

From: Gary Epstein [gary.epsteindc@██████████]
 Sent: Wednesday, January 28, 2009 11:34 PM
 To: Gary Epstein
 Subject: FW: DTV status, 1/28 pm

Attachments: 012809 barton-stearns to pelosi.pdf; 012809 fcc DTV Changes.doc



012809



012809 fcc DTV

rtion-stearns to pelo:Changes.doc (28...

-----Original Message-----

From: Susan Crawford [mailto:susancrawford@██████████]
 Sent: Wednesday, January 28, 2009 11:08 PM
 To: Bernadette McGuire-Rivera; larry irving; Rick.Chessen@fcc.gov;
 gary.epsteindc@██████████; haleyvandyck@██████████; rhr120@██████████; Susan Crawford;
 christopher.lewis@██████████; Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov;
 monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana;
 rick.wigfield@fcc.gov; Kartik Raghavan
 Cc: twheeler@██████████; gerry.salemm@██████████; dale.hatfield@██████████
 Subject: DTV status, 1/28 pm

House Rs blocked the delay bill on a suspension vote, but more than a majority supported the bill. Next steps: Back again to the Senate for a hotlined vote on a bill that incorporates House changes. Hotline began tonight.

Rep. Barton is rumored to be trying to persuade Senate Rs to put holds on the bill. He and Rep. Stearns have also written to Speaker Pelosi urging passage of Barton's own bill (letter attached). Barton bill would infuse \$250 M into coupon program, which would mean that coupons would again be being put on the waiting list as of about 2/17.

Sen. Hutchison is co-sponsoring the Senate hotline, and is working to clear her side.

If the bill passes the Senate, it will reach the House floor next Wednesday or Thursday - which will bring us to Feb. 5.

Sen. Rockefeller issued this statement:

SENATE COMMERCE COMMITTEE CHAIRMAN ROCKEFELLER DEEPLY DISAPPOINTED BY HOUSE REPUBLICAN BLOCK OF DTV DELAY BILL

"I am deeply disappointed that Republicans blocked the digital television transition (DTV) delay bill today in the House. One thing is clear, the outgoing Bush Administration grossly mismanaged the digital television transition and consumers are confused, households are not prepared, and the coupon program for converter boxes is broken. While the Senate paved the way with a bipartisan bill to repair this unfortunate situation, our Republican counterparts in the House chose to stand in the way of a workable solution. Instead of delaying the transition to ensure that the most vulnerable among us have the ability to prepare for the transition, they have made certain that far too many consumers across the country will wake up on February the 18th and find that their television sets have gone dark and access to news, information, and vital emergency alerts will be unavailable. It did not have to be this way - this situation was unnecessary and avoidable."

Meanwhile, planning efforts at FCC and coordination with NTIA are both going strong. I am attaching a report from FCC re "how things have changed" as a result of their work over the last week.

Susan

From: Gary Epstein
Sent: Wednesday, January 28, 2009 9:59 AM
To: 'susancrawford@ [REDACTED]'
Cc: Rick Chessen; Christopher Lewis; Gary Epstein
Subject: Changes Document

Attachments: DTV Changes.doc

Susan-

Attached is the FCC memo re "how things have changed re DTV" with the new Administration. Chairman Copps has seen and approved the document.

Gary



DTV Changes.doc
(35 KB)

Gary Epstein
Gary.epstein@fcc.gov
202-418-7831

Laurence Schecker

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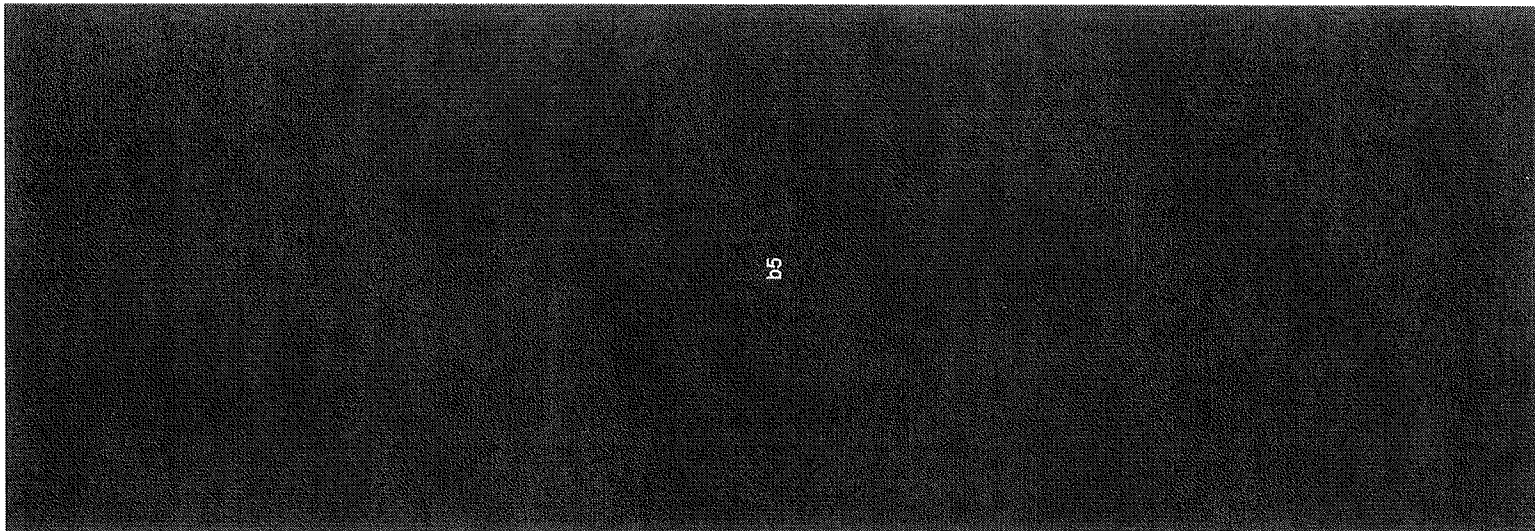
From: Gary Epstein
Sent: Friday, January 30, 2009 5:56 PM
To: Christopher Lewis; 'Susancrawford@ [REDACTED] b6
Cc: Rick Chessen; Gary Epstein
Subject: RE: A couple questions from Susan

Brief answers below – still here. It's still early Copying Rick for any additional comments.

From: Christopher Lewis
Sent: Friday, January 30, 2009 5:49 PM
To: Gary Epstein
Subject: RE: A couple questions from Susan

Or if you've already left for the evening just give me a call. 202- [REDACTED] b6

From: Christopher Lewis
Sent: Friday, January 30, 2009 5:04 PM
To: Gary Epstein
Subject: A couple questions from Susan



From: Susan Crawford [susancrawford@██████████.org]
Sent: Wednesday, January 28, 2009 10:16 PM
To: Rick Chessen; bmcguire-rivera@ntia.doc.gov
Cc: Gary Epstein; Susan Crawford
Subject: Re: Information about DTV Grass Roots Contracts - in response to your request to Mindy

Thanks so much, Rick - this is really useful.

On 1/28/09 12:18 PM, "Rick Chessen" <Rick.Chessen@fcc.gov> wrote:

> Bernie - here's the additional info on our grantees. This is not yet
> public but they tell me there's nothing confidential in there.
>
>

Laurence Schecker

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From: Susan Crawford [susancrawford@ [REDACTED] b6]
Sent: Friday, January 30, 2009 11:00 PM
To: Gary Epstein; Rick Chessen; Christopher Lewis; Robin Rosenbaum
Subject: FW: Households on Coupon Program waiting list through 1/29/09
Attachments: Households on Wait List by State (01.30.09).pdf

----- Forwarded Message

From: Sara Morris <smorris@ntia.doc.gov>
Date: Fri, 30 Jan 2009 13:32:29 -0500
To: Sara Morris <SMorris@ntia.doc.gov>
Cc: James Wasilewski <JWasilewski@ntia.doc.gov>
Subject: Households on Coupon Program waiting list through 1/29/09

As promised, attached is the updated breakdown of households on the waiting list, by state.

Warm regards,

Sara

Sara Morris
Office of Congressional Affairs
National Telecommunications and Information Administration
U.S. Department of Commerce

[REDACTED] b6

----- End of Forwarded Message

2/27/2009

Authorized Households (Nation by State)

Count of household applications authorized.

As of Jan 29, 2009

	Households on Wait List	Percent of Wait List
AA	3	0.00%
AE	12	0.00%
AK	2,048	0.11%
AL	25,749	1.39%
AR	15,463	0.83%
AS	6	0.00%
AZ	36,940	1.99%
CA	223,996	12.07%
CO	27,997	1.51%
CT	13,438	0.72%
DC	4,863	0.26%
DE	3,412	0.18%
FL	114,005	6.14%
GA	53,871	2.90%
GU	201	0.01%
HI	2,939	0.16%
IA	18,731	1.01%
ID	9,041	0.49%
IL	89,463	4.82%
IN	46,889	2.53%
KS	14,257	0.77%
KY	21,497	1.16%
LA	27,208	1.47%
MA	29,315	1.58%
MD	32,345	1.74%
ME	6,146	0.33%
MI	70,450	3.80%
MN	37,311	2.01%
MO	40,637	2.19%
MP	6	0.00%
MS	21,837	1.18%
MT	5,746	0.31%
NC	56,100	3.02%
ND	4,324	0.23%
NE	8,520	0.46%
NH	3,407	0.18%
NJ	41,187	2.22%
NM	11,689	0.63%
NV	13,201	0.71%
NY	118,251	6.37%
OH	75,427	4.06%
OK	21,968	1.18%
OR	18,355	0.99%

PA	61,118	3.29%
PR	48,688	2.62%
RI	4,806	0.26%
SC	30,921	1.67%
SD	3,811	0.21%
TN	36,660	1.97%
TX	172,111	9.27%
UT	11,654	0.63%
VA	40,635	2.19%
VI	446	0.02%
VT	2,136	0.12%
WA	26,603	1.43%
WI	39,042	2.10%
WV	7,631	0.41%
WY	1,742	0.09%
Total	1,856,255	100.00%

Laurence Schecker

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From: Rick Chessen
Sent: Saturday, January 31, 2009 10:25 AM
To: Susan Crawford; Bernadette McGuire-Rivera; larry iring; Gary Epstein; haleyvandyck@ [b6] Robin Rosenbaum; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
Cc: twheeler@ [b6] gerry.salemm@ [b6] dale.hatfield@ [b6]
Subject: RE: DTV status, Jan. 30 evening

Thanks Susan, a few clarifications:

1. At this point, we don't know how many stations will want to turn off analog on Feb 17 if the transition is delayed. Our rules require a 30-day notice to the FCC (and on-air viewer notice) for those stations that want to turn off **before** the end of the transition (ie, Feb 17). Stations turning off analog at the **end** of the transition (ie, **on** Feb 17) do not have to provide notice because they are legally required to do so on that date. The 100 stations you mention may be the ones with careful lawyers who filed a 30-day placeholder on Jan 17 in the event that Congress moved the transition date. There may be many more planning to turn off - leases expiring, construction crews scheduled, etc. On the other hand, there also may be some on list of 100 that actually won't want to transition if other stations in their market are staying on in analog, but sent in a notice to preserve their options.

2. Under our rules, some stations can turn off by simply providing 30-day notice but some still need FCC permission. Specifically, those who are currently operating in digital on their post-transition digital channel can turn off their analog signal by simply providing notice - that's because the digital channel has already been cleared of interference concerns for both pre-transition and post-transition operations. There are about 1,100 such stations. On the other hand, stations that are moving back to their analog channel for post-transition digital operations (or to a third channel) cannot simply do so without FCC authorization - digital operations on those channels prior to the transition date has not been cleared and could pose a risk of interference. There are about 600-700 stations in this category.

3. Not to complicate things, but stations in this latter category could, I suppose, stay on their pre-transition digital channel and turn off their analog with the expectation of firing up on the analog frequency on June 12. That still may require FCC approval, however, to the extent these stations are operating their pre-transition digital facilities at less than full power (and many are). There's a policy issue about whether stations that won't be providing full digital coverage for the next four months should be allowed to turn off analog early.

4. We are thinking about the best way to quickly identify those stations that would actually like to turn off analog on Feb 17 - both for interference analysis - if necessary - and for providing adequate notice to viewers that notwithstanding the move to June 12, this particular station will be ending analog service on Feb 17. Obviously whatever we do will be less than the normal 30-day notice requirement. But they have a pretty good argument for why they didn't meet that rule. One option would be a waiver of the rule for stations unable to give 30 days' notice because of the date change. We would then need to address any interference concerns and what kind of viewer notification should be required - and we may only be 7-10 days out at that point.

Let me know if you have any questions.

From: Susan Crawford [mailto:susancrawford@ [b6]]
Sent: Fri 1/30/2009 10:52 PM
To: Bernadette McGuire-Rivera; larry iring; Rick Chessen; Gary Epstein; haleyvandyck@ [b6]; Robin Rosenbaum; Susan Crawford; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
Cc: twheeler@ [b6]; gerry.salemm@ [b6]; dale.hatfield@ [b6]
Subject: DTV status, Jan. 30 evening

Legislation:

Last night, the Senate passed the delay bill on unanimous consent. Expectation is that the House will take up the bill on Wednesday under a closed rule and pass it.

2/27/2009

\$650 million in stimulus remains in both House and Senate bills.

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Planning:

If there is a delay, a key priority will be letting people know while continuing to urge them to prepare for the transition. Administration steps to assist this message in new media ways are being considered. FCC and NTIA also are developing media plans.

Retailers of converter boxes will need to be encouraged to stock enough boxes to meet demand. I will be contacting CERC to work on this message, and will likely set up a meeting with retailers, broadcasters, and consumer advocates to ensure coordination and continued assistance.

Anna Gomez will start work on Monday as Deputy Assistant Secretary at NTIA. She will manage further planning re DTV, including allocation of stimulus funding and re-working of coupon mechanics with IBM. There are approximately 3.3 million coupon requests now on the waiting list. Without an injection of funding, NTIA will stop being able to place additional requests on the waiting list at about the time of the original transition date, February 17.

The delay introduces some complications into FCC's work. About a hundred stations will want to make the transition as of Feb. 17 because they had already planned to do so. The Senate bill allows them to do this without the express permission of the FCC. FCC is working on understanding what markets will be affected, and how. Because stations are being "repacked" into a smaller group of channels, there is some risk of interference from these early moves.

A lengthy "soft test" by broadcasters, encouraged by FCC, may take place on February 17. This may help us anticipate what will happen on June 12.


Call center plans are also disrupted by the delay. FCC had been working towards an integrated call center as of 2/17; now there will likely be a spike around 2/17 and again at 6/12. FCC is working on plans to handle call volumes with the help of the cable industry and broadcasters. Contracts may need to be re-negotiated.

Outreach grantees will likely be happy to continue to work through the four months, according to FCC and NTIA. Field volunteers from FCC may be tired of their assignments and will need to come back to their jobs. New volunteers may be needed.

FCC has developed processes for dealing with public safety entities who want to be able to use spectrum before June 12.

Timing and allocation of stimulus money will be important. Both NTIA and FCC have developed plans for how they want to deal with stimulus funds, but more detailed attention to this subject will be needed.

Susan

 b6
[please use this email address for me until Monday]

2/27/2009

Laurence Schecker

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From: Rick Chessen
Sent: Saturday, January 31, 2009 10:45 AM
To: Susan Crawford; Bernadette McGuire-Rivera; larry iring; Gary Epstein; haleyvandyck@[REDACTED] Robin Rosenbaum; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
Cc: twheeler@[REDACTED]; gerry.salemme@[REDACTED] dale.hatfield@[REDACTED]
Subject: RE: DTV status, Jan. 30 evening

Happy to talk to Cops about that.

