure that the Committee has that URL. You can use that as needed. Secondly, we've collaborated with NAB on a co-branded consumer focused one pager explaining the transition, advising viewers to rescan their TVs and directing them to resources available at Tvanswers.org, an NAB site that Jean just mentioned.

And the great news here is the document is available in nine different languages in addition to English including Spanish, Vietnamese, Chinese, Tagalog and Arabic. And finally, this spring we updated our DTV reception map which many
of you will remember was a very important consumer tool during the DTV transition a decade ago.

The updates reflect the outcomes of the auction and let viewers know about changes that have occurred or will occur. And now I'm going to play musical chairs and walk down to the computer and I will give you a quick test drive.

CHAIR BARTHOLME: We're an active Advisory Committee.

MR. MEISCH: Interactive, I dare say.

Okay, so to reach the map a very simple URL of FCC.gov/dtvmap. And here we are.

We've got, now the map has the same consumer disclaimer that it had before advising that the signal strength information that you'll see when you put in information will, it may vary.

It's based on having an aerial antenna on your roof basically.

So your mileage may vary, as they say.

And we also talk a little bit about, you know, the incentive option itself and the fact that there will be, there's new information on the site
explaining what the outcomes are and how that may affect consumers.

So you can enter your location. And I'm going to enter our current location. And there we are. And what you see, so we've got the map here and you can of course zoom in.

But for the purposes of illustrating what the map will show I will keep it at this view. And to the left you'll see the signal strength legend of the different stations that are available from this location.

All these stations in green are stronger signals. And as we get further out you can see some Baltimore and other Maryland stations out here sort of in the yellow and orange areas.

You'll also notice that there is an extra column on the legend here. It says IA for incentive auction.

And so for each of these stations again you can, if you click on the call sign you'll get the facility ID, location, what RF channel they broadcast on and their strength which a lot of
consumers would not be looking for.

And then on the map you can see the location of the tower relative to where we are.

Let's look at some specific examples related to the auction.

You see this first set of stations here.

You see two call signs associated with the same tower. This is an implemented channel sharing agreement which means that these two stations are now sharing a facility and an RF channel.

You can see they're both broadcasting from Channel 15. So and again you can see you should be able to receive both channels and you should receive them at reasonable strength all the way from American University.

Now you notice also that there is nothing in the legend here because at this point the impact of the auction isn't really the most important thing the consumer would want to know.

They're going to want to know that these two stations are on the same channel.

So let's look at something with
information in this, the IA column. So here you see "R". If you hover over that you can see that the station is going to be repacked.

And you can also see that they have already implemented a channel sharing agreement.

So if you click on this in addition to the other information I highlighted above, you can see their current RF channel; the channel to which they'll be repacked, Channel 34; the fact that they're sharing and very importantly the repacking dates.

In other words, which phase are they in? Now consumers won't care if it's phase one or phase ten. What they really want to know is what are the dates during which I need to worry about rescanning my television?

Now this would be important if a consumer didn't get the memo, so to speak, on the coming transition and went to the site they could see NBC actually was being repacked.

And if it's, let's say that it's, you know, April or August 3rd of next year and suddenly you couldn't find your local NBC station you could
see that they were repacked during this period and that rescanning would be helpful.

Here's another station, WDCA which has OS. Now this says that the station was planning to go off the air as a result of the auction but intends to share their facilities with another station.

This is in fact the case. WDCA has a channel sharing agreement. The application has been granted. They are scheduled to move no later than July 23rd of this year.

So if you were to come back some time in August you would see that they had implemented this agreement. You wouldn't see OS next to there anymore. You would just see their channel sharing partner which I believe is WTTG.

Let's look at another station just for illustrative purposes. This station WNUV out of Baltimore some D.C. residents will likely be able to get this station. They have a different repacking date.

They are going and I think that's phase
nine, early 2020. So you can see that as a viewer
you would be able to look at all the stations
available to you in your market from your location
and see which stations are moving and when,
different phases, et cetera.

So if you need to plan to rescan you
can plan for all the stations if you want to just
by going to this page. The side of the page also
has a go to my location button that I tried to use
earlier and apparently the IP address for this room
is in New York.

So I want to take a closer look at that
function. But and I know we're on wifi. I don't
know if that makes a difference. But we're going
to take a closer look at that.