From: Susan Crawford [mailto:susancrawford@[REDACTED]]
Sent: Sat 1/31/2009 10:31 AM
To: Rick Chessen; Susan Crawford; Bernadette McGuire-Rivera; larry iring; Gary Epstein; haleyvandyck@[REDACTED]; Robin Rosenbaum; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
Cc: twheeler@[REDACTED]; gerry.salemme@[REDACTED]; dale.hatfield@[REDACTED]
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Hi Rick - thanks for this.

An additional wrinkle: In the event of a delay, would FCC consider a suggesting a soft-test run by all non-moving stations on February 17? This could last longer than the five minutes we've seen before and could be used to move people towards purchasing converter boxes and making their plans. I recognize that this would put pressure on the call center, and that we don't have coupons to hand out, but it is a good opportunity to do very effective messaging nationwide.

Thanks for thinking about this.

It does seem to me that stations that want to move on 2/17 and let you know promptly after the bill is signed should be allowed to do so after a briefer notice period. I understand the complexities.

Susan
[REDACTED]

On 1/31/09 10:25 AM, "Rick Chessen" <Rick.Chessen@fcc.gov> wrote:

> Thanks Susan, a few clarifications:

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- > 1. At this point, we don't know how many stations will want to turn off analog > on Feb 17 if the transition is delayed. Our rules require a 30-day notice to > the FCC (and on-air viewer notice) for those stations that want to turn off > before the end of the transition (ie, Feb 17). Stations turning off analog at > the end of the transition (ie, on Feb 17) do not have to provide notice > because they are legally required to do so on that date. The 100 stations you > mention may be the ones with careful lawyers who filed a 30-day placeholder on > Jan 17 in the event that Congress moved the transition date. There may be > many more planning to turn off - leases expiring, construction crews > scheduled, etc. On the other hand, there also may be some on list of 100 that > actually won't want to transition if other stations in their market are > staying on in analog, but sent in a notice to preserve their options.
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2/27/2009

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>
> _____
>
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> To: Bernadette McGuire-Rivera; larry iring; Rick Chessen; Gary Epstein;
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> Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
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> \$650 million in stimulus remains in both House and Senate bills.

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- > Susan
- > [REDACTED]
- > [please use this email address for me until Monday]
- >
- >
- >
- >

From: Rick Chessen
Sent: Thursday, January 29, 2009 1:33 PM
To: 'Susan Crawford'
Cc: Gary Epstein
Subject: June 12 funding

Attachments: DTV Budget June 12 2009.doc

Estimated funding needs attached.



DTV Budget June
12 2009.doc (3...

From: Susan Crawford [REDACTED]
Sent: Friday, January 30, 2009 10:33 PM
To: Bernadette McGuire-Rivera; larry iring; Rick Chessen; Gary Epstein; haleyvandyck@[REDACTED] Robin Rosenbaum; Susan Crawford; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
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Susan

[redacted]
[please use this email address for me until Monday]

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Laurence Schecker

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From: Rick Chessen
Sent: Saturday, January 31, 2009 10:46 AM
To: Gary Epstein
Subject: RE: DTV status, Jan. 30 evening

oops, crossed paths. thanks for the marker

From: Gary Epstein
Sent: Sat 1/31/2009 10:37 AM
To: Susan Crawford; Rick Chessen; Bernadette McGuire-Rivera; larry iring; haleyvandyck@[REDACTED] Robin Rosenbaum; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
Cc: twheeler@[REDACTED]; gerry.salemme@[REDACTED]; dale.hatfield@[REDACTED]
Subject: RE: DTV status, Jan. 30 evening

Susan -- not to be a Saturday morning cumudgeon, but in the event of a delay we will continue to have so much to figure out and plan, that a new nationwide project on top of everything else seems to add another layer of complexity. Of course, this ultimately is a Commission-level decision and I see the merits of the proposal, but we need to think this through carefully.

Gary

From: Susan Crawford [mailto:susancrawford@gmail.com]
Sent: Sat 1/31/2009 10:31 AM
To: Rick Chessen; Susan Crawford; Bernadette McGuire-Rivera; larry iring; Gary Epstein; haleyvandyck@[REDACTED]; Robin Rosenbaum; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
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2/27/2009

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> stations. On the other hand, stations that are moving back to their analog
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> stations unable to give 30 days' notice because of the date change. We would
> then need to address any interference concerns and what kind of viewer
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> From: Susan Crawford [mailto:susancrawford@██████████ b6]
> Sent: Fri 1/30/2009 10:52 PM
> To: Bernadette McGuire-Rivera; larry irving; Rick Chessen; Gary Epstein;
> haleyvandyck@██████████; Robin Rosenbaum; Susan Crawford; Christopher Lewis;
> Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov;
> Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
> Cc: twheeler@██████████ b6; gerry.salemme@██████████ b6;
> dale.hatfield@██████████ b6
> Subject: DTV status, Jan. 30 evening

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2/27/2009

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- > continuing to urge them to prepare for the transition. Administration steps
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Laurence Schecker

Page 20 of 438

From: Susan Crawford [susancrawford@]
Sent: Sunday, February 01, 2009 7:45 PM
To: Rick Chessen; Susan Crawford
Cc: Gary Epstein; Bruce Gottlieb
Subject: Re: June 12 funding

FYI – I sent this to OMB, who seemed happy. Now Bruce is helping us create legislative language that will make sure that the right amount of money goes directly to the FCC.

Susan

On 1/29/09 1:33 PM, "Rick Chessen" <Rick.Chessen@fcc.gov> wrote:

Estimated funding needs attached.


<<DTV Budget June 12 2009.doc>>

Laurence Schecker

Page 21 of 438

From: Gary Epstein
Sent: Sunday, February 01, 2009 10:41 PM
To: Susan Crawford; Rick Chessen
Cc: Bruce Gottlieb; Gary Epstein
Subject: RE: June 12 funding

Any guesses on whether the \$600 million survives in the stimulus package? There seems to be a fair amount of publicity about it in the media. For the FCC, there is a possible "fall back" where we could free up about \$12 million from "excess regulatory fees", but, as I understand it, it too would require a legislative "tweak" and we may need WH help

From: Susan Crawford [mailto:susancrawford@]
Sent: Sun 2/1/2009 7:44 PM
To: Rick Chessen; Susan Crawford
Cc: Gary Epstein; Bruce Gottlieb
Subject: Re: June 12 funding

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Estimated funding needs attached.

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Laurence Schecker

Page 22 of 438

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 02, 2009 12:29 PM
To: Rick Chessen; Gary Epstein
Subject: DTV and POTUS signing the bill

b5

Susan

b6

From: Susan Crawford [susancrawford@ [REDACTED] b6]
Sent: Saturday, January 31, 2009 10:32 AM
To: Rick Chessen; Susan Crawford; Bernadette McGuire-Rivera; larry iring; Gary Epstein; haleyvandyck@ [REDACTED] b6; Robin Rosenbaum; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana
Cc: twheeler@ [REDACTED] b6; gerry.salemme@ [REDACTED] b6; dale.hatfield@ [REDACTED] b6
Subject: Re: DTV status, Jan. 30 evening

Hi Rick - thanks for this.

An additional wrinkle: In the event of a delay, would FCC consider a suggesting a soft-test run by all non-moving stations on February 17? This could last longer than the five minutes we've seen before and could be used to move people towards purchasing converter boxes and making their plans. I recognize that this would put pressure on the call center, and that we don't have coupons to hand out, but it is a good opportunity to do very effective messaging nationwide.

Thanks for thinking about this.

It does seem to me that stations that want to move on 2/17 and let you know promptly after the bill is signed should be allowed to do so after a briefer notice period. I understand the complexities.

Susan
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On 1/31/09 10:25 AM, "Rick Chessen" <Rick.Chessen@fcc.gov> wrote:

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Laurence Schecker

Page 26 of 438

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 02, 2009 1:03 PM
To: Gary Epstein; Rick Chessen
Subject: RE: Advice

Doesn't the Third Periodic Review say this is how things work? If so, the legislation seems to actually support this approach.

SEC. 4. IMPLEMENTATION.

11 (a) PERMISSIVE EARLY TERMINATION UNDER EXISTING REQUIREMENTS.—Nothing in this Act is intended
 13 to prevent a licensee of a television broadcast station from
 14 terminating the broadcasting of such station's analog tele-
 15 vision signal (and continuing to broadcast exclusively in
 16 the digital television service) prior to the date established
 17 by law under section 3002(b) of the Digital Television
 18 Transition and Public Safety Act of 2005 for termination
 19 of all licenses for full-power television stations in the ana-
 20 log television service (as amended by section 2 of this Act)
 21 so long as such prior termination is conducted in accord-
 22 ance with the Federal Communications Commission's require-
 23 ments in effect on the date of enactment of this Act,
 24 including the flexible procedures established in the Matter
 25 of Third Periodic Review of the Commission's Rules and

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January 28, 2009 (5:36 p.m.)

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s — IS

1 Policies Affecting the Conversion to Digital Television
 2 (FCC 07–228, MB Docket No. 07–91, released December
 3 31, 2007).

From: Gary Epstein [mailto:Gary.Epstein@fcc.gov]
Sent: Monday, February 02, 2009 1:00 PM
To: Crawford, Susan P.; Rick Chessen
Subject: RE: Advice

Susan – let's discuss. It is complicated and there is language in the Delay Act which may well make it difficult.

From: Crawford, Susan P. [mailto:Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 02, 2009 12:57 PM
To: Rick Chessen; Gary Epstein
Subject: Advice

Rick and Gary –

After talking to Amy Levine and a couple of other people, I have this advice – I think it would be helpful for the FCC to issue a public notice saying that the 30-day notice period will be adhered to in the event of a delay and no change in it is contemplated. Is this possible?

2/27/2009

Doing this would bring some clarity to the moving-parts problem.

Page 27 of 438

Also, there's an issue about the 90-day notice to drop the analog signal as of right – NAB is apparently raising this. Have more than a handful of stations done this? Concern is that 90-days would not start running until mid-March. Is this a real problem, or just someone making trouble?

Thanks for any light you can shed.

Susan

b6

From: Rick Chessen
Sent: Saturday, January 31, 2009 2:42 PM
To: 'bmcguire-rivera@ntia.doc.gov'; 'larryirving@ [REDACTED]'; Christopher Lewis; Gary Epstein; Robin Rosenbaum; 'haleyvandyck@ [REDACTED]'; 'susancrawford@ [REDACTED]'; 'Amy_Brundage@who.eop.gov'; 'diana_farrell@who.eop.gov'; 'dturton@who.eop.gov'; 'Marne_L_Levine@who.eop.gov'; 'monek@who.eop.gov'; 'Rachana_Bhowmik@who.eop.gov'; 'smaher@who.eop.gov'
Cc: 'twheeler@ [REDACTED]'; 'gerry.salemme@ [REDACTED]'; 'dale.hatfield@ [REDACTED]'
Subject: Re: DTV status, Jan. 30 evening

My only substantive concern with a nationwide soft test (or series of soft tests) on Feb 17/18 is that it may add to the confusion.

We will already have one group of broadcasters trying to get the message out that notwithstanding the nationwide delay to June 12, they are shutting down for good under the original Feb 17 schedule. A simultaneous soft test would add another set of messages for consumers to assimilate - these stations are going off the air temporarily but they'll be back. I think the combination of stations really going dark and those temporarily going dark could be confusing (although that confusion may propel some consumers to act).

I'm wondering if it would make sense to plan a soft test for a couple weeks later - then the message could be cleaner - you've seen many stations shut off analog in the past two weeks, this is really happening, by June 12 the rest will shut off, go get your converter box now, there will be a nationwide test on March 1 for you to see if you are ready. (Don't know if this would work for call center ramp-down, which may argue in favor of earlier date.)

 Sent from my BlackBerry Wireless Handheld

----- Original Message -----
From: Bernadette McGuire-Rivera <bmcguire-rivera@ntia.doc.gov>
To: larryirving@ [REDACTED] <larryirving@ [REDACTED]>; Christopher Lewis; Gary Epstein; Rick Chessen; Robin Rosenbaum; haleyvandyck@ [REDACTED] <haleyvandyck@ [REDACTED]>; susancrawford@ [REDACTED] <susancrawford@ [REDACTED]>; Amy_Brundage@who.eop.gov <Amy_Brundage@who.eop.gov>; diana_farrell@who.eop.gov <diana_farrell@who.eop.gov>; dturton@who.eop.gov <dturton@who.eop.gov>; Marne_L_Levine@who.eop.gov <Marne_L_Levine@who.eop.gov>; monek@who.eop.gov <monek@who.eop.gov>; Rachana_Bhowmik@who.eop.gov <Rachana_Bhowmik@who.eop.gov>; smaher@who.eop.gov <smaher@who.eop.gov>
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Sent: Sat Jan 31 13:27:05 2009
Subject: RE: DTV status, Jan. 30 evening

Good news on Senate action. A soft test would be good, I don't think that it would be that difficult as stations have done them several times. Some stations may balk at turning off for a long time ie. an halfhour/hour. Instead maybe they could do several 5 minute turnoffs during different dayparts. I think that most of the other tests have only been at one point during the day either at noon or 5 pm. Any converter box push must be accompanied by funding for additional coupons for consumers to appreciate the delay. Anything that suggests that people can wait doesn't solve the problem, it just postpones it.

>>> "Rick Chessen" <Rick.Chessen@fcc.gov> 01/31/09 10:45 AM >>>
 Happy to talk to Copps about that.

From: Susan Crawford [mailto:susancrawford@gmail.com]
Sent: Sat 1/31/2009 10:31 AM
To: Rick Chessen; Susan Crawford; Bernadette McGuire-Rivera; larry irving; Gary Epstein;

haleyvandyck@ [REDACTED] b6; Robin Rosenbaum; Christopher Lewis; Brundage, Amy; dturton@who.eop.gov; smaher@who.eop.gov; monek@who.eop.gov; Levine, Marie L., Page 29 of 438
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stimulus
> funding and re-working of coupon mechanics with IBM. There are
> approximately 3.3 million coupon requests now on the waiting list.
Without
> an injection of funding, NTIA will stop being able to place additional
> requests on the waiting list at about the time of the original
transition
> date, February 17.
>
> The delay introduces some complications into FCC's work. About a
hundred
> stations will want to make the transition as of Feb. 17 because they
had
> already planned to do so. The Senate bill allows them to do this
without
> the express permission of the FCC. FCC is working on understanding
what
> markets will be affected, and how. Because stations are being
"repacked"
> into a smaller group of channels, there is some risk of interference
from
> these early moves.
>
> A lengthy "soft test" by broadcasters, encouraged by FCC, may take
place on
> February 17. This may help us anticipate what will happen on June 12.
>
> Call center plans are also disrupted by the delay. FCC had been
working
> towards an integrated call center as of 2/17; now there will likely be
a
> spike around 2/17 and again at 6/12. FCC is working on plans to
handle call
> volumes with the help of the cable industry and broadcasters.
Contracts may
> need to be re-negotiated.
>
> Outreach grantees will likely be happy to continue to work through the
four
> months, according to FCC and NTIA. Field volunteers from FCC may be

tired

> of their assignments and will need to come back to their jobs. New
> volunteers may be needed.

>

> FCC has developed processes for dealing with public safety entities
who want

> to be able to use spectrum before June 12.

>

> Timing and allocation of stimulus money will be important. Both NTIA
and FCC

> have developed plans for how they want to deal with stimulus funds,
but more

> detailed attention to this subject will be needed.

>

> Susan

>

> [please use this email address for me until Monday]

>

>

>

>

From: Susan Crawford [susancrawford@redacted] b6
Sent: Sunday, February 01, 2009 7:29 PM
To: Bernadette McGuire-Rivera; Rick Chessen; Gary Epstein; haleyvandyck@[redacted] b6 Robin Rosenbaum; Susan Crawford; Christopher Lewis; Brundage, Amy; dturton@wnio.eop.gov; smaher@who.eop.gov; monek@who.eop.gov; Levine, Marne L.; diana_farrell@who.eop.gov; Bhowmik, Rachana; rick.wigfield@fcc.gov; Kartik Raghavan
Cc: dale.hatfield@[redacted] b6
Subject: Deliverables and DTV call tomorrow, 4pm

Dear all,

Looking forward to talking to you tomorrow.

Participant Passcode:

[redacted] b6
Call-in Number:
[redacted] b6

A reminder that I need brief memos on the following as soon as you can prepare them:

1. From FCC, assessment of problems that would be created by 'delay without money'.
2. From FCC, work plan for post-2/17. As before, please indicate responsibilities assigned to named persons; include metrics and deliverables.
3. From FCC and NTIA: media plan in the event of delay so that we can coordinate.
4. From FCC: lessons learned from Hawaii.
5. From NTIA and FCC: shared list of priority communities/DMA's for targeted outreach.
6. From NTIA and FCC: shared set of data re number of digital televisions purchased (by DMA, if possible); OTA users; contour changes (?); number of converters purchased with coupons; number purchased without coupons. In general, data re readiness for transition, by DMA if possible.
7. From FCC: preliminary assessment of how many stations will switch "early" (as of 2/17) and what the effects will be on consumers in those markets.
8. From NTIA: steps that would have to be taken to allow for online ordering, as we discussed on Friday's call.
9. From NTIA: projection of converter box demand, by DMA if possible.

If you have already shared this information between NTIA and FCC, could I have a copy of the relevant memos?

I very much appreciate all the hard work that all of you are doing.

All best regards,

Susan

From: Susan Crawford [susancrawford@ [REDACTED] b6]
 Sent: Sunday, February 01, 2009 7:42 PM
 To: Rick Chessen; Susan Crawford; gary.epsteindc@ [REDACTED] b6 Gary Epstein
 Subject: Re: DTV Action Plan

Rick, this was such an excellent plan. Now the same kind of plan over the delay period will be needed, obviously. Could I ask you to put that together? This is the pivot, and it's tricky.

I would like to help on the CERC/CEA part of this. I've been urged to hold a WH meeting. I will call CERC's lawyer tomorrow morning.

I can also help lean on the NAB - we can do that in a coordinated way. Maybe the best thing to do would be to have a meeting with them at the FCC that I attend. This would be to urge them to help you get accurate information re who is doing what.

Finally, a group meeting at FCC or elsewhere could be held with consumer advocates, NAB, and CERC, so that everyone hears what the plan is and buys into their contribution. Let me know your thoughts about this.

My plan is to come over to FCC on Tuesday afternoon - let me know what time would be good. It has been a tumultuous while since we've met in person, and I'd like the chance to check in. We could perhaps do the 4pm call from there together. I will have been at NTIA on Tuesday morning.

Susan

On 1/25/09 6:07 PM, "Rick Chessen" < [REDACTED] b6 > wrote:

> added points except #1 (although know it's very imp) because we may
 > hand out this document to entire group.
 >
 >
 >
 > ----- Original Message -----
 > From: Susan Crawford <susancrawford@gmail.com>
 > To: Rick Chessen < [REDACTED] b6 >; gary.epsteindc@ [REDACTED] b6
 > Susan Crawford <susancrawford@ [REDACTED] b6 >
 > Sent: Sunday, January 25, 2009 5:19:51 PM
 > Subject: Re: DTV Action Plan
 >
 > Looks good - four additions for you two
 >
 > - need short paper re "how things are different from the past
 > administration:
 > - need indication of when/how Copps will speak and what message will
 > be
 > - need more detailed media plan as part of this - who will have
 > responsibility for better web site, whether overarching federal effort
 > is possible
 > - need detailed plan for spending stimulus money, to include funding
 > better maps and publicity for maps. Even if money comes in on 2/15,
 > it could be helpful.
 >
 > Also, connecting with DTV Coalition should probably be part of the plan.
 >
 > Thanks.
 >
 > Susan
 >
 >
 >

> On 1/25/09 4:01 PM, "Rick Chessen" <[REDACTED]> wrote:

>
>> Revised plan attached. Let me know if you have comments/edits.

>>
>>
>>
>
>

From: susancrawford@ [redacted] b6
Sent: Sunday, February 01, 2009 10:59 PM
To: Gary Epstein; Rick Chessen
Cc: Bruce Gottlieb
Subject: Re: June 12 funding

I think it is very likely to survive.

-----Original Message-----

From: Gary Epstein
To: Susan CRawford
To: Rick Chessen
Cc: Bruce Gottlieb
Cc: Gary Epstein
Subject: RE: June 12 funding
Sent: Feb 1, 2009 10:40 PM

Any guesses on whether the \$600 million survives in the stimulus package? There seems to be a fair amount of publicity about it in the media. For the FCC, there is a possible "fall back" where we could free up about \$12 million from "excess regulatory fees" , but, as I understand it, it too would require a legislative "tweak" and we may need WH help

From: Susan Crawford [mailto: [redacted] b6]
Sent: Sun 2/1/2009 7:44 PM
To: Rick Chessen; Susan Crawford
Cc: Gary Epstein; Bruce Gottlieb
Subject: Re: June 12 funding

FYI - I sent this to OMB, who seemed happy. Now Bruce is helping us create legislative language that will make sure that the right amount of money goes directly to the FCC.

Susan

On 1/29/09 1:33 PM, "Rick Chessen" <Rick.Chessen@fcc.gov> wrote:

Estimated funding needs attached.

<<DTV Budget June 12 2009.doc>>

Sent from my Verizon Wireless BlackBerry

Laurence Schecker

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From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Wednesday, February 04, 2009 10:56 AM
To: Rick Chessen; Gary Epstein
Cc: bruce@gottlieb@fcc.gov
Subject: Coordinating inter-agency meeting

Dear Rick and Gary,

I have received clearance to host a coordinating meeting next Tuesday. I want to emphasize that this is about hosting a non-press meeting, and be very clear that the FCC will set the agenda and run the meeting with my help in the background. Happy to have people come, but the FCC remains the point place for the transition.

Thanks for understanding. Let's talk today about what you'd like to do at that meeting.

Susan

2/27/2009

From: Susan Crawford [susancrawford@██████████] b6
 Sent: Monday, February 02, 2009 7:35 AM
 To: Gary Epstein; Susan Crawford; Rick Chessen; gary.epsteindc@gmail.com
 Subject: Re: DTV Action Plan

Yes, the issue is availability of converter boxes. If you guys want to handle that that would be good - I will also call CERC to urge them to work with you.

For today, could you do me a favor and write to both this address and scrawford@who.eop.gov? Thanks.

Susan

On 2/1/09 11:15 PM, "Gary Epstein" <Gary.Epstein@fcc.gov> wrote:

> See some thoughts and comments below. I'm sure Rick also will have comments.
 >
 > But one important point is that the FCC is planning to hold its
 > February meeting this coming Thursday devoted entirely to DTV issues.
 > We are planning three panels with all the major players involved,
 > including industry and consumer groups. There is some thought to
 > delaying the meeting a week if the legislation passes mid-week. This
 > meeting should be on your radar screen and we need to integrate it with your efforts.

> From: Susan Crawford [mailto:susancrawford@██████████] b6
 > Sent : Sun 2/1/2009 7:42 PM
 > To: Rick Chessen; Susan Crawford; gary.epsteindc@██████████ Gary
 > Epstein
 > Subject: Re: DTV Action Plan

> Rick, this was such an excellent plan. Now the same kind of plan over
 > the delay period will be needed, obviously. Could I ask you to put
 > that together? This is the pivot, and it's tricky.
 >
 > I would like to help on the CERC/CEA part of this. I've been urged to
 > hold a WH meeting. I will call CERC's lawyer tomorrow morning.
 >
 > Is the main issue here availability of converter boxes? Chairman Copps
 > had a similar concern today and we are following up tomorrow to get good numbers.
 > Of course, we are planning on coordinating with NTIA. We will provide
 > whatever support you need here.

> I can also help lean on the NAB - we can do that in a coordinated way.
 > Maybe the best thing to do would be to have a meeting with them at the
 > FCC that I attend. This would be to urge them to help you get
 > accurate information re who is doing what.

> We need NAB cooperation for many things. We seem to be in decent
 > shape with them re call centers. One issue here is getting stations to
 > sign up for nightlight service. This may be more of a station group
 > (CBS, Fox, etc.) than an NAB issue.

> Finally, a group meeting at FCC or elsewhere could be held with
> consumer advocates, NAB, and CERC, so that everyone hears what the
> plan is and buys into their contribution. Let me know your thoughts about this.

> There was a Consumer Advisory Committee meeting at the FCC last week.
> Copps and Adelstein both spoke. It went well and was appreciated by
> the consumer groups. sat week. See my note above re the Thursday en banc.

> My plan is to come over to FCC on Tuesday afternoon - let me know what
> time would be good. It has been a tumultuous while since we've met in
> person, and I'd like the chance to check in. We could perhaps do the
> 4pm call from there together. I will have been at NTIA on Tuesday morning.
> Tuesday afternoon is good for me.

> Susan

> On 1/25/09 6:07 PM, "Rick Chessen" <[redacted] b6 [redacted]>

>> added points except #1 (although know it's very imp't) because we may
>> hand out this document to entire group.

>> ----- Original Message -----

>> From: Susan Crawford <[redacted] b6 [redacted]>
>> To: Rick Chessen <[redacted] b6 [redacted]> gary.epsteindc@[redacted] b6 [redacted]
>> Susan Crawford <[redacted] b6 [redacted]>
>> Sent: Sunday, January 25, 2009 5:19:51 PM
>> Subject: Re: DTV Action Plan

>> Looks good - four additions for you two

- >> - need short paper re "how things are different from the past
>> administration:
- >> - need indication of when/how Copps will speak and what message will
>> be
- >> - need more detailed media plan as part of this - who will have
>> responsibility for better web site, whether overarching federal
>> effort is possible
- >> - need detailed plan for spending stimulus money, to include funding
>> better maps and publicity for maps. Even if money comes in on 2/15,
>> it could be helpful.

>> Also, connecting with DTV Coalition should probably be part of the plan.

>> Thanks.

>> Susan

>> On 1/25/09 4:01 PM, "Rick Chessen" <[redacted] b6 [redacted]> wrote:

>>> Revised plan attached. Let me know if you have comments/edits.

From: Rick Chessen
Sent: Monday, February 02, 2009 1:06 PM
To: Gary Epstein
Subject: Re: Advice

b6

Sent from my BlackBerry Wireless Handheld

----- Original Message -----

From: Gary Epstein
To: 'Crawford, Susan P.' <Susan_P._Crawford@who.eop.gov>; Rick Chessen
Sent: Mon Feb 02 13:00:00 2009
Subject: RE: Advice

Susan — let's discuss. It is complicated and there is language in the Delay Act which may well make it difficult.

From: Crawford, Susan P. [mailto: Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 02, 2009 12:57 PM
To: Rick Chessen; Gary Epstein
Subject: Advice

Rick and Gary -

After talking to Amy Levine and a couple of other people, I have this advice - I think it would be helpful for the FCC to issue a public notice saying that the 30-day notice period will be adhered to in the event of a delay and no change in it is contemplated. Is this possible?

Doing this would bring some clarity to the moving-parts problem.

Also, there's an issue about the 90-day notice to drop the analog signal as of right - NAB is apparently raising this. Have more than a handful of stations done this? Concern is that 90-days would not start running until mid-March. Is this a real problem, or just someone making trouble?

Thanks for any light you can shed.

Susan

b6

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 02, 2009 2:40 PM
To: Rick Chessen; Gary Epstein; brucegottlieb@ [REDACTED]
Subject: Univision letter

Attachments: Chairman Waxman 1 (2) (5).doc



Chairman Waxman
1 (2) (5).doc ...

Laurence Schecker

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From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]

Sent: Thursday, February 05, 2009 12:45 PM

To: Gary Epstein

Subject: I will check with PAD re paperwork reduction

Can you send me one bullet re why it shouldn't be subject to that requirement (sorry)?

Also, if you guys have a list for Tuesday's meeting please shoot it over. I know you're busy with the en banc but I don't want to lose momentum.

Susan

2/27/2009

Laurence Schecker

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From: Gary Epstein
Sent: Thursday, February 05, 2009 1:24 PM
To: 'Crawford, Susan P.'
Cc: Gary Epstein
Subject: RE: I will check with PAD re paperwork reduction

Here's the fn from the PN (about to be released == I will send you a copy of the final)

Issue is whether FCC asking the stations to tell us what they are doing in two days triggers PRA. Here is what we say

To the extent that the procedures announced herein would trigger Paperwork Reduction Act (PRA) requirements, 44 U.S.C. § 3501, *et seq.*, we conclude that they will be exempt pursuant to section 4(a) of the DTV Delay Act, which provides that, “[n]otwithstanding any other provision of law,” the Commission must “adopt or revise its rules, regulations, or orders or take such other actions as may be necessary or appropriate to implement the provisions, and carry out the purposes, of this Act and the amendment made by this Act” within 30 days of the date of enactment. DTV Delay Act, § 4(a). The “notwithstanding” clause plainly excuses compliance with any legal requirement that would prevent fulfillment of Congress’s mandate to extend the nationwide DTV transition. In other contexts, the D.C. Circuit has interpreted like “notwithstanding” language “to supersede all other laws, stating that ‘[a] clearer statement is difficult to imagine.’” *Liberty Maritime Corp. v. United States*, 928 F.2d 413, 416 (D.C. Cir. 1991) (internal cites omitted). The regular clearance process for information collections subject to PRA approval takes 120 days, *see* 5 CFR § 1302.12, and even emergency clearance requests can take a number of days to process. **For the reasons discussed above, with February 17, 2009 less than two weeks away, it is imperative to announce the procedures herein immediately — even before the nationwide DTV deadline extension is enacted into law — in order to carry out the purposes of the DTV Delay Act. As the PRA’s requirements cannot be reconciled with the statutory mandate under these unique circumstances, we conclude that the procedures announced herein are exempt from the PRA.** This exemption, like the procedures announced herein, applies only if the DTV Delay Act extends the nationwide DTV transition deadline.

I will not BS you – PN issues got a little complicated. We worked late last night and this morning to resolve it. The Commission did it with good spirit and cooperation.. We are now frantically getting ready for the en banc. We need a sit-down and Copps input on the WH meeting next week. It is unlikely that will happen today.

Your retired public servant

Gary

From: Crawford, Susan P. [mailto:Susan_P._Crawford@who.eop.gov]
Sent: Thursday, February 05, 2009 12:45 PM
To: Gary Epstein
Subject: I will check with PAD re paperwork reduction

Can you send me one bullet re why it shouldn't be subject to that requirement (sorry)?

Also, if you guys have a list for Tuesday's meeting please shoot it over. I know you're busy with the en banc but I don't want to lose momentum.

Susan

2/27/2009

Laurence Schecker

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From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Wednesday, February 04, 2009 1:29 PM
To: Bernadette McGuire-Rivera; Rick Chessen; Gary Epstein; Anna Gomez; Robin Rosenbaum; Christopher Lewis; Brundage, Amy; Turton, Daniel A.; Maher, Shawn P.; Onek, Matthew M.; Levine, Marne L.; Farrell, Diana; Bhowmik, Rachana; rick.wigfield@fcc.gov
Subject: Check-in call this afternoon, 4pm

We should know by 4 whether the House has passed the bill.