But certainly entering your address or
your zip code you can get very detailed information
about all the stations changing in your area. I
don't know, Ed, if this is a good time to take
questions or if you want to save that for the panel?

MS. KIDDOO: Yes, I guess are there any
questions about the mapping tool or other resources
and then we'll turn to our panelists? Hearing none --

CHAIR BARTHOLME: Just real quick and does anyone on the phone have any questions? Okay.

For those of you who are on the phone who are not participating on the panel that's about to start please mute your lines to make it easier to understand the speakers who will be doing presentations.

MEMBER BERLYN: Not using the mic, sorry. Just a quick question. I'm looking at this on my smartphone. And going under each of the stations that I have that provide some really good information about the repack date.

But it uses some information that I'm not clear about. So how do you get information that it refers to?

Is there some way, it doesn't, you know, you can't click on it to say what does it mean to say, you know, when it says sharing intention, for example. How do you get that definition of what that means?
MR. MEISCH: I actually, we got some feedback from doing some focus groups on this on updating the language to kind of include more like here's your rescan period or that sort of thing. So certainly if there's, we tried to keep the jargon down.

But this is also a technical map as well historically. So we've got a lot of information that I think typically engineers would look at as well. So we're trying to find the sweet spot on rhetoric.

If there's, if a glossary would be helpful I think we can insert that and have it sort of be static on the page that people could see it.

MEMBER BERLYN: I agree. You don't want to put too much on the page.

MR. MEISCH: Right.

MEMBER BERLYN: But if you can click onto it and have it go someplace where you could get that information I think that would be helpful.

MR. MEISCH: Yes, great idea and very easy to do.
MS. KIDDOO: Well, so let's turn to our panel. We're lucky and fortunate to have representatives from two stations that have already transitioned to their new channels with us today to talk about their on the ground experience and in particular to give you a sense of the viewer and consumer issues that they experienced.

Here with us today is Bohdan Zachary who is the general manager of Milwaukee, Wisconsin PBS stations WMVS and WMVT who led those stations for January transition.

And on the phone we have Dave Booth who is vice president, general manager of WXOW in Lacrosse, Wisconsin and Brady Creasler who is the corporate director of engineering at Quincy Media, Inc., who both led that station's recent transition in May.

Bohdan and Dave and Brady will give us a brief overview of their experience. Then we'll hopefully have some time for questions. Let's start, Bohdan, with you.
MR. ZACHARY: Thank you. Thank you for having me here. We called our campaign Plan to Scan. So I have some visuals for you and a narrative that sort of follows it.

Good morning. My name is Bohdan Zachary. I’m the general manager of Milwaukee PBS. Our station is a member, proud one, of PBS. And of our estimated 600,000 plus monthly viewers, most of them aged 50 and over, about 38,000 are members.

This is going to be an important point. Milwaukee PBS is a licensee of Milwaukee Area Technical College. The Board of Directors voted to relinquish the Channel 36, WMVT bandwidth in the FCC spectrum auction with a plan to channel share on WMVS, which is Channel 10.

Our station has 65 full time staff. We produce six local news and public affairs shows, all of which participated in messaging the channel share rescan your remote. And in our market more than 20 percent of our viewers watch us over the air.
So with a target date of January 8, 2018, to begin channel sharing, Milwaukee PBS launched its all hands on deck campaign in October of 2017. We created a plan that would take advantage not only of our own air and online but also our deep involvement in the many communities we serve throughout 11 counties in southeast Wisconsin.

This is where public television differs from commercial broadcasters. So you know, I'm biased to PBS. I enjoyed a 20 year career in commercial broadcasting and cable before joining PBS in 1997.

Milwaukee PBS interacts with its members on a daily basis whether that's through calls to our membership or volunteer areas with questions about the broadcast schedule, call about my monthly magazine didn't show up or questions about a thank you gift somebody may, is supposed to receive through our fundraising drives called pledge drives.

So we average at least one live
community event a month which also played into Plan to Scan. We publish a monthly magazine that goes to 38,000 of our viewers and my direct phone line and email are always listed and I definitely hear from viewers all the time.

So as you can see in this we created spots featuring the hosts of each of our shows. One of them is a Spanish language using public affairs show. That spot was in Spanish.