Let's have a check-in call:

Call-in number: [REDACTED] b6
Passcode: [REDACTED] b6

A reminder that I need the outstanding deliverables from the list in my Feb. 1 note –

1. From FCC: assessment of problems created by delay without money (plus updated narrative for how stimulus will be used)
2. From FCC: lessons learned from Hawaii
3. From NTIA and FCC: shared list of priority communities/DMA's for targeted outreach
4. From NTIA and FCC: shared set of data re readiness for transition, by geographic area (overlaps with no. 3)
5. From NTIA: projection of converter box demand

FCC will be leading a Y2K-like meeting here at the WH next Tuesday, and we'll talk about plans for that.

All best,

Susan

2/27/2009

Laurence Schecker

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From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Thursday, February 05, 2009 2:11 PM
To: Gary Epstein
Subject: FW: Paperwork reduction act and DTV delay

FYI – if OMB said “Would they (the FCC) be willing to file the PRA request, at least, so folks can decide to waive it after seeing their justification? (Would that be a better regulatory practice than letting them totally avoid thinking through their paperwork, etc.?) Again, I understand time is tight.” How would you respond?

2/27/2009

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Thursday, February 05, 2009 2:28 PM
To: Gary Epstein
Subject: RE: Paperwork reduction act and DTV delay

I'm with you.

-----Original Message-----

From: Gary Epstein [mailto:Gary.Epstein@fcc.gov]
Sent: Thursday, February 05, 2009 2:24 PM
To: Crawford, Susan P.
Cc: gary.epstein@ptt.gov
Subject: Re: Paperwork reduction act and DTV delay

The PN is out. The request to the stations has been made. I will ask our folks to give OMB what it wants. But I am not about to recommend we pull back in any way.

----- Original Message -----

From: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>
To: Gary Epstein
Sent: Thu Feb 05 14:13:06 2009
Subject: FW: Paperwork reduction act and DTV delay

Here's the OMB answer. I hope this can happen very quickly. The bill should be signed this afternoon, from what I've heard.

From: Hunt, Alexander T.
Sent: Thursday, February 05, 2009 2:11 PM
To: Lyon, Randolph M.; Crawford, Susan P.
Cc: Alderfer, Robert H.; Neyland, Kevin F.; Fraser, Nicholas A.
Subject: RE: Paperwork reduction act and DTV delay

I disagree with the conclusion that the "notwithstanding" provision amounts to an exemption from the PRA. In any event, we have well established procedures that would make such an exemption unnecessary.

Pursuant to the "emergency processing" provisions of OMB's PRA regulations (5 CFR 1320.13), we can waive PRA notice and comment requirements and review emergency information collection requests very quickly. In requesting emergency processing, an agency need only explain why it cannot reasonably comply with the normal clearance procedures under the PRA, including how public harm may result (or a legal deadline may be missed) if normal clearance procedures are followed.

Given the deadline in the DTV Delay Act, I think an FCC request for emergency processing would be granted. I would, however, want to learn more about the need to take action before the bill is enacted in law.

We can begin working with FCC immediately to begin this process. They may contact me ([REDACTED]) or OIRA's FCC desk officer, Nick Fraser.

Thanks .

Laurence Schecker

Page 48 of 438

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Thursday, February 05, 2009 2:13 PM
To: Gary Epstein
Subject: FW: Paperwork reduction act and DTV delay

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We can begin working with FCC immediately to begin this process. They may contact me ([REDACTED]) or OIRA's FCC desk officer, Nick Fraser.

Thanks.

2/27/2009

Laurence Schecker

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From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Thursday, February 05, 2009 3:12 PM
To: Rick Chessen; Gary Epstein
Cc: Robin Rosenbaum; Christopher Lewis
Subject: FW: Slightly revised CERC Guide Text
Attachments: CERC Consumer Guide --2-2-09-a-rl.DOC; clean-CERC Consumer Guide --2-2-09-a.DOC

Not sure you saw this, could be useful.

From: Schwartz, Robert [mailto:rschwartz@constantinecannon.com]
Sent: Monday, February 02, 2009 6:07 PM
To: Crawford, Susan P.
Subject: Slightly revised CERC Guide Text

Hi Susan,

Based on the discussion at the Transition Coalition Steering Committee and a few suggestions received, we've made some relatively minor changes to the CERC Consumer Guide text I sent you this morning. A clean copy of the current version and a redline are attached.

All best,

Bob

<<CERC Consumer Guide --2-2-09-a-rl.DOC>> <<clean-CERC Consumer Guide --2-2-09-a.DOC>>

Robert S. Schwartz
Constantine Cannon LLP
1627 Eye Street, N.W.
Washington, D.C. 20006
202-204-3508 office
202-253-7526 cell
202-204-3501 fax
RSchwartz@constantinecannon.com

2/27/2009



www.ceretailers.org

CONGRESS HAS MADE CHANGES TO THE "DTV TRANSITION" AND THE NTIA "TV CONVERTER BOX COUPON PROGRAM"

(1) WHEN WILL THE TRANSITION FROM ANALOG TO DTV BROADCASTING OCCUR?

Congress has extended the last day that full power local broadcasters can broadcast conventional "analog" television signals to June 12, 2009, but many will still end their analog broadcasts on the original shut-off date of February 17, 2009, or possibly some time between February 17 and June 12. Accordingly, if possible you should try to be ready by this coming February 17.

Deleted: consumers who are not yet prepared for the Transition would still be best advised

(2) I NOW RELY ON AN ANTENNA FOR AT LEAST ONE TV THAT DOES NOT HAVE A DTV TUNER. WHAT ARE MY OPTIONS?

- To continue to rely on an antenna with your old analog TV, you will need a DTV broadcast converter such as a TV Converter Box that you can buy with aid of an NTIA Coupon.
Or, to continue to receive programs using an antenna, you could buy a new television. All new TVs have a digital tuner for over-the-air reception.
Or, you could subscribe to a cable, satellite, or other program delivery service that carries the broadcast programming in which you are interested.

Deleted: NTIA Coupons (see below) come with a card listing three options. CERC suggests that you take this card with you when you go shopping with DTV in mind.

Deleted: product

Deleted: the

Deleted: Coupon-Eligible

Deleted: ,

Deleted: which

Deleted: Y

Deleted: , instead,

Deleted: <#> You could purchase a new digital television.

Deleted: formal

If your set is a regular analog television, you may want to obtain a TV Converter. You can apply for NTIA \$40 coupons on-line at www.dtv2009.gov/ or by calling 1-888-DTV2009 (1-888-388-2009). There may be a waiting list, based on available funds, before your Coupon(s) can be mailed. That is one reason the Congress has extended the final Transition date.

If you had a Coupon or Coupons and they expired before you could use them, those Coupons still may not be used, but you may soon be eligible to apply for replacement Coupons. We expect that information on how and when to apply will appear on www.dtv2009.gov/ and elsewhere.

(3) WHAT IS THE NTIA "TV CONVERTER BOX COUPON PROGRAM"?

Each consumer household can apply for up to two \$40 electronic coupons that can be used at participating retailers toward the purchase of coupon-eligible converter boxes that convert digital TV broadcasts to analog signals that can be received by the older TVs.

- You can apply for these coupons now on-line at www.dtv2009.gov or by calling toll-free 1-888-DTV2009 (1-888-388-2009). The web site and the coupon packaging will also have information about the models of certified converters and the local and on-line or telephone service retailers who will accept the government-issued coupons. The coupons cannot be combined to buy a single product, or to pay for shipping or to pay for sales tax. Each coupon will expire 90 days from the date of issuance. The new deadline to apply for coupons is July 31, 2009, or while supplies last.

(4) I NOW SUBSCRIBE TO CABLE OR SATELLITE – DO I NEED CONVERTERS FOR MY TVs THAT ARE HOOKED UP TO THESE SERVICES?

No. Cable operators pick up most local broadcasts at a central location and send them to homes over cable; satellite services increasingly are able to do this as well. Through at least 2012 they will be required to provide the sort of free local broadcast programming they currently offer. However –

- If some of your TVs are *not* hooked up to the subscription service, and *do* rely on an *antenna*, you *will* need to hook them up or get a converter box if they are not DTV sets.
- Some cable operators are *also* moving to “all digital” means of delivery, which *could mean that even for your TVs that are hooked up to cable, you would need to procure a “set top box” from your cable company*, or try a TV with a digital cable tuner (whether a digital TV will be adequate for these systems is unclear at present – ask your local cable operator).

(5) MY NTIA CONVERTER COUPON IS EXPIRING, OR I CAN’T GET OUT TO STORES, AND I’M HAVING TROUBLE FINDING A CONVERTER – WHAT ARE MY OPTIONS?

- If you are going to use a Coupon, it is best to use one that you or a friend have now, rather than letting it expire and re-applying.
- The NTIA’s Coupon Program web site, at <https://www.DTV2009.gov/VendorSearch.aspx>, lists major national retailers that accept Coupons. The same web page also lists retailers (including Best Buy and RadioShack) that accept purchases with Converter Coupons by phone, and the toll-free numbers for each, and has links to retailers that accept Coupons on-line.
- Under program rules it is permissible to use a Coupon ordered by a friend (or a relative or a neighbor) or even to ask your friend to order a Coupon for your own use, provided that your friend’s household is still entitled to receive Coupons. The program does not require that you be the one who ordered the Coupon that you use, so long as it is valid and unexpired. So, in a store or on-line, YOU can use a Coupon ordered by a friend.

(6) DO I NEED A NEW ANTENNA?

In most instances, your existing antenna should work fine, but there may be exceptions to this because the local area effective reception patterns for digital broadcasts might be somewhat different than for the same station’s analog signals.

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- If you use an indoor antenna, in many cases the key part now will be the round or square “UHF” element, not the “rabbit ears” “VHF” part. You may need to adjust both parts of the antenna to receive all of your channels. With an indoor or rotating outdoor antenna it might take more trial and error to “find” a digital signal, as you will not see a “too weak” signal at all. Some new antenna models are on the market that might improve your reception if you are still having problems.

Deleted: experiment with

- If you use a rooftop antenna and are at the edges of a coverage area, you might need some adjustment or amplification to receive all the signals that you want.

Deleted: pull in

- You can obtain an initial indication of your situation at www.antennaweb.org. Some retailers and antenna installers will be able to test for signal strength at your home to help assure that you pull in the stations that you want.
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Deleted: analog HDTV broadcasts in the U.S. are not possible; a
 Deleted: WHAT ABOUT MY VCR, DVD RECORDER, PVR, DVR, ETC.?

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The only televisions that have DTV tuners are those that have been sold – since about 1998 – as having an "integrated" or "built-in" DTV or HDTV broadcast tuner. (An HD set sold as a "monitor" or "HD-ready" is capable of displaying HDTV but does not have a built-in HDTV tuner.)

- Newer TVs still have "analog" tuners (useful in receiving signals from cable and satellite boxes, game players, and low power TV stations), but they all also have built-in DTV or HDTV tuners as well.
- If you can get digital TV channels (e.g., channel 4.1, 4.2, 4.3 ...) using an antenna now, then your set is a digital TV (or an HDTV) and it will not need any Converter.

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For more information contact:

Robert Schwartz – CERC Legal Counsel rschwartz@constantinecannon.com

Chris McLean – CERC Executive Director chris@cerclean.com

317 Massachusetts Avenue, NE Suite 200 Washington, D.C. 20002 | info@ceretailers.org



www.ceretailers.org

CONGRESS HAS MADE CHANGES TO THE “DTV TRANSITION” AND THE NTIA “TV CONVERTER BOX COUPON PROGRAM”

(1) WHEN WILL THE TRANSITION FROM ANALOG TO DTV BROADCASTING OCCUR?

Congress has extended the last day that full power local broadcasters can broadcast conventional “analog” television signals to June 12, 2009, but *many will still end their analog broadcasts on the original shutoff date of February 17, 2009, or possibly some time between February 17 and June 12.* Accordingly, if possible you should try to be ready by this coming **February 17**.

(2) I NOW RELY ON AN ANTENNA FOR AT LEAST ONE TV THAT DOES NOT HAVE A DTV TUNER. WHAT ARE MY OPTIONS?

- To continue to rely on an *antenna* with your old analog TV, you will need a DTV broadcast converter such as a *TV Converter Box* that you can buy with aid of an NTIA Coupon.
- Or, to continue to receive programs using an antenna, you could buy a **new television**. All new TVs have a digital tuner for over-the-air reception.
- Or, you could *subscribe to a cable, satellite*, or other program delivery service that carries the broadcast programming in which you are interested.

If your set is a regular analog television, you may want to obtain a TV Converter. You can apply for NTIA \$40 coupons on-line at www.dtv2009.gov/ or by calling **1-888-DTV2009 (1-888-388-2009)**. There may be a waiting list, based on available funds, before your Coupon(s) can be mailed. That is one reason the Congress has extended the final Transition date.

If you had a Coupon or Coupons and they expired before you could use them, those Coupons still may not be used, but *you may soon be eligible to apply for replacement Coupons*. We expect that information on how and when to apply will appear on www.dtv2009.gov/ and elsewhere.

(3) WHAT IS THE NTIA “TV CONVERTER BOX COUPON PROGRAM”?

Each consumer household can apply for up to two \$40 electronic coupons that can be used at participating retailers toward the purchase of coupon-eligible converter boxes that convert digital TV broadcasts to analog signals that can be received by the older TVs.

- You can apply for these coupons **now** on-line at www.dtv2009.gov/ or by calling toll-free **1-888-DTV2009 (1-888-388-2009)**. The web site and the coupon packaging will also have information about the models of certified converters and the local and on-line or telephone service retailers who will accept the government-issued coupons. The coupons cannot be combined to buy a single product, or to pay for shipping or to pay for sales tax. **Each coupon will expire 90 days from the date of issuance.** The new deadline to apply for coupons is July 31, 2009, or while supplies last.

(4) I NOW SUBSCRIBE TO CABLE OR SATELLITE – DO I NEED CONVERTERS FOR MY TVs THAT ARE HOOKED UP TO THESE SERVICES?

No. Cable operators pick up most local broadcasts at a central location and send them to homes over cable; satellite services increasingly are able to do this as well. Through at least 2012 **they will be required to provide the sort of free local broadcast programming they currently offer.** However –

- If some of your TVs are *not* hooked up to the subscription service, and *do* rely on an *antenna*, you *will* need to hook them up or get a converter box if they are not DTV sets.
- Some cable operators are *also* moving to “all digital” means of delivery, which *could mean that even for your TVs that are hooked up to cable, you would need to procure a “set top box” from your cable company*, or try a TV with a digital cable tuner (whether a digital TV will be adequate for these systems is unclear at present – ask your local cable operator).

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Chris McLean – CERC Executive Director chris@cercteams.com

317 Massachusetts Avenue, NE Suite 200 Washington, D.C. 20002|info@ceretailers.org

Laurence Schecker

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From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 09, 2009 7:34 PM
To: Bernadette McGuire-Rivera; Anna Gomez; Rick Chesson; Gary Epstein; Christopher Lewis
Subject: FW: DTV coordination meeting, Thurs. 2/12 2-4pm, OEOB 350

Here's the form of the invitation I have sent out. See you tomorrow **at 3pm** – Anna, if you're late we'll just start a bit before you – we only have the room (the same room where the big meeting will be) until 4pm.

Susan

From: Crawford, Susan P.
Sent: Monday, February 09, 2009 7:29 PM
To: 'kpsconsulting@starpower.net'
Cc: Siegel, Avra
Subject: DTV coordination meeting, Thurs. 2/12 2-4pm, OEOB 350

Dear Karen,

I am writing to invite you to a DTV coordination meeting on Thursday at 2pm. I am inviting just twenty people, and I hope very much that you will be able to attend.

With the passage of the DTV Delay Act, the Administration is working with NTIA and FCC to ensure that the delay and stimulus funding are used as effectively as possible. The focus of the meeting will be to hear from NTIA and FCC as to their plans, and to ensure that the relevant industry groups and consumer advocates are aware of and involved in those plans. In preparation for the meeting, I ask you to pull together any information you think would be relevant to the group. This will be a working session.

I would be happy to talk to you about this further. Please copy Avra Siegel (copied here) on any responses. She will need your full name (with middle initial), SSN, and DOB in order to get you into the building on Thursday.

Best regards,

Susan Crawford
National Economic Council

b6

2/27/2009

Laurence Schecker

Page 59 of 438

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Tuesday, February 10, 2009 11:28 AM
To: Anna Gomez; Bernadette McGuire-Rivera; Rick Chessen; Gary Epstein; Christopher Lewis
Cc: Siegel, Avra; Kohlenberger, Jim C.; Wentworth, Sally A.
Subject: Meeting at 3pm today

Dear all,

Please come to the PA/17th street corner of the OEOP building – look down towards the WH and you will see a tent-like structure a few steps down from the walkway. Head towards that structure, give them your driver's license, and tell them you have a 3pm appointment.

They will send you up the steps into the building, where another desk will ask for your driver's license.

Come up to Room 350 and I will meet you there.

My numbers if problems:

 cell
desk.

Avra, copied here, will also be available to help. Jim and Sally will attend from OSTP.

All best,

Susan

2/27/2009

Laurence Schecker

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From: Rick Chessen
Sent: Tuesday, February 10, 2009 1:48 PM
To: 'Crawford, Susan P.'; 'Bernadette McGuire-Rivera'; 'Anna Gomez'; Gary Epstein
Subject: RE: DTV coordination meeting, Thurs. 2/12 2-4pm, OEOB 350

I would suggest distinguishing between CEOs from out of town and "senior Washington reps." For Disney/ABC, for instance, I don't think it's necessary to have Bob Iger to fly in from Hollywood but I do think their senior DC person - Preston Padden - should be there. Gary Shapiro is the senior CE rep in DC. I would suggest the same for WalMart - senior DC person or most senior HQ person available.

From: Crawford, Susan P. [mailto:Susan_P._Crawford@who.eop.gov]
Sent: Tuesday, February 10, 2009 1:41 PM
To: Rick Chessen; Bernadette McGuire-Rivera; Anna Gomez; Gary Epstein
Subject: RE: DTV coordination meeting, Thurs. 2/12 2-4pm, OEOB 350

Same question re Wal-Mart – how much does it matter to get a CEO type there?

From: Rick Chessen [mailto:Rick.Chessen@fcc.gov]
Sent: Tuesday, February 10, 2009 1:39 PM
To: Crawford, Susan P.; Bernadette McGuire-Rivera; Anna Gomez; Gary Epstein
Subject: RE: DTV coordination meeting, Thurs. 2/12 2-4pm, OEOB 350

I'd push for Gary. We need someone with seniority. Maybe Michael Petricone in a pinch

From: Crawford, Susan P. [mailto:Susan_P._Crawford@who.eop.gov]
Sent: Tuesday, February 10, 2009 1:31 PM
To: Bernadette McGuire-Rivera; Anna Gomez; Rick Chessen; Gary Epstein
Subject: FW: DTV coordination meeting, Thurs. 2/12 2-4pm, OEOB 350

What are the group's views on this?

From: Gary Shapiro [mailto:gshapiro@CE.org]
Sent: Tuesday, February 10, 2009 12:28 PM
To: Crawford, Susan P.
Cc: Siegel, Avra; Jason Oxman
Subject: RE: DTV coordination meeting, Thurs. 2/12 2-4pm, OEOB 350

Susan,

Thanks for the invite. Is it okay if Senior Vice President Jason Oxman represents us?

Gary

From: Crawford, Susan P. [mailto:Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 09, 2009 7:17 PM
To: Gary Shapiro
Cc: Siegel, Avra
Subject: DTV coordination meeting, Thurs. 2/12 2-4pm, OEOB 350

Dear Gary,

2/27/2009

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National Economic Council

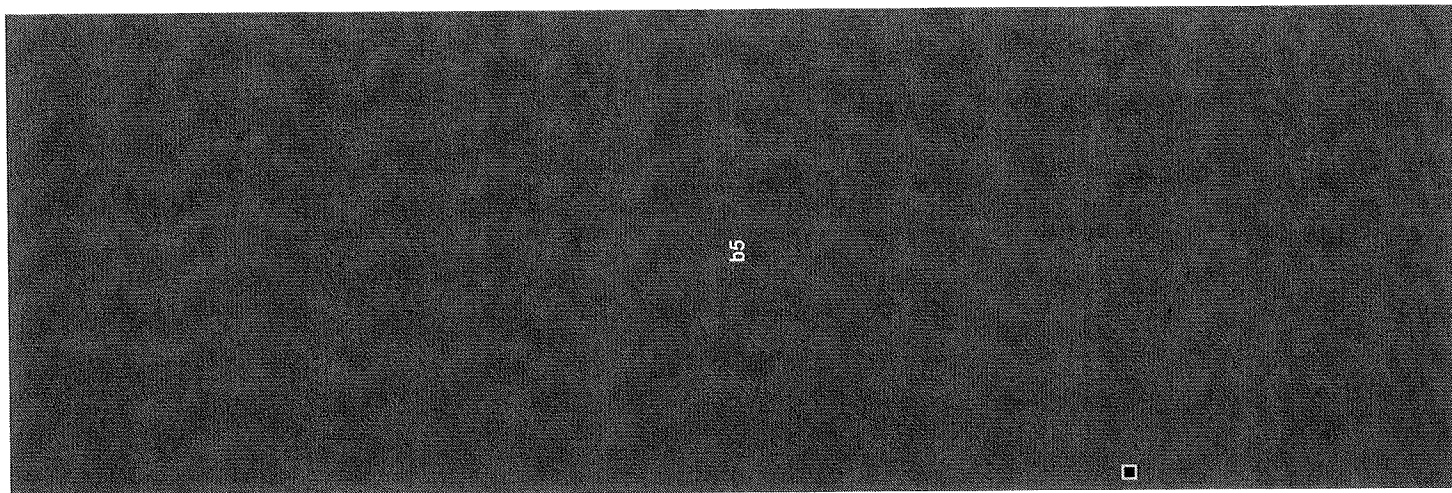
b6

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Thursday, February 05, 2009 5:47 PM
To: Rick Chessen; Gary Epstein
Subject: FW: Expanded invite list

Take a look when you have time. Can we talk tomorrow afternoon?

-----Original Message-----

From: Bernadette McGuire-Rivera [mailto:bmcguire-rivera@tia.doc.gov]
Sent: Thursday, February 05, 2009 3:46 PM
To: Crawford, Susan P.
Subject: Expanded invite list



Laurence Schecker

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From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Wednesday, February 11, 2009 9:36 AM
To: Rick Chessen; Gary Epstein
Subject: DTV

Done. Also wrote to Rob McDowell.

Perhaps we could touch base at 5pm today for a check-in call. Before I set it up, are you available then?

From: Rick Chessen [mailto:Rick.Chessen@fcc.gov]
Sent: Tuesday, February 10, 2009 7:21 PM
To: Crawford, Susan P.; Gary Epstein
Subject: RE: help - your list for thurs?

so I've heard from NBC that they would like to come and I'm sure Fox would too. Given the role of the major nets and to keep them pulling together, I'm wondering if you might extend two more invites. NBC contact is Margaret Tobey and Fox is Maureen O'Connell. Here are emails:



sg

From: Crawford, Susan P. [mailto:Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 09, 2009 3:42 PM
To: Gary Epstein; Rick Chessen
Subject: help - your list for thurs?

susan

From: Rick Chessen
Sent: Monday, February 09, 2009 3:51 PM
To: 'susancrawford@ [REDACTED]'; Gary Epstein
Subject: Fw: Invitee list

[REDACTED]

b5

Sent from my BlackBerry Wireless Handheld

----- Original Message -----
From: Rick Chessen
To: Rick Chessen
Sent: Mon Feb 09 15:05:56 2009
Subject: FW: Invitee list

-----Original Message-----
From: Rick Chessen
Sent: Monday, February 09, 2009 1:37 PM
To: 'Bernadette McGuire-Rivera'; Christopher Lewis; Gary Epstein; 'Anna Gomez'
Subject: RE: Invitee list

[REDACTED]

b5



b5

-----Original Message-----

From: Bernadette McGuire-Rivera [mailto:bmcguire-rivera@ntia.doc.gov]

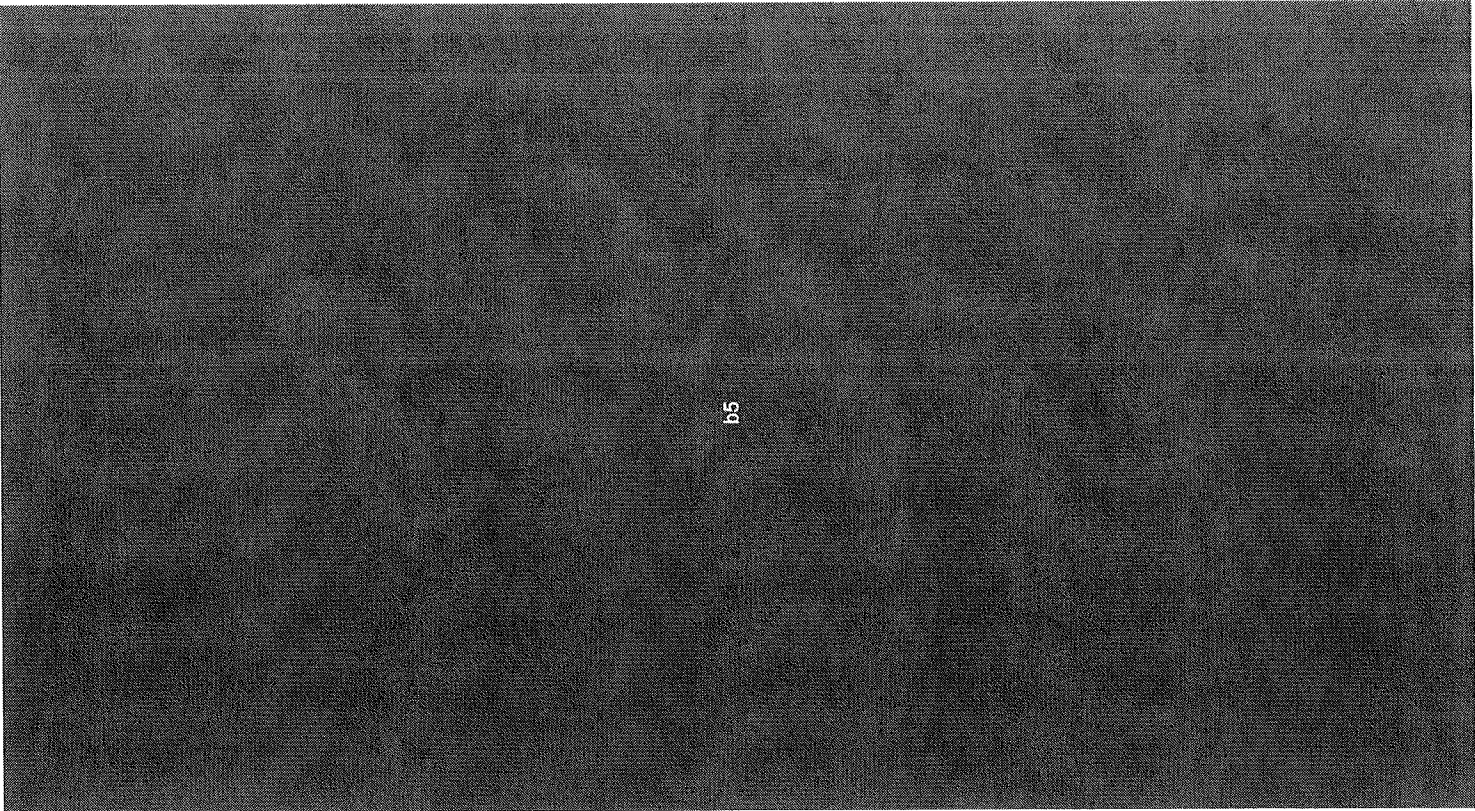
Sent: Sunday, February 08, 2009 12:07 PM

To: Christopher Lewis; Gary Epstein; Rick Chessen; Anna Gomez

Subject: Re: Invitee list



b5



b5

From: Bernadette McGuire-Rivera [bmcguire-rivera@ntia.doc.gov]
Sent: Monday, February 09, 2009 5:26 PM
To: Christopher Lewis; Gary Epstein; Rick Chessen; susancrawford@gmail.com; Anna Gomez
Subject: RE: Invitee list

[Redacted block]

>>> "Rick Chessen" <Rick.Chessen@fcc.gov> 2/9/2009 4:54 PM >>>

[Redacted block]

-----Original Message-----

From: Gary Epstein
Sent: Monday, February 09, 2009 4:53 PM
To: Rick Chessen; 'Bernadette McGuire-Rivera'; Christopher Lewis;
'susancrawford@gmail.com'; 'Anna Gomez'
Subject: RE: Invitee list

[Redacted block]

-----Original Message-----

From: Rick Chessen
Sent: Monday, February 09, 2009 4:51 PM
To: 'Bernadette McGuire-Rivera'; Christopher Lewis; Gary Epstein;
'susancrawford@[Redacted]'; 'Anna Gomez'
Subject: RE: Invitee list

[Redacted block]

-----Original Message-----

From: Bernadette McGuire-Rivera [mailto:bmcguire-rivera@ntia.doc.gov]
Sent: Monday, February 09, 2009 4:33 PM
To: Christopher Lewis; Gary Epstein; Rick Chessen; susancrawford@[Redacted]; Anna Gomez
Subject: RE: Invitee list

[Redacted block]

>>> "Rick Chessen" <Rick.Chessen@fcc.gov> 2/9/2009 4:39 PM >>>

[Redacted block]

-----Original Message-----

From: Gary Epstein
Sent: Monday, February 09, 2009 4:38 PM
To: Rick Chessen; 'susancrawford@[Redacted]'; 'agomez@ntia.doc.gov'; 'bmcguire-rivera@ntia.doc.gov'; Christopher Lewis; Gary Epstein
Subject: RE: Invitee list

[Large redacted block]

-----Original Message-----

From: Rick Chessen
Sent: Monday, February 09, 2009 3:51 PM
To: 'susancrawford@ [REDACTED]'; Gary Epstein
Subject: Fw: Invitee list

b5

Sent from my BlackBerry Wireless Handheld

----- Original Message -----

From: Rick Chessen
To: Rick Chessen
Sent: Mon Feb 09 15:05:56 2009
Subject: FW: Invitee list

-----Original Message-----

From: Rick Chessen
Sent: Monday, February 09, 2009 1:37 PM
To: 'Bernadette McGuire-Rivera'; Christopher Lewis; Gary Epstein; 'Anna Gomez'
Subject: RE: Invitee list

b5



b5

-----Original Message-----

From: Bernadette McGuire-Rivera [mailto:bmcguire-rivera@ntia.doc.gov]