I'm in a spot that you'll also see where we announce that on January 8th we would be live in our studios on phone banks so that people could call in with questions as they were trying to go into this scanning or rescanning of their remotes.

We exceeded the FCC requirements, better that than be sorry about the customer push back after that. And we began crawls heavily on January 1, 2018, and continued through January 8th saying we're about to channel share.

So this was the graphic we used in all our campaign. This is the graphic we put in everywhere to show that on January 8th this was
going to be the new lineup and that because of shrinking of our bandwidth we would be losing the traffic channel.

We have since been able to squeeze the traffic channel images onto our weather which is a big deal. This was a flyer that we gave out at all of our events in the communities. This is one of our hosts, Portia Young who hosts a show called 10thirtysix and you'll see her in the spot after my presentation.

This is the kind of crawl that we ran on January 8th. So we opted to go at 9:00 a.m. on January 8th to local commercial broadcasters CBS and Sinclair opted to go at 5:00 a.m. because they wanted to use their morning newscast to say we're changing today.

Interesting note is that they came to us in November saying hey, can we piggyback with you to do an announcement that all three of us are changing. And on January 8th this was my team.

We kept our phone banks from the pledge drive. We had spent months training our staff and
a guy standing, our two chief engineers, everybody had been trained on remotes.

We all had resources on our laptops that you could click on to take you to a manufacturer's website so you could see the remote and ask somebody what do you have. And the irony is here we are live.

We started at 9:00 a.m. We went to 10:00 p.m. and the calls were so overwhelming that I said let's do this again. The next day we did another six hours.

That's one of our, head engineer who also was on the phone. And the irony is that on the morning of the commercial broadcasters were so overwhelmed and had no staff that they were giving out and crawling our phone number to call for help.

So that's the bulk of my presentation. That's where you can reach me. I didn't have a chance, we just updated if you go to milwaukeepbs.org/plantoscan, all one word, we posted all the eight spots that we ran ad infinitum
to show you the breadth of what we did.

So with that I will show you two spots.

The first one is me only because you see me in front of a phone bank and it was important that people became accustomed to the fact that they would know they could talk to us.

(Videos played)

If I could give you closing results so you will understand. On January 8th and 9th we had a total of 589 calls which breaks down to 42 calls an hour over the 14 hours we ran the phone bank.

Some of the calls lasted as long as one hour. In addition to the phone banks that you saw we have a volunteer who has been with us since 1983 he proudly reminds me and he is in volunteer services five days a week, eight hours a day taking calls from viewers on any number of issues.

And Christopher told me that he received 211 calls. He answered 121 emails for a total of 332 transactions. There was an uptick in May of calls to viewer services because we have
snow birds who were returning from Florida and
other warm areas coming back to Milwaukee for the
summer.

So he's been getting an avalanche of
calls again. Take away problem is third party
listing services we did not anticipate the kinds
of problems we would have.

I encourage everybody to think about
it because our listing services were messed up
forever. And one last thing that was interesting
is following all the FCC required notifications
certified everything down to the letter I still
got a call from a certain major cable provider who
was outraged that she didn't know anything about
any of this.

And in 30 seconds we pulled out our file
and had the certified registered receipt and faxed
it over immediately and not an apology for the fact
that we were right and she was wrong. So just one
little takeaway. I thought it was interesting.

And as I said, if you go to
milwaukeepbs.org/plantoscan you can see all of the
different spots we did. Thank you.

(Applause)

MS. KIDDOO: Thank you, Bohdan, that was really, really helpful. I'm hoping that we have Dave Booth and Brady Creasler on the phone. Are you there guys? We thought you were.

MR. BOOTH: Yes, can you hear us?

MS. KIDDOO: Now we can, yes.

MR. CREASLER: We're both here.

MS. KIDDOO: So if you guys want to do your presentation then we'll do some questions.

MR. BOOTH: You bet. My name is Dave Booth. I'm the vice president, general manager of WXOW TV in La Crosse. So our first presenter was from the east coast of Wisconsin. We are from the west cost of Wisconsin.

La Crosse/Eau Clair is the 129th market. WXOW serves approximately 60 percent of the population in this market and is licensed to La Crosse, Wisconsin which is located in the southern half of La Crosse/Eau Claire DMA. The remainder of the DMA is served by our satellite
station, WQOW, which is located in Eau Claire, Wisconsin and serves the northern portion of the market.