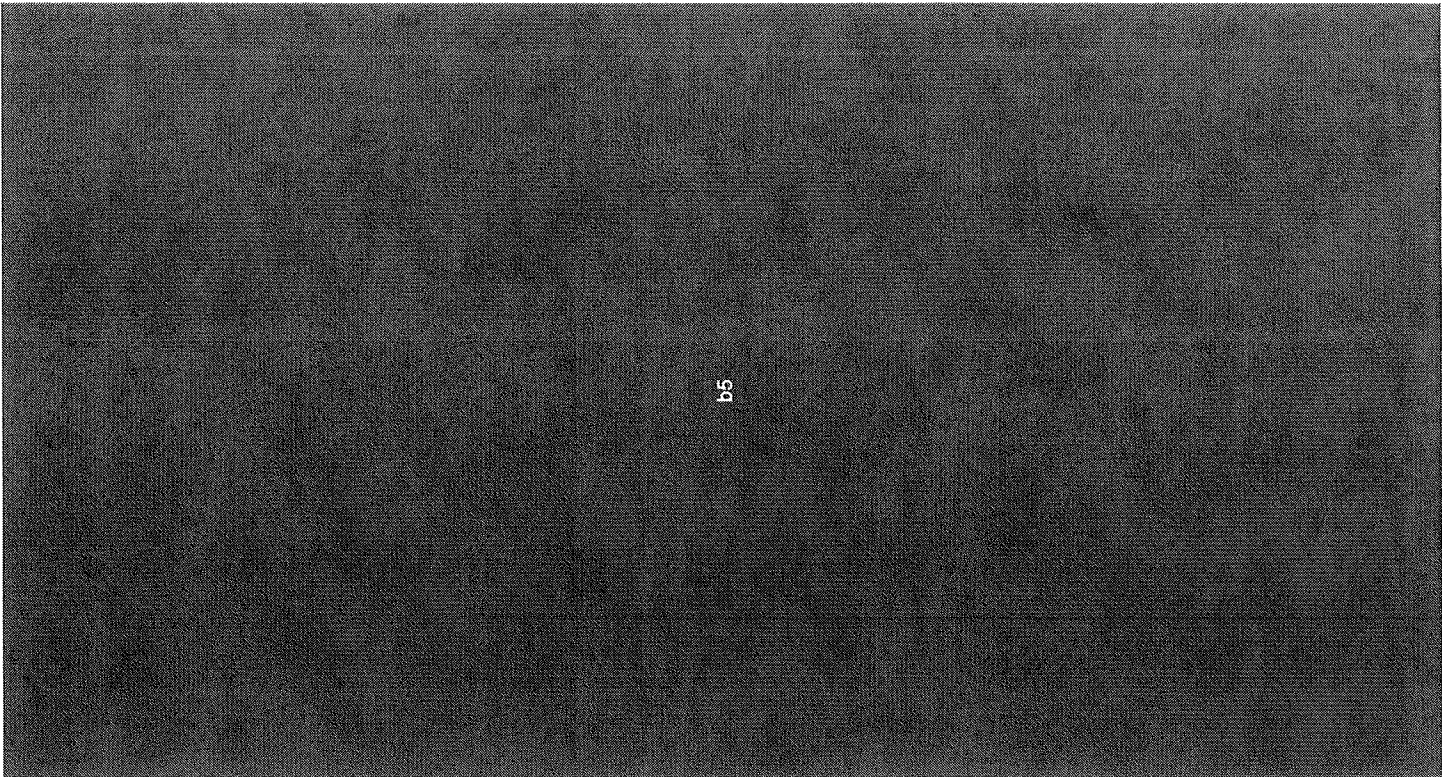
Sent: Sunday, February 08, 2009 12:07 PM

To: Christopher Lewis; Gary Epstein; Rick Chessen; Anna Gomez

Subject: Re: Invitee list



b5



b5

Laurence Schecker

Page 71 of 438

From: Wentworth, Sally A. [Sally_A._Wentworth@ostp.eop.gov]
Sent: Wednesday, February 11, 2009 1:19 PM
To: Crawford, Susan P.; Gary Epstein; Rick Chessen; Bernadette McGuire-Rivera; Anna Gomez; Kohlenberger, Jim C.; Levine, Marne L.; Farrell, Diana; Bhowmik, Rachana; Brundage, Amy; Onek, Matthew M.
Subject: RE: DTV call, 5pm today

Call in info:

Bridge number: [REDACTED] 96
Code: [REDACTED] 96

Sally Shipman Wentworth
Office of Science and Technology Policy
work: 202-456-6085
email: swentworth@ostp.eop.gov

From: Crawford, Susan P.
Sent: Wednesday, February 11, 2009 9:42 AM
To: Gary Epstein; 'Rick Chessen'; Bernadette McGuire-Rivera; 'Anna Gomez'; Wentworth, Sally A.; Kohlenberger, Jim C.; Levine, Marne L.; Farrell, Diana; Bhowmik, Rachana; Brundage, Amy; Onek, Matthew M.
Subject: DTV call, 5pm today

I know FCC is busy working through the issues presented by the 2/17 stations. Could we have a check-in call at 5pm today?

I will send around call-in information later.

Thanks – hope you can make it.

Susan

From: Christopher Lewis
Sent: Tuesday, February 10, 2009 4:37 PM
To: 'Susan_P._Crawford@who.eop.gov'; Rick Chessen; Gary Epstein
Subject: Re: Meeting at 3pm today

Susan: here is the security info for our call center expert.

Andrew Christian Martin
SS# [REDACTED]
DOB: [REDACTED] b6

----- Original Message -----

From: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>
To: Anna Gomez <agomez@ntia.doc.gov>; Bernadette McGuire-Rivera <BMcguire-rivera@ntia.doc.gov>; Rick Chessen; Gary Epstein; Christopher Lewis
Cc: Siegel, Avra <Avra_Siegel@who.eop.gov>; Kohlenberger, Jim C. <Jim_C._Kohlenberger@ostp.eop.gov>; Wentworth, Sally A. <Sally_A._Wentworth@ostp.eop.gov>
Sent: Tue Feb 10 11:27:44 2009
Subject: Meeting at 3pm today

Dear all,

Please come to the PA/17th street corner of the OEOB building - look down towards the WH and you will see a tent-like structure a few steps down from the walkway. Head towards that structure, give them your driver's license, and tell them you have a 3pm appointment.

They will send you up the steps into the building, where another desk will ask for your driver's license.

Come up to Room 350 and I will meet you there.

My numbers if problems:

[REDACTED] cell
[REDACTED] desk.

Avra, copied here, will also be available to help. Jim and Sally will attend from OSTP.

All best,

Susan

Laurence Schecker

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Wednesday, February 11, 2009 6:40 PM
To: Bernadette McGuire-Rivera; Anna Gomez; Wentworth, Sally A.; Kohlenberger, Jim C.; Rick Chessen; Gary Epstein; Christopher Lewis
Subject: Draft agenda and attendees for tomorrow
Attachments: 021009 list of people for thursday meeting.doc

- I. Framework and introductions [Susan to describe Admin. Interest, passage of bill, stimulus status] 10min (building in time for slightly late start)
- II. NTIA
 - a. Status of coupon program
 - b. Plans for stimulus money [Bernie introduces Anna] 15 min (to 2:25)
- III. FCC status and plans
 - a. Copps overview 5 min (2:30)
 - b. McDowell remarks 5 min (2:35)
 - c. Gary describes 2/17 plans and delay period plans 10 min (2:45)
- IV. Discussion
 - a. Outreach specifics, by market (Gary) 15 min 3pm
 - b. Box inventory specifics, by market (Bernie) 15 min 3:15
 - c. Messaging to consumers (Bernie) 15 min 3:30
 - d. Coverage issues/antenna points (Gary) 15 min 3:45
- V. Next steps (Susan) 5 min 4 pm

List of attendees attached

Who volunteers to be timekeeper?

Adam Hemphill, Wal-Mart
Sarah Thorn, Wal-Mart
Bert Gomez, Univision
Charlie Ergen, Echostar
Linda Kinney, Echostar
Andrew Martin, FCC
Christopher Lewis, FCC
Rick Chessen, FCC
Michael Copps, FCC
Anna Gomez, NTIA
Bernadette McGuire-Rivera, NTIA
Jonathan Collegio, NAB
David Rehr, NAB
Susan Fox, ABC
David Donovan, MSTV
Marty Franks, CBS
John Orlando, CBS
Jason Oxman, CEA
Michael Petricone, CEA
John Taylor, LGElectronics
Chris Murray, CU
Gene Kimmelman, CU
Kyle McSlarrow, NCTA
Rob Stoddard, NCTA
Nancy Zirkin, LCCR
Lawrence Sidman, Assn. Public TV Stations
Chris McLean, CERC
Bob Schwartz, CERC
Erica Swanson, LCCR
Roger Sherman, House Commerce
Amy Levine, Rep. Boucher
Jessica Rosenworcel, Sen. Rockefeller
Gloria Tristani, Consumer liaison
Dick Zaragoza, State broadcasters
Bert Gomez, Univision
Monica Talan, Univision
Susan Crawford, NEC
Margaret Tobey, Fox
Maureen O'Connell, Newscorp
Michael Vitelli, BestBuy
Sandy Markwood, N4A
Rob McDowell, FCC
Angela Giancarlo, FCC
Rosemary Harold, FCC
Laura Bishop, BestBuy
John Ripperton, RadioShack

Jennifer Blum, RadioShack
Neil Fried, Rep. Barton

DTV coordination meeting
Thursday, Feb. 12, 2009
2pm-4pm
EEOB 350

Agenda

- I. Welcome and introductions
- II. NTIA report

Anna Gomez, Deputy Asst. Secretary, NTIA
Bernadette McGuire-Rivera, Associate Administrator, NTIA
- III. FCC report

Acting Chairman Michael Copps, FCC
Commissioner Robert McDowell, FCC
Gary Epstein, FCC
- IV. Discussions
 - a. Outreach specifics, by market (Gary Epstein)
 - b. Converter box issues (Bernadette McGuire-Rivera)
 - c. Messaging to consumers (Bernadette McGuire-Rivera)
 - d. Coverage issues (Rick Chessen, Chief of Staff, FCC)
- V. Wrap-up and next steps

Laurence Schecker

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From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Thursday, February 12, 2009 10:49 AM
To: Wentworth, Sally A.
Cc: Kohlenberger, Jim C.; Rick Chessen; Gary Epstein; Bernadette McGuire-Rivera; Anna Gomez; Siegel, Avra
Subject: meeting agenda
Attachments: 021209 DTV coordination meeting agenda.doc

Sally -

Here is the agenda for this afternoon's meeting. Please everyone check that your titles are right and your names are spelled correctly.

Sally, if you could please have 60 copies of this ready for this afternoon that would be very helpful.

Susan

b6

2/27/2009

DTV Coordination Meeting

Thursday, Feb 12, 2009

2pm-4pm

EEOB 350

Key Points:

- § Chairman Copps called on broadcasters to designate a contact person in every DMA, giving priority to at-risk markets. NCTA is willing to help identify local DMA captains; however, LCCR noted that DMAs are far more effective if they are truly independent of the government or any specific industry interest.
- § Nancy Zirkin, LCCR, observed that the transition can't be addressed at the 10,000 ft. level – we need “boots on the ground” to help the most vulnerable citizens.
- § David Rehr, NAB, requested the names of FCC staff that have been assigned to each market as well as a list of their responsibilities. NAB will forward that info on to the local stations so they have a trusted point of contact.
- § Consumers' Union, Gene Kimmelman, expressed grave concerns about what will happen next week when hundreds of stations transition to digital and millions of Americans still haven't received their coupons.
- § Clarity is needed regarding how the \$90M in consumer education funding will be spent. Lawrence Sidman (Assoc. of Public Television Stations) appealed to NTIA to expedite grants and to focus spending on technical assistance.
- § Mr. Orlando of CBS strongly encouraged the FCC and NTIA to learn and apply lessons learned from markets that have already made the transition, especially Wilmington. Need to bring together DMA captains from Wilmington, Hawaii, and Feb 17 markets with DMA captains in markets that will transition later.
- § Disney and others noted the difficulty in identifying trusted third parties to assist consumers in their homes.
- § Amy Levine of Rep. Boucher's office implored the broadcasters to do everything they can to educate consumers that will lose signal coverage.

I. Welcome and Introductions

Susan Crawford, NEC, welcomed the group and noted that the DTV transition is a serious priority for the Administration. President Obama signed the DTV Delay Act yesterday which gives us a brief opportunity to fix this. The White House role is to coordinate and facilitate.

II. FCC Report

Chairman Copps thanked the White House for calling the meeting and noted his long-standing belief that White House involvement is essential to making the digital transition a success. For months he has been calling for a public/private partnership and greater cooperation among government agencies and he is committed to making this happen.

The FCC is entirely focused on the DTV transition. Commissioner Adelstein continues his outreach on the west coast and Commissioner McDowell is working tirelessly to resolve the problems with the call centers.

The Chairman is committed to a more open and collaborative FCC and to working closely with NTIA on DTV. He also welcomes the private sector commitment to making the transition as smooth as possible.

Chairman Copps made a specific request of broadcasters: There should be a designated private sector contact person in every DMA in the country with a special priority given to at risk markets.

Gary Epstein, the FCC's DTV Coordinator, outlined the actions the FCC has taken in the last 21 days since Mr. Copps became Acting FCC Chairman. Until last week, they were operating under the assumption that the transition would go forward as scheduled on Feb. 17.

In the past 21 days, the FCC has:

- § Engaged the entire Commission in the DTV effort
- § Revitalized the Consumer Advisory Committee
- § Held an En Banc hearing devoted to DTV
- § Resolved the call center fragmentation issue
- § Reached out to FCC and NTIA grant recipients re: outreach
- § Coordinated extensively with the Executive Branch

Mr. Epstein then highlighted the FCC's recent Public Notices and emphasized the Commission's commitment to striking a balance between the public's need for more time and broadcasters' need for flexibility. The FCC's notices may be found at:

http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-09-6A1.doc

http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-09-7A1.doc

February 17 will be messy, Commissioner McDowell recognized. We need grass roots activity that is publicized at the national level. He expressed gratitude to industry for the millions of dollars they contributed to a unified system of call centers that will hopefully be up and running soon. Rosemary Harold of the FCC outlined the call center effort undertaken by the FCC, NTIA and industry to ensure that customers receive uniform and accurate information when they call.

III: NTIA Report

Deputy Assistant Secretary of NTIA, Anna Gomez, expressed the Department's appreciation to industry for their efforts to sponsor workshops, technical demonstrations, outreach and, most of all, over \$1B in Public Service Announcements to inform the public about the DTV transition. We now need to reach the 5.7% of Americans who still are not ready – these represent the most vulnerable communities including minorities, elderly, low income, and people with disabilities. Phase II is just beginning and we all need to work with stakeholders to provide a good experience for American consumers.

Bernadette McGuire-Rivera, Associate Administrator of NTIA and NTIA's DTV lead, outlined NTIA's plans for Phase II. Revised rules will be ready 30 days from signature of the DTV Delay Act. The coupon program will be focused on reaching the 5.7% of the public that is still not ready and NTIA understands that these people may be in most need of extra assistance. The stimulus bill provides \$650M of additional funding for 12.5m coupons and additional consumer

outreach. Coupons will be mailed using first class postage which should ensure that people receive their coupons within 1 ½ weeks of the request.

IV: Discussion

Mr. Epstein announced that the new and unified call center should be up and running this week. Additionally, the FCC is redeploying staff so that there will be one FCC staff per at-risk market. They want to work with local stations who know the local markets and local needs.