WQOW will actually move channels within a couple of months. There is two general elements as I see it to the preparation for a channel change, the technical side and the viewer side.

My team focused on the viewer side and was able to do that in part because of the outstanding leadership on the technical side of Brady Creasler, Quincy's corporate director of engineering.

He assembled his team of general contractors, power crews and our onsite engineers and that entire portion of the process went incredibly smoothly due to Brady's planning and execution.

So what I'm going to do now if we could go to the PowerPoint I'm going to focus on the viewer side and then I'll give Brady a little bit to talk about the technical side.

So since I can't see it can you let me
know when the PowerPoint is up?

CHAIR BARTHOLME: We're good to go.

MR. BOOTH: Okay. We were doing that frequency change and it was going to, it was a little more than simply changing channels on a certain date.

We were moving from RF Channel 48 to RF Channel 28 and we were doing it on May 31, 2018, at 11:00 a.m. Central Daylight Time. So we did it, it's been roughly a week since we made this change.

Our authorized main on our new channel was going to be 251 kilowatts at heights above average of 248 meters. The complicating factor for us was we have to rebuild that.

So we have to sign off Channel 48 and then sign on Channel 28. And obviously we can't do that on the old antenna.

So we have a special temporary authority for the first probably six to 12 weeks of operating on a side-mounted, lower power antenna with an ERP of about 97 kilowatts and about 14
meters lower than our normal height and also side-mounted.

So we do have a shadow behind our towers that is going to affect some viewers. We also had another factor.

Since we have people on the tower and we have equipment on the tower there are times that we have to go even lower power and reduce it from 97 kilowatts down to about ten kilowatts ERP just for the safety of the workers and not to interfere with the gin pole equipment that's on the antenna.

So some people were going to occasionally lose us even if they successfully got us after rescan. If we go to the next page just showing the counter maps of the authorized main versus our STA coverage.

The STA coverage on here in some spots turned out to be a little generous. It wasn't quite that good. And then obviously when we were going to down to ten percent power on our STA it was dramatically smaller than that.

But it was a good guide to help us know
where we were going to have issues which was in the far southern cities and mostly the far eastern cities. On the next page, anticipated issues, things we knew were going to happen ahead of time.

We knew we were already dealing with a population where 20 percent receive all of their television by an antenna. That's obviously higher than the national average. So this was a big deal in this market.

We were the first, we are the first station in the market to change frequencies and the only station doing it on the date. So knew all the responsibility fell on us to get the word out to people to rescan.

At our initial frequency change we would be operating on an STA, as I mentioned with reduced heights, reduced ERP and side-mounted. We knew that a portion of our viewers when they called in for help were not going to be successful getting our channel back until we were back to full power on our main.
And then during construction we knew there would be times where STA power would be cut by 90 percent which if you can think through this people that had already found us on a rescan all of a sudden we magically disappear for a few hours a day.

And the one thing we didn't want to have happen is have those people panic and rescan again because while we were at reduced power they weren't going to find the channel and then when we did return to full STA power they were going to wonder what happened.

They wouldn't know that we returned.

So we had to really implore people that we would be going to lower power temporarily. It would only be a few hours at a time and not to rescan when that happened.

We mounted an incredibly aggressive communication plan on the next slide. Tanswers.org, that template was incredibly helpful and we followed it pretty closely.

We went way overboard like they did in
Milwaukee with public service announcements. We actually between our three stations ABC, CW and Decades ran about 1,800 ads over an eight week schedule combination of 30s and 15s.

Half of those spots were the Tvanswers pre-prepared spots locally tagged and the other half were locally produced ads featuring our local news anchors. We ran crawls for eight weeks. They started out every three hours.

They eventually increased to every hour, which came to almost 1,800 crawls across the three stations in eight weeks. Our website was plastered with local stories from our news department, links to the Tvanswers website, links to the Tvanswers how to video to do rescans.

We plastered our Facebook and Twitter feeds with local stories, the same things with Tvanswers. We sent out SMS messages to our viewers that were subscribers to our weather apps and our news apps.

We sent letters to government officials both elected and public safety and we created a
special phone line where people could call ahead of time and after the fact and hear instructions on how to rescan. And then if they were having problems they could talk to a live technician or leave a message for a call back.

Like I said, it's been just over seven days since we've made the change. The technical change went as planned. We had a little bit of issues with overheating early on but we got that quickly under control.

The, as I said before, we serve in the southern half of the market and we estimated that the household population was about 114,000. Twenty percent of them being OTA households put about 23,000 impacted by this change.

We received 220 phone calls, most of them in the first 48 hours. A lot of them came to our rescan hotline. Our news department which we weren't prepared for, got a lot of phone calls as well because that's a number people know by heart.

And so they had to help people and our
program director ended up getting calls routed to her. We felt like we were really successful on the calls. About 80 percent of the people that, I probably personally talked to 40 or 50 myself.

We would get success with about 80 percent of people once we talked them through the rescan. It was complicated by the fact that there's dozens of different TVs and remotes and usually the population we were talking to was 60 plus and may not have been as familiar with their electronics as, they hadn't maybe rescanned in the past.

So a lot of patience, a lot of answers.

But we were real pleased that 80 percent of people rescanned and found us. Ten percent we figured just didn't have enough power and we have taken their numbers and names and we will be calling them back personally when we get to our full main power and they were very pleased to know that we would let them know when they could find us again.

Five percent of them ended up turning to friends and neighbors, relatives to help with
the rescan. And then we had about five percent
that we just try as we may couldn't fix it and we
have actually been sending people out to those
homes and so far we've made five or six home visits
and been successful in all of them getting people
their TV channels back.

So that's the end of my viewer end of
it. If Brady wants to add anything from the
technical side.

MR. CREASLER: I think from the
technical side it did go well. But as we all know
hindsight is 20/20. I think this is something that
everybody is going to struggle with especially in
the northern climate.

And that is that weather plays a huge
role in this. We really wanted to get started on
our tower work four to five weeks earlier than we
did. Well the tower we had used we have got some
great vendors.

They weren't ready because they were
still struggling with weather issues at a preceding
site and even if they had shown up they would have
not done anything because they would have been on
the ground waiting for the weather to clear.

And I think a lot of stations in the
northern climates, even with my phase one stations
that I have that won't go on until this fall, are
going to start to struggle with that, that have
complex projects that will as we get closer to
September and we're still doing tower work in the
northern climates that's going to be a problem and
it will cause delays.

As you know, before we made this switch
we had the transmitter on the air in a test
environment which everybody I think has the
authority to do. In hindsight I think that we
would do differently.

We did not put pieces of data into it.
So therefore if somebody did rescan early they
wouldn't pick it up. We wanted to test our, we
just wanted to test our RF systems and make sure
they were working.

In hindsight that was probably a
mistake having some early repacks, people who
scanned early not that we promoted that way. But
probably would not have harmed us and may have
helped us except that they would have had the
station on in two different positions and that may
have led to some confusion.

So from a technical standpoint weather
seemed to be the 800 pound gorilla that seemed to
give us more challenges then anything else. Other
than that we did learn quite a bit from this
process.

MS. KIDDOO: Great. Well thank you,
Bohdan, Dave and Brady. This is really
interesting and helpful. It helps to inform us.

We are trying very hard to keep up with
stations who are moving early to get this kind of
feedback to find out what kinds of things work and
what kinds of things might have been good to
anticipate had you had experience so that future
stations are able to anticipate.

I think what both of these stations
experienced shows you is that it is very much in
the station's interest to make sure that consumers
and viewers have information that they need to be able to find the channels as quickly and easily as possible after a transition.

They've all got, every station we've talked to has gone extra miles to make sure that their viewers are educated and informed even down to what Dave was talking about and Brady with home visits to help those last few remaining consumers.

So we view that as really positive and not totally, of course it was predictable, right. It's important for stations to reach their viewers. And every station who is doing this is going to want to do that and we're really pleased about that.

So one of the things that we are kind of trying to is kind of collect some best practices to help stations and reach out to stations who are going to go through this in the future to help them.

Bohdan, you mentioned something called listing services. And I'm not sure that everyone understands what that was but you said that was a concern.
MR. ZACHARY: People who had TiVo started calling and going what is going on, you know. Everybody was pointing fingers at each other from well we didn't know, we don't know what to do with this, meaning TiVo.

Our Tribune, you know, just anybody doing these listing services, hopefully they're now understanding that this is part of what's going to be happening. But I think everybody has to be proactive on things.