Nancy Zirkin, LCCR, noted that the LCCR has been on the ground working on the DTV transition for 15 months and has many lessons learned to share. The LCCR works with a cross-section of at-risk communities and has set up DTV assistance centers in seven cities. Based on their experience, it is clear that this effort cannot be successful at the 10,000 ft level. It requires a “boots on the ground”, campaign-like undertaking. There are many technical impediments to overcome and these can't be underestimated. With respect to the \$90M in educational funding, the LCCR knows what messages are needed and is willing to help NTIA test those messages.

David Rehr of NAB offered to help NTIA with market research and will get messages out to local stations. He encouraged NTIA to focus its funds on local education. Mr. Rehr also requested the names of FCC staff that have been assigned to each market as well as a list of their responsibilities. NAB will forward that info on to the local stations so they have a trusted point of contact.

NAB has produced and distributed a DTV nightlight video as well as a checklist to stations that includes the following recommendations:

- § Designate a market manager
- § Participate in the nightlight program
- § Gauge DTV readiness in your area
- § Set up local call centers

Gene Kimmelman of Consumers Union expressed grave concern about the consumers who do not have coupons and live in those markets that will transition on Feb. 17. He asked, “What will happen on Feb. 17?” Ms. McGuire-Rivera said that there are about 4 million coupons in the queue today and that NTIA expects to be able to get 2 million coupons out to consumers within the first week of receiving the additional funds.

A number of participants highlighted misperceptions about the program, including the fact that people who have coupons can give them to friends and family in need. Ms. McGuire-Rivera also noted that consumers do not have to have a coupon to purchase a converter box.

Gloria Tristani, Consumer Liaison, emphasized the importance of targeted outreach to those places in need, particularly minority communities like Houston-Dallas and Los Angeles. Lawrence Sidman, representing the Assoc. of Public Television Stations, noted that people need technical assistance in hooking up the boxes. This concern was expressed by a number of participants. Sandy Markwood of the National Assoc. of Area Agencies on Aging also pointed out the difficulty the elderly and poor have in buying and setting up antennae.

John Orlando of CBS called on the government to learn from past experiences in Wilmington, Hawaii and, by next week, in a host of stations. We need to get DMA captains together with broadcasters and others who have already made the transition to understand what works and what doesn't work. NCTA offered to help the FCC to identify local DMA captains. LCCR suggested that these should be like local campaign directors and that they should be independent of particular industry or gov't interests. David Donovan of MSTV reminded the group that this issue is technical and that broadcast engineers are best placed to provide technical assistance.

Rick Chessen of the FCC noted that one of the key problems is likely to be the change in signal coverage. While some broadcasters will pick up viewers following the transition, some consumers will find themselves with no television reception. Many people do not and will not understand why this is happening. Amy Levine called on the broadcasters to educate consumers that will lose signal coverage. Broadcasters are reluctant to alarm customers and are increasing signal strength as much as possible.

The Consumers Union expressed concern that there is not sufficient supply of boxes to meet upcoming demand. Ms. McGuire-Rivera also noted that as NTIA clears out the waiting list, it is critical that there be boxes in the store for consumers. CEA said there is ample supply of boxes and there is no geographic disparity. Retailers are ramping up inventory for the upcoming months.

Wrap-up and Next Steps

Ms. Crawford thanked the group for attending and emphasized the White House interest in this issue. The NEC will continue to coordinate with NTIA and FCC regularly. The next key event is the FCC en banc hearing on March 5. That hearing, according to Chairman Copps, will be an opportunity to examine the results of the Feb 17 transition and learn lessons for the next four months.

Laurence Schecker

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From: Susan Crawford [redacted]
Sent: Friday, February 13, 2009 6:20 AM
To: Gary Epstein
Subject: Thanks again

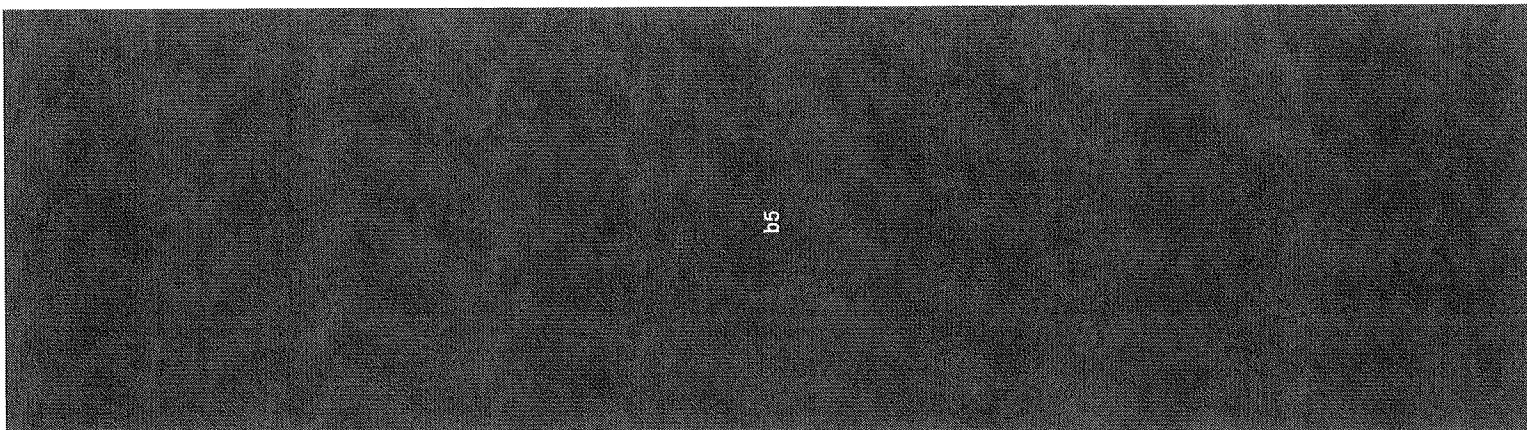
Apologies for the mechanical shortcomings – the fact that you couldn't get in and the absence of a table tent – I take full responsibility for both, and I will know how to set one of these things up the next time. I hope you will forgive me. I was very grateful for your presentation and I know you will get a good deal of assistance from the broadcasters and others. Thanks again for taking on this emergency assignment, and I am glad you will be in there working hard for another two weeks. We need you.

Best, Susan

Laurence Schecker

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From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Friday, February 13, 2009 10:24 AM
To: Gary Epstein; Rick Chessen; Bernadette McGuire-Rivera; Anna Gomez
Cc: Wentworth, Sally A.; Kohlenberger, Jim C.; rick.wigfield@fcc.gov; Brundage, Amy; Croft, Cammie L.; Bhowmik, Rachana
Subject: DTV notes from yesterday; next steps
Attachments: 021209 DTV coordination meeting notes (2).doc



b5

From: Wentworth, Sally A.
Sent: Thursday, February 12, 2009 7:01 PM
To: Crawford, Susan P.; Kohlenberger, Jim C.
Subject: Meeting notes (2)

Susan and Jim,

Attached are notes from the meeting.

Sally

Laurence Schecker

Page 84 of 438

From: Susan Crawford [redacted]
Sent: Friday, February 13, 2009 8:48 PM
To: Rick Chessen
Cc: Gary Epstein
Subject: Public notice?

Hi, I'd like to let the WH know what's going on with the transition, so can you guys send me the draft public notice? I will not publicize it. Thanks so much.

From: Anna Gomez [agomez@ntia.doc.gov]
Sent: Friday, February 13, 2009 11:58 AM
To: Gary Epstein; Rick Chessen; Bernadette McGuire-Rivera; Susan P. Crawford
Cc: rick.wigfield@fcc.gov; Bart Forbes; Jim C. Kohlenberger; Sally A. Wentworth; Amy Brundage; Cammie L. Croft; Rachana Bhowmik
Subject: Re: DTV notes from yesterday; next steps

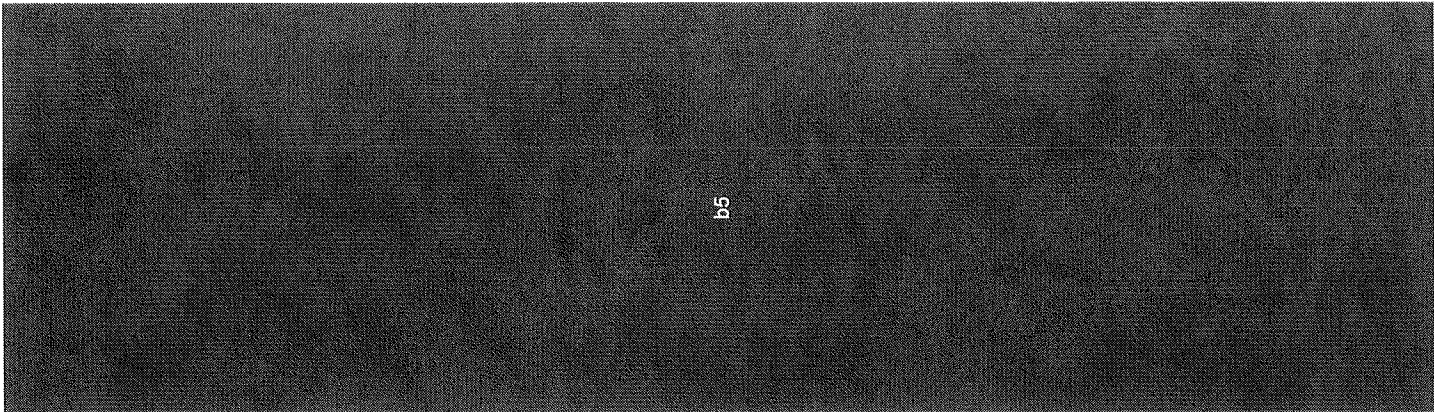
Thanks Susan. Our press person is Bart Forbes, whom I've copied as well.

I want to remind folks that I am going to speak to NARUC on Tuesday at 10:30 am for about 10 minutes re: DTV. Is there's anything you all would like for me to mention, please let me know. We plan to distribute the "priority markets" for outreach purposes to the COMmissioners and seek their help in ensuring their consumers are aware of the need to prepare.

Thanks,
Anna

>>> "Crawford, Susan P." <Susan_P._Crawford@who.eop.gov> 2/13/2009 10:24:02 AM >>>

Thanks again to everyone for yesterday's meeting. I'm attaching notes that Sally Wentworth took of the meeting.



b5

Susan

From: Wentworth, Sally A.
Sent: Thursday, February 12, 2009 7:01 PM
To: Crawford, Susan P.; Kohlenberger, Jim C.
Subject: Meeting notes (2)

Susan and Jim,

Attached are notes from the meeting.

Laurence Schecker

From: Susan Crawford [susancrawford@
Sent: Friday, February 13, 2009 9:25 PM
To: Rick Chessen; Susan Crawford
Cc: Gary Epstein
Subject: Re: Public notice?

Great, really strong work, thanks.

On 2/13/09 9:24 PM, "Rick Chessen" <Rick.Chessen@fcc.gov> wrote:

> Just posted on fcc website. 43 of 106 decided to stay on the air w
> regular analog service. 53 will turn off with enhanced public interest obligations.
> Only 10 made hardship/impossibility showings.
>
> -----
> Sent from my BlackBerry Wireless Handheld
>
>
> ----- Original Message -----
> From: Susan Crawford <
> To: Rick Chessen
> Cc: Gary Epstein
> Sent: Fri Feb 13 20:47:49 2009
> Subject: Public notice?
>
> Hi, I'd like to let the WH know what's going on with the transition,
> so can you guys send me the draft public notice? I will not publicize
> it. Thanks so much.

From: Bernadette McGuire-Rivera [bmcguire-rivera@ntia.doc.gov]
Sent: Monday, February 16, 2009 11:17 AM
To: Gary Epstein; Rick Chessen; Anna Gomez; Sally_A._Wentworth@ostp.eop.gov; Susan_P._Crawford@who.eop.gov
Cc: rick.wigfield@fcc.gov; Jim_C._Kohlenberger@ostp.eop.gov; Amy_Brundage@who.eop.gov; Cammie_L._Croft@who.eop.gov; Rachana_Bhowmik@who.eop.gov
Subject: Re: DTV notes from yesterday; next steps

We are closed and I have some family obligations I forgot about at 4. In terms of the coupon program I'm trying to see if we can do some market specific early releases as well as ota only first. Can the FCC give me a staff contact for our folks to work with to identify if there are any markets where this would make a difference?
 Is Monday at 4 going to be the regular time for the in-person meeting?

>>> "Wentworth, Sally A." <Sally_A._Wentworth@ostp.eop.gov> 02/16/09
 >>> 8:07 AM >>>
 Here is the call-in info for the 4pm call:

Call in: (202) [REDACTED] b6
 Code: [REDACTED] b6

From: Crawford, Susan P.
 To: 'Gary Epstein' ; Rick Chessen ; 'Bernadette McGuire-Rivera' ; 'Anna Gomez'
 Cc: Wentworth, Sally A.; Kohlenberger, Jim C.; 'rick.wigfield@fcc.gov' ; Brundage, Amy;
 Croft, Cammie L.; Bhowmik, Rachana
 Sent: Fri Feb 13 10:24:02 2009
 Subject: DTV notes from yesterday; next steps

Thanks again to everyone for yesterday's meeting. I'm attaching notes that Sally Wentworth took of the meeting.

A few things:

1. The White House new media people will be working on a strategy, and we are meeting later today. I am copying Amy Brundage (WH press), Cammie Croft (WH new media) and Rick Wigfield (FCC press) so that they can be in touch as things move on.
2. If someone could send me a status list of which stations are moving on the 17th I would appreciate it - in general, synopses and overviews would be very welcome.
3. We should talk again on Monday by phone - please save 4pm on Monday for a status call. I know it will be a busy day at FCC so I won't haul you in here for an in-person meeting. Particularly because we make it so hard for you to get in the door.

Susan

From: Wentworth, Sally A.

Sent: Thursday, February 12, 2009 7:01 PM
To: Crawford, Susan P.; Kohlenberger, Jim C.
Subject: Meeting notes (2)

Page 89 of 438

Susan and Jim,

Attached are notes from the meeting.

Sally

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Monday, February 16, 2009 12:45 PM
To: Gary Epstein; bmcguire-rivera@ntia.doc.gov; Rick Chessen; AGomez@ntia.doc.gov; Wentworth, Sally A.; Christopher Lewis
Cc: rick.wigfield@fcc.gov; Kohlenberger, Jim C.; Brundage, Amy; Croft, Cammie L.; Bhowmik, Rachana
Subject: RE: DTV notes from yesterday; next steps

Gary, can you put someone in contact with Bernie re target markets?

Thanks for this update. I am being asked about post-Feb. 17 plans, so any previews you can send me in writing would be very welcome.

Given all of this activity, and the fact that Bernie is not available, we don't need to have a call this afternoon at 4pm - call is cancelled. We will meet in person next Monday at 4pm here at EEOB.

If there are press calls today, we will point to the FCC press release. Gary, please send it to this list when it is available.

Thanks.

Susan

pg

-----Original Message-----
From: Gary Epstein [mailto:Gary.Epstein@fcc.gov]
Sent: Monday, February 16, 2009 11:50 AM
To: Crawford, Susan P.; bmcguire-rivera@ntia.doc.gov; Rick Chessen; AGomez@ntia.doc.gov; Wentworth, Sally A.
Cc: rick.wigfield@fcc.gov; Kohlenberger, Jim C.; Brundage, Amy; Croft, Cammie L.; Bhowmik, Rachana
Subject: Re: DTV notes from yesterday; next steps

FCC has had a massive effort over the last 3 days. We have ruled on the waiver requests, after many discussions with the stations, several more stations have agreed to remain analog by our Sunday deadline, the integrated call centers are up and operating, we have redirected staff to the affected markets and they are there, there has been much coordination with state broadcasters, we are about to issue a press release, there will be an order and notice out probably tomorrow re post Jan 17 procedures and much more. We have had 11 am calls every day to coordinate and we now await tomorrow, cautious and hopeful.