This is one thing we had not anticipated. I wish we had thought of that. But again, in hindsight.

MS. KIDDOO: Yes, you are unfortunately I don't want to call it the bleeding edge. But you're out in the forefront and obviously there are going to be some of those things.

And that's why we want to try to find out what those were from all of you to be able to help other stations and other organizations.

Dave, you mentioned the fact that you're operating
on an interim antenna while you're doing your tower work on your main antenna.

   It means that there are sort of times when you have to be at low power and other things.

   How are you educating your viewers about those things so that they know not to rescan too many times and lose you?

   MR. BOOTH: We first of all told the people that called about rescanning that may happen occasionally. So if you get us and then lose us just be patient.

   We will come back. That was the first step. The second step is we've done news stories telling people. And then whenever we're in a low power situation we have a story that goes up on our website that tells people are you having trouble getting us right now.

   Here's what's going on. We'll be returning to full power shortly. We really try to keep those reduced power times to the day time, not during newscast, not during prime time.

   MS. KIDDOO: Thank you. Let me ask
first if there's anybody in the room or on the phone who has questions?

MEMBER POCIASK: Yes. This is Steve with American Consumer Institute. Just to expand on the follow up on the third party listing services.

So that includes the TV guides and what's published in the newspapers. Is that what you were referring to?

MR. ZACHARY: Yes, yes.

MEMBER POCIASK: And ultimately did you see a drop in viewership as a result of this or has most of that been made back up as people rescan?

MR. ZACHARY: I think our people stayed with us understanding that there were snafus in the system so they didn't give up. It was just frustrating for all of us and, no, I didn't see any drop.

MS. KIDDOO: Bohdan or Dave, you want to talk a little bit about the types of questions that consumers had when they called in to your call
centers, technical questions?

MR. ZACHARY: Sure. I'll just jump in because this was, a lot of it had to do with people who had UHF antennas suddenly, you know, that they installed 20 odd years ago suddenly I can't get on my rooftop anymore to do any physical changes.

So even though we're not Best Buy or a retailer we did, you know, we did have talking points where we explained how close are you to Milwaukee, how far are you from Milwaukee so that the two recommended brands were either Leaf if you were closer to us or ClearStream MAX 2, is it, which is more powerful and goes 50 miles and beyond.

And so they were very grateful to that.

In addition, there were two installers within our area obviously, you know, for pay and they were charging I think $65 an hour.

So we would tell people who said I can't do this, I am physically not able to do what I could do before that there were these services and they were charging $65 an hour. So people did take advantage of that information.
MR. BOOTH: Yes, as far as our market we didn't have, the thing we felt good about is people were not surprised. They had been well educated that the rescan was coming.

Most of the issues they were having was not knowing how to rescan on their particular TV. So it was a lot of walking through the menus.

One of the things I found personally helpful I would ask them what brand of TV they had and then I would Google an image of their remote control and say, okay, do you have the, you know, Samsung with the three multicolored buttons on the bottom row.

Okay, so then I was looking at their remote and I could say go to the left side of the remote halfway down. Press that button labeled whatever and then walk them through the process.

So it was, a lot of people just not knowing how to rescan. I'm guessing the last time they did it they probably had a converter box hooked up to an analog TV.

The majority of the people I talked to
now were using new equipment with built in tuners and perhaps just hadn't done that themselves.

MS. KIDDOO: Thank you. Is there a question down here?

MEMBER LIEBERMAN: Ross Lieberman, the American Cable Association. You know, first of all congratulations. It's not easy to be the first to have to do this and it seems like you've gone above and beyond to make sure consumers are aware of the need to rescan.

So my question goes to in terms of other cable or satellite operators in the marketplace and sort of what steps did you take in order to inform those particularly smaller ones which my members largely represent?

I understand that you said that you served them with a, you provided them with a certified letter. But I'm wondering if there were any other steps that were taken and what advice might you have for other broadcasters moving forward to avoid people not, you know cable operators maybe not knowing that this is happening?
MR. ZACHARY: Because they're not always welcome to calls I would, you know, I mean seriously sometimes it's like you would leave and call and it would go unreturned. So you know you did a certified letter that you sent.

And in the case of the one that called it was received well in advance and was signed by somebody in the office who didn't bother to tell the boss we have this important letter for you.