----- Original Message -----
From: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>
To: Bernadette McGuire-Rivera <bmcguire-rivera@ntia.doc.gov>; Gary Epstein; Rick Chessen; Anna Gomez <AGomez@ntia.doc.gov>; Wentworth, Sally A. <Sally_A._Wentworth@ostp.eop.gov>
Cc: rick.wigfield@fcc.gov <rick.wigfield@fcc.gov>; Kohlenberger, Jim C. <Jim_C._Kohlenberger@ostp.eop.gov>; Brundage, Amy <Amy_Brundage@who.eop.gov>; Croft, Cammie L. <Cammie_L._Croft@who.eop.gov>; Bhowmik, Rachana <Rachana_Bhowmik@who.eop.gov>
Sent: Mon Feb 16 11:30:10 2009
Subject: RE: DTV notes from yesterday; next steps

Thanks, Bernie. Agree that coordination on markets for coupons would be helpful.

Yes, 4pm Monday will be the regular in-person time.

Susan

-----Original Message-----
From: Bernadette McGuire-Rivera [mailto:bmcguire-rivera@ntia.doc.gov]
Sent: Monday, February 16, 2009 11:17 AM

To: Gary.Epstein@fcc.gov; Rick.Chessen@fcc.gov; Anna Gomez; Wentworth, Sally A.; Crawford, Susan P.
Cc: rick.wigfield@fcc.gov; Kohlenberger, Jim C.; Brundage, Amy; Croft, Cammie L.; Bhowmik, Rachana
Subject: Re: DTV notes from yesterday; next steps

Page 91 of 438

We are closed and I have some family obligations I forgot about at 4. In terms of the coupon program I'm trying to see if we can do some market specific early releases as well as ota only first. Can the FCC give me a staff contact for our folks to work with to identify if there are any markets where this would make a difference?
Is Monday at 4 going to be the regular time for the in-person meeting?

>>> "Wentworth, Sally A." <Sally_A._Wentworth@ostp.eop.gov> 02/16/09
8:07 AM >>>

Here is the call-in info for the 4pm call:

Call in: (202) [REDACTED]

Code: [REDACTED]

From: Crawford, Susan P.
To: 'Gary Epstein' ; Rick Chessen ; 'Bernadette McGuire-Rivera' ; 'Anna Gomez'
Cc: Wentworth, Sally A.; Kohlenberger, Jim C.; 'rick.wigfield@fcc.gov' ; Brundage, Amy;
Croft, Cammie L.; Bhowmik, Rachana
Sent: Fri Feb 13 10:24:02 2009
Subject: DTV notes from yesterday; next steps

Thanks again to everyone for yesterday's meeting. I'm attaching notes that Sally Wentworth took of the meeting.

[REDACTED]

b6

Susan

From: Wentworth, Sally A.
Sent: Thursday, February 12, 2009 7:01 PM
To: Crawford, Susan P.; Kohlenberger, Jim C.
Subject: Meeting notes (2)

Susan and Jim,

Page 92 of 438

Attached are notes from the meeting.

Sally

Laurence Schecker

Page 93 of 438

From: Rick Chessen
Sent: Monday, February 16, 2009 4:05 PM
To: Gary Epstein; 'Crawford, Susan P.'
Subject: RE: DTV notes from yesterday; next steps
Attachments: Master List 2-16-09 Press Release 90.xls

same attachment in slightly easier to read format

From: Gary Epstein
Sent: Monday, February 16, 2009 3:45 PM
To: Crawford, Susan P.
Cc: Rick Chessen
Subject: RE: DTV notes from yesterday; next steps

Press release almost done -- many cooks, many edits -- we will send it to the group within the hour.

From: Crawford, Susan P. [mailto:Susan_P._Crawford@who.eop.gov]
Sent: Mon 2/16/2009 12:45 PM
To: Gary Epstein; bmcguire-rivera@ntia.doc.gov; Rick Chessen; AGomez@ntia.doc.gov; Wentworth, Sally A.; Christopher Lewis
Cc: rick.wigfield@fcc.gov; Kohlenberger, Jim C.; Brundage, Amy; Croft, Cammie L.; Bhowmik, Rachana
Subject: RE: DTV notes from yesterday; next steps

Gary, can you put someone in contact with Bernie re target markets?

Thanks for this update. I am being asked about post-Feb. 17 plans, so any previews you can send me in writing would be very welcome.

Given all of this activity, and the fact that Bernie is not available, we don't need to have a call this afternoon at 4pm - call is cancelled. We will meet in person next Monday at 4pm here at EEOB.

If there are press calls today, we will point to the FCC press release. Gary, please send it to this list when it is available.

Thanks.

Susan
456 1410

-----Original Message-----

From: Gary Epstein [mailto:Gary.Epstein@fcc.gov]
Sent: Monday, February 16, 2009 11:50 AM
To: Crawford, Susan P.; bmcguire-rivera@ntia.doc.gov; Rick Chessen; AGomez@ntia.doc.gov; Wentworth, Sally A.
Cc: rick.wigfield@fcc.gov; Kohlenberger, Jim C.; Brundage, Amy; Croft, Cammie L.; Bhowmik, Rachana
Subject: Re: DTV notes from yesterday; next steps

FCC has had a massive effort over the last 3 days. We have ruled on the waiver requests, after many discussions with the stations, several more stations have agreed to remain analog by our Sunday deadline, the integrated call centers are up and operating, we have redirected staff to the affected markets and they are there, there has been much coordination with state broadcasters, we are about to issue a press release, there will be an order and notice out probably tomorrow re post

2/27/2009



----- Original Message -----

From: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>
To: Bernadette McGuire-Rivera <bmcguire-rivera@ntia.doc.gov>; Gary Epstein; Rick Chessen; Anna Gomez <AGomez@ntia.doc.gov>; Wentworth, Sally A. <Sally_A._Wentworth@ostp.eop.gov>
Cc: rick.wigfield@fcc.gov <rick.wigfield@fcc.gov>; Kohlenberger, Jim C. <Jim_C._Kohlenberger@ostp.eop.gov>; Brundage, Amy <Amy_Brundage@who.eop.gov>; Croft, Cammie L. <Cammie_L._Croft@who.eop.gov>; Bhowmik, Rachana <Rachana_Bhowmik@who.eop.gov>
Sent: Mon Feb 16 11:30:10 2009
Subject: RE: DTV notes from yesterday; next steps

Thanks, Bernie. Agree that coordination on markets for coupons would be helpful.

Yes, 4pm Monday will be the regular in-person time.

Susan

-----Original Message-----

From: Bernadette McGuire-Rivera [mailto:bmcguire-rivera@ntia.doc.gov]
Sent: Monday, February 16, 2009 11:17 AM
To: Gary.Epstein@fcc.gov; Rick.Chessen@fcc.gov; Anna Gomez; Wentworth, Sally A.; Crawford, Susan P.
Cc: rick.wigfield@fcc.gov; Kohlenberger, Jim C.; Brundage, Amy; Croft, Cammie L.; Bhowmik, Rachana
Subject: Re: DTV notes from yesterday; next steps

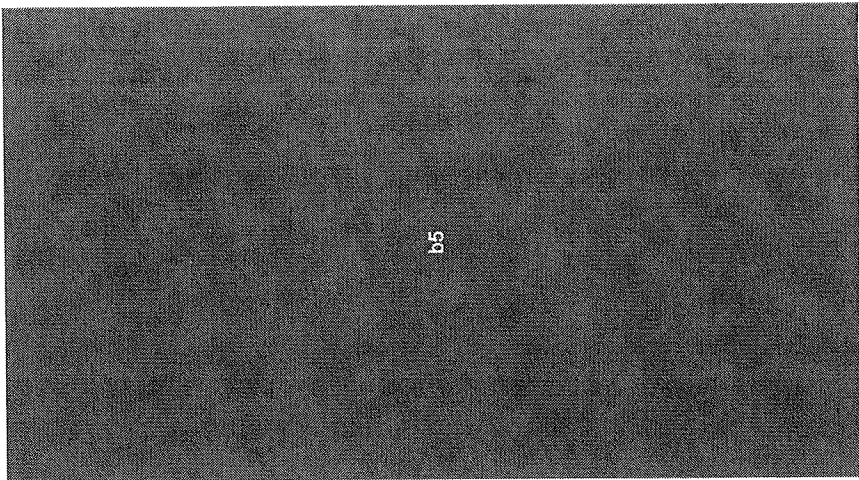
We are closed and I have some family obligations I forgot about at 4. In terms of the coupon program I'm trying to see if we can do some market specific early releases as well as ota only first. Can the FCC give me a staff contact for our folks to work with to identify if there are any markets where this would make a difference?
Is Monday at 4 going to be the regular time for the in-person meeting?

>>> "Wentworth, Sally A." <Sally_A._Wentworth@ostp.eop.gov> 02/16/09 8:07 AM >>>
Here is the call-in info for the 4pm call:

Call in: (202) [redacted] b6
Code: [redacted] b6

From: Crawford, Susan P.
To: 'Gary Epstein' ; Rick Chessen ; 'Bernadette McGuire-Rivera' ; 'Anna Gomez'
Cc: Wentworth, Sally A.; Kohlenberger, Jim C.; 'rick.wigfield@fcc.gov' ; Brundage, Amy; Croft, Cammie L.; Bhowmik, Rachana
Sent: Fri Feb 13 10:24:02 2009
Subject: DTV notes from yesterday; next steps

Thanks again to everyone for yesterday's meeting. I'm attaching notes that Sally Wentworth took of the meeting.



Susan

From: Wentworth, Sally A.
Sent: Thursday, February 12, 2009 7:01 PM
To: Crawford, Susan P.; Kohlenberger, Jim C.
Subject: Meeting notes (2)

Susan and Jim,

Attached are notes from the meeting.

Sally

From: Wentworth, Sally A. [Sally_A._Wentworth@ostp.eop.gov]
Sent: Tuesday, February 17, 2009 8:43 AM
To: Rick Chessen; Gary Epstein
Subject: RE: Draft agenda and attendees for tomorrow

His name is Clark Blackwell. Number is [REDACTED]

b6

Thanks,
Sally

Sally Shipman Wentworth
Office of Science and Technology Policy
work: 202-456-6085
email: swentworth@ostp.eop.gov

-----Original Message-----

From: Rick Chessen [mailto:Rick.Chessen@fcc.gov]
Sent: Thursday, February 12, 2009 7:06 PM
To: Wentworth, Sally A.; Gary Epstein
Subject: RE: Draft agenda and attendees for tomorrow

If you have a name and contact info we can have someone call him

-----Original Message-----

From: Wentworth, Sally A. [mailto:Sally_A._Wentworth@ostp.eop.gov]
Sent: Thursday, February 12, 2009 5:32 PM
To: Gary Epstein; Rick Chessen
Subject: RE: Draft agenda and attendees for tomorrow

Gary and Rick,

I just received a call from a consumer in the Northern Neck area of VA. He's written several letters here and to the Hill re: DTV. His particular concern is that folks in his area do not receive the Richmond signal once they use their converter box.

Is there someone who can follow-up with him?

Thanks,
Sally

Sally Shipman Wentworth
Office of Science and Technology Policy
work: [REDACTED]
email: swentworth@ostp.eop.gov

-----Original Message-----

From: Gary Epstein [mailto:Gary.Epstein@fcc.gov]
Sent: Wednesday, February 11, 2009 11:05 PM
To: Crawford, Susan P.; bmcguire-rivera@ntia.doc.gov; agomez@ntia.doc.gov; Wentworth, Sally A.; Kohlenberger, Jim C.; Rick Chessen; Christopher Lewis
Subject: Re: Draft agenda and attendees for tomorrow

IVD on agenda below is listed for me. That's Rick C's part. My parts are IIIC and IVA.

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----- Original Message -----

From: Crawford, Susan P. <Susan_P._Crawford@who.eop.gov>
To: Bernadette McGuire-Rivera <bmcguire-rivera@ntia.doc.gov>; Anna Gomez <agomez@ntia.doc.gov>; Wentworth, Sally A. <Sally_A._Wentworth@ostp.eop.gov>; Kohlenberger, Jim C. <Jim_C._Kohlenberger@ostp.eop.gov>; Rick Chessen; Gary Epstein; Christopher Lewis
Sent: Wed Feb 11 18:39:44 2009
Subject: Draft agenda and attendees for tomorrow

I. Framework and introductions [Susan to describe Admin. Interest, passage of bill, stimulus status] 10min (building in time for slightly late start)

II. NTIA

- a. Status of coupon program
- b. Plans for stimulus money [Bernie introduces Anna] 15 min (to 2:25)

III. FCC status and plans

- a. Copps overview 5 min (2:30)
- b. McDowell remarks 5 min (2:35)
- c. Gary describes 2/17 plans and delay period plans 10 min (2:45)

IV. Discussion

- a. Outreach specifics, by market (Gary) 15 min 3pm
- b. Box inventory specifics, by market (Bernie) 15 min 3:15
- c. Messaging to consumers (Bernie) 15 min 3:30
- d. Coverage issues/antenna points (Gary) 15 min 3:45

V. Next steps (Susan) 5 min 4 pm

List of attendees attached

Who volunteers to be timekeeper?

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Thursday, February 19, 2009 6:47 PM
To: agomez@ntia.doc.gov; bmcguire-rivera@ntia.doc.gov; Rick Chessen; Gary Epstein; Christopher Lewis
Subject: Monday 4pm meeting

Let's meet at EEOB on Monday at 4pm to discuss lessons learned and plans for the delay period.

I will send around a room number.

Thanks - looks like things went well today thanks to you.

Susan

Sent using BlackBerry

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Friday, February 20, 2009 4:04 PM
To: Crawford, Susan P.; agomez@ntia.doc.gov; bmcguire-rivera@ntia.doc.gov; Rick Chessen; Gary Epstein; Christopher Lewis; Monje, Carlos A.
Cc: Bhowmik, Rachana; Brundage, Amy; Farrell, Diana
Subject: DTV: Monday 4pm meeting

Let's meet at EEOB on Monday at 4pm to discuss lessons learned and plans for the delay period. We should have a quite specific discussion about plans for the \$650 million.

FCC and NTIA: please bring written materials with you that we can use - assessments of what happened re calls and outreach on 2/17-18, and projections for the next months.

We will be in Room 180.

Thanks -

Susan

From: Crawford, Susan P. [Susan_P._Crawford@who.eop.gov]
Sent: Friday, February 20, 2009 4:19 PM
To: Gary Epstein
Cc: Rick Chessen
Subject: RE: Monday 4pm meeting

Yes - Carlos Monje, copied on the message, is the service person on the Domestic Policy Council.

Susan Crawford
National Economic Council

(p)
(c)

-----Original Message-----

From: Gary Epstein [mailto:Gary.Epstein@fcc.gov]
Sent: Friday, February 20, 2009 4:18 PM
To: Crawford, Susan P.
Cc: Rick Chessen
Subject: RE: Monday 4pm meeting

Have you been able to round up any of the Americorps, Seniorcorps, FEMA folks we talked about?

Gary

-----Original Message-----

From: Crawford, Susan P. [mailto:Susan_P._Crawford@who.eop.gov]
Sent: Friday, February 20, 2009 4:04 PM
To: Crawford, Susan P.; agomez@ntia.doc.gov; bmcguire-rivera@ntia.doc.gov; Rick Chessen; Gary Epstein; Christopher Lewis; Monje, Carlos A.
Cc: Bhowmik, Rachana; Brundage, Amy; Farrell, Diana
Subject: DTV: Monday 4pm meeting

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Thanks -

Susan