So I don't know how you overcome when somebody is not taking calls because there are fewer local offices and your call is going to Denver, for example.

You know, that's something that needs to be thought about and worked out and cleaned up.

But notification beyond a letter I think would be very beneficial.

But I don't know that, you know, anybody's office wants to receive hundreds of calls. I don't know how to answer what could be done.

MR. BOOTH: In our market, and we're
obviously a lot smaller than Milwaukee as far as the number of operators we're working with, we sent the letter and expected that the letter may never get to the person that actually had to do the technical change.

I believe we were pretty proactive with our operators. We routinely talked to them about other technical issues. So our engineers were talking to their technicians about when it was happening.

We had some of them ask us if we could light up our new channel early so they wouldn't have to wait until exactly 11 o'clock on the 31st to find us. So we were able to accommodate that a couple hours early.

But I don't think we got any phone calls from anybody that was unaware of it or missed it.

MR. CREASLER: No, Dave, we didn't. The cable and DBS went well. We really had few issues there.

MR. ZACHARY: And I should add the same thing with our folks. Some of our engineers had
relationships with engineers at the provider so they were having conversations like you should let your bosses know, you know.

So they were having their conversations. I'm talking about the corporate office is where there is sometimes a road block.

MS. KIDDOO: Yes, Ross, obviously contact information is always a challenge to get to the right person in the right role at the right company is hard. And we obviously have contact information in our databases which the stations are using.

But sometimes that's been put in for different purposes and it's probably not the right person. So obviously we have appreciated the work that your organization has done to date to try to get your members aware of at least that this is happening and that they need to be on the lookout for it.

And obviously we would welcome based on this experience further activity. We'll work with you on that.
MEMBER LIEBERMAN: Yes, it's a shared interest for sure.

CHAIR BARTHOLME: I had a quick question, actually maybe two quick questions. So one is just market size, you know, where are each of you in the DMA list because I think that helps give perspective about the number of calls that you might get.

And then second, I know that WXOW had to sort of side mount and power down. One of our partners, WIDB in Buffalo had an experience where they relocated the tower location which also brought about challenges of people who lived south of town maybe used to get the signal and now the tower is farther north.

So if you could just talk a little bit more about how you message to that specific issue as opposed to the general information of rescan and you'll find us.

MR. ZACHARY: I'll say we're market 35 DMA.

MR. BOOTH: We're market 129. As far
as the message of the lower power and the side mount
we didn't address that to the general public
because we knew it wasn't going to affect the
majority of them.

    We addressed that when we got the phone
calls and then we would go into detail. And so
the first question we asked everybody when we got
them on the phone is where are you calling from.

    And then we knew right away if they were
calling from 60 miles away in a notoriously bad
area for reception we knew we were going to deal
with a different issue than somebody that was five
miles away that just didn't know how to rescan.

    But we did that on a case by case basis.

The 220 calls we got we figure is one percent of
the over the air households. It's almost exactly
one percent of the number of over the air households
that exist in the market.

    CHAIR BARTHOLME: I think that's
really helpful information and I especially
appreciate the sort of knowledge of asking people
where they are calling from as a starting point
for the conversations.

I think that's something that hopefully other stations will internalize and build into their efforts. I also wanted to say that I appreciated the fact on the websites that you not only have the videos but you also have text descriptions.

So for people who are accessing that on a mobile device or may not have high speed internet at home being able to just read through the text description of what's going on I think is critically important and not overly relying on videos.

And I will plug also that I know one of the major broadcasters in New York was able to put up screen shots of the different menus for a couple of the major types of television providers.

So, you know, Samsung and it was sort of this is the main menu.

This is the submenu that you're looking for and then this is the, you know, hit okay to rescan. So I would throw that out there too as
another sort of best practice or something for broadcasters to keep in mind.

MS. KIDDOO: Any other questions for our panelists or for us? Hearing none, I want to really thank, Bohdan, you for coming into town to tell us about this and also Brady and Dave, I'm sorry, brain freeze here.

But thank you for joining us. This is really helpful. As I said, this is really helpful to us because the more information we can garner the better we can help.

We do have, here at the Commission we have set up a number of regional coordinators on the staff of the Media Bureau who are working with stations in particular regions so that we can uncover issues and problems, but also reach out to them and help them, you know, with their planning.

And so stations I hope are going to be relying on that and we'll be able to reach them through those channels and know when they're going to go. So I think that will be helpful.
But anyway, thank you very much. We really appreciate it. And I'll turn it over to you.

(Applause)

CHAIR BARTHOLOME: And again, thank you to the panelists and thank you to Jean and Charlie for joining us. And I have a feeling that we'll probably be seeing you back as we continue through this process and other auctions and things happening as well.

MS. KIDDOO: I may be still be wearing my D.C. Capitals red jacket.

CHAIR BARTHOLOME: There you go.

MS. KIDDOO: I'm never going to take it off.

CHAIR BARTHOLOME: Thank you.

MS. KIDDOO: Thank you.

CHAIR BARTHOLOME: So I think next on the agenda we have time for comments from the public. I didn't see any through Twitter. I'm not sure if you got any advance.

MR. MARSHALL: No.
CHAIR BARTHOLME: Okay. I think we'll move quickly past comments from the public. Scott, have we set a date for the next meeting?

MR. MARSHALL: Let me get this microphone. Yes, we have. The next plenary meeting of the CAC will be October 19th.

CHAIR BARTHOLME: And that's --

MR. MARSHALL: And that's the last meeting of this term.

CHAIR BARTHOLME: That's a Friday, so it's Friday, October 19th. Our charter ends I believe on like the 25th.

MR. MARSHALL: The 21st.

CHAIR BARTHOLME: Twenty-first of October.

MR. MARSHALL: Yes, something like that, yes.

CHAIR BARTHOLME: So it's just before the charter expires. And then I would assume as soon as information is available about reapplying --

MR. MARSHALL: Right.
CHAIR BARTHOLME: -- or the next version of the CAC Scott will --

MR. MARSHALL: We will put that up on the list as soon as we have information about that process.

CHAIR BARTHOLME: Any other wrap up?

MR. MARSHALL: Any other wrap up items?

I want to thank you for all coming today and I hope you found these excellent panels interesting.

I did for sure.

And if, we'll be around, Ed and I and Catherine during the breakout sessions this afternoon to help you get to the rooms and stuff or if you have any questions. And you can always call me on your cell phone if I'm not in the place I'm supposed to be. And I'm sorry, do you have a --

CHAIR BARTHOLME: I've got a couple quick things. Again, I want to thank Ross and ACA for providing breakfast and lunch today. Coffee was exceptionally critical given the late night many people had. So a big thank you there.
We're going to have lunch available in the Commission Room next and have our standard sort of hour lunch break. Starting at 1 o'clock we're going to have two of the four working groups meeting.

USF Digital Inclusion will be here in the CMR. The Robocalls Working Group will be in TWA 402442.

MR. MARSHALL: Down the hall.

CHAIR BARTHOLME: Down the hall. And we'll make sure that people can find that and get there. For those of you who are on the phone, each of the working groups has call in information for today.

It should have been in your meeting packet that Scott, well it was in your meeting packet that Scott sent you. If you don't still have that and need that information sent to you again please reach out to Scott or myself through email or through a phone call and we'll make sure that you get that.

From 2 to 3 o'clock the Broadcast Repack
Working Group is going to be here in the CMR and the Slamming and Cramming Group is going to be in 402442 down the hall. We staggered them because I know many of you are on multiple working groups and we wanted to give people an opportunity to participate in a few places.

So that's sort of the schedule for the afternoon.

MR. MARSHALL: And you should also be aware that the Repack Group meeting this afternoon is going to have a panel of FCC staff who had real life experience with the DTV transition and they're going to be talking about ideas and sharing with you ideas about what was learned there that might be relevant to the repack situation.

And then Slamming is having an FCC staff person, in fact the author of the Slamming Order that was passed yesterday will be talking to them during their working group doing a short overview of the particular order.

CHAIR BARTHOLME: And just so, to be clear the working groups are not open to the public
and they will not be broadcast. So this is the conclusion of the public portion of the meeting. So I think we'll take a Motion to Adjourn.

MEMBER BERLYN: So moved.

CHAIR BARTHOLME: And a second? In favor, opposed. Any abstentions? All right, I think we're good.

MR. MARSHALL: Enjoy lunch.

CHAIR BARTHOLME: Thanks, everybody.

MR. MARSHALL: Take care.

(Whereupon, the above-entitled matter went off the record at 11:44 a.m.)